

MARCH 8, 1930

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# The Billboard

*The Theatrical Digest and Show World Review*



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(Printed in U. S. A.)

# Advertisers *to the* Amusement World

The Big 1930 Show

“Outdoor Amusements”

Is About To Start!



---as usual, it will be inaugurated by THE BILLBOARD'S

## Annual Spring Special Number

◀ DATED MARCH 29 -- ISSUED MARCH 25 ▶

With the publication of The Billboard's Spring Special the Outdoor Amusement World enters its first phase of activity this season.

Amusement Parks, Fairs, Circuses, Carnivals, Summer Resorts and Summer Theatricals—all thoroughly represented in The Billboard for many years—are now announcing their “opening dates” and 1930 routes. Turnstiles and ticket choppers will soon start to record an endless stream of pleasure seekers.

*Yet there is much preparation—much purchasing—to be done. And much of it will be done after consulting the advertising columns of the Spring Special.*

‘ADVERTISERS TO THE AMUSEMENT WORLD’ are making reservations NOW in the Spring Special Number of The Billboard. Years of experience has taught them the value of good position in this big extra-circulation issue.

Making it of even greater importance—the Spring Special is also the first big list number of the new season. It contains complete lists of Amusement Parks, Conventions, Fairs, etc.

Regular advertising rates prevail. Reservations made in the order they are received.

### THE BILLBOARD PUBLISHING CO.

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of the Theater and  
the Show World.

# The Billboard

Only News that  
Means Something.  
No Scandal To Dis-  
honor the Profession.

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## RKO OUSTS 10 OFFICES

### Amusement Park Men Urged To Follow Movies

*Must show greater improvement in resorts and put service on par with film theater or else pass out of the picture, NEAMA meeting is told—Donovan new president*

SPRINGFIELD, Mass., March 3.—That the amusement park must keep pace with the movies, which it considers one of its greatest competitors, or pass out of the picture, was the most serious topic that came up for discussion at the third annual meeting of the New England Amusement Men's Association at the Clinton Hotel here last Wednesday and Thursday. Various suggestions as to how to meet this competition were broached, the outstanding ones being that the park must be rejuvenated, or "brush up" on a more extensive scale than ever before; that the park must give the same class of service that the movies are giving; that the park must improve upon walks and add more shrubbery and shade; that the park should have not only trained but uniformed employees in accordance with movie customs.

Will L. White, secretary of the association, estimated the attendance at approximately 100. This is about the same number present last year, when the meeting was held at Worcester, Mass., in conjunction with the Massachusetts (See *PARK MANAGERS* on page 90)

### Circo Shipp Off For So. America

NEW YORK, Mar. 3.—The Gran Circo Shipp, directed by Edward Shipp, sailed from here last Wednesday for a proposed three-year tour of South America. There were approximately 50 people in the company. The show will make its first stop at the Port of Spain, Trinidad, where it will probably open under canvas March 10 for a three or four weeks' engagement. The circus will tour thru Central America, embracing Colombia, Venezuela, Panama, then back thru Argentina, Uruguay and Brazil.

Manager Shipp looks for big business in connection with this tour. The name of Shipp & Feltus is a household word in South America, as this marks Shipp's eighth tour in that country, or 22 years that he has spent there in the past with his circus.

Many people who were with the show in the past have rejoined for the present tour. Capt. L. M. Miller, bandleader on the Rubin & Cherry Shows for many years, is directing the 12-piece band, which will be augmented to 20 additional pieces at the opening stand.

### Chicago and Cleveland To Get N. Y. Palace Acts

NEW YORK, March 3.—RKO has at last come to the realization that its vaudeville booking department cannot make progress under a system dividing the eastern and western divisions into separate entities. The first step taken toward aligning the booking department under a more feasible plan will eventuate next week when George A. Godfrey, the Eastern head, will have added to his books the Palace-monickered houses in Cleveland and Chicago, these

### Another Refinancing Plan Up to Fox Stockholders

NEW YORK, March 3.—When the Fox stockholders meet March 5 to vote on the refinancing plan which has been submitted to the Fox directors, Halsey, Stuart & Company, said to be the cause of many of the Fox organization's woes, will submit a new and separate plan to the stockholders which "we believe will be more materially advantageous from the standpoint of the stockholders and the companies as a whole than the plan which has already been accepted by the directors of the Fox companies."

The plan already referred to is the one submitted by the Bancamerica, Inc.; Lehman Brothers and Dillon, Read & Company.

Much depends upon the arguments to be aired in Supreme Court today which

### Chorus Equity Warns Against Signing Player Contracts

NEW YORK, March 3.—Chorus Equity Association has issued a warning to its members against signing "principal" contracts with managers. In its bulletin to the members the association cites several reasons why the members should not sign the contracts because they are given a few lines to speak.

There is a general impression among the chorus members that to possess a "principal's" contract makes them a principal, which the association points

### Canned Preaching New Fad in Sticks

NEW YORK, March 3.—From Joe De Tellem, a trumpeter, of Edgewood, Ia., comes the following bit of intelligence:

"It seems as if the preachers will eventually have to fall back on the musicians' union for help. In Aurora the local Methodist church does not employ a minister for sermons, but uses a phonograph instead. They claim this enables them to hear recorded sermons from the very best ministers at a very reasonable price."

### DECKS CLEARED APRIL 1, ORDER

*Productivity not only basis  
of sifting—Piazza declines  
to comment—book direct*

NEW YORK, March 3.—The second shakeup of agents and producers enfranchised by RKO became a fact Saturday when 10 of the total number of 24 offices doing business with the sixth floor were notified by Ben Piazza thru the mails that they shall cease being an adjunct of the major circuit on April 1. This time it appears to be a clean sweep, altho in giving the list to *The Billboard* Piazza stated that by the time the month is gone several revisions may be made voluntarily by the executive committee of which he is a member with George A. Godfrey and Charles J. Freeman.

The agents and producers finally singled out as due to relinquish their franchises at the end of the 30-day notice period do not comprise a list of those who have been doing the smallest amount of business with the office. Contrary to a belief that has persisted since the first intimation was given some weeks ago that the shakeup was on its way, the letouts are classed as those who would serve the interests of the office better by ceasing to do business with the sixth floor. The list was released without comment, a situation far different from that evident in the November shakeup, when 10 agents were given their notice as effective January 1.

It has been admitted all along that RKO planned the shakeup as a means of providing those that survive with a (See *SHAKEUP* on page 11)

### Acts as Lure For Land Sales

CHICAGO, March 3.—A gag which may furnish work for a number of acts during the coming summer is being worked out by local real estate subdivision companies. It sounds good and ought to work out to the advantage of everybody concerned, except, perhaps, those whom the entertainment program beguiles sufficiently to induce them to sign on the dotted line.

The plan, which it is said will be put into effect just as soon as the subdivision season gets under way, is to organize a sort of unit show of three or four acts, or perhaps two or three units, if the response justifies it, and put on a first-class vaudeville show on Saturdays and Sundays at subdivisions adjacent to Chicago. It is figured that four acts should not cost an excessive amount, in view of the many performers out of work and offering their services at relatively low figures.

The idea is not an entirely new one here, having been used some years ago with some success during the exploitation of a South Side subdivision; but it has not been tried in recent years.

joining the Palace, New York, in a trio of houses suitable for playing big acts landed for the ace house.

The plan had its inception with the urgent need of finding some way to keep the Palace, Chicago, in a straight vaudeville policy. The Cleveland house was switched to the Godfrey book in order to break jumps of acts used in the New York and Chicago houses. With Godfrey sending acts out from New York (See *PALACE ACTS* on page 84)

are to be heard on an order to show cause why an injunction should not be issued to prevent H. L. Stuart and John E. Otterson from using proxies for Fox Film and Fox Theater Company stocks under a voting-trust agreement.

If William Fox wins his move to have his stock held in escrow by the trustees appointed in December from being voted at the meeting Wednesday, it is believed that the finance plan submitted by the Fox bankers will be accepted and a receivership avoided.

It is understood that the majority of the Fox stockholders will vote with Fox, and if he can have the stock vote now held by the trustees held up Fox will no doubt control the stockholders' vote at the March 5 meeting.

out is untrue and which, according to the association, results in the members granting concessions to the managements of productions which they should not rightfully have.

For the members of the chorus the contract provided by the association is far better than the principal contract. One of the lesser items is the length of rehearsals. Under a principal's contract an ensemble member can be forced to (See *CHORUS EQUITY* on page 84)

# The Legitimate Stage

Conducted by CHARLES MORAN—Communications to 1560 Broadway, New York

## Plan To Doom Speculation Will Try Manager's Merits

**New York Theater League will be unincorporated body—six governors will appoint man of high standing to represent public—board will allot all tickets**

NEW YORK, March 3.—The honesty of the Broadway theatrical managers is about to be put to a test. With the proposed formation of a New York Theater League to control the distribution of theater tickets in an attempt to bring down the exorbitant tax imposed by ticket speculators and to restore public confidence in the legitimate theater an honor system will be introduced. The plan sponsored by the managers' committee, composed of Arthur Hopkins, Gilbert Miller and Brock Pemberton, calls for a league membership of all reputable Broadway managers and the election of a board of seven governors who will be authorized to exercise rigid enforcement in distributing theater tickets to such brokers as are licensed by the league.

The success of the proposed New York Theater League, an unincorporated organization, will depend entirely upon the honesty and integrity of its member managers. The managers have within their power the cure for the ticket evil and need only to sign the articles of agreement which will bind them in a league and compel them to abide by its principles for a term of two years. At the close of the proposed two-year period an election may be held by league members to determine whether or not the plan shall continue. If upheld by a two-thirds majority vote the plan would continue for another period.

A board of seven directors will govern the league with the following bodies represented: Theater owners, managers, ticket brokers, actors, writers and the public. The board will exercise sole charge over ticket manufacture, stamping, distribution and checkup. Only brokers licensed by the league will receive tickets. If a broker is discovered violating the league's rules his license will be revoked and he will be black-listed by the league.

The league will advise the general public of its actions and issue information regarding authorized ticket brokers and the legitimate price of theater tickets. It has been estimated that over \$7,000,000 has been lost annually during past seasons, and that 25 per cent of the theater-going public has been alienated by gyp ticket speculators and social clubs securing tickets for their patrons at an exorbitant fee.

Six members of the board of governors will be elected by the league. This board will appoint a seventh member who will serve the interest of the general public, and who it is expected will be in control of ticket distribution.

Theater owners numbering 52 agreed to end ticket speculation by appointing a committee to formulate a working plan. A. L. Erlanger and Charles Dillingham withheld from the agreement; but, as reported in the last issue of *The Billboard*, Erlanger is reconsidering his decision and will sign if he is convinced of the sincerity of the managers.

### Eva Le Gallienne as Juliet

NEW YORK, March 3.—Following an engagement in Philadelphia, Eva Le Gallienne and the Civic Repertory Players will be seen here in a production of *Romeo and Juliet*, with Miss Le Gallienne as Juliet and Donald Cameron as Romeo. Jacob Ben-Ami will be seen as the Prince of Verona. The opening is scheduled for April 21.

### Phila. House to Erlanger

NEW YORK, March 3.—A. L. Erlanger has purchased the Stanley Company of America's interest in the Broad Street Theater in Philadelphia. The Broad Street is known as one of the leading playhouses in the Quaker City.

### Goetz in New Orleans

NEW ORLEANS, March 3.—E. Ray Goetz, New York theatrical producer, is in New Orleans to remain thruout the carnival season. He observes that the people's taste for entertainment is improving. "They know more music than ever," he said. "The radio has made them appreciate it."



**HOWARD PHILLIPS**, a graduate of George Pierce Baker's class at Yale University, quit playwriting because he was told he had greater talents for acting. In "The Last Mile" he is justifying this claim. It is his first important role. He apprenticed two years in stock and has done some motion-picture work. He was an understudy in "An American Tragedy" and "The Wild Duck" and also played with Margaret Anglin in "Electra". He was first seen on Broadway in the short-lived "The Patriarch".

## From Out Front

By CHARLES MORAN

*NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of The Billboard, which are expressed on the editorial page.—ED.*

**T**HIS show business is an amazing thing. I term it show business for it has developed into a business, and business only with about 99 per cent of the people connected with it. There is little regard today for the theater—the American theater. The one reason I am reviving this idea, which is as old as our theater, is that recently I was scored for a review, and one of the citations inferred that to attain a Broadway role means ability.

*Such an idea is not only silly, but it is one of the things that have held us back in the development of a national theater. Broadway the zenith. It is ridiculous. There are more incompetents connected with the theater on Broadway than all the rest of this country.*

In order to be a living, existing entity of itself the theater must be considered by all who come to it, aiming to devote their lives to its pursuit, an institution rather than a means to a living. The actor who refuses a part because he does not think it fits him is rare in our American theater. I do not say that he does not exist. He does, but he is not frequently found. I shall always contend that the hope of the theater, that is, the eventual national theater, that every American wants rests within the province of the actor.

*There are more people in the theater claiming to be actors than it is possible to estimate. It is this type of performer who goes to any lengths to procure an engagement, and so of necessity he condones the existence of the theatrical promoter who possesses little beyond a glib tongue. He fills the actor's ear with smooth talk of money, that will never come, and goes his merry way clipping "angels" wings and projecting alleged entertainment that recognized managers will have nothing to do with.*

This type of actor belongs in some other profession, because he is doing the theater more harm than good. When capable actors refuse to be associated with such enterprises the American theater will experience growing pains. It will stretch and become an integral part of the scheme of things in this national life.

*Amusement designed to be entertaining will be projected on the American stage, and it will make very little difference whether the performance is on Broadway, or in Kansas City or Haverhill. People with talent will be recognized and the chaff will be shed. Then the American theater will be hopeful. The actor, without whom there is no play, holds the key to the situation where better plays are concerned.*

## Verdict Gives Actor Victory

**Edward Wever wins AAA award of 4 weeks' salary against M. C. Fagan**

NEW YORK, March 1.—Edward Wever's claim for four weeks' salary against Myron C. Fagan, author and producer of *Nancy's Private Affair*, was sustained yesterday by a decision of a board of the American Arbitration Association. The unanimous verdict was that Wever had not breached his contract.

Wever was engaged by Fagan to play one of the leading parts in his current production. An added clause to the minimum basic contract guaranteed four weeks' employment at a sliding wage scale. The stipulation in this clause provided for an increase when the show opened on Broadway.

Following the opening at Jackson Heights, Wever played five performances and was given his notice. Gavin Muir went into his part the next night, and the following week the play opened on Broadway and has been doing fair business since.

In contesting the claim of the actor, Fagan held that he was let out for insubordination. Wever claimed there was no written notice of dismissal. The board found no evidence that Wever's contract had been breached and upheld his claim.

Under the terms of the contract Wever held the claim amounts to more than \$1,400. Actors' Equity Association has notified Fagan and demanded payment.

Hale Hamilton had a claim for two weeks' pay standing against Fagan for the same play. Hamilton, now playing on the Coast for Henry Duffy, says he was engaged for a role in one play, but was not called when the rehearsals that led to the actual production were commenced. Hamilton's claim is based upon an engagement claimed last fall when Fagan first commenced the production. The play was rehearsed for a few days, and then Fagan dismissed the players, telling them the production had been abandoned. Hamilton charges that Fagan retained him after the dismissal of the others and said the part would be his when the production was made.

Equity is moving now to bring this latter matter before a board of arbitration.

### Guild Buys New Play

NEW YORK, March 1.—The Theater Guild today purchased a new play titled *Roar China*, of which little information is available. The play, however, may be done during the closing days of this season to run thru the dull summer season at the Guild Theater here.



# Business Picks Up; B'way Draws 2 More Smash Hits

"The Apple Cart" and "The Green Pastures" win high place—many of 60 attractions doing well—"Simple Simon" leads musicals; "Strictly Dishonorable", dramatics

NEW YORK, March 1.—The week saw Broadway's total of legitimate attractions mount to 60 and a good portion of these report fair to good business. Two new hits, out and out sellouts, came to town this week. The Theater Guild drew one with Shaw's *The Apple Cart* and Lawrence Rivers clicked with Marc Connelly's *The Green Pastures*. The former show had a peculiar reaction on its tryout at Baltimore. From reports it appears that theatergoers from miles around, as many as 50 miles in some instances, journeyed into Baltimore to see the Shaw play.

*The Green Pastures* opened to reviews from the critics that no other play has received this season. The next morning the ticket line formed. It is reported that the Chanins who control the house have refused a long-distance buy on the show because they pledged themselves to adhere to the ticket speculation regulations. It must be reported, however, that agencies are offering ducats for this Negro show eight weeks in advance.

*Strictly Dishonorable* is still up among the best sellers. It is sold out for five and six weeks ahead and is doing nightly business with the standees. *Berkley Square* is also ahead, with *Dishonored Lady* holding up, too.

The Schubert attractions in the dramatic field are not doing so good. *Topaze*, which opened well, has fallen off. *Death Takes a Holiday* gets slumped and *The Infinite Shoeblick* gets little attention from the theatergoers. *Young Sinners*, another Schubert show, is doing a great business, altho it has been reported to the cut-rate counters several times during the last two weeks.

The musical fare has suffered little. *Sweet Adeline* has been visibly affected and there are rumors of it commencing a tour of the country that will end in Hollywood. These reports appear to be without foundation for, altho not up to its pre-Christmas standard, the production is still high among the grosses.

*Son o' Guns* and *Strike Up the Band* are both selling out, but it is reported that Charles Dillingham is having a little trouble getting customers to fill the seats for the Fred Stone show, *Ripples*, at the New Amsterdam. *Bitter Sweet*, now at the Schubert, has picked up since it moved downtown from the Ziegfeld and appears ready to delay its closing for another month at least. *Simple Simon* is among the lead in this division.

## Aarons May Do Originals For Fox Films on Coast

NEW YORK, March 1.—Alex A. Aarons, formerly associated with Vinton Freedley in the production of musical comedies on Broadway, will produce musical pictures for Fox Films, according to the terms of the contract he recently signed with William Fox in Hollywood. It is expected that Aarons will do originals for Fox since the screen rights to all the Aarons & Freedley shows have already been disposed of. Aarons expects to remain in California until next fall when he may produce a show on Broadway.

## George Jessel Recasting "This Man's Town" Again

NEW YORK, March 1.—George Jessel, making his debut as a producer with *This Man's Town*, a play by Willard Robertson, was disappointed with the result when viewed in public this week at Newark, N. J. Jessel decided to close the show after this week and lay off at least until the last half of the coming week. During this period many changes will be made in the cast. The show is getting ready for another try-out tour.

## Scottish Provost Gives Address

NEW YORK, March 3.—Addresses were recently delivered at a meeting of the Episcopal Actors' Guild of America by the Very Rev. H. Erskine Hill, of Aberdeen, Scotland; Rev. Dr. Joseph P. McComas, of St. Paul's Chapel, and Channing Pollock, playwright. Bishop William T. Manning was elected honorary president of the organization.

## Nathan Quits "Mercury"; Will Do Book on Theater

NEW YORK, March 1.—George Jean Nathan has terminated partnership with H. L. Mencken and has sold his interest in *The American Mercury* to Mencken and Alfred A. Knopf, Inc. Nathan has acquired a chateau in France, in the region of the Loire, and expects to take up residence there this summer. He plans to devote some months exclusively to the writing of a book on the theater.

## Actors File Salary Claims

NEW YORK, March 1.—Several actors who were to have been members of the cast of *Tread the Green Grass*, a Paul Green play, have filed claims for two weeks' salary against William Blake, as manager of the production. Blake was director of the Macdougall Street Players, a group that succeeded the Provincetown Playhouse group in its tenancy at the Macdougall Street Theater. It was said that Otto Kahn was earlier interested in the new group. However, the support, from whomsoever it came, was withdrawn and the Pulitzer prize play winner's play was called off for lack of funds. There were about 14 people in the cast who had rehearsed for four weeks. The play was to have opened at the Belmont Theater.

## To Revive Royle Play

NEW YORK, March 1.—Edwin Milton Royle's romance entitled *Launcelot and Elaine* is scheduled for a revival at the President Theater under the auspices of Round Table Productions, Inc. The play was first performed at the Macdowell Club. Selena and Josephine Royle, daughters of the author, will be members of the present cast. Selena Royle was last seen here in a leading role in *Thunder in the Air*. The cast will also include Ann Anderson.

## Mayor Hails Grand Opera

SAN ANTONIO, Tex., March 3.—Proclamation by Mayor C. M. Chambers has been issued declaring the week of March 10 Grand Opera Week. The mayor calls on all citizens to unite in making the appearance of the Chicago Opera Company here a big success. Grand opera for San Antonio was made possible by a guarantee of \$50,000 underwritten by 127 business and professional people and music lovers. Merchants are asked by the mayor to make suitable exhibits in their windows and all citizens are urged "to cultivate a grand opera spirit."

## Broadway Cast Changes

Eugene Miller, Burke Clarke, Everett Miller and Florence Vroom have replaced respectively Gene Miele, John Stokes, Gene Miller and Ann Winston in *City Haul* at the Eltinge Theater.

Barbara Barondess has succeeded Mildred Mitchell in *Topaze* at the Musio. Edith Spencer, Evelyn Wade, Evelyn Baldwin and Eugenie Reed have joined the cast of *It Never Rains* at the Bayes Theater.

Arthur Gilbert has replaced Sydney Seaward in *Journey's End* at the Miller Theater.

Richard Curtis has succeeded Joseph Lawrence in *Phantoms* at the Wallack Theater.

Betty Hannan has joined *The Street Singer* at the Royale Theater.

Leona Pennington has joined *Earl Carroll's Sketch Book* at the 44th Street Theater.



MARGARET SCHILLING, the youthful prima donna of Edgar Selwyn's "Strike Up the Band", was discovered by the producer in the cinema houses singing the theme songs of presentation shows, where she got her early training. Miss Schilling took over the leading feminine role in the Clark and McCullough hit when this second production went into rehearsal and has committed herself ably. It is her first Broadway musical production.

## Says Musical Artists More Artistic Today

NEW ORLEANS, March 2.—David N. Le Vita, Spanish pianist and at one time guest conductor of the New York Symphony Orchestra, believes that artists of today, especially pianists, are much greater poets at their instruments than those of the past. "Artists of the past tried to display their technique to show how fast they could play," he says. "Artists of today try to show how artistic and how poetic they can be."

Le Vita is now on a concert tour of the South. After spending several days in New Orleans he will go to Chicago, and from there to Cleveland.

## Sil Vara Adapting "Meteor"

NEW YORK, March 1.—Sil Vara, author of *The Camel Thru the Needle's Eye*, is now busily engaged in adapting the S. N. Behrman play *Meteor* for German presentation. Berlin may see a production of the Alfred Lunt-Lynne Fontanne play some time during the summer. The presentation of the play here by the Theater Guild closes its engagement March 15.

## Broadway Engagements

James T. Powers, Margery Maude, Pedro De Cordoba, Rollo Peters, John Craig, Fiske O'Hara, Betty Linley, Georgette Cohan, George Tawde, Percival Vivian and Dan Malloy for *The Rivals*, starring Mrs. Fiske (Erlanger & Tyler). Beatrice Nichols for *Small Potatoes* (Michael Kalesser).

Betty Blythe, Claiborne Foster, Jack Hazzard, Marie Haynes and Earl Mitchell for *House After* (Arthur Fisher).

Douglas Wood, Herman Lieb and Donald Kirke for *The Old Rasool* (William Hodge).

Dorice Covert for *Virtue's Bed* (Lohmuller & Emery).

Gladys Lloyd for *I Want My Wife* (Murray Phillips).

Ernest Glendinning for a road company of *Strange Interlude* (Theater Guild).

## Chi. May Book Marquis Show

NEW YORK, March 3.—Chicago may see Don Marquis' comedy, *Everything's Jake*, some time this summer if arrangements are concluded by Walter Greenough, who produced the play under the auspices of the Assembly Theater organization.

## Players To Stage Revival

NEW YORK, March 3.—Arnold Bennett and Edward Knoblock's play, *Milestones*, first produced here in 1913, will be revived at the ninth annual revival, to be staged by the Players Club early in June.

# Jones-Fagan In Agreement

A. L. Jones, of Jones & Green, forms 3-play alliance with producer

NEW YORK, March 3.—Nancy's *Private Affair*, for which the bond was posted by James Thatcher, partner of Thomas Kane, of the Century Play Company, altho he denies an affiliation with the play, is to be taken over by the firm of Jones & Green and will enter the 48th Street Theater on March 11.

An agreement has been made between A. L. Jones, of Jones & Green, and Myron C. Fagan, producer of *Nancy's Private Affair*, calling for the production of three plays next season by Fagan in association with the firm of Jones & Green. It is expected that one production will be a play by Fagan entitled *Peter Flies High*, which was once begun by Fagan, with Pat O'Brien scheduled for the lead along with several Broadway players who were cast in various roles.

Morris Green, partner of A. L. Jones, denies an interest in the Jones-Fagan affiliation, altho he remains a partner in the firm of Jones & Green and retains an interest in the 48th Street Theater. He expects to be the individual sponsor next season of a musical comedy starring Joe Cook, who starred in *Rain or Shine*. Cook is now on the Coast making a film version of the show, which will be released by Columbia Pictures. Green sponsored a tryout of Bartlett Cormack's dramatization of *Tampico*, the Joseph Hergesheimer novel, which went into the discard when Cormack signed with Paramount Pictures to write scenarios. Cormack is the author of *The Racket*.

The current Jones & Green production of Dana Burnett's *The Boundary Line* is slated to close this week.

The affiliation between A. L. Jones and Myron C. Fagan will keep the 48th Street Theater open and will bring to Broadway several plays.

## Dayton House Dark

DAYTON, O., March 3.—The Victory Theater, home of legitimate drama, is closed tighter than a drum, not an attraction playing the house during the last several weeks except Thurston, nor are there prospects of any further attractions unless stock should be opened for a summer run. The management claims the prohibitive cost of stagehands makes it impossible to book road attractions.

## Thriller Gets Stock Trial

NEW YORK, March 3.—A new mystery play, *The 13th Floor*, has been tried out by Charles Champlin's Stock Company in Bethlehem, Pa., with Judith Jordan in the lead. In the supporting cast were Frank Brooks, Glen Snyder, Judith Alden, Jack Egan, Ellen Mahar, William Melville, Bert Carpenter, Sadie Belgarde and Harry and Mary Bubb. The play is the work of George L. Graves.

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# 12 Shows Off Till Next Fall

Promised productions delayed — 32 more headed for B'way, 25 in March

NEW YORK, March 3.—With the present theatrical season rushing to a close, more than 12 productions announced for this year have been postponed until next season.

Ziegfeld has shifted the production of *Tom, Dick and Harry*, with Marilyn Miller and Fred and Adele Astaire, over until fall. Also his musical version of *East Is West*, in which it was rumored Gloria Swanson would make her stage debut.

Other productions, which were scheduled for this season, but which have been postponed, are *Once in a Lifetime*, a satire on the talking pictures, which will be produced by Sam Harris; *Elizabeth and Essex*, with Alfred Lunt and Lynn Fontanne, under the auspices of the Theater Guild; *Canaries Sometimes Sing*, a comedy by Frederick Lonsdale, to be offered by Charles Dillingham; *Frankenstein*, a mystery-thriller by Peggy Webling and John L. Balderson, to be sponsored by Horace Liveright; *The Emigrants*, by Achmed Abdullah and Robert Presnell, also to be produced by Horace Liveright and starring Florence Reed; *Blind Window*, David Belasco's production of B. Harrison Orkows' play from the Hungarian, which will star Beth Merrill; *The Big Parade*, a musical comedy by Herbert Fields, with music by George Gershwin, to be produced by Sam Harris; *Mr. Gilhooley*, a dramatization of Liam O'Flaherty's novel by Frank Elsner, with which Jed Harris will return to the managers' fold; *Mrs. Cook's Tour*, by John Floyd and Kerby Hawkes, which Brady & Wiman will produce with Mary Boland as the star; and *The Duchess of Chicago*, a Viennese operetta by Julius Brammer and Alfred Gruenwald, with a score by Emmerich Kalman, to be produced by the Shuberts.

Five plays are scheduled to open the week of March 10, with six slated for the following week of the 17th. The week of March 24 will bring 11 plays, one musical comedy, a revue and an operetta. Seven other productions are scheduled to open before summer, which brings the total of imminent attractions up to 32 shows which will be added to the Broadway list before the close of the present season.

## Five of Six Shubert Houses in Boston Open

BOSTON, March 1.—For the first time this year five of the six Shubert houses here are occupied. *Little Accident*, now in its seventh week at the Plymouth, is bidding for the season's record. *The New Moon* is in its third week at the Shubert. *The Little Show* in its fourth week at the Wilbur. *Young Sinners* in its third week at the Shubert Lyric Theater, while the Victor Herbert Festival, so called, continues at the Majestic. Franz Lehár's *The Merry Widow* on March 3 replacing *Robin Hood*.

All three Erlanger houses are at present closed, the next bookings announced being George M. Cohan, in *Gambling*, starting March 10 at the Tremont, and Sir Harry Lauder at the Colonial for a week of 10 performances, starting March 10. At the Hollis Street Theater, starting March 24, the Stratford-Upon-Avon Festival Company will appear for two weeks.

## Ziegfeld Changes Plans; "Tom, Dick, Harry" Delayed

NEW YORK, March 1.—Florenz Ziegfeld, who is sojourning in Palm Beach, will go to Hollywood to supervise the talkie version of *Whoopee* instead of producing the Marilyn Miller-Fred and Adele Astaire show this fall. The change in Ziegfeld's plans is due to his expectation that *Stimpe Simon* will occupy the Ziegfeld Theater for some time, and also that Warner Bros. want Miss Miller to make another picture before next season.

## Attention, Mr. Shaw! A Short in "Apple Cart"

NEW YORK, March 1.—There's money in the "talkies" for George Bernard Shaw and a Theater Guild official learned this soon after the opening of *The Apple Cart* at the Martin Beck Theater here. Impressed apparently to see what this man Shaw had, a picture man sat thru the long first act. After the short second act he went to the lobby for a smoke and there recognized one of the Guild officers to whom he imparted his opinion.

"Throw out the rest of the play and that second act would make a great short subject," opined the picture man. "This fellow Shaw could make a fortune writing talking shorts."

"Really," was the sum of the Guild person's available vocabulary at that moment. Water, long draughts of it, followed. The funny part of this item is that it actually happened.

## Second Road Company For Pemberton's Comedy

NEW YORK, March 1.—Brook Pemberton will send another company of *Strictly Dishonorable* out this spring. Margaret Perry, doing the lead in the Chicago company now, will play the role in this company, which will be sent to London. It may not consist of the troupe playing in Chicago. This company reported to be a flop is untrue, according to Pemberton's office, where it is reported that the show is doing fairly well, but nothing like it is going on Broadway.

Pemberton's future plans provide for the production of *High C*, a play by Gladys Unger. It will be his first effort next year.

## "Frankenstein" Next Season

NEW YORK, March 1.—Horace Liveright and Hamilton Deane, London actor, will be associated in the Broadway production of *Frankenstein* next season. *Frankenstein* is a horror play currently on view at the Little Theater in London. The American adaptation will be made by John Balderson, author of *Brkeley Square*. The original play is by Peggy Webling and was based on the novel by Mary Wollstonecraft Shelley.

## More Revivals in Chicago

CHICAGO, March 1.—A slight change in the schedule of operettas at the Majestic Theater has been announced. Victor Herbert's *Sweethearts* has been dropped and the Herbert cycle will end April 5. It has been decided to revive two more old favorites outside the subscription season which had been arranged. Franz Lehár's *Merry Widow* will open April 6 for two weeks, and will be followed by Oscar Strauss' *The Chocolate Soldier*. The remainder of the Herbert cycle stands as originally set. Ise Marvenga is now appearing in *Naughty Marietta*. Eleanor Painter will open in *The Fortune Teller*, March 9, and *Babes in Toyland* opens March 16. Herbert's *The Serenade* was not included because of the fact that the piece, long controlled by the Bostonians Opera Company, has been taken over by the Shuberts and Milton Aborn and will be revived in New York this spring.

## Etting Gets Long Contract

NEW YORK, March 1.—Ruth Etting, who began her career as a cabaret entertainer in Chicago, has been signed to a long-term contract to appear exclusively in Florenz Ziegfeld attractions. Miss Etting won fame as a phonograph artist. She appeared in Ziegfeld's *Whoopee* and was featured in Ruth Selwyn's ill-fated *9:15 Revue*. Her singing is now a part of the entertainment in Ziegfeld's *Stimpe Simon*.

## Hodge Will Do Own Play

NEW YORK, March 1.—William Hodge has rewritten and partially recast *The Old Rascol*, a play of his own writing, which was recently tried out at New Haven and Hartford. Rehearsals were started again during this last week. The actors let out after the tryout have been paid a week's salary in lieu of notice. The play is scheduled for an out-of-town opening during the week of March 10.

# Phone Order Plans Revived

NEW YORK, March 1.—A further effort on the part of legitimate managers to turn the tide of audiences drifting toward the talking pictures was seen today in an announcement by L. Lawrence Weber that tickets for his current attraction, *Ritzzy*, could be reserved by telephone and held until more than one hour before curtain time.

This custom of courtesy-convenience to the ticket-buying public has long been in abandonment and it has remained for a dwindling theater public to bring legitimate managers to the point of accommodating their customers.

Weber, who has made the move to reintroduce the telephone reservation custom, states that it is an effort to render theatergoing less difficult and in the same spirit as the current move to eradicate high prices engendered by ticket speculation.

This system was pushed into the discard for a number of years because of the large number of people who made reservations by telephone and then failed to call for the tickets. This caused much financial loss to the managers, who in self-protection abandoned the custom. Under the present plan Weber will hold reservations until 7 o'clock only, which if not called for may then be disposed of at the box-office.

## Max Figman Ill

BOSTON, March 1.—Jose Ruben has taken the place of Max Figman, who is ill, in the cast of *The New Moon*, playing at the Shubert Theater, Boston.

## LEGIT. NOTES

JEAN FERGUSON BLACK is dramatizing Francois Mauriac's novel *Theresé*. It is said that her dramatization of Christopher Morley's *Thunder on the Left* is still being considered for production by the Theater Guild.

PLANS ARE under way for the establishing of a branch of the Friars' Club in Hollywood, Calif.

LESTER ALLEN, comedian in the musical show *Top Speed*, has signed to perform for Warner Bros. in a series of short subjects.

THE CHINESE THEATER is being represented by an exhibit at the Metropolitan Museum of Art. The majority of objects are from the collection of Professor Ch'i Ju-shan of Peking.

HERBERT FIELDS has departed for Hollywood to begin work for Warner Bros. under the terms of his \$150,000 contract, which calls for four plays.

SAM SPEWACK, author of *The War Song*, *Poppa* and other Broadway productions, is now under contract to Paramount Pictures in Hollywood.

CRANE WILBUR and H. H. Van Loan's play, *Romance, Inc.*, which was tried out on the Coast, is scheduled for production by George Doyle, former general manager for Booth, Gleason & Truex.

COURTESAN, a one-character play by Irving Kaye Davis, who authored the ill-fated *Diana*, is again in rehearsal with Elsa Shelly doing the one part, which constitutes the entire cast. The monolog play is scheduled for Broadway late this month.

IRENE FRANKLIN is at present enjoying a sea voyage aboard the S. S. *Carmanlia*.

## Olivette to RKO

NEW YORK, March 3.—Nina Olivette, formerly of *Hold Everything*, has gone vaude at the head of a 12-people act, titled *All Right*. Went RKO the last half of last week at the 86th Street. Included in the cast are Benny and Western, and Charles Strong.

NEW YORK, March 3.—The Three Berkoffs, who recently returned here from Europe after a nine-month engagement with *Wake Up and Dream*, in London, opened for RKO the last half of last week at the 81st Street. They are agent-ed by M. S. Bentham.

## Equity Gives Honor Cards To Chinese Acting Troupe

NEW YORK, March 1.—Every member, 18 in all, of Mei Lang-Fang's troupe of Chinese performers now playing at the 49th Street Theater here have been made honorary members of Actors' Equity Association by action of the council. Paul Dulzell, executive secretary, has mailed Equity cards to the members of Mei's troupe. They will be accorded Equity privileges during their stay in New York and during their tour of the road.

## Harris Rushing Satire For Early Production

NEW YORK, March 1.—There is a great chance of Sam H. Harris producing *Once in a Lifetime*, a satire on talking pictures, this spring. The play, the first from the pen of Moss Hart, has been rewritten to the satisfaction of Harris, and Max Speigel, the Harris general manager, is seeing people for the cast. Harris turned the play over to George S. Kaufman, the arch-collaborator who, made several suggestions which were acted upon by the youthful playwright. Harris may try the play out this spring and bring it in next fall.

Another Harris, Jed to be exact, is planning a June tryout of the Frank Elsner play, *Mr. Gilhooley*. He is now completing the cast. If found successful he will store the play until September and then bring it into his recently leased Morasco Theater.

## Fritz Leiber for Boston

BOSTON, March 3.—Governor and Mrs. Frank G. Allen head the sponsors for the Boston engagement of Fritz Leiber and the Chicago Civic Shakespeare Society Company, which will open a repertoire of 10 plays, 16 performances, at the Wilbur Theater, March 10, with *King Lear*. This drama has not been seen in the Hub for many years.

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## THE NEW PLAYS ON BROADWAY

## MANSFIELD

Beginning Wednesday Evening, Feb. 28, 1930

## THE GREEN PASTURES

A play by Marc Connelly. Directed by the author. Settings by Robert Edmond Jones. Musical director, Hall Johnson. Presented by Lawrence Rivers.

Mr. Deshee.....	Charles H. Moore
Myrtle.....	Allieca Escamilla
First Boy.....	Jazzlips Richardson, Jr.
Second Boy.....	Howard Washington
Third Boy.....	Reginald Blight
Randolph.....	Joe Byrd
A Cook.....	Frances Smith
Custard Maker.....	Homer Tutt
First Mummy Angel.....	Anna Mae Fritz
A Stout Angel.....	Josephine Byrd
A Slender Angel.....	Eusa Tucker
Archangel.....	J. A. Shipp
Gabriel.....	Wesley Hill
The Lord.....	Richard E. Harrison
Choir Leader.....	McKinley Reeves
Adam.....	Daniel L. Haynes
Eve.....	Inez Richardson
Cain.....	Lou Vernon
Cain's Girl.....	Dorothy Randolph
Zeha.....	Edna M. Harris
Cain the Sixth.....	James Fuller
Boy Gambler.....	Louis Kelsey
First Gambler.....	Collington Hayes
Second Gambler.....	Ivan Sharp
Voice in Shanty.....	Josephine Byrd
Noah.....	Tutt Whitney
Noah's Wife.....	Eusa Tucker
Shem.....	Milton J. Williams
First Woman.....	Dinks Thomas
Second Woman.....	Anna Mae Fritz
Third Woman.....	Geneva Blight
First Man.....	Emory Richardson
Flatfoot.....	Freddie Archibald
Ham.....	J. Homer Tutt
Japheth.....	Stanleigh Morrell
First Cleaner.....	Josephine Byrd
Second Cleaner.....	Florence Fields
Abraham.....	J. A. Shipp
Isaac.....	Charles H. Moore
Jacob.....	Edgar Burks
Moses.....	Alonzo Fenderson
Zipporah.....	Mercedes Gilbert
Astron.....	McKinley Reeves
A Candidate Magician.....	Reginald Fenderson
Pharaoh.....	George Randolph
The General.....	Walt McClane
First Wizard.....	Emory Richardson
Head Magician.....	Stanleigh Morrell
Joshua.....	Ivan Sharp
First Scout.....	Ivan Sharp
Master of Ceremonies.....	Billy Cumby
King of Babylon.....	Jay Mondague
Prophet.....	Ivan Sharp
High Priest.....	Ivan Sharp
The King's Favorites—Leona Winkler, Florence Lee, Constance Van Dyke, Mary Ella Hart, Inez Persand.	

Officer..... Emory Richardson  
 Hezrdrel..... Daniel L. Haynes  
 Another Officer..... Stanleigh Morrell  
 THE CHILDREN—Philistine Bumgardner, Margery Bumgardner, Fredia Longshaw, Wilbur Cohen Jr., Verdon Perdue, Ruby Davis, Willmay Davis, Margerette Thrower, Viola Lewis.

ANGELS AND TOWNSPEOPLE—Amy Escamilla, Elsie Byrd, Benveneta Washington, Thula Ortiz, Ruth Carl, Geneva Blightwood.  
 BABYLONIAN BAND—Carl Shorter, Earl Bowie, Thomas Russell and Richard Henderson.

## THE CHOIR

SOPRANOS—Bertha Wright, Geraldine Gooding, Marie Warren, Mattie Harris, Elsie Thompson, Massie Patterson, Marguerite Jerry.

ALTOS—Evelyn Burwell, Ruthena Matson, Leona Avery, Mrs. Willie Mays, Viola Mickens, Charlotte Junius.

TENORS—John Warner, Joe Loomis, Walter Hillard, Harold Foster, Adolph Henderson, William McFarland, McKinley Reeves, Arthur Porter.

BARTONES—Marc D'Albert, Jerome Addison, Walter Whitfield, D. K. Williams.  
 BASSOS—Lester Holland, Cecil McNair, Tom Lee, Walter Meadows, Frank Horsace.

PART I—Scene 1: The Sunday School. Scene 2: A Fish Fry. Scene 3: A Garden. Scene 4: Outside the Garden. Scene 5: A Roadside. Scene 6: A Private Office. Scene 7: Another Roadside. Scene 8: A House. Scene 9: A Hillside. Scene 10: A Mountain Top. PART II—Scene 1: The Private Office. Scene 2: The Mouth of a Cave. Scene 3: A Throne Room. Scene 4: The Foot of a Mountain. Scene 5: A Cabaret. Scene 6: The Private Office. Scene 7: Outside a Temple. Scene 8: Another Fish Fry.

The cycle has completely revolved again and Broadway has another unusual entertainment. It is *The Green Pastures* and like all other unusual entertainments it will prove exceptional amusement for some, a play in bad taste to others, and offensive to still others. To this reviewer it is one of the finest things that has come to the theater.

Marc Connelly has actually dramatized a religion, using the metaphor of the Negro of the deep South. In his footnote the author credits the idea to Roark Bradford, who did the sketches of *Ol' Man Adam and His Chillun*. It is explained that the Southern preacher, hardly able to read and write himself, uses figures of speech as well as examples that are easily understood by his congregation. Armed with this, it is easy to plunge into a play that presents the Lord God Jehovah and have him come out an unoffensive and a kindly old colored man after the fashion of the colored preacher.

The production is done with taste. The

colored actors to whom the more important parts are entrusted are artists. The choir chosen to accompany the action with rare Negro spirituals is a finely blended organization of voices that demand and receive minute attention. Wholly, this show is one which is not quickly forgotten.

From a colored Sunday school where the teacher, Mr. Deshee, is attempting to impart Biblical knowledge to his young charges we are thrown into a confusion of tales that depict the creation of earth, creation of man, creation of sin, the story of Cain and Abel, the delivery of the Jews from Egypt, the fall of Babylon, and finally the decision of the Lord to go once again to earth.

Set down on paper in cold type this sort of thing looks as offensive as the idea of dramatizing the Lord in terms of his tribulations over the wanderings of his children must seem. But in this production there is little that is offensive, much that is comical, much that is deep and thrilling and a great deal that is exciting entertainment.

Not the least is the work of Daniel L. Haynes as both Adam and Hezrdrel. Here is an actor who lifts situations that might have readily lent themselves to comedy to thrilling dramatic heights. Richard B. Harrison as the Lord presents the character in the terms it is described to the Negro whose religion is here presented. His work is careful and grand in a confusing role. Wesley Hill as the archangel Gabriel, who spends a good part of his time shining his horn, gives his role the comical touch Connelly undoubtedly designed for it.

The great cast wanders thru the 18 scenes so fast it is nearly impossible to single out one performer above the other. Suffice to say the thing is replete with excellent acting.

Staging is still another matter. There are scenes that are sensational and easily singled out. The outstanding one is the delivery of the tribe of Israel to the river Jordan by Moses. Alonzo Fenderson (Moses), here it might be said, contributes ably to the success of this chapter. Lawrence Rivers has secured a treadmill that operates much after the fashion of the one Arthur Hammerstein used in his musical production, *Good Boy*, last season. It may be the same treadmill, but as employed here it makes its former use negligible. Backed by imaginative Robert Edmond Jones' settings the illusions created by the use of this device are revealing and entertaining.

Jones and Connelly have contrived with its use and the careful staging of the sequences to conjure rare thoughts in the minds of the auditors. There has never been an instance in my recollection when a mechanical device has been better employed to the noticeable advantage of the play. Little imagination is required to comprehend the action. In fact, the only imagination needed to take this production out of the realm of offensive dramatics into the orbit of agreeable fantasy is to realize that the vernacular is real and aimed to injure no one.

Broadway and the American Theater in general is fortunate in getting an occasional production like this. More Marc Connellys will certainly be a genuine contribution to the theater if they can bring such as this to our stage. It is superb entertainment.

CHARLES MORAN.

## GANSEVOORT

Beginning Wednesday Evening, Feb. 28, 1930

## THE ROUND TABLE

A play by Lennox Robinson. Directed by Margaret Wycherly. Settings by William Bagnell. Presented by Randolph Somerville. Starring Margaret Wycherly.  
 Mrs. Drennan..... Catherine Hayden  
 De Courcy Drennan..... Richard Coolidge  
 Ree Brennan..... Elizabeth Webster  
 Jonty Drennan..... John Koch  
 Daisy Drennan..... Margaret Wycherly  
 Christopher Pegum..... James Kelly  
 Miss Williams-Williams..... Kathleen Freeland  
 Fan Franks..... Ann Thweatt  
 Philip Flahive..... George Wells  
 The Temperate Man..... Harold Baedecker  
 The Teetotaler..... Franklin Merritt  
 Railway Porter..... Parker Wilson  
 A Woman..... Mary Grahn  
 Miss Pegum..... Viola Winkler  
 Mrs. Pegum..... Jean Young  
 ACT I—The Drennan Sitting Room. October.  
 ACT II—The Same. Two Hours Later.  
 ACT III—Waiting Room of a Rural Railway Station. Several Weeks Later.

There is something fine and intelligent about Lennox Robinson's *The*

*Round Table* and the current production of it directed by and starring Margaret Wycherly. A liberal portion of the cast is composed of amateurs. Some of them act very well and some not so well. The stage area at the Gaiety Theatre is limited, and the scenery appears to have been gotten together out of anything; but the play and its production manage to rise above all that.

Doubtless that something fine and intelligent about the play and the production is courage. Courage inspired Lennox Robinson to write about commonplace situations, and to show the influence of the subconscious mind upon every-day happenings. Furthermore, to show the influence of that intangible something called soul, that something which oftentimes drives us into hidden paths and foreign fields almost in spite of ourselves. There is also the courage of Miss Margaret Wycherly, who has risen above the physical handicaps here-mentioned and has turned out a remarkably effective production in which she reveals herself as an intelligent director and a comprehensive actress.

One forgets the physical personality of Miss Wycherly as Daisy Drennan and becomes concerned only with the soul of Daisy Drennan. Daisy, who heads the family of commonplace Drennans, Daisy, who manages her widowed mother, and her mother's girlhood friend, Miss Williams-Williams, now dependent upon the Drennans. It is Daisy who guides the destinies of two brothers and a sister and who dreams of far-off places as she watches the dust drift thru her window and onto the round table. Miss Wycherly's portrayal of the Daisy Drennan who marries off two of the Drennans and gets a third a place in an office in order that she will be free to marry the man of her choice, and who finally abandons her own marriage plan and goes forth in quest of her dreams, is a performance that is splendid.

As Mrs. Drennan, who, like some mothers, talks far too much but with considerable charm, Catherine Hayden is most amusing. As Miss Williams-Williams, who is but an orchid shadow of Mrs. Drennan, Kathleen Freeland gives a performance that is almost superb in its shrewdness of characterization. Richard Coolidge and John Koch are scarcely worth mention as the brothers Drennan. James Kelly is mildly adequate as Daisy's fiance, Ann Thweatt and Elizabeth Webster enact small roles in reasonably capable fashion. George Wells, obviously an amateur, seems to have some ability. Bit roles are performed by Jean Young, Viola Winkler, Mary Grahn, Parker Wilson, Franklin Merritt and Harold Baedecker.

William Bagnell has contrived to provide settings which manage to be most effective, despite an obvious lack of materials.

*The Round Table* is an interesting play given an interesting production and it is well worth while.

CHARLES CROUCH.

## MORE NEW PLAYS ON PAGE 46

## Dramatic Students Play Tarkington Comedy

NEW YORK, March 1.—*The Travelers*, a one-act comedy by Booth Tarkington, and *Autumn Fire*, a drama in three acts, were presented yesterday by the American Academy of Dramatic Arts and Empire Dramatic School at a matinee at the Belasco Theater.

With minor exceptions the production of the Tarkington comedy was an able one. The foibles of a group of American travelers in a mountain village in Sicily were portrayed by Lucy Tull, Frances Shell, Robert Rider, Pam Sweeney and William Sutherland. Miss Tull, who has been seen to better advantage in other Academy productions, can always be relied upon to provide deft character drawing. Herschel Cropper, Winston Hibler, Fred Newton, Doris Andre, Polhemus Cobb and Leighton MacGill were seen in the lesser roles.

*Autumn Fire* is a drama of rural life in Ireland by T. C. Murray. Fred Anderson essayed the central role, that of a middle-aged widower whose son and daughter highly object to his marrying a younger woman. Anderson is a capable actor, always giving a smooth and well-rounded performance. In this particular role, however, he appeared to be rather uninspired. A character role could scarcely be used as a measure of his ability. Renee Lorraine appeared as the

## London Cables

LONDON, March 1.—Olive Blakeney is leaving *The Middle Watch* to star opposite Ian Hunter in *A Song of Spence*, which is due at Daly's March 17.

The Two Woithings, aerialists, fell 30 feet during their act at the Coliseum yesterday. Both are in a hospital, seriously injured.

Joe Marks, supported by Mae Lennard and George Brown, made a solid success at the Palladium Monday and they are remaining another week previous to sailing for RKO bookings.

The Reno Brothers debuted at the Coliseum Monday, scoring an instant hit. Wisner and Ward also got a good reception.

Chic York, Rose King and Company arrived Monday from South Africa. They are opening their second English variety season at the Palladium March 10.

Arrivals this week include Dennis King, to star in *The Three Musketeers* at Drury Lane, with Ula Sharon as leading dancer.

## Broadway Openings

WEEK OF MARCH 3

*Flying High*, a musical comedy by B. G. De Sylva, Jack McGowan and Lew Brown. Lyrics and music by Brown, De Sylva & Henderson. Presented by George White at the Apollo Theater.

*Marco Millions*, a return engagement of the play by Eugene O'Neill. Presented by the Theater Guild at the Liberty Theater.

*The Serenade*, a revival of the operetta by Victor Herbert. Presented by the Shuberts at the Jolson Theater.

*The Japanese Players*, a company of Japanese actors in three lyrical dramas. Presented by the Japanese Theater Association at the Booth Theater.

*A Glass of Water*, a comedy from the French of Eugene Scribe, featuring Maria Germanova. Presented by the American Laboratory Theater at the American Laboratory Theater.

*Launcelot and Elaine*, a dramatization of Tennyson's poem by Edwin Milton Royle. Presented by Round Table Productions, Inc., at the President Theater.

*According to Hoyle*, a comedy by Test Dalton. Presented by Paul Gilmore at the Cherry Lane Theater.

## CLOSINGS

*The Criminal Code* closed March 1 after 173 performances. *Count of Luxembourg* (16), *R. U. R.* (16), *Waterloo Bridge* (64), *It's a Grand Life* (24).

daughter in effective fashion. Altho Miss Lorraine seems to be a very capable young actress, she has a tendency to overplay, especially in the more dramatic scenes. Jerry Scott was pleasing as the son.

Clotilde Loehr, Stanley Ruth, Polhemus Cobb and Jessie Patton appeared to advantage in supporting roles. Alexandra Aubrey, one of our most promising younger actresses, portrayed a character role very adroitly.

*Nice People*, a comedy by Rachel Crothers, and *Evarannie*, a one-act play by Horace Annesley Vachell, are scheduled as the next program of the American Academy of Dramatic Arts and Empire Dramatic School.

## A. H. Woods' 'Fatal Woman' Keeps Audience Guessing

ATLANTIC CITY, March 1.—Audiences at the Apollo Theater here were offered a novel treat this week with the presentation of *The Fatal Woman*, by A. H. Woods, and for a time during the first act were unable to understand whether they were seeing a comedy, as advertised, or a miniature performance of *Dracula*.

This play, starring Alice Brady, opens and closes in a graveyard, with the ghosts doing most of the action in fade-outs featuring their lives and the part they have played in the life of the "Fatal Woman". It is distinctly novel throat and has a good deal of comedy and not a little sophistication.

Wilton Lackaye, altho not given much of a part, clearly was remembered by his many friends in the audience, and was given a great round of applause upon his appearance, which was more or less a short one. Others who do well in this play are Robert Williams, Mark Smith, Clark Gabel, Glenda Farrell, George Brent and Paul Steinway. It is an adoption from the French by A. Antoine.

# Vaudeville

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## Relieve Eastern Wing Of Intact-Show Burden

**Godfrey drops policy temporarily—move made to grab good buys in shifting market—Freeman keeps in tact but will have to start them in the East**

NEW YORK, March 1.—Because George A. Godfrey, RKO's Eastern booking chief, has found that the strait-laced requirements of intact shows hinder his wing from engaging in active competition for strong material in the unsteady market, the weekly launching of these rotating four-act layouts is called off until the situation clears itself up. This may be in a month, two months or not until the beginning of next season. Godfrey had been working under a serious handicap in trying to accommodate his Eastern houses to the intact-show scheme the last several weeks, but the decision to curtail assembling of these was not made until he conferred at length on the proposition with President Hiram S. Brown and Ben Piazza, business head of the booking office.

Brown, who returned to his desk Monday after several weeks on the coast and in various other sectors of the circuit, gave Godfrey his unqualified approval to drop intact shows temporarily. It is still agreed, however, that intact shows are the eventual solution of the circuit's aim of lifting vaudeville from the low degree of patronage to which it has fallen in recent years. Since it seems fairly well set that the circuit shall continue to function as two separate booking divisions, thus making an uninterrupted tour of intact shows impossible, Godfrey's surrender to unavoidable circumstances in dropping intact shows for the present does not interfere with Charles J. Freeman's scheme to eventually have his whole Western and Southern times linked up in a chain of rotating units. The circuit, thru Godfrey's latest move, is back in booking organization to when it was when Godfrey himself was booker of the Western string and Freeman was in his own corner of the floor booking the Interstate houses. Both of these wings have been identified with intact shows in the past, altho in former years they used more acts in the rotating layouts.

Godfrey's renunciation of intact shows as a weekly proposition does not mean, even during their temporary cessation as a regular feature, that the East will not continue to be booked with this type show, altho irregularly and for fewer weeks than had been originally planned. Where he sees a loophole for an intact show, Godfrey will assemble one and give it as much time possible in its original form. Besides, Brown is said to be dissatisfied with Freeman's insistence up to now that his intact shows be assembled in the West. If Brown cannot at this time put thru his pet scheme of intact shows all over the circuit, at least he wants to be certain that the Western shows are up to standard in every respect.

The circuit's production department, headed by Harry Singer, and now leading an uncertain life because of Godfrey's move, must get an opportunity to do fixing and embellishing of intact shows, Brown is reported to have opined. This applies as well to the music, publicity and exploitation departments. In view of the apparent insistence of Brown that the Eastern execs get an ogle of Freeman's shows, it is practically set that within the next several weeks all of Freeman's assembled material will be given several preliminary weeks in Godfrey's local houses. This will give Godfrey's wing a fair share of well-organized (See EASTERN WING on page 85)

## Vaude. Staging Comeback In Philadelphia Houses

PHILADELPHIA, Pa., March 3.—The vaudeville situation in this city has improved considerably in the last few weeks. A slump in a number of houses showing talking pictures has caused them to put in several acts of vaudeville and others are contemplating doing the same. This is giving acts an opportunity they have been waiting for.

Fay's Theater is presenting four acts in addition to the usual talkie and business has picked up as a consequence. The Keswick has also commenced booking vaudeville. The Frankford and Forum theaters begin using vaudeville in conjunction with talkies next week. The Girard is using six acts of vaudeville each week and business is encouraging.

## Loew Tough On Flashes

**Generosity does not spread to 'nameless' revues—doubling helps artistes**

NEW YORK, March 3.—The Loew office is digging energetically for "names" with one hand while using the other to hold off on flash producers with get-rich-quick ambitions. Loew bills are backed up by larger budget expenditures than at any period since the "name" fever of three seasons ago subsided, but so-so flashes are not included in the revival of buying. Except in the case of flashes carrying established dance teams, Loew is rarely exceeding the \$700 mark, according to report, in its bid for this type of act. The circuit is getting what it seeks in this line, too.

Producers stuck with flashes that they must keep working or lose their investment altogether are doing business with Loew, it is stated, on the basis of \$700 or thereabouts for flash pieces carrying as many as eight people. The bargain acts are taking the usual cuts besides. Most of the artistes working in these acts are in a position to work for the puny dough because of doubling tруппs in clubs and on the radio.

## Brice's Seven Weeks

NEW YORK, March 3.—Fannie Brice's tour of the Eastern RKO houses has been extended seven weeks at a salary guarantee plus a percentage. Her percentage booking is said to be the fourth made by RKO with acts on that basis in recent seasons. She will receive a straight \$5,000 at the Albee, Brooklyn. This week.

Her solid route of the locals follows next week with the Madison, Brooklyn, and Keith's, Flushing. She will split March 15 between the Riverside and Proctor's 36th Street, and the week following between the Coliseum and Proctor's 58th Street. Then she goes in turn to the Kenmore, Brooklyn; Fordham, Bronx; Regent, Paterson, and Chester, Bronx. She will wind up at Proctor's Newark, the week of April 19.

## Mitchell Back on Pins

NEW YORK, March 1.—Connie Mitchell was discharged this week from the NVA ward of the French Hospital after being confined there 14 weeks. The mimic fractured his hip and sustained serious internal injuries in the automobile collision, which took the life of Harry Kranz when a troupe of actors were on their way to play a Jack Linder date. Mitchell is not entirely himself yet and it will be a long time, doctors have told him, before he will be able to discard walking aids altogether. In several weeks, however, he may be able to do his act by the use of a cane.

## Burns-Mack Agency

NEW YORK, March 3. — Francis Burns and Frank Mack, formerly known in vaudeville as the Two Macks, have opened a theatrical office in Worcester, Mass., to represent talent for clubs, theaters and private entertainments. They are quartered at 29 Pearl street, going under the name of the Broadway Amusement Agency.

## Vauditorials

By ELIAS E. SUGARMAN

*NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of The Billboard, which are expressed on the editorial page.—ED.*

THE partition of the RKO booking department into two divisions that are almost entirely independent of one another is a stumbling block that the circuit will have to remove before it will be in a position to make appreciable progress in vaudeville. Slicing the booking map in half was an emergency measure, put thru in order to satisfy the whims of an element still active in the office which is more concerned with personal aggrandizement than the organization with which it is affiliated. The proponents of the East-West scheme have had their several months of play; it's about time they were forced to buckle down to work and deliver the goods.

*The sixth floor needs a good business manager, and it has one in Ben Piazza. As had been pointed out frequently by George A. Godfrey, the details of running the office should not be heaped on those who are acknowledged as booking experts and so assigned. But no logical reason has yet been presented to us why the circuit that is trying valiantly to get on its feet again, should be handicapped in this effort by the setting up of an artificial barrier against booking efficiency between the East and West. In the sufficient time already allowed the arrangement to prove its merits, nothing of sufficient importance has been accomplished to warrant its continuance. From the other side, however, there stares us in the face certain drawbacks created by the system which will surely make it more difficult for RKO to carry out the constructive schemes for the resuscitation of vaudeville that have arisen despite the illogical partition.*

Vaudeville's new hope—speedy, well-balanced intact shows—is being squeezed and stifled by the illogical partition of RKO's booking administration. Good intact shows, laid out by experts who recognize that a good show can play anywhere, are impossible under the present system, which does not insure—in fact, dissipates the possibility of these shows getting more than 15 weeks or thereabouts. With each booking division setting up its own salary standards RKO cannot get the attractions it might easily obtain under a unified booking administration. RKO will make no progress until something is done toward putting its booking administration on a business-like basis. Personal considerations must be wiped away with the same thoroughness that a marine engineer removes dust and dirt from a turbine engine. The RKO house divided against itself must fall, but there is still time to save it. It's up to Hiram S. Brown and his associates.

*In one of Loew's theater divisions close to the main stem is a territorial boss who is as unpopular among his subordinates as a prosperous bartender at a WCTU convention. The house managers who are forced to bear up under his unreasonable officiousness have not yet protested to the main office because they like their jobs, and outside of the constant annoyance given them by the undiplomatic executive they are getting a pretty square deal from the circuit. We write this with the sole aim of stirring them up to the point where they will speak up and thereby remove the cause of their harassment. We have investigated the situation with a certain degree of thoroughness, and we agree with them that the circuit will be far better off with the unpopular individual relieved of duties that force him to give men orders that are rarely obeyed.*

Ted Healy was a riot at the Palace, New York, last week with his risque gags and horseplay. Healy, who doesn't need indigo to be funny put on his show as if he had used a script made up of the cuts ordered by RKO during the last season. Yet it's difficult to think of an attraction that got more laughs at the ace house than Healy—with the possible exception of Ken Murray. It might be reasonable, after all, to institute a double standard, one for the Palace and the other for the rest of the circuit. Better to do that than create a disrespect for circuit rules that are always broken at the ace house.



# Majors Battling It Out on Vaudeville Front

## Morris & Feil Part Company

Morris in sole charge of office—Feil made Coast representative for Morris

NEW YORK, March 3.—Hugo Morris and Murray Feil, one of the oldest and at one time one of the most successful RKO agency partnerships, have parted business company. Morris remains here in sole charge of their office and Feil is set with the William Morris office as the new Coast representative of the organization headed by Hugo's brother. Feil was to have left for Los Angeles on Saturday. He replaces Walter Meyers, who served William Morris there several seasons and returned here two months ago, handing in his resignation shortly later.

Morris & Feil, as with a large number of other agencies franchised by RKO, have felt keenly the drop in available playing time controlled by the sixth floor. Their act lists have dwindled greatly since three seasons ago, when they had under their banner some of the most valuable attractions in the business. They have been together since 1911. Feil is recognized as one of the ablest agents in the vaudeville business. When William Morris operated his circuit Feil was his representative in the Middle West.

Abe Feingold remains with Hugo Morris as associate. He has an impressive number of acts under his personal direction, these being shared in interest by he and the Morris & Feil office.

Morris & Feil actually split last week, but the news of the rupture was held in utmost secrecy for undetermined reasons. The office is among those let out in last week's shakeup.

## Palace Wired Within a Week

NEW YORK, March 3.—Contrary to long-peddled rumors, RKO's Palace here will not drop out of the straight vaudeville category by the end of the month.

Rumors were started rolling when the news came out that the ace house is being wired for sound. Joe Plunkett, RKO's operator, explains the wiring job as an insurance for the retention of newsreels at the time when silent editions will be scarce and generally undesirable. The installation will be completed by the middle of the week. At that time the house will be in a position to make daily changes in sound newsreels, thus offering opposition of a sort to the adjacent Newsreel Theater. RKO's new sound reels for use in advance of acts will also be available for the 47th street house at that time.

As for the Palace dropping its big-time rating, this is regarded as improbable so long as the circuit holds on to the present combination of a theater and office building. Even if operating at a comparative loss, which has not yet been threatened this season, the Palace will remain identical in policy because of the prestige its unique position in the East gives the far-flung circuit.

## Profusion of Acts From Yates Office

NEW YORK, March 3.—Bert Lawrence and Ted Wing, associated with the Yates office, are producing two flash acts, as yet unnamed.

Charles & Irving Yates have put out two new acts within the last three weeks, Eddie Cooper and Company and Ralph Olsen and Gamby Girls, and have two others in rehearsal. The Cooper and Olsen acts are playing for Loew.

## Jung and Elroy Booked

NEW YORK, March 3.—Jung and Elroy are scheduled to open for Warner this last half in Hoboken. They are agented by Al Grossman.



ETHEL PASTOR, who was recently booked direct by Loew for a tour in her warbling single. She is playing this first half at the Lincoln Square, New York.

## Vaude. Comeback Seen in Options

CHICAGO, March 3.—An indication that vaudeville is due for a comeback and that the vaudeville chiefs know it is sensed in the activities of a man now at work in Chicago and elsewhere in the interest, evidently, of Eastern vaudeville interests.

This party has been extremely active here during the last two months and is said to have obtained options upon the services of a number of high-class acts. Those directly concerned are not spilling any information, nor is the agent himself, probably fearing premature publicity might queer the plans. It is said that a few acts have been definitely placed under contract, but most of them have merely been offered propositions contingent upon the plans going thru. Acts have been assured that in the event the proposed scheme is successful they will be given a substantial route next fall.

There appears to be a growing belief in all branches that in spite of the talkies vaudeville is due to come back. Not "little" vaudeville, but the better grade. This seems to be borne out by a substantial increase in bookings. The mediocre acts haven't a chance, however, and are just wasting time chasing a will-o'-the-wisp.

## Paddy Schwartz Bentham Associate

NEW YORK, March 3.—Paddy Schwartz has surrendered his RKO franchise after operating on his own for six months and joins M. S. Bentham today as an associate. Together with Charles Allen, he will represent the Bentham outfit on the sixth floor, consolidating his own attractions with those assigned to him by his new affiliation. Herman Citron shoved out of the Bentham outfit two weeks ago to join Jerry Cargill, indie representative. With Schwartz sliding in to fill his associate's niche Bentham retains the same number of men on the floor.

Bentham will leave for the Coast this week and will be gone more than a month. He will close contracts with film and stage "names" with whom he has been in negotiation for some time. Among these are Florence Reed and Ethelind Terry, who may be seen shortly on the RKO Time.

## Miller and Velie Act

NEW YORK, March 3.—Harry Miller and Jay Velie are heading a new four-person skit, *Waiting at the Church*, by Harry C. Greene, which recently showed for RKO at one of the locals. The vehicle has been booked for a tour of the Eastern houses on the major circuit thru Lee F. Stewart. Others in the cast include Claire Nolte and Audrey Berry.

## FULLY COGNIZANT OF GROWING IMPORTANCE OF VAUDEVILLE

Loew boasts of "name" lineup and big-time rating while RKO launches Community Month, boosting acts above films—first national vaudeville plug of Radio outfit

NEW YORK, March 3.—An interesting battle for public recognition looms this month between RKO and Loew. And the warfare will be carried on all along the vaudeville front. Issuing their announcements thru the mouths of accredited officials, and also thru the medium of their publicity departments, both circuits have put themselves on record as fully cognizant of the growing importance of vaudeville.

## Fox Denies Plan To Enlarge Books

NEW YORK, March 3.—The Fox office denies that vaudeville will be booked into a large number of straight picture houses in the Fox Metropolitan Playhouses wing. There had been a report around that these houses, most of them small-capacity hideaways in local territory, were to be switched to vaudefilms in an effort to strengthen Jack Allen's book and give him greater buying power.

A Fox official explained in denying the report that most of the straight picture houses have no stages, and in some cases the layout of the cramped theater plot prohibits improvements along that line.

## Berkoffs With RKO

NEW YORK, March 3.—The Three Berkoffs (Lola's, Freda and Gertrude) brought their dancing act to RKO the first half of last week at the 81st Street. M. S. Bentham did the agenting. They were recently in the Publix unit, *River Memories*.



# YOUR PUBLIC?

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THAT YOU MUMBLE YOUR LINES  
... LOOK AROUND FOR THAT  
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KEEPS YOU TONGUE-NIMBLE AND  
MOUTH-HAPPY... AND ALSO  
GIVES YOU REAL, OLD-FASH-  
IONED TOBACCO ENJOYMENT.

IT'S MENTHOL-COOLED

SPUD CIGARETTES - 20 FOR 20¢  
THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KY.

# Vigorous RKO Drive To Win Back Indie Houses

*Good start made in launching Utica opening—operators will be given better co-operation than ever before—Pollock may be appointed good-will ambassador*

NEW YORK, March 3.—Before warm weather sets in and further delays the attempt to re-establish RKO as a major source of stage material for independents, Ben Piazza, business manager of the sixth floor, will make an attempt to win back the good will of operators. He expects to accomplish this by agencies controlled by the circuit, but never before used as ammunition in sales campaigns among the indies. Piazza is starting on his self-appointed task with the advantage of wide experience in this part of the major circuit's business, and he expects to profit considerably from the mistakes of this and previous administrations in dealing with indie operators and chains.

The opening on a vaudeville policy last week of the Colonial, Utica, a Nathan Robbins house, witnessed the first application of new methods to the independent theater department. John Pollock, an authority on vaudeville, an able press agent and a polished speaker, was sent to Utica to supervise the event. He got big spreads in the local press and promoted a kindly feeling toward the venture among the various civic organizations. President Hiram S. Brown, Piazza and other officials sent Robbins congratulatory wires, and Mark Luescher's publicity department supplied Robbins with attractive material for selling the inaugural show.

Piazza plans to give other indies over to using RKO vaudeville even better service. Jack Hodgdon will be in a position to give incoming indies better acts than had heretofore been booked into houses in his columns. In the past indie operators buying acts thru the RKO exchange complained frequently that shows were booked late and that acts were pulled out the last minute to sub for flops in the circuit's own houses. All this will be remedied under the new conditions, according to Piazza. Independents will get their shows far in advance, and their welfare will be looked after in the same light as if they were part of the Plunkett operating chain.

Because of Pollock's diversified background and native ability as an ambassador of good will in behalf of vaudeville he will be drafted often to speak to community organizations on subjects related to his mission. In order to make the indies feel that they are an integral part of the organization, the publicity department will send out regularly news dispatches of progress being made by the circuit and booking department. Several times thruout the year indie managers will be invited to New York and will hear instructive talks by RKO officials and will be invited to discuss their show problems with the circuit's experts.

Piazza's field men have not yet brought in a sufficient number of houses to write home about, but the situation looks very encouraging; one thing is certain, indie operators are looking for some form of relief from a straight sound diet and if vaudeville can be made to look attractive enough to them there will be a big revival of this form of entertainment in their sector before the season is over. All told, there are now only about five weeks of indie time on the RKO books, most of these houses being handled by Jack Hodgdon under Piazza's supervision.

## Swor and Goode Team

NEW YORK, March 3.—John Swor and Rags Goode, black-face minstrels, are doing a new comedy and dancing two-act subtitled *Two Black Aces*, and they opened for Loew this first half at the National, Bronx. Swor is not to be confused with Bert Swor, recent partner of the Moran and Mack combo, tho it is a coincidence that their names and sub-billing are similar. Lyons & Lyons are agenting.

EDDIE HARRIS, the one whose last known connection with vaudeville was as tenor in an act with Strut and Bessie Palm, is being sought by his sick mother. Those in possession of information as to his whereabouts will do a humanitarian service by communicating with the vaudeville editor of *The Billboard*.

## Hoboken Panacea For Layoff Ills

NEW YORK, March 3.—They haven't done it officially (maybe they never will), but wide-open Hoboken has become known in vaude circles as the Layoffs' Paradise. There isn't a place within 50 miles of here that gives a starving actor more of a play for his meager dough.

With speaklows running full blast and right out in the open, and with accommodating cops pointing out the way, many of the vaudeville actors who haven't played a split week since Hector was a pup are trekking to the place where the Hoboken Ferry gag had its birth ever so long ago. All one needs is 27 cents to get one or two meals and a glass of pre-war beer. That is, if the food-seeking actor decides to walk to the ferry.

You pay 12 cents for ferry fares going and coming, and you dig down for 15 cents for the tall one with the foam. The rest is up to you. If you want to be a real sport you order two glasses of beer, which rolls up your bill to 42 cents.

In the beer joints brought into being by the public's wonderful response to Chris Morley's Rialto Theater revivals you have laid out before you in buffet style a gastronomic display fit for a king—in the days before kings became bums. Here's a sample menu, piled high on tables—and nobody to stop you from taking second, third and fourth helpings:

Clam broth, steamed clams, baked ham, roast beef, boloney (not the kind the bookers hand out), roast pork, all kinds of cheese, several varieties of crackers, ditto for bread, pretzels of all designs.

Plenty of other tasteful edibles. Most of the joints are open 24 hours a day and 7 days a week. No chance of an actor bumping into a closed door. They don't use locks in Hoboken.

## Lafayette Show Has Plenty Laughs But Not All on Stage

NEW YORK, March 3.—In sticking close to the brightened alley of din and gin, a lot of umphays are missing some of the bigger laugh spots in this town. Most of the lads in the asphalt greenrooms think any place above 59th street is the North Pole and won't travel that far for fear of getting lost. When they do hit north, they visit the sucker parlors instead of the spots where to laugh is to live.

The *Billboard's* hot-faced reporter jerked himself away from the street of lights long enough last week to take a flyer in a Harlem theater. He discovered a spot where most of the laughs do not come from the stage, but from watching and listening to the audience. He also learned that while you may slip one over on the smart Palace mob, you certainly cannot fake a routine in Harlem.

It's tough enough to work before an audience that knows little, if not nothing, about the technicalities of your performance—but your education is hardly complete until you've hoofed before a house that knows everything. The colored lads and lasses who frequent the theaters up here know more at times about butterflies, hocks, nerve taps, splits, off-beat taps and wings than do the performers.

Dash up some Friday and catch the



ANGELINA, known thruout vaudeville as "The Little Indian Girl", who has been launched on 15 weeks of RKO dates thru the circuit's Chicago office. She is a soprano and does an act with Fred Clinton.

## Bonomo Preparing For Debut as Pug

NEW YORK, March 3.—A new contender for heavyweight boxing fame has been recruited from the vaudeville and picture ranks. Namely, Joe Bonomo, screen Samson and son of a confection king.

Bonomo, who still has three weeks to play for RKO in Chicago, Akron and Syracuse, weighs 211 pounds on the hoof and was once chosen as Greater New York's most perfect physical specimen. He has already begun training as a mitt wielder, with Jack Johnson, Philadelphia Jack O'Brien and Tommy Burns as instructors. The strong man is using O'Brien's gym as his training quarters.

Fred Nevins, indie agent, who recently announced his entrance into the fight game as a manager, will handle Bonomo for his ring engagements.

## Tucker Cancels; Lita Grey Subs

NEW YORK, March 3.—Sophie Tucker, who was to have opened for Loew this week in Kansas City, was taken ill suddenly with a facial infection and had to cancel. She will resume, however, March 15 in Akron and play eastward.

She was replaced at the Midland, Kansas City, by Lita Grey Chaplin, who recently played for RKO. No other Loew dates have been set for Miss Chaplin, but she may fill in with several during March.

# NVA Is Set With Dough

*Brown confabs with Casey—details in latter's hands—big circuits pledged*

NEW YORK, March 1.—Shortly after his return from the Coast this week President Hiram S. Brown, of RKO, revealed that Pat Casey had consulted with him en route and that a definite plan had been formulated for the financing of the NVA, a subject which has caused considerable discussion in certain branches of the trade the last several months.

While Brown made this statement involuntarily, he added quite forcibly that RKO, thru the personal influence of its officials, will do all in its power to lend the resources of the circuit for the coralling of funds necessary to carry on the NVA activities. He also made known that Casey has received similar pledges from other circuits. The full details of the plan are in Casey's possession and thus far the VMA boss and overseer of the NVA treasury has not shown himself to be overanxious to reveal these. Casey is still absent from his office here, but his aids no longer insist that his trip has nothing whatever to do with NVA or VMA business.

While the basket-collection scheme may be dropped altogether, it is believed that the financial promoters of the NVA will continue to resort to benefits for securing funds.

NEW YORK, March 3.—Altho word was sent out unofficially that the NVA Sanatorium at Saranac Lake was due to be opened to patients the latter part of last month the institution is still unoccupied. Henry Chesterfield, secretary of the NVA, was unable to say definitely when the retreat for tubercular artists under the care of the organization will be opened.

From another source, however, hope was expressed that the much-delayed project will finally open its doors the end of this month. The postponements are believed to have been caused by the inability of Pat Casey and his financing group for NVA activities to insure a steady source of income for the huge undertaking.

## Marks Opens at Palladium

NEW YORK, March 3.—Joe Marks, comedian, opened a two-week engagement at the Palladium, London, last week, after an extensive tour of Australia and South Africa. Following London, Marks will complete bookings in Paris and Berlin before sailing for this country. He has a contract with RKO calling for 35 weeks.

While in South Africa, Marks was made an honorary chief of a native war tribe. He never exercised his privileges, however.

## Geo. Shelton Resumes

NEW YORK, March 3.—George Shelton, who is heading his familiar four-people comedy and singing skit, *Keep Moving*, resumed for Loew this week on a split between the National, Bronx, and the Bay Ridge, Brooklyn. Others in the cast include Addie Clifford, John McCarron and Frank Flynn. Meyer North is the agent.

## Turner's Long-Short Act

NEW YORK, March 3.—Major Mite, 26-inch midget, has returned to the RKO fold in a new act. He has teamed up with Capt. Jim Tarver, who is eight feet, six inches tall. Reid Taylor, in Major Mite's other act, is with this one, too. The "long-and-short" combo played last week in New Rochelle. Terry Turner is sponsoring them.

## Trio Routed Solid

NEW YORK, March 3.—Lane, Osborne and Chico, mixed hoofing combo, have been given a route on the Orpheum Time by RKO that will carry them well into September. They recently showed for the circuit.

(See LAFAYETTE SHOW on page 85)

## Keating Makes Sporting Offer

NEW YORK, March 3.—Fred Keating was the sender of one of the most unusual letters ever received by the RKO booking floor. The magician, realizing that a mistake had been made in booking him into the Palace last week, requested that he not be paid for the date.

Politely worded thruout, Keating's letter was addressed to George Godfrey and explained that he did not think he had given sufficient entertainment to warrant his salary. He did not have an act prepared and was booked to work as m. c., which was later switched to bits between acts as a result of Ted Healy's appearance during practically the entire show.

A verbal agreement that Keating was to remain two weeks at the Palace was not lived up to as a result of Healy's repeat this week.

Godfrey, in answering Keating's letter, stated that Keating was to be paid for the date, as it was not the magician's fault that he had been misfit in the show. It is understood that Keating will soon be starred in a Roxy presentation.

## Thugs Get Small Haul From Loew's Orpheum

NEW YORK, March 1.—After slugging the assistant manager and a porter with the butt ends of their revolvers two hold-up men fled yesterday afternoon before they could open the safe of Loew's Orpheum, vaudeville. Their entire net for the thuggery was a few dollars of "cup money" lying on the office desk. A half-filled house remained unaware of the attempted robbery.

John Judge, the assistant manager, was beaten about the head when he refused to open the safe for the thugs, who got into the office by pretending to be expressmen. The porter, Albert Serrantino, the more severely injured of the two, was knocked unconscious when he made a gesture of going to the aid of Judge. The thieves were frightened away by the ringing of a telephone.

Altho badly cut about their heads, both men continued on the job after being treated by a physician.

## Coliseum Getting Special Attention

NEW YORK, March 3.—The budget of the Coliseum, RKO's oppositish to Loew's new 175th Street, will not be raised, but George A. Godfrey will give special attention to the house which has to bear the brunt of the draw created by Loew's newest de luxe and the ace house of the circuit. The Coliseum uses five acts on a split and its shows are costing from \$3,500 to \$4,000 on the week.

## Belle Baker Coming East for Loew Dates

NEW YORK, March 3.—Belle Baker, who opened out of town for Loew last week, will arrive here March 29 for a week at the State, Newark, with other local dates to follow.

This will be the first time the singing comedienne has ever played for Loew at any of the local houses, and it is significant that she recently played the opposition house in Newark (Proctor's).

## Anita Stewart Due East on Loew Time

NEW YORK, March 3.—Anita Stewart, flicker "name", who recently opened for Loew in Kansas City, will play her first local dates for the circuit March 15, splitting between Loew's, Yonkers, and the Grand, Bronx. She is slated for several weeks here.

## Kelly-Jackson Split

NEW YORK, March 3.—Billy Kelly and Warren Jackson, who are playing for Loew at the State this week, will shortly break up their act which has served them for over five seasons with a revised supporting cast each year. They are doing a farce sketch, *Oh, May*, by Charles Green, with special music by Charles Maxwell Smith.

## Canned Comment

By AL FRIEND

Just when I was getting in they threw my agent off the floor.

The bookers say it's a pick-up act.

He won't be back till 5 o'clock.

All I need is new material and a new partner and I'm set.

They're playing a big picture so they're only using two acts.

Nobody was up to see me.

The woman in my act is too stout and too old. They want youth. They told me to get a place to show it and it would positively be covered.

As soon as we get a spot for an act of your type we'll use it.

They are only playing "names".

I stopped it cold, but nobody caught me.

He said he was in the booking office, but they were having a meeting.

We played on the bill together in Yokelville.

## SHAKEUP

(Continued from page 3)

better opportunity to make a living. Under this premise, it matters little who is eliminated from the agent-producer corps so long as the number is boiled down appreciably. In carrying out its scheme of placing the RKO agency business on a more equitable basis, and still retaining its conditions of prohibiting agents from doing business on the outside, and limiting them to five per cent commission, the executive committee, however, has also taken into consideration other qualities of the producers and act salemen than their booking or producing records. Several of the offices ordered to quit their status as RKO adjuncts have been known as consistent handlers of good material over a long period. It was not for this reason, of course, that they have been ordered to join the letouts.

The following is a summary of the shake-up situation as it stands today, when the doomed offices are getting their first inkling officially of their fate:

**OUSTED OFFICES**—Henry Bellit, Max E. Hayes, Milt Lewis, E. K. Nadel, Alex Gerber, Morris & Feil, Roger Murrell, H. Bart McHugh, Harry Romm, Rose & Manwaring and Paddy Schwartz. The inclusion of Schwartz is a necessary formality, but he is not among the ousted agents. Schwartz joined the M. S. Benthams office this week as an associate, thereby relinquishing his own franchise.

## OUSTED OFFICES

HENRY BELLIT  
MAX E. HAYES  
MILT LEWIS  
E. K. NADEL  
ALEX GERBER  
MORRIS & FEIL  
ROGER MURRELL  
H. BART MCHUGH  
HARRY ROMM  
ROSE & MANWARING

**SURVIVING AGENTS**—M. S. Benthams, Jack Curtis, Harry Fitzgerald, Marty Forkins, Edward S. Keller, James Plunkett, Thomas Fitzpatrick, Nat Sobel, Lee Stewart, Weber & Simon, Charles Morrison, Charles A. Bierbauer and Billy Jackson.

## SURVIVING AGENTS

M. S. BENTHAM  
JACK CURTIS  
HARRY FITZGERALD  
MARTY FORKINS  
EDWARD S. KELLER  
JAMES PLUNKETT  
THOMAS FITZPATRICK  
NAT SOBEL  
LEE STEWART  
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CHARLES A. BIERBAUER  
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WEEDON & SCHULTZ

**SURVIVING PRODUCERS**—George Chooos, Max Gordon, Charles B. Maddock, Phil Morris and Harry Rogers.

## SURVIVING PRODUCERS

GEORGE CHOOOS  
MAX GORDON  
CHARLES B. MADDOCK  
PHIL MORRIS  
HARRY ROGERS

There is little hope of the executive committee reconsidering the cases of any of the agents and producers thrown out, but a better fate awaits several of the associates of these offices. The list of associates will be culled carefully by the triumvirate, and before the end of the month certain of the subordinate act salemen, among whom are included individuals that the office regards highly, will be placed with surviving agencies.

The associates affected by the shake-up are Phil Offin, Bill Cowan, Buzz Eagle, Abe Feingold, Jack Hart, Tony Ferry, Frank Donnelly, Wayne Christy, Nick Agneta and Joe Rieder.

## OUSTED ASSOCIATES

PHIL OFFIN  
BILL COWAN  
BUZZ EAGLE  
ABE FEINGOLD  
JACK HART  
TONY FERRY  
FRANK DONNELLY  
WAYNE CHRISTY  
NICK AGNETA  
JOE RIEDER

About half of the ousted agents were ordered to double among themselves and with the survivors at the time of the first shakeup in November. It is expected that the announcement of the ousting of Morris & Feil, Harry Romm and Rose & Manwaring will cause much surprise in the trade. These offices have been classed for years as among the most active in the Keith organization. Morris & Feil must have smelled the rat, however, since they split last week, Feil planning to leave for the Coast to represent the William Morris organization. Norman Manwaring is highly regarded among the agents, and it is not unlikely that he will rejoin the agents' ranks as an associate of one of the surviving offices. He became tied up with Maurice Rose after the latter split with Jack Curtis two seasons ago.

About the same time that they decided definitely on the personnel of the "out" list, the executive committee, being in constant communication with Freeman, the absent member, formulated what they consider a solution to the producer problem. Stated in its briefest form, the solution is that those classed as producers will be permitted to do business direct. At the time the RKO office set up a barrier between agents and producers, *The Billboard* pointed out frequently thereafter that this system would redound to the disadvantage of the organization because of the padded

## Plunkett Gets Surprise Fete

NEW YORK, March 1.—What was intended to be a Thank You Month dinner for RKO house managers of the Greater New York district on Thursday night turned out instead as a surprise party for Joseph Plunkett, general manager of the circuit. The affair was held at the Prince George Hotel.

Plunkett was the recipient of eulogies from most all of the guests present for his work in promoting the January Good Times Jubilee and February Thank You Month. Among those invited were Hiram Brown, Ben Piazza, B. B. Kahane, Major Thompson, Mark Luescher and E. M. Orowitz.

Sol Levoy was chairman of the committee of arrangements and he was assisted by Leon Kilmer, Christ Egan and Duke Mills. Peter Higgins acted as m. c. and the entertainment included bits by Jimmy Savo, Barry Whitledge, Harry Carroll, Maxine Lewis and Van and Schenck.

## Lloyd-Doherty Flash

NEW YORK, March 3.—*The Gilt-Edge Revue*, a new five-people offering featuring Oscar Lloyd and Grace Doherty, opened for RKO the last half of last week at the Bushwick, Brooklyn, agented by Joe Rieder, of the Rose & Manwaring office.

## Return to Palladium

NEW YORK, March 3.—Yorke and King are slated for a return date at the Palladium, London, next week, and will return here shortly thereafter. They are expected to resume for RKO about the middle of April on a string of Eastern dates, booked thru Lee Stewart.

## Robinson for Coast

NEW YORK, March 3.—Bill Robinson, who has been ill for some time, is now fully recovered and will resume for RKO March 12 at the Golden Gate, San Francisco, for a tour of the Orpheum Circuit. He will play eastward, booked thru Marty Forkins.

## Cummings Set With Loew

NEW YORK, March 3.—Roy Cummings, who recently switched from RKO to Fox and then to Loew, has been booked solid until June 15 for Loew thru Al Grossman. He is expected to play the entire vaude, complement of houses, and may also be included in presentation bookings.

## Johnny Burke Opening

NEW YORK, March 3.—Johnny Burke will shove off for RKO shortly at one of the local houses. He recently played for Loew and Fox in the East. He is agented by Harry Romm.

salaries of acts that have to go thru an entrepreneur to get booking. The office has at last awakened to the realization that the old method of forcing producers to work thru agents was destructive to its best interests.

Max E. Hayes, Henry Bellit and E. K. Nadel, included among the "outs", experienced difficulty with the office at one time or another concerning alleged broken promises on the part of the office to book their self-produced material. Hayes and Nadel were among the producers with whom the booking office settled accounts on unit claims several weeks ago.

With H. Bart McHugh joining the march of ousted offices, RKO rides itself entirely of direct association with Philadelphia agents. The other Philly act-seller with an RKO franchise, Norman Jeffries, was eliminated in the January 1 letout.

There are now 14 offices left, among which are those who have been doing the bulk of the business the past season. Included among these is Billy Jackson, who drifted in from Chicago last season, lined up with Marty Forkins in the beginning, and has apparently made the grade on his own since. Nat Sobel was active as what was once classed as a small-time agent. Until recently he was teamed with Joe Sullivan, who skipped on him, he claimed, leaving debts and other headaches.

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### Vaudeville Exploitation

This department is intended as an agency for the dissemination of exploitation ideas as applied exclusively to vaudeville. The Billboard feels that energetic and persistent exploitation is one of vaudeville's cardinal needs. So that the trade may benefit generally from this feature, we will give due consideration here to stunts and ideas of acts, circuits and houses. Address communications to Elias E. Sugarman, Vaudeville Editor, The Billboard, 1560 Broadway, New York, N. Y. Make them brief.

**PRINCESS YVONNE STUNTS**—A press sheet distributed to house managers by Princess Yvonne, mindreader, reveals that she has a repertory of more than 80 tieups and stunts, all practical and tending toward directly boosting grosses. Among these are ideas for doorknob cards, police warnings worded to bally her engagements and designed to be hung on automobile horn buttons of cars parked on busy streets, door tags to be attached to unoccupied residences and stores announcing that the residents and merchants are "closed" or "out", however the words may apply, and an underline in small type explaining that they have "Gone to see Princess Yvonne at the Theater." Doo M. Irving, Princess Yvonne's manager, arranges among other stunts to issue over-size passes measuring 12x9 inches, these being so designed as to cause the holders to exhibit them to numerous friends before turning them in for entry.

**LUCKY BOYS SPREAD LUCK**—During their engagement this week at Loew's State, Newark, the Six Lucky Boys, fast Risley outfit, have effected a tieup with the Bulova Watch Company and a \$50 watch will be given away at the end of the week to the holder of the lucky number among the patrons attending the house during the week. Ballot boxes have been installed in the lobby for the customers to deposit their self-addressed tabs. The Lucky Boys have also made a tieup with the Bradley Sweater Company and form Lucky Boys' clubs wherever they play, with the sweaters as inducements to join.

**TRAILERS FOR INTACTS**—RKO has started issuing special sound trailers on intact shows slated for the Mid-Western tour. Thus far it is planned to make up trailers only on those shows which are definitely set and will not alter over a long tour so that the trailers can be

used numerous times. The cost is prohibitive if the show is to be advertised only once in one house, but where it can be used over a lengthy route it has been found to be an effective advance ballypoo. Eventually the cost of the trailer may be included in the price paid for the show.

**DANCE CONTESTS**—As a special local plug the Capitol, Union City, N. J., will hold ball-room dance contests on the stage every Friday and the house has made a tieup with local merchants and clubs to enter their favorites in the contest. Prizes awarded include cash, silver loving cups and merchandise.

**BRICKTOP ADDITIONS**—During their engagement this first half at Loew's Grand, Bronx, and in conjunction with the third anniversary of the house, Bobby Grice, of the Fourteen Bricktops, girl musical aggregation of redheads, held an audition and ogled a large number of Bronx children entered in a singing, dancing and musical contest.

Entries have been received at the theater the last several weeks.

**RAJAH RABOID**—The Comerford Circuit, now playing the mindreader in a number of its houses as an added attraction, is utilizing Raboid for a number of exploitation stunts. Among them is a special matinee for women only, to be held only once during his appearance, at which the Rajah answers all questions asked. This event is heralded thru newspaper ads, circulars and trailers. Another of the mindreader's stunts is the blindfolded auto drive on the main street. This feat is usually surefire for hitting the news columns.

**DOG EXPLOITATION**—Blomberg's Alaskans, dog act, consisting of 15 huskies, only uses eight dogs on the stage, utilizing the other seven for publicity ventures. The dogs are hitched to a sleigh, which they drag thru the streets when snow is on the ground. In warm weather the sleigh is outfitted with wheels. For newspaper tieups the dogs are taken to the hospitals and orphan asylums to entertain the children.

**COMPETITION**—The Coliseum, New York RKO theater, woke up to the necessity of exploitation when the new Loew 175th Street was opened two weeks ago. Special banners were strung across the marquee and hundreds of colored toy balloons were released from the roof at the same time the Loew house was holding its opening ceremonies. The two theaters are only a few blocks apart. As an added attraction the RKO house a booked Ricardo Cortez, screen lover.

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VAUDE. NOTES

SWAN AND LEWIS, sponsored by Irving Yates, opened for Loew at the Fairmount, Bronx, the last half of last week.

One w.-k. songstress we happen to know felt now too good over the circumstances attending her recent vaude. debut. She's quite the stuff in circus where a high "C" is something more than a letter in the alphabet. She grabbed herself a first half in a Bronx vaudeffilmer, and when they handed her \$50 for the four days the expression on her face was enough to scare a Cossack. Altho an American diva, she said plenty in all languages.

ALMA RUBENS is definitely set to open for RKO this last half in Mount Vernon, following with the first half of next week at Yonkers. She was previously due to open in New Rochelle, but delayed because her act had not been completed.

JOHNNY CASSIDY, one of the demons in the RKO publicity department, loosened the purerstrings the other day and bought a home in Jackson Heights, L. I. He is not certain yet whether he'll get married or raise ghosts.

The Coliseum, New York, was jarred into action less than two weeks ago when its first real opposition, Loew's 177th Street, opened its door with plenty community whoopee. Heretofore the RKO house was practically alone in that section of Washington Heights and did little to garner more than the patronage that drifted in naturally. Things will be different now, the Loew de luxe being certain to cut in on its receipts unless some-thing extraordinary is done to get them into the vaudeffilmer.

FOUR PEACHES, singing and dancing act, consisting of four fems., showed for RKO at the Franklin, Bronx, this first half.

BRUNO WEISS TRIO are at the Prospect, Brooklyn, this last half on a showing for RKO.

ROXY GANG was slipped into the 86th Street, New York, the last half of last week to fill a spot left vacant when Leo Reisman and his orchestra flopped.

They tell us that the announcement made by RKO recently regarding the sending out of censors incognito all over the circuit is so much boloney. But we don't blame RKO for pulling the fast one so long as it achieves the results it seeks, fostering clean and wholesome shows.

GUS EDWARDS, who has lately been favoring picture work instead of vaudeville, returns to the boards at the

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Palace, Chicago, the week of March 22, with further Western dates to follow. He is agented by Charlie Morrison, who returned from the Coast two weeks ago.

BOYD SENTER, one-man band marvel, has been booked for the entire Orpheum route, opening April 5 in Winnipeg. He is handled by the Weber & Simon agency.

WENDELL HALL, w.-k. songwriter and m. c. on the weekly Majestic radio hours, has been booked by RKO, having opened this first half at the Franklin, Bronx. Hall composed the smash, *It Ain't Going To Rain No More*.

Conditions can't be any tougher for agents here than they are in Paris. Over there the agents get their comish from the theater and not from the act. Most of them enter into an agreement with the acts to attend every show and lead a squeeze. The commissions on a week date are rarely higher than \$3, and agents spend that much for admissions. So they tell us anyway.

GARDEN OF ROSES, nine-people flash, opened this week for RKO on a split between the 58th Street, New York, and the Chester, Bronx. Weber-Simon agency is handling the turn.

LOUIS MACK and Company, flash act, split between the Prospect, Brooklyn, and the Franklin, Bronx, this week on an opening for RKO. They are sponsored by Harry Rogers.

TROVATO, violinist, will resume for RKO the first half of next week at the Hamilton, New York. It has been some time since he has played for that circuit.

WYLIE SISTERS and Johnny Lee are showing for RKO on a split between the Prospect, Brooklyn, and the Franklin, Bronx. They are presenting a comedy, singing and dancing turn.

There is a family act on the RKO Circuit that is much in demand, but so independent of their vaude, earnings they practically do as they please and get what they want—or threaten to quit. One of the bookers turned down an act owned by one of their friends recently and the headstrong family commenced a walkout. The booker pulled a quick change of mind and the friend's act is now a feature of the intact show they are topping.

THE HAMID BEY REVUE is playing a number of dates around the Philadelphia neighborhood houses and has proved to be a good drawing card.

MAMMY AND HER PICKS, four-people singing and dancing revue, which recently played for Fox, opened this week for Loew on a split between the Premier and Bay Ridge, Brooklyn, and will tour the New York houses. The offering is agented by Lyons & Lyons.

THE SIX LUCKY BOYS, acrobatic troupe, who toured for all the majors last season, have changed their billing to the Famous Lucky Boys and resumed on a Loew tour this week in Newark. Next week they will split between the Bedford, Brooklyn, and the Victoria, New York.

Peculiar situation at the Premier, Brooklyn, Loew vaudeffilmer working on a week-to-week basis for stagehands and musicians. The Premier is located in the heart of a district inhabited by needle-workers and furriers whose trades have been hard hit of late by strikes and general depression. This has cut down the house's receipts to a shadow of what they were last season. The Pitkin, Loew de luxe located nearby, is also feeling the slump in business, but not as acutely as the Premier.

On one of the larger circuits a condition exists which may or may not be good for the organization. A large part of the supply firms with which the circuit does business are tied up financially in one way or another with the men on the circuit who have the authority to decide what firms shall get the breaks.

BEADE AND MORRIS, who are heading a three-people dancing flash, opened for RKO last week in Ottawa, Can., and will tour for several weeks around up-State New York, booked thru Billy Jackson.

MORAN AND McBAIN are showing a new act for Loew this first half at the Delancey, New York.

VAL AND ERNIE STANTON, male comedy team, who recently played a string of Eastern RKO dates, will open next week in Oklahoma City for a tour of the Interstate Circuit. A Western RKO tour will follow, booked thru Harry Romm.

KAFKA, STANLEY AND MAE, aerial trio, will resume for Loew next week on a split between the Grand, Bronx, and the 46th Street, Brooklyn, booked thru Arthur J. Horwitz.

LANE AND LEE showed a new act for Loew this first half at the Lincoln Square, New York.

Firemen assigned to theater duty in New York vaudeffilmer don't get all their pay from the circuit. If they're not in the case in all houses, but in a large number anyway the fire laddies collect \$2 a shift and the tribute is charged up to petty expense. There's no definite reason why the tribute is paid, but most firemen have good imaginations.

HITE-REFLOW and Company will return to Loew this last half at the Lincoln Square, New York, in their familiar comedy skit, *In the Alley*, featuring Warren Boyed. Bert Jonas is representative for the offering.

WALTER CLINTON, of Clinton and Rooney, is running for "mayor" of 125th street, New York, and any resident is entitled to vote for him. The mythical title usually has been won by a theatrical performer, and ballots are being distributed at the NVA Club, New York.

SIGNOR FRISCOE and his orchestra, eight-people musical act, which recently finished the Loew out-of-town tour, is slated for a string of the New York houses and will open the first half of next week at the Grand, Bronx.

A vaudeville actor we know succeeded finally in being okehed as a member in good standing of the IATSE. He got a job in a vaudeffilmer and in the beginning it was pretty difficult for him to overcome his old habits. Frequently while moving a piano for a singing act or carrying on a bench for the next-to-closing comedy act he involuntarily took his bows while the audience was applauding the previous act with a w.-k. show step. He cured himself by wearing a corset.

BABY, BOBBY AND BUSTER, male colored acrobatic dancing outfit, resumed for Loew this week on a split between the 46th Street, Brooklyn, and the Plaza, Corona.

McLALLEN AND SARAH are slated to open for Loew next week at the State, New York.

RALPH OLSEN and Company, elaborate 10-people dance flash, which recently played for RKO, have been booked for a tour of the Loew Circuit. The (See VAUDEVILLE NOTES on page 29)

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**NEW ACTS**

Reviewed in New York

**Miller and Velie**

Reviewed at the Franklin, Bronx. Style—Comedy, dancing and singing. Setting—In two (special). Time—Twenty-five minutes.

With about 10 minutes lopped off this turn should rate a long route in the intermediate houses. The four members of the cast, Harry Miller, Jay Velle, Claire Nolte and Audrey Berry, are slightly overenthusiastic in their work and indulge in a number of extra bits that would enhance the act much more by being sliced out.

The work in this act is smooth. The material is there for entertainment value and the standard bearers are hoofers of no small proportions. The comedy concerns a lad and lassie who are left at the church by their respective bride and bridegroom. They are brought together by well-meaning friends and the finish finds them about to marry. During the courtship they indulge in some dance routines and an original song. Everything was so excellently done; it looks like a skit out of a musical comedy.

The reviewer recommends this act for all houses. J. S.

**Red Donahue and Pal**

Reviewed at Fox's Savoy, Brooklyn. Style—Black-face and animal comedy. Setting—In two (special). Time—Ten minutes.

Not considerably more than an elaboration of what takes place in spurts all around the track when a circus floor is given over to the clowns and their rib-tickling paraphernalia. A big portion of slapstick delivered by a very agile straight dressed as a copper, a boy in blackface and a fine specimen of bucking muledom. Before the dizzy-paced muleplay takes place a neat piece of comedy action is put over before a special street drop. The cork-smearing fellow enters on a two-wheeler drawn by the excellently trained mule. Some snappy talk about violating traffic rules. The mule unceremoniously starts to lamber up his hind legs on the buckboard.

The copper wants the mule driven away from the corner. He refuses to budge as mules will. They unharness him and in his liberated state the fine animal chases one, then the other—and sometimes both—all over the stage. That's the meat of the act. And that's what a packed house roared at here unrestrainedly. It will be a long time, judging from our past experience, before we hear such hearty laughter again. No doubt about the fact that the average audience today wants hoke—and wants it smeared on thick. This act is not sparing with it by any means. Good opener anywhere. E. E. S.

**Wilson, Kepple and Betty**

Reviewed at Keith's Fordham, Bronx. Style—Dance novelty. Setting—In three (special). Time—Eight minutes.

Quite some time ago Wilson and Kepple, male team, were paired in a comedy and dance act, which showed promise, according to a *Billboard* reviewer. Now, with the assist of the very charming Betty, they are doing an all-dancing affair that fulfills the prediction. The beauty of the act is in its production. It has been effectively staged and routinized. The dance numbers are presented in a clever and distinctive way. Act is handsomely dressed, too. The legwork of the trio is not to be overlooked, for they are good steppers, with clogging their forte.

Act gets away to a novel start with an automatic miniature bus, looking like the Fifth Avenue kind, making its entrance. Betty is perched in a chair on the top deck, while one of the boys is in the driver's seat. The other fellow comes out to replace Betty on the bus. He sits in the chair and taps to the concertina accompaniment of the driver. Their other punch bit is a stair dance, tho not typical of Bill Robinson. All three clog on the stairs, either together or singly. Betty is also spotted for a solo, and Wilson and Kepple pair off in a neat eccentric number. Were in the howdy spot here, and got a hearty send-off. A good bet for better houses. S. H.

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**Robert Emmett Keane**

—AND—

Claire Whitney  
IN *THE FAKER*  
By Edwin Burke  
With George Sweet

Reviewed at the Palace. Style—Comedy satire. Setting—In one and two (specials). Time—Twenty-one minutes.

At least three mixed teams have successfully offered this always timely satire by Edwin Burke in vaudeville. Howard Smith and Betty Gallagher were doing it not more than several weeks ago. Back in 1926 James Diamond and Sybil Brennan were its protagonists and about three seasons ago the same Smith played the faker part with Mildred Barker as the lady in the case. Robert Emmett Keane, who has established a big following for himself in legit., gives Smith's relinquished characterization a wholly appealing interpretation. Miss Whitney, who gets the billing line of "Famous Screen Beauty", does well by the role of the scheming femme who leads the inoffending young man to matrimonial slaughter. George Sweet holds up nicely the lesser role of the juvenile victim, which was played by Bradford Hatton when we last caught Howard Smith's version last September.

*The Faker* we consider far too familiar to warrant a plot summary here. Suffice to state that the Keane-Whitney edition is not one shade different in script and business than that of Smith. Keane's deft handling of the spiel that links the five episodes between the hunting woman and her quarry is a safeguard against dullness creeping in while the scene and wardrobe changes are being made. Provided the license is not abused, this act with different leads can be booked in any house in the country once a season and still meet current booking requirements. It is made of the stuff that endures thru vaudeville ages that take and leave less staple items of comedy fare. It cleaned up in the fourth spot here. E. E. S.

**Al Rauh Quartet**

Reviewed at the Franklin, Bronx. Style—Singing. Setting—In one. Time—Twelve minutes.

Four men in this one, all blessed with fair pipes, but hardly with sufficient personality for an act of its type. Something more than vocal cords is needed to bolster up a turn which, except for bits of futile comedy, is straight singing.

They put over *Tip Toe Thru the Tulips* in commendable fashion and received a smattering of applause when caught. Likewise is done with *My Fate Is in Your Hands* and their closing number, *Sunnyside Up*. One male works from the audience, answering a call for volunteers to join the other three on the stage. He is absolutely devoid of makeup and carries his hat and umbrella for comedy effect. Jack Buchanan, musical comedy name, recently made a short based on the type of comedy this male executes, which entails getting into everybody's way and acting green in general.

This one can fit into the junior houses on some of the circuits. They rated a fair sendoff at this house. J. S.

**Hazel Lee**

Reviewed at the Franklin, Bronx. Style—Dancing and singing. Setting—Full stage (special). Time—Twelve minutes.

This dusky lass would have done much better to sit in the audience and watch her four male assistants than to take part in the act and also get the major billing. The colored boys present some neat dancing, sufficient for an opening flash, but the fem's lack of ability both in dancing and singing was enough to make it die.

Miss Lee does one dance routine, or at least tries to, and sings a pop tune. It is hard to say which is worse, the dancing or singing, but both are plenty bad. The lads work in pairs in some neatly executed routines, one being a tap to the *Parade of the Wooden Soldiers* that got a deserving round of applause. However, their costumes were shoddy and killed most of the effect. In a competitive stepping finish the damsel attempted an acrobatic routine that would have even disgraced a rank amateur.

There is little to hope for in this act. Something could be done with the boys, however. J. S.

**Gobiana**

With Three Odd Types, the O'Connor Sisters and Elinor Costa

Reviewed at the Grand Opera House. Style—Revue. Setting—In one and full stage (specials). Time—Fifteen minutes.

By mixing a number of concoctions together in this well-staged flash an appealing vaude. pepper pot is obtained, using generous slices of songs and dances, plenty of beauty and costuming and a dash of youthful pep. There is no apparent reason for the Gobiana moniker, for neither do costumes suggest gobs at any time, nor does the offering have a Gobi desert atmosphere. Perhaps it is just that gobs of this and that have been used to make up the revue and fortunately the result pans out okay. For the most part the company works in multiples. Three Odd Types is the descriptive title given to a pair of boys and a girl, who successively put over various eccentric routines. Closed the show here to a good reception.

The O'Connor Sisters act more or less as mainstays, handling introductory harmonizing and other song-dance specialties. An unblinded male pianist handles the ivories accompaniment capably thruout the offering. Elinor Costa likewise comes on for solo specialties, doing tap dance and an Oriental contortion routine. There are several eccentric routines, handled nicely by the Three Odd Types, as well as some comedy numbers put over singly by each of the trio. Opened with *Keep Your Sunny Side Up*, and the entire company managed to give a bright aspect to its work thruout. Other numbers include a *Wooden Soldier* dance, pantomime, *Keep on Struttin'*, *Deacon Brown*, and a fast finale, with one lad outdancing them all with some rare acrobatic pedalistics. Could hold this spot in any of the family houses. C. G. B.

**De Luxe Five**

Reviewed at the Franklin, Bronx. Style—Musical and comedy. Setting—Full stage (special). Time—Fifteen minutes.

This act lingers five minutes longer than it should. With that much time cut it should make a suitable opener for the family houses. It would also do well to mute the instruments—some of their numbers are so noisy they don't sound any more entertaining than a flock of trumpeters heralding a foreign-fall guy.

Three boys and two girls in this one. They run thru a flock of pop. tunes on trombones, cornets and saxes; one male, in black-face, doubles from comedy to the piano. He occasionally takes a hand on a cornet, thereby proving that he is the best musician in the act, tho hardly the best in the union. One comedy bit, with one of the males playing a violin while the black-face lad burlesques on the piano, should be sliced entirely. It would mean a lot of useless effort saved. Their windup with a torch melody brought them a fairly good send-off when caught.

The comedian could improve on his delivery of the joke, and his assistants are lacking plenty in stage presence. However, with the rough edges removed, there is no reason why this act shouldn't receive time. J. S.

**Ralph Olsen and Company**

With Gamby-Hale Dancers

Reviewed at Keith's Jefferson. Style—Singing and dancing revue. Setting—In one, two, three and full stage (specials). Time—Eighteen minutes.

This revue appears to have been fashioned along presentation standards, but has much in the way of talent and novelty to recommend it to discriminating vaude. fans. The diminutive mixed team—the billing "and company"—presumably refers to Olsen and his partner—are surrounded by an attractive eight-girl troupe of Gamby-Hale Dancers, who offer numerous terpsichorean ensembles. They were spotted in next to close here and romped-off with a decisive show stop. Entire affair is beautifully staged, carries elaborate scenery and lighting effects and a large colorful wardrobe. Olsen's work stands out as unusual, for he attempts that which is often looked for in dance interpretations but seldom seen.

For the most part all of the girls—each one a beauty—offer Tiller-like precision routines, but vary this with

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harmony warbling, tap dancing and classical poses. They do three ensemble numbers, one a tap dance and song, *Girls Will Be Girls*; another a terpsichorean tableau on the aeroplanes cleverly silhouetted behind a scrim, and a fast cape-whirling dance in black and white, during which most of the girls do specialties. Olsen solos once, playing a violin and singing, in which his rare ability to accomplish slow high kicks and exceptional contortion work brought him big returns. For the rest he works with his partner in several dual specialties, including toe, tap and harmonized singing. Suitable for better class houses. C. G. B.

**Three Tiffany Boys**

Reviewed at Loew's State. Style—Singing and musical. Setting—In one. Time—Thirteen minutes.

According to the lyrics of their opening number the Three Tiffany Boys hail from the radio and film fields. Their work follows the standards of close harmony trios viewed lately with a number of screen specials, in which the warbling boys invariably make a big hit with their songs and music. But at variance with the customary reel harmonizers, these lads put over their numbers to good results, tho they don't rate so much on the gab and hokum. Their routine sticks pretty close to musical and singing requirements. They make a good appearance in snappy street clothes, and possess winning personalities.

Among the numbers in their routine were a couple which were good for heavy laughs on the lyrics. They are *That's Grandma*, *Yes, Sir*, and some parody interpolations of *She's Got Great Ideas*. The boys have exceptionally clear diction, easily audible from any part of this vast house. Their instrumental work is also A-1. They play various difficult arrangements of the numbers which they vocalize. Other harmonized ditties include *Am I Blue*, in which one lad doubles on several instruments, and *Here We Are*. Give these boys some worth-while gags and material, and they will register big in any house. C. G. B.

**Huston Ray and Orchestra**

Reviewed at Fox's Academy. Style—Musical, dancing and singing. Setting—In one and full stage (specials). Time—Twenty-one minutes.

Huston Ray has launched another big act, showing improvement over his previous vaudeville flirts: He is assisted by the Wheeler Twins, dancers; Margie Hines, baby-voiced warbler, and 10 bandsters. No attempt this time to label the band as his "augmented symphonic orchestra", as he did several years ago. The act pleases thruout, tho the routine drags considerably and could stand speeding up. Altho the electrician wasn't up on his cues at this show, the

act shows evidence of having neat lighting effects. Ray works well, and has surrounded himself with a capable cast. The very pretty Wheeler Twins land home the biggest punch for precision in clever numbers.

Opening has a trailer plugging Ray's concert-success. From then on the band takes on the bulk. The Wheeler girls do two numbers, and Margie Hines and Ray do a solo apiece. The bandsters are in the know on music, and several of them have good pipes, too. Their clicking bit is an arrangement of "smiles" songs, with Ray leading off with a song-talk. The Wheeler Twins pep up any act—legit, could use them also. They're very pretty, personable, capable dancers, and, all there, on precision. Their first number is a neat eccentric and thru unusual routing their other specialty closes the act. It's a great applause puller, tho. In it they do corking high kicks and leg control. Ray shows his mastery of the piano keyboard in soloing with *Dream of Love*. The familiar baby-voiced and boop-boop-a-top singing is contributed by Margie Hines, who handles it nicely in *Do Something*.

Tried it on the seven-act bill here, and polled big returns. Should work with the price right. S. H.

**Myra Langford**

Reviewed at Loew's Lincoln Square. Style—Singing. Setting—In one. Time—Eleven minutes.

The vaudeville files of *The Billboard* have no record of Myra Langford, tho an act was reviewed in 1927 under the name of Howard Langford and Mildred Myra, and the miss of this combo is probably the one who now emerges as a warbling single. She put over a fairly pleasing and conventional dunder here, offering a repertory of four familiar pop. numbers. She has a good voice and an appealing style of delivery, but there is just enough lacking in her routine in the way of novelty and material selection to keep her from registering strongly in the better houses. She dresses smartly in a form-revealing gown, but relies solely upon her ability as a singer to put her over.

Her limited song cycle might be divided into two parts, the first pair being of the less familiar variety and the latter of the plug description used by the greater portion of singing acts as highlight numbers. Her opening number, which sent her across for a fair response, was *I'm Telling the World I'm in Love*. She follows with no intermediary ado, *I Gotta Have a Lot of Men*. The much plugged *White Way Blues*, with its overdone recitative patter, serves as her next. She ineptly tops this with a coon-shouting version of *At the End of the Road*, and finished with hardly more than a tepid reception. O. G. B.

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# VAUDEVILLE REVIEWS

## New Palace, Chicago

(Reviewed Saturday Afternoon, March 1)

It looks as if RKO is making a real effort to give Palace patrons the best there is in vaudeville. Occasionally an act appears that makes one wonder what prompted the booking, but during the last couple of months the quality average has been uniformly high. It's up to standard this week, every act packed with entertainment.

Edith Griffith, a piquant little brunet, and her sextet of soldier boys scored nicely in the opener with a song and dance offering, *Love in the Ranks*, in which Miss Griffith, as the Colonel, puts her lieutenants thru an entertaining routine.

Miller and Wilson, comedy acrobats, are wizards when it comes to tumbling, back flips and twisters, and their clever work along this line earned them a couple of encores. Comedy is weak, acrobatics topnotch.

Roger Imhof, Marcelle Coreene and Company scored their usual hit in their familiar sketch, *The Pest House*, old but surefire.

Oklahoma Bob Albright, rollicking songster, was the day's first show stopper. His impressions of famous singers, interspersed with comedy sallies, and his breezy personality would have put him over big, but in addition he had the assistance of two charming misses, Genevieve Herbert and Beverly Birks, both of whom warble, hoof and pound the ivories cleverly and are eye-filling in the bargain. And for a climax Bob brought out "Snowball", a young ducky, for some hot stepping, putting the act across to heavy palm pounding.

Russell Markert's American Rockets closed intermission with a bang, going thru a series of beautiful precision dances that made a beautiful picture. Two solo dancers, Eleanor Stemmer and Hazel Gladstone, showed exceptional talent, and the one doing the acrobatic numbers is heavy on the pulchritude.

Following intermission a lengthy trailer showed the various screen exploits of Joe Bonomo, strong man. Then Frances Arms came on and wrecked the house with a series of song types done in a style that marks her as an artiste. A rough-and-ready, heavy blonde, she is just the type to put across the "hot" songs and the back-alley types she characterized. Used more "damns" than there are in *The Front Page*, said she was nervous, but we don't believe it. Anyway she put it over great, stopped the show, and received a couple of baskets of flowers over the footlights.

The flashing of Phil Baker's name was a signal for loud applause, and the appearance of the comedian himself brought more. The way that boy can hand 'em the Joe Miller stuff and make 'em like it is marvelous. His personality, squeeze box and hoke had them holding their sides. Uses a male plant in one of the boxes for clever cross-fire comedy and a couple of song numbers. Baker is one of the few comedians of his type who have any idea of the value of restraint, and occasionally he slips a bit, but not enough to matter. Act was a show stopper, going over bigger than any other comedian who has appeared here during the last year.

Joe Bonomo, the "Hercules of the screen", had the advantage of Baker's clowning thru his act, but could have held the crowd alone, as he does some mighty clever gymnastics, difficult pullups and handstands, winning him a generous hand. Closed strong with a burlesque boxing bout between Bonomo and Phil Baker.

NAT GREEN.

## Hippodrome, New York

(Reviewed Saturday Afternoon, March 1)

Every one of the acts in the six-turn layout went over with a bang, but the meager dose of comedy took the edge off of what would have ordinarily been a great bill. Spotting was perfect with this smooth-running show. No stage waits this time.

Murand and Girton opened with a fast acrobatic and trick-bike riding turn that rated a great hand for a novelty act. They deserved the outburst of applause. The male is an excellent tumbler, while the femme presents intricate stunts on a bicycle, the like of which is seldom seen these days.

Miss Patricola was in the deuce. The

## The Palace, New York

(Reviewed Saturday Afternoon, March 1)

TED HEALY is much cleaner the second week of his dominance over all other Palace features. In fact, he's so clean—compared to last week—that not one gag or piece of business need be cut, unless for the purpose of making the show run shorter. Healy and his rib-tickling Roughnecks are even funnier than last week, which proves that dirt is by no means a necessary accompaniment to their perfect control of audience moods. The Healy army consists of 14 funmakers and specialty artistes this week, and instead of confining their carrying-on to a fixed spot work at length as two entr'actes in the first half and interrupt the Tiller girl routine for a culmination of their hilarity in the rather brief second half. Outside of the Healy act, this is a less appealing show than last week, even though Henry Santrey brings forth one of the best band novelties in which we have ever caught him, and for that matter one of the most novel and entertaining in vaudeville today.

THE LIAZEED DEMINATI TROUPE, pyramid builders and tumblers, numbering nine agile men and two girls, who actually participate in the stunt routine, proved to be the most sensational opening act of its kind booked here this season. Every trick in the tumbling business is brought into play here in one form or another. Their aerial formations are both skillful and beautiful to see. Work mostly in three-high groups, but toward the finish they build human structures four-high—and with perfect ease. The strong man of the attractively costumed company supports the 10 others at the finish.

EWING EATON, in her familiar routine of fused bow scraping, stepping and singing, came thru well enough, but at best was not a good choice for the deuce spot in the follow-up position to the fast opener. Her corking acrobatic encore saved the day for her. She should cut out all the talk, especially in the difficult assignment given her on this layout.

HARRY A. WHITE AND ALICE MANNING offer the same act they did here about the same time last year, assisted in no small way by those brilliant hoofers, the Samuels Brothers. Why the five don't share stage-card credit is beyond us. The Samuels trio have already clicked by the time the clever team are on for their Spanish burlesque. The hoke encore is funny almost all the way thru, but there are moments when it seems they are straining too much to get laughs. White and Manning were warmly ovated and the finish hand accorded the quintet was anything but indifferent. Ted Healy came on at this interval, pulling big laughs from the first with his stoges, Sarah Granow and a German Police dog that played a smooth straight to the comedian's clowning. Healy and his misfits did the chinning bit and an undesignated lad of unusual litherness did some hoofing.

NELSON B. CLIFFORD AND MARIE MARION offered their amusing apron session of crossfire and singing to pleasing returns. Marion still plays the synthetic dumb Dora and pulls a big sendoff at the finish with her lightning change to straight. Their material has been improved in many spots.

TED HEALY does a full 15 minutes again, working this time with none other than Joe Mendi, the chimpanzee who has often held his own on Palace bills. Healy and Mendi are a very funny team; remarkable how two such excellent comedians can work so well together without crabbing each other's laughs. Eleanor Chickee, the red-headed lass whose stepping was plugged so heavy last week, adds warbling to her contribution for this session. A colored boy who is a positive sensation in hoofing gets the benefit of a spot, and the resourceful Healy brings the interval to a close by having a fresh-faced boy do card tricks at one side of the stage, while the stern-visaged face slappers carry on at the other.

HENRY SANTREY calls his versatile male ensemble *Soldiers of Fortune* in their entirely new offering. This time Santrey hits the bull's-eye. The 16 boys, who are musicians as well as choristers, are presented in a round of smartly routine specialties. These are attractively dressed and superbly staged. Santrey's pleasing baritone is heard several times and a lad he calls Harvey Bell stopped the show twice with his corking delivery in the novel minstrel number. There are two girl specialists, one with a dance burlesque that's worth an important spot in any show. They finished the first half in a blaze of glory with a clever version of *Moanin' Low*.

JOHN TILLER'S SUNSHINE GIRLS, the troupe that came out of *Three Cheers* and other shows, closed intermission and wove their clever routines between the contrasting nonsense of the Healy rowdies. Michael Tripp, who dances far better than he looks, does two specialties. After seeing this 16-girl troupe work one understands why the Tiller name stands for the best in precision dancing. The Healyized portions of this heterogeneous arrangement embody a revival of the more appealing bits of last week and plenty of new stuff. The nannified Swick plays the xylophone smartly and the stoges do enough pratt falls to satisfy the most exacting of low-comedy enthusiasts.

ELIAS E. SUGARMAN.

only real name on the bill, she stopped the show with her renditions of pop tunes. She rates with anyone so far as showmanship is concerned, and doesn't take any dust in vocal prowess, either.

Jim, the Wrestling Bear, slipped into the third position. The animal is secondary only to the two very funny stoges that work from the audience. Their face-slapping bit gets the laughs and the applause.

Danny Small and Company were at the quarter post. This colored performer, working with a comely Creole lass, is guaranteed entertainment in any house. He dances and sings pleasingly, while the lass, besides furnishing the s. a., also hoofs in worthy fashion. They received a fine sendoff.

Bayes and Speck, male comedy and dancing team, waltzed into the next-to-closing and did well. Their gags are not of the best by any means, but their eccentric hoofing is worthy of the applause they won.

Lane, Osborne and Chico closed with a dancing and musical flash. Lester Lane and Miss Osborne present some neat acrobatic routines, while Chico and his sister do well with the pianos and harps. Rated a good hand as they bowed off.

A few more laughs would not have hurt this bill. JOE SOHOENFELD.

reception at the bowoff, and could have taken an encore very easily.

Joe Laurie, Jr., the diminutive funster, skipped thru his turn, *Just Dropped In*, in his usual inimitable style, and drew a steady barrage of guffaws with a corking line of laugh material. Ideally spotted and with a bag of gags that smack of originality, Joe, Jr., found the snacking easy. Near the end, Joe brought out his sister, introduced her to the crowd and unloaded some more laugh-getters at her expense. They liked the little fellow immensely, judging from the great big mitt tendered him at the getaway.

George K. Arthur, film comedian, receives the top billing here this week in a skit, *Port Arms*, by Al Boasberg, and in which he is assisted by the Three Aristocrats and Jim Baber. A film trailer, showing Arthur as he appeared in the flicker production, *Rookies*, serves as an opener for the act. The sketch, a military travesty, is a repetition of the balled-up drill business, a hard-boiled sergeant, and the like, but serves its purpose and is good for a number of honest-to-goodness laughs. Some good harmony singing, with stringed accompaniment, is offered by the Aristocrats, after which Arthur steps out for a brief speech and a bit of singing, the latter not so hot. He is assisted in his vocal work by the Aristocrats at the finale. A thunderous applause brought Arthur back to spring a few weak wheezes.

BILL SACHS.

## St. Louis Theater, St. Louis

(Reviewed Saturday Evening, March 1)

*Frabell's Frolics* were in the ace position. This is a splendid variety act of singing, dancing and wire walking with a personnel of five artistes. Two girls do some splendid harmony singing while Frabell and the two remaining damsels do some single and triad dance specialties and some nifty tight-wire work.

Harold Yates and Cooper Lawley were next with their repertoire of songs, during which they sandwiched in some jokes and stories. Their act dragged at this show and these boys would fare better if they would get a new repertoire of song numbers. Lawley should dispense with the gestures during his song and Yates should shorten the piano solo. Some peppy numbers would show these boys up to much better advantage as both have good voices and the ability to put stuff over.

Robert Emmet Keane and Clair Whitney, assisted by George Sweet in their well-known comedy skit, *The Faker*. The many funny lines and cracks by Keane, who portrays the role of a pitcher in fine manner, has the house in laughter almost continuously. Miss Whitney and Sweet are capable performers.

Josephine Harmon, in vivacious manner, put over some fast comedy songs in resonant voice and then "kidded" around with her male piano accompanist for many laughs. She ad libs aplenty to good effect and her impression of an opera singer was very well done.

Raye, Ellis and La Rue closed the proceedings. They have just about the best dancing act seen at this house in many a day. The lady of the trio is extraordinarily graceful and lithe and about as light as a feather. The two men toss her to and fro with an ease and grace that is amazing. The finale of their turn, a beautiful acrobatic specialty, brought down the house. They are hard workers and finished performers and really sell their accomplishments for all they are worth. A fourth member of the troupe does a single comedy dance specialty which he styled *Crazy Elbows*, which was excellently done also. Several entrancing and gorgeous settings set this act off all the more!

FRANK B. JOERLING.

## Golden Gate, Frisco

(Reviewed Thursday Evening, Feb. 27)

The Lee Twins, with six girl assistants, put on a particularly entertaining dance act. The twins appear three times in diversified dance steps, with tap numbers as their best, and add charm to a series of impressionistic dances in which the entire octet takes part. Three curtains indicate their reception. Medley and Duprey in songs and comedy are a pair of laugh producers who combine hokum and slapstick in allopathic doses.

## Albee, Cincinnati

(Reviewed Sunday Afternoon, March 2)

Will Higgle and Girls, sextet of step-pers, return here after a year's absence with a slightly altered offering, but with the usual amount of entertainment value. Four girls, flashily bedecked, breeze thru a quartet of routines in fine style, and Higgle contributes his usual good brand of hoofing. An unbilled blonde drew a fine hand with a combination jazz-acrobatic dance. Filled the opening spot capably and pulled down a neat hand at the finish.

Arthur Millard and Minna Marlin got by okay with their vocal efforts, but unloaded a flock of old nifties that clicked just so-so. Miss Marlin worked hard to appear cute, and succeeded about 25 per cent of the time. A little brushing up on the gag material would brighten the turn considerably. Bowled off to fair returns.

Low Pollack and Henry Dunn in their offering, *Theme Songs*, in which they are supported by two comely blondes, Alice Weaver and Doris Walker, scored handsily in number three. Dunn runs thru a liberal string of "themes", including three written by Pollack, in a voice very easy to listen to. Pollack accompanies at the grand. Misses Weaver and Walker sing a little, dance a little—and very agreeably, too. Tendered a noisy



# FROM COAST TO COAST

Their best bit is a collapsing phonograph.

Gallarini and Sister, headliners, got across in a big way. As accordion artists they have a pleasing program. They register best in an endless number in which sister plays a saxophone, while Gallarini shows his versatility by playing on 10 different instruments, ranging from a piccolo to a clarinet. All he needs is a bass drum to complete a brass band.

Jack Fapper, a good-looking young man with a high-pitched voice, is a good entertainer. His songs and chatter get over in a telling way, but he is not satisfied to entertain alone. He calls in Paul Garner and Jack Wolf, a pair of comics, who sing and do real comedy stuff for good returns. As a trio they give real harmony and threaten to stop the show. E. J. WOOD.

## Loew's Midland, K. C.

(Reviewed Saturday Evening, March 1)

The vaudeville bill is far above the average seen here and Lita Grey Chaplin, as the headliner, will draw full houses, being a favorite in this city. George Dormonde and his girl partner, talented cyclists, open the bill with a pleasing routine of comic feats with the cycle. His partner is fair. Dormonde kept the house roaring and left them in mood for the rest of the show and was sent off with continued applause.

Jack North, in the duce spot, put over some clever song numbers and exceptional comedy chatter. His work on the banjo was well received. Bowled off to generous applause.

Lita Grey Chaplin holds down the top-line position and received nice reception. She is assisted by an unbilled male pianist. Pleasing personality and a group of popular songs brought very good returns. The usual curtain spiel.

Demarest and Deland, mixed team, offered a comedy act of chatter and singing. Their wisecracks got over for many laughs. The male partner burlesques at the piano and fares well. Fair-sized hand.

Hughie Clark and Company closed. Presents "Fast and Present" in music, opening his act with brass band of pre-prohibition days and closes with modern night-club settings. An unbilled fem. offers a few dances that are only fair. A very good selection of popular numbers by the orchestra closed the bill. Continuous applause.

GREGG WELLINGHOFF.

## Loew's State, New York

(Reviewed Saturday Afternoon, March 1)

By comparison with last week's knock-out show, this week's vaudeville layout is a washout, and receipts at the first show indicated just that. A so-so vaude. bill with the feature film, Norma Tal-madge in *New York Lights*, in a similar category.

Grace Smith and Buddies, mixed colored quintet, opened with a fast routine of singing and stepping, interspersed with a bit of comedy byplay. It is a good indication when Loew books a flash as an opener here at the key house. Bowled off to a good hand.

Le Grohs, mixed trio of contortionistic and acrobatic dancers, held the duce spot with an entertaining routine of backbends, tumbling and comedy panto. The act caught on for a clicking hand at the finish.

Cole and Snyder, male cross-fire comedy pair, return here with their familiar offering of lispng dialectisms, subtitled *The Director*, during which a movie trailer of Charles Chaplin in *The Tramp* is introduced. Pulled a good share of laughs.

Gus Van and Joe Schenck, male warbling pair, hailed as recent arrivals from Hollywood, got the most pronounced ovation of the show, and registered a decisive hit with a new cycle of character and comedy songs. This act is the only one which approaches the standard of last week. Heavy returns at the finish.

Sid Tracy and Bessie Hay, graceful dance team, closed with a routine of tepischore, interspersed with warbling and piano music. Their work never approaches the sensational, but registered strong nevertheless. An unbilled male accompanist at the ivories.

CONDE G. BREWER.

## Fox's Academy, N. Y.

(Reviewed Saturday Afternoon, March 1)

*Show of Shows*, on the screen, caused this 14th street house to make this a full-week show and to boil vaudeville down to only three acts. Yet those acts hit it off big with the crowd, giving them an hour of thoroly pleasing entertainment.

*Bee and Ray Goman Revue*, eight people, made the takeoff a fast and good one. Above-the-average cast, going in for nifty and novel legwork, sprinkled with nice warbling. Routined very well and dressed beautifully. They use plenty of settings and costumes, all tasteful. Took their bows to loud applause.

Joe Termini, Sicilian rube type, is an old favorite here. They went strong for everything he gave, and responded with prolonged returns, earning two encores. He knows his stringed instruments, and better still, has the knack of comedy delivery. His fiddling is his "ace in the hole", and his banjo and guitar work is good, too.

Nina Olivette, from *Hold Everything*, heads a 13-people act, *All Right*, which is a peach of a full-stage affair. She's a great comedy lass, with a keen knowledge of eccentric dancing. The 12 boys assisting her give plenty. There's the two Horman Brothers, who do neat novelty dances, and Charles Strong and Boys, clever musical and harmony singing aggregation. An unattached lad is spotted for punchy acrobatic legwork. Everything they did landed. Heavy palm-wacking rang down the curtain.

SIDNEY HARRIS.

## Loew's Lincoln Sq., N. Y.

(Reviewed Monday Evening, Feb. 24)

Fair-to-middlin' layout, coupled with Paramount feature film, George Bancroft in *The Mighty* brought receipts on a fair-to-middlin' scale. Pit overture stalled for time in a series of ineptly played choruses of popular numbers.

The Three Silvers, male novelty acrobating outfit, open with an offering of unusual hand-to-hand balancing, twist flips and long cross-stage dives by a light-weight flier, and tap dancing interspersed with tumbling and roller skate bits. Good finish hand.

Myra Langford, attractive blues songstress, who seems to be the lass who several seasons ago appeared in a two-act known as Howard Langford and Mildred Myra, duces it with a warbling repertory, songs sandwiched with recitative choruses. Garnered a fair reception.

Harry B. Watson and Olga Woods, versatile comedy team, formerly of C. B. Maddock's *Rubeville Night Club*, returned in third position with their familiar two-act, variously subtitled *Drop Inn* and *A Chance Meeting*. Their characterized hick proprietor and cabaret belle, interpolated with singing, dancing and mugging panto, pulled good laughs and a heavy hand at the finish.

Herman Hyde and Sally Burrill offer their w. k. hokum and musical novelty. Hyde has added a new trick prop. since last caught. It is a bass viol that flips its wings, cranes its neck, crows and lays an egg. Better routining of his ridiculous nonsense should land him solid in the better houses.

Katherine and Antonio Cansino offer by far the best act on the bill, closing with an elaborately staged flash of singing and dancing subtitled *Spanish Vs. Jazz*. It is a pleasure to note that their Spanish dancing is genuine, not Americanized faking. Their capable modern-stepping support includes Maurice Goodner, Leonie Richter, Helen Thompson and Hal Barker. Registered a near show stop.

CONDE G. BREWER.

## Premier, Brooklyn

(Reviewed Monday Evening, Feb. 24)

According to Loew standards a very good show, but that doesn't mean anything here. It's a matter of weeks before they drop acts at this house; notices to stagehands and musicians are already in. Attendance at this viewing should be a heartbreak to any act rightfully entitled to the name. Less than one-third of the lower floor filled, and it didn't look like enough to stage a riot in the upper tiers. This neighborhood is suffering more from Hoover's prosperity wave than any part of the town.

save possibly the lower East Side. Even bad enough to affect moviegoers.

The Louvan Trio, acrobating boys dressed in sailor blouses, offered a satisfying routine in the opening frame. One of the allezcoop youths is steady understander. He balances his confreres in various poses and uses a ladder and perch pole in two of the numbers. Juggling bits are interwoven. At one point they work three high, with the two toppers maintaining a steady balance in a head-to-head arrangement.

Harry Anger and Mary Fair had to be content with the duce innng for their apron comedy act because of their waning rating. In this new turn Anger plays a dialectic nut and Miss Fair does gorgeous feeding. They use an unbilled giant in several bits. Plenty laughs in this one, but lots of good business got lost in the wide open spaces of the poor house. Miss Fair does some brief stepping of the kind that pleads for more. Maybe when the act gets shaped up better they'll elaborate on this commendable feature.

Jack Flynn and Ted Macke, as next to closers on this abbreviated show, found it just as tough as the preceding comedy affair, but in a different way. This, too, is a new act, and a very good one for the Loew office. Flynn's work is not dissimilar to his contributions to the unit he formerly headed with Al Belasco. A comedian of ingratiating personality is this zestful lad and he does a burlesqued nance in fem. rigging that not only escapes being offensive but proves very amusing. Macke has a fair tenor delivery, which he airs in two numbers, and during the remaining intervals plays up to Flynn's mirthful carrying on. They came close to a show stop; with a more encouraging audience they could have knocked them dead.

Flo Meyers, who herself is talented as well as very sweet and charming, rose past the encore line in her hand act with the Bon John Girls. The 11-girl ensemble give a vigorous interpretation to a cycle of pop. items. They also sing and not badly. Plenty of musical specialties here, with all of them cleverly spotted. An impressive trumpet finish got them an encore, this resolving itself into a warbling ensemble grouped around Miss Meyers at the grand. This girl unit has about the best brass section of any one of its kind. And there's plenty of opposition in these parts the last several weeks between girl bandsters.

ELIAS E. SUGARMAN.

## Keith's Hamilton, N. Y.

(Reviewed Wednesday Evening, Feb. 26)

Fair five-act layout, tho not up to the usual standard for this uptown house. Receipts stood at a sellout for this show. Vaude. portion linked with *Up the Congo*, African travelog, and Ann Harding in *Her Private Affair*.

Clemens Belling and Company, elaborate three-people animal novelty, open with a comedy routine canine and horse tricks. The quadruped support consists of a pair each of white spaniels, dachshund frankfurters and Shetland ponies. Unbilled boy and girl assist. Heavy laughs and a good reception received.

Three Rolling Stones put over a warbling and stepping duceer, in which they are programed as *Gathering No Moss*, and judging from the reception they are aptly subtitled. Their unconventional routine and manner, coupled with showmanly qualities, got big returns.

Mary Goss and Charley Barrows offer a suggestive comedy and flirtation skit, *Good Morning, Lady*, interspersing singing and dancing. Routine has plenty of blue matter, but they got over big.

Bob Brandies, Patsy Carroll and Lew Mann hold down the next-to-closer with a routine reminiscent of Frank Fay, Patsy Kelly and Lou Holtz. The youthful trio panicked them repeatedly and rang up a decisive show stop.

Maryland Collegians, a musical outfit togged in Harold Teen costumes, closed the show. There's an offering of college jazz tunes, cheers and reminders of the varsity amateur shows, wherein all the lads flirt with one of their number, impersonating a hot-tot-tot flapper. Got fair returns, tho their routine lacks polish.

CONDE G. BREWER.

## Keith's Franklin, N. Y.

(Reviewed Wednesday Evening, Feb. 26)

This evenly spotted six-act layout ran for an hour and a half, but hit the entertainment spots only intermittently. Four new acts on the program, but none of them will ever reach the lights on the Palace marquee. One turn has possibilities to go far, but part of its stuff is an out-and-out steal from a pop-legit. production current on Broadway. This house usually runs seven acts and is a showing spot.

Walsh and Charland were in the introductory spot with a comedy, dancing and acrobatic turn. The standard bearers furnish the hoke tumbling, while Theresa and Paul slip over tango and adagio routines. They didn't go well here on applause.

Hi-Ho Boys took the duceur with some neat, tho not exceptional, vocalizing. Two of the males sing comedy numbers in the style made famous by Van and Schenck. One of them overworks. The pianist has the most pleasing voice of the three and contributed a great deal to their good sendoff.

Burke, Mathews and Moru skidded badly in number three with a very weak comedy skit built around an impending wedding. The idea is old and the material is bad. They received a poor hand on their exit.

Donald Kerr was at the quarter post in a comedy and dancing turn referring to Americans looking for Paris divorces. Kerr works with three comely fems. and a male, and one bit in his act was taken almost bodily from *Fifty Million Frenchmen*. The act would have a good outlook if not for the swiped material. Rated a good hand.

William A. Kennedy, radio tenor, was in the fifth position, assisted by Jack Cohen at the piano. His voice is confined and hardly strong enough to make him stand out as a vocal single. He got a good break from the audience.

Santry and Norton and Melody May's Bandettes closed in an extremely weak musical flash. Santry and Norton do three dance routines that are hardly great and are costumed atrociously. The musical outfit doesn't rate much better. The audience was sitting on its hands at the finish.

JOE SCHOENFELD.

## Proctor's 58th St., N. Y.

(Reviewed Monday Evening, Feb. 24)

There is a marked improvement in this first of the intacts to receive the full Eastern time allotted them on George A. Godfrey's books—yet it still lacks that certain something that would class it as a top-notch show. Three of the individual acts score high, as they did even when booked without permanent alignment, but there is plenty to be desired after it is all over. When caught by this reviewer at its opening the week of February 1 the afterpiece had not been set. It is tagged on now, but hardly a piece to rave about.

Jean Rankin and Blue Belles are in the hello spot with their neat delivery of pop. melodies, interspersed with some solo hoofing and vocalizing. Altho their tunes are a bit brassy at times, this girl band rates high as a musical combo. They drew a fair break in applause.

Mowatt and Hardy, comedy and juggling duo, slipped into the second position. This act does not fit into this particular intact. Their gags are far from belly-laugh inducers, and the mere juggling of hats and clubs is not strong enough to put them across.

Raynor Lehr took the center spot, assisted by Shirley Dahl and Willie Cox, a colored lad, who is bound to stop every show. Lehr speaks his lines a bit fast, but his hoofing is sufficient to cause one to overlook that. Miss Dahl, who dances and sings in a hot manner, is the much-needed s. a. for this bill. They stopped the show.

Charles (Slim) Timblin skipped to the quarter post and took the house by storm. He is one of the few comedians who can keep an audience laughing with hardly a letdown thruout the act. He grabbed top honors.

*Disic Days* is the title of the afterpiece in which everyone on the bill takes part, but in which everyone doesn't fit exactly right. Jean Rankin and her band play banjos on a bench rigged out

(See REVIEWS on page 85)

# Pictures Presentations

Conducted by H. DAVID STRAUSS—Communications to 1560 Broadway, New York

## Houses Exclusively For Shorts Planned

**Educational Films, thru E. W. Hammons, after 30 houses in leading cities thruout the country to run short subjects only—success of newsreel theaters paves way**

NEW YORK, March 3.—Are motion pictures making an effort to revert to the days of the 10 and 20-cent admission? This is hardly probable, yet the announcement in the last few weeks of the success of newsreel theaters and the approaching start of circuits for short-subject projection only has led to much conjecture by those connected with the inner workings of the film industry. Several months ago William Fox leased the Embassy Theater as a newsreel house. Its success, with a 25-cent top admission at all times, has been one of the chief subjects of marvel of the last season. Fox took over the Embassy on a gamble and the project has proved so successful that he is now acquiring other theaters in large cities strategically located as newsreel theaters.

Now comes the announcement that E. W. Hammons, president of Educational Films, is planning a chain of houses thruout the country for the presentation of short-subject films only. The plan, as at present mapped out, calls for 30 theaters of this type located in the leading cities thruout the country.

The public has shown a vast interest in short subjects and the major producers have educated the film public in this branch of moviedom along with their long-run pictures. In the silent days a feature production strong enough for a long run at advanced price had to be long enough in length to take up a full evening's entertainment.

S. D. (Since Dialog) the feature productions at advanced prices have run far short of the allotted running time of an evening's entertainment and as a result the first half of any program has been made up of a series of varied short-subject productions.

When movies were in their infancy the theaters were called nickelodeons; they have now gone so far as to be christened "cathedrals". Along with the handsome edifices and the advanced type of entertainment has come an advanced admission price. Many exhibitors feel that by eliminating the feature production they cut the heavy rental cost from their program and can concentrate on short subjects and run full two-hour programs with seven to eight subjects or less for a 35-cent top, and in some instances a smaller admission fee.

Educational, among the biggest producers of short subjects, has evidently a definite idea concerning the short subject's drawing power and rumors of independent owners who have been only able to secure second and sometimes third runs, planning to follow the short-subject program idea, are becoming more common.

### Balks at Film Ban

CHICAGO, March 1.—In the fight being waged for and against Sunday movies in Evanston, exclusive North Shore suburb, Mrs. Carleton Randolph, movie censor, has refused to lend her support to those opposed to Sunday pictures. Her stand is regarded with surprise, as her banning of such films as *Bulldog Drummond* and others had aligned her with the ultraconservatives in the public's mind.

### Silverberg New Pathe Mgr.

Phil Reisman, general sales manager of Pathe, announces the appointment of Harris Silverberg as branch manager at Detroit, replacing H. P. Zepp, resigned.

### New Chi. Theater Manager

CHICAGO, March 1.—Ray Bruder, who has managed the Tivoli Theater, South Side B. & K. house, for some time, has been made manager of the Chicago, ace house of the B. & K. Circuit. He replaces Miles Concannon, who goes to the United Artists Theater, and George Brandt is transferred from the U. A. to the Tivoli. Bruder started in with Balaban & Katz just 10 years ago as an usher at the Tivoli and steadily moved up thru the various positions to manager.

### Sound Pictures Gaining In Scandinavian Countries

PARIS, Feb. 26.—Sound picture houses are rapidly increasing in the Scandinavian countries. No less than 60 exist in Sweden, 10 in Denmark and seven in Norway. Sound-film production has not made much headway, but the Norwegian firm, Nordisk Tonefilm, has produced several short subjects and is now at work on a talkie based on the Alaskan novel, *John Dale*, by Einar Mikkelsen, which will be produced in Swedish, English, French and German versions.

The Compagnie Francaise Tobis is installing sound equipment in the Scala in Lyon, the Majestic in Lyon, and the Varietes in Vienna.

### Chevalier in Chicago

CHICAGO, March 1.—Maurice Chevalier, French screen star, made one personal appearance Thursday evening at McVicker's Theater, where his picture, *The Love Parade*, is showing. He left for New York Friday to begin work on a new talking picture, *Too Much Luck*. Accompanying him was his wife, Yvonne Vallee, French stage star.

## Long Shots and Flashbacks

By H. DAVID STRAUSS

NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of *The Billboard*, which are expressed on the editorial page.—ED.

SINCE dialog has become the important factor of the screen the costume picture has once again taken its place among the popular forms of entertainment. Several years ago the costume picture was much in demand, but after a deluge of several of the same type from nearly every producing firm, exhibitors soon found their patronage dwindling on costume-story days, and soon they were discarded as being a hazardous production, without a great enough popular demand.

However, in the last year, the costume, not necessarily the historical production, has established itself firmly in production channels. This is not due so much to the introduction of a dialog as to the introduction of song and music. It has been found the average motion-picture audience will more readily accept a love duet in a costume production than in stories of modern times. When a duo of lovers broke into song in a modern-day story somehow it lacked sincerity, and as a rule a titter followed a romantic double number. The costume production seems to allow the necessary license that the average audience will accept.

*The Rogue Song*, which introduced Lawrence Tibbett, the Metropolitan Opera star, to the screen, and *The Vagabond King*, which served as the introductory story for Dennis King's screen appearance, are both of the costume variety. Both of them seem to have hit the public's fancy—particularly is this true of *The Rogue Song*, which has been running for several weeks, while the King production, opened only two weeks ago, bids fair to run the Tibbett film a close race for honors.

There are numerous old books and plays that would make excellent screen vehicles with the necessary colorful costumes that are now demanded and that can find their outlet thru the Technicolor process, that seems to be one of the screen's present-day demands. Some of them may be considered mid-Victorian, but still they offer the opportunity of not only brilliant costuming, but the added advantage of being transformed into light operas. For instance, among these will be remembered "Alice of Old Vincennes", "Richard Carvel", "To Have and To Hold", "Janice Meredith", and "Audrey". The Shuberts and other of the legitimate producers have taken several of the old standbys and produced them with success in a musicalized form for the stage. For instance, take "Princess Flavia", adapted from Anthony Hope's "Prisoner of Zenda", which is scheduled for the screen at an early date as a musical production from the Metro-Goldwyn-Mayer studios.

Then among the colorful costume light operas of two decades ago may be found *Dolly Varden*, whose music is still tuneful today and could easily be aided by interpolated numbers of some of the modern composers if the original score is considered too antiquated, and they certainly are not. What about *The Red Feather*, which brought Grace van Studdiford starring fame? These and many others can no doubt be secured thru the proper channels.

The costume story will be much in demand during the coming year, and it no doubt will be far more advisable to take a tried story than one that has to be built entirely from the ground up.

## Amuse. Tax Cut in France

**Only moral victory for theater owners—sought abolition of war-time levy**

PARIS, March 3.—The French Chamber of Deputies has just passed a new law regulating the State amusement taxes. While the theater owners and managers have lost their fight for a complete abolition of the war-time tax on amusements and a readjustment of the "poor tax", they have won a moral victory in the present reduction of the State tax and the appointment of a commission to study a new form of "poor tax".

The State tax is reduced as follows: On theaters, etc., from 7.20 to 5 per cent; on music halls, etc., from 12 to 10 per cent, and on motion-picture houses from 7.20, 12, 18, 24 and 30 per cent, to 5, 10, 15, 20 and 25 per cent.

The national theaters are freed from all taxes, and theaters, music halls and cinemas outside of Paris will be taxed 50 per cent of the Paris rates.

There is some uncertainty as to whether circuses, concerts and other outdoor amusements benefit by the new regulations.

### Macy Wins Decision

NEW YORK, March 3.—Judge Mitchell, of the Supreme Court of New York, in the suit brought by the Racon Electric Company, Inc., vs. Macy Manufacturing Corporation, has decided that the Macy Manufacturing Corporation did not appropriate any alleged secret formula or design of the Racon company and that the Macy company is therefore at liberty to manufacture, sell and use exponential horns without infringement. The suit charges the Macy corporation with an alleged unfair competition in trade.

### Operators To Walk Out

PORTLAND, Ore.—Failure to reach an amicable settlement of differences will cause a walkout of motion picture operators in small theaters in Western Washington cities following a meeting of the executive boards of union operators in Seattle and adjacent points. Secretary J. G. Brown, Seattle board, called meeting when the union was advised a number of small theaters planned to reduce their operators from two to one. The Portland situation will not be affected.

### R. E. Anderson Elected Electrical Research Treas.

NEW YORK, March 3.—R. E. Anderson was last week elected treasurer of Electrical Research Products, Inc., succeeding F. L. Gilman.

Anderson's connection with the company dates from April, 1927, when he joined it to take charge of accounting and contractual activities. He had previously been comptroller of the Vitaphone Company.

### Opposite Edmund Lowe

NEW YORK, March 3.—Catherine Dale Owen has been assigned the leading femme role in Edmund Lowe's starring production, *Born Reckless*, for Fox. The blond lady recently completed *Such Men Are Dangerous* with Warner Baxter.

# Film World Marvels At Screen's Song Hits

*Sound has given new life to song publishers' business—more song hits from motion pictures in the last few weeks than in season's stage successes*

NEW YORK, March 3.—Where dialog and sound have proved the Waterloo of pit musicians in the majority of motion picture theaters, the same element has been the saving grace of the song-publishing business. Listening in on the radio, visiting nights clubs, restaurants and the leading hotels, one marvels at the numerous hit numbers featured by various orchestras, all of them emanating from some motion picture production. Hollywood has not exactly milked Broadway dry of its song composers, but it has certainly depleted by many scores the popular song writers and librettists who have been eking out a living, and oftentimes a meager one, via the song-writing game.

Listening to the scores of hit numbers heard, one marvels at the prolificness and versatility of these song-writing geniuses. Where one hit, and sometimes two, was the outcome of any one writer's yearly efforts, we now find many successes emanating from the same composer. Where one song hit, and sometimes two, for a Broadway musical production was considered better than a lucky break, motion-picture productions have been having more than that number in one production. This is all the more remarkable considering the fact that there are an average of 10 motion-picture productions to every legitimate production.

But the song-hit proposition has many times proved a detriment rather than an assistance to screen productions. When the screen first discovered voice a theme song was considered an absolute necessity to every production, no matter whether it was dramatic or musical, or whether its surroundings or idea demanded such a musical accompaniment. This at the start soon became tiresome to movie fans, who found only a break in the story's continuity to allow for a few moments of vocal or instrumental accompaniment. Now, however, producers are beginning to take a different view of the matter, and realize that there are times when the theme song is entirely out of place in a certain production. It took them a great while to realize it, but that realization has at last taken on form, with the result that the dramatic production is being produced, minus that inevitable, and many times unnecessary, song number.

In the last year the screen has brought many popular numbers to the fore—popular numbers that have made the song-publishing offices take on something of the semblance of a few years ago. Among these numbers are found *Singing in the Rain*, from *The Hollywood Revue*; *The Wedding of the Painted Doll* and *You Were Meant for Me*, from *The Broadway Melody*; *Singing in the Bath-tub*, from *The Show of Shows*; *Love*, from *Gloria Swanson's The Trespasser*; *Puttin' on the Ritz*, *With You and The Singing Vagabond*, from *Puttin' on the Ritz*; *The Pagan Love Song*, from *Sunny Side Up*; *If I Had a Talking Picture of You*, *Turn on the Heat and Aren't We All*, from *Sunny Side Up*; *I'm Following You*, from *It's a Great Life*; *Chant of the Jungle*, from *Untamed*; *Sweeter Than Sweet*, from *Sweetie*; *Happy Days Are Here Again* and *Lucky Me*, *Lovable You*, from *Chasing Rainbows*; *I Have To Have You* and *Aintcha*, from *Pointed Heels*; *Hello, Baby*, from *The Forward Pass*; *Tip Toe Thru the Tulips* and *Painting the Clouds with Sunshine*, from *Gold Diggers of Broadway*; *Charming*, from *Devil May Care*; *White Way Blues*, from *Song of Broadway*; *At the End of the Road*, from *Hallelujah*; *Am I Blue?*, from *On With the Show*; *You're Always in My Arms*, from *Rio Rita*; *Love Made a Gypsy Out of Me* and *A Little Kiss Each Morning*, from *The Vagabond Lover*, and *Watching My Dreams Go By*, from *She Couldn't Say No*.

## Olsen for "Whoopie"

NEW YORK, March 3.—George Olsen and his orchestra have been aligned to appear in Eddie Cantor's starring vehicle, *Whoopie*, which Flo Ziegfeld is producing for United Artists. Olsen and his boys appeared for a long period with Cantor in New York.

## Loew Units on 3-Week Headway

NEW YORK, March 3.—Altho it had been intended originally to book revamped Capitol units into Loew's road-show houses every five weeks, a schedule laid out for Victor Hyde, who is handling this detail for Loew, reveals that the trimmed-down presentations will be launched in the out-of-town vaude-filmers every three weeks. It was reported around last week that Loew will go in for presentations in its vaude-film houses on a huge scale and that by a gradual process this form of entertainment will supplant vaudeville. Loew officials denied this emphatically.

## Suit Over Theater Lease

INDIANAPOLIS, Ind., March 1.—A suit for \$30,000 damages has been filed in Federal Court here by the Fourth Avenue Amusement Company of Kentucky against George W. Sipe, of Kokomo, Ind., owner of the Sipe Theater there. The amusement company alleges breach of contract, stating it leased the theater from Sipe and that he has refused to give possession in accordance with a contract dated December 22, 1927.

## AMPA Members Discuss Salacious Advertising

NEW YORK, March 3.—Declaring that overemphasis and salacious advertising are hurting the moving-picture industry and that it is an evil which, unless stamped out, will be the industry's greatest drawback, Charles Pettijohn, general counsel of the Hays' organization, last week called upon the Associated Motion Picture Advertisers at their weekly luncheon at the Paramount Hotel to see that the advertising done by theaters is toned down. Also where it was necessary that advertising of a questionable nature be done it should be handled in a more subtle manner and injected in such a way that it would not cause adverse comment from theater patrons and better business bureaus in different cities.

"Motion-picture advertisers should not forget that movies are the amusement of the masses," said Pettijohn in part, "and what will oftentimes get by in larger cities is distasteful to people in smaller communities."

"Motion pictures are getting fundamentally clean," he continued, and advertising should keep pace. People drawn in by salacious advertising do not count in the long run, since advertising of this nature keeps an even greater number away."

Evidently referring to reports that Warner Bros. and First National were withdrawing from the Hays' organization, Pettijohn also took the opportunity to take the trade papers to task for printing unfounded rumors which he termed as being "treason to the trade." He declared that tactics of this kind would not be tolerated in any other industry. This declaration brought open snickers from the capacity attendance of the club.

George Elison, secretary of the AMPA, replied to Pettijohn's remarks by declaring that in his opinion the matter of advertising was up to the individual



ARTHUR KELLY, vice-president and manager of foreign distribution of United Artists. Kelly for many years was personal representative of Charlie Chaplin before assuming his present duties.

## Massey Is Group Manager

ANDERSON, Ind., March 3.—An important move in local theatrical circles was made known with the announcement by Harry S. Muller, city manager of the Publix-Great States, Inc., for this district, of the appointment of Carol Massey as manager of the Riviera, Starland and Granada theaters here. Palmer, who for the last three years has managed the local houses, has been promoted to city manager of the Harris-Grand and Princess theaters at Bloomington, Ind. Massey for several months has been assistant manager to Palmer.

## B.-K. Convention Postponed

CHICAGO, March 3.—The convention of Balaban & Katz executives and sales force, originally set for today, has been postponed and will be held at the Drake Hotel March 10 to 13, inclusive.

## After Vaude. Producers

*Short subject offers wide field for producer of flash act and his material*

NEW YORK, March 3.—More and more vaudeville entertainment is going talkies via the sound shorts. Yet film producers are not taking full advantage of expert vaude knowledge which they could have at an immediate command.

The many vaudeville producers have more or less called a halt to investing their money in acts for the two-and-more-a-day. The uncertainty of dates and low salaries caused them to take that step. It is a common fact that the majority of the vaude producers have been looking longingly towards the talkies as a surer means of income. The stories that they have been hearing from their more fortunate friends who have talked "ins" have caused them many a sleepless night in thinking ways and means in getting the "in".

Sound shorts have been largely made up of comedy acts, and now flashes are forging steadily to the front. Film producers should know and act upon the fact that the vaude-act sponsors have a wealth of old scripts just packed solidly with laugh material in their libraries. That they also know types and where to get them, and mainly that they know what audiences want to laugh at, is a foregone conclusion. Those singing, dancing and musical acts can also be made into thoroughly entertaining sound shorts by these fellows.

Among the vaudeville producers now active in talkies are Max E. Hayes, Gordon Bostock, C. E. Maddock and Harry Sauber. Sammy Lee was one, too, and he's won his spurs in spoken-screen circles, particularly in handling ensembles. Then there's Milt Hockey and Howard Green, who are doing nicely in screen affairs, Green as an author and Hockey with Paramount News.

Talkies are all the rage with almost all of the variety producers. That goes for Alex Gerber, Harry Rogers, Roger Murrel, George Choos, Lew Cantor, Meyer Golden, Phil Morris, H. C. Greene and William Brandell.

If they're given a crack at the talkie fold it may be revealed that there's a Jesse Lasky among them, for Lasky was originally a vaudeville producer who had the foresight to see the advantages of the screen.

## Publix, Dallas, Policy Keeps Public Guessing

DALLAS, Tex., March 1.—All is not so well with the Publix trick idea of a split-week policy at the Palace, a de luxe show house. The first three days, when the house runs a stage show, business is good, but it is off when the theater runs four days with a dark stage. All pictures showing at the Palace have been advertised to appear at the Melba for a week run after a four-day showing at the Palace. Last week *Hell's Harbor* appeared at the Melba instead of a feature from the Palace and it is understood that *The Vagabond King* is to be given a run at the Melba.

The unsettled policy of Publix in Dallas has the amusement public guessing.

## Quits Censor Board To Manage Theater

PORTLAND, Ore., March 3.—Dave Himelboch, chairman of the Seattle Board of Censors, has disposed of his mercantile interests and is named as manager of the Coliseum Theater. The appointment was made by Earl L. Crabb, division manager of the West Coast Theaters. Himelboch succeeds H. O. Robertson, promoted to be assistant Northwest manager.

## In Charge of Warner Music

HOLLYWOOD, Calif., March 3.—Robert Crawford, formerly with DeSylva, Brown and Henderson, has been put in charge of all musical activities in the Warner studios. Appointment took effect last week immediately after Crawford arrived from New York.

# Presentations Dropped By Other Para. Houses

Seven fall from list due to heavy overhead and will adopt straight picture policy—business does not warrant continuation—only 17 out of 35 houses left

NEW YORK, March 3.—Stage presentations, those entailing heavy production costs, are seemingly passe with Publix for use in its smaller houses. The circuit has taken certain steps which point with deadly aim to the fact that it is gradually trying to eliminate the expensive shows. This solely concerns the houses in which business has been consistently poor. Quite frequently Publix has

taken houses off the route to place them into a straight sound-picture policy. This will be done with seven more houses, beginning March 10. Then the Paramount, Des Moines, drops out, to be followed by the Texas, San Antonio; Saenger, New Orleans, March 14; Paramount, Omaha, March 16; Denver, Denver, March 19; Palace, Dallas, March 23, and the Paramount, Toledo, March 27.

When the above houses bow out, there will be only 17 weeks left on the route, which originally had 35 weeks. The policy change, it is reported, is due to the fact that the overhead involved in playing the stage shows was entirely much more than the houses could gross in attendance. Thus they were consistently "in the red". The adopting of a straight-picture policy is merely an attempt to put the houses back on their feet.

Those who govern the theaters' policies feel that a straight-picture policy does away with practically every expense. To them, it eliminates the paying of salaries to the cast, stagehands, musicians. Almost all of those seven houses going into sound will not even employ an organist.

However, the same number of units will be sent out from here, but the playing time is considerably shorter. It is more than likely that a number of the smaller houses will later use vaudeville acts. Publix has contracted a great many of the standard comedy acts, guaranteeing them so many weeks. The acts will most probably work as they do in vaudeville, without the expensive production background.

That talking-picture presentations will take the place of stage shows in smaller houses is most likely, too. Paramount is shooting on the Astoria lot the presentations played at the Paramount here. Now Fanchon & Marco are making talkie versions of their revues. Craig Hutchinson is handling it for them at the Metropolitan Sound Studios in Hollywood.

It seems as the good-sized routes are no more.

## Fox Assigns Roles For New Pictures

HOLLYWOOD, March 3.—Recent Fox assignments for productions to begin in the immediate future are Lois Moran to play the fem lead in *Solid Gold Article*, with Bram Fletcher in the leading male role. Chandler Sprague will direct. Lumsden Hare and Frank Albertson have been added to the cast of Will Rogers' starring vehicle, *So This Is London*.

Olga Baclanova has returned to the screen and will be seen in *A Lone With You*, which will be directed by Sidney Lanfield. Arthur Lake will play the leading male role, with Charles Judels and Johnny Arthur in support. The story is from the *Collier's* magazine story of the same name by Richard Connell.

## Pathe at Atlantic City

ATLANTIC CITY, March 3.—Films of Commerce Division of Pathe Pictures has been awarded picture rights of the American Fair to be held here July 17 to August 27. Lincoln G. Dickey, general manager of the Auditorium, made the appointment.

## McCormack Jvs. Signed

NEW YORK, March 3.—The contracts of Maureen O'Sullivan and Tommy Clifford, who were imported from Ireland to play in John McCormack's production for Fox, have been renewed and they will appear in several Fox productions in the near future.

## Voice From the Shadows Bewilders Danbury Cops

DANBURY, Conn., March 3.—Cops here are off the talking pictures. Late one night last week two patrolmen stood in Wooster Square. Suddenly a woman's cry for help sounded. The policemen passed an anxious quarter of an hour looking for the author of the voice.

Some time later they learned it came from the screen of a near-by theater. The theater was holding a private screening and night being warm exit doors had been left open.

## Beacon Remains An All-Sounder

NEW YORK, March 1.—The Warner office will not book acts into its Beacon Theater, as had been rumored the last several weeks. Winnie Lightner was under consideration for a special "personal appearance" engagement, but negotiations fell thru and since then the Warner Theater executives have decided that stage attractions for the up-town house will not be considered any more this season.

## Warners After Brunswick?

CHICAGO, March 1.—Reports are current along La Salle street that Warner Bros. Pictures, Inc., is negotiating with the Brunswick-Balke-Collender Company with a view to acquiring the latter's record division. At the local Warner office it was stated that nothing was known here of the reported negotiations. To a *Billboard* representative B. E. Bensingler, president of the Brunswick Company, stated: "I am not in a position either to deny or confirm the report."

## Celebrates Anniversary

LOGANSPORT, Ind., March 1.—The Logan Theater here is celebrating the first anniversary of its opening. It is owned by the Fourth Avenue Amusement Company of Louisville. Western Electric sound equipment has been installed. Hale Houston is manager. A special program was given the week of the anniversary.

# Christie Completes Year's Program Far in Advance

NEW YORK, March 3.—When *Shamrock Alley*, starring Charlie Murray, was completed on the coast by Christie, the organization had finished its 37th and final two-reel picture in the series of Talking Picture Plays, also ending its year's production and at the same time ending the three-year distribution thru Paramount.

The picture scheduled has been completed several weeks ahead of time, and on that account there will be no production activity for about two months at the Christie Studio. However, the story department, under the direction of Al Christie, will spend the eight weeks' lapse in production in searching for new material.

Just how important the short subject has proved itself is borne out by the many stars who elected to play in Christie short subjects during the last



J. E. OTTERSON, president of Electrical Research Corporation, under whose guidance the great success of his company has been realized. Otterson is credited with being the father of the idea of manufacturing a smaller and cheaper equipment which is now being installed on a large scale by Western Electric and Electrical Research engineers.

## Two New Long Runs For B'way Houses

NEW YORK, March 3.—Two new long-run pictures come to Broadway next week. The first is *Mamba*, a Tiffany production, opening at the Gaiety Theater Monday evening, March 10, following in *Troopers Three*, which completes its run March 9. The cast includes Jean Hersholt, Eleanor Boardman, Ralph Forbes and Ferdinand Schumann-Heink.

The second opening is Tuesday evening, March 11, when John McCormack's first screen production, *Song of My Heart*, has its premiere at the 44th Street Theater. The cast includes Maureen O'Sullivan, John Garrick, Alice Joyce, Farrell McDonald, J. M. Kerrigan, Tommy Clifford, Emily Fitzroy, Effie Ellsler and Andre de Seguro.

Fannie Brice, in her first United Artists production, *Be Yourself*, opens at the Rialto Theater Friday for a run at regular prices, following in *The Street of Chance*.

## Butterfield on Vacation

DETROIT, March 1.—W. S. Butterfield, owner of the Butterfield Theaters Corporation of Michigan, left this week for Pass Christian, Miss., to resume a vacation interrupted by recent New York conventions and business in Detroit.

## With Para. Scenario Dept.

NEW YORK, March 3.—Samuel Spewack and William Conselman have been signed by Paramount to join the scenario force. Conselman is the collaborator of *Ella Cinders* comic strip.

# Form Co-Op. Film Company

Joseph P. Henaberry heads production organization—players already signed

NEW YORK, March 3.—The first co-operative picture-producing company is being formed on the Coast under the name of Joseph P. Henaberry Productions. If the company makes money the actors get paid, if it is in red they will at least have had the pleasure of hearing their own voices on the screen.

Arrangements have reached such a formative stage that the pictures will be produced at the Metropolitan Sound studios and the actors who have agreed to work on the co-operative plan include Henry B. Walthall, Dorothy Burgess, Leatrice Joy, Roland Drew and Alan Hale, all of them with quite formidable reputations.

Harold Shumate, former production head for Gotham Pictures, is the company's chief scenarist. He is the author of *The Lover Trader*, which is to be the first production.

Henry B. Walthall has been heard on the talking screen and is a finished player whether in silent or dialog productions. Dorothy Burgess scored heavily in Fox's first all-outdoor production *In Old Arizona*. Leatrice Joy proved something of a disappointment in First National *A Most Immoral Lady*, her first talking production, while Hale and Drew are rather unknown quantities on the talking screen.

While the players are willing to work on the co-operative plan, nothing has been said concerning stagehands, electricians, scenic artists, make-up men and technicians.

## Fields Wins Honor Award

REGINA, Sask., March 3.—Manager E. P. Fields, of the Moosejaw Capitol, is proudly exhibiting a bronze plaque awarded him by the Exhibitors' Herald World, New York. The award is made on two main requisites, the acoustical conditions in the theater and the sound reproduction of the equipment. The inscription on the plaque reads: "A mark of honor has been awarded this theater for the high quality of its reproduction of sound pictures by Exhibitors' Herald World." The Capitol, Moosejaw, is the first theater to receive the award in Western Canada.

## Probing Fay's Theater Fire

ROCHESTER, N. Y., March 3.—Evidence in the alleged incendiary fire which damaged Fay's Theater, downtown film house, to the extent of \$35,000 in January, was ordered presented to the April grand jury by Supreme Court Justice Alfred J. Rodenbeck after a previous grand jury had failed to act on it. At the same time the justice denied the release of Edward Harding, night watchman, whom the grand jury failed to indict. Fay's now is being rebuilt at a cost of \$60,000 by A. A. Fenyvessy, owner of the building, who said the lease between him and Edward M. Fay, of Providence, R. I., operator of the theater, had not been altered.

## Play Date Changed

NEW YORK, March 3.—The New York Strand, known as the Mark Strand before it was taken over by Warners, will in future play its feature productions a week in advance of the Beacon, the new Warner uptown house, and the Brooklyn Strand. Formerly the three houses have been playing the same feature day and date.

## To Vote on Sunday Movies

BUFFALO, March 3.—Voters of Akron, N. Y., will decide at the polls this month whether or not movies will be allowed to operate on Sundays after 2 p.m.

## Vietnamese Composer Here

HOLLYWOOD, March 3.—Richard Fall, Vietnamese composer, has arrived here to write the music for Beatrice Lillie's Fox Movietone revue, *The London Parade*.

# Plays Vs. Originals Cause Controversy

*Dialog productions of former silent films seem to be okeh in larger cities, not so good for small-town exhibitions—many stage plays on coming schedules.*

NEW YORK, March 3.—The status of the original story for the screen against the story adapted from some play or novel stands about three to one in favor of the stage story or novel. Many of the plays scheduled for the next year are those that have already been done for the screen as silent pictures. This method is causing rather a severe controversy among exhibitors. In the larger cities the reproducing with dialog of stage play or novel already done for the silent screen seems to be okeh, but in the smaller cities it is causing the exhibitors no end of worry. In the smaller towns the exhibitor is forced to draw from the same patronage day in and day out and it has been found that the fans as a rule will save their extra spending money for the days on which productions not formerly made as silents are shown. Given their choice in a week's fare they will pick the production never seen in preference to the dialog production of a former silent film.

The idea of producing the former silent drama as a talking picture will continue for at least two years, according to statements from production experts, who believe that within that time the repeat material will have been used up and that there will then follow an immense demand for original screen material.

It has been found that the reproduction of stage plays for the screen in many instances has not been thoroughly successful and that a new method of writing must be developed for the talking screen play. Even stage plays that have been vast successes have fallen flat as dialog productions, and among some of the best of the dialog productions of the last year were those made from original stories or from novels, with the dialog written by studio constructionists.

However, in the last vote of *Film Daily* for the 10 best pictures of the year six were made from plays and four from original stories. Of the six adaptations three had been produced for the silent screen. They were *Disraeli*, *Madame X*, *Bulldog Drummond*, with *Rio Rita*, *The Last of Mrs. Cheyney* and *Gold Diggers of Broadway* making up the other half of the sextet. The four originals that were in the 10 best honor roll were *The Broadway Melody*, *Hal-lelujah*, *The Cock-Eyed World* and *In Old Arizona*. Other original stories that were well up in the running were *Drag*, *Thunderbolt*, *Flight*, *Shopworn Angel*, *Wedy River* and *Sweetie*.

Within the next few months there are numerous film productions from stage plays scheduled for release. They include *Song of the Flame*, *Bride of the Regiment*, *Other Men's Wives*, *Sin Flood* and *Back Pay*, from First National; *Anna Christie*, *Redemption*, *The Song Writer*, *The High Road*, *Remote Control* and *Romance*, from Metro-Goldwyn-Mayer; *Fatal Wedding* and *Common Clay*, from Fox; *Journey's End*, *Resurrection* and *Master Antonio*, from Tiffany; *The Big Pond*, *Queen High*, *The Sap From Syracuse*, *Dubarry*, *Raffles*, *Whoopee*, *Upstairs and Down*, *The Swan* and *The Lumox*, from United Artists; *Little Accident*, from Universal, and *Song of the West*, *Golden Dawn*, *Hold Everything*, *Green Goddess* and *Sweet Kitty Bellairs*, from Warners.

## Film Factory in Havana

HAVANA, Cuba, March 1.—A new and up-to-date film factory has been erected in one of the suburban divisions of Havana. It is known as the B. F. P. Pictures and will devote itself to making pictures in the Spanish language.

The president of the company is Arthur Del Barrio, wealthy young Cuban. His brother, Frank, is treasurer. Ramond Peon, formerly connected with Pan-American Pictures, is general manager.

## W. E. Installations

NEW YORK, March 3.—Western Electric sound installations have jumped to 4,912. Of this number 3,575 are in the United States and 1,337 in the foreign field. The number of review room installations is now 132.

## Studio Voice Coach Signed by Metro

NEW YORK, March 3.—The studio voice coach as the latest wrinkle in talking pictures and the Metro-Goldwyn-Mayer studio is the first to introduce such an official to its singing and talking players.

Dr. P. M. Marafioti, teacher of many Metropolitan opera and concert stars, has been engaged in that capacity. Dr. Marafioti coached Gloria Swanson for *The Trespasser* several weeks before that picture was started in production. He has also coached Grace Moore, Gertrude Lawrence, Julia Culp and other noted artists.

## Survey Shows 22,624 Movie Houses in U. S.

NEW YORK, March 3.—The Hays organization has made a survey of the motion picture theaters in the United States and reports that there are now 22,624 showing motion pictures, either sound or silent. Many leaders in the film industry have placed a conservative estimate of 15,500 as the number, but this is exceeded by more than 7,000 by the Hays census.

It is of surprising interest to note that in the survey Texas stands fourth in the States with the largest number of theaters with 1,179. New York State is first with 1,733, Illinois second with 1,286, Ohio third with 1,247, Texas fourth and Missouri fifth with 1,060.

## Blaufox With Columbia

NEW YORK, March 3.—Jay Blaufox, former exploitation and theater publicity man, has been named assistant to Hank Innet, director of advertising and publicity of Columbia Pictures. Blaufox in his new job will have charge of all detail work of the Columbia press office.

## More Office Space

NEW YORK, March 3.—Columbia's New York and New Jersey exchanges have acquired additional space in the Film Center Building on Ninth avenue. Expansion due to additional sales and office force required to handle the distribution of Columbia's product in this area.

## New Title for "Swan"

NEW YORK, March 3.—One *Romantic Night* is to be the re-release title of Ferenc Molnar's *The Swan*, starring Lillian Gish, with Conrad Nagel, Rod La Rocque, Marie Dressler and O. P. Heggie in the cast. Paul Stein directed the production which is now completed and ready for release.

## Para. Buys Play

NEW YORK, March 3.—Paramount has purchased the screen rights to the stage comedy, *The Sap From Syracuse*, by John Wray and John O'Donnell, which will be produced in the East Coast studios immediately after the completion of the next Chevallier production. No cast assignments yet.

## In Sennett Comedy

NEW YORK, March 3.—Nick Stuart, Nina Quartero and Edward Earle have been added to the cast of Educational's *Honeymoon Zeppelin*, starring Marjorie Beebe, Daphne Pollard and Vernon Dent. Mack Sennett is producing the comedy.



A. M. BOTSFORD, director of advertising and publicity for Publix Theaters, who heads one of the largest theater publicity staffs in the theater world. Botsford is a graduate of Williams University and for several years afterward worked on the stage as a juvenile. He is considered without a peer in the film and theater field as a toastmaster and after-dinner speaker. Besides all this he is one of the most capable publicity and advertising directors in the film industry.

## Jannings Speaking English in Films

NEW YORK, March 3.—Those Germans are up and at it again. Not satisfied with having taught the American producers something in the way of camera angles, they are now producing films with English dialog.

Ufa Productions here has received a cablegram from the home office announcing six 100 per cent English talking pictures. They are *Heart's Melody*, *Love Waltz*, *Immortal Vagabond*, *The Last Company*, *The White Devil* and *Blue Angel*.

The last named stars Emil Jannings, and it is said that since Herr Jannings returned to the Fatherland he has made an intensive study of English, with the result that it is rumored he will return to America within a few months to appear in dialog films here, perhaps under the direction of Josef von Sternberg.

## Mary's Next for U. A.

NEW YORK, March 3.—Mary Pickford's next United Artists production will be *Forever Yours*. Benjamin Glazer is at work on the original story which will go into production immediately after its completion.

## New "Topics" Series

NEW YORK, March 3.—A. J. Van Buren announces the beginning of a new *Topics of the Day Series* on a bigger plan than the preceding group. Pathe will distribute the new series that will be produced on the West Coast as all-talkie.

## Benny Rubin's Next

HOLLYWOOD, March 3.—*Hot Curves* will be the title of the next Benny Rubin production for Tiffany. The story is by A. P. Younger and is centered around a baseball game.

## Velez in "The Storm"

NEW YORK, March 3.—Lupe Velez has replaced Laura LaPlante in Universal's production of *The Storm*. William Wyler will direct, with William Boyd in the leading male role.

## Lowell Sherman in Lead

NEW YORK, March 3.—Radio has signed Lowell Sherman to play the heavy in *Hawk Island*, which will go into production at once. Betty Compton, Raymond Hatton and Hugh Trevor are also in the cast. The play is by Howard Irving Young. George B. Seltz will direct.

# Finish First Beecroft Film

*Incandescent lights are eliminated for the first time in sound production*

NEW YORK, March 3.—Beecroft Productions, Inc. has completed its first all-talking picture titled *Kiss Me*.

The production was made in the Gramercy studios of the Radio-Victor Company on East 24th street here and is the first production in which incandescent lamps were abandoned since the advent of talkies. The more brilliant so-called "hard lights", which sound experts claimed could not be used for sound pictures on account of "carbon noises", served their lighting purpose the same as in the former silent productions.

The story of the first Beecroft production is from the pen of Robert R. Snody, with dialog and lyrics by Harry G. Smith and music by Hugh Attkins, Larry Rosenstock and Dinty Moore. Carl Etouarde, formerly musical director of the Strand Theater, handled the baton on the production. Olive Shea, Forrest Stanley, Donald Meek, Alice Hegeman, Joan Burdelle, Terry Carroll, Rita Crane and Sally Mack head the cast.

The picture was made under the supervision of Chester Beecroft, prominent in the picture industry since its pioneer days and recently production chief of the Cosmopolitan and Marlon Davies productions.

## New Vita, Varieties

NEW YORK, March 3.—*Pa Gets a Vacation*, a Potter comedy; *She Who Gets Slapped*, with Tom Dugan, and *Paper Hanging*, with Johnny Arthur, are the Vitaphone Varieties just completed in the Vitaphone Eastern Studios.

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# PICTURES IN NEW YORK

## "White Cargo"

(W. P. FILM CO., LTD.)

At the George M. Cohan Theater

Several seasons ago Earl Carroll produced this Leon Gordon play for the legitimate stage. At that time it was considered rather daring. Owing to certain restrictions placed on American motion picture producers by the Hays organization *White Cargo* passed into the limbo of things forgotten cinematically. But the W. P. Film Company, Ltd., of London, an English producing organization, saw in the Gordon play a possibility for an out-of-the-ordinary talking picture and it was rushed into the Cohan Theater after the sudden departure of *Ruth Selwyn's Nine Fifteen Revue* last week, leaving the house dark. The New York presentation is made thru Captain Harold Auten, New York representative of the British producers.

Now the question arises is *White Cargo* a good screen vehicle? Historically, that is from the standpoint of characterization and production, it is excellent. From the standpoint of lighting it is terrible, and from that of tempo it is almost lethargic until the last few reels. From the standpoint of its booking possibilities it is limited, for there are things censorable that have a necessary bearing on the plot and the idea of miscegenation, in spite of its African atmosphere, will not be tolerated in Southern States. In the play we might have looked upon Tondeley as a half-breed of any mixed parenthood; in the picture, however, she becomes a Negro whose father was white. This certainly will not alleviate any miscegenation attitude of Southern States, or even some of those above the Mason-Dixon line.

In spite of these these English players who have been selected for the various roles prove themselves one of the best all-around groups of actors yet seen in a talking film. Each one gives a definite portrayal even to the smallest role. Leslie Faber is perfectly cast as the brutal, sarcastic and, at times, sardonic Weston, while Maurice Evans, as Langford, gives a characterization that will stand among the best of the past year. Tondeley is excellently handled by Gypsy Rhouma, a miss who somehow reminds one of Myrna Loy and yet manages to attain that indefinable something that stamps her an artist. Then, too, in a minor role is Tom Helmore, as Worthing, who makes his entrance just a few moments before the close of the picture, but in those few moments stamps himself as a juvenile to be reckoned with on the talking screen. With American producers seeking new talent for the screen it would be well for them, to take a look at this chap, who, while not one of the handsomest on the screen, has a decided screen personality and an excellent manner of delivery.

*White Cargo* has the Gold Coast of Africa as its locale. There, on a rubber plantation, with the damning element of heat, damp rot and lonesomeness, come Englishmen to look after the English company's business. They soon become slovenly in appearance, dirty physically, finally losing their bodies and then their souls thru the debilitating surroundings. Into this muck comes a young man who is warned of the company's danger. Its lack of woman companionship finally leads to a debasing marriage to a Negro in an effort to break this longing for a mate. Anxious to rid herself of him she gives him a slow poison, only to have the company's former superintendent discover it and force her to drink the fatal potion, with the boy being sent back to civilization. There is much talk of sex starvation and things that will, no doubt, make it rather hard to place the picture except in the larger cities.

The picture was directed by J. B. Williams and A. W. Barnes, with RCA recording. The recording is excellent except in a few sequences where Weston is unintelligible; no doubt due to speaking too loudly while too near to the "mike". However, this is by far the best dialog production yet reaching America from the English studios and speaks well for future productions.

H. D. STRAUSS.

## "Woman Racket"

(M-G-M)

At Loew's 83d Street

It is not hard to see that this production was inspired by the legitimate production, *Broadway*. The original story has been changed but little and what additions have been made are not for the production's good.

Tom Moore, Blanche Sweet, Sally Starr, John Miljan, Robert Agnew and Tenen Holtz are included in the cast. Blanche Sweet is not shown to any special advantage and a careful study of her voice recording should have been made before any shooting was actually done.

The story is that of a copper's wife who leaves him to go back to the night club racket, where she was a singer before her marriage. The bad boy of the night club, Miljan, gets things his own way until he tries to steal away to Chicago with Blanche's girl friend who is working the club at her friend's request. Action starts popping with Moore finally subduing the whole bunch and winning back the little wife. Parts of the production are superfluous and downright silly. A great deal of the production could have been cut out and made a decided improvement.

Sally Starr is just fair and is not the big bet M-G touted her to be in the beginning. Blanche Sweet sings one song that bum recording very nearly ruins. Moore as a cop is about the most convincing of the lot, with Miljan a close second. Great for the grinds. J. F. L.

## "Let's Go Places"

(FOX-MOVIETONE)

At the Roxy

If the public is not satiated with stories dealing with backstage life then the motion picture reviewers certainly should be. No doubt the public is beginning to feel just a little disgruntled with the numerous stories of this type that are being thrown at them. At the start there was a certain novelty and with the development of sound and dialog it seems as if the scores of scenarists hanging around the West Coast studios could display a little more originality than efforts of this type convey.

As no doubt is already surmised, this is another story of backstage life written by Andrew Dennison with dialog and continuity by William K. Wells. While the backstage setting has been shifted to rehearsals for a talking picture and the various numbers interpolated into such a production, the idea is still the same and practically a copy of nearly all the others that have gone before. The immense arcs and Kilgus used in making pictures take the place of the foots and spots.

However, this production has at least attempted to treat the story from a comedy angle and if one is willing to forget the inconsistencies of a so-called musical farce and forgive the stage license that is sometimes exaggerated by the screen, there are a few sequences that may prove rather enjoyable. However, as a whole it is just another theatrical story with a different cast playing the various roles.

The story follows the usual beaten track of farce comedy, with an artist fired from his job because he wants to spend more than his allotted hour for lunch learning theme songs for pictures. Seeking employment, he meets a pal who knows the boy has a voice, rushes him to Hollywood under a foreign name, and he makes good. That was expected. But there is a foreign opera star bearing the same name also en route to Hollywood to seek fame in the movies, and naturally there is the case of mistaken identity, the usual far-fetched fibs and the exaggerated complications that ensue in a story of this type. The real opera singer's wife appears upon the scene with the pseudo-star flame misunderstanding, as usual, and giving him back his ring. But all ends happily as such farces should.

Charles Judels, excellent farceur and comedian that he is, has the role of the real opera singer, and while it is a small part it is made the stellar role of the picture by the perfect finesse of this excellent character artist. Lola Lane makes an attractive heroine and Joseph Wagstaff is the typical musical comedy juvenile. Sharon Lynn, deserting her vamp roles, gets a lot out of a small

comedy role, while Frank Richardson scores a real triumph as the boy's business manager. Walter Catlett and Dixie Lee are also in the cast.

The direction was handled by Frank Strayer, while a word of praise for Danny Dare's dance ensembles is certainly not amiss.

H. D. STRAUSS.

## "Hello, Sister"

(SONO ART PRODUCTION)

At Loew's New York Theater

Olive Borden and Lloyd Hughes in a thoroughly entertaining production that is worth a good many laughs and has enough suspense to make the audience squirm in their seats wondering what is going to happen next. Olive Borden plays the granddaughter of a very rich man, who, before his death, makes a new will that the girl must be a very good little lady and not make any whoopee for six months after he is dead. If she breaks the will a group of nefarious associates gets the business. To the great alarm of the associates, the girl is a very nice young lady until the last night, when the young man she has fallen for confesses that he is the junior member of her grandfather's lawyers and was sent in to keep her straight. The boy loves the girl, but won't marry her because she has plenty of money. The girl sets out to break the will and does so after a wild night. The boy stops her too late and they are married after she has lost the money. The end of the story comes when they are told that there was a codicil to the grandfather's will, and she gets the money, anyway. The boy can't divorce her because she is rich and, anyway, what's a million or so dollars when you love the girl?

Some very amusing scenes are photographed that are worth many laughs from the small-town audiences, especially. The fact that this production opened at the New York is no sign that it isn't so good. Many worse have played at the de luxe houses. Step on it with everything you have, Mr. Exhibitor, because it will please, and in a big way.

JAMES F. LUNDY.

## "Undertow"

(UNIVERSAL)

At the Colony

Mary Nolan's latest Universal production is far below the standard of her first vehicle, released several months ago. It cannot be said that it is altogether the fault of the blond lady that this production lacks so much that *Shanghai Lady* had. She is in the same type role of her first production and turns in fully as good a performance. The main trouble lies in the direction and scenario end of the production.

Johnny Mack Brown plays the leading male role, with Robert Ellis as the heavy. These three players comprise the whole cast and would have turned in a fairly decent job were it not for the fact that the dialog is cut to the bone and leaves the audience guessing what the greater part of the production is about. The directing of Harry Pollard leaves a great deal to be desired.

The story is that of a girl who marries a lighthouse keeper after throwing down the boy's boss, and after her marriage the boss keeps them well isolated in an effort to break the couple up to meet his own ends. The boy loses his sight, which the boss discovers, and forces the girl to accompany him ashore. The girl realizes her mistake and returns to the lighthouse to find the boy has regained his sight, after he beats the boss up and proves to himself that the girl is on the level.

Director Pollard would have the customers believe there is a great storm raging around the lighthouse when one can very well see the water is like the old family millpond on a very still day. With a little effort he could have made it a very good production. Mary Nolan, Johnny Mack Brown and Robert Ellis are very convincing in the different roles assigned them. Mary Nolan is particularly good, especially in a role that will not make her very popular to any audience.

The sound and dialog record very well. With a half-way decent scenario and direction this might have been a mighty good program. Picture screening time, 56 minutes. JAMES F. LUNDY.

## "Slightly Scarlet"

(PARAMOUNT)

At the Paramount

Evelyn Brent returns to the Paramount fold to appear with Clive Brook in this production, adapted from the novel by Percy Heath. The story is one in which both of the players are well at home—a crook melodrama that is filled with some good action and which carries an interesting tho trite plot to a happy end.

Two crooks start out to get the pearls of an American millionaire who with his family is trying to make the social whirl on the Riviera at Nice, if there is one. The crooks, Brook and Brent, are working apart and do not know for a time the other's ambitions. The girl's gang boss tells her that Brook is a detective and the girl gets leery of the boy, tho they have fallen in love with each other. They meet as the girl has just finished robbing the safe and admit their affections for each other, and after returning the pearls shoot the bad man, played by Paul Lukas, who threatened the girl with death.

Eugene Pallette, comedian well remembered in *The Virginian*, plays the comic role in this production to a standstill. This boy can adapt himself to any sort of role and do more than justice to himself. He saves the action a number of times in this production with a somewhat weak part.

The production has two directors, Louise Gasnier and Edwin Knopf. It seems as if one good director could have made a much better production than these two boys have in their collaborative attempt. They have in several incidents balled the plot up to a pretty bad mess. One director would never have had the trouble that the two have had. Maybe Paramount has so many directors that it doesn't know what to do with them and is working them in teams to earn their salary. Certainly there is no other reason for the team in this case.

The sound is okeh and this production will play nicely. It hasn't a great deal to recommend it, but on the other hand, there is nothing that can be said to discredit it, tho it could have been made into a much better release. As it is it is just so-so. Screening time 70 minutes.

J. F. LUNDY.

## "Song of the West"

(WARNER BROS. VITAPHONE)

At the Warner Theater

A Technicolor talkie, made from the operetta, *Rainbow*, by Laurence Stallings, Oscar Hammerstein II and Vincent Youmans. It is disappointing entertainment, yet a spectacle of beauty. The seeming heavy production costs mean naught, as beauty alone, without a story interest, cannot make for worth-while fare. It only runs 76 minutes, but seems much longer. This is so thru its being drawn out by a steady display of picturesque views and listening to considerable singing. As a special run attraction, it is out of place. Will just about hold its own as a fair program.

The talkie lacks reality, mainly the fault of the direction. Story is supposed to happen during 1849, yet the action is modern for the most part. It's amusing to see a group of gambling house girls go thru an ensemble dance a la 1930. Cast is a good one, tho they all show to poor advantage in trying to make the most of an unwieldy story. John Boles and Vivienne Segal lead the cast, and their beautiful pipes can't do a thing with the poor repertoire of songs.

Joe E. Brown shows up the best. He has a role that he makes real, and to him is given the comedy assignment. His style is delightful. To hear him sing *The Bride Was Dressed in White* is the one feature of the picture. Then there's Sam Hardy, whose second entrance calls for his being shot and killed. Others given small and poor roles are Marie Wells, Marion Byron, Eddie Gribbon, Edward Martindel and Rudolph Cameron.

You might like to know what the would-be story is about. It concerns the days of 1849, during the gold rush and invasion of the West. An unjustly dismissed army captain tries for a comeback, but gets in deeper water when he accidentally kills his enemy. He also

# REVIEWS OF THE LATEST

grabbed off a heart affair with the colonel's daughter. But he escapes, with the gal sticking by him. They wed and open a gambling house. After many silly situations, the outcome has Boles, as the army captain, reinstated. Sadness creeps in at the finish when Joe E. Brown gets killed for his pal, Boles.

Ray Enright did the directing and in many instances it was poor. Consensus of opinions heard at the finish ruled that *Song of the West* is a keen disappointment. **SIDNEY HARRIS.**

## "A. Lady To Love"

(M-G-M)

At the Capitol

Another talkie made from a successful stage play. *A Lady To Love* is based on the Sidney Howard play, *They Knew What They Wanted*, which five seasons ago had a run of more than a year on Broadway. The "canned" version has not been so successful in making the most of the deep pathos and rich humor existing in the story. However, it holds up as a thoroly entertaining programmer, one that will provide much enjoyment thruout its lengthy 90-minute running time.

It's a hodgepodge of situations, keeping the audience bewildered and guessing. One minute you consider a player a hero and later you think him a cad. Then there is thoro suspense, for it is hard to guess how the picture will end.

The picture is Vilma Banky's first talkie, and the charming blond screen star imbues her role with thoro realism. Her slight accent is thought nothing of because her part allows for it. Then her dramatics are superb and ever gripping. Thruout the entire picture, the one shining light is Edward G. Robinson. This veteran stage artist portrays his part as tho it were tailor-made for him. His Italian dialect is perfect, providing a steady stream of laughs thru beautiful delivery.

Then there's Robert Ames, also from legit., who does nicely with a role that is hard to make out. Altho Henry Armetta has a small part, he handles it excellently. He also helped considerably in providing laughs. Other lesser roles were nicely taken care of by Anderson Lawler, Lloyd Ingraham, Richard Carle, Gum Chin and George Davis.

Story is laid in the Napa Valley of California, where Robinson, as a wealthy Italian, resides. He seeks a young wife, and thru correspondence finally gets Vilma Banky. His friend, Ames, did the mail courtship, tho unknown to him Robinson sent his photograph instead of his own. At the time she arrives, Robinson is seriously injured. Even tho she learns that Ames is not the suitor, she bears up enough courage to marry Robinson. For the first few months of her marriage she finds happiness in secret love meetings with Ames. He leaves, tho, and while he is away she gradually comes to love her husband. Ames returns to cause her unhappiness. The fadeout has her telling Robinson of the affair they had. Ames goes away, and the seemingly unmatred pair fondly embrace.

The original story had certain risqué parts which have been omitted from the picture. Victor Seastrom directed, and could have done better. **SIDNEY HARRIS.**

## "The Soul of France"

(PARAMOUNT)

At the Ideal

In order to be able to export its full quota of film Paramount is required to import a certain footage from France that was produced in that country. This is one of the French productions Paramount has brought over.

Happily, however, this production is not as bad as a great number of its predecessors and can be played to a fair degree of success in small-town houses. It is filled with lots of the war hokum, which is, in this case, enlivened by the actual injection of war shots. The story is full of action and while broken in parts is all that is demanded by the grind audiences that love their action.

The story is that of a boy who deserts the army and flees in disgrace to reenlist under another name when war is declared and win the honors, forgiveness and girl in the finale. There are several

moments of dramatic suspense that are sure to click with the mobs, and, while there is no dialog, the sound recording is very good.

Exhibitors contemplating booking this production should not be afraid of it, as they are of other foreign productions. The photography is good, even brilliant in spots, and the continuity is well conveyed. **J. F. L.**

## "Officer O'Brien"

(PATHE)

At the Hippodrome

The title and the fact that William Boyd is starred immediately lets you in on the ground floor that *Officer O'Brien* is one of those "he-man" talkies. It's only an average programmer, but one that kids and action-seeking adults go in for in a big way. As it is all about crooks and police officers, plenty of shooting is brought in. A few more pulls of the trigger might have killed off all the principals. Love interest exists also, but briefly.

This Boyd fellow usually gets roles calling for the wearing of a uniform, but not in this one. No need for it because he's a lieutenant of the detective division. Boyd is sure glove-fit for all those two-fisted roles. The casting couldn't have been done better. Sharing acting honors with Boyd are Ernest

Torrence, who is ever-superb; Dorothy Sebastian, Clyde Cook and Ralf Haroldie. Lesser parts are capably portrayed by Russell Gleason, Paul Hurst and Arthur Housman.

Story doesn't mean much, for it is just like the rest. Has Boyd as an ambitious member of the police force, with Dorothy Sebastian as the charming incentive. Her brother is on the force, too, tho just a beat pounder. He attempts to testify against a gang leader, but is killed in doing it. He took the stand against the wishes of his sister, who later becomes embittered against Boyd because he first encouraged the kid to talk. Boyd then takes the "get your man" attitude. He does so, but the gang leader holds the trump card because he knows Boyd's father is a crook. Boyd still holds out to do his duty, but almost gets killed in doing so. His father saved him by killing the gunman, but was killed himself. The girl returns to her lover for the fadeout.

Cast capably handled lines. Tay Garnett did nice direction of the Thomas Buckingham story. **SIDNEY HARRIS.**

**BENJAMIN DAVID**, better known for his booking acts for presentations, secured a judgment recently for \$900 against Dolores Eddy and Douglas, popular act in the deluxers. He sued them for commissions due him.

## Sound Shorts

### George Washington (FITZPATRICK)

STYLE—Biographical picturization. TIME—Eight minutes.

A biographical sketch of George Washington, "the father of our country". It is one of the James A. Fitzpatrick "modeled in clay" series. This is an interesting short, made so by the subject and the process by which it is portrayed. A male speaker relates, in good speaking voice, the highlights of Washington's life, which are depicted by the clay models.

You might keep this in mind to book for the week previous to Washington's birthday. Or it might be used on any holiday celebrating an event in which Washington was concerned, such as Independence Day, July 4. It will give that patriotic feeling which patrons so much desire. **S. H.**

### Georges Carpentier (VITAPHONE 3761)

STYLE—Revue in three scenes. TIME—Eight minutes.

Here's a sure-money bet for your program. A "name" in a thoroly entertaining sound short. It's a revue in three scenes labeled *Naughty But Nice*. There's no forgetting Georges Carpentier as a fighter. Remember when he was light-heavyweight champ of the world and then fought and lost to Jack Dempsey for the heavyweight championship? As an actor, Carpentier packs just as much a punch as when he was a pug.

Short is a cleverly written one and has been treated excellently. First scene has Carpentier neatly warbling *I Love to Walk, She Loves to Walk*, followed up by his hoofing with a 16-girl ensemble. Next has Carpentier and a girl slinging the French lingo in a skit seemingly naughty. The last scene is given over to the same skit, but done in English. It's done to show that there is nothing suggestive in it. The skit is a very amusing one. Entire short is done as a backstage rehearsal. This may be part of the scenes of Carpentier cut from *The Show of Shows*.

Will more than satisfy on any program. **S. H.**

### "Wild Waves"

(COLUMBIA)

STYLE—Mickey Mouse Cartoon. TIME—Five minutes.

These Mickey Mouse animated cartoons put out by Walt Disney are ever amusing. *Wild Waves* is no exception. It's possessed of all laugh-compelling stuff. With the very funny drawings, clever sound effects and catchy musical score you can't help but laugh.

This short has Mickey Mouse as a lifeguard. He plays the hero role when he swims out to rescue one of the opposite sex. It's really mirthful to see those huge waves cast them about. A large animal audience is on the beach to applaud when he brings the fair maiden in. Their kissing finish is a wow.

A tasty morsel for the most particular programs. **S. H.**

### "Seeking the Heavyweight Champion" (SPORT WORLD)

STYLE—Pugilistic novelty. TIME—Thirteen minutes.

An interesting sound short, just for those who are keenly interested in the fight game. It's all about heavyweight battlers, so it is up to you to decide whether your patronage is made up of enough sporting element to warrant its use. Has Joe Humphries, old-time announcer, gabbing with another fellow at the takeoff about the good old fight days. Then shots are shown of the modern fighters to show that they are just as good as the oldtimers.

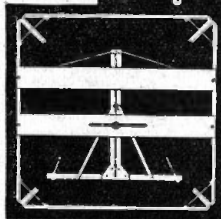
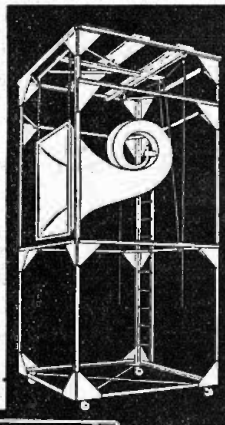
While shots are shown of the highlights of many famous heavyweight encounters, an unseen speaker relates things the spectators should know. The photography is good and so is the talk. (See **SOUND SHORTS** on page 25)

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## Theaters Planned

**BONESTEEL, S. D.**—The Woodman Building is being transformed into a picture theater.

**BUTLER, Pa.**—Erection of the new Harris Theater is progressing, and completion of the house is expected soon.

**CADILLAC, O.**—A new theater will be erected here soon and J. M. McGimm will be in charge.

**CHICAGO**—RKO plans to build a 4,000-seat theater in the Loop district shortly.

**DANVILLE, Pa.**—The M. E. Comerford chain will erect a new theater here shortly. Plans for construction are now under way.

**DEERING, Me.**—Deering Theaters, Inc., will build a \$100,000 theater here.

**DOTHAN, Ala.**—Construction has been started on a new theater here. The project will total an expenditure of \$75,000, and the house will seat 1,000. J. C. Wadlington, C. V. Crawford and R. C. Richards have leased the theater.

**ERIE, Pa.**—A new theater, to be known as The Warner, will be built here shortly.

**GALESVILLE, Wjs.**—The Galesville Amusement Company will convert a local bakery building into a picture house.

**LAGRANGE, Ga.**—Work has been started on the new Lam Amusement Company house. The theater will cost \$100,000, and is scheduled for completion about July 1.

**LIBERTY, Kan.**—A 100-seat theater to cost \$60,000 will be erected here.

**MILWAUKEE**—The Butterfly Theater is being torn down to make way for the new Warner \$1,500,000 house.

**MISHAWAKA, Ind.**—Plans for the erection of a theater here have been announced by Bruce Godshaw and LeRoy Alexander, representing the Indiana Federated Theaters' Corporation. The building will be a four-story structure.

**OAKLAND, Calif.**—The Paramount. Public interests are to erect a theater here to cost \$1,500,000. It is expected that the house will be ready within 18 months.

**PASADENA, Calif.**—Preliminary negotiations for the erection of a \$1,000,000 theater by the Fox organization are under way. It is reported. The architect's plans call for a seating capacity of 2,500, with stores and lobby on the ground floor of the building.

**PRESCOTT, Ariz.**—A new theater is being built here.

**RAPID CITY, S. D.**—A new theater costing \$1,000,000 will be built here by the Black Hills Amusement Company this spring. Seating capacity will be 2,000.

**SALEM, Mass.**—A 2,000-seat house is being erected here for Publix. The opening is scheduled for April.

**YREKA, Calif.**—Contract for the construction of the new Broadway Theater has been awarded. The house will cost \$75,000.

## Theater Alterations

**ALLIANCE, O.**—The Ideal Theater has been closed to undergo redecorating and installation of sound equipment. It will open, after the alterations have been made, with an all-day-grind policy.

**BROOKLYN**—Continental Theater Accessories have entirely equipped the New Windsor Theater, and the house will open shortly.

**CHILTON, Wis.**—The new owners of the Princess Theater are remodeling the house and installing sound equipment.

**LONG BRANCH, N. J.**—Walter Reade will spend \$250,000 for remodeling the Broadway Theater.

**LOS ANGELES**—The Beverly Fairfax

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Theater is being remodeled, Harry Warren, its manager, advises

**PLAINFIELD, N. J.**—Approximately \$15,000 will be spent in remodeling the Plainfield Theater.

**ST. LOUIS**—The Mogler Theater has been closed for repairs.

**STEVENSVILLE, Mont.**—The American Theater is being remodeled and sound equipped.

**VANCOUVER, B. C.**—The Empress Theater will be enlarged shortly at a cost of approximately \$15,000.

## Theater Deals

**AKRON, O.**—A C. Stachler has sold the Park Theater to O. Montesano and D. Ranere.

**CLINTONVILLE, Wis.**—Frank Kohl has taken over the Palace Theater from Dahn Bros.

**COLORADO SPRINGS, Colo.**—The Tompkins Theater Company has taken a 10-year lease on the Strand Theater.

**ELY, Nev.**—Bert Riddick, part owner of the Capitol Theater, has acquired the ownership of the Rex Theater from P. W. and Walter Hull.

**GREENWICH, Conn.**—Bratter & Pollack, owners of the Pickwick Theater, have taken charge of the Greenwich Theater, now dark.

**JOPLIN, Mo.**—Fox West Coast Theaters is reported the Hippodrome Theater, it is purchased.

**EUGENE, Ore.**—The Colonial Theater, near the campus of the University of Oregon, has been acquired by W. B. McDonald, a veteran exhibitor of that city, and George H. Godfrey. The deal, which involves some \$30,000, includes a lease on the theater and equipment for a number of years, and carries with it the obligation to make the theater one of the most modern talking-picture houses in Oregon. New talking equipment will be installed and the house will be opened under new management March 9.

**GULL LAKE, Sask.**—Coney and Tyler, of Tompkins, Can., have purchased the Lyceum Theater and Herbert Tyler will be in charge of the house.

**LADYSMITH, Wis.**—The Unique Theater has been taken over by George Miner from H. W. True.

**MADISON, Wis.**—The Madison Theater Company has purchased the Parkway Theater from L. K. Brin.

**NEW YORK**—The Bergen Theater has been purchased by D. Gorman, who is reported to be planning to take over the Milbourne Theater also.

**NORWOOD, Minn.**—Herbert and Victor Lindert have acquired the Crystal Theater, and will inaugurate a policy of pictures twice a week.

**NYACK, N. Y.**—In an exchange deal, Bratter & Pollack have taken the Rockland Theater from Fox for their Empire Theater, Rahway, N. J.

**PHILIPPI, W. Va.**—Howard Leary has acquired the American Theater from John Seamon.

**PORTAGE, Wis.**—The Home and Portage theaters have been sold to the Portage Theater Company by L. K. Brin, Wisconsin theater owner.

**SENECA FALLS, N. Y.**—The State Theater, Waterloo, N. Y., passed into the hands of the Seneca Falls Theater Com-

pany, Inc., last week by purchase. B. B. and M. J. Gustadt were the former owners. Harry E. Jenner was named manager.

**SPENCER, W. Va.**—The Robey Theater has passed into the hands of a receiver.

**SPRINGFIELD, O.**—The Majestic Theater, an old down-town movie house, has been leased for 20 years to Phil Gleichman, of Cleveland, operator of a chain of theaters, with headquarters in Cleveland and Detroit. The lease which was obtained from the Schulte United Department Stores, owners of the building, is effective August 1, 1930, and \$75,000 will be spent in completely remodeling the house, according to Gleichman. Present lessee is the Chakeres-Schine Amusement Company, which operates four other theaters in this city.

**TYRON, N. C.**—The Strand Theater has been acquired by W. T. Culpepper, of the Carolina Amusement Corporation.

## Theater Openings

**GREEN BAY, Wis.**—Fox's new 2,200-seat theater was opened February 14. The house is of Spanish atmospheric design, and managed by Fred Brown, who conducts also the circuit's Strand, Colonial and Grand theaters in this city.

## REOPENINGS

**BEVERLY, N. J.**—The Bever-Lee Theater will be reopened shortly by Jake Fox, owner.

**CADOGAN, Pa.**—The operation of the Cadogan Theater has been resumed by its owner and manager.

**DAYTON, O.**—The Gem Theater has been reopened.

**KAUKAUNA, Wis.**—Following extensive alterations, the Colonial has been reopened with talkies.

**MADISON, Wis.**—The Grand Theater has reopened as a talkie house.

**MONTREAL, Que.**—The Princess Theater, which was equipped with sound and a giant screen recently, was reopened February 19 with feature talking pictures.

**NEW YORK**—The Daytona Theater will be reopened soon by Boris & Stern, its new owners.

**PLAINFIELD, N. J.**—J. C. Henry, theater operator, who recently took over the Cameo Theater here, will reopen the house shortly.

**ST. LOUIS, Mo.**—The Midway Theater, formerly Empress, has been reopened.

**STELLARTON, N. S.**—After being closed for several months for alterations and repairs, and also the installation of a sound system, the Jubilee Theater was formally opened last week.

## Theater Staff Notes

**CHARLES RAYMOND** has succeeded H. H. Maloney as manager of Loew's Midland Theater, Kansas City, Mo. Maloney was transferred to Loew's State Theater at Cleveland, O.

**GEORGE D. OVEREND** has been transferred from manager of the Broadway Theater, Memphis, to manager of Warner's Theater, also in Memphis. Phelps Sassen succeeds Overend at the Broadway.

**HERMAN CLAMAN** has been named manager of the Olympia Theater, Chel-

sea, Mass., to succeed Joseph J. Sullivan.

**SUE SMITH** has been promoted by Warner Bros. at Dallas from general clerk to assistant cashier.

**JACK WARNER** has been appointed assistant manager of the Imperial Theater, Newton, N. C., under G. G. Mitchell, manager of the house.

**W. T. CULPEPPER**, an official of the Carolina Amusement Corporation, has taken charge of the management of the Carolina Theater, Elizabeth City, N. C.

**JOHN C. SMITH**, manager of the Portland Theater, Portland, Ore., has been moved to the Granada, San Francisco, as manager. Smith will be succeeded at the Portland house by Ted Gamble, formerly district manager of the Universal theaters in the State of Washington.

**JOHNSON J. MUSSELMAN**, manager of the Liberty Theater, and E. Whepley, manager of the Indian Theater, both of Terre Haute, Ind., will be removed from their positions due to the changes in the management of the Terre Haute holdings of the Fourth Avenue Amusement Company of Louisville, Ky. Earl Hall Payne, at present manager of the Kentucky Theater, Lexington, Ky., will assume the management of both houses upon the removal of the above-named managers.

**HARRY JONES** has been appointed manager of the Plaza Theater, Trenton, Mo.

**FREDERICK FULLER KISLINGBURY**, French theater manager for Paramount, will succeed W. Floyd Smith as manager of the Melba Theater, Dallas. Smith has been placed in charge of the Aztec Theater, San Antonio.

**FRANK P. STANTON**, manager of the Park Theater, Middleboro, Mass., has resigned.

**J. A. OGLE** has assumed management of the Capitol Theater, Nashville, Tenn.

**SAM COHEN**, well-known exploitation expert, has been placed in charge of publicity at the Orpheum Theater, Portland, Ore.

**CORWIN COLLINS** has been appointed assistant manager of the Keith Theater, Cleveland. He was formerly connected with the management of a Keith house in Oil City, Pa.

**LEO HAGERMAN** was last week transferred from the Prince Theater, Pittsburgh, to manage a theater in Ambridge, Pa.

**WALLACE JAMES**, former manager of the Wausau Theater, Wausau, Wis., was appointed district supervisor for Fox recently. He has been succeeded at Wausau by Richard Honeck.

**E. B. SHAFFER** has taken over the managerial reins of the Crystal Theater, Grafton, W. Va.

**J. C. ZIEG**, of Merna, Neb., has been appointed manager of the Merna Theater there.

**FRED KNILL**, for the last five years booker for Warner Bros. in Denver, has taken over the management of the Paris Theater, Santa Fe, N. M.

**A. LAWTER** has assumed his duties as assistant manager of the Rivoli Theater, Muncie, Ind.

**V. D. WELKER**, known in the theatrical world as "Bud" Welker, has been named director of publicity and exploitation of the Aztec Theater, San Antonio, Tex. For the last eight years Welker was associated with the Interstate Amusement Company in various capacities ranging from publicity director to that of assistant manager of the Majestic Theater, San Antonio. The Aztec recently was leased by Publix.

**N. V. GASTONGUAY**, manager of the Orpheus Theater, Halifax, N. S., ill for several weeks, has returned to his duties.

**JOHN KILEY**, owner and operator of a theater in St. John's, Newfoundland, has returned to St. John's after a trip to the mainland which included stops in Halifax, N. S., and St. John, N. B. While on the mainland, Kiley arranged his (See STAFF NOTES on page 35).



**SOUND SHORTS**

(Continued from page 23)

Shows parts of the scraps between Jack Dempsey and Jack Sharkey, Dempsey and Gene Tunney, Sharkey and Tom Heeney, Heeney and Jack Delaney, Max Schmeling and Paulino Uzcudini, and Dempsey refereeing the fight between Phil Scott and Von Porat. S. H.

**"Neighbors" (UNIVERSAL)**

STYLE—Comedy.  
TIME—Twenty minutes.

This is an entertaining short composed of the usual kid antics "Sunny Jim" generally indulges in. The story centers about the father and mother inviting the kid's father to dinner during which the young fellow talks too much, which results in all the laughs.

Sunny Jim is getting entirely too old to be given the parts he has been assigned in the recent past. The problem now confronts Universal of either securing suitable stories for the boy or dropping him altogether. It's an even bet that he will be dropped. J. F. L.

**Giovanni Martinelli (VITAPHONE 204)**

STYLE—Operatic singing  
TIME—Six minutes.

Here's a short that will go big anywhere. When reviewed it was received with deafening applause, which is rather unusual. It is not merely courtesy applause, but appreciation. Giovanni Martinelli, tenor of the Metropolitan Opera Company, is surefire for "canned" fare. In this short he works alone to sing without a halt for six minutes.

He takes on the singing of *Celeste Aida*, one of the chief arias from the opera *Aida*. Such beautiful singing and excellent dramatics are absolutely rare, thus, thoroughly appreciated when viewed. The recording was perfect. If you closed your eyes, you would think you were hearing him "in the flesh".

Don't think this is too "arty" for your program. A performance such as Martinelli gives is always enjoyable. S. H.

**"Spookasy" (COLUMBIA)**

STYLE—Animated Cartoon.  
TIME—Eight minutes.

A Krazy Kat Cartoon in which the kat does all the old gags with the spooks that are in the Columbia gag book. Despite the many repetitions of former tricks that were pulled in other cartoons of this type the short is entertaining in its entirety and is worth any first run. Somehow, the squeamish tricks that ghosts do cause the customers many laughs and the musical accompaniment in this one helps it no little. Columbia has got into the habit recently of producing some mighty good short features, especially the animated ones, and this is no exception. Sound perfect. J. F. L.

**STAGE SHOWS**

**Roxy, New York**

Von Grona, a Rothafel discovery, who started New York last year with his individualistic and impressionistic ballet work, repeats his most popular effort at the Roxy this week as one of the chief features of the stage show. The number is titled *The Spirit of Labor* and is presented by Von Grona alone. Against a white background with a large spotlight placed in the foots Von Grona goes thru a series of gyrations symbolical of machinery as it starts its work and dies down at the end of the day. Of course, the excellent timing of the hammers, pulling of chains, whistles and buzz saws off stage lend vastly to the illusion. The original bit was as much of a hit at the first show Friday as it was on its premiere presentation about a year ago.

One of the most brilliant scenes of the show is *Snowflakes*, a ballet in which the Roxyettes and the members of the Roxy ballet appear with Patricia Bowman doing the solo dancing. The coloring of the setting contrasting against the costumes is the outstanding feature of the scene.

Then, too, there is another brilliant scene titled *A Pilgrimage*, a scene presented to Bohm's *Cavatina* that will long linger in memory. The pilgrims are seen climbing a mount, where as they

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break into prayer-song a cripple throws away the crutches that aided him to the top of the mount. Beautifully done.  
The last scene, *Lazy Louisiana Moon*, Walter Donaldson's latest composition, publicly presented for the first time, in a Southern setting, is as individual and as different as any of the preceding ones. Mildred Byram and William Robyn have the solo parts in this scene. H. D. S.

**Paramount, New York**

Nikita Balleff and his *Chauve Souris* revue is the only attraction this week at the Paramount. The production that has played all over the world to many people is completely lost in the vastness of the Paramount.

This revue was scheduled for an intimate theater and loses much of its attractiveness in a house of this size. Not only is the revue lost in the house, but it is miles over the movie house type audience. Balleff himself speaks but little English and his cast sings and speaks in Russian. There are many folk dances, a burlesque on the Italian opera, *Volga Boatman Song*, farces, and lastly the *Parade of the Wooden Soldiers*, which this group of artists created. The last act on the bill is well worth the price of the entire show. The singing, while alien to the American ear, is tuneful and characteristic of the Russian peasant. The girls in the revue are very pretty and put to shame the American chorus girl, but still the revue is not in its proper setting in a movie house. The booking of this piece smacks largely of Boris Morros, head of Public's

music department. In getting it on the Public Time he has done something for the American audiences that they will neither appreciate nor patronize. Still it's a good show for the real class houses and may draw some there. J. F. L.

**Capitol, New York**

The feature of this beautiful and entertaining stage show, *Color Rhythm*, is the return of Dave Schooler as m. c. after an absence of several weeks. He was welcomed back to the fold by loud applause on entrance. The show is resplendent in gorgeous settings and costume, bearing out the "color" part of the title. The "rhythm" is capably brought out by the Chester Hale Girls. Specialties are brought in by June Carr, Small Brothers and Winifred and Mills. The show was preceded by a 16-minute overture of M-G-M theme songs by Yascha Bunchuck and the Capitol Grand Orchestra.

Dave Schooler held up as nice as ever in his m. c. assignment. He also contributes a tap dance and a masterful display of ivory tickling. His carrying on with June Carr garnered many laughs. She is a clever little lass, who is strong on comedy and stronger at leg-work. Winifred and Mills tickled the risibilities galore with their familiar Chinese coolie and dinky sailor act. Sock solos and ensembles were plentiful in the dancing of the three Small Brothers. They are corking steppers. There's no forgetting the Chester Hale Girls. Their numbers were one long delight. S. H.

**Exploitation Tips**

The Billboard will be glad to receive and publish accounts of exploitation stunts or ideas that exhibitors have found successful. Address your communications to H. David Strauss, Motion Picture Editor, The Billboard, 1560 Broadway, New York, N. Y.

**HIT THE DECK (Radio)**—Exploitation records are no sooner made by Sammy Cohen, RKO Orpheum publicity director, Portland, Ore., than he turns around and immediately breaks them. For three weeks before the opening day of *Hit the Deck* papers carried advance publicity and teasers calling attention to *Hit the Deck* coming to the theater. Tieup was made with U. S. Navy local recruiting office for the use of 50 double "A" board signs located on the most prominent corners. In addition a special U. S. Navy night was held, bulletins being sent out by the local recruiting office and announced in direct-by-mail literature on the picture. This was followed two nights later with a marine night, those in marine uniform being admitted. Connection was made with a big combination cigar, drug and market concern, which distributed 5,000 *Hit the Deck* heralds to all its customers. Among these envelopes were scattered

some 75 theater passes. The firm also co-operated with the theater by plugging the show in the store's advertising. Tieup was made with the big Meter & Frank Department Store, which distributed 20,000 *Hit the Deck* heralds throughout the store and displayed large poster cutouts at some 10 entrances to the store. Irving Sklare, manager of the music department in the store, put in a strong musical plug with the theme songs and experienced a sellout of sheet music. Other music stores also had special displays of record and sheet music. One of the ex-navy gobs in uniform carried two large cards thru the streets, department stores, restaurants and hotels, the signs reading: "I am not Jack Oakie" and "Hit the Deck at RKO Orpheum." He was accompanied by a five-year-old youngster, a miniature duplicate. This proved a big shot. A large orthophonic placed in the lobby continuously played *Hit the*

*Deck* musical numbers. Three restaurants and a confectionery store inserted an appropriate card in all their menus and special counter Jack Oakie sundaes, etc. A hotel tieup was made by placing calling slips in the key boxes in all down-town prominent hotels announcing the coming feature picture. Another tieup was made with the Western Union Telegraph, with special messages sent to a selected list and a large facsimile of a message signed by Jack Oakie placed in its window, surrounded by colored views of scenes from the picture. Tieup was made with the Multnomah Hotel for a special *Hit the Deck* night in the Indian Grill. Dwight Johnson's Multnomah Band furnished the music. The hotel management co-operated by newspaper advertising, publicity and radio announcing.

**ON WITH THE SHOW (Warner Bros.)**—Stanley Higginson, publicity director of the Capitol Theater, Sydney, Australia, used a ballet dancer in three specially prepared and located windows in Sydney to put this production over. The young lady would do a routine during the lunch hour in different windows and when a crowd had collected would display music and records from the production. A special car that was well decorated with theater advertising copy was used to carry her from one theater to another. Song pluggers in several of the music stores sang the hit numbers from the picture with advertising on the production and theater displayed in prominent places about the store and singer's stand.

**VITAPHONE ADVERTISING**—Vitaphone advertising is reaching from 60 to 100 per cent of all newspaper and periodical readers in the United States, according to a report recently compiled by Blaine Thompson Advertising Agency handling the Vitaphone copy. Blaine Thompson cites as an example Anniston, Ala., a city in which no advertising is carried locally by Vitaphone, but which is read by 1,369 families in the town which subscribe to Birmingham and Atlanta dailies carrying the monthly advertising. To aid the smaller exhibitor Vitaphone also carries advertising in four Tower publications and *Liberty*. Blaine Thompson has compiled a book, *The Story of 20 Million Salesmen*, which contains a tabulation of all cities and towns in the United States that show the number of readers of Vitaphone advertising in each town. This book is being mailed out to a number of exhibitors and is available in all Warner exchanges.

**THE VIKING (M-G-M)**—Allan Cushman, manager of the Hollywood Theater, Portland, Ore., assisted by an M-G-M exploiter, used a Viking Parade to top a very good exploitation campaign on this production. Cushman arranged a tieup with the Viking car agency for a street parade thru the business district. Viking costumes, shields and similar trappings were used with startling effects. Door shields on the cars were used to carry the tie-up message that read "Hall the Viking—A Great Car, a Great Picture—Hollywood Theater, Now!" Another tieup was effected with *The Portland News* to sponsor a special kids' matinee that permitted any child free admission if dressed in pirate costume. A great amount of copy was given the matinee that resulted in a large attendance at the theater by the kids.

A **PUBLIC WEDDING** was staged by Hal Elias at the RKO Orpheum, Salt Lake City, in connection with the showing of a Norma Shearer picture. A clever tieup was a matrimonial heart box in the lobby where anyone desiring to meet a kindred mate could write a letter and said parties would be brought together. A lobby display of what would be given the lucky or unlucky bride or groom was prominently displayed in the lobby as an added incentive. The stunt, according to Manager Grant Pemberton, has created unusual comment.

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# Orchestra and Melody

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## Doc Peyton To Detroit

**Ends Gibson Hotel run  
this week—in motor city  
until June 28**

Doc Peyton and his orchestra, who for the last several months have been trouping under the Amusement Service Corporation banner, on Wednesday night of this week are bringing to a close a successful four weeks' stay at the popular Florentine Room of the Hotel Gibson, Cincinnati.

The Peyton music makers, who are rapidly heading for the "name" class, made good in a big way during their stay at the Gibson, despite the fact that the "wisenheimers" predicted an early demise for the Peyton boys at that place. During the Gibson engagement, the Peyton crowd was heard thrice daily over the powerful WLW.

From Cincinnati Doc Peyton takes his orchestra to Carl Fischer's new Monticello Club in Detroit, where the band is carded to remain until June 28. The outfit will go over the ether nightly during its run in the Motor City. On July 1 the orchestra will open at Geneva-on-the-Lake, O., for the balance of the summer season. The Peyton tooters were big favorites at that place last year.

Doc Peyton has had his own orchestra on the road for the last year and a half, and before coming to the Gibson, enjoyed a long run at the Hotel Fontinelle in Omaha, Neb. It was at the latter stand that Ted Lewis "caught" the band and termed the unit "one of the sweetest and smartest bands I have ever heard."

Negotiations are under way to place the band at the Ambassador Hotel, Los Angeles, at the conclusion of the coming summer season.

## Early Closing Order For Spokane Roadhouses

SPOKANE, Wash., March 1.—The blue law fell on roadhouses in Spokane County this week with an opinion handed down by Attorney General John Dunbar. A midnight closing, commencing today, will be effective for Saturday nights. Week days' patrons will be permitted to dance until 1 a.m.

With the action of Attorney Dunbar against the late-supper places, the Coast also is expected to suffer. Indications here are that roadhouse operators will have to suspend business because of the olentele, which has found favor with the late dancing and dining.

## Bandmasters' Meet For Middletown, O.

MIDDLETOWN, O., March 1. — John Philip Sousa will be among those in attendance at the first annual convention of the American Bandmasters' Association to be held here March 13 to 16, inclusive. Prominent leaders of concert bands from all parts of the United States and Canada will come here for the event.

The association was organized recently for the purpose of advancing the standards of bands and band music. On Sunday afternoon, March 16, a grand concert will be presented in the local high-school auditorium, with many famous leaders waving their batons.



**ERNE VALLI**, popular orchestra leader who is appearing for the entire season with his 11-piece band at the exclusive Hotel Bermudiana, Bermuda. He formerly worked under the direction of Hugo Riesenfeld and recently played for RKO, during the circuit's use of the stage-band policy.

## Tal Henry Band At Cincy Hotel

Tal Henry and his North Carolinians, 12-piece aggregation, have been contracted to open in the Florentine Room of the Gibson Hotel, Cincinnati, Thursday night of this week, following in the Doc Peyton unit.

Henry and his boys are figured to remain at the Gibson a month, or until April 3, when the Music Corporation of America again begins its exclusive booking of the Gibson.

Lloyd Huntley and his Brunswick Recording Band will be the first M. C. A. unit to play the Gibson under the new M. C. A. contract consummated recently by J. C. Stein, president of the latter company.

## Busse at Farm

Henry Busse, former trumpet star with the Paul Whiteman Band, and his recording orchestra of 14 men, began a limited engagement at Castle Farm, Cincinnati's leading roadhouse, Wednesday night of last week.

The Busse Band follows in "Red" Curtis and his outfit, who have been playing the Farm for the last two months.

## Harry Barbour Leases Terre Haute Night Club

TERRE HAUTE, Ind., March 1.—Harry Barbour, who for some time has operated the Chatterbox Cafe on South Eighth street here, has taken a lease on the Trianon night club and will open the place March 5. Barbour, it is said, has purchased a substantial interest in the building.

The new manager plans to transform the Trianon into one of the leading resorts in this section. A color scheme of red and white will be worked out. He announces that he has received more than 100 reservations for the opening and plans to present some of the best entertainment ever seen in this city.

## Milwaukee Musicians Enter Various Fields

MILWAUKEE, March 1.—A survey to determine what has become of Milwaukee's popular theater musicians since the coming of sound brings to light some interesting information.

Sol Shapiro, formerly director of the Alhambra Theater Orchestra, is now teaching and directing amateur orchestras.

Edmund C. Fitch, formerly organist at the Wisconsin Theater, has gone to Australia, where he is now a feature organist.

Arthur Richter, also former Wisconsin Theater organist, is Mayor Hoan's corresponding secretary.

William Shapiro, cellist, is operating a restaurant in an industrial plant.

Nicholas Semaschko has opened a delicatessen store here.

Heinz Roemheld, also a former director of the Alhambra Theater Orchestra, is at present writing music for Universal in Hollywood.

George Lipschulz, another director, is with Fox Movietone on the Coast.

Arthur Verthaeler is selling printing machinery, while Ignatz Gadsky, the comedian among the old-time musicians, is now dabbling in real estate.

According to Harry Glazer, violinist, now in the promotion department of the Alhambra Theater, there were once upward of 135 musicians in downtown Milwaukee. Most of them are still here, he says. A number of these have joined the dance orchestras, while others are engaged in occupations ranging from driving a bakery truck to a plumber.

About 65 of the city's musicians, not all of them theater men, are now playing in the Milwaukee Philharmonic Orchestra, directed by Frank Waller.

## New Agency Incorporated

ALBANY, N. Y., March 1.—Louis E. Wood, Herbert Montel and Percy Launders, of New York City, are the promoters and stockholders of the California Collegians, Inc., of Manhattan, a new enterprise which has just been granted a charter of incorporation by the Secretary of State to furnish instrumental music and general entertainers for theaters, restaurants and other places of entertainment. The Collegians have a capitalization of \$1,200.

## "Nick" Nichols Touring

Following an 18 weeks' run at the Arcadia Ballroom, New York, and three weeks at the Roseland dansant, Newark, N. J., "Nick" Nichols and his orchestra are touring thru Pennsylvania and New York. They will return to the Arcadia and Roseland for return engagements at the close of their present tour.

## "Hen" Pfeiffer Set in Orlando

ORLANDO, Fla., March 1.—"Hen" Pfeiffer and his Florida Melody Kings have concluded their contract in Miami and are now playing an indefinite engagement at the Coliseum, Orlando's largest dance palace, where the outfit is clicking handily. The Orlando Reporter-Star this week carried a large front-page story on the band.

The Pfeiffer aggregation is heard regularly over WDBO and also has been engaged to play for the Shriners' Luncheon each Thursday afternoon during its stay here. Featured with the eight-piece band are Johnnie Vettors, Ray Allen and Paul Enzman, in trio, duo and solo vocal work.

## Nixon Cafe Gets Bernie

**Popular Pittsburgh club  
signs band for four weeks  
to inject some pep**

PITTSBURGH, March 1.—Ben Bernie, the popular band maestro, and his 13 versatile and entertaining music dispensers, who for the last several months have been headlining in RKO houses, with an occasional hotel job in between, has been contracted for a four weeks' run at the Nixon Cafe, Pittsburgh's popular downtown night club, opening tonight.

The Bernie orchestra came here from Cincinnati, where it headlined the past week, ending last night, at the E. F. Albee Theater there. Prior to the Queen City engagement, Ben and his boys played a limited run at the Hotel Congress, Chicago.

It is reported that the Bernie combination has been brought to the Nixon with a view of pepping the place up a bit. The Bernie crowd, with their novel style of syncopation and their long string of specialty numbers, should have little difficulty in turning the trick.

## Lon Connor Unit Gets Six Months

HOUSTON, Tex., March 1.—Lonis Connor and his orchestra will wind up a six months' engagement at the Lamar Hotel here on March 30. The band is a big favorite here and is drawing good crowds to the Lamar nightly.

The Connor combination has been contracted for a six months' run at the Buccaneer Hotel, Galveston, Tex., opening May 1.

## Kelley's, N. O., Reopens

NEW ORLEANS, March 1. — Frank Arena has reopened Kelley's night club here. The opening entertainment features include Lucille Watson, Anita Langley, the Thornton Sisters and "B. A. T.", "piano wizard".

## Don George New Leader

SAN FRANCISCO, March 1. — Don George, organist at the Granada Theater here, was this week appointed leader of the orchestra at that house, succeeding Frank Siegrist. Harold Ramsey has taken George's place at the organ.

## Melody Mart Notes

JOE DAVIS, of the Triangle Music Company, is elated over his recently acquired blues hit, *Blue, Turning Gray Over You*, which is at present getting a heavy play from bands and radio artistes in all parts of the country. The number is by Andy Razaf and Thomas Waller, writers of *S'posin', Ain't Misbehavin'* and other song hits.

HARRY WARDE is publishing a new fox-trot with a Spanish tingle, entitled *My Wonderful Boy*. Harry L. Alford did the orchestration.

LLOYD CAMPBELL'S tunes, *Blue Lover*, *When the Sun Goes Down* and *The Last Dance*, have been spotted in the Selby-Russell Artists and Models

Company, scheduled to open soon on the West Coast.

THE CARPENTER Music Company, St. Louis, is concentrating its efforts on a new haunting waltz ditty, titled *Waiting for My Dreams To Come True*.

YOU PROMISED ME is the title of a new ballad recently placed on the mart by Chester Escher, New York. Another new one on Escher's books has been captioned *Oh, Sunshine!*

JIMMY McCUE and Dorothy Fields, Eastern song-writing duo, are now knocking out melodies for M-G-M on the West Coast.

ROLLY WRAY, until recently pianist at the Los Angeles branch of the Irving Berlin Music Company, is now on the staff of Station KFOX.

CAROL LYN, wife of Bob Hamilton, organist at the RKO Orpheum, Los Angeles, has just finished work on a beautiful ballad, which she has named *Alone Together*.

BILLY BURTON, formerly with the Green & Stept firm on the Coast, is the new manager of the Los Angeles office of Ager, Yellen & Bornstein.

HAROLD STERN, band maestro, has just sold two musical numbers which he wrote in collaboration with Stella Unger and Jimmy Johnson to the Shuberts for use in the forthcoming Chic Sale show. The Stern-Unger-Johnson trio are also the writers of several numbers to be heard in *Three Little Maids* and the *Greenwich Village Follies*.

PAUL HUESER is the author of a new ballad, *Smile in the Clouds*, which is being featured by L. E. Dewees over stations WHO and KPNF.

A NEW SOB BALLAD, *I Lost a Wonderful Sweetheart*, words and music by Ellis K. Baldwin, was introduced for the first time last week by Gertrude Bergner and her Classical Trio at the Majestic Theater, Utica, N. Y.

**Ballroom Notes**

PORTLAND, Ore., Mar. 1.—Cole McFroy's Spanish Ballroom this week celebrated its fourth anniversary. Balloons, serpentine noisemakers and favors all helped the anniversary carnival. Two dance orchestras played alternately.

SEATTLE, Wash., Mar. 1.—Attracting a crowd of 4,100, Tex Howard's Band, holding forth at Trianon Ballroom last Saturday night, cracked all records here. This was largest assemblage at the ballroom since Herb Wiedoft held forth there three years ago. Howard's Band broadcasts nightly over KPCB. Personnel includes Randy Ball, Jimmy Murphy, Paul McCrea, Gordon Greene, Sid Johnstone, Frank Allen, Mace Chamberlain, Frank Read, Harry McAllister and Tex Howard.

INDIANAPOLIS, Mar. 3.—Hal Eward and his Purduevians, who have just finished a successful stay at the Evansville Country Club, Evansville, Ind., will begin an indefinite engagement at the Indiana Ballroom here next Saturday. The 11-piece combination is comprised of Lawrence Russell, Elmer Meagle, Bud Hall, Gene Cresioni, George Randall, Bob Perry, Horace Lowe, Art Primmer, Al Rosendahl, Bud Minor and Hal Eward.

SEATTLE, Wash., March 1.—Ray Miller and his Recording Orchestra is slated to move into John Savage's Trianon Ballroom here on April 28 for a limited engagement. The Trianon management recently signed an exclusive contract with the M. C. A. firm. The Miller Band is at present winding up a successful engagement in New Orleans.

**Musical Musings**

ISHAM JONES and his 14-piece band are meeting with marked success in their return engagement at the Schroeder Hotel, Milwaukee. The Jones Orchestra is carded to remain there indefinitely.

BEASLEY SMITH and his orchestra began an extended engagement at the Eagles Ballroom, Milwaukee, last Saturday. Smith and his muskies enjoyed big success at that place two seasons ago.


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ZEZ CONFREY and his orchestra were the featured attraction last Saturday at the Greystone Ballroom, Cincinnati. The Confrey Band is at present playing a string of one-nighters thru the Middle West.

EARL FULLER'S New York Orchestra is now in its fifth week of an indefinite engagement at Swiss Garden, Cincinnati.

DOC PEYTON, whose orchestra this week winds up a month's stay at the Gibson Hotel, Cincinnati, was a pleasant visitor at the orchestra desk last Friday.

ROGER SANFORD, formerly with Blue Steele's Orchestra, has joined Jan Campbell and his Collegians, now in their seventh week at the Cinderella Ballroom, Miami. Campbell informs that business

has been excellent, and the band has been getting the breaks since its invasion of Florida.

LEW BECK is still beating the drums with the Chuck Garber combination, now on location at the Roseland Gardens, Omaha, Neb.

H. KOCH, solo organist at the Paramount Theater, Des Moines, Ia., has organized an organ club in that city, which is said to be meeting with marked success.

Cecil Stumph and his band, who played for many months at the Broadway Ballroom, Wichita, Kan., are now the featured musical attraction at the Crawford Theater, that city.

"WHIZ" HINKLE, trumpeter with the Ernie Palmquist Carolina Collegians, was stricken recently with scarlet fever and has been removed to his home.

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# Dramatic Stock

Conducted by ROBERT GOLDEN—Communications to 25 Opera Place, Cincinnati, O.

## Callis-Baker In High Favor

*Talkies fail to cut in on business of stock at El Paso, Tex.*

EL PASO, Tex., March 1.—The Callis-Baker Players at the Texas Grand Theater are now in their 21st week of dramatic stock. This is the longest run that a first-class company playing at a 51 top has ever had in this city. The company jumped into instant favor on the opening night, and capacity houses have been the rule ever since. There is little doubt that this will continue well into the month of May.

The company is under the able management of George Callis. His brother, David, is featured in the principal comedy roles, while Ethel Baker is co-starred in the female leads. The talking pictures have not made any dent whatsoever in the business of the stock company in El Paso. This is unusual from the reports received from other cities.

Each play is staged in a high-class manner and will compare favorably with almost any stock production in the country. The plays are staged and directed by Harry J. Leland, whose work is known east and west. The other members of the company are Virginia Cleary, Hilda Graham, Ethel Jackson, Ora Ackley, Mae Griffith, Billy Morgan, Richard Elers, Richard Earle, Hugh Berndt, and Charles Wallace is the scenic artist.

The Callis brothers have a three-year lease on the Texas Grand and intend to completely remodel the theater during the summer so that it will be ready for the reopening of the company early in August.

## Brockton Players Notes

BROCKTON, Mass., March 1.—Playing opposite Elizabeth Somers, leading woman, Kenneth Rowland, juvenile, had the masculine lead this week in the Brockton Players' production, *The Nut Farm*, at the City Theater. He had a flippant, farcical role, such as he excels in depicting. Press and stock patrons accredited him with making his big hit of the season.

Kenneth F. Macomber, recently married to Agnes Ebert, a New York actress, was formerly City Theater orchestra leader, with the Brockton Players. Following a cross-footlights romance, his first marriage was with Mildred Mitchell, now being starred on Broadway. Miss Mitchell was an extra under Manager James J. Hayden's banner, and a divorce from Mr. Macomber took place in 1926. He is engaged in composing and arranging orchestral music scores, residing in New York.

Seymour Revzin, stage manager, is passing a two weeks' vacation at his home in Worcester. Meanwhile Sidney Mansfield is doing double duty, as assistant director of productions and filling in as stage manager.

Manager Arthur Holman has slated *The Clutching Claw*, *The Jade God*, *Her Friend the King* and *Let Us Be Gay* for production during this month.

## Mary Boland in Frisco

SAN FRANCISCO, March 3.—Mary Boland comes to the Alcazar today as guest star, heading the Henry Duffy Players. She is opening in *Ladies of the Jury*. Duffy says he regards the engagement of Miss Boland as one of the most notable of his stock achievements in San Francisco.

## Erlanger, Buffalo, Soon Will Go Stock

BUFFALO, N. Y., March 1.—In the event that the Erlanger Theater receives no additions to the list of bookings it now has it is possible that the road house may become a stock theater in a few weeks.

It is known that five producers are bidding for the Erlanger at present. Charles L. Wagner, now active in stock operations on the Coast with A. L. Erlanger, will not return this summer. T. Daniel Frawley, it is said, has also abandoned plans for a Buffalo stock company this season.

## Cincinnati Civic in Revue

The Cincinnati Civic Theater will run up its curtain March 4 on a revue in 2 acts and 25 scenes titled *Side Show*, under the direction of Paul Bachelor. This production will engage the singing, dancing and novelty talent of its large membership. Cast and chorus will embrace about 75.

## Film Star a Hit in Stock

UTICA, N. Y., March 1.—Sylvia Breamer, former screen star, is registering heavily with the Utica Civic Theater Company this week playing the lead in *The Green Hat*. Miss Breamer is pinching-hitting for Violet Heming, who was not able to return here and who has gone to the Coast to do a movie.

## Wright Stock To Open At Hartman, Columbus

COLUMBUS, O., March 3.—Jean Inness has been signed to head the stock company which comes to the Hartman Theater, opening March 10. The opening offering of the Wright Players will be *Holiday*. The leading man of the stock this season will be Lex Luce. Luce is one of the few players who achieved success in a stock production of *Hamlet*. Arrangements for the coming stock season are progressing rapidly and the cast will be complete in a few days. It is expected rehearsals will begin today.

## Lincoln Bids Stock Come

*Play-going public of Nebraska City suffers from famine of spoken drama*

OMAHA, Neb., March 3.—Negotiations are in progress which may result in the shifting of the Clemant-Walsh Players from the Brandeis Theater here to Lincoln, Neb.

It was announced by Manager W. C. Walsh last week that he intended to close the company within a month. Following that announcement comes a statement from Walsh to the effect that the theater-going public of Lincoln, hungry for the spoken drama, is making a bid for the Clemant-Walsh Players. He says:

"The whole question, of course, is whether Omaha wants the stock company to continue thru the spring season. We have received letters from Lincoln people urging us to play in that city. There is a chance we may do that."

Walsh and Omer J. Kenyon, general representative of the company, have been mulling over another proposition. It is to provide plays for both cities by splitting the week between Omaha and Lincoln.

## Stuart Walker Stock Reopens After Vacation

The Cincinnati Stuart Walker Company, after an enforced suspension of two weeks, reopened at the Taft Auditorium in *The Perfect Alibi* March 3. The layoff was due to a clause in the Walker lease which gives the theater to the Shriners for two weeks annually for the Shrine Circus.

The stock players were given an enthusiastic reception welcoming their return. During the suspension of activities Stuart Walker spent the greater part of his time in New York looking over the current plays on Broadway and accumulating additions to the list of plays he will present thru the spring and summer months.

## Bonstelle and Cohan Boost Civic Theater

DETROIT, March 3.—Jessie Bonstelle, managing director of the Detroit Civic Theater, and George M. Cohan, Broadway producer, will be guests of the Rotary Club of Lansing Mich., March 7, when they will make speeches at a meeting designed to lay plans for the foundation of a civic theater of Lansing. An executive committee has been formed, following the enthusiastic response of the city toward the recent presentations of the Detroit company in that town.

## Curry Players Open

ST. LOUIS, March 1.—The Curry Players presented their initial performance this week at the Lambskin Temple when they played *The Wild Westcotts*, by Anne Morrison. The play was under the direction of Lulu M. Curry. Members of the cast included Elizabeth Harper Selb, Flora Steger, Delli M. Hunt, Edith Pybas, Lucille Joachim, Floriene Holland, Edith Sherman, Paul Pybas, Henry Steger, Stanley Jones, Mahlon Robertson, Clifton Compton, Harry Johnson and Morris Trotter.

## Taking the Cue

By ROBERT GOLDEN

*NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of The Billboard, which are expressed on the editorial page.—ED.*

WITH the return of activity to the general business of the country, which is forecast in reports from Chambers of Commerce and other organizations which keep vigil on our commerce and industry, better conditions in the stock field this spring seem inevitable. In cities where stock companies are installed, box-office receipts are in proportion to the city's business prosperity. Where unemployment is extensive, receipts at the stock theater box office are unsatisfactory for a natural economic cause. The wise stock manager is he who acquaints himself with the immediate future of business before he invests his money in a stock operation.

*Most of the problems that confronted stock managers two years ago when they formed the Theatrical Stock Managers' Association are yet to be solved. Until the major problems are solved, stock will remain the same old gamble. A spurt of prosperity this spring will not clear the way for operations on a satisfactory basis. The association, judging by reports, is struggling valiantly, but the ranks are not being recruited as they should be.*

It was generally understood when the managers lined up shoulder to shoulder, two years ago, with Equity giving assurance of co-operation and support at every possible point in the projected campaign for betterment of conditions, that certain differences between the managers and other interests in the stock theater should be forced to an issue and an equitable adjustment arranged. How many of these points have been satisfactorily settled? The issues involved were the following: 1—Number of stagehands required by the union. 2—Scenic artists, as to salary scale. 3—Arrangement with teamsters for hauling. 4—Royalties. 5—Theater leases, especially as to abrupt termination of occupancy by a successful producing stock company. 6—Unfair competition; how to deal with it and what constitutes it. 7—Providing clean scripts, with full annotation of business and scene plot. 8—Proper co-operation of members of the association with others to promote mutual interests and to put stock operations on the highest ethical plane. How many managers are satisfied with existing conditions as they relate to the points above cited? One point is obvious on which all will agree: If stock theaters are to be kept open, production costs must be lowered.

*The talking picture remains the most formidable opposition to stock drama. So long as the wide margin between the cost of seats for the talkies and seats for the spoken play exists, the former will draw the crowds. Amusement seekers prefer the spoken play. There is nothing more interesting to us humans than other humans. We like to see them, to hear them talk, to be in immediate contact with them. When the cost is more than we can afford, we seek the verisimilitude which is within our means. So it is with the shadow and the substance of the drama. Owing to excessive costs that burden the theater of the spoken drama it struggles for existence today, and the struggle will continue with the odds in favor of the shadow and against the substance until the conflicting forces in the theater of the spoken word, thru individual sacrifices, restore operating conditions to a plane where a stock operator may make an investment of his money and brains with an even chance for getting a break.*

Owing to an odd combination of circumstances, three actors were needed recently to carry one role thru one day at Duffy's President Theater, San Francisco, when Stanley Taylor fell ill just before the matinee performance. No, it wasn't a heavy role.

## Film Actors Flock To Speaking Stage

LOS ANGELES, March 3.—The swing back to the spoken drama of actors who deserted the stage for the films is growing more and more apparent. Many former legitimate players are making a determined effort to regain their former places on the stage. Some have traveled all the way from Los Angeles to New York, where a few have succeeded in getting engagements.

Lois Wilson is generally credited with having started the parade from the Kleig lights to the footlights when she went to work for Edward Everett Horton, who was operating stock at the Vine Street Theater. Pretty soon, however, the film producers rediscovered Miss Wilson and recaptured her.

Patsy Ruth Miller, Leatrice Joy, Alleen Pringle and others followed the example of Miss Wilson. Even Douglas Fairbanks, Jr., between pictures, took a fling in *The Youngest* just to keep his voice in trim for the speaking stage. Estelle Taylor went to New York last year to do a play with her husband, Jack Dempsey. Lili Damita is frolicking there this season in *Fifty Million Frenchmen*. Mary Duncan, who has had rather bad luck in films, together with Hal Skelly, is taking *A Roman Gentleman* into New York.

Henry Duffy was one of the first to recognize the value of screen players to the spoken stage. A checkup discloses that about 50 per cent of the players in Duffy's stocks today have had screen experience.



GRANDON RHODES, who built up a large personal following at the Lyceum Theater, Paterson, N. J., this season. Comparatively young in years, he is old in experience, and has made for himself an enviable name in the dramatic stock field.

## Rialto, Sioux City, New Home of Stock

SIOUX CITY, Ia., March 3.—The Rialto Theater will reopen March 9 with the Neale Helvey Players, managed by Harry D. Wiltse, former Sioux City resident, it is announced.

The Helvey Players are completing a long run in Freeport, Ill., and have played Burlington and Clinton stands in recent years. The company numbers 21. Two shows a week will be presented.

## New Stock for Utica

UTICA, N. Y., March 1.—Starting with the presentation of *Mr. Antonio* this week, the Players, who own the Players' Theater in New Hartford, have opened the doors to the public and will run each production for a week. To date attendance has been confined to its membership.

## Clyde Elliott Folds

EVANSTON, Ill., March 1.—Clyde Elliott's Stock Company closed Monday night, due to poor business and financial difficulties. Elliott had arranged to play in Evanston six days a week and at the National Theater, Chicago, on Sunday, with Don Dixon. But the scheme didn't work. The closing bill was a burlesque on *Lena Rivers*.

## Organizing Student Stocks

LOS ANGELES, March 3.—Margaret Futch, owner and director of the Western Academy of Dramatic Art, has encouraged Edwin N. Wallack, head of the drama department, to organize student stock companies. These are now in process of formation and several productions are shortly to be put into rehearsal.

NOTWITHSTANDING reports that the Moront O'sen Players had disbanded in the Northwest, they appeared in Sacramento on February 21 at the Sutter Theater in *The Makropoulis Secret*.

## Jackson Back in Legit.

LOS ANGELES, March 3.—Selmer Jackson, stock leading man, has just finished playing in a picture with Richard Dix, and is now rehearsing a leading part in the stage play, *Out of the Night*, which will open shortly at the Mayan Theater here.

## Dramatic Stock Notes

WILL GEER and four members of the Stuart Walker Company, Cincinnati, were in Chicago for two days recently.

CHAS. N. LUM, business manager of the *Passion Play*, headed by Gorge Fassnacht, has established offices in the Butler Building, Chicago.

MILTON BYRON, former leading man for Charles Berkell in Indianapolis for several seasons, is spending some time in Chicago.

EUGENE MCGILLAN is the new stage director for the Dudley Players at the Kedzie Theater, Chicago. He fills the place left vacant by the sudden death of Bob Jones.

GUY BATES POST will be the visiting guest star to appear with the Arthur Casey Players at the Orpheum Theater, St. Louis, beginning Sunday, March 2, for two weeks, when that group will present *The Play's the Thing*.

HOLIDAY was the recent attraction at the Plaza Theater, Sacramento, and for the occasion Manager Hiram Clair engaged Marian Mears to costar with Barbara Brown and Gene Lewis for the week's run.

HOLIDAY, the comedy by Philip Barry, which opened at the Goodman Theater, Chicago, February 18, made one of the most substantial hits scored by any of the Goodman productions. The resident company in this play amply demonstrated its ability to handle a drama that has popular appeal as well as it handles the more or less "arty" pieces that make up the bulk of the Goodman productions.

## VAUDEVILLE NOTES

(Continued from page 13)  
offering, which features a troupe of Gamby-Hale Girls, will be launched next week in Syracuse. They will return for several weeks of Loew New York dates before being routed for the Southern tour.

JOHNNIE MILLER and Melba Goodrich opened at the Prospect, Brooklyn, this first half in a comedy, singing and dancing skit written by Lester Allen. They are agented by the Harry Fitzgerald office.

ZANGAR, horoscope wiz, will show for RKO at the Prospect, Brooklyn, this last half. He is handled by Tommy Curran, of the James Plunkett office.

LITTLE AL GALE, cofeatured until recently with Johnny Perkins in a public unit, is now under the personal direction of Phil Coscia. The Yates office is producing an act around the singer.

NAT C. HAINES and Company resumed for Loew last week on a split between the Gates, Brooklyn, and the Plaza, Corona.

HOWARD SMITH has changed the billing of his familiar three-people comedy skit, *The Faker*, which is slated for a tour of Eastern Loew dates under the

tag Smith and Barker. The offering will be launched the first half of next week at the Boulevard, Bronx, booked thru Al Grossman.

BOBBY JOYCE started last week on out-of-town break-ins with his new five-people act. Jack Wite is agenting the turn.

THE WARNERS, a comedy skit consisting of an evenly mixed quartet, opened for RKO last week on a split between the State, Jersey City, and the Capitol, Union City. Nick Agneta, of the Rose & Manwaring office, is handling the act.

SANTRY AND NORTON showed at the Franklin, Bronx, the last half of last week for RKO. The team is supported by a 10-piece, femme orchestra called Melody May's Bandettes.

FREDDIE SMITH and Joe Hadley, comedy and dancing team, are in White Plains, New York, the first half of this week on an opening for RKO. They are agented by the M. S. Bentham office.

SIERAK'S X-RAY, magic act, which recently completed a Loew tour as Sierak's Miracles, is scheduled to open for RKO shortly.

ART HENRY, comedian, begins a tour of the Loew Southern Time March 15, opening in Richmond. He was at the State, New York, last week.

HELEN O'SHEA and Boys, nine-people singing and dancing revue, formerly known as Merle Smith and his Wolf Woof Hounds, showed for Loew the last half of last week at the Premier, Brooklyn. Other Eastern dates are likely. The Yates office is agenting.

THE ROYAL UYENO JAPS, Oriental Risley and acrobatic troupe, have changed their name to Seven Uyeno Japs and under this billing they are touring the Eastern Loew houses. They are splitting this week between the 46th Street, Brooklyn, and the Fairmount, Bronx.

CARLTON EMMY and his Mad Wags are slated for a return to Loew the first half of next week at the Willard, Woodhaven, booked thru Lyons & Lyons.

HOWARD ANDERSON and Rean Graves, mixed comedy team, resumed for Loew the last half of last week at the Lincoln Square, New York, in their three-people comedy skit, *Taking Her Fishing*. They are assisted by Cole Carroll and the offering is agented by the Yates office.

LEWIS NEWMAN and Jack Ford are showing a new singing, comedy and dancing act this first half at the Delancey, New York. The Loew booking was made direct.

JOE DARCEY, black-face comedian, who recently toured the Southern time for Loew, is slated for a string of the circuit's New York houses and will be launched next week, splitting between the National, Bronx, and the Orpheum, New York.

THE NITOS, eccentric acrobatic act, which was recently cut from three to two people by dropping the girl in the outfit, are slated for a tour of the New York Loew houses, booked thru Max Oberdorf. They played a split last week between the 46th Street, Brooklyn, and the Willard, Woodhaven.

THE SIX ROCKETS, acrobatic girl troupe, will return to Loew the last half of next week at the Bedford, Brooklyn. They are agented by Max Oberdorf.

## Charlotte Greenwood To Open Tour in Frisco

SAN FRANCISCO, March 1.—Holiday, which Henry Duffy had planned to put on at his Dufwin Theater, Oakland, has been deferred. Instead Charlotte Greenwood will appear there for another week in *She Couldn't Say No*. Miss Greenwood will go on tour with her latest vehicle, opening in Fresno March 16, with Chicago planned as the end of the road tour, opening there on April 20. Nellie Revell is ahead of the show.

Taylor Holmes is now in the final week at the Alcazar in *Your Uncle Dudley* and will be followed there by Mary Boland in *Ladies of the Jury*. Duffy is arranging for the appearance of Bert Lytell in *Brothers* and as soon as May Robson returns from Honolulu she will appear for him in *Helen's Boys*. Leo Carrillo, returning from Australia, will be seen in *The Bad Man*.

## Warwick a Hit in Albany; Held Over Second Week

ALBANY, N. Y., March 1.—Robert Warwick was retained for another week as the visiting star with the Capitol Players and appeared this week at the Capitol Theater in *The Bad Man*. Manager Oscar J. Perrin has announced the booking of Earl Carroll's *Vanities* for March 6-8.

Berton Churchill will appear with the Capitol Players March 3-5 in *Straight Thru the Door*, and the following week in *New Brooms*.

## Detroit Civic Sponsors Tolstoy in Russian

DETROIT, March 3.—A special company affiliated with the Civic Theater will present Tolstoy's *Redemption* on March 2 in Russian. The group, taking the name of Russian Players, includes E. Gracianova, M. Yashina, A. Kouharchik, V. Fofaevsky, Baroness A. Giber, K. Komarovskiy and E. Schultze.

The production is under the direction of Ivan Oustinoff; assistant, N. Novivhokoff; manager, N. Nichols; prompter, M. Kochshinoff.

## Duffy To Stage "Brothers"

HOLLYWOOD, March 1.—Mary Boland is playing here at the El Capitan in *Ladies of the Jury*, and Frank Craven in *Salt Water*, at the Hollywood Playhouse, with the Henry Duffy Players. Leo Carrillo will return to the Duffy management as soon as he returns from Australia. He will play in *The Bad Man* in San Francisco, then come here in a new play. Mr. Duffy plans to produce *Brothers* here very soon.

## Broadway Stock Possibilities

PLAY	THEATER	PRODUCER	AUTHOR	Sets	Cast	COMMENT
Those We Love	Golden	Phil Dunning	George Abbott and S. K. Lauren	1	9 Men 6 Women	Favorable. Domestic problem handled entertainingly.
The Plutoerat	Vanderbilt	The Coburns	Arthur Goorich	2	12 Men 4 Women	Unfavorable. Comic strip stuff unsuited to stock.
Apron Strings	Bijou	Forrest C. Haring	Dorrance Davis	1	3 Men 6 Women	Favorable. Comical tale of misdirected mother love.
The Infinite Shoeblock	Maxine Elliott	Lee Shubert	Norman MacOwan	3	12 Men 6 Women	Unfavorable. Theme unsuited; also casting trouble.

NOTE: Detailed reviews of the above productions were published in the previous issue of "The Billboard".

# Repertoire

Conducted by WILLIAM SACHS—Communications to 25 Opera Place, Cincinnati, O.

## Detroit Show Opens in June

**Adams T. Rice Signs Jewell Marionettes for 1930 season—seating increased**

DETROIT, March 1. — The Detroit Players tent theater company, under the management of Adams T. Rice, will begin its canvas tour thru Michigan on June 1. Plans call for utilizing a number of the players from the Detroit Civic Theater, as in past seasons, but the plans may be hindered due to the fact that a movement is on foot to keep the Civic Theater open after that date.

The Jewell Marionettes have been contracted to appear with the Detroit Players on tour this season. Their repertoire will include a puppet presentation of *William Tell*, *Circus Days*, *Jack and the Beanstalk* and *The Wind in the Willows*.

The management of the Detroit Players company is issuing a new monthly publication called *Big Top-Ics*, which is devoted to the interests of the company, and which is being circulated among the officials and business men of all the towns in the players' territory.

A new garage to house the company's motor equipment has recently been erected at the show's winter quarters in Utica, Mich. The building is of fireproof construction and measures 72 by 180 feet. A new seating arrangement which will increase the seating capacity of the Detroit Players' big top has been worked out for the coming season. A special winch truck also has been added to lighten the work of raising the big top.

## Joins Show by Plane

Clara Goodwin, daughter of Ted and Mae Goodwin, known as the Dancing Goodwins, claims the distinction of being the first repertoire ingenue to join a tent show by airplane. Miss Goodwin flew from Brownsville, Tex., to McAllen, Tex., recently to join the Dude Arthur Comedians. She made her first appearance with the company Monday night of last week at Edinburg, Tex.

The Dancing Goodwins will soon be on their way north, where they expect to join a tent "opry" for the summer season.

## Fred Lytell To Open Canvas Tour April 5

The Lytell Players, Fred Lytell, manager, now playing the mining towns thru Kentucky, will usher in their tent season at Liberty, Ky., April 5, for their fourth annual swing of their usual Kentucky territory.

Practically the same cast which has been with the show for the last three seasons will be back this year. Manager Lytell reports, "Red" Harris, black-face comic, will produce the concerts on the Lytell show this season. He joined the outfit last week. Other recent additions to the company include Bonny Haynes, banjoist; Jackie Dare, characters and specialties; and Elgin Scarboro, trumpeter. "Red" (Toby) Stanfield will again handle all the toby comedy in the big show this summer.

Manager Lytell informs that the mines in Kentucky have been working slack for the last several weeks, due to the warm weather, but that the show has managed to eke out a living.

## John Lawrence Ends Winter House Season

John Lawrence, who has been playing with his tabloid company thru the Middle West for the last six months, last Saturday night concluded his winter house season at the Sorg Opera House, Middletown, O. In a visit to the rep. desk last Friday, Lawrence stated that he managed to work steadily thruout the season, and, altho he did not clean up a fortune, he managed to slip a couple of bucks into the old grouch bag, which is no little feat this season.

Following the closing of his show, Lawrence returned immediately to Worthington, Ind., where he will spend the month of March preparing for his summer tent season thru his old territory in Indiana and Illinois. He plans to begin his canvas run about the middle of April. The John Lawrence Players will this summer be comprised of 20 people, including a band.

As in past seasons, Lawrence has made arrangements to lease his plays with a number of tent theater companies for the summer months. His play-leasing business will keep him busy for the next several weeks, he states.

## Gordon-Howard Firm Set in New Quarters

KANSAS CITY, Mo., March 1.—The Gordon-Howard Company, which today celebrates its 10th anniversary, has just finished moving into its new building at the northeast corner of Eighth and Baltimore streets here. The Gordon-Howard firm will occupy the entire seven-story building, which has been completely modernized. The company now has greater floor space, and with new machinery installed in the packing, wrapping and shipping departments will be able to speed up its service considerably, President Howard Brandt announces.

The Gordon-Howard Company first started business March 1, 1920, in Minneapolis, and three years later moved to this city. In the last decade the company has made remarkable strides in the prize candy business, under the able guidance of President Brandt.

CLAUD (SLICK) EASON has just joined the Bunny Stricker Players, working rotary stock in and around Washington, N. J.

## Slout Players Ending Season

**Show will play houses thru Wisconsin before beginning tent run May 5**

The Ruth and L. Verne Slout Players will close their fall and winter season March 5 at Argyle, Wis. Mr. and Mrs. L. Verne Slout, U. S. Allen, Aline Neff and Bert Arnold will go directly into Chicago.

Manager Slout announces that his tent season will start May 5 at Vermontville, Mich., the show's winter quarters. The repertoire of plays has already been selected and part of the cast engaged.

Arthur E. Bitters will be ahead of the show this season, and Marvin Rucker will handle the stage. Ken Miller will again have charge of the tent and trucks.

Ruth Slout recently suffered a torn ligament in her shoulder and is finishing the present season with her arm in a sling. There is some doubt as to her being able to work the summer season, however.

Previous to the opening of the tent runs, a short season will be played in houses thru Wisconsin territory. Rehearsals will begin about the middle of March and the company opens its house run in Southeastern Wisconsin April 1.

## In the Spotlight

By BILL SACHS

*NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of The Billboard, which are expressed on the editorial page.—ED.*

**WE ARE** reminded that the Mid-Western tent repertoire performers belonging to Actors' Equity Association are at last to be given representation in that organization in the form of one of the vice-presidents, and that a special meeting has been called by Equity for March 17 at which time the question will be passed upon. For this we stand up and shout, "Hurrah!"

*We do not know to what extent the repertoire Equity members will benefit by this move, but as we have always been against "taxation without representation", we always have believed the repertoire folks were entitled to representation in the organization to which they pay dues.*

As we understand it, some well-known repertoire man or woman will be selected for the vice-president post. Whoever the lucky person may be, here's hoping that he or she will make a fearless representative. One who will not be afraid to stand up for the people he or she represents at any time some question arises affecting the repertoire field. A silent representative is worse than none at all.

*A little more than a month ago we received a report from a rep. manager, whose name cuts a fair figure in the game, stating that he was cleaning up in a certain section, while his opposition was just about getting by.*

Recently the show "blew up" and last week we learned the true state of affairs on the show from several members of the company who happened to be passing thru Cincinnati. They stated that conditions on the show were terrible, due largely to poor management, and that to their knowledge not a single member of the show had received more than the first week's salary during the 11 weeks that the company was on the road. Why do managers persist in sending in such false reports, and what do they hope to gain by it?

*We note where Harley Sadler is opening his 1930 tent season on March 20. Sadler is considered one of the most enterprising tent rep. managers in the business. His show is the barometer for business in the great Southwest, where he is king. If the Sadler show is doing good business, other attractions have a fair chance, but if the Sadler company finds the picking only fair, other shows might just as well pack up and jump out.*

And there's a reason for Sadler's success. He didn't gain his present status by sheer luck. Not only does Sadler give his patrons a run for their money—he gives them a good hop, step and jump to boot. We don't know Harley Sadler personally, neither have we ever seen his show, but after listening to nothing but praise and boosts for him, without a single kick, for the last five years, we are satisfied that the man has the stuff.

*Sadler's major idea each season is to give his patrons something new in the way of entertainment. He does not attempt to sell the same old bills and other material year after year. That's the big reason he finds it comparatively easy to bring the folks into his tent. That's why he is a successful showman. Why don't some of you other tent show managers take a tip from Sadler, and give your customers something new for a change?*

## Dixie Fun Show Gets Under Way

The Original Dixie Fun Show, under the ownership and management of Mr. and Mrs. Harry Gilbert, has opened its 1930 canvas season in Georgia territory. Gilbert advises that things look pretty nice down that way and he is looking forward to a good season despite the general business slump.

The Gilbert show has been completely overhauled and repainted and new scenery, drapes and costumes have been added, making the Dixie Fun Show a neat and flashy outfit. A capable cast of performers has been engaged for this season, and short-length plays are being used exclusively, due to the large number of novelty vaudeville acts being carried by the show.

Hari, magician and illusionist, has revamped his former chautauqua act and is being featured. Others in the roster include Mme. Emilie, crystal gazer; Rupert Freeman, comedy; Harry Fitzgerald, leads; Mrs. Harry Gilbert and Isobel Vance, leads. W. T. Hamilton, Mickey Hanley and Harry Gilbert, general business, and Della Mae, singing and dancing specialties.

A small but satisfying orchestra, under the direction of Bill Hamilton, is being featured each night. A working crew is carried to handle the tent.

## Tom Aiton Still Going

Tom Aiton informs that he has not closed his *Ten Nights in a Barroom* Company, as recently reported, and that he is still plugging along to good results in the sticks of Kentucky. He states that the rumor of his closing came about thru his replacing five members of the company with new people recently. Aiton will put his *Ten Nights* troupe under canvas early in the spring, he reports.

**Helen Du Voyle Players Will Open Early in May**

Helen Du Voyle, whose husband, Ross Du Voyle, owner and manager of the Ross Du Voyle Players, passed away recently after a brief illness, in a communication to *The Billboard* announces that she will continue on with the show this season, as she believes her deceased husband would have her do. The company will in the future be known as the Helen Du Voyle Players and will begin a swing thru its established territory thru South Dakota the first week in May.

The management of the show will be handled by Helen Du Voyle personally, and Ed Henderson will serve as director and assistant manager of the company. The cast will be practically the same as last season.

Mrs. Du Voyle is at present visiting in Omaha, but will leave in a few days for Sioux Falls, S. D., for a brief stay, before going into Clark, S. D., to begin preparations for the spring opening under canvas.

**Rep. Tattles**

DON WILLIAMS, rep. tab. and show-boat veteran, has signed with the Burgner Bros.' United Shows for the coming season, opening around May 1.

BILLY TERRELL'S Stock Company is at present playing houses thru Illinois and Indiana, using 15 people. Manager Terrell will again go out under canvas early in the spring.

ROSCOE SLATER and the Finch Brothers will be back together again this season as one of the features of the Mad Manhattan Orchestra with the L. D. Brunk Show. Fred Finch has just closed with a well-known "name" band to join his brother, Leon, and Roscoe Slater.

J. HENRY KOHLER is back as director and character man with the Billy Terrell show, which opened in houses in Illinois three weeks ago.

CLARA LEE, veteran trouper, formerly for 16 years with the Jethro Almond Show, of Albemarle, N. C., is seriously ill with tuberculosis of the throat at 112 W. Government street, Pensacola.

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Fla., and is anxious to hear from all her old trouper friends. Miss Lee and her husband, now dead, were formerly known in repertoire as the Musical Morans.

ROWE AND WALSH, who have been playing independent vaudeville dates in the tank towns thru the Middle West this winter, expect to return to their home State, Ohio, around April 1. They info that the present winter season has been plenty tough.

KING FELTON, magician, and wife, Hazel, are now resting up at their home in Topeka, Kan. They will be back with the Harve Haverstock Company under canvas this season.

D. OTTO HITNER, the show-boat man, in a communication to the rep. desk, states that his recent ad in *The Billboard* brought him more than 300 replies. As it is almost impossible for him to answer all of them personally, he takes this opportunity to thank all those

who were kind enough to answer and states that he is sorry he cannot place all of them.

THE RAY HOWELL PLAYERS, who have been playing week stands thru Missouri, last week began working three-night stands in that territory.

KEITH GINGLES opened with the Ted North Players circle stock company recently in Skidding. Gingles' most recent engagements were with the Raynor Lehr and Wallace Bruce companies.

THE HIGH-BROWN TRIO, Jones, Craig and Dell, will be with Thomas L. Finn's *Uncle Tom's Cabin* Company the coming season.

JOHN AND FERN RAE are now with the stock company at the New Ashland Theater in Kansas City, Mo. John infoes that the company, which opened there February 22, has been enjoying a healthy business.

**Kansas City Ripples**

KANSAS CITY, Mo., March 1.—Billy Weston Smith has signed for the 11th consecutive year with the Allen Bros.' Stock Company, which will open in Dexter, Mo., early in the spring. As a comic Billy is rated a topper.

AL BONFANTI, after a restful vacation with his brother residing in the Ozarks, has returned to this city to prepare for his coming season with Hugh Ettinger's *Jiggs and Maggie* show.

B. BESSIE HALE has returned to the Cuban Gardens here for a return engagement. Miss Hale is one of the few to enjoy that honor. Cuban Gardens is Kansas City's most exclusive supper club.

BOB EVERLY, last season with the Edgar Jones Company, is wintering in Richmond, Mo.

HENRY W. WALDROP and Arthur Cavanaugh are playing with the company at the State Theater, Seminole, Okla.

ONE GOOD THING to remember is that bragging to city officials usually increases the licenses.

ED AND TILLIE PAOLI have just closed with Duke Arthur in Texas.

OTIS EATON, well-known Mid-Western leading man, is visiting with friends and relatives in Webster City, Ia.

OSMOND SPRADLING is now connected with Bill Scott's Orchestra in Wytheville, Va. Spradling was formerly with the Paul English Players.

THE MARY-FRANK PLAYERS are preparing for an early spring opening.

THE NATIONAL Calliope Corporation has moved to its new location on Wyandotte street, in the building formerly occupied by the Gordon Howard Candy Company.

CORA ADAMS SOHNS is visiting with friends in Du Bois, Pa.

RAY ALPH recently arrived here from California.

W. A. PENDEXTER, has returned to the city after spending a few weeks with relatives in Columbia, Mo.

GEORGE AND BILLY WALSH, formerly with Fred Brunk's Comedians, has returned here after a lengthy vacation with their folks in St. Louis.

OTHER RECENT arrivals include Hazel Stanford, Braxton Mix and Evelyn Seifert.

"BUDDY" CALVIN, who closed with the Withrow Stock in Billings, Mont., recently, has joined the Billy Fortner's Comedians, now playing circle stock out of St. Joseph, Mo. Calvin will play leads.

CHARLES C. RUMMEL is visiting Mr. and Mrs. Lester Lindsey in Marshall, Mo. Rummel was associated with the Lindsey show for eight years in the capacity of director.

PICQUE HUSTON, the past season with Ed Ward's Princess Stock Company, arrived in the city last week and will remain here until spring.

JOHN AND MONA RAPIER have signed with the J. Doug Morgan No. 1 Show for the coming season. At present they are playing in stock here.

THE WRIGHT PLAYERS closed Wednesday in Lathrop, Mo. The Players had a successful season and the reason for the closing is a mystery.

BILLY (DUDE) ARTHUR has leased *Codfish Aristocracy* and *Are You a Democrat?* for his tent season.

ARTHUR PORTER, formerly with Dubinsky's Show, is now with *Journey's End*, playing the Shubert Theater.

LEWIS OSTRANDER has returned to his home here after a four weeks' vacation in Chicago. He closed recently with the Jane Hastings Stock Company in Brantford, Ont.

HARRY OWENS, prominent in the rep. field, is staging a home-talent dramatic show in Arlington, Ill., for the benefit of the local Catholic church. The principal part will be played by his wife, formerly Mayme Lasley.

HUGH AND MAY ADAMS are wintering in New Orleans. The Adamases operated a repertoire show thru Michigan last season.

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# Tabloids

Conducted by WILLIAM SACHS—Communications to 25 Opera Place, Cincinnati, O.

## Bob Shaw Sees Tab. Revival

*Demand for miniature musicals shows increase in last several months, he says*

SPRINGFIELD, O., March 1.—With all the talk in recent months centering around the rapid strides which the talkies have made in the last several years, very little has been said about the comeback which has been staged by the musical tabloid field in the last several months. Bob Shaw, tabloid manager of the Gus Sun Booking Exchange, with headquarters in this city, said in a report handed out here this week.

"While talkies have made an inroad in all forms of stage attractions, they have hit vaudeville far harder than tabs," Shaw states. He advises that the Sun office in recent months has received numerous requests for tab. presentations and a string of these bookings are scheduled to start in a few weeks. According to Shaw, the Sun firm has lined up eight new theaters, which will begin a regular musical tab. policy within the next six weeks. To take care of the extra demand for these attractions the Sun office is adding 10 new shows to the circuit.

"As a result of the talkie invasion many of the exhibitors were caught with a heap of big film contracts on their hands which they were forced to play," Shaw reports. "It was impossible, under the circumstances, to play stage attractions with the film contracts which they held, so they abandoned tabs, to keep their heads above water. This has been the case in practically 50 per cent of the towns booked by our office and was the real cause for the theaters abandoning stage shows. Now that the managers are finishing their various contracts they will again be able to give their patrons stage attractions for which the theatergoers have been clamoring for some time."

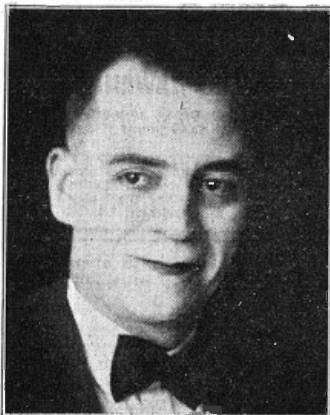
Shaw states that the Band Box Theater here, operated by the Gus Sun firm, has been playing tabloid attractions continually since last July against every known form of talkie competition, and the house is now doing better business than it has ever done in its palmy days.

Arthur Hawk's *Sunshine Revue*, current attraction at the Band Box, is doing a gratifying business, Shaw avers.

## Talkies Oust Tabloids At Rivera, Rock Island

ROCK ISLAND, Ill., March 1. — The tabloid stock company at the Rivera Theater closed last Saturday, when the house began a new policy of talking pictures. The company has been playing the Rivera since Christmas Day and business until the time of closing was good. John Koetis, Rivera manager, expressed his satisfaction in the company's work and stated that he hopes to bring the folks back at a later date. Incidentally, the company's getaway offering was *Over the Hill to the Poorhouse*.

In the Rivera tab. at the time of closing were Homer Meachum, comedian and manager; Frank J. Martin, comedian; B. W. Snedeker, straight; Jean Conlin, juvenile; Mr. and Mrs. Hal Lawrence, general business; Goldine Snedeker, soubret, and Dottie Mayfield, soubret. The chorines were Estella Davis, Evelyn Archer, Eleanor De Leon, Jo Clark and Dottie Mayfield.



RUBE MARTIN, who is now serving in the capacity of producer-comedian with *Monsieur Geoffrey's Crown Imperial Players* in Mobile, Ala. Martin has in the past appeared with various tabloid attractions over the Sun and Spiegelberg circuits, and formerly had his own show on the road.

## Bessie Smith on T. O. B. A.

CLEVELAND, March 1.—Bessie Smith, well-known blues shouter, opened with her *Moanin' Low* show on the T. O. B. A. Circuit at the Glove Theater here Monday. Appearing in support of Miss Smith are Ethel Williams, Hopé Black, Dannie and Eddie, "Slim" Howard, "Kid" Wallace and Rogers and Rogers.

## The Chatterbox

By BILL SACHS

NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of *The Billboard*, which are expressed on the editorial page.—ED.

BILLY LEICHT, manager of the "Teddy Bear Girls" Company, and whose name is well known the length and breadth of tabdom, is one of the optimistic ones in regard to the outlook for better things in the tabloid field next season. After talking to various house managers that are now showing talkies exclusively, Leicht feels positive that the next season will see a great improvement in the tabloid end of the show game.

"But," Leicht writes, "there is one thing that the tabloid managers will have to do if they expect to remain in the tabloid business and prosper, and that is to get rid of their old equipment and ideas." The public want new things and not the shopworn and hashed-over scripts and bet-you-five-bet-you-ten bits. To make money one must spend money."

Manager Leicht does not claim to have the best tabloid in the business, and neither are we going to claim that for him. But, ask any performer or manager in the business and they'll tell you that they can't remember when he had a really bad show. Possibly a bit snappy at times, but never lacking entertainment value.

Leicht's policy is to give the public what it wants, and he is forever spending money to keep his show looking well. That is the biggest secret as to why his show is always working. How many traveling tabs, do you know that have worked as steadily as the Leicht attraction this season? You can count them on the fingers of your one hand. A word to the wise.

Now to get back to the subject of gyp artists, which we discussed in *The Chatterbox* several weeks ago. "Sorry to see in *The Chatterbox* that another tabloid manager has been swindled out of some money by an unreliable performer," Billy Leicht writes. "I can read between the lines and just about know who this fellow was. I have paid out more than \$100 to gyping performers this season, and have never heard a thing of them since. Have tried to locate them in various ways, but to no avail. Here's hoping that we may rid the show world of such rats and give real actors, who appreciate good treatment, a chance."

As we have said before, the only way to teach these flim-flam artists a lesson is to prosecute them to the fullest extent of the law. Just saying nasty things about them won't do it.

## Crown Imperial Lineup

MOBILE, Ala., March 1.—The cast of the Crown Imperial Players, who have just begun an indefinite stay in this city, is made up of Rube Martin, producing comic; Monsieur Geoffrey, dancer; Bille Keys, ingenue-soubret; Jack Miley, general business; Jack Hutchison, characters; Mildred Leroy, comedienne; George Stuzman, characters; John Garth, juvenile leads; Jacquie Rancy, leading woman; Anita and Geoffrey, classical dance team. Mme. Daniles is wardrobe mistress.

The chorus includes Vale LeKour, Evelyn Gould, Loraine Thorn, Eula May, Flo Lawrence and Bonnie Rose. The company is doing all-script bills, and changing twice weekly. Business to date has been of a satisfactory nature.

## Coal Fields Good For Teddy Bears

Billy Leicht's *Teddy Bear Girls*, headed by Margie Wright and Babe Knight, is enjoying a pleasant and profitable tour thru the coal fields of West Virginia. The company is clicking nicely in that section and could remain there indefinitely. Manager Leicht advises, but bookings arranged earlier in the season make it impossible. The *Teddy Bear Girls* are carded to move into a stock date around the middle of March.

Since the show's recent engagement at High Point, N. C., Billy Leicht has been handling the matter of booking the show himself and to date has been very successful.

CARROLL BAKER is at present sojourning in St. Louis and will head for Cincinnati in another week.

## Protests Follow Midnight Ramble

WICHITA, Kan., March 1.—An alleged indecent midnight show presented shortly after 12 o'clock midnight Sunday at the Crawford Theater by the Maurice Cash tab. company, which opened recently at the house for an indefinite stay, has caused a storm of protest here. Sunday performances are prohibited in Wichita and as a result Wichita ministers, almost without exception, have declared themselves opposed to what they term an "open evasion" of the law.

The fact that the midnight show is said to have been suggestive has added force to the protests. The matter will be taken up with municipal authorities and the question as to whether midnight shows shall be permitted in Wichita will be definitely settled.

In a lengthy story *The Wichita Beacon* of last Tuesday stated that whatever humor there might have been in the show presented by the Cash troupe early Monday morning was dispelled by a series of suggestive "girly-girly" dances and off-color gags dished out by the comedians. The feminine costumes also were exceptionally scanty, *The Beacon* reporter stated.

Kirk Parrett, manager of the Crawford, denied that the midnight performance was vulgar, stating that he had placed responsible persons in the audience to watch for irregularities and they reported none. He expressed a willingness for the police or any women's organization to review the show.

A *Billboard* representative who saw the show a week ago saw nothing that might be termed objectionable.

## "Pep and Ginger Revue" Finds Southland Okeh

BRUNSWICK, Ga., March 1.—George Clifford, owner and manager of the *Pep and Ginger Revue*, states that despite the unsettled business conditions and the up-hill fight against talkie opposition, his attraction continues to plug along to satisfactory business in Southern territory. The company, Clifford says, has lost only two weeks in the last year and a half, and during that time only two changes were made in the cast.

Charley (Joy) Gramlich is still producing comic with the Clifford show, and Newton Ross is handling the second comedy end. Jack Faircloth is the juvenile, and George Clifford, straight man; Clara Dawn, soubret, and Kenneth Dawson, musical director. The show is booked solid until June 1, Clifford advises, at which time he plans to augment his company to move into a house which he now has under lease.

If his later plans fall thru, he plans to close the *Pep and Ginger Revue* for a much-needed rest, to reopen about the middle of September.

## Ralph Wallace Signs For Two More Talks

Ralph Wallace, late of the H. R. Seamon Company, Leo Burke's *Girl of Mine Revue* and Joe Barnett's *Melody Lane Players*, advises *The Billboard* that he has signed to appear in two more all-talking Western pictures for Universal, beginning in September.

He is at present making personal appearances with the *Roaming Song Birds Revue*, with "Bozo" Blake and Bessie Stewart, thru Oklahoma territory.

ALBERT MCGEE, who has been located for some time in Fresno, Calif., left the Coast last week and after a visit with relatives in Illinois and Wisconsin expects to put out his dancing act again.



Jack Murrel Revue Is Set Indefinitely

DAVENPORT, Ia., March 1.—Jack (Snickles) Murrel and his Parisian Doll Revue are now in their ninth week of an indefinite engagement at Harry Pabst's Star Theater here, with all indications pointing to at least another nine weeks at the local house.

In the Parisian Doll roster are Rita Murrel, prima donna; Lillian Browne, soubrette; George Corwin, straights; Charles (Jake) Holloway, comic, and Jack (Snickles) Murrel, producing comedian. There also is a youthful and aggressive chorus.

Before coming to Davenport, the Murrel show played eight weeks at the Superba Theater, Grand Rapids, Mich.; eight weeks at the Temple, Bay City, Mich., and eight weeks at the Strand, Sault Ste. Marie, Mich. The show had its beginning at the Superba Theater, Grand Rapids, in November, 1928, and on that occasion remained at that house for 33 consecutive weeks.

Marshall Walker for New Fred Hurley Tab.

Marshall Walker, prominent tab. manager, who last week closed his Whiz Bang Revue in Pikeville, Ky., will be featured with Fred Hurley's new tab., which is scheduled to open at the Band Box, Springfield, O., March 9. Bud Brownie will be featured in the show with Walker.

Fred Hurley's other show is still holding forth at the Princess Theater in Youngstown, O., and is carded to remain there for several weeks longer. Business at the Youngstown house is said to be fair.

PAT GALLAGHER, comedian with the Henry Prather Honeymoon Limited Company, writes in to say that everything is hotsy-totsy with the Prather gang. "This is one that has worked without losing any time," Fat pens, "altho not all the spots were red ones by a long shot."

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Indefinite Stock. Open Sunday, March 9, Band Box Theatre, Springfield, O. Featuring BUD BROWNIE AND MARSHALL WALKER. Useful People in all lines script bills. Young, good-looking Chorus Girls. Musical Director with Openings; wife Chorus Producer. Address BUD BROWNIE, Manager, Arcade Hotel, Springfield, O.

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Tab. Notes JOSEPH CAMINITI, tab. and burlesque performer, is at present sojourning in Brooklyn. DOROTHY SCHOFIELD has just begun an indefinite run with Wally Carter at the State Theater, Seminole, Okla. JOHNNY (BOZO) MATTISE, who has been out of the tab. business for a time, is reorganizing and will shortly begin a tour of the Southland with his company. THE ORPHEUM, Wichita, Kan., has discontinued its tabloid policy and is now operating with straight talking pictures. HOMER MEACHUM and wife, Dottie Mayfield, and Mr. and Mrs. Hal Lawrence journeyed into St. Louis following the recent closing of the company at the Rivera, Rock Island, Ill. GEORGE B. HILL, comedian, who closed recently with the Facts and Figures Company, of which Lew Beckridge is manager, stopped off at the tab. desk Tuesday afternoon of last week en route to join George La Fell's new tab. at the Lyric, formerly the Walnut, in Louisville, Ky. Paul Reno is producing the La Fell attraction. George infers that his wife and baby have gone to the home of his wife's sister in Deadwood, S. D. RALPH (ELRAY) HELSTON, or anyone knowing his whereabouts, is asked to communicate immediately with the Memorial Hospital, Albany, N. Y., as Mrs. Helston has just undergone a serious operation and is at present confined there. J. MALOY has forsaken tabs. for the present and is now doing a double act with the old-time minstrel man, Earl Steele. The duo is working club and radio dates in the Windy City. Maloy states that things are plenty blue for the performers in Chicago. FRANK J. MARTIN and B. W. Snedeker were arrivals in the Queen City last week, having recently closed with the tab. at the Rivera Theater, Rock Island, Ill. In a visit to the tabloid desk the boys stated that they would make Cincinnati their headquarters for an indefinite period. They have several plans in mind, one of which is to open a tent theater company in the spring. Unless they land something fairly decent they expect to live on the fat of the land for a while. The boys looked unusually prosperous when in Cincinnati and seemed to be able to go a considerable stretch without having to wield a pick. CANAL FULTON, O.—The Fultonian Theater was ignited by fire, which started when film ignited in the projection booth. Loss was estimated at \$15,000.

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# Burlesque

Conducted by ALFRED NELSON—Communications to 1560 Broadway, New York

## Playhouse Stock, Passaic, N. J., Pleases

NEW YORK, March 1.—The Playhouse Theater, Passaic, N. J., having had many and varied policies in presentations for several years past, is now trying out a burlesque stock policy that evidently pleases the patrons, for, according to the reports of the promoters, players and patrons, the attendance has been profitable since its opening presentation, Saturday, February 15.

The B. P. Producing Company is the new lessee; George Defenback, former manager of Roton, Point Park, South Norwalk, Conn., directing manager, and Joe Hurtig, formerly of Hurtig & Seaman's 125th Street Theater, general manager, with most of the old 125th Street Theater attaches as aids in the operation of the house.

Cast includes Jack LaMont, Hebrew comic; Al Pharr, eccentric comic; Frank Anderson, tramp comic; Frank O'Rourke and Lew Harris, straight men; Walter Weber, character straight man; Vera Walton, ingenue-prima donna; Gertrude Foreman and Billy Goodwin, ingenue soubretts; Betty June Lee and Virginia Wheeler, soubretts, with Virginia supplementing as a dancing specialist.

Chorus includes Lucille Runyon, Clarissa O'Rourke, Nancy Adams, Helen Bell, Vivian Manning, Helen McManus, Mary Swider, Babe Benson, Josephine Sydik, Jeanette Marshall, Teddy Bares, Doris Sites, Helen Gordon, Eva Booth, Helene White, Rae Osborne, Hazel Paxton, Mary Clark, Tootsie Benson, Jean Richards, Mary Wilson, Sunny Hale, Grace Baldwin and Peggy Belmont.

### Review

Friday, February 21, we caught the matinee.

Production—Classy and colorful in full-stage sets, semicyes., silk drapes, pictorial drops, gowling and costuming.

Presentation—A series of familiar comedy bits handled cleverly and clean under the stage direction of Bennie Bernard, who also takes part in scenes, leading numbers, and as the occasion warrants leading the orchestra.

Everyone in the cast works in sketches, bits, leading numbers and specialties, with the fems. featured on the illuminated runway.

The chorus for the most part has youth, beauty, talent and ability.

### Comment

A talented, able, well-cast company of clean and clever entertainers.

A distinctive feature of the presentation, seen in part only by us, was the appearance of Virginia Wheeler, a pretty, petite, brunet soubret and dancing specialist, who opened Monday, attended her father's funeral service Tuesday afternoon and appeared for her performance Tuesday night. To the patrons in ignorance of her grief her appearance meant only additional entertainment, which they appreciated by repeated encores; to her fellow players it meant a sense of loyalty beyond the conception of those who oftentimes walk out in the middle of the week; to the management it meant reliability; to that admirable little kiddie it meant hour after hour of grief; to us a distinctive feature of the presentation well worthy of recognition. NELSE.

### Added Attractions

Mae Brown, featured fem. of *Bohemians*, will fill in her lay-off week out of the Apollo with the American Theater Stock Company, New York.

Ivy Ringgold, colored specialty woman, augments *High Flyers* at the Gayety Theater, Washington.

Toots Brauner augmented the *Harry Steppe Show* at the Gayety Theater, Detroit.

Opal Oakley augmented *Broadway Scandals* at the Gayety Theater, Boston.



BILLIE HOLMES, ingenue prima donna of Harry Steppe's Mutual Circuit Company, is a native New Yorker, having appeared in "Town Scandals", "Stepping Around", "Good News" and the Irving Place Theater Stock Company, New York.

## Gayety, St. Louis, Home of Burlesque

ST. LOUIS, March 1.—The Gayety Theater opened as a burlesque house February 24. This theater was fitted up to be the home of the Theater Society of St. Louis, which later gave up the ghost.

There will be two companies playing, an all-Negro organization and a white company. The new enterprise will be operated by the Crawfords, owners of the building.

There will be daily matinees at the Gayety.

### Changes in Casts

Bijou Theater (Stock), Philadelphia—Micky Markwood, Fritzie White and June Palmer closed February 15 and entrained for the Dauphine Theater Stock Company, New Orleans. Marie DeVoe, featured fem., and Charles (Uke) Levine, featured comic; Frank Von Arnold and Virginia Mussio opened February 17.

Mutual Theater (Stock), Indianapolis—Olga Mae opened February 16.

City Theater (Stock), New York—Ruby Foreman, featured fem. of *Tempers*, opened February 24.

Playhouse Theater (Stock), Passaic, N. J.—Wallace Sisters, dancing specialists, closed February 15, succeeded by Virginia Wheeler, ingenue-soubret and dancing specialist.

National Winter Garden (Stock), New York—Carmine opened February 17; Anna Claire closed Saturday; Bimbo Davis opened Monday. Rose Bernard closes Saturday.

Irving Place Theater (Stock), New York—Bimbo Davis and Paul Ryan closed February 22. Art Mayer, Charlie Schultz and Vivian LaVarde opened February 24.

Empire Theater (Stock), Albany—Ed Jordan, black-and-white-face comic, and Elsie Raynor opened February 24.

Rialto Theater (Stock), Chicago—Jack Erickson closed February 22 to join the Marcus show at Reading, Pa.

*Dainty Dolls* (Circuit)—Bobby Leonard, juvenile, opened at Allentown.

American Theater (Stock), New York—The names of Frank Kreamer and Gertrude Fox under this heading in our last issue were erroneous, as they should have been Leonard Class Kramer and Evelyn Fox.

## New Burlesque Opens At Liberty, San Diego

SAN DIEGO, Calif., March 1.—A burlesque production, *Fads and Fancies*, directed by Billy Foster, opened at the Liberty Theater February 23. With the opening of the new company the comedy team of Foster and Seaman makes its first appearance here.

Both men have headed their own companies over the burlesque circuit in the East. The pair recently closed a six-month engagement at the Follies Theater in Los Angeles.

The leading feminine role is interpreted by Dolly Davies. The ensemble of 12 young women is directed by Rose Carter. Other members of the company include Hilda Emanuel, of the Burbank Theater, Los Angeles; Mack White, singing juvenile, and Walter Owen, comedian.

The opening was marked by several special numbers. Four shows are given. Each is crammed full of peppy songs, dancing and wisecracks. Two performances will be given each night during the week.

## Mrs. Jack Reid Confined In Pittsburgh Hospital

NEW YORK, March 1.—Jack Reid, operator and manager of *Record Breakers* on the Mutual Circuit, and his entire company, are in grief due to the absence of Mrs. Reid, who is now confined to the South Side Hospital, Mary and Jane streets, Pittsburgh, Pa., suffering from valvular heart trouble.

Mrs. Reid is one of the best known and most popular women in burlesque. She has been an active member of Jack Reid's various companies since he has been identified with burlesque up to the current season, when weakness of the heart caused her to remain away from the theater, spending most of her time in her hotel in the cities played by the company up to Saturday, February 15, when she was ordered to the hospital by Doctor J. A. Munster, who is now attending her with every hope of her recovery.

Mrs. Reid has been a guide and counselor to many boys and girls alike in Jack Reid's companies and it's a foregone conclusion that those playing Pittsburgh will visit her and those who cannot will write frequently, thereby cheering her in her present loneliness.

## Lyric Theater Stock

HOBOKEN, N. J., March 1.—The Lyric Theater reopens Saturday next with a newly organized stock company under the directing management of Patrick Elliott, of the Vulcano Producing Company, and the general management of Ben Gordon, who has engaged Eddie Welch as producer, and a cast that includes Art Gardner, Al Watson, Billy Berning, Jack Regan, Elwood Benton, Edith Gerne, Ethel Betts, Cecil Seitz and others.

## Irving Place Theater May Reinstall Mutual

NEW YORK, March 1.—According to a reliable report Thursday at noon, Max Weiner, of the Irving Place Theater, and I. H. Herk and Joe Catalano, of the Mutual Burlesque Association, have been negotiating for several days a deal by which Herk and Catalano may purchase a 50 per cent interest in the directing management of the Irving Place Theater.

If the negotiations are completed it will lead up to the reinstatement of Mutual Circuit shows at the Irving in place of the present stock company.

## Star and Garter, Chicago, Goes Dark

CHICAGO, March 1.—Rumors of various changes in the burlesque situation in the West End were cleared up today when notice of the closing of the Star and Garter on March 14 was posted. The house, operated for some months past by Johnny Jones, has been losing money, due to the strong competition offered by the Academy, around the corner on Halsted street. It is possible it will go into pictures.

Closing of the Star and Garter also will bring a change at the Academy. Arrangements have been made whereby a new company will be formed at the Academy to alternate between that house and the Rialto. The former house is operated by N. H. Barger, and the Rialto by Jones. Leo Stevens will start organizing a new Academy company next week.

The Empré, across from the Haymarket Theater on Halsted and a block from the Academy and Star and Garter, will go into a burlesque policy March 23.

Asked as to the possibility of the Haymarket returning to burlesque next fall, Warren B. Irons told a *Billboard* representative it was impossible to say definitely at this time.

Arthur Clamage is in Chicago today, but whether his presence had any connection with pending deals could not be learned.

## Herk Seeks New House In Kansas City, Report

CHICAGO, March 3.—Current report says that I. H. Herk is seeking to acquire a new house in Kansas City for stock burlesque. It is also reported that Herk is interested in the stock burlesque which has just been installed in St. Louis in the theater formerly controlled by the Theater Society of St. Louis.

The shortage of amusements other than talking and silent pictures in both of the cities named make the field especially inviting for burlesque at this time. No details of the projected new burlesque operations are obtainable at this time.

## Changes on Circuit

Mutual route sheet for March 3-8 indicates 35 shows en tour, 4 shows laying off, viz.: *Best Show in Town*, out of Gayety Theater, Brooklyn; *Bare Facts*, out of Paterson; *Bohemians*, out of Apollo, New York; *Jazztime Revue*, out of Buffalo.

Route sheet for March 10-15 indicates 35 shows en tour, 5 shows laying off, viz.: *Record Breakers*, out of Cincinnati; *Get Hot*, out of Gayety, Brooklyn; *Cracker Jacks*, out of Apollo, New York; *Wine, Woman and Song*, out of Buffalo; *Speed Girls*, out of Chicago.

*Parisian Flappers*, Harry Morrissey, operator and manager, closed their season at the Empress, Cincinnati, Saturday.

*Dainty Dolls* has no apparent routing after March 8.

New York—Columbia Theater, Walter Reade, owner; Mike Joyce, manager, scheduled to exit as a Mutual house with the *Sliding Watson Show* March 29. The theater will be rebuilt along RKO lines to seat 2,000 patrons of films.

Milwaukee—Gayety Theater brings its Mutual season to a close Saturday with *Girls From Happyland*, reopening Monday with a burlesque stock company.

Detroit—Gayety Theater has no apparent booking after *Flapper Follies* March 3-8, therefore the report under "Detroit Delinquents" of its closing as a Mutual Circuit house is apparently confirmed.

## CIRCUIT REVIEW KUDDLING KUTIES

—With—

### MAX FIELDS AND SUGAR SCHAAD

Book by Max Fields. Music by J. Walter Riley. Lyrics by Lester Montgomery. Dances and ensembles by Paul Clair. Produced and presented by Max Fields at the Columbia Theater, week of February 24.

CAST—Max Fields, Sugar Schaad, Ann Fink, Mac Barron, Al Golden, Sammy Smith, Al Snyder, Melva Lenzi and Jean Williams.

**PRODUCTION**—Equal to the best on the circuit for classy, costly, colorful elaborateness in full-stage sets, semicycles, silk drapes, pictorial drops, lighting effects, gorgeous gowning and chic costumes.

**PRESENTATION**—A series of comedy sketches, bits, dialogs, specialties and ensemble numbers conceived and staged by experts in their respective lines and enacted by a well-cast company of exceptionally talented and able players, with clean, clever comedy, specialties out of the ordinary, and novel ensembles.

### Characterizations

Max Fields requires no descriptive review of his clean-cut, Hebrew-comedy characterizations suffice it to say that, with his oft-repeated "look oud dar", his lines and actions, with novel twists and turns, evoked legitimate laughter and applause throughout the presentation.

Sugar Schaad, a pretty, petite blond scoubret with natural effervescence, put personality and pep aplenty into her every line and act as a light comedienne in scenes in which she is fully entitled to the appellation of talking woman, supplementing with blues singing and dynamic dancing specialties, in which she excels, and in leading numbers, in which she was encoored repeatedly until she gave them a flash of her shapely form in a spot-lighted stage parade. Verily, Sugar shows a notable improvement in her personality, talent and ability and is well worthy of being featured.

Ann Fink, like old wine, improves with age, for Ann has mastered the art of characterizing many and varied personalities that includes a tough-talking flapper, a precocious school student a la Sis Hopkins and a gorgeously gowned hysterical drunk. As a comedienne, Ann has few if any equals in burlesque.

Mac Barron, a likable, clean-faced, begoggled, somewhat eccentric, Hebrew sap comic, evidenced talent and ability in co-operation with Fields and other principals.

Al Golden (not the producing straight man), a stranger to us in burlesque, has a likable personality, a distinctive humorous delivery of lines and aggressive actions a la light comedian.

Sammy Smith, a clean-cut juvenile, makes an admirable easy-working straight man, likewise an able singing specialist.

Al Snyder, another classy juvenile, was effective in scenes; likewise as a singing and dancing specialist.

Melva Lenzi, a personally attractive brunet, was an able talking woman in scenes with Parisian mannerism, and a melodious, voluminous singer in leading numbers and an admirable asset to the cast.

Jean Williams, a brunet beauty of the Ann Corio type, was of material aid to the presentation in scenes, but distinguished herself far more admirably as a sweet-voiced singer and dancing specialist and a graceful gliding glorifier of slender symmetricals in a spot-lighted stage parade of her pleasing personality.

Comic Fields and Juvenile Smith put over a comedy talking specialty that went over great.

Comic Barron and Straight Golden, in a comedy cross-fire dialogistic recitation, humored their lines and actions for laughter and applause.

Fnez Reals, a vampy brunet, was artistic and realistic in her Spanish-characterized singing and dancing specialty, singing operatically and dancing dynamically.

Josephine Seaturo, a pretty, petite brunet, put over a nifty dancing specialty, in which she is usually accompanied by her sister, who failed to take part in the Monday matinee presentation, due to minor injuries.

The Delaney Sisters, two pretty, petite

blondes in a dancing specialty, are on their way to Broadway.

**CHORUS** of the high-school-girl type in youth, beauty and apparent unsophisticatedness until they evidenced their fully developed talent, singing in harmony and dancing in unison to special music and lyrics in novel ensembles, when they give one the impression of a chorus taken from Broadway into burlesque. Verily, Max and Anna have apparently raided the cradle in their selection of choristers, and let it be said to their everlasting credit and to that of the coach that taught them and to the girls, individually and collectively, they have brought to burlesque an ensemble that is fully warranted to grace Broadway.

### Comment

Granted that Max and Anna have always given us superior productions and presentations, it is inexplicable to us why they have made the lavish expenditures on production and presentation for this season when so many inferior shows are getting by on similar guarantees.

Maybe they were misled by that additional 100 per, promised operators, or maybe they are figuring on fingering the first prize offered for superior productions and presentations, for their present production is one of the exceptional few that evidences care of scenery and wardrobe.

In all probability they got the 100 per as long as it lasted, and it remains to be seen if they get any one of the first prizes promised by the M. B. A.; and if they don't, the M. B. A. will have to offer an invulnerable alibi to reviewers. In general to convince them that the prizes were awarded honestly and impartially, for we are confident that the aforementioned reviewers will coincide with us personally in our opinion that Max Fields' *Kuddling Kuties* is one of the exceptional few productions and presentations on the circuit worthy of a major prize.

### Columbia Theater Company

Willie Creager and his orchestra handled the special music and lyrics at the Monday matinee with the ability of master musicians.

Lee Smith is gradually shedding sweet simplicity for what the patrons demand is teasing strips.

Jean Steele sprung a sweet-simplicity, seminary-gowned ensemble that camouflaged a teasing strip.

Billy Koud has revived his former plan of promoting choristers to principals by giving Claire DuPont and Anita Page an opportunity to step out of line for a nifty dancing routine that stopped the show, thereby setting an example that the other dancing dolls can follow to their own advantage and please the patrons.—NELSE.

### Matt Kolb's Stock

LOUISVILLE, March 1.—Matt Kolb and a newly organized stock company reopen the Gayety Theater tonight.

## SEEN AND HEARD.

SALLY REED, a pretty, petite, red-headed Bostonian, formerly of the *Pretty Babies* circuit company, is now distinguishing herself on the City Theater runway until her directing manager, Morrie Seamon, completes negotiations for her entry into a Broadway production. Morrie claims that Sally is the "find" of the season.

MILDRED COZIERRE, "the voluptuous red-headed vamp", of the Irving Place Theater, New York, is sporting a two-karat diamond platinum ring given to her last week by her hubby, Perry Caswell, of the Palace Theater, Cleveland.

ALICE BARBER subbed for Mabel Lee in *Ginger Girls* in Montreal during Mabel's absence due to the death of her mother.

ANN CORIO, featured fem. of *Girls in Blue*, gets them coming and going, producers, players, patrons, and now its the musicians, for Nate Irving and his orchestra at the Palace Theater, Worcester, presented Ann with a life-size portrait of herself in the center of a heart-shaped valentine. Boys will be boys, but there is only one Ann Corio.

JOAN COLLETTE, featured fem. of the American Theater Stock Company,

## Bad Burlesque Ban; Police Censoring

NEW ORLEANS, March 1.—Superintendent of Police Ray issued orders to Sergeant Edward DeLatta to notify R. J. Levy, manager of the Dauphine Theater, that his stock company presentations must be free of all objectionable lines and actions, and the feminine players properly clothed, otherwise the police would close the house in their effort to ban bad burlesque.

The Dauphine Theater Stock Company, it is alleged, has been giving some torrid shows, and it has come to a show-down, with the police censoring all performances.

Leon DeVoe is the producer of comedy and Myrna LaBell is staging the dancing ensembles. Micky Markwood and Billy Tanner are the featured comics. Tillie Ward, Curly Mason, Fritzie White and June Palmer are the featured fems.

### Garrick Theater Stock

ST. LOUIS, March 1.—The Garrick Theater, former Mutual Circuit house, is all set for a season of stock with Emmett Callahan as directing manager; Al Golden, producer, and Frankie Raulston, stager of numbers.

The cast includes Charles (Tramp) McNewy, Billy Baud, Happy Hyatt, Joe DeLano, Lolita, Ruth Bradley, Margie Bartel, Dolly Glenn, Shirley Carson, augmented by 24 choristers.

### John G. Jermon Changes Policy at Albany, N. Y.

NEW YORK, March 1.—John G. Jermon, lessee of the New Empire Theater, Albany, changed the policy of his presentations from circuit to stock company recently. The cast includes Karl Bowers, Sam Mitchell, Jack La Mont, Cora Stark, Harry Beasley, Elsie Raynor, Elsie Stanton and Leona Reid.

The New Empire is another house that failed to draw profitable patronage with circuit companies.

### Placements

Ike Weber Agency, New York, has made placements, viz.:

Empire Theater (Stock), Albany—Harry Beasley and Frances Brownie in cast, and Sylvia Chester, half-man-half-woman, as added attraction, for one week February 24.

Bijou Theater (Stock), Philadelphia—Diana LaMar, scoubret, in cast, and Raffes and Company, safe-cracking act, for week of March 3.

City Theater (Stock), New York—Virginia Jones, featured fem., on runway.

American Theater (Stock), New York—Sally Van, scoubret, opened February 23; Joe Rose, producer, opened February 24; Paul Ryan, straight, and Ann Paulson, scoubret, opened Sunday; Bert Faye is the added attraction for current week.

Music Hall, where he was given a warm welcome by Sidney Fields, Bonham Bell and Jack Ormsby.

JACK BIRMINGHAM, former agent in advance of Columbia Circuit companies and circuses, confined in the U. S. Naval Hospital, Boston, for nearly a year, has recovered sufficiently from his World War ailments to negotiate an engagement for the coming circus season.

LORNE RICHARDSON, concession manager for the Jacobs Brothers at the Gayety Theater, Kansas City, entrained February 10 for Houston, Tex., where he held a similar position with the Jacobs Brothers for the last two seasons at the Houston baseball park. Lorne will be accompanied by Mrs. Richardson.

JULES LaPORTE, character straight man, formerly of Billy (Beef Trust) Watson's *Chicken Trust*, and producing straight man for the New 125th Street Theater stock company, New York, for the last 30 weeks, closed his engagement recently and entrained for Cleveland for a visit to the old folks at home.

HELEN NELSON and her fellow members of Kitty Madison's *Jazztime Revue*, while playing Kansas City, staged a dinner in honor of their friend, Dinky Dare, and her husband, Elton F. Lamb, a manufacturer of that city, in celebration of their recent marriage and their honeymoon to the Orient in June. Dinky was the recipient of many ornamental and useful gifts.

ETHEL DE MILLE GRACEY, chorister, formerly with Ed Sullivan's *Dimpled Darlings* Company, recently joined the *Girls From Happyland* at the Empress, Cincinnati. Her husband, Billy Gracey, musical comedy manager and director, is seriously ill in a Philadelphia hospital and would be pleased to hear from friends.

BOB STANLEY, late of the Academy Theater Stock Company, Chicago, is confined to the Michael Reese Hospital, Chicago, where he will welcome visits and letters from friends.

GEORGE YOUNG has succeeded Sam Reider as manager of the Gayety Theater, Kansas City.

IRVING BECKER, manager of *Laffin' Thru*, filled in his lay-off week out of the Apollo by pinchhitting for Rube Bernstein as manager of the American Theater, New York, while Bernstein was promoting in Washington.

LARRY FRANCIS, the singing straight man of burlesque and vaudeville, staged a birthday party for Sue Mildred Francis at their home February 13, which was attended by many well-known burlesquers; likewise Little Martha Francis, featured film kiddle, and her little brother, Jimmie Francis II.

FRANCINE LaGERE, after a brief vacation to her homefolks in Cincinnati, returned to the cast of the Academy Stock Company, Chicago.

### STAFF NOTES

(Continued from page 24)

Film bookings for most of this year. At his theater he has a mixed policy sandwiching road shows of legit., tabloid, etc., with the pictures.

LIONEL H. WASSON, former manager of the Des Moines Theater, Des Moines, has been appointed assistant city manager for Public houses in Omaha. Wasson was manager of the Majestic and Isis theaters in Cedar Rapids before going to Des Moines three years ago. For the last seven months he has been manager of the World, Omaha.

LEONARD FREID, for the last seven years manager of the Paramount Theater, Fairbault, Minn., has been transferred to Eau Claire, Wis., as assistant manager of the Eau Claire Public theaters. He succeeds Robert Carey, who accepted a position with the film exchange in Minneapolis.

IRVING SOLOMON, former manager of the Public Paramount Theater, Toledo, O., last week became manager of the Public Piccadilly Theater, Rochester, N. Y. Harl Wallover, former manager, was transferred to New Orleans. H. W. Ballhorn, former treasurer at the Eastman Theater, Public house, was named assistant manager at the Piccadilly, and Jack Loder, also of the Eastman, was made publicity director.

## Good Director Is Important

*Little theaters should maintain the services of a good, experienced director*

Little Theater organizations can hardly go wrong if the right sort of director is guiding the dramatic ship. A good director can make any group a worthy one, and an incapable, inexperienced director can send the best theatrical efforts and endeavors to the scrap heap. A good, experienced director can take raw, green substance and develop it into artistic, fruitful talent. On the other hand, the poor director can extinguish the latent spark that lies within that raw, green material and simply kill the seed that waits in fallow ground. It all lies in the hands of your director whether or not your talent will be fanned into blossoming maturity or hidden under a bushel.

Finding the right director is no easy matter, but once you do gain him, every possible co-operation should be extended to his efforts. He should be given unlimited and undivided support. Granted and given the help, confidence and co-operation of his group, the good director will soon prove his worth. He knows what it is all about; he knows plays, and the kind of plays best suited to his people; he knows how to cast and just who can best fit into that particular, difficult role. He knows a good setting from a poor one and his experienced advice will develop those in his group with a flair for things artistic and mechanical. He knows how to pick and choose and find those who can act, those who can design, whether it be scenery or costumes; in other words, your director must be a student of human nature as well as the capable leader of your dramatic endeavors.

A good director is like a good engineer; he can keep the wheels of the little theater moving in just the way they should go. His sound, clear thinking, his good judgment, his earnestness and intelligence can and will eliminate many of the troubles that creep into even the most sincere organizations.

Little theater groups that are blessed with experienced, intelligent and conscientious directors are fortunate indeed and their appreciation can best be shown by unstinted support in their behalf.

### Williamsport, Pa., Group Presents "The Show-Off"

Selection of proven plays by the Community Players of Williamsport, Pa., with a view to arousing greater public interest in Little Theater productions, is emphasized by the choice of *The Show-Off*, as the second play this season. The well-known play was given recently under the capable direction of Willard G. Foster.

Foster has "deserted" the professional stage temporarily to direct the plays of the Williamsport group. Foster was with Mary Ro'and in *Women Go On Forever* during 1928.

### Well-Known Actor Now L. T. Director

Charles M. Seay, of New York City, well known as an author, actor and director of the stage, silent and talking pictures, has been engaged by the Little Theater group of Palestine, Tex. He directed and produced *The Whole Town's Talking*, which was presented by the Texas group in January.

The Heckscher Theater, of New York City, produced Seay's *Pearl Ruby Rose* for the first time in New York last spring.

### Jacksonville Little Theater Presents Border Drama

Before a large and well-pleased audience, the comedy drama, *The Bad Man*, by Porter American Browne, was recently presented by the players of the Little Theater of Jacksonville, Fla. This was one of the regular monthly performances, and was offered with great attention to detail and appropriate scenery and costuming. The staging and properties were by Dick Grether, and costumes by Will Louis. The production was given under the direction of Ella Lillian Macklin. The play was admirably directed and exceptionally well received.

## Little Theaters

By JOSEPHINE M. BENNETT

(Communications to 1560 Broadway, New York)



VERNER L. HALDENE, director for the Youngstown Players, Youngstown, O., who states that dramatics have become one of the most popular "indoor sports" in Youngstown.

### Youngstown Little Theater Has Strong "Pulling Power"

While basketball, indoor golf, boxing and ping pong have threatened to become Youngstown's favorite sports during the winter, a new diversion has appeared on the horizon. It is dramatics and now holds the highest "batting average" among the city's indoor sports.

Since the opening of the Youngstown Players' new season in September the number of active members has almost doubled, and membership has reached into many of the surrounding towns. Since the opening of the new season 30 members have been added to the acting group, 10 members to the technical staff and two additional playwrights.

Monthly forum meetings are held the first Monday of every month, at which time some outstanding play is reviewed and discussed. The Youngstown Players have just added a beautiful new velour cyclorama curtain to their stage equipment, and are working out some striking scenic and lighting effects.

All productions and activities come under the direction of Verner L. Haldene.

### Varsity Show Called "Hello, Pharaoh"

After three months of preparation, the management of the annual varsity show at Columbia University, New York, has decided that this year's offering will be called *Hello, Pharaoh*. An Egyptian background is promised for the production.

The authors of the piece are William P. Smith, author of last season's presentation, and Seymour Bloom. The performance is to take place at Mecca Temple, March 12-15.

### Children Have Leading Roles

An interesting production was recently presented at the Community Playhouse, San Francisco. The child players of the Talma-Zetta Wilbur Dramatic Studios, assisted by members of the Theater Arts, Inc., appeared in four one-act plays of especial merit.

Little Blossom Aschelm, aged 8, was featured in the part of Norah in the

dramatization of Charles Dickens' *Holly Tree Inn*. Blossom has already shown remarkable histrionic ability.

While it is not unusual to have children's plays, it is a bit unusual to have children appearing with grownups, and playing the principal part, as was done by these players.

### Monticello Players, New York City

The Monticello Players, one of New York's premiere Little Theater groups, announce the opening of their books to a limited number of experienced amateur players. Young men above average height are particularly invited to apply. The players have *Merrilee Wise*, by Miles Malleson, in rehearsal, but due to difficulties in casting, it has been delayed.

Two new features are added to the program of this very active group, a diction class and a make-up class.

The players expect to reappear upon the air within the next few weeks thru Station WOV.

### Civic Children's Theater Of Pittsburgh, Pa.

The Children's Theater of Pittsburgh planned a "tournament of children's plays" which was held during National Drama Week. We understand that the lucky winner is to be awarded a six months' scholarship in dramatics under one of Pittsburgh's leading expression teachers.

### First Little Theater Started in Europe

We have been asked many times where the Little Theater movement first started and the names of the first little theaters. According to history it began in Europe with the Theater Libere in Paris previous to the opening of the Moscow Art Theater of Constantine Stanislavsky, which started in 1890.

The first little theaters in America began about 1911 with Maurice Browne's Little Theater in Chicago and Mrs. Lyman Gale's Toy Theater in Boston. Neither of these pioneer little theaters is now in existence.

The Washington Square Players of New York City began in 1915, and the Provincetown Players, recently disbanded, began a summer colony at Cape Cod, Mass., in 1915.

The little theater movement is spreading and new groups are constantly organizing.

### Texas Man Wins Three Play Contest Places

S. E. Jennings, of Waco, Tex., made a clean sweep in the one-act play-writing contest conducted by Longmans, Green & Company, New York play publishers, by winning first, second and third places with the manuscripts which he submitted for the State contest recently, according to an announcement made by Carl Glick, director of the San Antonio Little Theater, who handled the Texas plays for the publishers.

The winning plays will be sent to New York, compared with the winning offer from other States and the final winner will be produced by the American Academy of Dramatic Arts.

### French Amateur Thespians Organize

Under the title of Union des Societes d'art dramatique et lyrique de l'Ile-de-France, a group has been organized to encourage the little theater movement in Paris.

## Princeton's New Theater

*Triangle Club Players take possession of new \$450,000 home after dedication*

The well-known Triangle Club of Princeton University, started by Booth Tarkington about 37 years ago, moved into its new home, the McCarter Theater, February 21. The new theater has just been completed and the estimated cost is \$450,000, part of which was a \$250,000 gift of Thomas McCarter, of Newark, N. J.

The Triangle Players gave their first performance on the new stage with a presentation of *The Golden Dog*, the musical comedy with which the club toured the country last Christmas.

The structure is built of shale stone in Gothic design to harmonize with other buildings on the University campus. Red brick has been woven into the framework in the auditorium arches and the stage sections of the theater. The stage is 90x44 feet, with a proscenium of 42 feet. A 90-foot clearance between the roof of the stage permits the movement of scenery. The new theater is equipped with all the latest type electrical and mechanical devices, and is modern in every respect.

The audience that came to witness the dedication ceremonies and the production of *The Golden Dog* also saw the fulfillment of what had been for 40 years only a dream.

Besides the production to be given by Princeton's own Little Theater Players, it is planned to invite productions of the professional stage to the McCarter Theater from time to time, and in May the Triangle Club and the Theater Intime, the Little Theater of the campus, will present *Monsieur Beaucaire*. This, of course, will be given in honor of Booth Tarkington, the first president and organizer of the club.

The Triangle Club is the dramatic organization of Princeton University.

### Beechwood Players Of Scarborough, N. Y.

This group recently presented for four nights *The After Cabin* in a private theater built by Frank A. Vanderlip and Mrs. Vanderlip. The theater is located on the grounds of the Vanderlip country home, Beechwood, at Scarborough-on-the-Hudson.

The cast includes Constance Stein-schneider, Max Fisher, Ruth Reed, Alvin Boite, Mavis Walsh, Marlon Windiddle, Paul Pierson, Charles Haviland, Parker Fennelly, Phillip Ober, Jim Chapman, John Davis, Elliot Well, Gene Leonard and James Digby.

### Carolina Playmakers Play in Atlanta, Ga.

The Carolina Playmakers, famous little theater group of the University of North Carolina, presented during February a bill of three one-act plays in Atlanta. Among these one-acts is *Magnolia's Man*, a hilarious comedy of mountain courtship by Gertrude Wilson Coffin. The authoress plays the part of Miss Tish.



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## M. Aylesworth States Views

**Pres. National Broadcasting system looks for new achievements in year 1930**

In a recent report issued by the National Broadcasting System, M. H. Aylesworth, president, expressed his hopes and views of what 1930 may bring forth in the improvement and betterment of radio. Following are excerpts from his reports:

### Attention of Writers, Composers

"I am impatient for the time," states Aylesworth, "when realization of the cultural importance of network broadcasting will cause our authors and composers to create new art forms suited to the audience it provides. The dramatist, regardless of whether he be a Shakespeare or a hack writer, molds his creation to the dimensions and limitations of the theater. Grand opera must conform to the physical limitations and conventions of the opera house. Thus far we have created very little art designed primarily for the microphone. We have borrowed and adapted from all of the older art forms. For example, we take a standard grand opera and cut it down to an hour because that seems to be about the right period for opera on the air. I hope for the time when we will create grand opera for radio broadcasting. Such an opera would be performed within an hour and not have to be cut. We have borrowed and will continue to borrow, dramatic writings originally designed for the legitimate stage. But we must do more toward the creation of a dramatic literature of our own."

### Cites Amos and Andy

"The outstanding success of the two comedians known on the air as Amos and Andy, interests me keenly because they are working in a new art form. They have something suggestive of a serial in a magazine at the same time suggestive of the daily comic strip, but it is also new and for the air exclusively. This original creation, which they can read in about 10 minutes, has become so popular that when we changed their time on the air last year 100,000 written protests were received within two weeks. No other art form with which I am acquainted could enlist such a vast and enthusiastic audience within the sharp time limitation of about 10 minutes a day. Surely, this must point the way for us to new adventures in writing, in acting and in musical compositions."

### Of Interest to Radio Artists

"We have been endeavoring to find and use nationally the best local talent known to each broadcasting station of our network. We now have a special program dedicated each week to one of the stations of our network. The station whose turn it is to contribute sends not only talent but announcers and prominent persons. The theory back of this arrangement is that we must gather talent from the whole nation.

"While our efforts to induce gifted men and women to express themselves in forms designed primarily for the radio audience are still formative and experimental, we have established excellent relations with the foremost musicians and singers."

From a general survey radio officials

### "Air Kings" Salary

It is rumored that Amos and Andy's new contract brings them \$100,000 a year for their brief but daily broadcasting. Congratulations to Amos and Andy, we believe they deserve all they get. No other feature on the air consistently holds its audience as this team does, and to be the waited and watched for ether attraction is something to be prized both by this comedy team and the Pepsodent people whose program they light.

Who knows but that a few months hence a new personality or team may crash the air like a thunderbolt? Meantime, we salute the comedy kings of the air.

## Radio Entertainers

By JOSEPHINE M. BENNETT  
(Communications to 1560 Broadway, New York)

## Voice Mannerisms Establish Air Personality, Says Brown

Tom Brown is known to millions of radio fans as Elmer in the Real Folks program broadcast from Station WJZ on the NBC chain. Tom, who is but 15



years old, gets fan mail from all over the country.

"Most of these letters," said Tom, upon questioning, "are from people who write in a friendly way and say they feel they know me from my air personality."

"What is air personality, and how does one get it?" we asked.

"Goodness, I don't think I can answer that," he laughed with an elfin little sparkle, "but from what I hear other radio performers and program managers and people who know say, it is the voice with unusual mannerisms that gets personality across the air more than anything else."

"Just what do you mean by voice mannerisms?"

"I mean," answered this blue-eyed little boy whose long lashes would make Betty Jane think there simply was no

are seeking the new form of radio entertainment in dramatic planning and writing and presentation.

### Radio Libel Bill Offered in Texas

A bill defining "libel" by radio was recently introduced in the Texas Legislature. This bill, introduced by Senator Williams, states that present laws are not sufficient to protect citizens from slanderous statements made by careless and unscrupulous persons over the radio. The measure sets forth the fact that libelous statements may be broadcast by persons in charge of radio stations and that no existing law provides for interference or prosecution.

The new bill provides that it shall be unlawful for any person to circulate, and for the owner or person in charge of any broadcasting station to permit any person to circulate, words spoken over the radio of such station which are of libelous or slanderous nature, or to permit a verbal defamation of any sort against any person or persons.

### New WLW Organ Among Radio's Largest

A new organ has been designed especially for broadcasting and is to be installed at the studios of Station WLW, Cincinnati. Instead of the ordinary arrangement of pipes in the organ chamber, the pipes are placed in the chamber in relation to their broadcasting

justice. "a voice that has something in it which separates it from the usual voice on the air, an individual, distinctive voice. It may be a certain little twist of words, a pleasing accent, a voice with lots of fire and pep, or maybe a soft, crooning voice like Rudy Vallee. Really, I find that I, too, am drawn to certain voices on the air."

"Whose voices, Tom?"

He blushed and chuckled: "Oh, goosh, I wouldn't dare say, but I like quite a few of them."

Despite his few years this handsome lad, whose soft, brown hair brushes back smoothly from a majestic forehead, has appeared in several Broadway productions and talking pictures. Tom played one of the leading roles in the Paramount talker, *The Lady Lies*, and in this part he wore his first tuxedo. He appeared in the prolog of the picture *Gang War*, in a Harry Delf short reeler and numerous silent pictures. Tom was also the kid in the original company of *Is Zat* So during its entire Broadway run and he played the same role on the Coast.

Since he has joined the cast of *Many a Slip*, the new play at the Little Theater, and in which show he has an important role, Tom can only be on the air for the first 5 or 10 minutes of the Real Folks program. He leaves the stage in the first act at 9:12 and has to be back at the theater at 9:51 for his entrance in the second act. During that time he has to make a change of costume.

So popular is Tom with his radio audience that it is necessary for him to appear before the "mike" just for those few minutes at the opening of the program. Tom doubles between the NBC studios and the theater with the aid of a car and police escort, making his change in the auto en route. After he does his radio stuff he rushes back in time to make his entrance at the start of the second act of the show.

During the day he studies at the Stage Children's School and his favorite studies are French, history and literature. He wants to be a very versatile actor when he grows up.

properties, small pipes being placed at the front of the chest together with those of the larger pipes to which the microphone is least sensitive.

A much larger console than that of the other WLW organ will take care of the increase of pipes and stops. Some of the pipes of the former organ, which had an excellent broadcasting reputation, will be included in the new organ, thus necessitating its vacation.

For ensemble and orchestral groups in the smaller studios of WLW and WSAI a two manifold and pedal harmonium has been installed in the present studios and will be moved as soon as the eight new studios are completed. This harmonium, electrically operated, is mounted on a rolling platform so that it can be moved from studio to studio at will.

### Beatrice Moreland Writes Us a Letter

"Sarah Higgins" of Main Street Sketches recently embarked for a trip around the world. A letter from Cairo, Egypt, states that "Sarah" has received about 2,000 fan letters since she has been away.

### Survey Shows Shortage Of "Jazz" on the Air

A rather common opinion has been that "jazz" occupies most of the time on the ether, but a recent survey conducted by two of the larger chains proves that jazz occupies only one-quarter or less of the time of air programs.

## Roof Garden For Studios

**New Amsterdam being converted by NBC for Broadway artists' appearances**

Arrangements have been completed by the National Broadcasting Company for the roof garden of the New Amsterdam Theater, New York, to be converted into a studio. It was announced recently. The studio is expected to be ready for broadcasting early in March.

Officials at NBC stated that the studio would be mainly used for radio appearances of Broadway artists, who find it impossible, because of theatrical engagements, to appear at the NBC studios on Fifth avenue.

The old stage has been redesigned for the use of performers and has a glass-enclosed curtain. Visitors to the auditorium can view the broadcasts thru the glass and will also be able to hear the program thru loudspeakers in the orchestra pit. In addition to being an aid to radio artists the new studios will also be a radio theater for the public.

This moves radio broadcasting into the amusement center and marks the advance of radio on the legit. With television in the offing it seems that a complete link or tieup may take place between talkers, legit. and radio.

### Censorship of Insurance Programs

The Federal Radio Commission will be requested in the near future to censor sales talks of insurance companies broadcasting in the State of New York and not licensed to transact an insurance business in the State, it has been announced by Albert Conway, State superintendent of insurance.

Conway said that a specific case has been brought to his attention involving a life insurance company of another State which heretofore has conducted only a mail-order business, but is at present using the facilities of a New York radio broadcasting station to further a plan for sales solicitation.

### Only Known "Bird Virtuosos" of Radio

Well into their second year as radio artists, "Blue Boy" and "Dickey", the only known bird artists of the air, have doubled their broadcasting. Instead of being heard only once a day, the two canaries are now facing the microphone twice daily.

For more than a year these two birds have been singing the melodies featured in the morning Cheerio program thru stations associated with NBC. Listener demand has become so great that Elizabeth Freeman, who owns the songsters, has consented to their working additional hours.

### Television Signal Goes Distance of 20,000 Miles

According to officials of the General Electric Company at Schenectady, a television signal was transmitted over a distance of 20,000 miles recently. This is the first time in history that a television signal has traveled this distance. The experiment was conducted by Dr. E. F. Alexanderson, staff scientist of the General Electric Company. Dr. Alexanderson transmitted the signal from W2XAF, the company's experimental short wave station, to VK2ME in Sydney, Australia. The signal, received in Sydney, was rebroadcast from there and picked up again in Schenectady.

The figure transmitted was a pattern about one foot square with a very sharp outline. When received in Australia the pattern had taken on a rather fuzzy-looking outline.

Dr. Alexanderson declared that the reception of the image was significant and intimated further possibilities in the transmission of pictures.

## Thurston Biz Big in Cin'ti

Master magician grosses \$14,600 first week—final week may exceed that

Howard Thurston, master magician, and his popular company last Sunday night concluded a bang-up 15-day engagement at the Erlanger-Grand Theater, Cincinnati, and the final checkup is expected to show the biggest gross business ever done by the prominent magician in the Queen City. The engagement just ended was Thurston's 24th annual visit to Cincinnati.

Accompanied by his business manager and press representative, John Northern Hilliard, Howard Thurston made a call to the magic desk of *The Billboard* on Monday afternoon of last week and produced figures to show that he had grossed \$14,600 on the 10 performances presented during the company's first week in Cincinnati. Six of the 10 performances presented during the initial week were sellouts, while the remaining four drew near-capacity crowds.

Altho exact figures are not available at the time of going to press, it is believed that the second week's box-office figures will equal or possibly exceed those of the first week, as the Thurston show was able to get in an extra Sunday matinee and night performance, due to the fact that the Otis Skinner vehicle, *Papa Juan*, did not open at the Erlanger-Grand until Monday night.

Cincinnati has always been a "red letter" city for Howard Thurston. He sold newspapers there as a young boy, and it was there that he first conceived the idea of becoming a magician. In his early youth he entertained for a time at the famous old Dime Museum on Vine street.

During the show's engagement in the Queen City, Mr. and Mrs. Howard Thurston, and daughter, Jane, who this season is one of the highlights of the Thurston presentation, were tendered a gala reception at the Gibson Hotel by a local magicians' body, headed by George Stock, prominent Cincinnati mystic. The event drew a score of Thurston friends from distant cities, including a large delegation from Atlanta. Felix Blei and wife made the trip from Knoxville, Tenn., to be among those present. Blei is prominent in magic circles, and has piloted more magi on around-the-world tours than probably any other man in the business.

On Monday night of last week the Thurstons were hosts to more than 60 Cincinnati newspapermen and their wives and friends at a banquet held at the Gibson Hotel. The newspapermen were also honored with the presence of Mr. and Mrs. Harry Harris (Jane Thurston), who announced their marriage last week, after keeping the event a secret for six weeks.

## Princess Suzette Playing in London

LONDON, March 1.—Princess Suzette, one of the very few women magicians in the business, presented her act of all Indian magic at the Polytechnic Theater here during the month of February, and is booked to remain there indefinitely. Suzette is appearing at the Polytechnic in conjunction with film features. The booking was arranged thru George Faer, general manager of Maskeleyne's, Ltd.

This is Princess Suzette's 10th year in the magic field, and during that time she has played in practically every country in the world.

## Mme. Nemar Recovering

VALDOSTA, Ga., March 1.—Madame Nemar, wife of Nemar, Australian magician, who recently underwent a serious operation at the Little-Griffin Hospital here, is well on the road to recovery, but it will be several weeks before she will be able to leave the hospital. She is anxious to hear from all her professional friends. Madame Nemar was stricken ill eight weeks ago during an engagement at the Ritz Theater here.

## Magic and Magicians

Conducted by WILLIAM SACHS  
Communications to 25 Opera Place, Cincinnati, O.



THE GREAT RUISSELLE, who with his 15-people company is now playing theaters and auditoriums thru Michigan. Ruisselle, who hails from Denmark, is now playing his 23d consecutive season, 10 of which were spent in Europe. The Ruisselle organization is advanced by King Baile.

## Max Asher in Films

HOLLYWOOD, Calif., March 1.—Max Asher, who conducts Magicland here in partnership with Murray Rock, is doing a little film acting on the side. He is at present on location with Hoot Gibson, Western star, filming *Trigger Tricks*. It is not known if Max is teaching Gibson any magic.

Business at Magicland is reported to be very good, and Rock states it is surprising how many picture people are interested in performing feats of magic.

## Magic Notes

MERLIN THE GREAT played two nights under the auspices of the Y. W. C. A. in Houston, Tex., recently.

HERBERT A. TAYLOR is at present doing a string of school dates around New York City and the East.

DON WILLIAMS is now managing and booking Mystic La Verne's mental act thru Ohio territory.

HERMANN HOMAR, former chautauqua magician, is at present appearing at Y. M. C. A.s, churches, lodges and schools thruout the Southwest, under the supervision of Henry Hudson Davis.

ULYSSES THE GREAT, colored magician, who recently enjoyed a successful run, in schools, clubs and churches in and around Cincinnati, has just returned to the Queen City from Chicago for a string of return engagements.

CHOZAN, mindreader, has just concluded a week's run at the Sample-Smith Furniture Company, Uniontown, Pa., where he appeared as an added attraction in conjunction with a mammoth auction sale.

DAVID S. ROSE, secretary of the Nashville Society of Magicians, was in Cin-

## Smith Company Gets Over Well

John Ball, Jr., known professionally as Howduzel, and Harry Hughes, both sleight-of-hand workers, jumped from Milwaukee to Waukesha, Wis., recently to see Mysterious Smith begin his 30th annual tour.

"The show was a classic all the way around," Ball pens. "Some of the effects he worked were a cremation illusion, an original Spirit Hand (no threads), Floating Ball (solid wood instead of the usual hollow article) and the Comedy Hat. Madame Olga, mentalist, was well received.

"His whole performance was excellently presented, and he kept the house in one roar of applause. Give him a boost, he's got it coming."

## Syracuse S. A. M. Meets

Eldred R. Hall, secretary of the Central City Assembly No. 14, Society of American Magicians, Syracuse, N. Y., reports that the organization's last regular meeting was a "humdinger", with 100 per cent attendance, as far as the local boys were concerned. President Clarence M. Richter was back in the chair after an extended trip thru the South, and the boys gave him a hearty welcome.

Following a snappy business session, Brother Crouse ushered in the entertaining feature of the program. Others who entertained during the evening were Brothers Granger, DeLing, Kaufman, Kerr, Ausman, Creco, Richter and Smith.

FRAZEE, THE MAGICIAN, entertained the veterans at the U. S. Hospital, Northport, L. I., N. Y., recently. There were a number of other acts on the program, which was in charge of Irving Southard, of the N. V. A., who also acted as master of ceremonies.

cinati last week to attend the Thurston show. Rose stopped off in Louisville, Ky., to give a show, en route to Cincinnati.

THE USHERS, Frances and Harry, recently finished a bang-up week at Keith's Theater, Portland, Ore. "Perhaps the greatest originality of the show at Keith's is displayed in *50 Years From Now*, with Harry and Frances Usher. The Ushers are easily the most sensational act to entertain a Portland audience in many a day." That's what the Portland press thinks of the Usher turn.

IN REPORTING the reception tendered Howard Thurston by the Howard Thurston Ring, I. B. M., of Columbus, O., recently, it was erroneously stated that Mrs. Cyril Yettman was among those present. Yettman, who is builder of illusions for the Thurston show, was in attendance, but made the trip solo, Mrs. Yettman being in England.

GYSEL, of Toledo, O., played for the Dental Society of Toledo recently at the Elks Club in that city. During the evening he featured one of his newest freak stunts, that of drinking four bottles of real ink, which one of the boys bought at a near-by drug store. He suffered no ill effects.

## Trebuh Show For Tent Run

Company still in schools—opens under canvas in Virginia middle of April

NORFOLK, Va., March 1.—Trebuh, the Magician, after a highly successful several weeks run in schools here, is moving to Petersburg, Va., to entertain the school children there for several weeks. In the Trebuh company are Irma Shanks, specialties and escapes; John Hammett, chief assistant; Ernest Russell, assistant; Trebuh, the Magician, and Mrs. Trebuh. J. R. Kain has just joined the troupe as advance agent.

Following the engagement in the Petersburg schools, Trebuh will take his company into winter quarters, to prepare for the company's opening under canvas for the summer season. The Trebuh tented attraction, formerly known as Hubert's Tent Show, will this season be known as Hubert's Virginia Players.

The attraction will begin its tent season in Northeastern Virginia about April 15. The show will carry 15 people, including a five-piece orchestra, and will play all week stands, presenting short bills, magic, illusions, escapes and vaudeville specialties. Admission prices will be 15 and 25 cents, with 10 cents additional for reserves. The company will play under the same 50 by 128 top, purchased last July.

## Newmann Company Heading Eastward

GLENDIVE, Mont., March 1.—C. A. George Newmann (the Great Newmann), pioneer mentalist who has been entertaining the people of the Northwest since 1896, after a swing thru Eastern Montana territory will head eastward for the Twin Cities, where preparations will be made for the summer season.

With considerably better weather conditions during the last several weeks in this territory, business for the Newmann show has taken a decidedly upward jump. Despite the good weather conditions, however, the country people are almost unable to get into town by automobile, due to the deplorable condition of the roads thru here.

CYRIL YETTMAN, who formerly toured England with his own magic show, and for the last two seasons constructor of illusions with the Thurston show, was a pleasant visitor at the magic desk last week. Yettman reports a big season with Thurston, and expects to be back with the show next season. At the conclusion of Thurston's present tour in May, Yettman will return to England for a visit and to line up some new effects for Thurston's next tour.



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# Minstrelsy

By BOB EMMET  
Communications to 25 Opera  
Place, Cincinnati

**BOOKING DIFFICULTIES** beset the Trout and Heff Minstrels, who have been out on the road three weeks. Some of the boys of the original troupe returned to Chicago last week where the show was organized. They said that getting booking was tougher than anticipated. Sidney Sheppard, advance man, was among those returning to Chicago. According to Ben Evers, Sheppard reported that the troupe played only nine days in the first three weeks.

Drane Walters reports on the progress of the new Trent & Heff Minstrels, from Pekin, Ill.: "The show plays the Avenue Theater, East St. Louis, Ill., March 1-7. The show is getting fine reports from the press everywhere. John H. Bentley, Chicago booker, was a recent visitor and okayed the minstrels for future dates. Capacity business for three days at Pekin. Fair business at other dates played."

**MODERN MINSTRELSY** was exemplified by amateur talent drawn from the ranks of the Skayef Beneficial Association of Hartford, Conn., in the auditorium of the clubhouse of that organization, seating 800, February 21. The boys put the show over with a bang, drawing enclomiums from the Hartford dailies. In the interlocutor's chair was Raymond Riedel. The endmen were Ray Lyons, William Clark, Benjamin Brown, Ray Horan, Dick Lerzo, Clinton Morey, Allan Wahlquist and Edward Wolston.

**THE SECOND ANNUAL** minstrel production of the dramatic club attached to Our Lady of Mount Carmel Church, Providence, R. I., was given February 24, 25 and 26 in Parish Hall, that city, opening to a turnout and playing to big business at each subsequent performance. Louis Mainelli directed stage. Frank Cappalli conducted the orchestra.

**THE ANNUAL MINSTREL SHOW** of St. John's Lodge of Odd Fellows was given to a packed house at Chicopee, Mass., February 17. Carl L. McCoy was interlocutor. Principal endmen and comedians were John Marsh, Bobby McComb, Fred Gibson, Ervine Hammond, Jack Perry, Thomas Emeth, Jack McCloud, Louis Thompson, William Baldwin and Wales Baldwin.

**NOTRE DAME ALUMNI** appeared in an elaborately staged amateur minstrel production given in Holy Name Auditorium, Chicopee, Mass., February 20.

**THE LEGION MINSTRELS**, staged under the auspices of Nashville Post No. 5, Nashville, Tenn., played to capacity audiences February 21 and 22 in War Memorial Building Hall, that city. The hall seats 1,500 and it was a turnout at each show. Principal comedians were

War Horse Rogers, minstrel producer and director, and Sherman Thompson. Conspicuously spotted were Alfred and Red Dinwiddie, dancers, and the American Legion Four. Arthur Lunn was in the middle chair. The company included Dick Swint, general chairman; Warner Faulkner, Bill Nimmo, G. Hanley, Gordon Nichol, Charlie Knight, Kirby Krump, Emmet Franklin, Earl Ford, Miller Walker, C. E. Webb and Frank Deramus.

**REHEARSALS** are going forward at Jacksonville, Fla., for the sixth annual minstrel show to be given by the Junior Chamber of Commerce at the Temple Theater March 12 and 13. W. B. Lamb is production manager. Elgin (Pete) White is directing rehearsals. A big street parade will be given each day at 11:45 a.m.

A **SEMI-PRO MINSTREL SHOW** was staged at Rochester, N. Y., February 23, 24 and 25 by the Gates-Chill Volunteer Firemen's Association in Gates Grange Hall. The boys played to big audiences throught the run. This minstrel production is an annual affair. This year's troupe included L. A. Christopher, interlocutor; Harry Rosenhagen, Carl Hartz, Johnny Lighthouse, Howard Judd, Claude Forrest and Henry Schroth, endmen and comedians, and Earl Talbot, Fred Horn, Mort Davis, Art Bailey and J. Alexander, soloists.

**CHIEF-OF-POLICE JOHN POLLY**, of Willowick, was the interlocutor with the Willowick Minstrels, staged last week at the Willoby Theater, Willoughby, O.

**MINSTREL MEN** among the visitors at the Knickerbocker Theater office, Columbus, O., last week included George (Pop) Sank, Billy Fenton, Harry Shunk, Charles Grimsley, Carl Denton, Andy Jenkins and Doc Samson.

G. H. BARLOW III, minstrel enthusiast, of Binghamton, N. Y., writes: "Some time ago I had occasion to use the Harlem branch of the New York Central. Way up town in New York City I saw an old wooden building with an old sign on it reading, 'Gus Hill's Minstrels.' It reminded me of the abandoned winter quarters of a great circus. Like the circus, minstrelsy is and has been a great American amusement institution. I later learned from George Wilson that this building was formerly

used by Gus Hill for storage of scenery, minstrel rehearsals, etc."

**THE OPERA STAGE** has claimed another good minstrel man, temporarily. Karl B. Minch, baritone soloist and middle man for several seasons with the J. A. Coburn Minstrels, has been signed for a 10-week season with the Chicago English Opera Company, opening April 21 at Chicago's New Civic Theater. This company is backed financially by Samuel Insull, who backed the Chicago Grand Opera Company. Minch recently was a pupil of Orville Harold, once tenor of the Metropolitan Grand Opera Company. Recently he has been conducting a vocal studio in Nashville, Tenn., which will be operated by Robert Marshall in the absence of Minch.

**GIVE EAR TO THE JEREMIAH** of the unhappy Happy Benway, who walls from Saranac Lake, N. Y., and will not be comforted since he feels that his supremacy as a bass drummer has been challenged. Says he: "Minstrelsy is being slandered. It must be stopped. As I look into the past I see a dream shattered. The heart, the soul of minstrelsy (which is the bass drummer) is being trampled upon. This bass-drum contest was started in earnest. Bobby Gossans, the famous three-fingered drummer, had his heart set on it. Fred Leslie also took it to heart, while I—well, modesty would not let me alone, so I had to admit that I was the greatest of all drummers. And now sneaking into this contest are bass singers, yodelers, second comedians, chorus girls, female impersonators and managers. Ed O. House works for Gossans. He has to say Bobby is good or he will lose his job. Al Tint yodeled himself into this for free publicity, which he does not need. Everybody knows that Al has worked more layoffs than Slim Vermont worked while he was with Dennie O'Neill. I could name 1,000,000 who have written to you about this contest, but not one admitted that he was a good drummer. I am the only one that had the guts to do that. Some might call it nerve. Well, I got that, too. Why, even Sir Joseph Ginsberg looks up to me as the world's greatest bass drummer. So now that I am getting well, I must give up the idea of bass drumming. I knew I was the best while sick; but well, there is no choice. I left it to myself and I said it to me that I AM the best. That's that. You can cure a ham, but not a bass drummer."

money which is always beneficial for a community.

"Last September we accommodated the National Association of Power Engineers for a period of approximately 10 days—an organization which brought to this city a registered list of delegates of between 2,000 and 3,000 people. A reasonable estimate would be that at least \$150,000 of new money was left in this city which benefits not only merchants, but the city at large. We have always felt that the business men of any city should co-operate and lend every effort toward the proper exploitation of an institution of this type since they are directly benefited by any attraction which an institution of this kind houses. If we can sell the business man on this idea, we believe it will be a great step toward the enhancing of the value of the auditorium to any city which it occupies."

In view of the numerous forms of attractions that Addis has pointed out above, it certainly must be granted that the circuit plan for road shows is an intriguing matter to deal with. Handicapped by these circumstances, the auditorium men can only be lauded for the wonderful strides they already have made in the development of their circuit.

**DENVER**—The Municipal Auditorium will be used for the State basketball tournament March 13, 14 and 15. Sixteen teams will play for the State championship. W. N. Greim is chairman of the committee. The city building will house the regional indoor track and field meet to be held the last week in March. Proceeds will be used to help pay expenses of sending a team to the national meet at Pittsburgh. W. N. Greim is secretary.

**DES MOINES**—Harry Lauder played a one-appearance engagement at the Shrine Auditorium here February 18 and broke the house's record attendance. *Thais* will be presented by the Chicago Civic Opera Company March 25 at the auditorium and an even greater attendance is expected.

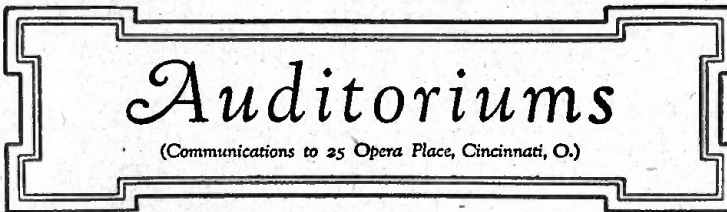
**WEST POINT, Neb.**—West Point Auditorium has been refurbished and redecorated. Sound equipment is to be installed also for motion-picture programs.

**OKLAHOMA CITY, Okla.**—The Connecticut Yankee Company played the Shrine Auditorium here February 14-15 to good business. The audiences were very enthusiastic over the extravaganza and expressed their hopes for future engagements of like attractions. The only point that was commented on was the fact that the local orchestra failed to bear out the musical end of the production.

**DES MOINES**—The Hoyt Sherman Auditorium has booked Rachmaninoff, noted pianist, for one performance March 10.

**ST. LOUIS**—The Coliseum has just been sold and is now in the hands of the original owners and under the management of T. P. Bates. Bates informs that he intends to operate the Coliseum the same as it has been operated in the past and is now booking attractions for the present and coming season.

**FLORENCE, Ariz.**—Workmen are engaged in the regrading of the amphitheater at the Casa Grande Ruins where the fourth annual pageant of the Arizona Pageantry Association will be held the latter part of March. The regrading of the natural arena is being done to increase the seating capacity.



# Auditoriums

(Communications to 25 Opera Place, Cincinnati, O.)

## The Auditorium Circuit And Problems Confronted

Many theatrical people are of the belief that the circuit-booking idea, which is now being worked on by auditorium managers, is being unduly drawn out. However, the auditorium men in their efforts to organize their houses into a circuit are giving thorough consideration to the project, inasmuch as many intricacies enter into their plan. What *The Billboard* believes to be a thoro explanation of the difficult problems that confront the adoption of such a circuit-plan is clearly defined in a letter to this department from Stanley Addis, manager of the Memorial Auditorium, Chattanooga, Tenn. Addis, who has been an ardent worker in the building up of both the amusement and auditorium business for years, says:

"It is a rather difficult matter to present facts concerning auditoriums in the United States because we feel that each and every auditorium has its own local problems which it must face and ways and means must be worked out to meet these particular problems. We feel, however, that the majority of the people in any locality very often fail to realize the great good which a municipal auditorium offers its people.

"First of all, the auditorium affords the most diversified line of entertainment of any institution in any city. People will attend an attraction at an auditorium which might probably be a concert. The same group of people may

not attend the following night or possibly for two or three weeks. In the meantime, many changes have taken place daily in order to provide accommodations for the people who are attending daily attractions. In a local picture theater it is merely a question of changing the picture over certain periods of time. In our institution, as in other auditoriums thruout the country, it is necessary to prepare for attractions from night to night which are very different in their nature, and which accordingly call for varied preparation. Using an illustration, during the present month, starting February 8, we prepared for the annual Automobile Show which ran during the week of February 10. After the show closed on February 15, there was a complete change in the physical makeup of our main hall and our Exhibition Hall, which was prepared for a basketball game on the 18th. Another basketball game followed on the 20th and another on the 22d. Last evening, February 24, we had a big fight program which called for the usual ring setup and its accompanying lighting equipment and tonight we are prepared for another basketball game which calls for entirely different equipment.

"People attending one form of entertainment very often do not care for a type which might occur on a following night. They do not realize the physical changes necessary, nor do they realize the fact that constant operation provides entertainment for various groups of people, that it calls for a circulation of

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## Beauty Box

Last week we told you of a new stick Cosmetique which we were sure you would be glad to know about and here it is.

### Something Else New

The makers of the Stick Cosmetique also have a brand-new Blue Cosmetique. This is in the form of the cake, and is applied with a brush. It is free from soap and will not smart or irritate the eyes. Stays on because it is water-proof. We have had many requests for Blue Cosmetique, and we are happy to tell you it is now obtainable for \$1 a box.

We also told you about treatment for an oily skin. If the too oily skin has been long neglected so that the pores become enlarged and clogged then it requires this.

### Deeper Cleansing

If the pores have become clogged, due to neglect in properly cleansing the skin of impurities, more drastic treatment is necessary. This clogged matter must be softened up and removed, first of all, especially if pimples and blackheads are below the surface. They may be drawn to the surface and softened by means of a cleansing pack, which is soaked in hot water for five minutes. Wash the face and neck carefully and thoroughly with the cleansing pack, and then rinse with clear, warm water. Your efforts will be well rewarded, and it will be a real joy to watch your complexion improving under your own guidance.

### For a Sweet Mouth

Many of our traveling friends have asked if we knew of a mouth wash and antiseptic that could be conveniently carried while traveling. We have recommended several very reliable ones, but a traveling objection was the bottle container, which was constantly in danger of being broken or spilled. We are glad to tell you about an ideal mouth wash and antiseptic that comes in small capsule form. Each capsule contains a definite, uniform and adequate amount of this antiseptic, just the right amount, too, and they can be carried in your purse or pocket so that they may be used at work, traveling or under any circumstances. No bottle to break, no liquid to spill, no wastage.

Keeps the mouth and throat sweet and clean, and is also a deodorant. Has many other antiseptic uses and should be used whenever it is a question of hygiene. Try a box of these and you will keep them on hand always. A box of 100 capsules costs only \$1.

### Actresses Recommend Theatrical Cold Cream

A very fine and pure theatrical cold cream which we know of is also one of the most effective skin cleansers. Not only an excellent cream, but an economical one, too. Performers declare it is unexcelled for makeup because it spreads smoothly, and being almost non-greasy is absorbed by the skin without pore clogging. The manufacturers claim that it positively will not grow hair and Madame may use it frequently during the day to cleanse face, neck and hands. A half-pound tin costs 50 cents.

### In a Star's Dressing Room

Just the other day we visited a well-known Broadway star's dressing room. Among other things what did we spy in a very handy place but those soft cleansing tissues which we have been telling you about in these columns. Seizing the opportunity we asked this stage beauty what she thought about these tissues. "Why, I never use anything else," said she. "I couldn't think of using rough cloths for taking off my makeup, and I can hardly believe that any modern girl who wants to keep her complexion nice would ever try to remove her creams and makeup with a soiled, old cloth." Them's her words, gals, and I wish you could see her rose-petal, peaches and cream complexion, too. If you aren't using the soft, lovely tissues, we will be glad to order samples sent to you. There's simply no use in our telling you how to gain and keep your school-girl complexion if you are going to mistreat it in other ways.

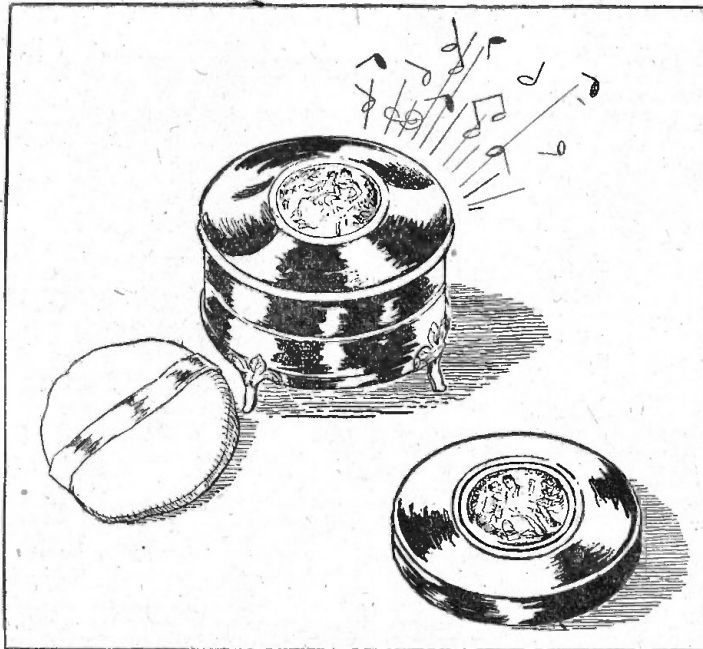
### Makeup for Photography

To those interested in making up for the movies a booklet containing valuable hints will be sent upon request.

# Feminine Frills

By JOSEPHINE M. BENNETT  
(Communications to 1560 Broadway, New York)

## Singing in the Dressing Room



WE HAVE ALL heard about *Singing in the Rain* and *Singing in the Bathroom*, and now, lo! and behold, girls and boys, you can be singing in the dressing room or boudoir, as the case may be, for we have found the trickiest little powder box you can imagine. Lift off the cover to get a dab of powder and it starts right in to play you a tune. Honestly. We picked out a grand blue one that plays *I'd Rather Be Blue Over You*. They come in all colors, you know—pink, blue, green, lavender, gold and black, in French moire and enameled cloisonne finish. On the cover is a beautiful little French miniature, too. It is sketched in the above illustration. Beautiful, unique and useful. Holds powder and puff, besides playing you a tune to keep you happy, and all for \$3.

ANOTHER POWDER BOX, non-musical, but made of the same beautiful enamel with the little French miniature on the cover, is made by the same Swiss manufacturers. It is smaller than the tune-playing box, but is just too beautiful for words, you will have to see it yourself to realize it. Come in all the delicate pastels (as those above) and we specially like a beautiful shade of rose-lavender. Lovely to match with your dresser set, and handy for traveling as the cover is tight and the powder cannot spill. Nice for bridge prizes and gifts, too. These cost but \$1, and we are very sure that you will be delighted with either the musical powder box or this smaller powder box.

WASHABLE and fabric gloves are going to be smart and very much in use this season. Really they are the most satisfactory in the long run, especially when one must be freshly gloved as a matter of fastidiousness. Fabric gloves wear longer, too, besides having the virtue of being washable. Women who have discovered the secret of laundering fabric gloves successfully and easily use glove driers made of rust-proof wire, lacquered in turquoise blue. Accommodate any size glove, as the wire may be compressed. A rust-proof aluminum hook is attached to a swivel, which can be adjusted to hang in any direction. Ideal for the traveler or to use in the dressing room for sudden emergencies. And they are 25 cents a pair.

EVERY NOW and then we receive an inquiry from some young mother of a

boy or girl who cannot be left behind while mother travels with the show, but who must be educated. There is a school in New York for professional children which prepares a correspondence course that is really liked by the kiddies. As they must turn in their lessons with regularity, they simply must study. It is not a boarding school, but a daytime school for professional children.

SCIENTISTS ESTIMATE that the average woman spends seven full years of her life in the care of her skin and hair. She is successful or not according to the knowledge she may have concerning both, but she is often more ignorant than wise as results too plainly show. A popular book, written by one of the foremost dermatological experts in America, explains the functions of the skin, its care, and the care of the hair and scalp, besides many other vital beauty and health subjects of interest to women. Price, \$1.50, plus 15 cents postage.

LOOK, GIRLS, isn't this just what you have been wanting? Something to stop, immediately, a run in your stocking or lingerie. Well, here it is. We found a preparation that when applied will stop a run instantly, and it only takes one drop, too. It will stop a run, snag or drop-stitch. May be applied while the stocking is being worn, as it dries immediately and will not affect the most delicate skin. When used immediately, the stocking does not get long, unsightly runs that make further wear impossible. Many women apply it to the heels and toes of new stockings, thereby giving them far more wearing qualities. Handy-sized tube costs 25 cents.

HERE'S ANOTHER bargain: Genuine full-fashioned pure-silk stockings, in chiffon or service weight, listé welt, in all the newest colors. We found an exclusive shop where they can be purchased for 95 cents a pair, plus 15 cents postage. Guaranteed perfect. One of the nicest colors, which we offer by way of suggestion, when ordering, is called Blond Dore. Another is Plage. These stockings are excellent values and will help to cut down the high cost of silken ankles.

## Footlight Fashions

### Shorter Skirts In New Shows

Yes, ma'am, and mister, we have noticed a few knees lately. Some of them were seen in recent vaudeville acts at the Palace Theater, others were on beautiful exhibition at the Paramount Theater presentations.

But particularly we noticed the short skirts worn by Hope Williams in *Rebound*, a new comedy at the Plymouth Theater. A striking red crepe frock worn by this clever little actress was belted at the normal waistline, from where the skirt fell and draped itself into circular fullness just a little bit below knee length. The V neckline is decorated with rhinestones—prettily placed, and a white silk tie gives an interesting touch. The white silk and rhinestone decoration is seen also at the wrists.

Miss Williams was a lovely picture in a pale pink satin evening gown. The bodice, made with a deep V, was belted at the high waistline. This gown carried a long skirt, however, being clear down to the floor in back and about ankle length in front. The dipping hemline was very effective.

### Helen Menken Wears Lace and Tulle

The *Infinite Shoeblack* is the odd title of a new play opened at the Maxine Elliott Theater, in which Helen Menken is starred. Most of the gowns date back to 1914, 1916 and 1920.

In the second act Miss Menken wears a sheer-black lace frock. A peplum of stiffened lace falls over the skirt which is full and dips at sides and back. There is a soft little ruffle of lace at the neckline, and dearie me, if lovely Helen wasn't wearing lacy little mitts on her hands. A hat of black lace is worn without a crown, and a black-lace parasol completes a fetching ensemble.

Miss Menken was charming in a frock of pale yellow tulle. The bodice cut on princess silhouette was of satin and tulle and the tulle skirt was soft and billowy. Simple and lovely, and strikingly beautiful against a most beautiful scene in Cairo.

### "Those We Love"

Here's another fascinating comedy drama at the John Golden Theater. Brightly colored sports clothes and riding habits are seen frequently thruout the play. In the first act Madelein King wears a riding costume of tan breeches and a bright red-flannel coat.

Helen Flint is vivacious in a smart riding habit with breeches and shirt and tan-colored sweater. Miss Flint looks sweet, too, in a lemon-colored taffeta gown with tight-fitting waist and molded hips, with long, full skirt. A short wrap of matching color was effective.

### Fashion Reports

That attire is to take on a Grecian design. The trend is seen already in some of our stage styles, particularly in *Death Takes a Holiday*, the new Shubert drama. Gowns and frocks are of classic outline. Mary Nash was seen recently in vivid gowns reflecting the Grecian influence.

### Paris Says

We can wear our skirts for daytime a bit shorter. We like that, and somehow Miss America of 1929-'30 just couldn't get used to wearing her skirts long for daytime wear.

For evening wear, there is no doubt about it, the long, bouffant lace and tulle dresses are graceful and charming. So, it looks like we are going to have two skirt lengths, short for daytime and long for evening, and this, at last, seems sensible.

Colors new and chic are in corals, hennas, reds, and printed crepes are going to be big favorites. Bright prints on black backgrounds will predominate.

## When Ordering

All articles mentioned in this column and in the Beauty Box may be ordered thru *The Billboard* Shopping Service. Remittances should be in the form of money orders or certified checks. Please do not send personal checks or stamps. Address correspondence to *The Billboard* Shopping Service, 1560 Broadway.



**Costumers**

By CHARLES CROUCH  
Communications to 1560  
Broadway, New York

EAVES COSTUME COMPANY is furnishing costumes for Lee Shubert's production of *Siberia*, starring Richard Bennett.

HELENE PONS designed special costumes worn by George Jessel in *Joseph*.

BROOKS is furnishing the costumes for *Elizabeth and Essex*, the William P. Tanner production, which features Hal Skelly and Mary Duncan.

BRYN MAWR COLLEGE production of *Hernani* displays costumes by Eaves Costume Company.

MME. BERTHE is executing costumes designed by A. Vasilchikov for the vaudeville act featuring Moudinl.

CHARLES CHRISDIE is furnishing costumes for the following productions: *The Gorilla*, Hippodrome Theater, Baltimore, Md.; *Rain*, Orpheum Theater, Reading, Pa.; *The Wooden Kimono*, Gifford Players, Springfield, Ill.; *The Bad Man*, Capitol Players, Albany, N. Y., and *The White Sister*, Jane Hastings' Stock Company, Mt. Carmel, Pa.

COSTUMES for George C. Tyler and A. L. Erlanger's revival of Sheridan's *The Rivals*, starring Mrs. Fiske, will be furnished by Eaves Costume Company.

THE THEATER GUILD used costumes executed by Brooks for the production of George Bernard Shaw's *The Apple Cart*.

DAZIAN is displaying metallic Lahn cloth in gold, silver and varied colors; also unusual embossed duvetyne in modern designs.

PRODUCTIONS for which Brooks Costume Company recently supplied costumes are Lew Leslie's *International Revue*, George White's *Flying High* and Ziegfeld's *Simple Simon*. Costumes are now being designed and executed for George Ford's *Nell Gwynne*.

THE WOODEN KIMONO, current attraction at the Rialto Theater, Hoboken, N. J., displays costumes by Charles Chrisdie.

**Stage Employees and Projectionists**

By CHARLES CROUCH  
Communications to 1560  
Broadway, New York

ROAD CALLS. The Star Theater, Sedalia, Mo., and the Municipal Auditorium, Shreveport, La.

WALTER CROFT has completed successful negotiations for Local 43, St. Joseph, Mo., with the management of the Crystal Theater whereby as many local members as necessary will be employed at overtime rates to do building.

ED TINNEY has negotiated contracts for Local 486, Sault Ste. Marie, Mich., with the Beatty management whereby the local will receive an 18 per cent increase and improved working conditions.

JOE CAMPBELL has completed the negotiation of contracts for Local 380, Oklahoma City, Okla., with the Paramount and Fox Film exchanges.

LOUIS KROUSE has been assigned to Local 342, Butler, Pa., to assist in settling a controversy with the management of the State Theater.

WILLIAM J. HARRER, vice-president, will attend a meeting of Local 9, Syracuse, N. Y.

WILLIAM C. ELLIOTT, vice-president, will attend the joint meeting of Local 12 and Local 386 at Columbus, O.

LOCAL 657, Leavenworth, Kan., has requested that Walter Croft be assigned to settle the dispute with the management of the Lyceum Theater regarding sound contracts.

WILLIAM A. DILLON has been as-

signed to Local 505, Waltham, Mass., to investigate a wage disagreement. He will also visit Local 89, Holyoke, Mass., to effect a settlement in the dispute with the management of the Playhouse Theater.

LOCAL 354, Tulsa, Okla., has requested that Joe Campbell be assigned to settle existing difficulties in Tulsa.

WILLIAM P. COVERT will attend a conference in Montreal, Can., between Local 262 and the Managers' Association.

THE CONVENTION of the International Alliance of Theatrical Stage Employees and Motion Picture Operators will be held at Los Angeles the first week in June.

OFFICERS of the recently installed Local 688, Harlingen, Tex., are: J. H. Kidd, president; P. A. Dockstater, vice-president; L. A. Woodward, treasurer and financial secretary; L. B. Justice, recording secretary.

MORE THAN 5,000 persons attended the 10th annual dance of the Theatrical Protective Union, 31, in Madison Square Garden. S. L. Rothafel was made an honorary life member of the union and received a gold badge of membership.

A DINNER-DANCE was given by the Tri-City Projectionists' Association, consisting of Local 285, Troy; Local 314, Schenectady, and Local 324, Albany, at the roof garden of the Hotel Ten Eyck, Albany, N. Y., at midnight, February 32. An address of welcome was made by Hon. Henry C. Fagal, Mayor of Schenectady. Harry M. Brooks acted as toastmaster, while speakers of the evening consisted of Mayor Fagal, Hon. George R. Lunn, commissioner of public safety; Fred J. Dempsey, vice-president IATSE & MPO; Hon. John F. Williams, State senator, and Hon. Maurice Whitney, member of assembly. Music was furnished by John Finke and his "Quaker State Boys". A fine menu was served. The attendance was very good.

RANDOM NOTES—By Wesley Trout  
BROTHER C. A. DENTELBECK, Toronto, has been elected for the 14th consecutive year president of Local 173. Dentelbeck is chief projection engineer for Famous Players Canadian Corporation.

HOWELL A. PARKER, Kansas City, who was doing installation work for Pacent and Biophone sound equipment companies, is now connected with the Campbell Engineering Company in a similar capacity.

EDDIE COMI is in charge of the repair department of the National Theater Supply Company at Boston.

F. H. RICHARDSON, Local 306, editor of the Herald, has moved from South Lynn, Mass., to New York City.

**Theatrical Mutual Assn.**

By DAVID L. DONALDSON  
Grand Secretary-Treasurer

BOSTON LODGE NO. 2.—The 42d annual benefit show of this lodge was held Friday afternoon, February 21, at the Colonial Theater. Nearly four hours of excellent entertainment was presented by acts from the local theaters, including James J. Corbett and Neil O'Brien, Sotthy Holmes and his band, William O'Neal and male chorus of 30 from *New Moon*, at the Shubert; E. E. Clive and Company, of the Copley Theater; Jack Miller and his Statonians, Nancy Searls, Harry Le Marr, Wade Booth, Romaine and Castle, Geoffrey Whalen, Arnold Trio, Martin and Rose Emmett, and Nina Caponie.

The masters of ceremonies were Bob Emery, a popular radio announcer; Buddy Shepard and Art Spaulding. The stage was under the direction of Joe Hogan and Frank Meagher.

William McKinley directed a fine orchestra, furnished by Boston Local No. 9, Musicians' Protective Association. A. L. Erlanger kindly donated the Colonial Theater, and Boston Lodge, IATSE, furnished the stagehands.

James Duffy, of the Orpheum Theater,

**Scenic Artists**

By CHARLES CROUCH  
Communications to 1560  
Broadway, New York

TOM ADRIAN CRACRAFT has taken up his duties as staff scene designer of the Rialto Theater Guild, Hoboken, N. J. The organization is also known as the Old Rialto Stock Company.

ALBERT AMEND is the scenic artist with the Erlanger Players opening in the near future at the Erlanger Theater, Atlanta, Ga.

WARD & HARVEY recently completed the finale setting for Lew Leslie's *International Revue*.

ALEXANDER CHERTOV has completed settings for the Second Avenue Theater.

LOCAL 829 reports the death of two members, Frederick Jones III and Ludwig Melne.

A. G. VOLZ, business representative of the United Scenic Artists, has returned from a visit to Philadelphia, where he visited the Jarin Studio, the Davis & Reed Studios and the Frankfort Theater, where William Griggs is engaged as staff scenic artist. It is expected that the company at the Frankfort Theater will move into a Brooklyn, N. Y., theater.

ALEXANDER STROBL is furnishing luminous ghost effects for *The Blue Ghost*, a Jimmie Cooper production.

THE EXECUTIVE BOARD of the United Scenic Artists attended the ball given by the International Alliance of Theatrical Stage Employees in Madison Square Garden.

WILLIAM SAULTER, designer with Famous Players, has sufficiently recovered from his recent illness to take a sea voyage.

GUS WOLFF is reported ill and confined at present to the Foreign Hospital.

ROLLO WAYNE is designing settings for *Serenade*, which will be revived by the Shuberts.

won the honor badge by selling nearly \$200 worth of tickets.

The committee in charge of the affair consisted of Edward M. Barry, chairman; Walter Nason, treasurer; Edward A. Coady, press; James Duffy, talent, assisted by James O'Rourke, Thomas Callahan, Albert Poole, Frank Hill, George Lee, Oscar Watson, Edward Broom, Harry Peyser, William Meagher, John Donovan, Leslie Lockwood and George Knight.

A special vote of thanks was sent by the committee to Erlanger for his kindness in giving over the fine Colonial Theater.

CHICAGO LODGE NO. 4.—This lodge has elected and installed the following officers for 1930: Al Garlick, past president; Paul Woodrow, president; Al Shreab, vice-president; Frank Galluzzo, financial secretary; Charles Hourowitz, recording secretary; Walter Deetzte, chaplain; Walter Risto, sergeant at arms; William Lubin, trustee, and Mark D. Gelder, physician.

Frank Galluzzo was on the sick list with double pneumonia, but Dr. Gelder now has him on the road to recovery. This lodge will run its annual boxing show some time in May. Full particulars will be given later.

SAN FRANCISCO LODGE NO. 21.—The regular meeting was held at midnight, February 11, when six candidates were initiated. Several more applications were presented, and these will be put thru at the March meeting.

The meeting drew a large attendance. The group insurance was brought up, and more than 30 members have already signed applications. It is expected that the entire membership will be signed up in a short time. Brother John Harris, recording secretary, assisted by Brothers Robert Wakeman and Charles Luttringer, compose the committee in charge of this matter.

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## LONDON

By COCKAIGNE

Marchants, Haddenham, Thame.

The Billboard on sale at GORRINGES, 17 Green St., Leicester Square, and DAW'S, American News Agents, 4 Leicester St., Leicester Square.

## Legitimate Stage

LONDON, Feb. 11.—The hit of the week has been *Honors Easy*, Roland Pertwee's new play at the St. Martin's, which, though purely a comedy of the theater, is highly entertaining and got a great reception. The debut of Diana Wynyard as leading lady was a tremendous success and provides the London stage with that ever-welcome asset, an actress of great beauty and unusual technique in characterization.

Almost a *Honeymoon*, the farce by Walter Ellis in which Gerald Pring and Renee Kelly have been amusing the provinces as a preliminary to the West End, opened at the Garrick last week and was very well received. The piece is capitally acted—the company including Grace Lane and Lamont Dickson—but the story, based on bedroom complications, is of a pattern so familiar to London theatergoers that it stands less chance of holding its own in town than it did in the country.

An interesting production to lovers of Charles Lamb and his works is the Everyman's current offering, *Charles and Mary*, dealing with the life of Lamb. The cast has been well chosen and the members cleverly give a semblance of reality to their embodiments of Charles Lamb and his circle. Peter Ridgeway is particularly good as Lamb and Joan Temple (the author of the play) as his sister, Mary, and the enthusiasm which marked the first night's performance of this delicate and charming play is being repeated nightly.

Ben Welden's performance was the outstanding feature of the new Masses' Stage and Film Guild's offering on Sunday of Upton Sinclair's *Singing Jailbirds* at the Apollo. Next week Ben Welden will play in a Venturers' Society presentation of *Camille in Roaring Camp*, a skit on the classic *Lady of the Camillias*, in which, by the way, Tallulah Bankhead is to open shortly in the West End. Other members of the cast along with Welden will be Margaret Bannerman, Sara Allgood, Vera Pearce and Leslie Mitchell.

Fred Duprez is producing on Monday next for a four weeks' tryout at Bradford a comedy-farce, *My Wife's Family*, in which he himself will play the principal part.

*Frankenstein*, in a new version by Peggy Webbing, got a promising sendoff last night at the Little. This famous thriller has been well served by Miss Webbing and the cast, and should do as well in town as it has done recently in the provinces, where the same company, including Hamilton Deane and Henry Hallatt have been appearing.

An amusing Anglo-American comedy, *Owner Gone Aboard*, was presented with great success at the Q Theater last week, with Sybil Jane, Ian Bracedent, Sheila Barry and Rupert Harvey enacting the various English and American roles. This is a play worth consideration for, say, repertory theaters on both sides of the Atlantic.

Alan Mowbray, most of whose stage work has been done your side, is the author of *Dinner Is Served*, produced at the Players' Theater Friday, after being already successfully done in New York. The company here includes Robert Coote and Lester Matthews, the latter returned from playing in the New York version of *Many Waters*.

Maurice Browne, following his boom with the all-male cast of *Journey's End*, has acquired for production another play with no female characters. This is by Stephen King-Hall, with whom Ian Hay collaborated in *The Middle Watch*, and the action of the drama centers round the Battle of Jutland.

Ivor Novello's *A Symphony in Two*

*Flats* leaves London February 22 for a tour of the provinces, to be followed by a visit to America.

A new production society, the 1930 Players, opens next week at the Century Theater with a new play by Elizabeth Baker, *Penelope Forgive*, in which Clare Greet will have an important part.

Daly's Theater, purchased by Isadore Schlesinger last June for \$1,150,000, is again up for sale. Two prospective purchasers are rivals for ownership of the property, one being a theater firm and the other a stores group. The theater world is watching the outcome with interest, for in spite of the new and up-to-date houses now erected or in course of erection in London, the tradition of Daly's is worth a great deal to any management.

The Ritz, the new theater in Cambridge Circus of which Lee Ephraim has obtained a long tenancy, is the house which, it was announced last year, Ziegfeld would open with his *Follies*. The Ritz is most centrally situated and suitable for such pieces as *Rio Rita*, which Ephraim is putting on there as the opening show—and seats 1,650 people.

Judgment was given yesterday in the House of Lords in favor of Barrie Oliver, in the matter of the jury's award to him some time ago. This was a sum of \$5,000, to be paid by Herbert Clayton and Jack Waller, Ltd., for loss of publicity to Oliver, who alleged breach of contract in that the management had failed to cast him for one of the three leading parts in *Hit the Deck*. The jury's finding had already been upheld by the Court of Appeals, and the latter's judgment was again upheld yesterday by the Lords, the Lord Buckmaster described the damages awarded as "extravagant".

## Vaudeville Field

Interest was given to the Palladium bill yesterday by the appearance of two turns making their first appearances in England—Bud and Jack Fearson, and Rogers and Wynne. America bulks large in this current bill, which includes Browne and Lavelle (going fine this side), Rich Hayes, Fransky, Scamp and Scamp and the Matthews Sisters (sisters of Jessie Matthews, the revue star at present in New York), who are rapidly forging their way ahead in the variety world. George Robey is toplining, and Mabel Russell (ex-M. P.) returns to the stage in a sketch along with Gerald Ames and a supporting company.

Rogers and Wynne will remain in Europe for some time as they plan to play on the Continent after their English dates are completed.

American vaudeville artistes scheduled to play first seasons in England this spring are Al Weiser and Norman Ward, and Horace Heidt and his Californian Band.

The Holborn Empire show this week offers Teddy Brown, Gue-Tsang Troupe, Jimmy Ferguson, Belle Avalon, Eddy Bayes, Billy Caryl, Kismet Sisters and Talbot O'Farrell.

Ross and Sargent are joining the Co-Optimists, who are reorganizing their artistes and proposing to take the London Hippodrome for a long season. Other newcomers will be Elsie Randolph, Herbert Mundin, Mimi Crawford and Joan Barry.

Hugh Ormond, Phyllis Dare, The Barrettas, Power's Elephants and Willy Lancot and Company are featuring at the Coliseum.

Harry and Marjorie Ristori are returning via England from South Africa to New York, where they are due to open March 15.

A Roger & Hart revue is to be the vehicle for Jessie Matthews' return from the New York stage to London. Sonny Hale will play opposite her.

Hamilton Conrad and his Performing Pigeons; Mason and Royle, comedy dancers, and Two Latabars, eccentrics, are among African Theaters, Ltd., bookings, and sailed for South Africa last week.

Richard Hardman, publisher and songwriter, is visiting London on behalf of Henry Ford's interest in old dances as opposed to modern ones. The scheme is to found a Henry Ford school of dances in London if there is enough likely support forthcoming, and Hardman sails this week for New York to report progress.

Gloria Buskel is a newcomer to cabaret at the Cafe Anglais, Naunton Wayne being a popular turn there this week.

Lillian Au Fait has joined the Piccadilly Playtime show, where the Greenlee and Drayton Quartet remains along with Hartya and Enrique.

## PARIS

By THEODORE WOLFRAM

Hotel Stevens, 6 Rue Alfred-Stevens

The Billboard on sale at BRENTANO'S, 37 Ave. de l'Opera; GRAND HOTEL, Blvd. des Capucines, and METRO, Place Pigalle.

PARIS, Feb. 19.—The reduction of amusement taxes should have a good effect on all the categories of theaters. Until the new regulations are more clearly defined, it is difficult to state whether circuses, cabarets, dance halls and outdoor shows have been included in the list of those benefited. It will interest American vaudeville artistes to know that within a few weeks Paris will have at least two more music halls.

A record-breaking number of stage, screen and concert celebrities arrived in Paris last week. Among them were Gertrude Hoffmann and Ferral de Wels, dancers; Gilbert Miller, producer; Toto Novello, clown; Jesse Lasky, Jr.; Arthur Gaines and W. T. Powers, of the Paramount; Julius Steger, of Fox Film; Gall-Curci, soprano; Ely Ney, A. Tansman and Geraldine Leo, pianists.

Swan Ringens and her American Diving Beauties, Helen Lemlee, Ann Booker, Peggy La Rue and Chickie Grey close their engagement at the Cirque d'Hiver tomorrow, and leave shortly for Berlin, where they will open at the Circus Busch.

Among those taking part in the charity ball of the Paris dressmakers, at the Opera last Thursday, were June Roberts, Eddie Mayo and his Vagabonds, Roserae, Capella and Sylvio, Corn and Dixie, and other music hall and cabaret stars.

Carol Sax and his Paris American Players closed their run of *Holiday Saturday*, and are now presenting their final offering, Eugene O'Neill's *Beyond the Horizon*.

Montmartre will soon have another vaudeville house in the old Cigalle, part of which is being transformed into a music hall, which is slated to open in April.

Galli-Curci, who arrived in Paris last Friday, has left for Prague, where she opens a concert tour which will last until the end of April.

The directors of the Empire Music Hall are negotiating with Al Jolson for an engagement at that house in June.

The Simmons University Cowboy Band, of Abilene, Tex., is coming to Europe to give a series of concerts in June. The 50-piece band will be accompanied by the cowgirl pep squad.

Sam Sturgis, of the dance team of Short and Long, is spending a few days in London with his wife and week-old baby.

Lorna Germaine and Ethel Hellitt are appearing with the Manger Tillerettes in a dance revue, *Illusions*, at the Paramount Theater.

The Moulin Rouge Cinema will change back to its former policy of spectacular revues and music hall some time in April.

Yvette Guilbert will give her final concert of the season in Paris tonight, at the Salle Gaveau, after which she leaves for Barcelona, Budapest and Berlin.

Vasil, Reg and Ruby, in their Hawaiian specialties, are a feature of the new bill at the Cirque Medrano.

Paul Gordon, American wire walker, has returned from a tour of Central Europe and will open at the Cirque Medrano next week.

June Roberts, American dance star of *Rose-Marie*, was the attraction at the Bal Tabarin matinees last week.

James Pickard and his Chinese Synchronators open at the Cirque d'Hiver Friday.

Lola Hutton Helen Vaney gave a dance recital at the Studio des Ursulines last Saturday.

Peggy Vere, English dancer, will be a feature of the new revue at the Concert Mayol.

Jack Hylton and his boys will give a concert at the Salle Pleyel March 20.

Prince Tokio left Monday for Algiers, where he will play at the Casino Music Hall.

Germain Aeros, with a slap-stick wire act—most of which is performed off the wire—is the comedy hit of the Cirque d'Hiver.

Chickie Grey has left the Swan Ringens diving act, and will return to New York shortly to go into vaudeville.

Lisa Duncan gave a dance recital at the Comedie des Champs-Elysees last Saturday.

Albert Morini, American concert im-

presario, is in Paris arranging to open a permanent office.

Paige and Jewett are presenting their unicycle act at the Bobino Music Hall.

Wiser and Ward leave for London soon to open at the Coliseum.

Raquel Meiler will give a song recital at the Salle Pleyel March 15.

Jackie Collier, wire walker, has returned from Belgium.

Dora Stroeve is entertaining at the Bosphore.

## Along the Riviera

The carnival season is in full swing all along the Riviera, with its carnival parades, flower battles, confetti battles and masked balls.

Bell and Lee, Stelle and Mills and the Novelle Brothers are appearing with Horace Heidt and his Californians at the Cafe de Paris, Monte Carlo.

Noble Sissle's orchestra is playing at Ciro's, Monte Carlo.

Annette Kellermann is appearing at the Casino Municipal of Nice and the Casino de Menton, this week, in a dance and physical-culture demonstration.

Walter Rummel, pianist, gave a concert at the Palais de la Mediterranee Tuesday.

The Sparks Ballet and Gregor and his Gregorians are the attractions at the Palais de la Mediterranee, Nice.

Long Tack Sam and his Chinese Revue and Billy Arnold's Jazz are the attractions at the Ambassadeurs, Cannes.

The Versatile Four and the Can Can dancers from the Bal Tabarin are at the Kit Kat Cabaret, Cannes.

The Crackerjacks Jazz is at the Hotel Martinez, Cannes.

The Utica Jubilee Singers have been giving a series of concerts along the Riviera.

## In the Provinces

The Cirque Fratellini, with the Flying Hartwells and a big circus and menagerie program, opened at Montauban last week, and is now playing Toulouse.

Zoiga and Rachel are dancing at the Pathe Palace, Marseille.

Rose-Marie is the attraction at the Eden Theater, Saint-Etienne.

## Belgium

Lindsay Fabre and his boxing kangaroo, Aussie, are topping the bill at the Scala, Antwerp.

Layton and Johnstone are giving a recital at the Theater Royal, Antwerp, this week.

The American dancer, Beth Berl, and Violet Warland are appearing in *Rose-Marie* at the Casino, Brussels.

Tessie Harrison, American entertainer, is at the Theater des 10 Heures, Brussels.

## Stray Notes

The musical cowboys, the Hamm Brothers, have returned to Europe from South America, and are appearing at the Olympia, Barcelona.

Billie Reardon, New York entertainer, is at Saint Moritz, Switzerland.

## AUSTRALIA

By MARTIN C. BRENNAN

198 Pitt Street, Sydney

SYDNEY, Jan. 31.—Two theatrical failures are noted this week, one being that of Muriel Starr at the Palace Theater, Sydney, the other that of the Ferguson Gordon Players of the Theater Royal, Brisbane. The latter collapse was of no great consequence, but Miss Starr's debacle—for it was nothing else seeing that the artists got no salary—is a great tragedy in the life of one who, for several years, had been such a big favorite in Australia. An American actress of the emotional type, Miss Starr had, at one time, made considerable money in this country. The inroads of talkies on the legitimate show business told its story.

There are but three legitimate theaters in Sydney at present. The Criterion is doing the best business with *Journey's End*. At Her Majesty's just fair attendances are being attracted by *The New Moon*. At the Grand Opera House, Alfred Frith, comedian, is terminating a season which is the reverse of profitable.

At the Fuller Theater, the Ernest Lottinga Company, supported by a couple of vaudeville acts, is in the last week of an inconsistent season. The company is all-British, and outside of the star, probably the worst lot of actors ever brought to this country.

The Theater Royal, which went over to talkies some time ago, subsequently

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## Los Angeles

closing for the want of long-run attractions, reopens tomorrow with Metro-Goldwyn-Mayer's *The Trial of Mary Dugan*, starring Norma Shearer. At the Prince Edward, just across the street, the Maurice Chevalier picture, *The Love Parade* (Paramount) is pulling capacity at every performance.

Horace Keats, who first came to this country 15 years ago when he was pianist to the American Disuse, Nella Webb, left on his return to England last week. In the intervening years, Keats has been constantly engaged as musical director, the last 12 months being with a prominent broadcasting company.

Phillip Lytton, who has been presenting his dramatic company in West Australia, commences a season at the Theater Royal, Hobart, February 3, presenting *Coppy Bicks* and other shows. The Theater Royal has been occupied for some weeks by Allan Wilkie, Shakespearean actor-producer, who has been varying his productions with several old English costume plays.

Nellie Bramley, popular actress who just recently concluded a phenomenal season of 89 consecutive weeks at the Theater Royal, Brisbane, arrived in Sydney last week on a vacation. She is accompanied by her manager, William Raymond. Miss Bramley will probably take up the running in Brisbane again in a few months' time, where her name is a household word.

The new Roxy Theater at Parramatta (N. S. W.) opens next Thursday. This is an elaborate edifice, built in the Spanish style. Eddie Horton, American organist, who has been a popular feature at the Prince Edward Theater, Sydney, for quite a long time, and who resigned some weeks ago, will preside at the organ.

The Empire Theater, recently taken over by Ronn Shafto as a first and second-run picture house, has, contrary to many anticipations, done very consistent business since the opening. This is a comparatively new theater, originally devoted to musical comedy, but, like other houses, lost out when the talkies came along.

*The Land of Promise* and *To What Red Hell* are new productions in Melbourne. The former is Leon Gordon's new show at the Comedy Theater, presented last Saturday night. Gregan McMahon is producing the latter at the Bijou Theater, Melbourne. The only other flesh-and-blood productions in that city are *Nightie Night*, presented by Frank Nell's comedians at the King's Theater, and the George Wallace Revue at the Tivoli.

Vaudeville is being revived in Perth, a show headed by the Paulastos being set down to open in the West Australian city February 8. The Paulastos are English performers, who have been in this country for several years.

Nat Phillips, for almost 17 years a feature of the Fuller Circuit, is now part-lessee of the Bridge Theater, Newtown (Sydney), a house formerly owned by the Clay Circuit. Here Phillips, in conjunction with a very talented company, is doing excellent business.

American vaudeville performers are almost conspicuous by their absence in this country. Practically the last of the Union Theaters, Ltd., importations left this country two weeks ago. It is rumored, however, that a coming policy of this organization will include vaudeville performers from overseas, although this may not eventuate for some few months.

Stage presentations, which have been an outstanding feature of the picture programs at the State and Capitol theaters since their opening, will dispense with this form of additional interest to the picture bill. Each theater has boasted a ballet of exceptional merit, and it is stated that where any of the performers hold contracts—and some are under contract for a couple of months to run—these will be paid off, as the programs are considered too lengthy and talkies provide sufficient interest for patrons. Orchestras are retained at both these theaters.

Things theatrically in Adelaide, South Australian capital, are also far from healthy. Every theater is wired for talkies, and until last Saturday the only theatrical show was that provided by Paul Warton, late of the Flying Wartons, and a revue company at the Garden Theater. The company has closed, owing to lack of support. Usually a show is assured of a good season here during the summer months, but general depression, the large number of unemployed people, and, of course, the popularity of the talkies, have done such a show no good. Adelaide is supplied entirely, at the present moment, with screen entertainment.

## BERLIN

By O. M. SEIBT

183 Uhland Str., Charlottenburg

The Billboard on sale at the Aldon Hotel and at Glende's Newsstand, 151 Friedrich Str., one block from Wintergarten.

BERLIN, Feb. 10.—F. A. Cook, from the Ringling show, was a visitor this week. He saw a number of circuses on his tour in England, France and Germany. Sailing home February 12.

Sarrasani opened with a big splash a few days ago and so far is doing capacity. His new transportable tent is most elaborate and resembles more an Oriental theater than a circus building. Sarrasani has a one-ring show, but what a show! Every imaginable nation is represented with one, two or three troupes and the huge ring is always crowded at each number. The show runs very much on military lines, even Sarrasani's elephants must fall in line, and the pretty ballet does a number in military formation. It would hardly surprise to see the All-Highest War Lord himself entering the arena, doing the goose-step. The Indians from the 101 Ranch closed the show a little after midnight, the show running over four solid hours. With so much spectacle and hardly any comedy on the bill, Sarrasani would be well advised to eliminate some of the animal acts as well as other numbers, injecting comedy instead. Admissions ranging from 25 cents to \$1.65; capacity, 10,000.

Albert Powell at the Scala is termed the most sensational contortionist on a trapeze ever seen here and Jules Marx has signed him up for a return date next winter as well as for all his other

since opening at the Scala February 1 and the act elicits prolonged applause at every performance, going over very strong. Offers from Hamburg, Amsterdam, Dusseldorf and other towns are under consideration.

Berlin's swellest dance restaurant, the Gurmenia, after going broke last January, is now taken over by Alex Schalk, of Munich. Several American orchestras played the Gurmenia last year.

Strong acts in the Breitbart style have little appeal on the public nowadays, yet a lad of 15, Helmuth Liechterfeld manages to pull capacity at the Lieblch, Breslau, the current mouth. When booked for the Wintergarten some time ago he was stopped by the police on the first night, being under age.

The Harry Holt Trio, football on bicycles, now consists of two pretty young girls and the originator, Harry Holt. At the Wintergarten this month they are quite a riot and are stopping the show cold.

Bob Ripa, famous boy juggler, is featured at the Thalia, Elberfeld, having terminated his season at the Cirque d'Her, Paris.

Young China, a troupe of brilliant Chinese contortionists and gymnasts, is an outstanding attraction at the Wintergarten. Despite so many Chinese acts in Germany, this one beats them all and has already been signed up for many months ahead.

UFA has a winner in *Love Waltz*, a talkie featuring Lillian Harvey and Willy Fritsch. This is UFA's first talkie opera and resembles a world's success. Another UFA picture of distinction is *The White Devil*, starring Ivan Mosjoukine, pulling big houses at the Palace am Zoo.

Carpenier-Childs' *The Bachelor Father*, at the Theater Behren Str., has passed the 150th performance and is still going strong.

## Scalping the Scalpers

IF New York theater managers have determined to put an end to theater ticket scalping, and have found a way to do this, they will rid the big city of a long standing and much denounced evil. Also they will banish a popular inference, whether just or not, that these same managers, or some of them, have been in cahoots with the scalpers. Perhaps the residents of New York, being more familiar with the complicated system of disposing of theater tickets, know how to provide themselves with seats without paying extortionate rates. But the guest of the city, seeking to enjoy its most popular bills, is at the mercy of the ruthless scalpers. New York has become so big and so self-sufficient that it does not need to be especially considerate of its visitors and incidental trade with them; nevertheless, an enlightened civic pride and policy would suggest the necessity of protecting these visitors against being held up, even if guns are not used in the process.—*The Kansas City Star*.

## Dallas

The Majestic Theater is now installing Grandeur Film Equipment and expects it to be ready for the showing of *Happy Days* March 7.

Charles E. Kessnich, Southern district manager for M. G. M., was a Dallas visitor last week.

Dave Hochreich, Southern sales manager for General Talking Pictures, was in Dallas last week on business.

M. G. M. local branch has moved into the new home on film row, which was built especially for the branch personnel.

The advance sale for the Chicago Civic Opera has broken all records. Ten thousand dollars was banked the first day of the ticket sale.

## Toronto

When Sir Martin Harvey appeared here at the Royal Alexandra Theater, his wife was not in the cast. Alicia Travers, talented British actress, played the opposite role.

Charles Heystead, well-known repertoire manager, and husband of the late Josie Mills, repertoire star of a generation ago, left an estate of \$33,665, according to papers filed for probate here.

Art Randall and his Royal Fontenello Recording Orchestra, closed their engagement at the Casa Loma Hotel.

Boris Volkoff has been appointed director of Jack Arthur's School of Stage Dancing here. The pupils eventually find themselves playing in the ballet of the big Uptown Theater.

Sid Grauman, famous Hollywood theatrical impresario, is going back into the show business. Grauman said he had been offered attractive propositions by the Pellisier interests, which own the southeast corner of Wilshire and Western, and also by certain property owners in the vicinity of Chinese Theater, who had each approached him in regard to a new Grauman house. He would accept one of the propositions, Grauman said.

Eva Tanguay, noted vaudeville actress, is planning to sell her \$45,000 home on Toluca Lake, and its \$50,000 worth of furnishings, and by next week will have left Hollywood preparatory to going back on the road again.

Conrad Nagel has been selected to play the lead in *The Right of Way* for First National. Loretta Young will play the girl, with Frank Lloyd directing.

It is said that Howard Hughes is negotiating with First National for Billie Dove's contract. His determination is to star Miss Dove in Caddo pictures.

*Happy Days*, the first Grandeur film, had its gala premiere here at the Carthay Circle Theater.

Eric Von Stroheim plays the leading male role in *Three Faces East*, and he is not only discussing the story with Darryl Zanuck and Roy Del Ruth, but he has practically, singlehanded, rewritten the whole scenario.

Noah Beery, who is recovering from a serious illness, has been signed by Warner Bros. for an important role in *See Naples and Die*, the pretentious operetta which is to go into production soon.

Clara Bow's next Paramount picture is to be *True to the Navy*, and will go into production under the direction of Frank Tuttle. Frederick March will be the leading man, with Harry Green in the featured comedy lead.

One of the finest all-star casts will appear in First National's outdoor picture, *Under Western Skies*, which includes Sidney Blackmer, Lila Lee, Clyde Cook, J. Farrell MacDonald, Fred Kohler and Raymond Hatton.

Kay Johnson will play the lead in *Madame Satan*. The music for this production will be written by Herbert Stothart, Jack King and Elsie Janis. Reginald Denny will play the male lead and Wynne Gibson has been signed for the comedy role. Roland Young will be seen in a principal role.

After nine successive and successful years under the First National banner, Jack Mulhall is leaving that company to free lance. He closes his long First National career with the co-featured role with Loretta Young in *At Bay*, and goes with RKO to be featured in James Gleason's *The Fall Guy*.

The February entertainment of the Writers' Club of Hollywood was given Wednesday and Thursday nights at the playroom of the club.

Gary Cooper, film actor, owes W. H. Lichtig and Ben Englander, actors' agents, a total of \$1,875 as commission for acting as his business managers, according to a suit on file today in Municipal Court. The commission claimed is five per cent of Cooper's salary.

Mary Pickford announces that her next picture will be called *Forever Yours*. The story is now being prepared by Benjamin Glazer who will supervise the film.

## Buffalo

Buffalonians are interested in the play, *Those We Love*, primarily because George Abbott, who comes from Hamburg, a suburb of Buffalo, is staging the show, is its coauthor and will play the leading role in it.

Dr. Daniel Davenport, who came here with the presentation of his picture, *Janigo*, at the Erlanger, states that he intends to make an eight months' trip thru the interior of Central Africa and will sail from New York August 15.

Ruth E. Speir has been asked to act as judge in the school chorus competition of the Adirondack Music Festival at the Lake Placid Club May 23 and 24.

## Denver

Maxine Mesch, Denver dancer, went to Los Angeles to join F. & M.

When *Vagabond King* shows at the Denver next month the top price will be boosted from 60 cents to \$1.

*Disraeli* went down town to the America after a week at the Aladdin uptown. *Hit the Deck* is staying at the Tabor two weeks. Nearly hung up a house record the first seven days.

## Around the Loop

CHICAGO, March 1.—*The Billboard* got the jump on the dailies by a day this week with the story of Equity's entry into the movie to end the terrorizing of actors by Chicago gangsters. Dailies carried the story Wednesday. *The Billboard* was on the stands with it Tuesday morning.

There's a strong prospect that the Winnings, Frank and John, two of the best Dutch comics extant, may soon be entertaining patrons of a prominent Loop cafe. There has been considerable discussion of the proposition but no definite move as yet, but if the cafe man doesn't grab the pair he'll be missing a good bet.

Ten mothers convicted of allowing their 10-year-old children to appear in Christmas theatrical performances have been fined \$10 apiece. This is the first time convictions have been secured under the State labor act in 10 years.

Neb Scoville, well-known character comic, has invented and patented a new sort of golf club that, if it turns out as successfully as he believes it should, will put him beyond booking-office worries.

The Tivoli did a tremendous business this week with a special anniversary bill celebrating its ninth birthday. Rubinoff was guest conductor, and the stage bill included George Washington Dewey, the Four Ortons, the Two Gobs, Dorothy Neyville, the Four Harmonists, Helen and Charles Royal and a chorus of 20.

Mitzl returns to Chicago tomorrow (March 2) at the Illinois in a revival of *Sari*. *She's No Lady* occupies the Garrick the same date. Coming to Chicago March 31 is *The Criminal Code*.

Arthur Fuller, author of *Remote Control*, radio drama, is now broadcasting an air thriller of his own invention every Wednesday night from WJJD.

It's o. k. for a married couple to "neck" in a picture theater, according to a jury, which has just awarded Peter and Ruby Dogert \$1,250 for being ordered out of the Crawford Theater because, according to theater attaches, they necked sufficiently to attract the attention and disapproval of the management. First verdict gave them \$800. Set aside, another suit was entered and the jury increased the award \$450.

Up and down the rialto: Monroe is the second Loop theater to install half hour of newsreel pictures. . . . Edith Rogers, violinist, playing the B. & K. houses. . . . Minstrels may not be coming back, but minstrels are—some of them. Trout & Heff have found the going tough and a couple of the troupe trekked back to Chi. from the sticks. . . . Palace booking to be placed entirely in the hands of George Godfrey and the house will continue as a two-a-day, says Billy Diamond. . . . Boyle Woolfolk has one Butterfield house left, on his books. . . . Curtain goes down on successful run of *Street Scene* at the Apollo March 8.

Margaret Perry, heroine of *Strictly Dishonorable*, at the Adelphi, celebrated her 17th birthday Sunday. . . . *Case of Sergeant Grishka*, new RKO picture at the Woods, drew favorable comments from the several hundred critics and theatrical folks who saw the professional preview. . . . John Mulholland, magician, says he knows one Chicago fortune teller who gets \$1,000 apiece from 100 clients. . . . \$5,000 in bonds found in the walls of an old bathhouse that belonged to the father of John Jilson, business agent of the billposters' union, is now drawing interest for John and his brother. . . . Essaness Theaters Company installing enlarged talkie screen in its Embassy Theater. . . . Same company remodeling the old Biograph (what memories the name brings back) and installing talkies.

Whitford Kane's productions at the Goodman, starting on St. Pat's Day, will be in the nature of tryouts with a view to Loop production. Chicago and New York managers interested.

## Milwaukee

The Davidson Theater, legitimate house for the last 40 years, is installing Western Electric sound equipment. With the new equipment installed the theater plans to operate 52 weeks a year.

Bruce Mantell returned to the scenes of his school days when he appeared last week at the Davidson Theater here with the Mantell-Hamper Company under the name of Bruce Hubson.

Wallace O. James, formerly manager of Fox's Wisconsin Theater, this city, and more recently in charge of the circuit's theater at Wausau, Wis., has been

transferred back to Milwaukee as supervisor of the Fox theaters in this city.

Contrary to previous reports, L. K. Brin has not taken over the Capitol and Uptown theaters at Racine. These houses have been taken over by a recently incorporated company known as Racine Amusement Company, of which E. L. Wiesner, Milwaukee film exchange man; Bryan Dragins and Anton Draginis, both of Racine, are the incorporators.

All officers of the Little Theater Players were re-elected at the second annual meeting of the organization held last week. The officers include Alex Klose, president; Marion Croul, vice-president; John Baumgart, secretary; Paul Braun, treasurer, and Joseph Cvengros, recording secretary. The board of directors includes the officers and Alice Grau.

## Albany

S. L. (Roxy) Rothafel, theater owner and radio star of New York City, appeared in the *Radio Revue* at a performance given for the benefit of St. Stephen's Episcopal Church February 25. Mr. Rothafel's trip to Albany was solely for the purpose of giving his assistance to the Rev. C. N. Leyfield, a personal friend and pastor of St. Stephen's Church.

Mme. Alla Nazimova, Russian actress, gave a reading at the State College for Teachers February 21 on Ibsen's famous play, *The Doll House*. The entertainment was under the auspices of the Dramatic Association of the college.

The RKO Corporation is to build a new theater in Albany, having a seating capacity of 3,200, according to reports in real estate circles. It is said that negotiations are now under way for the purchase of the Knights of Columbus building and adjoining property on North Pearl street.

Little Jack Little, stage and air entertainer, son-in-law of Harry Hellman, of the Paramount and Royal theaters, this city, was one of the features at the Strand Theater this week.

## Toledo

Carol People, Toledo diving star, has sailed for Europe, where she will tour the continent, visiting England, France, Germany and Denmark.

Jack Norris, local actor and entertainer, will begin immediately on a talking picture which will be filmed in Toledo, with parts to be taken by local actors. The title of the picture will be *The Racing Fool*, and when completed will be shown in local houses. The Sylvan Theater here will be used for interior scenes and will be the first house in which the picture will be shown. Tom Gardner is owner of the house.

Cella Crowley, former chorus girl on the Mutual Circuit, will be released from a Toledo hospital next week after undergoing tuberculosis treatments for over a year. Harry Winters, manager of the Empire, paid all expenses.

Wendell J. English, organist at the State Theater, has filed suit for bankruptcy.

First Tiffany-Stahl picture since Toledo went "talkie" was shown at the Public Princess Theater. *Lost Zeppelin* was the picture.

When it was announced that Paul Spor, m. c. at the Toledo Paramount, would leave, a petition was circulated, asking that he stay. Eight thousand names signified the popularity of the m. c.

Carl Ashley, showman, was found unconscious in the street here. Police are investigating his story that he was held prisoner by three men for three days, going without food in that period.

Jack Dempsey, erstwhile heavyweight champion and stage player, will appear in Toledo March 10 to referee a boxing show.

RKO has completed a deal for the purchase of the Rivoli Theater property and the house will be closed for several weeks to install talkie and sound devices. This will give Toledo another large talkie house.

One thousand persons attended a benefit vaudeville show here given by a civic club to aid the needy. Jimmy Ward, night club entertainer; Jack O'Connell's *Vita Temple Vagabonds* and a number of others supplied their services. Jack O'Connell, manager of the Vita Temple Theater, directed the show.

Thelma Gardner, local dancer, affiliated with the Public Circuit, will make her second Toledo appearance with the Public show *Streets of Bombay*.

## Minneapolis

Sir Harry Lauder gave two shows February 21 at the Lyceum. A top of \$2.50 was listed. Business was good.

Sir Philip Ben Greet and his company presented *Everyman* and *Twelfth Night* February 22 in the Cyrus Northrop Auditorium, University of Minnesota, under auspices of the University. The gate was 25 cents.

Attempts to close *The Boulevards of Paris*, sophisticated night club on the Midway (main traffic artery between this city and St. Paul), have failed. The club is continuing to advertise and has added a floor show of many chorines. Business is said to be increasing each week.

Yehudi Menuhin, boy violinist, is booked for this city March 10, under the auspices of the Orchestral Association at the auditorium.

The Minneapolis Symphony Orchestra closed its mid-winter tour in Lansing, Mich., to a capacity house, holding an enthusiastic audience. The orchestra arrived in a body in Minneapolis the following day, having left Lansing immediately after the night concert. The tour was a financial success.

Down to zero weather again here and the theaters all felt the sudden change with a 53-degree drop.

*The 19th Hole* followed *Strange Interlude* at the Shubert this week. Business has been good and near-capacity houses marked the two-week showing of O'Neill's elongated offering.

The picture, *Flight*, begins its tour of the neighborhood houses here next Friday.

The Minneapolis Symphony, lately returned from a 13-State tour, will be heard in a concert Friday night at the Lyceum Theater. Mischa Elman will be a guest attraction.

Harry Lauder played to a packed house at the Lyceum.

Tickets for the Yehudi Menuhin (phenomenal boy violinist) concert are moving rapidly, according to reports. The boy appears here at the Auditorium March 10.

John Steel is starred at the Orpheum RKO, while Marveltone is attracting considerable attention, especially among the lesser-clothed sex.

The annual Theatrical Managers' Association show is scheduled for mid-night, February 27, at the Minnesota Theater. Acts from Pantages and RKO Minneapolis and St. Paul theaters will appear on the boards, as will a number of players from the Bainbridge show at the Schubert. Professional artists, now in the Twin Cities but not working, have also agreed to make their appearance for the benefit.

Dusty and Rusty, local black-face radio artists over WDWG, are filling in a number of personal appearance dates in and about the Twin Cities. Dick Farnham, one-time vaudevillian, is "Dusty", and Frank Austin, erstwhile radio announcer, is "Rusty". The pair are well liked among radio fans and have a large fan mail. They have had the team in action for about six months.

## Cleveland

Frances Kromar, who has been the organist at the Uptown Theater, left to make his future residence in South America.

Beginning on Decoration Day, Austin Wylie's Band will play at Chippewa Lake for the summer season.

Bull Montana, movie star and wrestler, is the house guest of Promoter Charlie Marotta during his visit to our city. He wrestled with Young Gotch at the Auditorium last week.

Law Hergett, assistant manager of the Stillman Theater, had his appendix removed last week. Fully recovered by now.

Princess Theater, near the Square, is the first in the city to revert from sound policy back to the silent pictures.

Marie Storz, local girl, is appearing at the Shubert Riviera Theater in New York City.

Jerry Lesser, Cleveland boy, his joined Jack Osterman's *This Man's Town* in Newark, N. J.

Mary Whittendale, wife of the Hanna Theater manager, has returned from a short visit to Kansas City.

Jack Dillard, formerly trumpeter with Al Katz Band, has joined Jack Horwitz's Band, which will play for the Sportsmen's Show at the Public Auditorium.

Irving Fisher, the song writer, was a week-end visitor in the city.

Gene and Glenn, radio favorites, broke all house records at the Willoby Theater last week, people coming over in parties

from Dunkirk, N. Y., and Pennsylvania points; hence their booking in the downtown RKO Palace Theater around March 15 for a week's engagement.

Joe Smith, band leader, has returned from his vacation in Florida and Cuba and is preparing for the opening of Euclid Beach Park in April, where he will furnish the music during the summer months.

Tex Howard and Bee Gilmore, Western flash act, have concluded their local bookings and gone to High Point, N. C., where they will prepare for their outdoor summer season.

The Johnson Brothers, hillbilly team, have returned to the city and are broadcasting now over WHK.

Patsy Webster, local dancer and beauty-contest winner, is now connected with the Jack Belford Booking Office.

Irene Dolly Lane has concluded her local bookings and gone east.

## Hartford

The Majestic Theater has been leased by F. M. Loew's Theaters, Inc., of Boston. Complete renovation is under way and new equipment will be installed. This is the first theater in Connecticut by this company.

*The Blue Ghost*, a new mystery play by Bernard J. McOwen and J. P. Rieverts, opened at Parsons; Jimmie Cooper, producer. Lyle Stackpole, leading lady. B. J. McOwen, Nate Bushy, Douglas Cosgrove, King Calder, Leslie King and Stephen Clark in cast.

All records were broken at Shrine Circus with 70,000 attending. May Wirth and Company, Joyce's Horses, Hill's Elephants and 10 circus acts made a big bill. Coney Island Wonderland side show played to thousands.

## St. Louis

St. LOUIS, March 1.—Beginning Sunday, March 2, the two legitimate theaters here will vie for patronage with two big musical plays at both the American and Shubert-Rialto theaters. Eddie Cantor in *Whoopie* will be the attraction at the American Theater, while the Four Marx Brothers in *Animal Crackers* will be the drawing card at the Shubert-Rialto Theater.

Representative of the Musicians' Mutual Benefit Association appeared before the local Board of Estimate and Apportionment this week and asked that in the budget for the new fiscal year, beginning in April, \$15,000 be set aside for park concerts. Last year \$9,000 was appropriated. Formerly there were 14 weeks of concerts, while last year there were only five.

The Skouras Bros.' Enterprises reopened the Midtown Theater on Sunday after that house had been dark for the last several months, with the first all-talkie in the German tongue to be shown in St. Louis for an indefinite period. *Die Koenigsloge* is the photoplay and in addition several German acts are on the program. The German picture is slated for an indefinite run.

The German Grand Opera Company made its first visit to St. Louis last Friday, Saturday and Sunday when on those three days it presented the cycle of Richard Wagner's *Der Ring des Nibelungen*, giving *The Rheingold* Friday, *The Valkyries* Saturday matinee, *Siegfried* Saturday night and closing with *The Destruction of the Gods* on Sunday night. S. Hurok, manager of the German Grand Opera Company, was well pleased with the business.

Ken Rice, organist of the Orpheum Theater in Springfield, Ill., was in the city for several days visiting with B. F. (Dinty) Moore, genial manager of the Orpheum Theater in East St. Louis. Mr. Moore just recovered this week from a severe attack of influenza.

Eugene Goossens arrived in the city on Monday of this week to serve for a month as guest conductor of the St. Louis Symphony Orchestra. This is his third engagement here in as many consecutive seasons. The first symphony programs were held February 28 and 29 at the Odeon, with the first popular concert scheduled for Sunday afternoon, March 2.

Out-of-town theater managers who were among other *Billboard* callers this week were Gus Sarasots, owner of the Strand and Vaudeville theaters in Springfield, Ill., who was en route to Hot Springs, Ark., for a three weeks' sojourn, and Joe Lyman, owner of the Regal Theater in Whitehall, Ill., who was in St. Louis on a buying trip.

# Actors Equity Association,

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BERTON CHURCHILL  
Second Vice-Pres.

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PAUL DULLZELL  
Executive Sec'y-Treas.  
CHARLES DOW CLARK  
Recording Secretary  
PAUL N. TURNER  
Counsel

## Special Notice as to Contracts

A contingency which is doubtless causing a great deal of concern to certain of our members is now cleared up by a ruling of the Council, which reads: "ORDERED that members of the Association, in making engagements in legitimate productions, shall make no agreement in connection with such employment contract which gives the manager any control over their services if and when the play is presented in any picture form, nor shall such member as condition of taking an engagement in the legitimate field give or contract to give the manager any interest whatsoever in any money or other benefit or advantage which the member may obtain or secure thru the rendition of his services in any picture based upon the play rendered at any future period.

"RESOLVED that managers and members be notified accordingly."

## We Become Involved

As part of the general situation in Chicago, with regard to racketeers and their trade, Equity received work that tribute in various forms was being exacted or demanded of Equity members in Chicago.

Accordingly, the Council, about two weeks ago, instructed Frank Dare, its Chicago representative, to investigate these complaints and to report back to the Council his findings in the matter.

When the officers and Council learn from Dare to what extent Equity members are affected by these activities, it can better determine what action should be taken and how to go about taking it.

## The Value of a Call

Around the first of the month a quite well-known comedian called at Equity headquarters to discuss with one of the representatives there the contract which he was then considering. The representative noted in his next daily report the name of the play in question.

The value which that call may have is apparent now, for recently the actor re-appeared at headquarters to say that the first page of that typewritten contract had been exchanged for another which did not refer to any particular play.

Now if an arbitration should be re-

quired to clear up the question as to whether the actor was engaged for a definite play, or just for a play, the report of that representative, made at the time and before the question of whether a play had been mentioned or not had been raised, would have considerable weight.

That actor may yet have occasion to be glad he dropped in to talk over his contract.

## Television 20,000 Miles Away

While we are yet concerned with the adolescent problems of talking pictures and their possibilities, word comes that the indefatigable research workers on the staff of the General Electric Company laboratories at Schenectady are already deep in the study of television over great distances.

The transmission of pictures by wireless has been an accomplished fact for more than a year. It was even possible to transmit a one-act play a short distance. But there are serious problems occasioned by the transmission of these sights and sounds over a considerable space. And these will have to be solved before commercial television becomes a factor with which we shall have to reckon.

The picture transmitted was simply a rectangular design in black on a white card, but it bounded from Schenectady to Sydney, Australia, and bounced back again (a distance of about 20,000 miles) in about one-eighth of a second. Of the technical difficulties in the way, Dr. E. F. Alexanderson, expert in charge of the research, had this to say:

"There are ripples in the ether such as there might be in a pail of water. When you look into a pail of water having a rippled surface, the reflected image of anything is indistinct, the lines of the picture being exaggerated and somewhat fuzzy. In this television broadcast it was much the same as the this image seen in one pail of rippled water had been reflected in still another pail of rippled water, corresponding to the broadcast back from Australia. Naturally, there would be considerable distortion. The experiment was carried on for about five minutes, and many times during this period the lines of the rectangle were distinct enough for observers to

distinguish the picture which was being broadcast."

The flicker and jumping of motion picture films was one of the hardships of the earliest motion picture fans, but that was eventually done away with to a large extent, and these conditions will also be met in time. So that over the shoulder of the talkies, we see, as it were, television as a factor in theatrical conditions with which we must be prepared to reckon.

## Selling Coal to Newcastle

An American company producing a French classic in Paris in English and done in modern clothes, which has so charmed the French papers that they are advising the members of the Comedie Francaise to study the production to their own advantage, is the very pleasant news conveyed to Equity by Conway Wingfield, of the Paris American Players. He further reports:

"They have also been good enough to say that my performance of the 'Gentleman' will bear comparison with the greatest French comedians of the last two decades, which is very nice, but, I am sure, not quite true. But I am telling you that you may know we are at least not disgracing our calling in a foreign land."

Equity does not know of any reason why the French press should so speak of visiting players unless there was considerable merit in their performances, and it presents its compliments to Wingfield and his comrades of the Paris American Players.

ACTORS' EQUITY ASSOCIATION.

## Chorus Equity Assn.

DOROTHY BRYANT, Executive Secretary

Frequently the association has warned its members not to accept principals' contracts when doing chorus work. The chorus contract, since it was designed to protect small-salaried people, is a far better contract.

In spite of this warning members continue to feel that by accepting a principals' contract they will become principals. The audience judges you by what you do in the production and not

by the contract that you hold. Speaking a few lines and working in the ensemble does not make you a principal—but the principals' contract may cost you money.

The Actors' Equity contract allows five weeks of rehearsal instead of the four in the chorus contract. It does not provide for sleepers and, if you give your notice, it obligates you to pay the fare of your successor to join the company.

Recently the *Nine Fifteen Revue* closed without paying salaries. Ruth Selwyn, the producer, was a member of the Managers' Protective Association, which held the bond. Because of various disputes on the claims of Actors' Equity members payment of salaries from the M. P. A. bond was delayed, but the M. P. A. paid the Chorus Equity all salaries due for its members who were holding Chorus Equity contracts. Payment for those girls who were doing chorus work, but who had been foolish enough to take a principals' contract, was held up pending the settlement of the Actors' Equity claims.

Sign a Chorus Equity contract when you are in the chorus.

Thirty-five new members joined the Chorus Equity Association in the last week.

We are holding checks in settlement of claims for Ivan Alexis, Catherine Devery, Billie Fanning, Elizabeth Huyler, Eva Lewis, Peggy McGowan, Sol Perla, Hazel St. Amant, Ellen Speeler, Florence Sterling and Aylne Thompson.

On March 3 all mail that has been held in this office prior to July 1, 1929, will be returned to the post office. We do not forward mail unless requested to do so by the members. Write to the office and ask to have any mail that may be here for you forwarded.

We are holding packages for Betty Davis (Nanette Dewstrop), Mrs. Howard Deighton, Celeste Maxine, A. Thompson and Sylvia Ulrich.

Are you registered in the Chorus Equity classes? Toe, ballet, acrobatic, tap and dramatic classes are held daily at this office. The cost is 50 cents an hour. Our instruction is of the best and is cheap only because the association is giving a service to its members. The classes are limited and are for members only. Register now.

CHORUS EQUITY ASSOCIATION.

## New Orleans

The receipt of a check for \$2,358.75, the amount realized from a performance given at the Saenger Theater recently for the widow of the late Supernumerary Patrolman Lester Johnson, was acknowledged by Superintendent Ray in a letter of thanks addressed to B. W. Winstanley, manager of Saenger's.

## Atlantic City

Theaters here showing *Nix on Dames*, featuring Mae Clarke, an Atlantic City girl, were packed owing to home-town booster advertisement.

The Globe Theater, which has been dark since Christmas, reopened for a two-week period with a special, *The Woman Who Was Forgotten*, featuring Belle Bennett. The summer policy of this house has not been announced.

The management of the Aldine Theater, an indie, recently completed a contract to handle first-run films from independents and companies not tied up for first run with Warner Brother interests here.

Installation of new sound apparatus and alterations have taken place at the Colonial, a Warner house, and the Capitol, an indie.

The Colonial Theater concert orchestra has been installed for two performances

a day until the season opens, when it is thought it will be a feature attraction at this house.

The Steel Pier picture auditorium has been opened for the special showing of *Sunny Side Up*, which will be followed by another popular attraction. The entire pier will not be open until either June or July.

Richard Crooks, famous opera and concert singer, arrived at the Hotel Chelsea for a brief rest after having completed a set of records at the Victor studios in Camden.

## Salt Lake City

The Publix houses have found mid-night previews every other week at the Capitol Theater to be quite successful. The idea is an innovation here.

Jene Carlin, formerly manager of the St. Francis Theater, Publix house in San Francisco, has succeeded A. A. Speckart, who is now a radio announcer for KLO in Ogden, Utah.

Bill Borak is the official booker for this division of Publix, with headquarters in Salt Lake City.

Recently Manager Carl A. Porter, of the Paramount, entertained for all the old folks of Salt Lake City over 70 years of age. This is a custom frequently put on at local theaters, as there is a regular old folks' organization.

## San Antonio

Edgar G. Uhl, managing director of the New Empire Theater, independent talkie house, had another "Midnight Revel" February 22, which proved quite satisfactory at the box office. Other local show houses having these late night premiere showings are the Greater Majestic, Aztec, Texas and Uptown theaters, which have been having these previews from time to time, tho some big pictures pull stronger than others.

Victor (Vic) Insirilo, m. c., at the Texas Theater, Publix house, who was scheduled to go to the Paramount Theater, New York, will remain at the Texas Theater instead until he receives further orders from the metropolitan city.

There has been another recent change of new faces in the roster of the floor show at the Gunter Hotel Cave Nite Club. Ruth Laird's Texas Rockets are back again for a return engagement, having played here last November at this down-town night club.

Arthur Higgins, well-known tabster, has opened a little business store of his own, located at 114 W. Houston street.

The Alamo City's popular out-of-town supper club, The Shawdownland, also has new principals in Mora and Ereta, clever dancing team; Dolly Darcee, specialty

dancer, Ted Rowe, solo pianist, and Carrol Lewis, blues singer. Hogan Hancock and his orchestra from Chicago are providing the musical numbers.

Second week of *Sunnyside Up*, at the Majestic Theater, was given over to and billed as "Victor Radio Week", which brought a nice response similar to the first week.

## Contralto's Summer Home

BRIDGEPORT, Conn., March 3.—Marion Telva, contralto of the Metropolitan Opera Company, and her husband, Elmer Ray Jones, president of an express company, will spend their summers in the future in Norwalk, Conn., having purchased the Silvermine Estate of Dr. Dever S. Byard. In addition to their new Norwalk summer home Mr. and Mrs. Jones have a ranch in New Mexico, and also a residence in West 72d street, New York.

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN, 188 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

MAJESTIC

Beginning Tuesday Evening, February 25, 1930
INTERNATIONAL REVUE

A revue, with sketches by Nat N. Dorfman and Lew Leslie. Music and lyrics by Dorothy Fields and Jimmy McHugh.

PRINCIPALS—Gertrude Lawrence, Jack Pearl, Florence Moore, Moss and Fontana, Anton Dolin, Jans and Whalen, Radaelli, Bernice and Emily, Viola Dobos, Argentina, Esther Muir, Robert Conche, Livia Marracci, Berinoff and Eulalie, Richard Gordon, Robert Hobbs, Rosemary Deering, Babe LaValle, McCann Sisters, Richard Ryan and Harry Richmond.

CHESTER LEE'S INTERNATIONAL GIRLS—Josephine Bead, Dorothy Gode, Lillian Goetz, Sylvia Greene, Agnes Gruno, Dorothy Hess, Phyllis Jordan, Karen Kaaber, Gertrude Korribum, Verta Kunkel, Violette Lundberg, Georgia MacTargert, Gertrude Mazza, Elida Peterson, May Wigler, Jewel Tidgens, Jeanne Walton, Esther Whetton, Mary Wynn and Marjorie Hartoin.

SHOW GIRLS—Evelyn Groves, Josephine Larkin, Valerie Ramlere, Vera King, LaVerta McCormack, Margaret Trevor, Dorothy Dodge, Dawn Darley, Yvonne Hughes, Peggy Fish and Dorothy Drum.

Here is just another proof that it requires more than names to erect a substantial entertainment of the kind Lew Leslie's International Revue strives to be.

Someone said it was just like another benefit, and that describes this stupendous bill of entertainment to the proverbial tee. As in benefits, there are occasions when this star or that star furnishes a diverting moment.

The sketches, too, are like those tried at some benefits. For the most part they would hardly be worth attention, except that one or two of them are the dirtiest bits that have been projected on a stage in some time, to the knowledge of this reviewer.

Dorothy Fields and Jimmy McHugh, who were largely responsible for that sensational success of Lew Leslie's two seasons ago, since they provided the score of Blackbirds, have done a similar job for this one.

The score here, however, does not remotely resemble the originality of notes and music they gave to that other Leslie show. The lyrics are repetitious and the music is almost devoid of originality.

Gertrude Lawrence returns, to her Charlot Revue days with a suggestive number that is a little too rough for Miss Lawrence's type of work. Harry Richmond, who can put over a song, tries hard to sell his stuff here, but manages because of something that is not definitely shown to be hardly above mediocrity.

The settings, some of them, are interesting but far from original, for there is not one that has not been seen at one time or another in one revue or another during the last few years of Broadway theatrical fare.

NEW PLAYS ON BROADWAY (Continued)

Magnus, who during the interval allowed for his decision is given an opportunity to cavort with his consort whom he has installed in royal palace.

Next comes Mr. Vanhatten, the American ambassador, a character no more kindly cut than those represented by the Irish wit as Englishmen.

There really is very little to the play. It just provides Shaw with chances through to display his precious wit and run a ramrod every chance he gets into the body of popular government.

MARTIN BECK THE APPLE CART

Beginning Monday Evening, Feb. 24, 1930 A play by Bernard Shaw. Directed by Philip Moeller.

- Private Secretaries to the King: Pamphilus, Thomas A. Braidon; Sempronius, Rex O'Malley; Boanerges, President of the Board of Trade; Magnus, Ernest Cossart; The Future, Tom Powers; Alice, the Princess Royal, Audrey Ridgewell; Proteus, Prime Minister, Claude Rains; Nicobar, Foreign Secretary, Morris Carnovsky; Crassus, Colonial Secretary, George Graham; Fliny, Chancellor of the Exchequer, John Dunn; Balbus, Home Secretary, William H. Sams; Lysistrata, Powermistress-General, Helen Westley; Amanda, Postmistress-General, Eva Leonard-Boyne; Orinthis, Violet Kemble Cooper; The Queen, Marjorie Marquis; Mr. Vanhatten, the American Ambassador, Frederick Truesdell.

In this The Apple Cart Shaw has concocted the most profound and yet light sarcastic bit of dialog that has been projected on a stage for ages.

Shaw has come nearer to the true conditions of today than conditions he anticipates for the future. For two acts and what he calls an interlude he pokes fun at our own system of government, cites the political superiority of his own Irish countrymen, slips in here and there a jibe at British monarchical rule and generally has a field day with his satirical pen.

Technically, The Apple Cart is the worst play Shaw has ever written. He has broken all the rules of dramaturgy that the professors of the art set down, and what is more he breaks them so flagrantly and has such a swell time doing it that it is not difficult to imagine the Shavian grin as he reviewed his finished work.

In the future Shaw finds an English king, King Magnus, a wily gentleman whose squabbles with his cabinet bring them to the point where it is demanded that he become a king without a tongue, who will speak publicly only when the speeches are sanctioned by the cabinet.

Tom Powers gives a sincere, well-timed and tempered performance of the most difficult role in the piece. There is no doubt that next best is that carried by Claude Rains as prime minister.

Given to hysterical outbursts Rains does his work well. Helen Westley, appearing for the first time this season on Broadway, carries the role of the educated member of the cabinet.

Lee Simonson has created two settings for this production that are revealing and designate Simonson as one of the most imaginative designers in the theater.

The Apple Cart was designed apparently to be an evening of open fun, with the idea of government and government officials, and it winds up being that.

Whether one knows anything of political intrigue or not it will still be amusing. It is Shaw's first since St. Joan and indeed an entertainment that is both amusing and diverting.

WALDORF SEA GULL Beginning Tuesday Evening, February 25 A revival of the play by Anton Chekov. Directed by Leo Bulgakov.

- Masha, Dorothy Yokel; Simeon Medvedenko, Ian Wolfe; Constantine Treplev, Lewis Leverett; Peter Sorin, E. J. Ballantine; Nina Zarechny, Boris Marshakov; Paulina, Barbara Bulgakova; Dr. Dorn, Elza Lazareff; Irina Arkadina, Carroll Ashburn; Shamraev, Mary Morris; Boris Trigorin, Victor Killian; Housemaid, Walter Abel; Cook, Evelyn Hill; ACT I—In the Park of Sorin's Estate at Twilight of a Summer's Evening. ACT II—The Lawn in Front of Sorin's House. Morning, a Week Later. ACT III—Dining Room in Sorin's House, a Few Days Later. ACT IV—A Room in Sorin's House Which Kostia Has Turned Into a Study.

If it were not for the remarkably good acting on the part of Dorothy Yokel, who plays Masha; of Carroll Ashburn, as Dr. Dorn, and of Mary Morris, as Irina, the current Leo Bulgakov Theater Associates' current Leo Bulgakov Theater Associates' revival of Chekhov's Sea Gull would be dull fare, indeed.

Little more than a scrap of tissue has been torn from the heart of the Chekhov play and flung upon the stage at the Waldorf by Director Bulgakov.

If the remaining three acts had been projected with the same degree of dramatic finesse, there might be cause to cheer.

The role of Constantine Treplev, the erratic youth, who shoots himself in Act IV, has somehow or other slipped into the hands of Lewis Leverett, a young man, who doesn't quite know what to do about it.

Barbara Bulgakova gets along very nicely when she is not called upon to do any real acting.

Walter Abel, hitherto noted for some rather creditable performances, has taken unto himself the role of Boris Trigorin and made what might be called a dreadful mess of it.

Enough cannot be said in praise of Mary Morris, who knows what acting is and exactly how to go about it; of Carroll Ashburn, who is a finished actor, and of Dorothy Yokel, who plays Masha with a fine intelligent feeling that is a delightful relief from the tedium of two or three surrounding performances.

Ivan Wolfe, E. J. Ballantine, Boris Marshakov, Elza Lazareff, Victor Killian, Evelyn Hill and Robert Parsons, comprise the supporting cast; all are seen to advantage.

A truly adequate production of Chekhov's Sea Gull appears to be a few steps beyond the resources of the Leo Bulgakov Theater Associates at the moment.

CHARLES CROUCH

ERLANGER GALA-NIGHT

Beginning Tuesday Evening, Feb. 25, 1930 A play by Laurence Eyre. Directed by Edith Ellis.

- Max, Mortimer Browning; Robert E. Yonker, Robert E. Yonker; Pierre Durand, Louis Rousseau; Naliv, Demetrius Vilan; Zita, Josephine Schlenk; Mme. Karpovna, Madge Lacey; Mme. Vindil, Harriet Wood; Mile. Clement, Maida Clewley; Fogarisi, Charles Carey; Toros, Cyril Charles; Arpad Panna, George MacEntee; Infendant Andrassy, George Lessey; Lulu Bender, Doree Tabor; Drina Andrassy, Eve Cassanova; Czinka Lazzlo, Jules Epailly; Steff, Frank Garlick; Paval Zala, James Rennie; Heinrich Stolzer, France Bendisen; Irma Lazzlo, Adelle Kliner; Mitzi Stolzer, Beverly Bayne; Walter, Charles La Torre; Assistant Waiter, Frank Taylor; Mariuska, Ethel Porter; Nicholas, George Hoyt.

In the hands of a more imaginative and efficient director than Edith Ellis Gala Night, the most recent play by Laurence Eyre, might have provided a more or less diverting evening in the theater.

Far less creditable shows more cleverly staged have caught the fancy of the popul, and some, by virtue of adroit trickery and rapid-fire tempo, have succeeded.

It is therefore not in the least surprising when Hunter Williams made his managerial bow and lifted the curtain on Gala Night that one should view a general holding of the nasal organ on the part of the literati, accompanied by an expression of critical horror.

Since there is nothing new in Gala Night and it relies chiefly for its effect upon the age-old question of whether or not certain ladies will be able to persuade the leading gentleman to escort them individually to the lit d'amour, the entire goings on should have been conducted with an almost explosive effect.

dramaturgical gaps in Laurence Eyre's comedy of the Budapest opera become as apparent as the holes in a Venetian lace table cloth, and whatever point the rest of the proceedings might have had never becomes apparent.

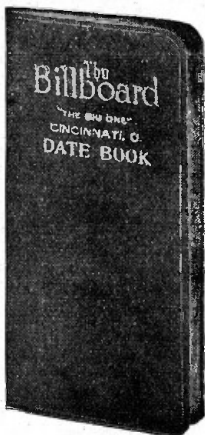
James Rennie seems misplaced as the tenor who did not care. Beverly Bayne, formerly of the movies, plays an opera vamp in pleasing fashion. George MacEntee provides an effective portrayal as secretary at the opera. Desiree Tabor is decorative as well as efficient in the role of the tenor's secret bride. Adele Klaer, as the dramatic soprano, is adequate, and France Bendtsen is excellent as the husband of the opera vamp. Charles La Torre gives an outstanding performance as the waiter who understands.

The parlor, bedroom and bath activities in *Gala Night* include the ribald rivalry between two lady opera stars for the affections of the leading tenor. The gentleman in question has been a sort of super Casanova until the right girl comes along. The result of the wanderings upstairs and downstairs and into the tenor's chamber is that the right girl gets her man and the lady opera stars must be content with their singing and their own husbands.

The dialog, as you can imagine, is not scintillating, but it is oftentimes bawdy enough to provoke a deal of laughter. There is a charming second-act finish which is executed with finesse by James Rennie and Beverly Bayne. But there are many awkward stage pauses when the continuity is interrupted with inconsequential matter. For this we are obliged to blame Laurence Eyre, whose play construction is not all that it might be, and Miss Ellis, whose stage direction is nowhere in the vicinity of what it should be.

A large cast managed to clutter up the stage now and then. The settings by Joseph Mullen were of no help whatsoever.

A finished production might have



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BROADWAY RUNS

Performances to March 1, inclusive.

Table with columns: Dramatic, Musical Comedy, and various show titles with dates and performance counts.

Table with columns: Musical Comedy and various show titles with dates and performance counts.

rendered *Gala Night* a diverting bit of foolishness, whereas the present one only gives it the semblance of a very dull play. Even as it stands, however, it is reasonably amusing and at times laughprovoking. CHARLES CROUCH.

Fires and Robberies

NEW HAVEN, Conn.—The safe of the Walley Theater was cracked and \$1,525 of the house's receipts taken last week by yeggs.

DENVER—Curtains around the orchestra pit of the Rivolt Theater were slightly damaged when accidentally ignited by a lighted cigaret.

ST. LOUIS—The Lemay Theater was bombed February 25 and \$500 damage done to the house.

IRONTON, O.—The safe of the Marlow Theater was blown February 23 and \$700 taken.

LINCOLN, Ill.—The Lincoln Theater was damaged recently to the extent of \$75,000 by a fire, which started in the projection booth.

DENVER—The Santa Fe Theater lost \$674 to safecrackers.

POPLAR BLUFF, Mo.—Fire in the booth of the Criterion Theater destroyed two projection machines, 17 reels of films and other property valued at \$10,000 last week.

CHEYENNE, Wyo.—While counting the day's receipts in his office, William Fairchild, manager of the Lincoln Theater, was held up and robbed of \$1,511 by a lone bandit.

GRAND RAPIDS, Mich.—The Family and Liberty theaters were both bombed on the morning of February 16, the bombs being thrown from an automobile. The explosions occurred within a quarter of an hour of each other.

DAVENPORT, Wash.—The Blue Mouse Theater and an adjacent building housing a dance hall, auditorium and an apartment house, were destroyed by fire February 17. Loss estimated at \$10,000. About \$8,000 is covered by insurance.

TOLEDO, O.—Yeggs broke into the Strand Theater last week, and missed \$4,000 because they were frightened. The theater is owned by the Charnas & Flegley Company, owners of a small group of neighborhood houses, and in the safe was the week-end receipts of the houses. This was the second time that the safe

was unsuccessfully tried in the last two years.

LONDON, Can.—A young unmasked bandit, familiar with theater routine, held up the treasurer's office of Loew's Theater and escaped with \$270 last week. He entered the theater with patrons after paying his admission, then entered one of the private offices where the safe was located and covered the treasurer with a revolver.

REGINA, Sask.—Fire caused by the ignition of a newsreel, completely destroyed the Strand Theater February 13. The house had reopened a few weeks ago after installation of sound equipment. Loss was estimated at \$38,000.

TABLE ROCK, Neb.—Fire destroyed the stage of the Table Rock Theater and seriously damaged the entire building by smoke last week.

1929 Termed Important Period in Drama History

THE year 1929 probably was one of the drama, and when historians of the most notable in the history of the stage compile their tomes in years to come, it will be found that many things in the theater will date back to 1929.

First of all, 1929 marked some of the most important developments in talking pictures, which, in 1928, were only slightly more than a promise. And 1929 marked, in a great measure, the unwilling demise of the legitimate stage, due to the encroachment of these same talkies and the radio.

At the beginning of 1929 there still were a large number of "silent" theaters for motion pictures, and the output of the film studios was sprinkled with a generous number of silent films, as well as the new-found audible movies. By the middle of the year, silent pictures were pretty well doomed, and when 1929 closed a "still" movie was a rarity. The year also marked the beginning of the generous use of color in motion pictures, to further the illusion of reality for which the screen had been striving. And 1930 will see the talkies still closer to perfection, another giant stride near complete illusion upon the silver sheet.

While the movies prospered, the living stage suffered tremendous setbacks. Broadway, in New York, registered probably the largest number of over-night "flops" in history. Stock companies scattered thru the United States were reduced from something like 160 at the beginning of 1929 to less than half that number when the year closed. Concert

New Incorporations

DELAWARE Community Auditorium, Inc., New Kensington, Pa., theaters, amusement places, \$100,000; Capital Trust Company, Dover, Del.

FLORIDA Beach Amusements, Inc., Miami, operate theaters and other amusement facilities, 100,000 shares, no par value; George G. Crawford, Corella Besley, Gladys Crawford, Tallahassee.

Cornelia, Inc., Miami, operate theaters and other amusement facilities, 300,000 shares, no par value; George G. Crawford, Corella Besley, D. E. Robinson, Tallahassee.

INDIANA Armo Theater, Inc., South Bend, exhibit moving pictures, vaudeville performances, drama, panorama and other amusements of similar character, 400 shares no par value; Esther Lerman, Sam Suchar, Beckie Suchar, Morris Lerman, Anna Maltz and Sophia Lerman.

Spencer Theater Corporation, Spencer, to acquire by purchase or lease, maintain and operate motion picture theaters, 1,000 shares at \$10 a share; C. Russell Bray, Carl F. Kreis and Adolph Seidensticker.

IOWA State Theater Company, Sloux City, \$10,000; George Magoun, president, and E. L. Lindquist, secretary.

NEW JERSEY Railway Amusement Company, Newark, 500 shares common; David Bobker, Newark.

Valley Theater Corporation, Jersey City, 2,500 shares common; Corporation Trust Company, Jersey City.

Godwin Theaters, Inc., Ridgewood, deal in furniture, 100 shares common; filed by company.

Goldwood Theaters, Inc., Westwood, \$5,000; Albert Grossman, New York.

NEW YORK Shepard Amusement Corporation, Brooklyn, motion pictures, \$15,000; H. M. Goodman, 1440 Broadway.

418-420 Broadway Corporation, Manhattan, motion pictures, \$25,000; J. Santora, 1475 Broadway.

Excelsior Talkfilms Products Corporation, Manhattan, motion pictures, \$25,000; M. Leibowitz, 570 7th avenue, Manhattan.

Loyalty Productions, Manhattan, motion pictures, 200 shares common; M. Winkler, 1440 Broadway.

Good-Will Enterprises, Bronx, motion pictures, \$20,000; Suchman & Samuels, 1560 Broadway.

Faders Amusement Corporation, Brooklyn, \$10,000; I. Caine, 1133 Broadway, Manhattan.

NORTH CAROLINA Woener McKinsey, Inc., Rocky Mount, to conduct the amusement business in all its branches, \$50,000, of which \$2,500 has been subscribed; Woener McKinsey, J. R. Daniel and H. L. Owen.

managers, as a group, "enjoyed" the worst season they ever experienced.

The stage had failed to keep step with the fast-developing talkies and their inexpensive-to-the-public entertainment, while concert artists and managers had reckoned without the radio, thru which people who formerly were potential audiences, might sit comfortably at home and pick from the air such music as suited their varying moods.

The year 1930 is likely to be even less kind to the legitimate stage and the concert business and more gracious to the talkies and the radio than was 1929. Talking pictures, of course, will show further progress and improvement, and radio will offer better programs. At the same time the public probably will become more discriminating in its choice of movies and will demand, on the whole, better entertainment than has been produced in the past.

Whether the living stage shall hold its own during the year will depend largely upon its own development, and the ability of those who prefer stage to screen entertainment to muster their forces in sufficient strength to give it the patronage it must have if it is to survive. There always will be people who lean toward stage entertainment, but they will have to organize themselves solidly to support their favorite form of entertainment if they wish it to live thru the keen competition of the screen.—The Denver (Colo.) Post.

36TH YEAR

# The Billboard

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Vol. XLII MARCH 8 No. 10

## Outdoor Shows Should Get Behind Truck-License Fight

THE various State and local regulations covering motor-truck licenses offer a problem to many circuses, repertoire shows and carnivals that is well worth the immediate consideration of all of them. Uniform legislation to cover the motor licenses of such attractions is sadly needed. The present system places an unreasonable burden upon many shows, and, in some cases, is a serious financial hardship.

To many the problem may seem slight and the burden relatively light. Investigation shows, however, that the list of motorized shows is a lengthy one. The money now being spent by these attractions for motor licenses under the present hit-or-miss system must reach considerable proportions.

There is no doubt but that uniform legislation can be gained if the proper pressure is brought to bear and if sufficient interest is aroused to make such pressure possible. There is enough at stake to warrant immediate steps being taken to bring about a reform. The Circus Fans' Association once more has stepped to the front, and its legislative committee, under the able direction of Melvin D. Hildreth, has started a movement to awaken the circus owners to the seriousness of the situation. But more than just the circus operators are involved, even tho the other branches of the outdoor world may not be so directly affected.

In some States it is required that every truck be licensed on a yearly basis. Surely it is obvious that such a general law is unjust when placed upon traveling shows that may only be in that particular State for a few days or a few weeks. Shows playing several States can tie up considerable money. But such legislation will continue in force, and it will grow unless means are taken to kill it off.

We have before us a list of 115 shows using motor trucks and tractors. They, altho representing only a minority of the field, use a total of 1,392 trucks, or an average of 12 trucks to the show. Using this average for the several thousand traveling attractions in the field, it is easily seen that the

number of trucks involved is considerable, and the license money, even if only a small part of them are taxed by the various States, runs up into the thousands of dollars.

But even getting away from the practical, dollars-and-cents angle, there is a principle involved for which the outdoor show leaders should get out and fight.

## The Tabloids Field Needs Some Disciplinary Measures

CONDITIONS in the tabloids field are far from the best, and while much of the blame may be laid to business depression, there are evils within the field itself that demand disciplinary action. Unquestionably some of these evils are the outgrowth of the general slump, but, after all, that is beside the point.

Both sides of the fence, that is managers and performers, need a "big stick" that will swing them into line. Within the last few months there has been a wave of show jumping on the part of tabloid performers that is a black eye not only to that business but to the profession in general. Something must be done to stop it and to put the offenders where they belong.

Certainly the managers must be sufficiently interested in the welfare of the field to get together and devise a system whereby these show jumpers can be disciplined. Apparently the only weapon at hand is a "black list".

Tabloids are sadly disorganized. In most cases the business is carried on under "hit-or-miss" policies that are intolerable. Organization is what is needed, and if such a step is taken, it will do much to bring that field back to its former strength. The managers need it for their own protection and the actors need it for theirs. Nonpayment of salaries on the part of the managers is as serious an evil as show jumping is by the actors—and there is just as much of it.

No business can possibly exist when operated under such slipshod policies. Tabloids offer a logical medium to break the monotony of talking pictures in the smaller houses—the possibilities are vast. But they will never be realized unless steps are taken first to whip members in the field itself into line. Get busy! There is everything to be gained.

## Broadway's Price Cutting on Tickets a Constructive Move

THE present price-cutting movement that is gaining strength in the Broadway legitimate theater is one of the healthiest signs that has been seen in the field for some years. Apparently the legit producers are awakening to the fact that if they are to offer any direct competition to the talkies they must do so largely on the price basis. We believe that if lower box-office prices are made to prevail a very immediate improvement in business will be noted.

The theater can not hope to stage any considerable comeback until it is placed within the reach of the average person. Certainly it is not on that basis at the present time. Even in New York City the situation is anything but healthy.

It has always appeared ridiculous that the New York producers, who are in a concentrated area of between 12,000,000 and 15,000,000 permanent population, should ignore such a tremendous market and aim their product at the several hundred thousand pleasure-seeking transients who invade the city every day. But that is just what is being done and what has been done for the last 10 years.

We are inclined to think that the theater in recent years has been far too interested in pageantry and given too little attention to drama and entertainment. The public can do without productions so lavish that they require a top price of \$5.50 and \$6.60 to make any profit. Such methods are, we believe, ridiculous, for by following them the producer is killing off the majority of his public to gain the attention of the minority.

The average resident of the New York area cannot afford to pay \$5.50 and \$6.60 for his tickets (which is the box-office price). The result is that the stable theatergoer, who the producer should be cultivating, is being educated to desert the theater for the film palaces, where he can get far more for his money. The out-of-town buyer, or visitor, who can afford to pay any price for his pleasure, is the target for the New York legitimate theaters, and it is he, under the present ridiculous system, who is paying the outrageous prices for tickets.

Some sense of proportion should be applied also to the scaling of productions, especially on the road. Certainly because one dramatic production sells at a \$3 or \$3.85 top is no reason why all dramatic shows must follow that scale. But that, apparently, is the general scale for dramatic shows. Such shortsightedness is scaring thousands of patrons away from road attractions.

It arises, evidently, from the greed of the managers. They will charge a \$3 top for a production requiring 50 people and two or three sets, and may be some costumes, and the next week charge the same figure for a one-set, six-people company. Why? It would seem to us that if the manager figured a reasonable profit on his investment the latter show could sell itself for \$2, or, at the most, \$2.50.

Of course the producer will say that the heavy profit on the small-cost production must take care of the losses on other shows, but of what interest is that to the public? It cares nothing about shows that flop, and there is no reason why it should, yet in many cases it has to stand the burden of paying for them.

Theater tickets are a commodity, and until they are handled as such little can be done. The present tendency to lower prices will do much to bring back thousands of theater enthusiasts, the majority of whom are not spendthrift buyers but plain, average citizens.

## Skies Look Brighter for The Independent Exhibitor

SINCE the Thatcher decision was handed down the outlook for the independent motion picture exhibitor has been growing constantly brighter. The larger producing corporations have shown an inclination to treat him right, and, all in all, the ruling has been immediate in bringing about some badly needed reforms.

Now it appears to us that the future is largely up to the exhibitor himself. He must be patient, understanding and approach the possibilities offered him without prejudice. The warning, issued by Abraham Meyers, of the Allied States, was timely and to the point. It should be followed carefully.

No permanent relief can come, nor can the exhibitor hope to gain any decided benefits as long as he approaches the problems facing him with a chip on his shoulder and is too eager to fight. Unquestionably the independent has been harried from all sides. He has been throttled and threatened no matter which way he is turned. He has suffered, and his suffering has made him bitter—that is only natural.

But now the skies are clearing and the outlook is brighter than at any time in recent years. It is essential now that the exhibitor cast aside prejudice and hard feeling and get out and work with an open mind for his future well being. He has in the past shown a tendency to eye the distributor with suspicion, to view him as a bitter enemy intent on destroying him. Under such conditions how was harmony possible? How ever could the solution of mutual problems and the development of mutual benefits be made?

We are for the exhibitor first, last and always, but we would not say that the exhibitor has not been to blame for many of his own troubles. Prejudice, bitterness, blindness and a refusal to view the situation sanely has cost him much. But now his golden opportunity is at hand. Developments are turning his way. Sanity and coolheadedness will assure him top position in the industry.



## Bringing the Road Back

Editor *The Billboard*:

Reading the many articles in *The Billboard* for the last couple of months or so, I find, after 45 years of producing shows for the road, having had as many as 18 companies, that the public wants touring companies. If you could get a decent route with any kind of an attraction it would be a cleanup; in fact, the towns where I do get in, it is a sellout, but the powers that be will play no road shows. Just think of it, not a town in New York, New Jersey, Pennsylvania, Ohio, Illinois, etc., with few exceptions, will play a road show. I see where the Famous Players-Saenger interests have decided to play no more road shows in the South. The stagehands and the orchestras have a lot to do with these conditions.

While in one of the main booking offices, when the office had the booker on the phone arguing about terms, the agent was informed that 85 per cent was the best they would give. It was either accept, or reject, and it was a big musical company of 60 people. The only way you could bring back the one-night stands (which to me seems almost impossible) is to have the entire profession form a political organization and have representation at Washington, the same as every other line of big business.

Each and every one must concede a little, cut down the overhead, help the theaters as well as the attractions, so as to encourage the road. The price of admission also has a lot to do with business. I note the cry of poor business is blamed on the ticket speculators. The only two cities I know of that have speculators are New York and Chicago.

If you could bring back the star system this would help. We had no No. 2 or No. 3 companies; the public knew it was getting the No. 1 show. See what big business William Gillette and Ethel Barrymore are now doing on the road.

It is not so many years ago when you had your entire season's contracts in your hands by February. Nowadays you do not know where you play from week to week. Three sheets appeared in the lobby of the theater months ahead, announcing the coming of the star or attraction. I find a star is of commercial value; you have something to sell. I believe in reading articles in the newspapers, but big ads are out of the question, as the big picture ads have you swamped.

Another big drawback for the legit, is the old worn-out theater. The road shows have to play on the side street, dark and gloomy, while the beautiful picture houses have the best spot in town, with a marvelous lot of light.

Now to the milk of the coconut—the price of admission. Take the attractions now playing on the side street, put them on the main stem, sell them at picture prices and you would not be able to take care of the masses.

I find that actors, outside of a few, do not get a big salary; in fact, everybody receives more salary than the average actor. The actor gives four weeks' rehearsal free, while the stagehands and orchestra get paid for rehearsal. I am sorry to say that I have a lot of actors who receive \$75 a week, while the stagehands receive \$100.

Just think, nine years ago we had 900 touring companies listed and many more rehearsing. Say, for instance, there were 20 people in each company, it meant 18,000 people. What became of all the actors, managers, agents, etc.? Today you can count the road shows on your hands.

Three years ago we had over 300 stock houses. Today there are about 80. Two years ago we had 80 burlesque shows; now 40 remain. Eighty per cent of the vaudeville houses have cut out vaudeville. This is a serious problem and something must be done.

In the last few years everything has increased 60 per cent, except the gross receipts. There will always be a few exceptions to shows that do business, but their overhead is too big to make any profit. It takes almost a big season's business to pay for the equipment. For years the producer was up against it, now the house with the big rent is up against it. The gross business of the theater is good, but it's the overhead. When a show cannot make any money unless it plays to \$35,000 a week, it's about time to quit producing.

I've been in touch with the picture game daily, and I find things are not so rosy with them. There are hundreds of picture houses on the market at the present time.

We now come to the big problem of the day in the amusement line, and that is, too much amusement—more seats than there are people to fill them.

Another thing, you cannot go out and expect a billing unless you have some printing to attract attention. You stop a stranger in any one-night stand and ask where the Opera House is, he will direct to it; ask him what is playing there, it will be able to tell you? No; he knows the Opera House, but not what's in it. It's not the Opera House that draws the public, it's what's in it.

The spoken drama never will die, all it

# The Forum

Address communications: "The Open Forum", *The Billboard*, Box 372, Cincinnati, O.

needs is a little encouragement. Let's all get together and build up—stop tearing down.

Have been studying the auditoriums throughout the country. For the big and extraordinary attractions they are o. k., but for the general run of attractions they are not suitable.

As George M. Cohan tells us, the show business needs a lot of saving. If we all put our shoulders to the wheel it can be saved, as every line of the show business is being hit.

If the picture men continue to make pictures like "Rio Rita", "Hit the Deck", "Gold Diggers of Broadway", etc., we may as well close up shop, as they sell these pictures at 65 cents top. The producer stages and develops a hit after a lot of grief, then along comes the picture dealer who buys the hit and sells it to the entire world. One thing I noticed, all the hits have been staged by showmen, and the sooner the picture interests see that it takes showmanship to put over a success, the more will the old reliable showmen get their due.

To put the show game on a paying basis is to do the same as the League of Nations is doing. All show interests should cooperate, and the first one that jumps the traces should be put on the blacklist. We are in the age of co-operation; everyone in the show game depends on each other, and unless we can cut down the overhead nothing can bring back the road.

I'm willing to take my coat off to help bring the road back, as it is pitiful to see so many people idle in the show game without a future staring them in the face.

New York, N. Y. GUS BILL.

## Speak Up

Editor *The Billboard*:

Talking pictures are o. k., but they do not replace vaudeville. There is no life there. I believe that if the people would only demand vaudeville they would have it back in short order. The trouble seems to be that not enough people are expressing themselves.

As far as the employment situation is concerned there is no doubt but the replacing of men with machines is at the bottom of it. I believe that this will be relieved with the advent of shorter hours and the five-day week.

WALLACE JENNINGS.

Detroit.

More and more people are demanding the return of "in the flesh" attractions, but we agree with Mr. Jennings that the quickest and surest way to bring their comeback is to get the public to direct its pleas to the main offices of the various circuits. Unquestionably the five-day week will aid employment among labor in general, but we fail to see how it can benefit the profession.—ED.

## "Youth, Not Ability"

Editor *The Billboard*:

I have been reading with keen interest "The Forum" page of *The Billboard* for the past several weeks. I would like to ask for a small space to have my article on the present condition of vaudeville printed as seen by a real showman of years' experience.

I happened to stroll into a theater a few weeks ago featuring RKO vaudeville. This also happened to be what they now call preview night. On this bill were acts who have played some of the best in this country. One act in particular was a strong harmony singing and musical act, man and woman, dressed as gypsies. Seldom does one hear nowadays on the vaudeville stage real harmony blending of voices, like these two performers had. To begin with they had personality, wardrobe and, above all, "ability" and talent. Every number in their act registered to a big applause, which shows you what the public wants. When two people can step onto the present vaudeville stage, gain their audience and hold them as this team did, and in second spot hold up a 10-act bill with straight singing, I can truthfully say they are worth special mention and worth the booking which they deserve. I am making special mentioning of this particular act, because the public has been so filled

## Too Late?

Editor *The Billboard*:

Every week I read with interest the letters in "The Forum" pertaining to our profession, but especially those concerned with the inroads of talking pictures.

The people of vaudeville have for years robbed themselves of the glorious opportunity to reap the rewards of their labor by refusing to consider a real organization for the righting of many wrongs against them and for their general protection. How well I know that they needed it. Walling at this late time seems out of place and is surely useless. For years the stage crews have had their union and made it a force to be respected and reaped benefits in improved working conditions and greatest of all—real salaries. And this for labor that could not by any stretch of the imagination be classed as skilled when compared to the work of thousands of performers who, no doubt, netted a very much smaller wage each week after their expenses were deducted than the stage employee.

And now that the good old days are over, what? The stage employee who finds himself out of a job has at least the satisfaction of knowing that while the sun was shining he was making hay. Quite likely he has a home all paid for and a snug little bank account, and also there is no stage job waiting for him, he can soon adjust himself to other environment and other occupations.

Now what of the vaudeville performer who has spent the best years of his life trying against insurmountable odds to battle his way to success? Throughout the years he has been preyed upon from every side and powerless to defend himself. Ruthless agents have demanded their bit, and no small one either. Railway fares and excess baggage had to be paid. Baggage hauling rates advanced beyond all bounds of reason, still he had to pay. If the operating cost of one or a number of theaters he happened to be playing needed reducing, were the salaries of the stage crew, musicians and operators cut? No! Their organizations protected them from any such move. But the salary of the performer was. He was defenseless, and therefore, had to suffer without a murmur.

And now the golden shower has passed leaving hardly a trace of benefit for the ones who have been the heart, soul and life of the entire structure. The wheels of progress grind forward. They cannot be stopped, nor even retarded. The veteran of the vaudeville stage has allowed them to pass unheeded. In his love for his work and his improvement; in his feverish rush to secure and fill engagements; in his mad desire to please his audience he has found himself too intensely occupied to build an association for the protection of his profession and its interests. And in his abstraction he allowed evil influences to creep into his profession that it has helped largely to finally wreck it. It is deplorable and saddening to remember what might have been. But now it is too late. FRED LASERE.

Largo, Fla.

It is never too late. We believe that this question of an organization for vaudeville actors is strictly up to the actors and that they must be aroused to its necessity if it is to become a reality. Talk will not turn the trick. When we view the great work done by Actors' Equity Association in the legitimate field we are inclined to believe that a similar organization for vaudeville performers would be a fine thing. But what have all these players who cry for a vaudeville actors' union done to investigate the work already started in that field by the Actors' Union, with headquarters in Chicago?—ED.

## Free Acts

Editor *The Billboard*:

How do they expect large troupes and free acts that go with circuses and play fairs to stay together and keep their acts in shape on the small salaries they get (and sometimes they do not get their pay) after they have played the date. We have lots of excellent acts in America today, but we have lost many that broke up their act because there was not enough work for them. Some shows want performers, but they want them for nothing—and they get them, too. I believe such acts should hold out for salary instead of cutting other act's throats. Engaging acts is supposed to be a business, but it has come to the point where it is no longer legitimate business because a contract is not worth the paper it is written on, except to the employer. It seems that he can cancel it whenever he wants to or refuse to pay if he doesn't want to. I can't see where show business is going to get any better until they stop these promoters from running down the name of fairs and circuses.

THOMAS F. WHITESIDE,  
Wichita, Kan. Upton-Whiteside Troupe.

It all gets back to the same thing—organization.—ED.

## A la Henderson

Editor *The Billboard*:

I would like to say a few words in regard to vaudeville and radio broadcasting. It is strictly up to the vaudeville performer to bring vaudeville back. A sure way is radio broadcasting and giving the public the low-down on show business. There isn't a broadcasting station in the country that isn't more than glad to let a performer give a 30-minute program. As long as the public is fool enough to pay 50 or 75 cents to see a cheap talking picture the theater managers are not going to use vaudeville. So Mr. Vaudeville Performer, let's all get together and tell the public via radio to demand "in the flesh" performers together with the talking pictures. I am sure the public will co-operate with us and demand the managers to use a few acts of vaudeville each week.

B. D. BENNETT.

## Fat Lady

Editor *The Billboard*:

The writer has not the least idea as to who should be "crowned" the poorest bass drummer ever to appear with a minstrel, but I would like to be advised who is considered the "fattest lady" traveling with circuses or carnivals. In the last 20 years I have visited all the circuses and carnivals that have exhibited within 100 miles of this great Shenango valley, with the result that I have been unable to understand just why so many managers feature as "Fat People" persons not weighing over 300 pounds. Almost any community has several persons weighing from 250 to 350 pounds working in the homes, stores, mills and factories. Is it fair and honest for managers to feature as "fat folk" persons who can work at almost any trade or occupation? It is playing fair and square with "fat" people who are real honest attractions and are so fat that they are unable to get a livelihood in any other field of endeavor? A few months ago I visited a carnival claiming to have the "fattest" girl on exhibition, and she did not weigh 300 pounds. I think when persons can tip the scales at 600 or better, then and only then do they become a real "fat" attraction. The fattest attraction the writer ever "looked over" was Alpine, who, to my way of thinking, is the fattest girl on exhibition today. In fact, I cannot recall any fat person near her equal. I have been advised that she weighs 702 pounds, is eight feet around her buxom waist and is a perfect 36 inches around her dimpled knees, and is what I would call a real honest to goodness "fat attraction". I have noticed that she has no trouble drawing the crowds and getting the jack. This I noted on the old Zeitman & Polie Shows. Johnny Jones and Rubin & Cherry shows. The undersigned is just a plain everyday layman in the show world, in no way connected with any show or attraction.

A Booster for Outdoor Shows.  
Sharpville, Pa. FRANKLIN CLARY.

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Clark, Hughie, Co. (Willard) Woodhaven, N. Y. Claude & Marion (Premier) Brooklyn. Clayton, Jackson & Durante (Pal.) Newark, N. J. Clifford & Marion (Pal.) New York. Codee, Ann, Co. (Capitol) Atlanta, Ga. Cook, Jerry, & Bros. (Paradise) New York. Cole & Snyder (State) New York. Coleman, Claudia (Maj.) San Antonio, Tex. Coleman, Dan, Co. (Lincoln) Union City, N. J. Colmano Family (Orph.) New Orleans. Conley Trio (Fair) Miami, Fla. Cook, Morton & Harvey (Oriental) Detroit. Cooper, Betty, Revue (Orph.) New York. Coral, Tito (Paradise) New York. Corbett & O'Brien (Jefferson) New York. Correll, Allan & Jeanine (Proctor) Mt. Vernon, N. Y. Cortez, Ricardo & Co. (Keith-Albee) Boston. Corwey, Ferry (State) Norfolk, Va. Cowboy Revels (Victory) Evansville, Ind. Cummings, Roy, Co. (State) Newark, N. J. Cummings, Don (Coliseum) New York.

D'Armour, Franklyn, Co. (Regent) Paterson, N. J. D'Arcy, Roy (Natl.) Richmond, Va. D'Ormonde, Geo. Co. (Willard) Woodhaven, N. Y. Dakotas, The (Jefferson) New York. Dale, Eddie (Maj.) San Antonio, Tex. Daley, Pat, Co. (State) New York. Dance Fabrics (Orph.) Salt Lake City. Darcey, Joe, Co. (Fairmount) New York. Davids & Glass (Ohio) Mansfield, O. Davillos, Six (Plaza) Corona, N. Y. DeBece & Hudson (Hollywood) Detroit 3-5. DeComba, Marie (Keith-Albee) Boston. DeMarlo & LaMarletta (Alcazar) Hamburg, Germany, March 1-31. DeOnzo, Thelma, Co. (Bedford) Brooklyn. DeRue, Frank (Fauror) Lincoln, Neb.; (Oriental) Detroit 14-20. Deit, Harry (Pal.) Cleveland. Demarest & Deland (Willard) Woodhaven, N. Y. Dennis Sisters, Three (Valencia) Jamaica, N. Y. Densmore, Francois, Co. (Keith) Syracuse, N. Y.

Desha, Sansone (Paradise) New York. Detoregotes, The (Coliseum) New York. Devito & Denny (Madison) Brooklyn. Diamonds, Four (Orph.) Tacoma, Wash. Dillon & Parker (Pal.) San Diego, Calif. Dixie Four (Hipp.) Buffalo; (Hipp.) Toronto 8-14. Dodd & Rush (Loew) Pittsburgh. Dolores, Eddy & Douglas (State) Cleveland. Donahue, Reg (Perry) Erie, Pa. Donn, Berta (Valencia) Jamaica, N. Y. Dooley, Bill (Loew) Syracuse, N. Y. Doro, Grace (Fordham) New York. Douglas, Wright & Co. (Maj.) San Antonio, Tex. Douglas, Milton (Stanley) Newark, N. J. Dowling, Eddie (Earle) Philadelphia. Downing, Dan, & Beverly Sisters (Lincoln Sq.) New York. Drapes, Johnny (Kenmore) Brooklyn. Down Home (Loew) Canton, O. Drapes (Fox Pal.) Bridgeport, Conn. Dream Street (Orph.) Boston. Dresden China Unit (Loew) Akron, O.

**THE DUTTON CIRCUS ATTRACTIONS** MAKING AND HOLDING FRIENDS. Home Address, Sarasota, Fla.

Harriman, Swan & Lucille (Pal.) Akron, O.; (Keith) Youngstown 8-14. Harrigan & Driscoll (Premier) Brooklyn. Harrington Sisters (Bedford) Brooklyn. Harris, Val, Co. (Lyric) Indianapolis. Harris, Dave, Co. (Loew) Montreal. Harris, Olive (175th St.) New York. Harris & Radcliffe (Kenmore) Brooklyn. Harrison & Dakin (Albee) Providence. Harum & Scaram (Orph.) Oklahoma City. Havel, A. & M. (Fordham) New York. Hayes, Jack, Revue (Madison) Brooklyn. Healy & Cross (Orph.) Oakland, Calif. Hearn, Sam (Loew) Akron, O. Heath, Frankie (Victoria) New York. Helena, Justa & Charlie (Orph.) Madison, Wis. Tenn.

Hennip, Pat (Valencia) Jamaica, N. Y. Henry, Art, Co. (Oriental) Brooklyn. Henshaw, Bobby Uke (State) New Orleans. Heras & Wallace (Hennepin) Minneapolis. Herbert, Geraldine & Victoria (Orph.) Memphis, Tenn. Herman, Al (State) Memphis. Hiatt, Ernest (Imperial) Montreal. Higgins, Will, & Girls (Albee) Cincinnati. Higgins, Peter (Proctor) White Plains, N. Y. Hite, Billies (Proctor) Mt. Vernon, N. Y. Hite & Reflow Revue (Lincoln Sq.) New York. Hollywood Studio Girls (Fox) Philadelphia. Holt, Lou (State) Cleveland. Home Folks (Hennepin) Minneapolis. Honey Troupe (Pal.) New York. Hooper, Gatche Co. (State) Newark, N. J. (Hipp.) Buffalo 8-14. Hope, Bob (Orph.) Seattle, Wash. House, Billy, Co. (Hipp.) Youngstown, O.; Howard & Newton (Orph.) Portland, Ore. Howard's Ponies (Orph.) Oakland, Calif. Hubert, Fritz & Jean (Orph.) Omaha. Hughes & Lang (Harris) Pittsburgh. Huling, Ray, & Seal (Georgia) Atlanta. Hungaria Troupe (Loew) Baltimore. Hyman, Johnny (Central) Jersey City, N. J.

Idea in Green (Fox) Detroit. Imhoff, Roger, Co. (Pal.) Chicago. International Rhythm (Capitol) Davenport, Ia. Jacks, Four, & Girls (Royal) New York. Janis, Jack, Co. (Jefferson) New York. Jaxley, Les (Brooklyn). Jerome & Grey (Maj.) Ft. Worth, Tex. Jest, Three (Gates Ave.) Brooklyn. Jim the Bear (Hipp.) New York. Joynes & Foster (Fabian) Hoboken, N. J. Jung & Elroy (Fabian) Hoboken, N. J.

Kanazawa Japs. (Maj.) Ft. Worth, Tex. Kane & Ellis (Pal.) New York. Kaufman, Ada, Girls (Proctor) White Plains, N. Y. Kavanaugh, Stan, Co. (Pal.) New York. Kaye & Sayre (Loew) Pittsburgh. Keane & Whitney (St. Louis) St. Louis. Keefe, Frankie & Francis (Oriental) Detroit. Kelle, Sisters & Lynch (Met.) Brooklyn. Kelly, Jackson Co. (Natl.) New York. Keene & Ruffin (Lincoln) Union City, N. J. Kelso Bros.' Unit (Riverside) Milwaukee. King, Manny, Co. (Pal.) St. Paul. Kisses (Fox Pal.) New Haven, Conn. Kitchen Pirates (Proctor) Rochelle, N. Y. Kitz, Albert (O. H.) Split Rock, Wis. Klein Bros. (Bedford) Brooklyn. Kneeland, Jack, & Merry-makers (Orph.) Tenn. Kramel & Boyle (Maj.) Dallas, Tex. Krevoff, Sam (Loew) Baltimore.

LaCrosse, Jean (58th St.) New York. LaFleur & Portia (Garde) New London, Conn. LeGrohs, The (State) New York. Lambert Four (Imperial) Montreal. Lane & Harper (Delancey St.) New York. Lang & Haley (State) Norfolk, Va. Langford, Myra (State) Newark, N. J. Laurie, Joe (Albee) Cincinnati. Leach, Langhlan & Francis (Loew) Akron, O. Leach, Langhlan & Francis (Loew) Kansas City. Ledova (Chester) New York. Lee Twins & Co. (Golden Gate) San Francisco. Lehr, Raynor, Co. (Albee) Brooklyn. Lewis, Sid (Pal.) New York, Ind. Lewis, Flo (Proctor) Troy, N. Y. Lizead Arabs. (Pal.) New York. Lime Trio (Orph.) Seattle, Wash. Little, Jack (Pal.) Rochester, N. Y. Lockfords, The (58th St.) New York. Lomas, The (Eagle) Philadelphia. Long, Can. Lorraine & Mintz (Capitol) Atlanta, Ga. Love in the Ranks (State-Lake) Chicago. Loyal's, Alf, Dogs (Loew) Rochester, N. Y. Lubin, Laurie & Andre (Proctor) Mt. Vernon, N. Y. Luby Boys, Six (State) Newark, N. J. Lynn, Carr (Ritz) Birmingham, Ala.

McAuliffe, Tom (Proctor) Schenectady, N. Y.
McBride, Jack, Co. (Loew) Columbus, O.
McDwney, Dwight (Hill St.) Los Angeles.

Rich, Larry, & Friends (58th St.) New York
Richardson, Florence (Keith) Flushing, N. Y.
Ritz Bros. Three Kings Brooklyn

Wood, Britt (Georgia) Atlanta.
Woodland Revue (Proctor) Albany, N. Y.
Worth, Loma (Ma.) Houston, Tex.

William Sisters (Paramount) Des Moines.
Withers, Charles (Mich.) Detroit.
Wonder, Tommy (Mich.) Detroit.

TABLOIDS

Hauk's, Arthur, Sunshine Revue (Band Box)
Springfield, O. 3-8
Honeymoon Limited, Henry H. Prather, mgr.:

M. P. PRESENTATIONS

Acc High (Branford) Newark.
Aladdin's Revel (Stanley) Jersey City.
All, George (Olympia) New Haven.

REPERTOIRE

Bragg, George M., Co.: Redlands, Calif., 3-8;
Beaumont 10-15.
Rhoads, John, Players (Greenwood) Green-

DRAMATIC AND MUSICAL

Animal Crackers (Shubert) St. Louis 3-8;
(Shubert) Kansas City 10-15.
Babes in Toyland (Poli) Washington 3-8.

Major, Jack (Orph.) Oklahoma City.
Mammy & Her Picks (Bay Ridge) Brooklyn.
Manhattan, Tommy, & Co-Eds (Lyric) Indian-

Rollie, Great (Orph.) Tacoma, Wash.
Romance, Homer (Orph.) Des Moines, Ia.
Rooney, Ed & Jennie (Young St.) Toronto.

Barbara (Olympia) New Haven.
Bard & Avon (Sant) Chicago.
Barto & Mann (Chicago) Chicago.

Animal Crackers (Shubert) St. Louis 3-8;
(Shubert) Kansas City 10-15.
Babes in Toyland (Poli) Washington 3-8.

Maryland Collegians (Kenmore) Brooklyn.
Marcellone (Orph.) Sioux City, Ia.
Mascagno Four (Riverside) New York.

St. Claire Sisters & O'Day (State) Ithaca,
N. Y.
Sallardo Trio (Stuart) Lincoln, Neb.

Believe It or Not (Paramount) Omaha.
Bemis & Brown (Paramount) Des Moines.
Ben Dova (Paramount) Brooklyn.

Blue Ghost (Werba) Jamaica, N. Y. 3-8.
Bluebeard (W. Philadelphia) Philadelphia.
Chicago Opera Co.: Memphis, Tenn., 7-8.

Mason, Tyler (Capitol) Winnipeg, Can.
Masters & Grayce (Victoria) New York.
Masters, Francis, Co. (Orch.) Brooklyn.

Saxton, Carlyle (Loew) Baltimore.
Schepp's Comedy Corp. (31st St.) New York;
(Chester) New York 8-14.

Cher Leaders Quartet (Stanley) Jersey City.
Chen, Seng (New York) New York.
Collette Sisters (Minnesota) Minneapolis.

Dear Old England (Princess) Chicago.
Dracula (Blvd.) Jackson Heights, N. Y., 3-8;
(Apollo) Atlantic City, N. J., 10-15.

Melvin Bros., Three (Hollywood) Detroit.
Mendi, Joe (Royall) New York.
Mercedes (Scollay Sq.) Boston 8-14.

Shaw, Lillian (Blvd.) New York.
Shaw & Lee (Paradise) New York.
Shaw & George Co. (Bay Ridge) Brooklyn.

Dooley, Jed (Branford) Newark.
DuCailion (Stanley) Jersey City.
Evans, Andree (Branford) Newark.

Follow Thru (Teck) Buffalo 3-8.
Gambling (Wilson) Detroit 3-8; (Tremont)
Boston 10-15.

Mit, Major (Proctor) White Plains, N. Y.
Monge Troupe (Victory) Evansville, Ind.
Moran & McBain (Lincoln Sq.) New York.

Silk, Frank X. (Capitol) Trenton, N. J.
Singer Bros. Three (Capitol) New York.
Small, Danny (Hipp.) New York.

Harmonists, Four (Paradise) Chicago.
Harrison, Mary (Mich.) Detroit.
Havel, Elza (Paramount) Des Moines.

Hot Chocolates (Shubert) Newark, N. J., 3-8.
In Command (Broad St.) Newark, N. J., 3-8.
Jenny (Selwyn) Chicago.

Morris & Campbell (State-Lake) Chicago.
Moss & Frye (Earle) Philadelphia.
Mountain, Earl, Co. (Franklin) New York.

Spangler, Jack & Kay (Albee) Providence.
Spence, Jean (Loew) Jersey City, N. J.
Spirit of Mystery (Orph.) Oklahoma City.

Ingenues, The (Ambassador) St. Louis.
Ingenues, The (Ambassador) St. Louis.
Jackson, Bobby (Olympia) New Haven.

Little Show (Wilbur) Boston.
Love, Honor and Betray (Werba's Flatbush)
Brooklyn 3-8.

Nash & Fately (Hill St.) Los Angeles.
Natova, Natasha, Co. (Capitol) Winnipeg,
Can.

Taylor & Dayne (Premier) Brooklyn.
Teller Sisters (Orph.) Des Moines, Ia.
Tempest & Sunshine (Orph.) Vancouver, Can.

Madie & Ray (Mastbaum) Philadelphia.
Marathon Frolics (Saenger) New Orleans.
Mardi Gras (Paradise) Chicago.

Power (Broad) Philadelphia 3-8.
Sart (Illinois) Chicago.
Blacklock Holmes (Erlanger) Chicago

Navarra, Leon (Loew) Baltimore.
Nelman, Hal (Orph.) Salt Lake City.
Nelsons, Five Juggling (Victoria) New York.

Thomson, Joe, Three (Colby) New York.
Tiffany Boys, Three (Fairmount) New York.
Tillis & LaRue (Orph.) Omaha.

U
Uessesms, Four (Orph.) Boston.
Usher, Mae (Gates Ave.) Brooklyn.
Uyena Japs. (Fairmount) New York.

Street Scene (Apollo) Chicago until Mar. 8.
Strictly Dishonorable (Adelphi) Chicago.
Urke Tom's Cakes (Grand) Cincinnati 3-8.

North, Jack (Midland) Kansas City.
Norton, Ruby (Orph.) Omaha.
Northworth, Jack, Co. (Fairmount) New York.

V
Van de Velde & Co.: Detroit 7-13.
Van & Schenck (State) New York.
Verne, Adels (Orph.) Seattle, Wash.

V
Vanderbilt, Fred, Co. (Orph.) Salt Lake City.
Syncope, Fifteen (Gayety) Uta, N. Y.

White Caps (Indiana) Indianapolis.
White Flash, Three (Met.) Boston.

O'Donnell, Blair Co. (Loew) Yonkers, N. Y.
O'Hanlon & Zamboni (Perry) Erie, Pa.
O'Hill & Manners (State) Lincoln, Neb.

W
Wager, The (Hill St.) Los Angeles.
Wahl, Walter Dare (Orph.) Tacoma, Wash.

W
Wager, The (Hill St.) Los Angeles.
Wahl, Walter Dare (Orph.) Tacoma, Wash.

(See ROUTES on page 98)

# Circus and Side Show

Conducted by CHAS. WIRTH—Communications to 25 Opera Place, Cincinnati, O.

## Chicago CFA Get Together

First annual dinner of Davenport Top huge success—many present

CHICAGO, March 1.—The spirit of the circus permeated the Crystal Room of the Hotel Sherman Tuesday night when the first annual dinner of the John L. Davenport Top of the Circus Fans' Association of America was held. Nothing was missing but the big top and the sawdust; even they were present on the screen, and there were plenty of circus folks there "in the flesh", so altogether it was a large evening for everybody. About 100 attended.

A swell dinner, a wonderful social time, entertainment by several of the folks from the white tops and, topping it all off, a remarkable view of the "big show"—this briefly outlines the evening's routine, but only those who attended can appreciate what a wonderfully good time was enjoyed.

The setting for the affair was made quite appropriate by the contributions of two members of the local top. The walls were decorated with a score of old-time circus posters loaned by Walter C. Scholl, and the speakers' table was bordered with a "parade" of miniature circus animals loaned by John Shepard, national secretary. Each guest found at his plate a card bearing a photo of a boy watering an elephant. It was labeled "The First Step in a Fan's Life". The card also bore a poem of the circus by Clint E. Beery. Also at each plate was an American Beauty rose and a bar of candy, the latter provided by N. Harry Cencie, CFA.

After the repast was well under way a real circusy touch was injected by the (See CHICAGO CFA on page 59)

## 101 Ranch W. W. Show Engages Press Staff

The press staff of the 101 Ranch Show, as announced by R. M. Harvey, general agent, will consist of Harry Earl, Ora O. Parks and George O. Mendelsohn. All have been with the Ranch Show before. Earl has for years had an enviable reputation as a director of publicity for theatrical enterprises and circuses. He is expected to inject some new ideas into the press publicity. Parks is one of the popular men of the younger rank of press agents in the story end of the work. Mendelsohn is reputed as discreet and careful a space buyer as any of the contracting press agents.

There will be a change in the concession department of the show, but Col. Zack Miller has not announced who will be in charge.

Barney Kern, of Detroit, will be in charge of the truck brigade of the 101 Ranch Show and he has been provided with a new ton-and-a-half truck, with a body especially constructed for circus purposes.

## Broadhurst Animal Show

KANSAS CITY, March 1.—Broadhurst Brothers will have on the road a dog and pony circus, opening in Arlington, Ill. They will feature domestic animals of every description. Chickens, ducks, cats, dogs, rabbits, ponies, goats and geese have already been trained. The show will be under the management of James J. Rice.

## Nelsons Re-Engaged With Sparks Circus

The Famous Nelson Family, seven in number, who were with the Sparks Circus last season, will again be with that show, presenting their acrobatic Risley act and introducing the champion girl tumblers, who make a specialty of flip flaps on the track and on the pedestal. Mile. Rosina, dancing tumbling queen of the wire, will also be with the show.

While appearing at the Shrine Circus in Cincinnati last week, Arthur Nelson, head of the act, paid *The Billboard* a visit.

## Snyder With Best Bros.

CHARLOTTE, Mich., March 1.—Col. E. D. Snyder (Tiger Bill) has signed contracts to be arena director of the Best Bros.' Circus and to have charge of the concert. He will furnish three truck loads of Wild West paraphernalia and stock, among which are eight bucking horses, four menage horses, featuring old Duke and three high-jumping horses. He will have cowboys and girls and six Sioux Indians.

## Drukenbrod Enlarging Robinson Side Show

CANTON, O., March 1.—Sterling (Duke) Drukenbrod, side-show manager of the John Robinson Circus, whose home is here, has his show practically framed for the season. He will have 34 platforms and will have a third again as many people as in former years.

Henry Brown and his 12-piece colored band will again be one of the features, as will the Royal Hawaiians.

## Fred Bradna in New York

NEW YORK, March 1.—Fred Bradna is in the metropolis and it is reported he will remain here until the R.-B. Circus opens in the Coliseum.

## Conroy Opening April 19 Harriman To Pilot Downie Bros.' Show

KANSAS CITY, Kan., March 1.—The Conroy Bros.' Show will open in Southern Kansas April 19, and will play the smaller towns. Everything is newly painted. A 12 by 32 Pit Show, with a five-banner front and five pits, will be carried. A bale ring 40 by 60 big top was recently purchased. The outfit will move on five trucks and two trailers and 12 people will be carried. Harry Page will be general agent and the territory played two years ago will be repeated. The program will consist of juggling, trapeze, Roman rings, slack wire, barrel jumping, acrobatic, contortion, swinging ladder, trained pony and riding dog, bucking mule, dogs and clown numbers.

HAVRE DE GRACE, Md., March 1.—Jerome T. Harriman, last season contracting agent of the Cole Bros.' Circus, is returning to his first love, the Downie Bros.' Circus, as general agent. It will be his 13th year in the employ of Andrew Downie.

The advance department will be strengthened. Clyde H. Willard will again be manager of the advertising, and a press agent and a local contracting agent will be added to the advance staff. Five trucks and two sedans will be used ahead. Manager James Heron and Harriman are on a prospecting tour of contemplated territory.

## LeVines With Hunt Circus

PIKESVILLE, Md., March 1.—The LeVines will be with the Hunt Motorized Circus doing their high carrying trick, double trapeze and loop-the-loop trapeze acts. All rigging has been newly nickel-plated and they will have all new wardrobe. An auto body company has just completed and mounted a one-ton truck house car for the LeVines.

## Losters With Wheeler Show

James and Bernie Loster, last season with the Richards Bros.' Shows and who this winter have been playing dates thru the South, are engaged for the Al F. Wheeler Shows.

## Austrian Circus to Paris

PARIS, Feb. 19.—A big treat is in store for Paris kiddies when the Charles Krone Circus arrives from Vienna for the first time soon. Requiring four special trains, this circus is the largest one that has ever come to France. It boasts 100 horses, 40 elephants, 50 tigers, 100 lions and 600 other exotic animals. The circus will probably be housed in the Velodrome d'Hiver, the Stade Buffalo or in tents in the Champs-de-Mars.

## Sawdust and Spangles

By CHARLES WIRTH

NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of *The Billboard*, which are expressed on the editorial page.—ED.

THE opening of the circus, the arrival of the blue bird, the Spring Special Number of "The Billboard", all harbingers of spring, are but a few weeks off, and now is the time of hustle and bustle at the winter quarters of the various circuses, preparing for the forthcoming season's tour.

From reports of the vast amount of work going on in winter quarters one expects to see all spick and span outfits when the circuses take to the road. However, such is not always the case. We have seen shows in the spring that had not been painted or otherwise given an appearance of freshness. This should not be, and only leads one to believe that real interest in the outfit is lacking. Nothing makes a show more inviting and up to date, not to forget prosperous looking, than a fresh coat of paint for the season's inaugural. The manager who doesn't believe in "brushing up" each year only lays himself open to adverse public criticism, and that by no means is good for the profession in general.

The Circus Fans' Association is going right along in an endeavor to assist circuses and circus managers. The latest move is that the legislative committee of that organization is anxious to arrange for uniform legislation affecting motorized circuses. In some States licenses can be secured for a few days, while in other States licenses are required on every truck. The C. F. A. will appreciate it if managers of the circuses involved will send examples of burdensome regulations affecting licenses so that it may take up the matter with proper authorities and secure a readjustment. This certainly is a fine spirit.

Say what you want, had Jerry Mugivan not died he would have been actively engaged this year. He was not thru with the circus business by any means. Jerry declined a handsome offer to become vice-president and director of a gigantic organization, and was "all set" to be with a motorized show.

## Ringling Train To Leave Sarasota About March 20

SARASOTA, Fla., March 1.—It is expected the first trains of the Ringling Circus will leave here for New York about March 20, arriving in New York three days later. The movement of the trains will be in charge of George Smith, assistant superintendent of the show.

Pat Valdo has been busily engaged at the Ringling offices here signing clowns and other performers for the Ringling enterprises. Russell Miller, one of the front-door contingent of the circus, arrived in Florida this week, making the trip from California by motor. He has been the guest of Harvey Keddy and Bill Knight in Tampa. Marian Ray is working out at winter quarters in the menage act of the show. Tom Mix was the guest of John Ringling for several days last week. Mayor Jimmy Walker, of New York, spent several days this week as the guest of Ringling.

Charles C. Branham, who opened the Edwards Theater here five years ago and who is now Florida manager for Public, visited the quarters of the show this week. J. B. Riley, former editor of *The Sarasota Times*, has been engaged in special publicity work for the Pageant of Sara De Sota. A beautiful new "state-room" car has been added to the rolling stock of the show. All the Pullmans have been repainted and refurbished.

Robert Ringling and a party of friends cruised to Tampa and return this week in the Symphonia, the yacht owned by Mrs. Charles Ringling. P. T. Streider, general manager of the South Florida Fair, and party visited the quarters this week. In Sherwood Anderson's latest book, *Hello, Towns*, there appears an entire chapter headed—and devoted to—"Mrs. Jimmy Dutton", in which remarkable tribute is paid this sterling show-woman.

## Dock Drops Circus

PETERSBURG, Va., March 1.—Sam Dock, well known in the circus world as the owner of the Brison Bros.' Shows, is forsaking the circus field this season and will take to the road with talking pictures and a vaudeville show under canvas. Dock has sold most of his circus property to Brison, his former partner, and stated what stock he has will remain at his quarters at the local fairgrounds. He expects to open April 1 and play week and three-day stands.

## Ingalls To Return Soon

NEW YORK, March 1.—Clyde Ingalls, manager of the Ringling-Barham Circus side show, who is sojourning in London with his wife and children, expects to return to the States on or about March 15.



**With the Circus Fans**

By JOHN R. SHEPARD  
609 Fulton St., Chicago  
Secretary C. F. A.

CHAIRMAN FRANK LITTLEFIELD, secretary of the Massachusetts Top, recently received a letter from Lady Eleanor Smith, of England, describing the Olympia Circus in London. She is a member of the C. F. A.

THE FORT DODGE, IA., Municipal Band, Karl L. King, conductor, held the first indoor concert of the season in the high-school auditorium on a recent Sunday. King is a member of the C. F. A. and also president of the Iowa State Association of Bandmasters.

IN A RECENT LETTER to Chairman Linney, of the New York State Top, President Wagner states that one of the earliest great shows which he could recall was Howe's Great London Circus, which he witnessed at White Pigeon, Mich., when a boy. They possessed a very large chariot to which was hitched a team of 12 beautiful gray horses. This chariot would reach a town 20 hours previous to the arrival of the show and would parade the streets, advertising the coming of the circus.

NATIONAL DIRECTOR L. A. Gross, of Minneapolis, arrived in Chicago February 23, driving with Mrs. Gross and family, from California. Gross will be in Chicago off and on for some time. He reported a very interesting visit with Col. C. G. Sturtevant at Dallas, Tex.

**Notes From Petland**

ACCOTINK, Va., March 1.—The first visitor this week was Al F. Wheeler, manager of the Wheeler Circus. He was on his way from Oxford, Pa., to the show's winter quarters at Albemarle, N. C. En route he stopped at Rockville, Md., to purchase animals; then to Petland to see Rex Ingham, and from there to Ketrov Bros.' Zoo to visit Wm. Ketrov.

Mrs. Grace Ingham is still sick in Washington, D. C., but is expected home soon. Leo Cortell, motion picture actor, stopped by recently. Willy Dean, carpenter at Petland, has the fever and says that he will be with one of the big ones next season. Lynn Taylor, mechanic at Petland, is quite busy and doing lots of work at the garage.


Captain John Lucadema, owner of the Jersey Pet Stock Company and also owner of Susie, the famous Graf Zeppelin gorilla, was here on his way from Newark to De Land, Fla. With him were three of his employees. Susie is booked on the Johnny J. Jones Shows. T. J. Leary, with Mrs. Leary and son, were here on their way to Georgia to join the Little Exposition Shows with their string of concessions. They came down from Plymouth, N. H., where they have been wintering. With them was J. Huntley.

**Robinson Presents Fine Shrine Program**

The ninth annual Shrine Circus in Cincinnati, under the direction of John G. Robinson, was held at the Taft Auditorium in the Masonic Temple last week, performances being given twice a day. Business measured up to last year's, which was exceedingly good, considering present general conditions. Orphans of the various institutions were guests of the Shriners at the matinee performances. The show was heavily billed with banners and window cards and received much publicity in the daily press.

As customary, Robinson gave the show-going public of the Queen City an excellent program, which was put on in a snappy professional manner, Dennie Curtis acting as equestrian director. The musical end of the program was given by the Shrine band. Mickey McDonald did the announcing of features in first-rate style.

Opening the bill was Curtis' dogs and ponies, an excellent act. Several of the dogs were exceptionally good. The Charley Bell Trio in a neat and fast comedy acrobatic turn was given a good hand. An act of grace and beauty was that of the Two Reiffenach Sisters, equestriennes, who were generously applauded. An aerial feature that scored



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**MANUFACTURERS OF THE BIGGEST CIRCUS TENTS OF EUROPE**  
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WRITE FOR CATALOG AND DETAILS.

was that of Shubert, who does some daring work in the contortion line on the trapeze. A fine wire act was that presented by Rosina Nelson, of the Nelson family, several acrobatic and dancing numbers on the steel thread especially bringing her a big hand. Prince Hoshi, in a backward foot slide from the balcony to the stage, was well applauded. The Australian Woodchoppers not only demonstrate their ability with axes, but also do some nice work with whips—an excellent novelty act. Robinson's Military Elephants, four in number, put thru their routine by Curly Noonan, scored their usual big hit. They certainly work together nicely and quietly. The Shuberts, man and woman, presented a novelty contortion offering, and Keyo Namba and Prince Hoshi, a foot-juggling turn. Namba later did the feat of jumping up stairs on his head, receiving a round of applause. Mabel Pelky, dainty aerialiste, after performing on the Roman rings, went on the web and did very creditable work with one-arm planges. The Nelson Family of seven, presenting their acrobatic Risley act, performed in a high-class manner. Long-distance tumbling by Carmenetta and spot flipflaps on a pedestal by Estralina Nelson were featured, and they received merited applause. Again the Reiffenachs, this time three women and two men, one doing comedy. Both the riding, including somersaults, and comedy were liked. The Neiss Troupe, three men and one woman, on the high wire or rather cable, did some daring stunts. They had a varied routine, accomplished in a seemingly easy manner. All possess pleasing personalities. The program was brought to a rousing finish by the Curtis comedy mule act, with four people and a masterly trained donkey—a commendable elaboration on the old "January" offering.

Clown alley was made up of Frank Stout, the Bell Trio, Kinko, Earl Shipley, Chesty and Denero, Billy Lorette and Charles (Shorty) Flemm, who offered quite a number of good turns. The burlesque fight put on by Chesty and Denero was a wow. Lorette and Flemm worked in the audience as usual before show time and went over big.

**Cole Bros.' Opening Latter Part of March**

BRENHAM, Tex., March 1.—Work of rebuilding and outfitting the Cole Bros. Circus is going forward rapidly here in winter quarters. Superintendent Dave Masten has increased the working crew and will soon have the last wagon in readiness for the painters. The show will open its season the latter part of March.

Karl Knudson, local contractor, recently arrived from his home in Los Angeles, and is busy ahead with his duties. Gene Staats, manager of the No. 1 advance car, was in quarters for a few hours last week. L. C. Gillett, general agent, is back in quarters after spending the last fortnight in the North. Altho a complete line of special paper was carried last season, yet more than a dozen new designs have been added.

Gus Schwab, legal adjuster, was a recent visitor. After a few weeks looking after his hotel at Bethel, O., he will return here. Jack Mills, banner solicitor, has completed his season's ad for the daily magazine and program review. He is resting at his home in Cleveland before beginning his season's duties.

Frank Orman is expected to arrive soon from his home in Cincinnati. Cecil Labelle and Tom Crum are still in Hot Springs, Ark., taking the baths. Dolly West, aerialist, has reached Brenham after spending the winter with relatives in Chicago.

The managerie, in charge of Bill Hayes, is visited each Sunday by many residents of this section of the State.

**Circus Folk at Ball**

CANTON, O., March 1.—Circus folk who have been prominently identified with the leading tent shows the last 20 years held a reunion here Wednesday night when the first annual theatrical ball was held in the city auditorium. T. C. McQuate, well-known showman, now coroner here, acted as master of ceremonies. More than 100 circus performers, both active and retired, were in attendance. George Marlow, contortionist, known professionally as the Frog Man, planned and staged the affair, which attracted several hundred persons. Dancing followed a lengthy vaudeville program. Showfolk were designated by a badge. A souvenir program enumerating the accomplishments of the Canton circus and stage folk was distributed to patrons.

50 Years' Reputation Back of Every Tent  
**GOSS' SHOW CANVAS**  
**Carnival Tents**  
Send for Catalog and Second-Hand List  
**J. C. GOSS CO.**  
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**QUICK** SET-UP & SEAT MADE WITH TEAR-DOWN IDEAL SEAT ENDS  
This 12" SEAT USES 3 SEAT ENDS & COMMON 1" BOARDS  
BOARDS NOT CUT OR NAILED—SIMPLY CLAMPED ON.  
Above seat uses stock widths (12, 8 and 4-in.). SEAT ENDS made of galvanized steel, weight 7½ lbs. Seats can be any length to 16 feet. Unsurpassed for tent seating. Endorsed by leading managers. MORE ECONOMICAL TO BUY AND USE. MORE COMFORTABLE. MORE CONVENIENT TO TRANSPORT THAN CHAIRS. Eastern orders filled from stock at Philadelphia, Pa. IDEAL MFG. CO., 6823 Santa Monica Blvd., Hollywood, Calif.

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Please communicate with your sister, MRS. J. MUSKAT, 22 Union St., Troy, N. Y., at once. Very important.

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**Circus Saints and Sinners**

NEW YORK, March 2.—No list of the dead, wounded and otherwise injured is available following the recent initiation at the Mosque, Richmond, Va. Any attempts at interviews are met with "nothing to say". Therefore one can only conjecture that a good time was had by all. Fred Pitzer, Poet Laureate of Main street (as interpreted by Harry Tucker), is father or creator of an unusual (in several ways) poem on G. Washington (the President, not the coffee); also a poem on a dog or kyoodle of unusual intelligence. Ask Harry Tucker and his public.

The local CSSCA is getting ready for a great society circus, we understand, with a great all-local cast of riders (page Vivian Blueprint), tumblers, contortionists, clowns and all. Now let the band play. **HUGH GRANT ROWELL**, National Secretary.

**Tall Hustling Being Done At Christy Bros.' Quarters**

HOUSTON, Tex., March 1.—Now that G. W. Christy has so far recovered that he is able to be out and hustle about as much as usual, everybody around the quarters is so tickled that they are turning out the work in astonishing fashion. Not a great deal of time remains before the opening, and there is a vast amount of work to be accomplished. G. W. is around in all departments every day, and General Superintendent Egypt Thompson is a most capable assistant. He is looking after all of the work.

Last week the work was held up in a way by the appearance at the Shrine Circus in Galveston of several of the Christy acts, including the elephants, the 12-horse act and the menage act. The riders were Margaret Thompson and Nita Belew. Mr. and Mrs. Walker had the bulls. G. W. Christy was on hand and had a very pleasant visit with Bob Mor-ton, the promoter, and old friends in Galveston.

Work has been started on the train and the advance car has been newly painted and is ready for the road. There will be a new equestrian director this season, but the choice has not been made as yet from many applicants. Merritt Belew, who has held the position for several years, closed with the show this week, and with his wife left for Peru to join the Sells-Floto Show to work several horse acts. Ray O'Wesney is expected back from St. Louis next week to fill his old positions. Clarence (Red) Sheldon, in charge of concessions, will also arrive from St. Louis March 10, and will get his work under way.

The three band chariots, glorious in new paint and gold leaf, have been turned out of the paint shop and are a

big flash. Dike Ellis and Charlie Nelson are doing fast work on the wagons, and this week another building was turned over to the trainers, so that there would be no waiting. Harry Sells is only waiting the call to start work in his department, and is a daily visitor at the quarters. He is stopping in South Houston.

The *Houston Sunday Chronicle* carried a full-page story on work at the quarters, embellished with eight illustrations, and the result has been that keeper of the gate, Joe McCullom, has had his hands full, as visitors are allowed only on Sun-

day. A. B. (Curly) Murray is back on the job as purchasing agent. General Agent Bert Rutherford is well pleased with his efforts as a horticulturist. Beginning next week, work will be continued nights.

MISS OLLIVETTE, the athlete, played the indoor circus date at Akron, O., for the K. of C. February 11 and 12. She says that her rubbing the audience was one of the high spots. She is now playing vaudeville engagements in Cleveland.

**Snyders To Have Concert On Al F. Wheeler Shows**

GREENVILLE, Mich., March 1.—Snyder Bros.' Circus and Tiger Bill's Wild West will not be on the road as a show this season. Instead Leo E. Snyder (Young Tiger Bill) and family will have the concert with the Al F. Wheeler Shows.

Two new trucks have been received at the Snyder quarters here, on which bodies are being built and which will transport the Wild West stock.

**McKeesport, Pa., Pickups**

Al Leonard, of McKeesport, Pa., sends the following notes from that city: Joe Farnan and Paddy Connelly, formerly of the Sparks Circus, are at McKeesport and will be with one of the Ringling units. Al Jacobs, of the Myte-Jacobs Shows, will not put out his show this year and may lease the paraphernalia. Jess Robinson has purchased from Hal Connelly his troupe of trained goats and dogs. The latter will sail soon for Ireland.

McKeesport is also the home of Capt. E. F. Firth, who is breaking seal acts at the Al G. Barnes Circus quarters, but will be with the Sells-Floto Circus with a seal act. At one time he had his seals in McKeesport and trained them at the Rainbow Gardens. Leonard met F. Day Gardner, former trouper, in Macon. Gardner is spending his 12th winter here, meeting up with the Sparks Circus folks.

A. L. Buckler, nephew of Charlie Cromwell, of the Ringling Circus, has an executive position with a Cleveland engineering company. He spent a few years in the outdoor show world. James Corrigan has theaters in Elizabeth and Glassport, Pa. Bill Bryant and James Roach, old-timers, are working as operators in picture houses.

George Thomas, known in the circus field, is with the Duquesne Light Company. Frank Walters, at one time owner of the Great Walters Circus, which played Western Pennsylvania and West Virginia, is at the Pitt Theater, Pittsburgh.

**West Coast Notes**

Doc Cunningham, who visited the quarters of the Al G. Barnes Circus at Baldwin Park, Calif., reports that he noticed much activity in the construction department. Several wagons have been built and those helping Superintendent Red Forbes were Walter Johnson, Yellow Bear, Lee McDonald and others. Arthur Gibson, formerly superintendent of reserved seats, is head buss man at the Globe Dairy Lunch. Dan Mix and mule, "Anna", assisted by Dick Wakefield and George Tipton, have finished a two-reel comedy, *The Flag Is Up*, at the Mack Sennett Studios. Patsy Clancy is doing her iron-jaw act at the Apex Night Club.

**"Gentlemen! Be Seated!"**

— Da —

One of the big phases of the Show business is the matter of seating. The audience expects a safe and comfortable seat; the owner or management must provide such, with chairs that are economical to buy, that occupy but little space, that are easy to use, put out of the way, slack or move, and of lasting life. All these essentials may be had in this all-wood folding chair used by shows, circuses, theatres, chautauquas, revivals, schools, conventions, and other assemblies.

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This chair will stand abuse and the roughest of service. It's as strong as an ox, and so well constructed that it won't rattle (may be left in the rain—won't turn white), won't warp, and can't rust. Easy to open—easy to close—easy to stack—EASY to sit in. Sold singly or in sections, in regular and juvenile sizes, natural finish, also in a variety of colors. Get our quantity prices.

Send for sample chairs (regular or juvenile size). Sent to responsible people or shows only. May be returned or kept as part of order. No free samples.

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First annual dinner of John L. Davenport Top of the Circus Fans' Assu. at Hotel Sherman, Chicago, February 25.

# NO DELAY—FOLD IT WET!

If it rained steadily for forty days and nights the show could still go on, provided **THE BIG TOP WAS PRESERVO TREATED**. Canvas sheds water like a slate roof when Preservo is used. No delay waiting for canvas to dry—when Preservo treated—can be folded wet without fear of mildew. Preservo treated tents are soft and easily handled. Furthermore—it doubles the life of new canvas. Used by successful showmen for over thirty years.

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## Sawdust

By FRANK (DOC) STUART

OKLAHOMA CITY, Okla., March 1.—When the temperature reaches 80 degrees, such as Oklahoma is now experiencing, it indicates that the bluebird is about to chirp and that the circus fraternity is beginning to suffer from a malady known as road fever. It generally attacks the victim about this time of the year and begins whenever he or she hears a moving van rumble down the streets. If a radio happens to squawk a "tropo forti" band number at that moment it simply is too bad for the circus person. He sniffs the air once, and as he passes the barn where the storage-van horses are quartered he walks in (to inspect the horses, of course) and sniffs twice, and when he arrives at the cafe where the savory aroma of "ham an' straight-up" scents the atmosphere the fever reaches its height. Nothing can relieve the afflicted one except a trip to the winter quarters of the nearest circus or Wild West show. Here he inspects and talks, makes plans and suggestions, and finally gives the circus manager tons of wholesome advice, and when he leaves the manager does exactly as he would have done had the circus person not called. A most common characteristic of the disease is, "Where is the cookhouse and when do you eat?" The most common answer is a vacant stare or a quick deviation from the line of conversation. The epidemic struck the troupers residing in Oklahoma City and they burned up the highway in the direction of Miller Bros.' 101 Ranch Wild West Shows. Here they found rebuilding, repainting and activity in full swing under the personal supervision of Fred (The Silent Sphinx) Seymour, at whom they aimed a barrage of questions, and departed with less knowledge than they had before the visit. This much was learned: the show is again "taking to the road" about April 20 and will open in or near Oklahoma City. The 40 cars (count 'em, 40) are on the railroad siding and undergoing a coat of bright orange paint. Yes, Col. Zack Miller has five of the Cole Bros.' cars added to the string, and it is easy to see that Miller has the cars because they have not yet been painted and the old title, Cole Bros.' Circus, is easily read from a mile distant. Within a week after the opening of the Miller Show it will speed east toward the "smoke stacks" and plenty of opposition. The show will be under the sole management of Col. Zack Miller, as Joseph Miller, Jr., has disposed of his entire interest and he will assist George Miller, Jr., in the management of the famous 101 Ranch proper. New canvas throughout is being built for the show, which will have a seating capacity of about 12,000 customers, including the "free list". The lineup of the executive staff is about the same as last season. With this announcement comes the definite dates of the Terrapin Derby. The inspiring race of the seven or more thousand creeping, crawling, running, stalling varmits will begin promptly at 2 p.m. Sunday, August 31, and it is hoped that it will finish by nightfall of the following day, Monday, September 1. The distance to be run is about 100 feet, and the money won in the neighborhood of \$10,000 or more.

An important announcement comes from George Miller, Jr. He has secured the entire cast of Freiburg Passion Play in English, Inc., featuring George Fassnacht, whose family has interpreted the character of Christ for the last 250 years, to present three performances for the edification of all Oklahoma, including cowpunchers, Indians, oil millionaires and whatnot. The company comes direct from the Stadium in Chicago and will be seen at the 101 Ranch arena July

## CALL CALL CALL AL. G. BARNES CIRCUS

1930 SEASON OPENS AT BALDWIN PARK, CALIF., SUNDAY, MARCH 23. All persons engaged report at WINTER QUARTERS, TUESDAY, MARCH 18, AT 10 A. M., unless otherwise notified by letter. Kindly acknowledge this call at once by mail, as follows:  
Big Show Performers—JOHN T. BACKMAN.  
Equestrian Director—  
Big Show Band—C. E. REDRICK.  
Side Show Performers—HENRY EMGARD.  
Ticket Department—HARRY BERT.  
Candy Butchers, Etc.—HARRY LEVY.  
Big Top Canvas—WHITEY JENSEN.  
Drivers, Etc.—MIKE TSHUDY.  
Cook House Men—GEO. TIPTON.  
Elephant Men—JOE METCALFE.  
Cage Men and Lead Stock—JOE BENNETT.  
S. CRONIN, Mgr., Winter Quarters, BALDWIN PARK, CALIF.

19 and 20. It is expected that the engagement of this production will add greatly to the knowledge of native Oklahoma citizens and stimulate the bank account of Miller Bros., Inc. Just what the cowhands will think of a presentation which is void of bucking horses will remain a deep, dark secret until after the above dates.

## Old-Time Showmen

By CHARLES BERNARD

Bogart's Windmill location in the Bowery, for outdoor entertainments, was in use during the month of January, 1773, by the English rider, Mr. Foulks, with an exhibition of horsemanship, and it was the only entertainment in New York at the time except an evening show of Legerdemain with cups, balls and cards, by M. Peter Sourville, at Mr. de Lamontagne's. During the early months of 1773 a noted Old World performer named Jacob Bates made his appearance in this country with many credentials endorsing his tour of exhibition at the courts of the Eastern hemisphere.

On Monday, May 31, 1773, *The New York Gazette* carried the following announcement (paid adv.): "Mr. Bates, who has finished a tour of Europe, is arrived in New York and intends to perform different feats of horsemanship on one, two and three horses, increased at times to four horses, at the Bull's Head, in the Bowery Lane, on Wednesday next, the second of June. The doors will be opened at 4 o'clock, and he will mount precisely at 5. The seats are made proper for ladies and gentlemen. He will take it a particular favor if gentlemen will not suffer any dogs to come with them. Tickets for the first place at one dollar, and for the second place, four shillings each, to be had at the bar of the coffee house, and at Mr. Rivington's, and at the place of performance. No money will be taken at the door, nor admittance without a ticket."

On the following Monday his announcement was headed: "Horsemanship, by Mr. Jacob Bates, the Original Performer." A later announcement for Tuesday, June 29, 1773, read as follows: "A Burlesque on Horsemanship, or the Taylor Riding to Brentford." Bates' closing performance in New York was on August 3, and prior to his final appearance the boards forming the "riding-yard" enclosure had been offered for sale. He proceeded to Boston, made application to the Selectmen for a permit to fence in an enclosure 180 feet square on the "Common" to show his feats of horsemanship. The permit, however, was denied. There is no authentic record of whether Jacob Bates remained in this country thru the struggle for American independence. He is said to have been in Philadelphia conducting a riding school after 1786.

After the Declaration of American Independence the newly organized colonies did not rise to the dignity of a full-blown circus until the summer of 1785.

On Saturday, August 20, of that year, the Pennsylvania Packet announced the erection of a "menage" enclosure near the Center House, Philadelphia, at a considerable expense; that Mr. Pool was on the continent and would make his first American appearance on August 24 in equestrian feats of horsemanship.

The "Old-Time Showmen" column will later give Mr. Pool's full program, including the clown act, "Billy Button, the Tailor".

## CHICAGO CFA

(Continued from page 56)

appearance of Joe Coyle, clown, in carrying balloons. Joe passed them out to the diners, and then to piano accompaniment did his famous web-foot dance. A touching bit of sentiment was the presentation of a huge basket of roses by the Circus Fans to Mrs. John Davenport, for whose late husband the local top is named. Mrs. Davenport was unable to be present and the flowers were accepted for her by her son, Orrin. There was another bit of sentiment, too, in the presentation to Chairman Beery by the Fans of a billfold in appreciation of the splendid work Beery has done. The presentation was made by Fred W. McIntosh.

Clint E. Beery, chairman of John Davenport Top, acted as master of ceremonies or, to use the more circusy appellation, equestrian director, felicitously introducing the association's guests and the speakers. Telegrams and letters were read from Karl K. Knecht, Jess Adkins, Lieut. Gov. Fred E. Sterling, of Illinois, and Mrs. Al Ringling, of Baraboo, Wis., expressing regret at being unable to attend. Then in turn Chairman Beery introduced "Mother" Corning, veteran circus woman, now living in retirement at Elgin, Ill.; John Shepard, national secretary of the CFA; Orrin and Dorothy Davenport, riders; Fred and Doodles De Marrs, clowns; Irving K. Pond, architect, man of letters and athlete; Chas. McCurren, oldest active circus man (recently celebrated his 80th birthday); Mr. and Mrs. Albert Hodgini and their son and daughter, Alberta and Harriet, riders; W. D. Hildreth, manager Chicago office of *The Billboard*; Frank W. Plane, traveler and animal man; Gardner Wilson; Mr. and Mrs. Leo Hamilton, formerly of the circus and now in vaudeville; Joe Coyle, Joey; Mary De Sousa, secretary of the local top and a descendant of P. T. Barnum; Sir Victor and Madame Bedini, equestrians; Otto Griebling, clown; J. A. Wagner, national president of the CFA, and Dan DeBaugh, Chicago office manager of the Ringling interests. In introducing the DeMarrs Beery related several incidents of their circus career. Mrs. DeMarrs is one of three lady clowns in the world. Fred, who had brought his bulldog, Pal, along, put him thru some clever tricks. He also presented the Fans with a picturesque miniature horse and rider.

Irving K. Pond gave a most interesting explanation of why he is a circus fan and related a number of entertaining incidents. Next Alberta and Harriet Hodgini entertained with a colorful dance. Frank W. Plane, who spent 14 years in Africa, gave a highly entertain-

ing account of his experiences with elephants and other wild life in Africa, etc. Next was Otto Griebling, who kept the audience laughing with his comical pantomime and clever comedy juggling.

President J. A. Wagner spoke with justifiable pride of the good work the Circus Fans are doing to create a better understanding between the circus and the public and in killing unfair legislation affecting circuses. He also paid a high compliment to *The Billboard* for its hearty co-operation, and called special attention to the editorial on the Circus Fans appearing in the March 1 issue. He introduced Florence Sprague, artist and Circus Fan, of Des Moines, and his brother, W. G. Wagner.

The last half of the evening was devoted to an extremely interesting showing of moving pictures of the Ringling Bros. and Barnum & Bailey Circus. These pictures—some 2,000 feet of them—were taken by Dan DeBaugh at various times last season. Many scenes were taken during the show's engagement at Grant Park, others at the winter quarters at Sarasota. Every phase of circus life was shown. Remarkable shots were shown of aerial performances in the big top, as well as intimate shots of the "back yard", the crowds on the lot, putting up the canvas, unloading the animals, the cookhouse, etc., and concluding with views at the winter quarters. DeBaugh ran the reels off and gave an entertaining description of the various pictures, which are without doubt the finest circus moving pictures ever taken. Chairman Beery concluded the evening by relating a couple of intimate circus incidents.

Among those who attended the dinner were J. W. Wagner, Florence Sprague, Clint E. Beery, John Shepard, Walter C. Scholl, Irving K. Pond, Walter F. Driver, Eugene L. Williams, Mary De Sousa, N. Harry Cancie, Jacob F. Weintz, Fred W. McIntosh, Nat S. Green, John R. Madison, John J. O'Shea, Dr. Jas. W. Walker, W. G. Wagner, F. W. Schlotzhauer, "Mother" Corning, Wm. Hohenadel, Wm. Hand, of the John Davenport Top, CFA; Sir Victor and Mme. Bedini, Mr. and Mrs. Orrin Davenport, Mr. and Mrs. Albert Hodgini, Alberta and Harriet Hodgini, Mr. and Mrs. Leo Hamilton, Otto Griebling, Mr. and Mrs. Fred DeMarrs, Joe Coyle, Chas. McCurren, Dan DeBaugh, circus folks, and other guests present included Mrs. Eisa C. Lewis, Mrs. N. Harry Cancie, Katherine Cancie, Wm. Hammond, Kenneth M. Driver, Mr. and Mrs. Francis Deane, Mrs. Nat Green, Mr. and Mrs. L. T. Newell, Mr. and Mrs. W. D. Hildreth, Mrs. G. N. Stoelting, Walter Keepke, Mrs. J. Childs, D. MacLean, Mrs. L. Leffingwell, Mrs. L. Childs, D. L. Larkin, Mr. and Mrs. S. E. Day, Alice Johnson, Harry Atwell, Irving J. Kahn, Mrs. Dale Peitsch, Arthur E. Gertz, Mr. and Mrs. Arthur Johnson, Mrs. John R. Madison, Mrs. Jacob Weintz, Frank Plane, Geo. E. Tebbetts, Miss C. L. Tebbetts, Mrs. John J. O'Shea, Mrs. L. Wise, Edith Raith, Justus Schlotzhauer, Mrs. W. G. Wagner, C. H. Graves, Mrs. Dan DeBaugh, Mr. and Mrs. Ernest Lovejoy, Mr. and Mrs. C. R. Larson, Mr. and Mrs. J. J. Haines, Mrs. Wm. Hand, Mrs. Wm. Hohenadel, Mrs. Clint E. Beery, Betty Morris, Bob Hale, Blanche Bloehman and Gardner Wilson.

## AN ASSORTMENT POLICE UNIFORMS

Coats, Caps, Trousers, \$6.00; Coats, \$3.00; Hava-lins, complete, \$5.00; Cowboy Chaps, \$12.00; Hats, \$2.00; Burlesque Costumes, \$2.00 up. STANLEY COSTUME STUDIOS, 158 W. 41st St., New York City.

## SIDE SHOW ACTS WANTED

Half Man-Half Woman, Strong Man Act, Glass Blower, Fire Eater, Glass Dancer, or any Act suitable for Side Show. Best of treatment. Chief Red Bar, Della Brown, Robert Sommers, Walter Vaughn, write at once. Long season and all winter's work. M. SHAPIRO, Box 334, Littleton, N. C.

## Under the Marquee

S. W. BAILEY will be in clown alley on the Sparks Circus.

JOE WILDE will be with the Sells-Floto Circus.

SAM STAMPER, tattooer, will go with the Hagenbeck-Wallace side show.

WILLIAM CRONIN, of the Robinson Circus, is in the Windy City.

PEGGY HUNT thanks her friends for their letters during her recent illness.

HERBERT SNYDER, clown, will again be with the Sparks Circus, his fourth season.

MICKEY McDONALD has been re-engaged to do the announcing on the Hagenbeck-Wallace Circus.

MILDRED HOWARD will return to the Sells-Floto Circus and do menage, jumps and cloud swing.

HARRY G. KARSEY will again manage the side show on the Hunt Motorized Circus.

HOMER LEON, former trouper, met up with J. C. Admire, general agent of the Barnett Bros.' Circus at Frankfort, Ky.

ROY DEXTER, who has been with Hagenbeck-Wallace and other circuses, will not be on the road this season. He is at P. G. H. Camp Knox, Ky.

PETER H. WEILER, a showman, who is mayor of Ste. Genevieve, Mo., says that conditions are good there and will welcome circuses and repertoire shows.

RAYMOND W. ROWAN expects to be on the road again with Al Leamon as usher on the Sells-Floto Circus. At present he is working whitestones.

KING BAILE, in advance of the Great Russell, stopped off in Greenville, Mich., recently and had a chat with the veteran showman, Bert Silvers.

AL LINDEMANN and Ed Scheck, of the Sells-Floto Circus, who were on the program of the K. of C. Circus in Cincinnati, visited *The Billboard* last week.

HERBERT SWIFT, bandmaster of the Coup Bros.' Circus, will leave his home at Batavia, O., March 17, for the show's winter quarters at Anson, Tex.

FRANK T KELLY will this season be with George Davis on the Sells-Floto Circus in the cookhouse. At present he is in the M. H. C. in Jessup, Md.

GENE AND GABBY DeKOS have signed with the Sells-Floto Circus. They have been playing RKO and picture houses this winter.

WALTER L. MAIN slipped out of Chicago last week as quietly as he came, without divulging the purpose of his visit.

GEORGE-ETTE, who was one of the attractions of the Great European Circus at Bradford, Pa., under auspices of the Veterans, will be back with the Downie Show.

CLEM GRILLIOTT, clown, who played the K. of C. Circus in Cincinnati, met many friends and was present at the banquet given by Lewis & Zimmerman on the concluding night of the show.

IT IS REPORTED that the Ringling-Barnum Circus will show three spots of three days each in Philadelphia this season, instead of the one spot, as in previous years.

JIM B. FLANAGAN, formerly with the Ringling-Barnum Circus, visited Bud Cowan and others on the Johnny J. Jones Exposition at the Palm Beach (Fla.) Fair.

H. M. KILPATRICK will again be in the advance department of the Sparks Circus, this third season. At present he is at the home of his brother in Gastonia, N. C.

O. E. LYSLE, of Pittsburgh, Pa., circus fan, is critically ill in the Western Pennsylvania Hospital, Pittsburgh, and grave concern is held out for his recovery. He is suffering from an infected limb

# CHAIR BARGAIN

## Per Dozen, \$9.00

Good Used Chairs. Come early and avoid the rush.

**BANNERS**—Many Orders Already In—If Yours Isn't, Better Do It Now.  
WRITE—WIRE—PHONE

### Baker-Lockwood

McGee Trafficway at 23rd Street, Kansas City, Mo.  
AMERICA'S BIG TENT HOUSE

# CALL!—CALL!—CALL!

## Ringling Bros. and Barnum & Bailey Combined Shows

### SEASON OF 1930

All people engaged report at NEW YORK COLISEUM, EAST 177TH STREET, NEW YORK CITY, as follows: Aerial Performers, with Riggings, SATURDAY MORNING, 9 o'CLOCK, MARCH 22. All other Performers and Musicians, MONDAY MORNING, 9 o'CLOCK, MARCH 24. Freaks WEDNESDAY MORNING, MARCH 26. Ticket Sellers and Ushers, MONDAY MORNING, MARCH 24. All others not mentioned will be notified by mail. Please acknowledge this call to

**RINGLING BROS.' AND BARNUM & BAILEY, Sarasota, Florida**

Opening Performance of the Season at New York Coliseum, Thursday Afternoon, March 27.

and is under the care of two doctors and two nurses and his wife has never left his bedside.

FRED MOULTON, in charge of the recent Shrine Circus at the Coliseum, Tulsa, Okla., has the date booked again for next year. He will be with the Hagenbeck-Wallace Circus this season.

DURING THE engagement of the Shrine Circus in Detroit, the Nelson Family entertained the Reiffenachs at their home in Mt. Clemens, Mich., all day Sunday.

AFTER BEING absent from the white tops since 1920, Charley Bell, with his acrobatic clowns, will be with the Ringling-Barnum Circus. He had been playing fairs since then.

MARGARET KRULL, last season with the Sells-Floto Circus, will not be with the show this season, but will continue schooling hunters and jumpers at the Dexter Park Pavilion, Chicago.

JACK MILLS has been spending the winter with his parents in Cleveland, O. On March 17 he will leave for Brenham, Tex., to take up the duties of bannerman with the Cole Bros.' Circus. It will be his fourth season with Floyd King.

AL MARTIN, veteran circus and "Tom" showman, and his brother, Charles, prominent Rotarian and formerly of the white tops, are spending some time at the mud baths at Waukesha, Wis.

THE KENTUCKY WAGON WORKS is rushing some 40 trucks and trailers thru its plant for Sam Dill's circus outfit. It has instructions to have the trucks on the lot at West Baden, Ind., by April 26.

W. S. HUNT, candy butcher, the last three seasons with the Hagenbeck-Wallace Circus, passed thru Cincinnati early last week en route to Atlanta, Ga., where he will while away the time until the circus season opens.

W. PAT ROONEY, veteran white-top clown, who had his leg broken October 26, last year, when struck by an auto and was in the Schneck Memorial Hospital, Seymour, Ind., has left the institution. He thanks friends for their letters, including Calvin Dobbins, Doc Waddell, Raymond B. Dean and Mr. Blackhall.

IRVING D. NEWMAN, manager of the Sells-Floto Circus commissary department, who died recently in Peru, Ind., was buried in Philadelphia, his home,

with soldier honors. The American Legion post to which he belonged was in charge.

MR. AND MRS. JACK RAUM, of the Raun Circus and Hippodrome acts, visited Rowland Hunter at Ponca City. The Raums trouped with Hunter on the Ringling-Barnum Circus in 1928. Hunter reports that he will be with the 101 Ranch Show.

A DINNER was given for Zelda Boden at Schary's, on Fifth avenue, New York, by her sister, Rita Greer. Miss Boden sailed for South America with the Grand Circo Shipp. Eighteen guests were at the dinner. She received four large baskets of roses.

JUDD S. MUCKLE has signed with Sam B. Dill as steward for the Gentry Bros.' Motorized Circus and will go to West Baden, Ind., April 1 to frame the cookhouse, which will be as modern as any cookhouse on the road. The ranges, coffee urns, steamtable and even campfire will be heated by gasoline burners.

ABE STEARNS, who has been on the advance of the Ringling-Barnum, Hagenbeck-Wallace and 101 Ranch shows, and also in advance of legitimate attractions and road-show pictures, has been appointed assistant manager of the Stratford Theater, Brooklyn, one of the Fox metropolitan houses.

LEVI PHILLIPS, last season with the Jethro Almond Shows, will be with the Al F. Wheeler Shows, playing drums in the side-show band, working in clown alley and doing a dancing specialty in the concert. Paul Coley will be in clown alley, also working with the Six American Arabs.

ROBBINS BROS.' CIRCUS troupers in Des Moines, Ia., include Jess McBride, Bert Rickman, Mr. and Mrs. Ralph Noble, Kenneth Waite, Will Buchanan, John and Bob Schiller, Thomas Arenz, Les Minger, Earl Sinnott and Mr. and Mrs. Milt Robbins. At a dinner given by the Nobles, the guests included Milt Robbins and wife, McBride and Arenz.

THE CYCLING DUFFYS sailed February 27 for a tour of South America with Grand Circo Shipp. The opening stand will be Port of Spain, Trinidad, B. W. I. The Duffys are contracted for three years with the show.

AFTER ALTERNATING between the Robbins Bros.' Circus and Bachman's Band on bass drum the last several seasons, Craig Ferguson has signed with Merle Evans on the Ringling-Barnum

Circus. He recently was visited at his home in Rock Island, Ill., by O. A. Gilson, Robbins' bandleader; Gus Hanson and John Griffon, ex-Robbins troupers.

ANOTHER GENERATION, the fifth, of the famous Nelson Family of acrobatic Risley performers is now being carried on the stage and under the big tops in a bag. It is the three-year-old daughter of Hilda, the youngster's name being Mary Lou Moslem Nelson. This idea has been carried out with all of the Nelsons. Arthur Nelson, the head of the present act, used to be carried in the bag by his father. 'Tis true that the bags have been replaced from time to time, but the frame remains the same.

JOCKEY E. DAY, general agent of the Best Bros.' Circus, is framing four trucks for the advance. He was in winter quarters at Evansville, Ind., and stated that the stake and chain and canvas trucks are out of the workshop, ready for the paint job; office and ticket wagon just going on the workhouse floor; also calliope. There is no doubt all work will be completed in time for the opening, April 17. The show will be uniform in equipment and color. Nearly all people are signed.

A FORCE of 15 men is engaged on barges in the Gulf of Mexico over the spot where the John Ringling yacht, the "Zalophus", went down with a hole in its hull a few weeks ago opposite St. Armand Key. Submarine divers are placing matting about the windows in preparation for raising the yacht. The insurance company has adjusted insurance on the boat with Ringling and he has a force of his own workmen engaged in salvaging the boat, aside from the professional divers, under an arrangement with the insurance company.

THE O'LEARY & Latham Company of Miami, Fla., handled the billing for the Sharkey-Scott fight at Miami, billing Florida and Southern Georgia. C. W. (Red) Goehmann, last season with the Ringling-Barnum Circus on Doc St. Clair's brigade, did the posting. He again will be with that show. The O'Leary Company has the State billing for the bathing-beauty contest which will take place in March. They also had the billing for the *Passion Play* at Coral Gables Coliseum. Al Rock, second man with *Her Unborn Child* Company, was in Miami a few weeks ago and the O'Leary Company did the billing, with Goehmann at the end of the brush, sheeting 'em up.

SYDNEY, Jan. 31.—George and Philip Wirth, of Wirth Bros.' Circus, recently speaking on the amusement tax imposed by the Government, stated that they have been catering to the Australian public for more than 50 years. They said: "Before the tax was introduced we were welcome, but now some call us 'tax-collecting robbers'. Our business has gone down 25 per cent since the tax was first imposed." Wirths, by the way, so we understand, will put on their circus and menagerie in the Grand Opera House, Sydney, for the next season, as a suitable site is evidently not available for a tent for this big show.

SARASOTA, Fla., March 1.—George Smith will again have charge of the major operations of placing the Ringling-Barnum Circus in the Coliseum and Madison Square Garden, New York, and of directing its destinies while there. Carl Hathaway will remain here for several weeks to get everything in readiness for the road tour.

The stock is in better shape than ever before. No animals, save one of the sea elephants, have been lost this season, and the winter spent in Sarasota has been a profitable and pleasant one.

### WANTED FOR LAMONT BROS.' SHOWS

People in all branches of the Show Business. Those given preference, Single and Double Traps, Trampolines Act, Girls who can Sing in Spec, Iron Jaw, Swinging Ladder and Ride Menage. A-No. 1 Singing and Talking Clown, small Troupe of Jugglers, Musicians on all instruments and a Man or Woman to play Calliope with Band. FOR SIDE SHOW—Man to make Second Openings, Sword Swallower, Fire Eater, Woman with own Snakes, Hawaiian Dancers, Flacolat Player. FOR ADVANCE—Agents and Bill Posters, Working Men who can drive cars, address BLACKIE WARD, Animal Men address HOMER EDDINGS, Candy Butchers and Custard Salesmen address H. B. DAVIS, Tintype, Knife Rack, Ball Game Workers address F. H. JACKSON. All others address LAMONT BROS.' SHOWS, Box 897, Brownsville, Tex.

### WANTED FOR COUP BROS.' CIRCUS

GOOD CIRCUS COOK AT ONCE.  
ADDRESS ANSON, TEX.

HAVEN'T heard lately of San Angelo Jack Hughes' meanderings.

SATURDAY, this week, starts the big show at Fort Worth.

CY COMPTON—Have you engaged all your "wild bunch" for this year's trouping?

TEXAS KELLEY writes that he is breaking government horses at Fort Robinson, Neb., keeping in trim for the coming season's rodeo, etc., events.

HOMER HOLCOMB and his mule and their combined clowning received a great deal of advance publicity in connection with the rodeo at Fort Worth—pictures 'n' everything.

BUFF JONES, between trick-riding contracts, is playing a part in the picture, *The Girl of the Golden West*, starring Matt Moore, now in production at Columbia Studios in Hollywood.

EXECUTIVES of the second annual Moose Lodge Rodeo, Visalla, Calif., have arranged their dates for June 7-8 under management of Oscar Warren, reported Warren in a letter to *The Corral* editor last week.

BRAHMA GEORGE, loose-rope steer rider, writes that he has been "marking time" at Frisco before getting out among 'em for the season, in the meantime drawing some cartoons for a local saddle firm.

ROSE SMITH, well-known trick rider, has signed on the dotted line to appear at the four days' Frontier Days, July 1-4, at Oregon City, Ore. Rose will make other Northwest rodeos this coming summer.

JACK KNAPP, popular clown and trick rider, who spends his winters in Hollywood, Calif., caps the climax as a German in a part he plays opposite Jean Hersholt in a picture under production at Warner Bros.

LEO J. CREMER writes from Montana that he plans putting on eight rodeos in Montana next summer and early fall. He gives these spots as already arranged: Livingston in July, Big Timber in August and at the Midland Empire Fair, Billings, early in September.

JAY WILSEY, Pete Morrison, Jack Ferrin and Ed Cobb have roles in an all-star picture, with Franklin Farnum, being made at Universal by the Big Four Productions. Helen Gibson is also in the cast.

THE DATES of the eighth annual Anvil Park Rodeo, Canadian, Tex., have been set for July 4-5. Last year it was held in June. The association has materially added to its string of horses, now having about 55 head; also has its own riding and bulldogging steers.

TEXAS TED LEWIS reports success with his Wild West free acts in Northern Florida, carrying six head of stock and four people. He plans routing northward thru Alabama, Tennessee and Kentucky, and to be with a carnival for the summer season.

EVERETT BOWMAN is requested by the R. A. A. to send his address to Secretary Fred S. McCarger, care of Salinas Chamber of Commerce, Salinas, Calif., as Bowman's watch prize on last year's point awards has not yet been delivered to him.

YAKIMA CANUTT, who recently returned to Hollywood, Calif., from Toledo, O. where he made a personal appearance at the Shrine Circus, says that he just had to show off a little with his roping when he saw that big crowd of spectators. Quite different from working in front of the camera.

THE CORRAL editor appreciates having already received a number of rules, etc.; folders from rodeos, etc.; executives. One of these, just at hand, is of the rodeo at Burwell, Neb., the dates of which are August 13-15. On the front cover appears the announcement that it is a member of the Rodeo Association of America.

ADORTH SCHNEIDER, clever young rider of Long Beach, Calif., won first in the girls' handicap race at Tijuana, Mex., February 16. She rode a horse owned by Doc Watson, of Ventura, Calif., Mabel Strickland won second on "Don Kay", owned by C. B. Irwin, Cheyenne, Wyo. Vera McGinnis won third. Others en-

tered included Donna Cowan, Beba Perry, Paris Williams and Winnie Brown.

"DISCOVERED": Johnnie Judd, in summer in the spotlight as one of the leading fancy ropers, in winter (in private life) is Mr. Judd, salesman for a large roofing concern of Oklahoma City. It is not known whether Johnnie takes his trick ropes along and entertains his prospective customers until he gets their orders, but it is said that he is turning in business and is prosperous.

REPORT FROM Tucson, Ariz., was that the first two days of the rodeo, in connection with the Pima County Fair, was proving the most hotly contested affair of its kind ever held there, and for the third day the heaviest attendance ever recorded for the annual rodeo was expected. On that day Hugh Bennett and Roy Adams were slated for a special calf-roping contest.

set with rubles. Abe is in charge of the crew and all classes and stables at the Los Angeles National Horse Show this week. He is working in pictures between times with Hoot Gibson in *Gun Trigger* and *Border Legion* at Paramount.

PRESIDENT MAXWELL McNUTT and Secretary Fred McCarger, of the Rodeo Association of America, are arranging a nifty set of trophies for the boys this year. The trophies are awarded on the point basis as follows: The winners of the seven principal events at the member rodeos are awarded 100 points for first, 75 for second, 50 for third and 25 for fourth place. Incidentally Secretary McCarger requests all rodeos to send in their bona-fide dates as soon as possible, as the R. A. A. will have cards printed.

TOM MIX recently returned to Beverly Hills, Calif., his home city, from Florida



A GROUP PICTURE taken during the recent Rodeo Association of America annual meeting at San Francisco, Calif. It shows the officers and directors for 1930, with the exception of H. E. Oastler, director, Winnemucca, Nev., and J. C. Howe, director, Sidney, Ia., who were not present for the photo. Seated, left to right, William G. Hass, Cheyenne, Wyo., first vice-president; Maxwell McNutt, San Francisco, president; Arthur Hebborn, Salinas, Calif., second vice-president. Standing, left to right, L. B. Sylvester, Monte Vista, Col., a director; John E. Hartwig, Moose Jaw, Sask., Can., a director; Fred S. McCarger, Salinas, secretary-treasurer; Sam Garrett, Deadwood, S. D., a director; D. R. Evans, Bellefourche, S. D., a director.

MANY Western rodeos are really civic events, sponsored by Chambers of Commerce. How many of the committees realize (during the exploiting of their cities) the nation-wide publicity they receive when they advertise their shows in this publication? Every nook and corner in the United States (and Canada and other lands) is made known of it.

FLORENCE RANDOLPH has about completely recovered from a knee injury received last fall and will again ride this year. She will be at the Fort Worth and Oklahoma City events. Floyd Randolph will be in the arena at the Glad-den and H. W. Campbell rodeos this year. They will also work at the W. T. Johnson shows. Florence expresses appreciation of Hugh Strickland directing her to a Dr. Ott, who has greatly aided in her recovery.

ABE LEFTON, who recently returned to Hollywood, Calif., after attending fair association meetings and the annual convention of the Rodeo Association in San Francisco, is sporting a lovely new gold and silver buckle presented to him by the Edward H. Bohlin Company. It is engraved "California's Favorite Announcer". It is centered with a gold bucking horse and two flower designs

and a slide trip to Cuba, accompanied by Mrs. Mix. Mix, who will tour with the Sells-Floto-Tom Mix Circus this season, and his wife were guests of John Ringling at Sarasota, Fla. Tom says he is enjoying the circus career greatly, displaying his talents and those of his horse, "Tony". The Mixes have one of the show homes of Beverly Hills. Mix has one immense room adorned with Mexican and cowboy hats and other paraphernalia.

BUCK JONES, after a year and a half, returns to picture work with a two years' contract with Sol Lesser, Inspiration Pictures, involving approximately \$2,000,000. He will appear in James Oliver Curwood stories, the first probably to be *The Man From Hell River*, starting not later than April 1. Buck played Westerns with the Fox company for nine years. Maxine, 11-year-old daughter of Buck, following in the footsteps of her lovely mother, Dell Jones, has become a clever trick rider. She discarded her pony and is the proud owner of a white stallion, "King Tut". Mrs. Jones started her professional trick-riding career when she was an "extra" with Miller Bros.' 101 Wild West at Madison Square Garden several years ago. Her beautiful blond braids had

much to do with her being taken on for her first season. It was there she met Buck and they were married later. Both starred with the Ringling show before Buck gave up the sawdust for Klieg lights.

AN IMPROMPTU rodeo performance was given at Wewoka, Okla., recently, when Jack Gladden, who will produce the rodeo of the Southwest American Live-Stock Show at Oklahoma City, tried out some of the stock he expects to take to that city. Gladden has an ideal place at Wewoka, having purchased the Seminole County racing plant, with a nice large grand stand and excellent race track and arena, with permanent chutes and catch pens. The track is fully wired for night racing, etc.; also has more than 50 stalls in the racing barn. Among those present and taking part in the performance were Floyd and Florence Randolph, George Elliott, Lonnie Rooney, Jess Tiger, Vinegar Roan, Cal McClung, Clarence Shultz, Clyde Cline and Fog Horn Clancy.

FROM PRESCOTT, Ariz.—Commemorating the spirit of the frontiersmen, those who blazed the trail into Arizona during the 10 years of deadly Apache warfare, there is held at Prescott contests of the ranges. It is claimed here that the first cowboy contest held in America was that in Prescott July 4, 1888. The medal awarded, the first ever awarded for a cowboy contest (that year, 1888), to Juan Levas is still in the possession of the present management of the Prescott Frontier Days. The dates for this year are July 2-5. Clean-cut management, with no one barred, has given the Prescott Frontier Days its high standard. Every dollar advertised is every dollar paid, and Prescott guarantees its slogan. The contests are "wild, rough, fast and furious" in the last and best West at Prescott.

TUCSON, Ariz.—The sixth annual rodeo held here February 20-23, under the direction of J. C. Kinny and Johnnie Mullins, closed a financial success. Other seasons the rodeo broke even, and being a success assures Tucson an annual show. The stock contracted by Johnnie Mullins was among the best seen at any rodeo. The wild horses, without a doubt, were among the best ever used at any rodeo in the country, and the wild-horse race seemed the most popular of all the events. The opening day the streets were packed with thousands of people to witness one of the most spectacular parades ever held in Arizona. Old stagecoaches, ox teams, pack mules from the neighboring ranches, etc., were in the line competing for the \$100 prize for the most Western outfit in the parade. This was won by the Tucson Elks' Club, entering an old-time covered wagon drawn by six oxen; club members, dressed as in the days of '49, played fiddle and sang old-time cowboy songs.

The Tucson Rodeo is now a member of the Rodeo Association of America, having been signed by Fred McCarger, secretary of the association, who was a visitor here. McCarger is a livewire and a great deal of the success of the association rests on his shoulders. After getting first-hand information from McCarger about the association the writer advises all rodeo promoters to join—it is the best thing that ever happened to the rodeo business.

The judges elected were Bud Parker, Johnnie Rhoades and Dink Parker; field judge, George McClure, and Johnnie Mullins, arena director. Among the visitors to the rodeo were Ed McCarty, Hugh Strickland, Fred S. McCarger, Tex Sherman, M. T. Clements and Johnnie Zellweiger of the Florence Rodeo. The bucking horses were furnished by Baker and Anderson of California. Harry Herman, of Station KGAR, handled the "mike" during the rodeo, and in charge of the wild and woolly rodeo" review, an evening devoted to boosting the rodeo, featuring Sam J. Garrett, who sang a number of songs, assisted by Ed Wright. The grand finals winners, in order given, follow: Calf Roping (three-calf average)—Roy Adams, 73 2-10 seconds; Jake McClure, 77 1-10; John Bowman, 79 2-10; Allan Holder, 81 4-10. Bronk Riding—Howard Tegland, Pete Knight, Ervin Collins and Turk Greenough. Team Roping—Jake McClure and Breezy Cox, 69 4-10; John Rhodes and Bud Parker, 71 2-10; Art Beloit and Carl Arnold, 74; Tullie Brown and George Kimbro, 82 2-10. Bulldogging (three-steer average)—Bob Crosby, 51; Everett Bowman, 53 1-10; Don Nesbitt, 53 2-10, and Dick Truitt, 56 4-10.

TEX SHERMAN.

# Fairs and Expositions

Conducted by A. C. HARTMANN—Communications to 25 Opera Place, Cincinnati, O

## 886,500 People Attended 28 Texas Fairs Last Year

**Survey made by Graham secretary shows average attendance about 32,000—some fairs operated in intelligent manner, others rather haphazardly, reports indicate**

In an effort to determine the most successful way to conduct a fair in order to make it pay its operating expenses, Ed C. Burris, secretary of the Young County Fair, Graham, Tex., sent a questionnaire to almost every fair in Texas and received replies from 29. The survey shows that 886,500 people attended 28 fairs in the State in 1929, one of the fairs failing to mention its attendance figures. This means an average attendance of about 32,000 for each fair.

"In order that every fair secretary might find some information in this survey that would be of interest to him and fit his own particular situation," says Burris, "I have divided the data received into four different classes, dependent on the population of the towns reporting.

"In Class No. 1 I have towns ranging from 1,500 to 4,000 population. Thirteen fairs reported a combined attendance of 108,000 people and combined gross receipts of \$24,750. The town in this group having the greatest attendance—18,000—has a population of only 2,200. Its gross receipts were \$9,000, with a net profit of \$1,200. This fair had a 50-cent gate. Another fair in this class with a population of only 1,600 people and a free gate reports a total attendance of 35,000 and a net profit of \$1,000. Five towns reported that they did not furnish lights for the carnival midway and out of these five three are free fairs. Of seven reported as paying for the carnival midway lights only one is a free fair. As is usual the entire 13 report that the association receives from 10 to 15 per cent gross receipts on the carnival rides and \$5 to \$10 for concessions. Only two in this class have horse races. One reports a profit from this source, the other a loss. Two reported fireworks and both were of the opinion that the results were profitable, while out of the 13 only one reported the purchase of free acts from booking agencies, and this fair showed a net loss of \$672. Others in the group had free acts of local talent. Every fair in this class reported one or two special features that they believed to be the most attractive department of their fair. Because of lack of time it will be impossible to give the entire list, but I will mention a few of those which were apparently the most successful. Among these were a bathing girls' revue, free picture shows, burro races, fireworks and pageants.

"In the class of towns ranging from 5,000 to 7,500 in population I received a report from nine fairs. These fairs had a combined total attendance of 147,000, making an average attendance per fair of approximately 17,500. The greatest attendance for any one of these fairs was 32,000. This fair was in a town of 5,500 population and had a 50-cent gate for adults, 25 cents for children, while the town reporting the smallest attendance of 8,000 had a population of 6,000 people and a free gate. These facts are quite phenomenal. The gross receipts for the fairs combined were \$45,200, while the largest gross receipts for any one fair were \$18,750. This fair was located in a town of 5,200 people and had a 50-cent gate for adults and 25 cents for children and showed a net profit of \$2,800. The fair having an attendance of 32,000 and a 50-cent gate made the second greatest profit, while a town of 6,000 population with a fair having an attendance of 18,000 with a 25-cent gate for adults and 15 cents for children stood third in profit. One town with a popu-

(See TEXAS FAIRS on page 65)

## Breckenridge, Minn., Fair Books Amusement Program

BRECKENRIDGE, Minn., March 1.—The Wilkin County Fair this year will be held July 4-6. All the attractions were booked thru the Earl Taylor office and include Six American Belfords, Willis Patrick Trio, Georgia Four (making their second appearance here), Askaris Four, Cadet Sextet and Marie's Marvel Dogs. Two bands have been engaged—Wahpeton (N. D.) Concert Band and the Breckenridge Concert Band. The fireworks were purchased from the Potts Fireworks Company.

The attractions were booked by President James Bronson and Attraction Manager Chas. H. Miller. The carnival for the midway was booked thru the Carl Swain Amusement Company. Approximately 7,000 people attended the fair last July 4.

## Fair Breaks and Fair Shakes

By AL HARTMANN

*NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of The Billboard, which are expressed on the editorial page.—ED.*

THERE seems to be much secrecy about the new association of county fairs formed in Chicago recently when a dozen or so fair men from Ohio, Illinois, Wisconsin and Indiana got together, appointed officers and directors and selected the United Association of Fairs as the title of the organization. Somebody, however, "let the cat out of the bag", and as the news of the organization was beginning to spread in certain quarters "The Billboard", being a NEWS-PAPER, picked up what details it could, altho no statement would be given officially, and published them in the last issue.

The why of the secrecy is a mystery to us, unless it be that the organization was considered too "young". Surely there is nothing to cover up as to its intended functions. Letters were written to both Stillman J. Stanard, president of the association, and Don Detrick, the secretary, requesting details, but no replies had been received up to the time that the story in the last issue went to press, or since then.

From what we can gather the new organization is to be national in scope, but outside of that and the meager details published last week we are "in the dark". We don't want to be considered as dictatorial, but we believe that the officers and directors did an unwise thing when they decided to treat the forming of the association with secrecy. We believe if the aims and purposes had been officially and fully announced for publication it would have meant much in the advancement of the organization if its purported functions were deemed worthy by county fair secretaries thruout the country.

We recall several years ago there was an attempt made to form an association such as this one. The meeting was held in Indianapolis and the association formed was known as the National Association of County Fairs. It died, however, before it was even able to "crawl". Something was wrong or it wouldn't have had such an early demise.

From a so-called "table" fair, the Dade County Fair being held at Miami this week has grown to be one of the leading ones in Florida. Just 34 years ago—and the association has not missed a year since that time—the first fair at Miami was given in the Royal Palm Hotel, and the exhibits were displayed on a table eight feet square. For the second year the fair was held on the hotel grounds, Henry M. Flagler contributing the tent for the exhibits.

## Fair Abandoned Three Days Before Scheduled Opening

HOMESTEAD, Fla., March 1.—The first Redland District Fair, which was scheduled for this week, was abandoned three days before the opening, which was to have been on Monday. Officers of the fair association said that difficulties in making contracts for the promised entertainment features had proved an obstacle they could not overcome. Considerable local opposition, developing on account of the shortage of fruit for exhibit this season and failure to agree upon a suitable site for the exhibits, also contributed to the decision.

Paul R. Russell, former mayor of Homestead and treasurer of the fair association, expressed disappointment at the outcome, but said all funds collected in advance for booth space and season tickets would be returned. B. H. Edwards is president of the association.

The promoters promise that next season the annual fruit festival, under more favorable conditions, will be planned far enough in advance to assure an exhibition that will compare favorably with similar events in the State.

## Topsfield Moves Dates Ahead

TOPSFIELD, Mass., March 1.—Because the Brockton Fair has usurped the regular Topsfield fair dates this year, the management of the Topsfield Fair has decided on September 3-6, a week earlier. This will give Topsfield the first large four-day fair in the State. A conflict in dates between Brockton and Topsfield seemed unwise, because both towns are approximately the same distance from Boston, both drawing considerably therefrom.

## Another Meet For Pa. Assn.

**Legislation, State aid and election on program at Harrisburg March 11**

LANCASTER, Pa., March 1.—The third meeting this winter of the Pennsylvania State Association of County Fairs will be held at the Penn. Harris Hotel, Parlor A, Harrisburg, Tuesday, March 11, beginning at 1:30 p.m.

At this convention, among other things, arrangements relative to legislation for county fairs will be considered, and it will be decided what action shall be taken on the question of State appropriation. There also will be the annual election of officers for the ensuing year.

J. F. Seidomridge, secretary of the Pennsylvania Association, has compiled some valuable data regarding the operation of county fairs in the State. The attendance at 71 fairs last year totaled 1,874,762, of which 1,274,448 were paid admissions, amounting to \$577,930.41. Money received from concessions amounted to \$324,700.18; amount of receipts of all sources, \$1,306,356.50; amount of premiums paid, \$274,628.09; amount of expenses paid, \$1,059,118.55; amount covered by State aid premiums paid, \$195,609.20. The total profits reached the sum of \$247,237.95.

## \$25,000 for Amusements At Tennessee State Fair

NASHVILLE, Tenn., March 1.—Expenditure of \$25,000 for amusement and entertainment to celebrate the silver anniversary of the Tennessee State Fair has been authorized by the board of directors.

During the week of September 15, when the fair is scheduled to be held, the average daily expenditure for music and other forms of entertainment will be in excess of \$4,000.

The entire amount is divided as follows: Music and free acts, \$10,000; five days of horse racing, \$4,000; automobile racing Saturday, \$5,000; night horse show, \$3,000; fireworks, \$3,000; total \$25,000.

Heading the musical features will be Kryn and his 38-piece band, including two vocal soloists. The band will be heard in free concerts in the grand stand and at the horse show. The Victor LaSalle Loretta Quartet will be featured in the Women's Building, and several other musical and exhibition acts have been engaged.

Director James C. Cayce, in charge of amusements, said: "We are spending more money this year because we want to give the people the highest class entertainment ever offered in the South. We hope to make our silver anniversary an outstanding exposition."

## McIntires, Married 50 Years, Hold Celebration

NORWAY, Me., March 1.—Scores of neighbors and townspeople gathered at the home of Hon. Leslie E. and Mrs. Edith McIntire at East Waterford recently, the occasion being the 50th anniversary of Mr. and Mrs. McIntire's wedding. Among the 80 or more gifts there was a large number of gold pieces.

McIntire is very prominent in fair circles in Maine. He is president of the Oxford County Agricultural Society at South Paris.

# Orlando Fair Ahead of '29

**Total attendance of 63,814 compared with 59,746 last year—one-day record**

ORLANDO, Fla., March 1. — Orlando's 20th annual Central Florida Exposition established a new attendance record for a five-day exhibition, 63,814 people being admitted to the grounds, compared with 59,746 last year, a gain of 4,068. The dates of the 1931 exposition were announced as February 17 to 21, inclusive, following a meeting of the officers and directors at the close of the fair.

When 21,917 patrons visited the exposition last Friday a new all-time attendance figure was set, it being the first time that more than 20,000 people passed thru the gates in a single day. The day was observed as Carey Hand's Big Day and thousands of school children entered as his guests. Johnny J. Jones Exposition profited as a result of the huge Friday gate, with the result that the midway receipts were boosted to the largest of any previous day on record here. The attendance Saturday was 8,796, approximately a thousand less than the closing day last year. The large increase the first four days, however, accounted for the new record.

The 1930 exposition was generally considered the best ever staged, especially from the standpoint of entertainment features. The Jones shows and rides were newer and more attractive and contained some real "big-time" offerings. The grand-stand attractions were larger and more varied also. Besides the Dutton Circus there was the coronation of Madelyn Rhode, of St. Cloud, as queen of Central Florida, an event staged for the first time. The pageant, *A Night in Old Japan*, was a new feature presented by Orlando school children and dancing students of the Jackson Studios. The Dutton beauty revue, assisted by the Betty Ball Brown Dancers, of Sanford,

was an added attraction, along with fireworks displays every night and two days of automobile racing.

New this year also were Editors' Day on Friday and the press "breakfast" staged for newspapermen of the State that night. Poultry exhibit was largest in the exposition's history, while another valuable addition this year was the booth operated by an insurance company to care for lost children and checking babies for tired mothers.

Karl Lehmann, manager of the exposition for the third consecutive year, was heartily congratulated at the close of the fair, the success of the event being largely attributed to his energy and boundless enthusiasm. Surrounding him and contributing to the record-breaking accomplishments were C. T. Bickford and Pressley Hanna, assistant managers; President R. F. Maguire, Vice-President R. M. Shearer; Mayor James L. Giles, treasurer; C. M. Gay, assistant treasurer; George A. Barker, in charge of ticket sales; H. N. Lang, city electrician; Chief of Police L. G. Pope; Donald A. Cheney, superintendent of the city recreation department; the Jackson Studios, Publicity Director William R. Mandelcorn and a long list of other directors, officials and workers.

Immediately after the close of the midway the departure of the carnival and show people got under way. The Jones Shows left for West Palm Beach to play the Palm Beach County Fair. The Dutton Circus performers left for their winter home in Sarasota for a few days' rest before going to Miami.

## New England Fairs' Meeting This Week

SPRINGFIELD, Mass., March 1.—The 18th annual meeting of the New England Agricultural Fairs Association will be held at Hotel Kimball here Tuesday, March 4. The convention will be called to order at 11:30 a. m. for the reading of records of the last annual meeting, the election of officers, etc. A lunch will be served at 12:30 p. m.

After lunch the meeting will be addressed by prominent speakers, following which there will be a round-table discussion of matters of interest to fair officials.

The annual meeting was called at this date so as not to conflict with other agricultural and race meetings.

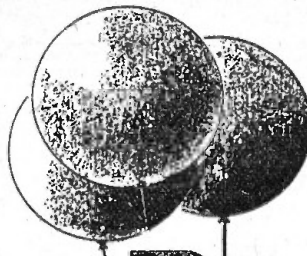
Roger Rourke is president, and H. T. Hyde, secretary of the association.

## North Wilkesboro, N. C., Fair Earlier This Year

NORTH WILKESBORO, N. C., March 1.—Officials of the Great Wilkes Fair Association announce that the fair will be held the week of September 22, this year, and will be in progress four days. Last year it was in the latter part of October and because of the weather being chilly it was decided to hold the fair earlier.

Bruce's Greater Shows will be the midway attraction. The management has also signed contract for the free acts and a large order has been placed for fireworks.

The officials of the Great Wilkes Fair Association are W. H. Morehouse, president; W. A. McNeil, vice-president and treasurer, and C. N. Myers, secretary.



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NOTICE—Fair Secretaries and Committees in Missouri and Illinois wanting a good, clean Show for your Fair or Celebration, get in touch with us, as we have a few open weeks. Nothing too large or too small.

We already have the following: Four Rides—Merry-Go-Round, Ferris Wheel, Flier and Caterpillar; five clean Shows and twenty clean Concessions, and positively will not carry grit at any time. Come, look us over.

Have opening for a few more clean Concessions and Shows with your own outfits. All address  
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I AIN'T GOT A BIT OF SENSE, THAT'S THE REASON I ADVERTISE.

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## Creator and His Band

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## Resigns Fair Management

**Ethel Murray Simonds**  
leaving Tulsa State Fair  
Apr. 1—Kramer successor

TULSA, Okla., March 1.—After 29 years of service in State fair work Mrs. Ethel Murray Simonds is returning to the farm to take what she terms a "long-deserved rest." She recently tendered her resignation as secretary-manager of the Tulsa State Fair, effective April 1. Her place is being taken by John T. Kramer, president of the Tulsa State Fair board.

To Mrs. Simonds has been given the credit for making the Tulsa State Fair one of the largest in the Southwest. She was brought here from Muskogee when the State fair was organized and built it up from a county fair featuring boys and girls' club work to a huge business enterprise. She began her fair work in 1907, when she became a part of the Missouri State Fair at Sedalia. She remained there until 1916, when she went to Muskogee, Okla. It was while secretary there that she moved to Tulsa, taking over the work there.

Mrs. Simonds and her husband, Dr. W. W. Simonds, own a large farm near here and it is their intention to retire and live a much easier life than that led as secretary-manager of one of the country's largest fairs.

Kramer, the new secretary-manager, has had years of experience in the work, having served as president of the local board since its inauguration. The board has been reorganized with W. A. Vandever as president, T. H. Steffens vice-president and J. S. Hopping superintendent of grounds.

## Committees Appointed By IAFE Director

Various committees were appointed at the meeting of the board of directors of the International Association of Fairs and Expositions in Chicago February 19. The committee to co-operate with the U. S. Department of Agriculture in Washington consists of Milton Danziger, Springfield, Mass.; John L. McNamara, Detroit, and William B. Boothby, Rochester, N. Y.

W. R. Hirsch, Shreveport; C. A. Nash, Springfield, Mass., and E. S. Holmes, Salt Lake City, make up the insurance committee.

On the board of appeals are M. E. Bacon, Davenport, Ia.; D. T. Elderkin, Regina, Sask., Can.; C. R. Trimble, Aurora, Ill.; Frank Fuller, Memphis, and Chas. W. Paine, Sacramento.

The classification committee is composed of A. R. Corey, Des Moines; C. A. Nash, Springfield, Mass., and E. J. Barker, Indianapolis.

## To Sell Fairgrounds To Satisfy a Mortgage

ALBANY, Mo., March 1.—The grounds of the Gentry County Fair Association are to be sold to satisfy a mortgage against the association, the real estate being given as security. The tract lies just south of Albany and for years was a most popular meeting place for outdoor gatherings.

At one time the Gentry County Fair was one of the outstanding county events, people looking forward from one year to the next for entertainment. The last few years the fair was held the enterprise did not prove successful financially, and the proposition was finally abandoned. However, the stockholders kept the association intact.

After the decline of the fair the place was used for the old soldiers' reunion for a number of years, which attraction gave way to the A-Mus-U and carnival, which prospered for a number of seasons and that finally passed on.

For a number of years the grounds have been used for the Odd Fellows' picnic, but the place has been allowed to go down and it is not what it once was.



W. HOMER PIGG, who was recently re-elected secretary-treasurer of the Arkansas Federation of Fairs. He has also been re-elected secretary-manager of the Southwest Arkansas Fair of Hope, Ark., a position he has held the last six years.

## Soviet Abandons Its Famous Fair

MOSCOW, March 1.—The Soviet government has abandoned the Nijini Novgorod Fair, the official announcement being that modern conditions of trade and industry in Russia now make the fair unnecessary.

The fair dates back to a period beyond written history. For many generations it has been the great trading mart between Europe and Asia. When the fair was revived after the war business was very poor in the first year, 1923. But it has been revived since, and in 1927 the total turnover was more than \$100,000,000, almost equal to the record years between 1880 and 1885.

## Rock Hill Fair Switches From November to October

ROCK HILL, S. C., March 1.—Dates for the 1930 York County Fair have been changed to October 14-18. The fair was held during the second week in November last year, but it was considered too late in the season.

Contract has been signed with the Krause Greater Shows to furnish the amusements this year.

## Fair Elections

JANESVILLE, Wis.—All officers of the Rock County Fair Association have been re-elected. They are Edward Duthie, president; Frank Godfrey, vice-president; Roy T. Scott, treasurer, and J. J. McCann, secretary.

MONTICELLO, Ia.—Officers of the Jones County Agricultural Association elected for this year include L. E. Hoag, president; H. W. Stuhler, vice-president; Harry Rodman, secretary, and F. G. Matthlessen, treasurer. The directors consist of H. M. Carpenter, Jr.; L. E. Hoag, J. J. Locher, M. F. Hogan, T. J. Shover, F. J. Kay, Ray Childress, W. H. McDaniel, H. W. Stuhler, T. I. George and H. J. Lang, Jr. The treasurer's report showed the association in a good financial condition, with all indebtedness paid up and a surplus on hand. This year's dates are August 19-22, running four nights and three days.

TAYLORVILLE, Ill.—The annual meeting of the Christian County Agricultural Fair Association was held last week and the following officers elected for the ensuing year: Col. George G. Seaman, president; Caire E. Hay, vice-president; George Clements, treasurer, and C. C. Hunter, secretary.

CHARITON, Ia.—Officers elected by the Derby District Agricultural Fair Association for 1930 are C. E. Keller, president; F. L. Bevard, vice-president; L. W. Snook, secretary, and J. A. Newsome, treasurer. The fair, held at Derby, is the only one

## Cahn Back From South

Julius Cahn, secretary of the Kewaunee County Fair, Luxemburg, Wis., paid the Cincinnati offices of *The Billboard* a visit February 28, while on his return from the South to Luxemburg. His Southern jaunt consumed about five weeks, during which he visited with fair officials at Miami, Tampa, De Land and Jacksonville, Fla.; Knoxville, Tenn., and Lexington, Ky. From Cincinnati he went to Chicago with intentions of stopping over there for a day or two.

## New Brunswick Fairs Seek Larger Grants

ST. JOHN, N. B., March 1.—Representatives of organizations sponsoring fairs or exhibitions during the fall season in New Brunswick interviewed the government of New Brunswick at Fredericton to seek increases in the government grants. The requests will be taken under consideration by the government.

The fair associations' representatives informed the government members that it was necessary to boost the sizes of the grants, it being pointed out that the fair associations have been hit hard in recent years by adverse weather.

## Circuit of Early Fairs In California Arranged

SANTA MARIA, Calif., March 1.—The Santa Barbara County Fair, held annually at Santa Maria, is already taking shape for its 1930 show, the dates of which are August 12-16. This is the week following Ventura, with the Stockton Fair following Santa Maria. From Stockton the exhibitors go to the State fair at Sacramento.

This makes a perfect circuit for the early part of the season. J. H. Chambers, manager at Santa Maria, has already contracted enough exhibitors to indicate an increase of 100 per cent in each of the three major departments—dairy cattle, horses and poultry.

The city of Santa Maria and the county of Santa Barbara recently purchased a piece of land a half mile south of town which will be leased to the fair association for a long term of years. This tract will be immediately fenced and in time will be improved with permanent buildings.

The horse show, which last year (owing to limited capacity) could accommodate less than half the people seeking admission, will again be the big inside attraction, with many more competitive classes than programed last year.

Foley & Burk's Combined Shows will furnish the carnival attraction as in the past.

## Sheppard Handling Races in Bermuda

HAMILTON, Bermuda, Feb. 25.—J. M. Sheppard, general manager of the United Interstate Racing Association, promoter and manager of running-horse and greyhound race meetings for fairs and racing associations, is under a five-month contract in the Bermuda Islands, where he is acting as secretary for the horse and greyhound races as well as managing the pari-mutuel betting machines. Sheppard will return to the States in May and is bringing 75 imported English and Irish racing greyhounds to fill engagements at fairs with greyhound races, using a portable automatic mechanical rabbit device.

What with three nights a week of greyhound racing at the Bermuda Sports Arena and two afternoons a week of horse racing at Shelley Bay Race Track here, Sheppard's time is well taken up this winter. The United Interstate will again conduct competitive thoroughbred running-horse race meetings in connection with fairs this year.

## Prospects Bright For Fla. State Fair

JACKSONVILLE, Fla., March 1.—With exhibit space in the live-stock and swine divisions already at a premium, demand for poultry coops almost up to the maximum and concession space being refused, prospects for a well-rounded-out Florida State Fair, March 15-22, are bright.

Workmen are busy on the new grand stand, the race track is being worked over and horses are being put thru daily training, the buildings have been renovated and already some of the commercial, county and State exhibits are being placed in various structures on the grounds. Superintendent Cleat Brooks of the swine department reports that pen space is all taken. A dog show will be held March 19 and 20, a horse show March 20, while the poultry, rabbit and other shows will be for the entire duration of the fair. March 15, 17, 18 and 21 will be horse-race days, with March 19 and 22 auto-race days.

The Royal American Shows, which have been in winter quarters at South Jacksonville, have gone thru a renovation process and will open the season at the fair as spick and span as any outfit which ever started on the road.

Among those already on hand to lend aid to the fair are George B. Jackson, of the Florida Fireworks Company, which has the pyrotechnic contract; Pat Peggs, publicity director for the Royal American Shows, who has been doubling efficiently on general fair publicity; Bill Breitenstein, who will have charge of the auto races and is handling the advertising campaign for the fair; Jake Croissant, superintendent of speed, and Tommy Wingard, who is in preliminary charge of the fairgrounds.

Manager G. R. Lewis opened a radio talk series over Station WJAX, which will be continued thruout the fair to cover all departments of the exposition. The fair office has been moved from the Chamber of Commerce headquarters to the fairgrounds.

## Among the Free Acts

THE DE FOREST circus acts, which appeared at the Polk County Fair, Bolivar, Mo., last year, have been re-engaged for 1930. There are four offerings in the routine, one of them the De Forest Dogs, which were with the Forepaugh-Sells Bros.' and Ringling Bros.' circuses.

A. R. PATTERSON with his Trick Ford and Auto Polo is having plenty of work in Florida. He played two weeks in Tampa at the South Florida Fair, next appeared at the De Land Fair, then at the opening of the Harbor at Ft. Pierce February 17-22, and West Palm Beach Fair February 24-March 1. This week (March 3-8) he is at Stewart, to be followed by Vero Beach March 10-15 and Titusville March 17-22. An error was made in *The Billboard* of February 22, where it was stated that Cook and Wizzell's Funny Ford act played the De Land Fair. Patterson will leave Florida March 23 to spend a few weeks at his home in Shelbyville, Ind.



## Michigan State Fair Announces Program

DETROIT, March 1.—Plans of the Michigan State Fair for 1930 have just been announced by John L. McNamara, secretary of the board of managers. The dates will be August 31-September 6. A rodeo and stam pede, to be much more extensive than last year, has been booked. Johnny J. Jones Exposition has been contracted for the midway. Wheel and game concessions have been given exclusively to Max Goodman. Refreshment and miscellaneous concessions are given out to smaller operators, many local. A large number of former concessionaires have already contracted for the current season.

Lieutenant Lester Fötter, police censor, will be in general charge of amusements and games from the standpoint of general supervision.

The next fair will be the 81st and indications point to a larger one than ever. The live-stock entries are already larger than in any previous year. The program books will be ready for mailing May 1. The number of educational exhibits will be enlarged.

The opening Sunday will be featured with a concert by Creators' Band in the Coliseum, with a number of fraternal and other bands presenting later numbers. Monday (Labor Day) will be the first "open" day of the fair. Tuesday will be Young Michigan's Day. Last year more than 100,000 children attended on that day. Governor's Day will be Wednesday, when Governor Fred W. Green will be present and will present a special trophy to the winner of the governor's race, chief event of the day. Thursday will be Farmers' Day. A large number of special rural events is scheduled. Friday will be Detroit Day, with special delegations of Detroit officials. Saturday the leading automobile races will be held, with featured AAA drivers participating.

Captain Walters will be here with his observation balloon, giving rides. Fireworks will be provided by Thearle-Duffield Company. Al Sweet and his Cowboy Band have been booked to perform in connection with the stam pede.

The horse show will be the most spectacular ever presented at the fair. Music will be furnished daily by Creators' Band.

## Stage Spectacle For Iowa State Fair

DES MOINES, March 1.—A gigantic stage spectacle, to be followed by a display of scenic and aerial fireworks, will supplant the usual fireworks pageant at the 1930 Iowa State Fair, according to Secretary A. R. Corey.

One of the main features of the stage presentation will be an elaborate ballet, directed by Theodore Kosloff, motion picture director. The spectacle will be augmented by circus, vaudeville and hippodrome attractions.

## Swiss Fair Space Sold

WASHINGTON, March 1.—Information from Basel, Switzerland, is to the effect the management of the 14th annual international sample fair, to be held there from April 25 to May 1, has sold practically its entire display space. The fair will be held in structures erected at a cost of \$2,000,000 and covering about six and one-half acres. An attendance of approximately 200,000 was had at the last fair. Every important branch of Swiss industry will be represented, with more than 1,100 firms having displays.

## Historic Fair Building At Aurora To Be Razed

CHICAGO, March 1.—The Temple of Music Building, which graced the Pan-American Exposition at Buffalo and which was later moved to Aurora, Ill., where it has been used as an amusement center, is to be torn down to make room for a new theater building.

The building, now the Fox Theater, is located at Stolp's Island, in the heart of the city's business district. It was at this building in Buffalo that President Wm. McKinley was killed. Because of the sentiment attached to it efforts are being made by a group of Aurora citizens to have the building relocated and preserved.



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## FLORIDA STATE FAIR

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## Holderman Again Heads Shortship Fair Circuit

DAYTON, O., March 1.—Judge I. L. Holderman, president of the Ohio Fair Managers' Association and the Montgomery County Fair board, was re-elected president of the Southwestern Ohio Shortship Fair Circuit at Lebanon Wednesday. Serving with him will be B. U. Bell, Xenia, vice-president, and C. W. Kline, Troy, secretary-treasurer. Clinton County was added to the circuit, which comprises also the following counties: Auglaize, Butler, Darke, Greene, Hamilton, Logan, Madison, Mercer, Miami, Montgomery, Preble, Shelby and Warren counties.

Subjects discussed at the meeting included the question as to whether the time is ripe for a full-time State-wide secretary, whether fairs should be budgeted thru the taxing system of the county, advisability of racing at night, and organization of a junior fair.

## Fair Executive 93

FAIRVILLE, N. B., March 1.—A delegation of directors of the Fredericton Exhibition, Ltd., drove to the home of John A. Campbell, dean of fair executives, at his home in Kingsclear, N. B. The occasion was the 93d birthday of Campbell. In the party were G. F. Burden, G. H. Clark, A. C. Fleming, D. McCaughey, F. L. Cooper, H. A. Smith, and J. A. Cain, president. The gifts presented to Campbell included a pipe, quantity of tobacco and a box of cigars. Campbell's daughter, Eliza, was given a box of chocolates. An address was read by Cain. Campbell is in good health and active for a man of his advanced age. He was the first president of the Fredericton Fair and officiated as such for more than 15 years. At present he is honorary president of the fair company.

## Janesville, Wis., Fair Hangs in the Balance

JANESVILLE, Wis., March 1.—Altho it will not be known until March 26 whether the county board will have a change of heart and increase its appropriation from \$1,900 to \$4,000, the board of directors of the Rock County Fair Association is going ahead with its preparatory work the same as if the fair were a certainty.

"Should the county board grant our request, we will have much of our work done," one of the officers stated. "But if the board again refuses us \$4,000, well, it's just that much work wasted."

## Layton New Secretary

CHEYENNE, Wyo., March 1.—Scott Layton, of Douglas, has been named secretary of the Wyoming State Fair, succeeding Thomas Virden, who resigned recently.

## Fair "Grounds"

THE GENESEE County Fair, Batavia, N. Y., has been set for August 19-23.

THE NORMAN County Fair, Ada, Minn., will be held June 26-28, and steps are being taken to make the live-stock and boys' and girls' club exhibits a bigger feature than ever.

THE INDIANA State Fair will run seven days this year instead of eight as heretofore. It will begin Saturday, August 30, and close Friday evening, September 5.

A MOVEMENT is on foot at Big Timber, Mont., and other places in Sweet Grass County, for a county fair this year. If the fair is decided upon, it will most likely be held in conjunction with the annual rodeo.

BOHUMIR KRYL'S BAND will be a feature at the East Tennessee Division Fair at Knoxville.

A REVIVAL of the old Lake County Fair at Waukegan, Ill., is being considered. The stumbling block is the matter of finances.

ROSCOE ADY is director of publicity for the Fat Stock Show, Fort Worth, Tex., March 8-16.

A LEGISLATIVE COMMITTEE has been appointed by the Idaho State Fair Association to put forth efforts in behalf of State aid for district and county fairs in Idaho and an amendment to the State law to loosen restrictions upon entertainment features.

PRESIDENT C. B. McCULLAR, of the Association of Georgia Fairs, announces the following special committee to handle the State aid proposition in Georgia: Gordon S. Chapman, Sandersville, chairman; R. E. Rountree, Swainsboro; S. D. Truitt, Sparta; T. A. Justice, Fitzgerald; Felix L. Jenkins, Columbus; R. L. Vassant, Marietta; Dr. A. D. Williams, Waycross; R. A. Stratford, Moultrie.

THE APPROXIMATE COST of the half-mile race track at the Virginia State Fair, Richmond, will be \$22,500.

## TEXAS FAIRS

(Continued from page 62)  
lation of 5,000 people had a 10-cent gate and showed gross receipts of \$1,513, with no net profit. Seven out of the nine towns in this class furnish lights for the carnival midway. One furnishes half the lights and the other one furnishes none at all. The fair furnishing no lights at all stood fifth in attendance

and third in profit. The percentages received from shows and rides range from 10 to 20 per cent in this class, while concession fees went from \$5 to \$15. Only one town in this class reported horse races and stated that this department showed a nice profit, while only one reported fireworks and was of the opinion it didn't pay. Only five fairs out of the nine reporting in this class showed a net profit; the other four were in the red. Of the features given credit for attracting the greatest crowds in this list of fairs, a pageant composed of local talent ranked first; free acts, second, while horse races, both harness and running, were praised highly by one fair. One fair reported a Battle Royal of six or eight Negroes, and expressed the opinion that this was one of the best free acts obtainable and could be put on at a nominal cost of \$20 per day. Other fairs reported style shows, mysterious weddings, while two reported no attractions. No wonder the last two lost money.

"Of the fairs in towns ranging from 7,500 to 12,000, only four were heard from. They reported a combined total attendance of 105,000, but some did not give their gross receipts, hence my inability to give this aggregate amount. The fair showing the largest attendance of 35,000 people received only \$9,000 gross from a 25-cent gate and made a net profit of \$1,000. This town has a population of 12,000. The fair in this class reporting only 15,000 attendance had a free gate and was indefinite as to its profit or loss or receipts. Only one fair in this group had fireworks and made an unfavorable report as to its value. None reported free acts except local attraction. The most attractive feature outlined by this group was the giving away of an automobile on the first day of the fair.

"The other towns reporting are so varied in their population that they cannot be classified, hence will be discussed briefly. One town of 18,000 reporting an attendance of 126,500 stated that it furnished lights for the shows, received 20 per cent from the shows and rides, had a 50-cent gate for adults and 25 cents for children, employed the best possible free acts and spent \$5,000 on fireworks, but failed to give its gross receipts. Despite these heavy expenditures it made a net profit of \$7,900. Another town of 50,000 population with a free fair reports an attendance of 400,000, stating that it received from 20 to 25 per cent on shows and rides and for a free attraction had the Hagenbeck-Wallace Circus (of course they got 10 per cent of the gross receipts). It reports a net profit on operation of \$11,250. Another fair in a city of 200,000 population refused to give its gross or net receipts, but stated that its most attractive feature is a rodeo and horse show and all it gives free is a band concert. If anyone has ever attended a rodeo in this town he will know quite well that this fair makes a profit. A very notable thing regarding these three fairs is that the only one paying the lights on the carnival midway is the smallest of the three.

"From the information gathered it appears that some fairs operate in a haphazard manner with no definite plan in mind, with no definite budget and with no idea of their probable receipts. Most of these fairs show a loss. Other fairs with less favorable conditions operated in an intelligent way on a definitely outlined budget, showing less gate receipts, but almost invariably a nice net return off the year's operation. What is unattractive in one city would appear to be attractive in another, according to the various reports, hence one must conclude that the attractiveness of any feature at a fair depends largely on the amount of advertising and publicity devoted to that particular department.

"Another thing that I wish to more vividly bring to your attention is the fact that a free fair does not in every instance attract the largest attendance. It appears that a good fair properly advertised with a nominal gate will attract as many people as a free fair, unless an extensive publicity campaign is carried on in connection with the free exposition. I would suggest that you first study your community, then attempt to select some feature in your annual program that will appeal to the people in your community. After this has been done, give it the necessary publicity. If it proves successful it isn't necessary to change to some other feature next year, but attempt to improve the one you have and it should become more popular with each fair."

# Parks, Piers and Beaches

Conducted by A. C. HARTMANN—Communications to 25 Opera Place, Cincinnati, O.

## Improvements At Park Island

**Lake Orion, Mich., resort being put in shape to open May 3—Glazier optimistic**

LAKE ORION, Mich., March 1.—James Wheeler, formerly of Riverview Park, Detroit, has a crew of men at work getting Park Island here in shape for the opening May 3. Among other improvements a new coliseum is being built and the entrance to the dance hall enlarged. D. Glazier has operated Park Island for the last three years, and says each year has shown an increase over the previous one. He looks forward to a good season in 1930.

Glazier this year will have with him many concession operators who have been at the park for a number of seasons. Carter will be back with his shooting gallery which he has operated here for 12 years. Frank Leslie will have charge of all sign work. Phil McCann will operate his blanket wheel. Mrs. Lathrup, of Detroit, will have charge of the cafeteria and restaurant. Ruth Lathrup, "little but mighty", who topped the midway during the season of 1929 with the milk-bottle concession, will be back again this year. Mike Hedges, who has been at the park for the last four years, will operate the balloon concession and dart game. J. Iwaye, formerly at Coney Island, N. Y., will be at Park Island this year, operating a Japanese wares store, also a bridge-lamp concession. Mr. and Mrs. George Friers will operate the phrenology concession.

C. F. Shreves, of Detroit, will have full charge of all boats, including the passenger and excursion boats. C. F. Shreves, Jr., will operate the roller coaster and bathing beach.

Lake Orion is contemplating a large increase in business, as all highways torn up during the season of 1929 are now fully completed, making paved highways into Orion from all directions.

## Two Fla. Companies To Conduct Parks

MIAMI, Fla., March 1.—Two amusement park organizations have just filed incorporation papers as follows:

Cornella, Inc., Miami, to conduct amusement and recreation parks, 300,000 shares, par value none; D. E. Robinson, Corella Bosley and G. G. Crawford, directors.

Beach Amusements, Inc., Miami Beach, to conduct amusement and recreation parks, 100,000 shares, no par value; Gladys Crawford, G. G. Crawford and Corella Bosley, directors.

## Addison Again Manager Of Jefferson Beach

DETROIT, March 1.—Jefferson Beach, located in the eastern suburbs of Detroit on Lake St. Clair, will be managed again this year by L. C. Addison, who is now supervising a large force overhauling the entire park for the opening.

The park will have a pre-season opening Sunday, April 27, and will operate again May 4, opening to the public for the season May 10.

A new ballroom policy will be adopted, with the exclusive use of high-class traveling bands. George S. Heddem, formerly of the Pier Ballroom, Detroit, has been retained as manager.

## Picnic Grounds Planned At Walbridge Park Zoo

TOLEDO, O., March 1.—The Walbridge Park Zoological Society aims to make Walbridge Park more attractive this year than ever before. A number of plans are under way to beautify the park. One is to take all the available space not used by automobile parking and animal grounds and make it into an attractive picnic grounds. This has long been one of the chief difficulties in the park.

Another feature is the new aquarium that is being built in the park. Tanks are being purchased and it is hoped that there will be a larger display of native and tropical fish than there was last year.

Don Shasteen, Toledo painter, is painting a number of canvases to be distributed about the park to give it more of an aspect of the wilds.

With the last week being spring weather, large crowds were attracted to the zoo.

## Would Enlarge Ontario Beach Park, Rochester

ROCHESTER, N. Y., March 1.—Acquisition of a tract known as Terry Park as part of a plan to enlarge Ontario Beach Park here, municipal amusement park, was recommended by City Manager Stephen B. Story last week. The city already holds options on 93 per cent of the easements of the tract, which lies along the Lake Ontario shore to the west of the park.

According to Story, final acquisition will be a step toward construction of a new municipal bathhouse to replace the frame structures now in use. Additional space is expected to be available for amusement devices and stands.

## More Back to Europe

NEW YORK, March 1.—Charles More, of Mechanical Rides, London, who has been in the States six weeks rounding up motordrome riders for his company, sailed for the other side last Saturday. Following is a list of motordrome riders whom he has booked for six months: Barney and Doris Paige; Earl Kettering and Miss Nadine, of Norfolk, Va.; Carrie and Jake Davis, of Erie, Pa.; Bunny and Grady Nix, Bill Laford and wife, of Texas; Bob Mercer and girl assistant, from Chicago.

Dr. Pollock, of Miami, Fla., will accompany Benny Rockford to Blackpool, England, where an unborn exhibit will open Easter.

More expects to return to New York in June to look the ride field over. So far, he is sold 100 per cent on the Waltzer ride.

## Kustan Home From Calif.

CHICAGO, March 1.—A. Kustan, who has had the side shows at Riverview Park for several years, has returned to his home here after spending several months in California. He will leave in a few days for New York to frame his shows for the coming park season. Kustan states that business conditions on the West Coast are not by any means favorable.

## Crescent's New Fun House

PROVIDENCE, R. I., March 1.—Harry C. Baker is installing a new fun house at Crescent Park, which will be under the management of Billy Reardon, formerly of Olympic Park, Irvington, N. J. The dimensions of the main building will be 50 by 160 feet, the entrance will be 60 by 14 feet. The latest prevailing fun-house devices are being incorporated into the building.

## Amusement Resortorials

By AL HARTMANN

NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of *The Billboard*, which are expressed on the editorial page.—ED.

**WE WONDER** how many amusement park builders or promoters have ever studied carefully the list of parks published in *The Billboard*—how few there are in a number of States compared with others. For instance, in Arizona there are three listed; Colorado, five; Idaho, two; Mississippi, three; Montana, three; North Dakota, one; South Dakota, four; Utah, three; and Vermont, one.

Of course, we realize that it takes a city of pretty good size to support an amusement park, but at the same time, with the automobile to look to, it strikes us that in some of the States where parks are few and far between fairgrounds could be converted for park purposes to be used when the fair is not in progress and a few weeks before and after—and operated profitably. Some of the fairgrounds in large cities are already serving a two-fold purpose, but it appears to us that a good bet is being overlooked in the cities of lesser population, particularly in the States where parks are scarce.

No doubt there are picnic or outing grounds in many of these places, but it appears there is a field for more parks, even if fairgrounds had to be drawn upon for the purpose. Anyway, we offer the suggestion for what it is worth.

*Luna Park in Paris, one of the oldest and most famous amusement parks in France, in fact, in the whole world, is to pass out of existence. The end is to come at the close of the coming season, and needless to say, much to the regret of thousands of seekers of that kind of amusement in Paris.*

Only recently Luna was considerably enlarged and modernized in many respects, but reports from the other side of the pond are that real estate values in Paris are increasing to such an extent that the park grounds are too valuable to be continued as such. The greater portion of the site is to be leased to apartment house builders and the remainder will be utilized by a large sport palace, according to present plans.

No announcement has been made as to whether another Luna will be built elsewhere in Paris, but reports state the chances are that such a move will be made.

## Weather Aids Coney Island

**Spring-like climate boosts week-end business of ride, show, concession owners**

NEW YORK, March 1.—Coney Island came into its own with the arrival of spring-like weather last week. On February 22 and 23 large crowds patronized the resort, the result of the pre-seasonal weather, which made business good for the concessionaires. The attendance at the island was conservatively estimated at 100,000 Washington's birthday. Many outdoor enthusiasts donned their bathing suits and indulged in recreational pastimes on the beach. Veteran showmen, who never expected to encounter such premature weather, were amazed at the antics of the weather man. If this weather continues the rides, shows and concessionaires will be operating over the week-ends and thereby get the advantage of an early season's start.

Asbury Park and Atlantic City were benefited by the luke-warm weather, which has established a record for this time of the year.

## Extensive Improvements At Meyers Lake Park

CANTON, O., March 1.—Extensive improvements are to be made to Meyers Lake Park, George Sinclair, president of the Meyers Lake Park Company, operator, announced this week.

Sinclair said plans call for many changes on the midway, installation of new rides, erection of several buildings, enlargement of several of the present amusement features and a general overhauling of the big resort. Just what will be added in the way of new features will be made known soon, Sinclair stated.

Opening of the park is scheduled for the middle of May and according to Sinclair and his associates bookings for the coming season are the heaviest in the history of the local park.

## Park for Savannah, Mo.

SAVANNAH, Mo., March 1.—An organization has been formed by local men to sponsor a new amusement park at the Derrick Place. The site on which the park will be developed will be leased for a period of 10 years at a cost of \$2,500. The resort will be financed thru the sale of stock. The company will be capitalized at \$5,000.

## Beeville, Tex., Park Planned

BEEVILLE, Tex., March 1.—C. E. Kellum has purchased a six-acre site on State Highway No. 16 and plans to develop it for an amusement park, cottage camp, roadside inn and filling station. A swimming pool, skating rink, dancing pavilion and Japanese garden would be features of the park.

## Meekin Lions at Pier

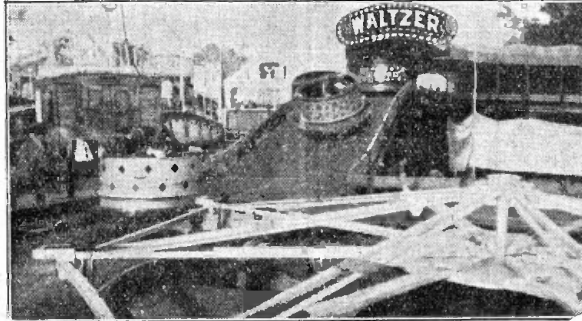
SYDNEY, Australia, Feb. 7.—Dave Meekin (Afrikander) is presenting his trained lions at the Coogee Pier as a special attraction. Meekin has booked Li Feng Chan, famous Chinese giant, for an Australian tour, the big man being now en route from Hongkong to Sydney.

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30 PASS.  
15 SEATS.

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STATIONARY AND PORTABLE TYPES.  
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AMUSEMENT PARK ENGINEERS  
COASTERS—CARROUSELS—MILL CHUTES  
130 East Duval Street, Germantown, Philadelphia, Pa.

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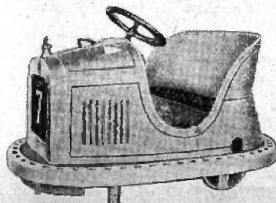
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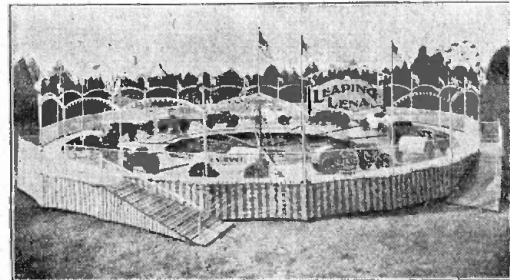
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ROLLER COASTERS, MILLS, PARK BUILDINGS IN MILLER DOME TRUSS CONSTRUCTION. DESIGNING AND EQUIPPING OF COMPLETE PARKS.

Personal Engineering by JOHN A. MILLER.

8100 E. Jefferson Avenue, - - - Detroit, Mich.

## Woodcliff Park To Feature Boxing

POUGHKEEPSIE, N. Y., March 1.—The Woodcliff boxing arena was successful last season and probably ranked second to Madison Square Garden in the matter of its star attractions. Billy Roach, veteran referee, who has a great record in participating in world's championship matches, has been retained again this season by Manager Fred H. Ponty. A movement is crystallizing to put on a championship fight at the Woodcliff arena, which normally seats 11,000, but can be increased to 25,000 if necessary, during the Hudson River boat races in June, when thousands of spectators turn out to witness the annual regatta.

The clam bake and shore dinner pavilion with accommodations for 2,000 will be ready when the season opens.

The park is deriving some far-reaching and beneficial advertising from the Hudson River day lines, which are distributing attractively gotten up booklets praising the natural environments of the park. Regular passenger and excursion boats will stop at Woodcliff's new docks, which means the dumping of thousands of excursionists throughout the season.

Realizing the importance of the automobile insofar as it applies to this class of trade at Woodcliff, Manager Ponty will increase his parking space an additional 5,000 cars this season.

New and novel attractions are being negotiated for this season because Woodcliff expects a boom with the completion of the Hudson River vehicular bridge and the completion of the docks and the influx of excursionists that will follow these natural opportunities for getting the people there.

## Swimming Pool Notes

PROF. H. C. WILSON, formerly manager of the Madison Square Garden Pool, New York City, will be manager of Capitol Park Pool in Hartford, Conn., season of 1930. Having had 25 years' experience in pool management and as a swimming instructor, the professor should make a success of the Hartford pool.

MIAMI, Fla.—Events on the program at the Roman Pools here, last week, included fancy high diving by Jack Kelly; a "human-fish" contest with Gladys Lindsey as the "fish" and E. K. Volk as the fisherman; Jack Hoover's 110-foot dive into seven feet of water, Henry Copping's alligator wrestle; exhibition diving and swimming by Jeannette LaMar, of Rye Beach; Edward Alvarez, little Molly Hoban, Buster Gordan and Otto Goetz (water clowns), and others.

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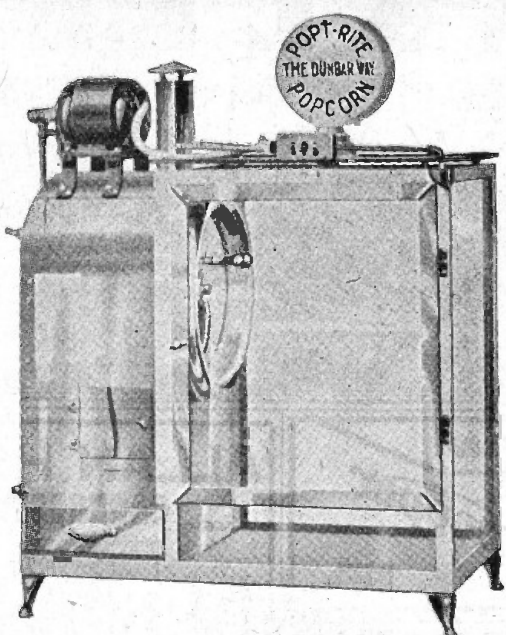
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## Swimmers To Compete At Palm Beach, Fla.

WEST PALM BEACH, Fla., March 1.—World's champions, holders of many important aquatic records, will appear in competition at Palm Beach, Saturday, March 8, at the Poinciana-Breakers Casino pool. At least five will come from New York City and two from the Pacific Coast. All are aspirants for records at Miami's National Aquatic Championships later in the month and will make their final preparation and bid for titles here next Saturday.

New York's group of entrants in the meet will be headed by Eleanor Holm, diminutive 16-year-old sprite. With her will be Lisa Lindstrom, Agnes Geraghty, Adelaide Lambert and Katherine Ames. The mermaids from the Pacific Coast are Josephine McKim and Georgia Coleman.

Every detail will be arranged at the Casino pool to make the meet here official from every AAU requirement so that records, if they are made, will be officially recognized.

This is the first appearance of the national mermaids at Palm Beach in several years and it will be their last prior to the National Championships at Miami.

## New Rides for Riverside

SPRINGFIELD, Mass., March 1.—An Old Mill and Pretzel ride will grace Riverside Park this season.

## NAAP Manufacturers' Division Committees

Following is a list of committees of the Manufacturers' Division of the National Association of Amusement Parks for 1930:

Adjustment—W. S. Jones, chairman; George F. Cahill, M. W. Sellner.

Contract—James A. Donovan, chairman; H. G. Traver, R. S. Uzzell.

Credit—R. S. Uzzell, chairman; W. F. Mangels, C. D. Trubenbach.

Ethics—George Cramer, chairman; W. S. Jones.

Finance—Herbert Schmeck, chairman; E. J. Kilpatrick, Fred Markey.

Membership—Harry C. Baker, chairman; George P. Cahill, Richard Lusse, George P. Smith, Jr.; H. G. Traver.

Museum—W. F. Mangels, chairman; George P. Smith, Jr.; R. S. Uzzell.

Nominating—W. F. Mangels, chairman; William Gent, George P. Smith, Jr.

Program—James A. Donovan, chairman; Frank W. Darling, R. S. Uzzell.

Safety—George P. Smith, Jr., chairman; Harry C. Baker, C. H. Bowditch, C. Brady, Fred A. Church, Frank W. Darling, Thomas C. Bipper, Frank Gaynor, Ralph T. Hemphill, H. W. Hendricks, Robert Knight, W. F. Mangels, Fred L. Markey, John A. Miller, C. J. Raider, Neil Schwartz, H. G. Traver, S. J. Williams, R. S. Uzzell.

Suggestions—Sylvan Hoffman, chairman; R. C. Rahm.

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## A PARK

Located 35 miles from Detroit has an opening for a Popcorn, Cracker-Jack and Taffy Concession. Also space for two more Concessions. Park will open May 1 and will close Labor Day. If looking for a Park location for this season, this will be a wonderful opportunity for you. Address all replies to HARRY WISEMAN, 65 Brighton Ave., Detroit, Mich.

Tell the Advertiser in The Billboard Where You Got His Address.



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Mr. D. S. Humphrey, of Euclid Beach, Cleveland, O., pioneer amusement man, has just purchased 60 of these new DODGEMS. He made the comparison. Why don't you?

WRITE OR VISIT OUR FACTORY  
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# DODGEM CORPORATION,

706 Bay State Building  
LAWRENCE, MASS.

## Cenaqua, Detroit, Adopting New Name

DETROIT, March 1.—Walled Lake Amusement Park, located 30 miles from Detroit, is being redecorated and overhauled under the joint management of John Stevens and Philip Kinsella. This park was formerly known as Cenaqua Park, but the name will be changed this season. It is located on Walled Lake, Michigan.

The park will open early this year. The mammoth roller-skating rink will open Easter Sunday, April 29, and the other rides and devices as soon as the weather permits. A new airplane swing is to be installed by R. N. Anderson.

## New Bathhouses For Compo Beach

BRIDGEPORT, Conn., March 1.—The Town Planning Commission of Westport, Conn., controlling Compo Beach Amusement Beach, has prepared a plan for new bathhouses, which will eliminate all wooden structures at Compo Beach, and provide a sufficient number of houses to meet the demand. If the plan is perfected in its entirety, there will be a total of 912 bathhouses, with almost 500 lockers available.

The new first unit of the concrete wing proposed for the right-hand side of the beach front will cost \$30,000. This will be the main pavilion. Eventually another concrete structure will be erected where the burned bathhouses on the other side were. This will adjoin the dining pavilion.

## Shogran as Booker

DETROIT, March 1.—The Fred W. Pearce Company of Detroit has appointed R. S. Shogran of Minneapolis as head of the booking and publicity department of Excelsior Amusement Park, located near here. A number of large picnics have already been booked for the park.

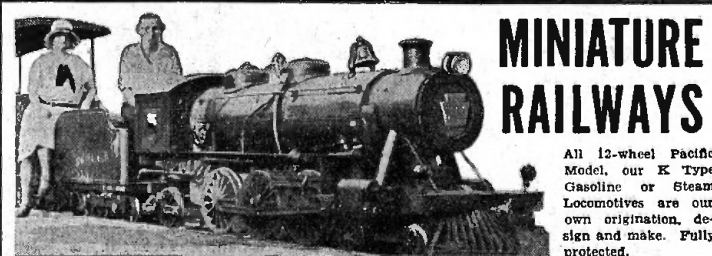
## Zoo Notes

BUFFALO—A lioness and a zebra have been added to the zoo here. They were brought from the Ferrysburg Zoo, which is being abandoned. Birds and other creatures of the Ferrysburg zoo will be auctioned.

TWO WILDCATS from Oklahoma were last week added to the Cincinnati Zoo. Another late addition is a zebra, the gift of Lorenz Hagenbeck, of Hamburg, Germany.

## WANTED CONCESSIONAIRES

FOR RAINBOW PARK (formerly Chester Park), to operate Games and Rides. Splendid locations and desirable terms. Brilliant prospect. Park rebuilt; is new, clean and attractive. Address C. DELANEY MARTIN, Vice-President, Ohio Parks, Inc., Cincinnati, O.



## MINIATURE RAILWAYS

All 12-wheel Pacific Model, our K Type Gasoline or Steam Locomotives are our own origination, design and make. Fully protected.

INDUSTRIAL RAILWAY & LOCOMOTIVE WORKS, Inc., 75 East 45th St., New York  
R. S. UZZELL CORPORATION, General Sales Managers, 130 West 42d Street, New York.

## Laurel Park

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## JOS. G. FERARI HAS FOR SALE MERRY-GO-ROUNDS AND CHAIROPLANES

Ready for early spring delivery. For Parks, Beaches and Carnivals. Also large assortment of New and Used Machines. Terms to responsible parties. Telephone, Fort Richmond 388. Address Fort Richmond, New York City.

## EXPOSITION PARK AMUSEMENT CO.

WANTED, for Park Season, Shows, Rides and Concessions that do not conflict with what we have. Address P. O. BOX No. 772, Fort Dodge, Iowa.

## Stilides' Estate \$5,000

BRIDGEPORT, Conn., March 1.—Charles Stilides, former concessionaire at Seaside Park here, who had a sudden death recently, left an estate of \$5,000. Although it is reported that Stilides had a son, no heirs to the small fortune have been located, and the estate seems fated to be turned over to the State of Connecticut. The \$5,000 is largely in cash, with a few personal effects, including an automobile. There are more than 25 petitioners seeking the concession from the city council, which controls the park, but it is doubtful at the present time whether or not concessionaires will be allowed there in the future.

EDDIE J. FRIES, alias Dare-Devil Dixon, parachute jumper, wing walker and stunt flier, writes that he already has 64 contracts with parks and fairs calling for 96 parachute leaps. At one park alone he is to do 15 leaps. Fries says his advertisement in the last issue of *The Billboard* brought him 12 telegrams the first day after the publication was off the press, and out of these he obtained six contracts.

## Waltzer for Ocean Park

OCEAN PARK, Calif., March 1.—Jefferson W. Asher, general manager of Ocean Park Pier here, has selected the Waltzer, new ride thriller, for his pier. It will be installed at once. Harry Witt, distributor of the ride, closed the deal before returning to New York.

## Traver Back to Beaver Falls

H. G. Traver, president of the Traver Engineering Company, Beaver Falls, Pa., who has been on a business trip the last few weeks, visiting parks in the South and Middle West, dropped into *The Billboard's* Cincinnati offices February 27 for a chat and then left for Columbus, O., on his return to Beaver Falls.

## Venetian Carnival Opens

SYDNEY, Australia, Feb., 7.—Manly Venetian Carnival is in full swing. One of the outstanding attractions is that provided by E. J. Kilpatrick's Magic Carpet, which is doing excellent business at this seaside resort.

## Aquatic Stars At Villa Venice

MIAMI, Fla., March 1.—Anne Benoit, famous marathon swimmer, and Herman Hunt, swimming coach, have been engaged by Albert Bouche for the remainder of the season as a special attraction at the Villa Venice Beach.

Miss Benoit holds the professional mile and half-mile records. She defeated Gertrude Ederle in the third marathon swim and will do her training for this year's marathon at the Bouche Beach. She also holds the record of 2 hours and 28 minutes for the five-mile swim.

The Paris and New York musical comedy and the Italian *Fiesta* continue as the evening features at the Villa. Sharing top honors with the Lorraine Sisters are Easter and Hazelton, who are seen at their best in a new offering, *Pierrot*, the danseuse; Harrigan Sisters in harmony singing; Marie Verò, soprano, and Sonia Casten in a series of dances are on the program.

Al Moore and his Venetians continue to provide music for the evening entertainment and dancing, while a new orchestra, Norman Whiting's Troubadours, has arrived to fill a special engagement as an afternoon beach feature.

## RIDES AND CONCESSIONS WANTED

For New Waterfront Amusement Park at Crisfield, Md. Hundred thousand drawing population. No competition within thirty miles. June 1-Sept. 15. Address

LORIE C. QUINN, Jr., P. O. Box 142, Crisfield, Md.

## WANTED RIDES

ON PERCENTAGE BASIS. COASTER, DANCE HALL, DODGEM, CUDDLE UP, TUMBLE BUG, RED BUG, CARCADES, ELI WHEEL, SWIMMING POOL, and other Rides and Concessions.

Milwaukee is the best spot in Middle West. Fifteen minutes' ride from heart of town on super highway to Park. Formerly Dog Track. Park Manager wanted. Wire or write

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## Sunset Amusement Park

UNDER NEW MANAGEMENT. WANTED—Ferris Wheel, Merry-Go-Round, Free Acts, shows, legitimate Concessions, Games, Penny Arcade, Cook House to let. Rates reasonable. Operates 7 days. Open April 5, 1930. Open Oct. 1 with big Fair. Write C. M. HOWELL, Manager, Corner Ivy-Decatur Sts., Atlanta, Ga.

# C.O.A. of A. Convention

Attendance records broken—prominent speakers orate—varied exhibits

CHICAGO, March 1. — Problems that confront coin-machine operators were thoroughly threshed out this week at the second annual convention of the Coin Machine Operators' Association of America, held Monday, Tuesday and Wednesday at Hotel Sherman. All records for attendance were smashed, there being nearly 2,000 persons registered as against 615 at the convention in Detroit last year. The number of exhibits—nearly 100—was double that of the Detroit gathering. Cleveland, O., was chosen as the convention city for next year. The Columbus Vending Company, Columbus, O., was awarded the beautiful silver cup offered by the association for the most attractive display booth.

The sessions started Monday morning, with David S. Bond, vice-president, presiding. Louis Bowman, trust officer of the American Title & Trust Company, Chicago, welcomed the delegates, and Ralph T. Young, president of the operators, responded. In his annual address President Young reviewed the accomplishments of the association during 1929 and urged that steps be taken to assure greater benefits in the future. At present the association has more than 800 members, located throughout the United States and Canada.

Most of Monday's and Tuesday's sessions were devoted to addresses on a wide variety of topics. J. H. Hudson, director of organization service, Illinois State Chamber of Commerce, gave an illuminating talk on *Organization and Its Benefits*. O. D. Jennings, president of O. D. Jennings Company, large manufacturer of coin machines, spoke on *Necessity for Quality in Construction*, and E. F. Chester, of the Chester-Pollard Amusement Company, manufacturer of amusement devices, gave some pertinent suggestions in his talk on *Expanding Coin Machine Operations to New Fields*. On the Tuesday program were the following: *A New Bag of Tricks for Every Business*, by Ellis McFarland, member of the speakers' bureau, Chicago Chamber of Commerce; *The Law and Its Application to the Slug Menace*, by Karl Spencer, member St. Louis Coin Machine Operators' Association; *How to Organize* (See C. O. A. of A. on page 89)

## Activity at Anderson

ANDERSON, Ind., March 1. — Everything is progressing at top speed with the projected Eagles' Spring Circus here the week of March 17. Art Hull and his crew are busily engaged on the souvenir prospectus and year book. Lola E. Painter is busy with her popularity contest and has more than a score of Anderson's fair daughters imbued with the real spirit of competition. In addition to individual entrants, entries have been made by the local Bell Telephone Company, three high schools, two basket-ball teams, Knights of Columbus, Elks, Kiwanis and Rotary clubs. General Agent Jockey E. Day of Best Bros' Circus (which furnishes the performance), with three assistants, started the city and four county routes billing this week. Gerald FitzGerald is handling the publicity for the event, using many out-of-the-ordinary angles.

The performance will be presented by representative troupes, trios, two-acts and singles, with two well-known animal acts in the circus world included. There will be eight prominent "jokeys" in the clown band and working thruout the performance. The band will be under the direction of Bandmaster Bennie Fowler and will be composed of 14 circus musicians. As one of the highlights of the performance the famous twin midglets, Mike and Ike, will present for the first time their new double tap dancing numbers in addition to their other two standard acts. Feature acts recently engaged include Burns' Ponies, Dogs, Monks and Pigs; the Merrell Troupe of six people, the Max Freehand Duo; King D, movie dog actor; the Three Sayvillia Brothers, the Aerial Carletons, Si-Tuchi Duo, Three Sensational Swards and the Bounding Bensons.

## Special Events

TRADE SHOWS, CELEBRATIONS, BENEFITS, ETC.  
(Communications to 25 Opera Place, Cincinnati, O.)

### Celebration Called Off, Others Highly in Prospect

ST. JOHN, N. B., March 1.—After making a comprehensive announcement of a celebration to be held during the coming summer and making the dates a committee in charge of the announced celebration canceled everything. In the second announcement it was declared that the time was too short to make the success that was aimed at for such a celebration. It is also declared there is a chance of holding a celebration of a Back-to-New Brunswick nature in 1933 in commemoration of the 150th anniversary of the founding of St. John by the loyalists from the New England States in 1783.

While the St. John celebration has been so unexpectedly called off, the celebrations slated for Fredericton, N. B.; Sackville, N. B., and Amherst, N. S., will be surely held.

The latter part of July has been suggested for a joint celebration to be participated in by St. Stephen, N. B., and Calais, Me., twin towns on the St. Croix River. It has been proposed that each community provide a program of three days for the celebration week. The intention is to have a carnival organization located at either town. The track of the fair association will be used for harness racing and the ball field on the same property for baseball games between teams representing the two towns. There will be a parade on at least three days of the week. Thursday will be the feature day, this being the regular half holiday on the St. Croix.

### Moose Circus at Roanoke

Secretary W. H. Burt of the Loyal Order of Moose, No. 284, Roanoke, Va., advises that thru an almost last-minute change in booking arrangements the Morris Troupe was legally signed to play the Moose Home Exposition and Indoor Circus in Roanoke March 8-15. Secretary Burt's letter states that the reported securing of another circus organization which appeared in last issue was in error. The letter gave further advice as follows:

Following the Roanoke engagement the Morris Troupe will go to Danville for the Moose. Harry L. Harvey, who is space manager for the International Circus Production Company, has been very busy putting out flashy colors of paint to make everything look nifty for the circus here. L. G. King, director of the circus, has been on his job day and night, and with the assistance of Virginia Ayres, his private secretary, has done splendid work in the campaign. A. M. Dupham, advertising manager, and Mr. Matthews, exhibit space manager, are kept busy daily, getting wonderful results.

### San Antonio, Tex., Fiesta

SAN ANTONIO, Tex., March 1.—A program for the annual Fiesta De Jacinto, which takes place in this city during the week beginning April 21, has been arranged. The festivities will open with a pilgrimage of school children to the Alamo, the shrine of Texas liberty. Governor Moody is expected to head the pilgrimage. Other events of the first day will include the annual gathering of the Texas Pioneers' Association, concluding at night with the pioneers' ball. On the second day the King of the Fiesta will begin his reign and will make his traditional entry into the city, and at night attend the Battle of Flowers fete. The third day will be given over to a parade of school princesses and their attendants. On the fourth day the Queen of the Fiesta will be crowned amid the usual elaborate ceremonies in the municipal auditorium. The industrial and trades display parade will also take place on this day. The big event of the fifth day will be the Battle of Flowers parade, commemorating the Battle of San Jacinto. On this day the editors of the State will also be entertained at a banquet. The Texas Cavaliers' Association will stage its tournament of roses on the final day. The annual South Texas field and track meet will also take place.

### Success Suggests Enlargement

MARYSVILLE, Calif., March 1.—James M. Cremin, Marysville postmaster, who organized and sponsored the "Trails of '49" celebration here February 8, announces he is working on celebration plans for next year. While reluctant to go into details, Cremin says his proposal would make next year's celebration national in scope.

Every section of the West affected by the great gold rush in California during the early gold days would be urged to exhibit relics of those days in the Dakotas, Montana, Wyoming, Nebraska and other Western States, as well as California.

### Specials at Des Moines

DES MOINES, Ia., March 1.—Two plays of Shakespeare will be presented here March 7 at the Shrine Auditorium under auspices of the dramatic art department of Drake University. The Ben Greet Players will present *Twelfth Night* at a matinee and *Hamlet* in the evening.

Round-trip excursion rates of a fare and one-half from all points 200 miles or less from Des Moines for the performance of the Chicago Civic Opera Company here March 25 have been approved. Rates go into effect March 24 and will be good for three days. The company will present *Mary Garden* in *Thais*.

# Big Crowds Is Forecast

100th anniversary signifies great gatherings of Mormons in Salt Lake City

SALT LAKE CITY, Utah, March 1.—Plans are already being made for the Mormon Conference in April, which will bring about 20,000 instead of the usual 10,000 people to Salt Lake City, as this year commemorates the 100th anniversary since the birth of the Church of Jesus Christ of Latter-Day Saints and will be celebrated with a week of conference meetings instead of the customary three days. The week always includes the 6th, as the church was organized April 6, 1830.

This will probably mean one of the greatest weeks in the history of the amusement, theatrical and radio fields.

A feature will be the presentation each evening in the historic Mormon Tabernacle of a pageant giving the history of the Mormon Church, the pioneer journey across the plains, etc. The famed tabernacle choir is working up a special concert night. Representatives of the church from all over the world will be called in, including mission presidents. Only those who know or have tried to get rooms during a conference can realize what this means to Salt Lake City from a hotel and amusement standpoint. Carnival troupes, traveling circuses or road shows would probably do well to make bookings early for the week.

### Combined "Fourth" Doings

JOHNSON CITY, Tenn., March 1.—Plans are being completed by the I. O. O. F. lodges at Bristol, Va., and Bristol, Tenn., for a huge Fourth of July celebration at Bristol. At a general meeting held last week representatives of I. O. O. F. lodges from all parts of this region were present and gave assurances of co-operation. Committees have not yet been named.

### Shrine Circus, Austin

AUSTIN, Tex., Feb. 27.—The Shrine Circus staged here, ending last Saturday night, was a success. Advance details were handled by L. H. Stevenson and Arthur Ross (Mechanical Man) had the publicity. The Fashion and Public Wedding were well received. There were no concessions. The program was directed by Alfred Codona, who displayed that he really knows how to arrange entertainment of this nature. Lillian Leitzel, in addition to being a wonderful aerialist, is a charming hostess and entertained in her dressing room Governor and Mrs. Dan Moody and other prominent personages. "Ma" and "Pa" Ferguson, who are the only man and wife who have both been State governors, attended the opening night and declared it the best one-ring circus they had ever witnessed. The equipment used is owned by Codona & Evans, the big tent being 110x180 feet. A 25-kilowatt load was used to provide electric illumination. There were 20 boxes, with rugs and six chairs to the box, with seat covers of red and green; 800 chairs with red and green seat covers; grand stand, seating (See SHRINE CIRCUS opposite page)

## ATTENTION BANQUET ENTERTAINERS

Thousands of associations are now engaging orchestras and entertainers for forthcoming BANQUETS. If you want to get some of these profitable bookings—NOW is the time to get into action. WORLD CONVENTION DATES keeps you advised month by month of forthcoming affairs, as fast as their dates are decided on; also the name and address of the person in charge of arrangements. Annual subscription—12 issues—only \$15 per year.

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## 4th JULY

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DRAWING CROWD OF 50,000 ON HILLSDALE FAIR GROUNDS.  
Two Ball Games, \$450 Purse for Horse Races, Free Acts and Fireworks Display. All with free gate.  
NOW BOOKING CONCESSIONS AND ACTS.  
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Two other Conventions same week. Big crowds. Financial conditions here best in State. Write or wire  
E. G. PETERSON, Chairman, Dickinson, N. D.

### ST. PATRICK'S NOVELTIES

Silk Shamrock, Gr. \$1.00.  
Metal Pin Shamrock, Gr. \$1.25.  
Green Rubber Toy Balls, Gr. \$4.00.  
Green Con-fetti, Per Pound, 15c.  
8 1/2 x 11 Irish Flags, 1 1/2 x 2, Gross, \$1.00.  
Green Carnations, Gr. \$2.50.  
Fancy Crepe Hats, Gross, \$3.25.  
Better Grade Hats, Gross, \$4.50.  
Miniature Hats, Assorted, Gross, \$1.75.  
Snake Blowouts, Gross, \$1.50.  
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# Rinks ~ Skaters

By A. C. HARTMANN  
Communications to 25 Opera  
Place, Cincinnati.

**AN ICE-SKATING RINK** is to be established at East Moline, Ill.

**TOM SCOTT**, of Hexham, Eng., is planning to open a large rink in Hexham the coming summer.

**VALDOSTA**, Ga., will operate a skating rink in its big tobacco warehouse between seasons.

**RINK PROMOTERS** looking for novelty in staging races might put on a special mixed-couples race or even a mixed relay race for a change.

**THREE YEGGS** who bound, gagged and beat the night watchman at the Elysum Skating Rink, Cleveland, early Monday morning, February 24, and blew the safe, escaped with about \$5,000.

**JAMES HAMILTON** writes that the Whirling Cyclones gave an exhibition at the skating rink at Mayville, N. Y., recently, and Manager Harry Teets expressed himself as much pleased with the act, which drew lots of applause.

**BECAUSE** the YWCA high school girls' reserve clubs of Milwaukee have so many members, it became necessary this year to split the clubs into two divisions to accommodate all for the annual high-school inter-club frolic on roller skates, there being 2,500 members, and not a roller rink in the city large enough. The parties for both boys and girls were held at the Arcadia Rink, February 17 and 24. This was the first year that this became necessary.

**JACK SHEA**, of Lake Placid, N. Y., won the skating championship of the Adirondacks at Tupper Lake. He also wears the crown of the North American amateur outdoor speed-skating championships, won at Saranac Lake and Lake Placid, and that emblematic of the Eastern United States speed-skating championships, won at Albany, N. Y., in January.

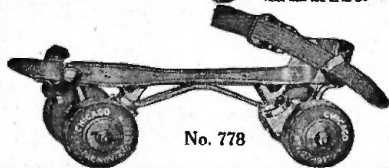
**SACRAMENTO**, Calif.—The Amusement Palace Syndicate is planning to erect an amusement palace on Y street between 28th and 29th streets, costing between \$250,000 and \$500,000. Present plans call for a structure housing under one roof facilities for ice skating, roller skating, dancing, bowling, pool and billiards, indoor tennis, indoor basketball, a cabaret and a restaurant. Four thousand people would be able to view the ice and roller-skating events.

**BEN O'SICKY**, of Cleveland and Lake Placid, nationally known amateur and later professional skating champion, who has held many ice-skating titles, was painfully, tho' not seriously, injured recently while tobogganing near Saranac Lake, N. Y., where he acts as trainer for juvenile speed skaters of the Lake Placid Athletic Club. Despite his injuries the associate of such luminaries as Edmund Lamy and Norval Bappte could not be kept off the ice.

**J. OMER BARNHART**, owner and manager of the Rollo-Way Skating Rink at Peru, Ind., has released the Edward Braude holdings at Silver Lake, Ind., for the summer of 1930. This property consists of a bathhouse, concession building and a large dance pavilion which is used for roller skating. Barnhart will build a pier 75 feet out into the lake to be used by bathers, and some other improvements will be added. He is operating his rink at Peru and says business is holding up good. If he should open at Silver Lake before he closes his rink at Peru, he will invest in another rink equipment.

**ONE OF THE NEWEST** and latest rinks is that opened recently at Park avenue and Hawley street, Lockport, N. Y. Known as the Colosseum, it was built and is owned and managed by J. H. Volchow, a prominent contractor in Western New York State. It is one of the most complete rinks in the United States. The building is of terra cotta brick. The balcony seats 800, and there are modern restrooms for both women and men. The building is steamheated and has a fresh-air cooling system. The

## WHY "CHICAGO" SKATES?



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skating surface proper is 60 by 140, with an eight-foot promenade down each side of the skating surface. The floor will accommodate approximately 500 skaters. Music is furnished by an Arizun military band. The building has been constructed primarily for roller skating. Its interior arrangement, however, is adaptable to meetings of all kinds, entertainments, basketball games, etc. The rink is in charge of Charles Dion of Buffalo, who has two assistants, Clifford Douglas and Lynn Ferris. Lockport up to the opening of the Colosseum had not had a roller-skating rink for many years, not since the old Niagara Auditorium went out of existence to become first a garage and later a theater. Frank Vernon recently appeared at the Colosseum for a two-week engagement and gave excellent satisfaction to large audiences and skaters.

**ANOTHER** big rink for Los Angeles, Joe Leatham, owner of the Huntington Park Roller Rink, was scheduled to open the Patner Pavilion Saturday night, March 1. The Patner rink is larger than the Huntington Park and is nicely equipped. Bob Lee, who has opened some of the largest rinks in the country, will act as master of ceremonies. Maurice Cohn, formerly assistant manager of the Lincoln Park Rink for the last three years, will officiate in the management of the Patner. The California Skating Association, of which Leatham, Lee and Cohn are members, is lending its co-operation in making the new rink a success, Frank Foster, its president, states.

**APPROXIMATELY** \$80,000 will be spent in replacing the old Riverview Rink at Milwaukee, which was destroyed by fire several months ago. Work will start early this spring. The new rink will be on the same site on the east shore of the Milwaukee River north of the North avenue bridge. John F. Baumann is financing the rink. The building will be entirely fireproof, of steel and tile construction, and the architecture will be the Spanish mission effect. The dancing and skating area will be 150x250.

**FRANK VERNON** has just finished an extensive tour of the East and is now at Washington C. H., O. He writes: "While playing at Erie for Owner and Manager Thos. Cooper business was capacity, the act scoring a hit. Cooper has a wonderful place and one of the best managed rinks I have ever played. He has his entire family assisting him and the members are not only expert skaters but high-class musicians. The fine rink owned by J. J. Steacy, president of the Knever-Silt, Inc., of Cobleskill, N. Y., was burned to the ground last December with a loss of about \$12,000. Steacy carried only a small insurance and his loss was quite heavy. This rink was a summer amusement place located at Sharon Center near Cobleskill. Steacy owns the land and says he may rebuild. Other rinks which I played and are nicely conducted and enjoying a fine business are J. V. Moraska's at Oil City, Pa.; Legion Rink at Smethport, Pa.; C. J. Fisher's Skating Palace at Shamokin, Pa.; Ray Hall's Skating Palace at Sidney, N. Y. Louis Maerton, president of the Artizan Factories, Inc., rink organ manufacturers, has been confined to his home for several days suffering from a heavy cold. He is very popular with owners and

managers of Eastern rinks, who wish him a speedy recovery. His home is at North Tonawanda, N. Y." Vernon further states that he visited with William Schelle at Kent, O., February 23, and found Schelle's new portable rink complete in every respect.

**RALPH GRIFFEY** is now managing the Armory Roller Rink, Muncie, Ind., having opened it February 20. Business there, he says, has been excellent. Griffey during the last summer season operated the roller rink at Funks Lake, Ind., and on October 10 opened the Armory in Anderson, Ind. Robert McCorgal, former manager of the Mounds Park Rink, Anderson, has taken Griffey's place at the Armory in that city.

**JACK WYTHE**, proprietor of the Roof Garden Roller Skating Rink, Rochester, N. Y., is "het up" over what he says was a "raw" deal handed him. Writes Wythe: "The Palace Rink Company, operating two city blocks from my rink, has been running preliminary races, starting January 14 and ending February 21. The winner of each heat for the six nights was to qualify for the finals in both men's and ladies' events for the cups and championship of Western New York. In addition to these cups there were two donated by the theater for city titles for men's and ladies' races. Two of my lady skaters and three men skaters, including myself, qualified for the finals, but the rink men of the Palace decided to run semi-finals of three to a heat, the winners to race it off March 11 for the cups. They would not let my skaters start when the scheduled final was to be run off February 25, and not semi-final, as you can see by the enclosed entry card. So the races were run off among their own skaters. Their claim was that six skaters were too many for the race. There were three of their men and three of mine. After we qualified by going over to their rink, when it came to the final night they made a change."

**MATTY RITTER** and Billy Yale were the winners of the two-mile team roller race at the Van Cortlandt Olympia Rink, New York City, Friday night, February 21. Time: 5 minutes, 43 2-5 seconds. Murray Gorman and Jimmy Frampton came second, a quarter of a lap behind. Two other teams struggled hard to forge ahead. They were Eddie Krahn and Jimmy Cooper, and Red Hoover and Bill Jamelson. In a one miller, only three came in at the end. This contest was won by Red Hoover, with Krahn second and Frampton third. Time: 3:4 1-5. What marred it was at the 15th lap, when five skaters fell in a heap thru some kind of entanglement in the sprints. Among the boys omitted were Ritter, Cooper, Yale, Gorman and Jamelson. The two-mile team and the one-mile single races were arranged by Arthur Eglington.

**FROM BOSTON**, under date of February 13, comes the following from Earl L. Woodward: "The Cyclonic Duo, roller-skating act, is now in Boston after a tour of Canada and Northern New York. While in Quebec City we visited the Palace Rollaway Roller Rink and found it doing wonderful business. It is owned and operated by Charles Vezulria, and is conducted in a high-class manner, skating from 300 to 500 each night. While playing the Arlequin Theater there we doubled at the rink and the Mira Nite Club. We played the Roller Palace

at Rochester, N. Y., three days this week. It is owned and operated by Eddie Baumelster, and he is certainly getting good crowds. He gives his skaters all kinds of amusement, and they always come back for more. He features club nights, roller polo, racing, and also plays attractions of merit. Eddie is a new man at this kind of business, but he certainly is packing them in his rink. Nell Custer is floor manager, with Joe Clovis and Tony Vitaglin instructors. Lawrence Wery is skate boy, with Floyd Crosby and Harold Glick as assistants. Jack Wythe is operating a rink at Rochester and doing a nice business, having polo, races and other attractions. This is our fourth week in Boston and have worked every day since arriving here. The well-known skating act, called Howard and Pearl, is also in Boston. We are booked at the Victoria Theater, Greenfield, Mass., February 20-22, and from there we go to the Asia Cabaret in Providence, R. I. Jack Brown, formerly of Meale and Brown, is now teaming with me."

**EUGENE R. FORREST**, owner of the Iron Mountain (Mich.) roller rink, has applied for a permit to build a rink in Sault Ste. Marie, Mich. The building would be 70 by 158 feet, and would cost about \$15,000. Henry A. Sherman, city manager of the Sault, said that the application would in all probability be refused, as the zoning ordinance reserves that section of the city where it is proposed to build the rink for residences only. If refused, the application may be taken before the board of appeals for consideration.

## SHRINE CIRCUS—

(Continued from opposite page)  
1,500, with starbars and footrests, and 1,500 bleacher seats. Six big spotlights were used for the feature acts.

The program was as follows: Sophie Ross, swinging ladder, clown wedding; Tex Lloyd, trick and fancy skating; Rudolph Dominguez, in Cuban dancing; Chief Clearsky, singing Indian songs; clown ball game; Albert Fidel, contortionist; Sanitago Trio, Argentine songs, dances and tumbling; Pirimptin, musical clown; Harry Rittly and his furniture; Joe Abreu, boy wonder on the slack wire; Vera Bruce, single trapeze; Charlotte Stevens, ironjaw; P. E. Kelley and his dogs, monkeys and ponies; Lillian Litzel, marvelous gymnast; Golden Statues, presented by Charlotte Shive; clown ball game, and closing the show, the Flying Codonas, headed by that master flyer, Alfredo, who does a one-handed double somersault catch.

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# Carnivals

Conducted by CHAS. C. BLUE (FOLTZ)—Communications to 25 Opera Place, Cincinnati, O.

## Loos Shows Under Way

Large amusement company again starts season with Laredo, Tex., celebration

LAREDO, Tex., March 1. — The J. George Loos Shows again opened their season at the Washington Birthday celebration here February 15. The shows are again, each succeeding year, larger than ever. On the midway were nine rides—Merry-Go-Round, Ferris Wheel, Merry Mixup, Caterpillar, Tilt-a-Whirl, Whip, Heydey, Miniature Railroad and Baby Swing. Among the shows were Strangest Couple in the World (Baby Alice and Major Claude), Robert Work's Working World, Daughter of Satan, Circus Side Show (featuring Eco, the horse-like man), Fun on the Farm, Dixieland Minstrels, Evan's Freak Animal Show, Rex and Tiny, Hart's Trained Wild Animals, Bob Norris' Motordrome, Dolletta (midjet show), World in Wax, Hawaiian Show, Athletic Show, Illusion Show and Mexican Circus. Among the concessionaires: Mr. and Mrs. Al Baysinger, Mr. and Mrs. William Wilson, John E. Light, Ed Springer, Lee Webber, "Whitey" Wornac, Bonnie MacDonald, "Red" Bardwell, Ed Marshall, C. French and others. John Aughe, Max Klotz, "Greek George" and others were there for the celebration.

The shows and rides look exceptionally fine in their new coats of paint. The new banner fronts and wagon fronts are big flashes. The show looked exceptionally fine and won the approval of the press and public. "Doc" Ward has the train in first-class shape. Earl Hornaday is lot superintendent and will handle the mail and Billboards.

General Agent Thad W. Rodecker is out lining up the route, which looks very promising. The shows will close in Laredo tomorrow and leave for the spring and summer tour, which should be a prosperous one for the show and all connected with it.

Among the many visitors to the show during the Laredo date have been Guy Dodson, Wm. Hurts, Leobly Obendahl, Charles Boyd, Theo. DeBell, Al Ryan, Ralph Ray, William Griffin, "Greek George", John Flores, John Aughe, Ed Houston, Miss Sloan, Miss Henney, Mrs. Mathews and Max Klotz.

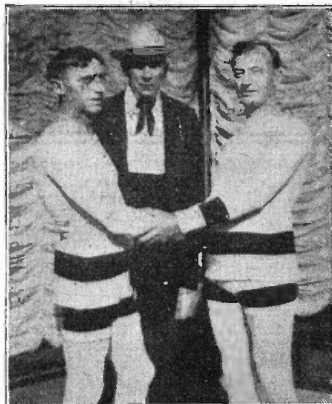
LOUIS HEMINWAY.

## S. L. A. Auxiliary

CHICAGO, March 1.—One of the most enjoyable affairs given recently by the Ladies' Auxiliary of the Showman's League of America was the buncos and dance held at the clubrooms the night of Washington's Birthday. It was in charge of Mrs. Thomas Rankine, whose able direction put it over big. Attendance was the largest of any recent auxiliary event, and far greater than had been anticipated. The auxiliary is conducting its drive for new members with an energy that betokens a substantial increase. The drive for new members at \$7 holds good until May 1.

## Capt. Sheesley in New York

NEW YORK, March 1.—Capt. John M. Sheesley was a business visitor to the metropolis last week. While here, he had a conference with his general representative, Matthew J. Riley, after which he returned to Norfolk, Va.



TWO WELL-KNOWN HIGH DIVERS. Matt Gray, left, back-somersault diver, and J. Harry Six, forward diver, who has been blind since 1917; owner-manager the shows bearing his name. The picture was taken at Goschen, Ind., in 1920.

## Murphy Home on Visit

James F. Murphy, manager of the Melville-Reiss Shows, passed thru Cincinnati last week, while en route from Charlotte, N. C., to visit a few days with Mrs. Murphy in their home city, Piqua, O.

## Lillian La France Recovering

HOT SPRINGS, Ark., March 1.—Word from Lillian La France, motordrome rider, who was injured in an accident St Valentine's Day, while driving a miniature automobile in the drome at Chutes at the Beach, San Francisco, informed that she was rapidly recovering and expected soon to be ready for work again. It seems that a front axle of the machine broke as it was being driven near the black line on the walls of the drome, causing car to turn over near the bottom of the wall. Miss La France received some broken ribs, a broken hand, bruised chest and slightly injured back. Don Rodman, trick motorcycle rider, has been doing the feature riding single-handed during Miss La France's incapacitation.

## George Gardner Injured

George A. Gardner, brother of Art Gardner, carnival trainmaster, recently had three fingers of his right hand severed by a saw at the Sparks Circus winter quarters, Macon, Ga. A letter from George states that he is getting along nicely and will be with the show the coming season. He has been trying to locate Art Gardner.

## One-Legged Diver in Cincy

Duncan Fairlie, one-legged high diver, arrived in Cincinnati late last week for an indefinite stay. Fairlie was with the Shirley Francis Water Show at the Canadian National Exhibition, Toronto, last fall. He stated he has been putting in the winter at diversified lines of occupation.

## HASC Ladies' Auxiliary Celebrates 10th Anniversary

KANSAS CITY, Mo., Feb. 27. — The Ladies' Auxiliary of the Heart of America Showman's Club celebrated its 10th anniversary last Friday with a banquet and ball at the Coates House. Mrs. Noble C. Fairly, president, who had been resting at Hot Springs, Ark., returned to the city to preside over the festivities, assisted by three past presidents who came in for the occasion, Mrs. Hattie Hawk, Mrs. Gertrude Allen and Mrs. Tillie Johnson.

Mrs. Bird Brainard acted as toastmistress and gave a brief outline of the growth of the organization during its 10 years of existence. Short talks were also given by Mrs. C. W. Parker, Mrs. Gertrude Allen and Mrs. Noble C. Fairly. As an entertainment feature Louise Campbell recited a poem written by herself and entitled *Beauty*. The centerpiece of the banquet table was a large "heart" cake, and other decorations consisted of a basket of flowers presented by the men's club, carnations, roses and sweet peas—gifts from the local florists. Of the 34 members in attendance 9 were charter members. Following the banquet the gathering retired to the ballroom annex for a dance and other bits of entertainment.

## Capt. Folger Honored On His 81st Birthday

MIAMI, Fla., March 1.—Capt. A. E. Folger (Whale Oil Gus) was given a party by the Pacific Whaling Company, the day following his 81st birthday, February 10.

Several speeches were made, included in which "Little Monday" Brown spoke of his long partnership with Captain Folger—they have been together 37 years. "Whale Oil Gus" received numerous presents, including an ebony walking cane, which he prizes highly, presented by the No. 1 unit of the whaling company. Among those present at the dinner were C. C. Rose, H. C. Vodden, Austin C. King, Ben McCourt, "Little Monday" Brown, M. Keller, Dick Carson, Bert Day, C. L. Gervais and members of the local press.

## Darling's Animal Circus Not With Leo & Bill's Shows

DETROIT, March 1.—Darling's Animal Circus is being readied for the season at its winter quarters in Grand Rapids, Mich., and will go out on the road under the management of Mrs. Fred Darling, following her husband's death last November 17. Darling's remains were buried in Oswego, N. Y., and not in Grand Rapids, as previously reported.

Mrs. Darling states that she has not signed a contract with Leo & Bill's Greater Shows or any other show, as reported in the Leo & Bill's Shows' "show letter" February 22 issue, but is working with the co-operation of Trainer Bart Artis and is breaking in a new dog act, using all white Splitz and poodles. The famous mule, "Dupree", is to be with the circus again this season and is reported faster than ever.

## Rudys Express Appreciation

Propos an article in this publication, February 22 issue, relative to the parents of Mary Rudy, Mr. and Mrs. Mitchell Brewer, having been killed in an accident at Middletown, O., and requesting address of Mrs. Rudy, the following telegram was received last week:

"Mr. and Mrs. George Rudy, concessionaires of Cleveland, wish to thank *The Billboard* and all showfolks who helped to locate them at the time of Mrs. Rudy's parents' death, both being killed February 13 by an express train at Middletown, O."

## Current Reflections

By CHARLES C. BLUE

NOTE—The opinions stated in this column are those of the writer and need not reflect the policies of *The Billboard*, which are expressed on the editorial page.—ED

IT might prove interesting to "powers that be" in the cotton-mill States of North and South Carolina to know that a great portion of the output of those mills is eventually purchased and utilized in tent form by CARNIVALS—an outdoor entertainment field that has been greatly legislated against in those States. One or more of the largest tent manufacturing concerns in the United States buy direct from those mill interests.

One's wonderings turn to the WHY of the so-called "prohibitive" or "discriminatory" legislation, in some instances in localities where there are many canvas-producing mills.

There can be no doubt as to the local (and supposed-to-be local) motion-picture interests being affiliating "stones" in the "foundation" of it, under which condition several questions might be raised, including: How much canvas is sold to or used by motion-picture producers or movie theaters? How much money do the PICTURED screen actors and the employees of the films spend locally? The answer to this is, NOT A PENNY! How many persons do movie houses employ? Outside of some electric current, a few employees and small-caliber license fees, in the actual operation of movie houses how much do other local business interests profit thru them? Do they buy great quantities of gasoline and oil, horse and other animal feed, and many other needs that carnivals DO PURCHASE in EVERY TOWN where they exhibit? Are the citizens not entitled to spend their own cash for open-air entertainment during balmy days and evenings if they choose to do so? Has the matter ever been put to a bona fide vote of the POPULACE? If the MASSES do not appreciate attending representative carnivals they surely have indicated otherwise by literally flocking to carnival midways nightly, when "powers that be", of various nature, have virtually "allowed" them the opportunity to do so.

In the face of it all, however, another question arises: How much concerted effort has the carnival heads displayed toward offsetting conditions hampering to their mutual interests? Their major oppositions are practically organized! Are the carnival men working in unison, or merely individually, trying to make the best of any disgruntling condition that might arise? Are tent manufacturers and concession supply houses, which, altho indirectly, should be materially interested in the situation, lending their aid in the matter? All sorts of destructive propaganda has been broadcast against carnivals thruout the United States, thru newspapers, the screen productions (with silly subtitles), and many other channels. Therefore, why not CARNIVALS acquainting the unenlightened MASSES with the actual situation?



**Showmen's League Notes**

CHICAGO, March 1.—Each week finds some of the boys leaving to take up the season's work. Among those who have recently departed are Mel Dodson, Al Wagner, Felice Bernardi, Tom B. Vollmer and Lew Dufour.

Larry Ascot has been confined to his apartment with an attack of the grip, but from last reports is improving and will be out in a day or two.

Doc Broadwell has been a frequent visitor of late. Doc was so busy for a while he didn't have much time to visit the clubrooms.

L. S. Hogan has left on a business trip in the interest of the C. A. Wortham Shows.

Lee Hall left without saying farewell and the next heard from him was a postal card from Jacksonville, Fla.

Maurice Lightstone, known among the boys as "English", has gone to the Pacific Coast to take up his duties in another line.

Some of those who have been absent for a long while this winter are expected back soon any time. Among those looked for are C. R. (Zebble) Fisher, Sam Menchin, A. R. (Red) Cohn, Harry Katz and Pezey Pivor.

Mickey Allen was sent into Chicago from San Antonio in a very sick condition. Eddie Mathias attended to the details of placing him under the care of Dr. Max Thorek, surgeon in chief at the American Hospital.

The membership committee sends out the following message to every member of the league: "Chairman Bill Kaplan wants each and every one to feel that he is a part of this committee at all times and the success or failure of this committee rests with you."

The membership committee has announced the following prizes to be given in the 1930 drive for members: The president's cup, donated by President W. O. Brown. The vice-president's prize, donated by First Vice-President Sam J. Levy. Brother Levy says he feels that he will deviate from the customary cup and will give a prize to be announced later. The individual prize of \$200 in gold, donated by Brother Lew Dufour, and a gold watch donated by Brother Dufour. The committee is in hopes of having additional prizes, which will be announced later.

Morris Feldman was elected to membership at the meeting of February 27.

The entertainment committee has asked for permission to hold a party the night of March 15. This will be called a St. Patrick's party and the proceeds will go to the American Hospital benefit.

E. G. Bylander, president of the International Association of Fairs and Expositions, has made application for membership in the league.

Brother Wm. Harper is still confined at the American Hospital and late reports say he is improving.

The report on the party given at the Sherman Hotel, February 19, was expected at the last meeting, but the com-

mittee asked for more time, as it has been unable to get a full report on the sale of tickets.

The League Week drive for funds will be held the week of June 30 to July 5. Brother C. Guy Dodson has donated a beautiful loving cup to be given to the one bringing in the largest collection. This cup and the president's cup are now on exhibition in the clubrooms.

Brother C. V. Starkweather attended this week's meeting. He seldom gets to the meetings and when called upon responded in an able manner.

Brother John Wendler was the winner of the attendance prize, but not being present was ineligible to receive same. The secretary was instructed to so advise him.

Joe Vernick was taken thru a mock initiation, which was enjoyed by all, the candidate included.

The committee appointed to act on the St. Patrick's party includes Chas. G. Driver, Babe Delgarian, Ed Mathias, Tom Rankine, E. Courtemanche and Bob Brumleve.

Abe Goldberger has left for a short sojourn at Hot Springs. Mose, as he is called among the boys, has been feeling indisposed for a long time and is in hopes that the baths will help him.

Wm. Durant, of Dodson's World Fair Shows, was a recent visitor at the clubrooms.

Third Vice-President Max Goodman has left for the East, but says that later reports may read that he has taken up his residence in Chicago. That will sure please every one here.

Received a letter from "Irish Jack" Lynch, who is wintering at Miami and reports conditions none too favorable.

Perhaps you have neglected to send in your dues. Why not attend to this at once? It makes you a paid-up member and adds another smile to the face of the secretary.

Among those who have been frequent visitors at the rooms are Dave Tennyson, Ben Samuels, Ed Mathias, Lou Berger, Al Rossman, L. S. Hogan, Walter F. Driver, W. O. Brown, C. H. Hall, D. M. Broadwell, H. Nity Nettlich, Lou Leonard, Beverly White, C. W. McCurren, Peter Rogers, Sherman W. Glover, Wm. Young, Al Latto, Lou Matthison, James Bowe, Frank Ehlenz, Mickey Doolan, Tom Rankine, Wm. Duchemin, F. G. Kenworthy, Ted Davis, Max Goodman, John Lorman, Wm. Durant, John Hoffman, L. J. Ascot, Lou Keller, Dave Robbins, Paddy Ernst and Lew Dufour.

**F. S. Reed Engaged**

F. S. Reed, former agent ahead for the L. J. Burke Shows, also repertoire companies and with circuses, informed this publication last week that he had signed for the coming season to pilot the Pine Tree State Shows.

**Mrs. Earles Administratrix**

CHICAGO, March 1.—Mrs. Bert Earles, of Los Angeles, has been appointed to administer the estate of her late husband, Bert Earles, showman and concession man. A. H. Barkley was appointed attorney in fact, and will handle the business details of the Earles interests, which are extensive.

**Engaged for Childress Fair**

CHICAGO, March 1.—L. S. Hogan has closed a contract for Wortham's World's Best shows to play the West Texas State Fair, Childress, next fall, the week of September 29, following the Amarillo Fair, which the show also will play.

**Many Shows for Richmond**

RICHMOND, Va., March 1.—Richmond will have several carnivals during the spring with the Bruce Greater Shows, Marks Greater Shows and Melville-Reiss Shows exhibiting in the city, each show changing on the various lots. It is understood the Reiss Shows will fill the permit formerly issued to the Bernardi Greater Shows, since the latter's contracts with the Virginia State Fair Association forbids them playing still dates in the city this spring.

**Hogan Has Birthday**

CHICAGO, March 1.—Larry S. Hogan, general agent Wortham's World's Best Shows, celebrated a birthday February 24. Many of his friends dropped in during the day to felicitate him. Larry left on Monday evening for a business trip



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**BALLOONS**

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HELIUM, the U. S. Airship Safety Gas, is utterly safe. There are no laws or regulations anywhere against its use. It stays in the balloon approximately 50% longer than any other lifting gas. These facts give you "talking points" that actually increase sales.

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**START YOUR SEASON RIGHT**  
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**THE RUDOLPH WURLITZER MFG. CO.**  
NORTH TONAWANDA, NEW YORK

**BRUCE GREATER SHOWS**

WANTS Penny Arcade and Pit or Platform Attraction. Help on all Rides. Foreman for Whip. Must have references. Useful people in all lines, write.

CAN PLACE legitimate Concessions. Want four or five Merchandise Wheels, Long-Range Shooting Gallery, Candy Apples, Waffles, Cotton Candy, Ball Games, Hoop-La, Fishpond and all kinds of Grind Stores. Concessions this season limited to thirty; all strictly legitimate.

CAN USE Sensational Free Act. High Diver preferred. Want to hear from 10-Piece Band.

Address **J. H. BRUCE**, General Manager, Littleton, N. C.

WHEN WRITING TO ADVERTISERS MENTION THE BILLBOARD.

**Freaks To Feature WANTED**

Also good ACTS. Long season at seashore, for Rockaway Beach. Send photo and state salary.

**M. KRAUT**  
2125 Coney Island Ave., BROOKLYN, N. Y.

WANT-ISLER GREATER SHOWS-WANT RIDES-Will book Lindy-Loop, Tilt-a-Whirl or Leaping Lena, and furnish wagons for same. SHOWS-Will furnish complete outfits for capable showmen with meritorious Attractions. WILL BOOK Hawaiian Show or good Musical Tab. Show. Have swell platform for good single Attraction. CAN PLACE FOR SIDE SHOW-Class Blower, Freaks, Magician, or any good Side-Show Acts. Rastus Jones can place Minstrel Show Performers and Musicians. CAN PLACE Man to take charge of Crazy House. CAN PLACE useful Carnival People in all lines. Write. WILL BUY full-length Laughing Mirrors. FOR SALE-One Coach, one Stock Car and wooden flats. CONCESSIONS-WILL PLACE legitimate Concessions. Write what you have and will tell you whether we can place you or not. Show opens Chapman, Kan., April 19. Have string of Fairs in Iowa, Nebraska, Oklahoma; then Texas and Louisiana Long season. This is a 20-car show. Address all communications LOU'S ISLER, Manager, Chapman, Kan.

WANTED-Experienced Girls for Ball Games, with 20-car show. Long season. Address MRS. LOLA HART, Coates House, Kansas City, Mo., until March 17, then Winter Quarters, Isler Greater Shows, Chapman, Kan.

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2602-18-in. Paddle	1.75
1966-Purse	1.80
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Any quantity at dozen price, or 1 gross (dozen each of 12 numbers) for \$24.50. Town name burned on free on each article. Write for our Free Catalog on Pennants and Novelties. One only each of above sent postpaid \$2.25.

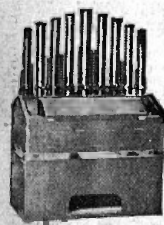
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Full size 5¢ packs—also other flavors. Flashy boxes. All Streetmen. Concession a d d Premium Men use our dandy brands. Double your money. Deposits required. Order today.

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**HI-STRIKER WILL MAKE \$100 WEEKLY.**

"MoveMads" at lowest price in over 20 years. Bargains in 1930 Model ready. Write **LAFERR STRIKER WORKS, Lapeer, Mich.**

**Midway Confab**  
(Communications to 25 Opera Place, Cincinnati, O.)

**NO PERSON** appreciates thoughts of death.

**NO INDIVIDUAL** is immune to a sudden, unexpected passing!

**DID YOU FILL IN** and mail to *The Billboard* a biographical blank?

**ALL LAST WEEK**, warm, Cincinnati. Friday all February records broken—73 1-10 above zero.

**TESSIE TON** was the fat-girl side attraction at the recent Knights of Columbus Circus at Music Hall, Cincinnati.

**H. (HANK) MONTAYNE** infoes that he has enlisted with the J. L. Cronin Shows for this year.

**"J. J."** will again be with "J. J." That is, J. J. Steblar will again have his rides with the J. J. Page Shows this year.

**MR. AND MRS. E. J. FARRELL** postcarded that they will be with the Bunts Amusement Company this year, with pitch-till-win and popcorn.

**LAVERN (SWEDE) GINTHER**, wrestler, writes from Brooklyn, N. Y., that he will not be on the road with any carnival or circus this year.

**JIMMIE ROSS**, making a few spots with Jones Exposition in Florida, will soon return to Montgomery to handle a ride with Rubin & Cherry.

**"JOHN T."** had many attractions at the San Bernardino (Calif.) Orange Show—he probably figured the date was Wortham (worth 'em).

**ADOLPH SPANIER** and George Brooks, after working at Tampa, De Land and Orlando fairs, migrated to Mobile, Ala., to work novelties at the Mardi Gras.



**MR. AND MRS. CHARLES BALDWIN** recently gave a banquet at their home in Hot Springs, Ark., the guests including showfolk friends. At top, Dr. Barrett, Dot Baldwin (entertained with vocal selections). Standing, Mike Smith, Mrs. Joe Tilley, Joe Tilley, L. J. Heincky, Carl Steffy, Oklahoma Karl, Charles Baldwin, H. Schwartz. Ladies, seated, Mrs. E. W. Stanley, Snookes Morrison, Mrs. Babe Morrison, Mrs. Gene Schwartz, Mrs. Charles Baldwin, Pollie Sheffield. Sitting in front, Dempsey and Tunney Baldwin (gave a boxing exhibition), and Freddie Morrison, sitting in the center.

**THE CORRECT** pronunciation of the name Sheesley is without the central "s" sounded as "z".

**CHARLES WITT**, Milwaukee carnival man, was among the business visitors to Chicago last week.

**SECRETARY JACKSON** and wife, of Nebraska State Fair, were dinner guests of John T. Wortham recently, during the San Bernardino engagement.

**OF ALL** the carnival troupers that ever toured, none thinks the winter so long as does Joe Goshert, of the S. W. Brundage Carnival.

**A VARIATION**  
Good dates are "red",  
Poor ones are "blue";  
All can't be "sweet";  
Good luck to "you".

**J. ORDWAY McCART**, with his Fairyland Shows, is still trouping out California way—McCART hasn't yet closed his "1929 season".

**MRS. ANNA L. WILSON** (Madam Ana) wrote that she was leaving Miami last Saturday to join the R. A. Shows at Jacksonville for the fourth consecutive season.

**GOOD POWER PAYS**

Eli Power is RELIABLE Power for any Portable Ride. Write for prices.

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**THE NEW CHAIRPLANE**

The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals, Portable and Stationary. Write today and let us tell you all about it. Weight, 6,500 lbs.

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**WANTED**

To book good show for **RIVERVIEW PARK**

Excellent location. Doc Conning, write. Have good proposition for you. Freaks wanted.

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Riverview Park. CHICAGO, ILL.

**FOR SALE**

CHAIRPLANE, Smith & Smith, with Organ, like new, used three seasons. Can be bought reasonable. Stored near here.

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**FOR SALE Merry-Go-Round**

32-ft. Spillman Special, almost new. Good Engine and Organ. Price, \$2,800.00. 10% discount for cash.

**A. W. HOWELL**  
Care General Delivery, GULFPORT, MISS.

**KIDDY MERRY-GO-ROUND WANTED**

Not over 20-ft. Must be cheap for cash. Also No. 5 BH Wheel.

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Complete, ready to set up. Top 20x35, with Side Walls, Banners, Banner Line, Lights, Benches, Jacks, etc. 45 Machines, including Mills Punching Bag. Stored at Centerville, Ia. Address W. B. PICKELL, Eau Claire, Wis.

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**CALIFORNIA SHOWS, Inc.**

Now booking Shows, Rides and Concessions. Address **SAM ANDERSON**, 35 Concord Ave., Belmont, Mass.

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One Push-Pole Top, never been used. Size 30x50, 16x21, water-tight, no wall. Price, \$250.00. One Universal Light Plant, 110 volts, 2 1/2 K. W., first-class condition. Price, \$300.00. **SPAUN FAMILY SHOW, Adelphi, O.**

**FOR SALE—COOK HOUSE.**

Steam Table, Dishes, all complete to set up. \$250.00. Address **JAMES LAROSE**, 35 Fremont St., Tonawanda, N. Y.

**WILL SACRIFICE.** Piano—15 Sears; 1 Washburn, in excellent condition. **JESSIE McCRACKEN, Bloomfield, Ind.**

later had the opportunity of doing so, and made good his remark.

L. L. DUNCAN postcarded that he and his wife had a pleasant winter stay at Dalton, Ga., and would motor, last week, to the J. J. Page Shows at Johnson City, Tenn.

FRANK E. STONE, for his 34th year in show business, will again be with one of Dufour's "Unborn" units and was to leave Newark, N. J., last week, to join the Royal American Shows.

BOB BURKE is again listed among the taking-it-easies this winter at Miami. Of late years Bob has intermittently forsaken concession rows for other lines of business.

WHILE it would not be a "freak of nature" exhibit, one of those exceptionally long-horned Texas steers would be an interesting attraction in a Freak Animal Show thru the Eastern States.

TWO WEEKS from next Monday night the last form of the big Spring Special issue of *The Billboard* will be printed, and the complete book immediately issued. All copy should be sent in EARLY.

S. J. CANTARA has booked his cook-house, grab and juice with the Michigan Greater Shows. He and his wife and son, Charleton, have been spending the winter months in Florida.

NO INDIVIDUALS have the  
EXCLUSIVE  
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JUST A ONE-CENT United States postcard is dandy for sending brief news-notes, etc., to Midway Conab. Much more convenient than enclosed letters for the editor to handle, and less expense and work for the senders.

MR. AND MRS. HARRY MACK, formerly with the W. G. Wade Shows for two years, have contracted with the Michigan Greater Shows for the coming season to manage the Hawaiian Show, with a flashy new outfit and carrying seven people.

HARRY DAVENPORT and his "leaping lena", advertising auto, were reported attracting a great deal of attention during the Elks' Good-Will Bazaar at Bridgeport, Conn. Davenport, incidentally, has been with various circuses and large carnivals.

RALPH A. WALL postcards from Orlando, Fla., that he will again be general superintendent with Howard Bros.' Shows, making his eighth season with that caravan. He intends starting northward to winter quarters about March 15.

MR. AND MRS. W. H. (BILL) DAVIS passed thru Savannah, Ga., last week, en route from Norfolk, Va., to join the Royal American Shows, with Davis' Vampire Show at South Jacksonville (Fla.) winter quarters. While in Savannah they visited with friends.

JOE V. PALMER, concessionaire, and of the Harris & Mitchell Shows staff, was in Buffalo last week on business, including the ordering of five new tops. While there he met numerous showfolks, including Charles Taylor, Sam Ritch, O'Brien, Nick Nugent, Phil Cronin and Bob Beck.

LUCILLE KING is expected to soon leave Arizona for the Northwest, and after visits at San Francisco and Spokane arrive in Idaho to join a new amusement organization being launched by Doc Hall, formerly of the Hall & Miller shows, with which Lucille has been handling publicity.

MRS. J. B. BENJES, better known in the show world as Lucille Leath, was recently hostess at a farewell party for Lottie Gamble, who has concessions in parks at Memphis, Tenn., likewise this

# WHEELS AND GAMES!!

"To Make You Smile"

WHEEL WORKERS—Inquire about our new 36-in. diameter Faramont Wheel. If you wish, we will send you a sample piece of wood so that you will see for yourself of what material a fine Wheel is built. You will see the reason why this Wheel cannot warp or get out of balance.

GAME WORKERS—"Don't stall." There is plenty of money awaiting you. Get the latest Airplane Games, sure money makers. They are the most attractive, flashiest and fascinating games for your store and midway. They hold the crowd and get the play. They will make your coming season worth while. WRITE FOR COMPLETE CATALOGUE.

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Our 160-Page Catalog. 400 illustrations of the Greatest Line of Merchandise ever offered! New Ideas, New Designs, New Games! Write today! IT'S FREE!

CARDS — GAMES — CONCESSION SUPPLIES.

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## FLYING AIRPLANES NEW PRICES

On 24-inch Sticks, assorted color spirals and strings. Assorted color bodies.

A KNOCKOUT FOR STREETMEN, PARK MEN, CONCESSIONAIRES

The 1229 novelty. Sells on sight. Outlets Flying Birds on Sticks ten to one. Size, 10x15 inches. Per Gross, \$4.50; in Full Case Lots of 25 Gross, \$4.60 per Gross. Send 35c for samples (three sizes) and circular.

KINDEL & GRAHAM, 782-784 Mission St., San Francisco, Cal.

## The GREAT BRIGHT WAY SHOWS

OPENING EARLY IN APRIL. WE OFFER YOU A LONG SEASON AND HAVE SOME OF THE BEST CARNIVAL SPOTS IN THE EAST BOOKED. ALSO A LONG LIST OF CELEBRATIONS AND FAIRS.

CAN PLACE Rides. Special Inducements to Whip, Tilt-a-Whirl, Leaping Lena, Lindy-Loop, or any new Ride. WANT Motordrome, Monkeydrome, Athletic Show, Platform Shows and any Show of merit. WANT Ride Help and Help in all departments. CAN PLACE Cook House, Palmistry, Ball Games, Pitch-Till-You-Win, Hoop-La, High Striker and Concessions of all kinds. All Wheels open. FOR SALE — Merry-Go-Round and Chairplane. Will book on show. Committees, get in touch with us for open dates. Address

R. BARRETT, 129 East 16th St., Paterson, N. J. Phone: Sherwood 8149.

## FIRST CALL Princess Olga Shows

WANTED—Two-Abreast Merry-Go-Round, Performers for Harry Harvey's White Minstrels. Must be fast steppers, those able to double on instruments preferred. CAN PLACE all kinds of Concessions. No exclusives. Must be clean. Also two more Shows of merit. Require a few more Men for Rides, etc. Open Mound City, Ill. April 26 to May 3, two Saturdays. Address all mail to F. W. WADSWORTH, Manager, 331 Alder St., Jacksonville, Fla.

year, and who was scheduled to sail March 1, from New Orleans, for a two months' trip to South America.

R. (SUGAR) RICHMOND and wife (and "Boots") postcard from Los Angeles that they are preparing to motor back East, after spending a pleasant winter on the West Coast, to resume connection with Lew Dufour at Revere Beach, Boston. Met many showfolks at the Orange Show, San Bernardino.

CHARLEY AND JUNE PIFER and daughters, Jackie and Janet, have been enjoying the winter at Santa Monica, Calif.—fishing, motoring and other diversions. On the trip to Kansas to join Broadbeck Bros.' Shows, they visited Death Valley and other points of interest.

ALPHIE DICE infocs that he has booked his Slide Show with the C. E. Pearson Shows for the third season. He will handle the front and the missus will feature her large snakes inside; E. Wooley will do inside lectures and magic, and Great Nickodemus will again do the buried-alive act this year.

THE TITLE of the menfolks' organization at St. Louis is MISSISSIPPI Valley Showmen's Association and the ladies' auxiliary is MISSOURI Valley Showwomen's Club. Punningly speaking, the ladies have an edge in the titles—there's a "miss" in each of 'em—also, the womenfolks have a "club"!

REPORT from Jacksonville, Fla., was that in order to make room for new equipment the Royal American Shows had disposed of approximately \$50,000 worth of rides and shows, including a "Dragon" and Giant Chairplane, to the new Ocean Wave Park at Jacksonville Beach, which enterprise is being fostered and managed by O. M. Senyard.

HANK (SLIM) PHILLIPS, wintering at Oswego, N. Y., infocs that he is resting easy this winter, after having a remunerative season during 1929, working his concessions independent. He plans having six concessions this year (inde-

pendent, as usual), also put out a medicine show under canvas to play spots in the "sticks".

FROM ELKS' CLUB, Honolulu, Hawaii, Mack A. (Doc) Zethlin, guess-your-weight concessionaire, informed that he was with the Elks' Midwinter Carnival at Waikiki Park, Honolulu, for the third consecutive season. Following this, he is booked with the Yokohama Japanese Circus for six weeks, touring the islands of Hawaii, Oahu, Maui and Kauai.

THE CHAPMAN (KAN.) ADVERTISER of February 20 contained a very interesting human-interest story by Dick O'Brien, relative to the Isler Greater Shows; the attaches thereof, and explanations of winter quarters and road operations. The story occupied more than two columns of space and in all was a very commendable composition. O'Brien recently joined the Louis Isler organization to handle publicity and serve in other staff capacities.

A LOCALITE surgeon listened in on a concessionaires' conab. One of them, feeling and looking "blue", remarked: "Something's wrong with my cigaret joint!"

SURGEON (curiosity aroused; calling a trouper aside): "What joint in his body did he refer to—I never heard of it?"

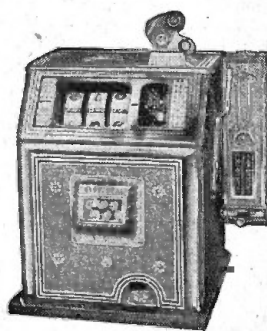
TROUPER (wittily): "Oh, that's an exclusive disease."

SURGEON: "Exclusive? How exclusive?"

TROUPER: "It only affects us folks!"

F. L. FLACK, in a letter to *The Billboard*, doesn't agree in opinion with that expressed in a recently published article, headed "Detroit Carnival Notes", one of the paragraphs of which stated in part: "With the present conditions of unemployment in Detroit, the season opening prospects predict some tough stands for the midway boys this year." Flack calls attention to the many other products manufactured in Detroit besides automobiles, and there have been no "soup kitchens" for feeding the local destitute

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No. 41-S—NICKEL PLAY, \$85.00

No. 51-S—QUARTER PLAY, \$95.00

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WATLING MFG. COMPANY  
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## BEANO or CORN GAME

THE BEST ON THE MARKET.

35 Player Outfit, \$5.00

70 Player Outfit, \$10.00

ALUMINUM CENTER WHEELS

25 inches in diameter, numbered on both sides, any combinations.

SPECIAL PRICE, \$20.00 SHOOTING GALLERIES

SEND FOR CATALOG.  
Also send for our new Catalogue No. 129, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Bathrobes, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Oan-fetti, Artificial Flowers, Novelties, etc.

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124-126 W. Lake St., Chicago, Ill.



\$29.75 Complete

GENUINE TALCO POPPER

A genuine Talco Kettle Popper at Lowest Price ever made for a quality machine. Big capacity. Best materials and construction. Pressure Gasoline, Gas or Electric heat. Write for descriptive circular. Order direct from this ad.

TALBOT MFG. CO., Dept. CP 10, ST. LOUIS, MO.



CANDY FLOSS MACHINES

All Electric, \$135;  
Hand, \$150; D u a 1  
Electric, \$300.  
Catalog Free.

NAT'L FLOSS MACH. CO., 665-A 2d Av., New York.

## ANDERSON-GRADER SHOWS

Want to look Fit Show. Will furnish complete outfit. Have for sale cheap, Traver Mix-Up. Was formerly Baby Sea Plane, or will consider trading for small Mix-Up. Address Red Cloud, Neb.

this winter, and adds: "I've lived here 15 years. . . . People coming to Detroit to join carnivals this spring will do fully as well as in former years."

WITH JOHNNY ECK, the half boy (no lower extremities), returning to his home town, Baltimore, and appearing at the Baltimore Museum, Carroll Dulany gave Johnny a nifty human-interest story in his Baltimore Day-by-Day column. His father and mother, Mr. and Mrs. John Eckhardt, and twin brother, Paul (normal—19 years old), are with him in the Oriole City. A greater part of last season they were with the Greater Sheesley Shows.

JOHN ALEXANDER POLLITT'S marathon dance, staged near Los Angeles, was reported going over big early last week, with three couples still in action and nearing the 1,000th hour of the contest. Also, a remunerative affair for Pollitt and his partner, R. S. Quaintance. An-

other promising spot has been booked by Charles Cook, formerly of the Barnes Circus, who will be in with Politt and Quaintance on their next marathon dance.

MOSE SMITH, tattooer, will go out with the Rubin & Cherry Model Shows this season.

LARRY S. HOGAN, general agent Wortham's World's Best Shows, is back in Chicago after a brief business trip and may be seen any day foraging with the bunch on the magic carpet.

A PRESS dispatch from Dortmund recently stated that an anatomic-hygienic exhibition, "Man", or "The Human Being", which had been shown in many German cities, had been destroyed by fire. Report was that it had been sold in America and was to be exhibited here this spring. The unique collection was made up of about 2,000 original anatomical models and chemical preparations which Prof. Emil Hammer of Munich University had prepared during many years in Munich and Chicago.

LUDY KAESER will again be with Leo & Bill's Shows, managing three attractions, Circus Side Show, Musical Revue Illusion and Hawaiian. He and the missus have been enjoying fishing at Vero Beach, Fla., and gave a big fish fry to friends. Those attending included Joe C. Turner, "Pappy" Conway and wife, Mrs. May Warren, Tom Moss, Mrs. Moss, Charles (Doc) Foster, Lou C. Kaeser, Tom Britt, Thomson Sparks and Ludy and Helen Kaeser. Tom Moss had carried off honors in fish catching, averaging about 35 pounds of trout per day.

THE GREAT BERTINI, of spiral tower fame, has cause to feel proud of the early squared-circle accomplishments of his son (Buster), who is known in fistic recording as Al Martin and who has gained decision and newspaper praise in some fast-company glove contests in Baltimore, Wilmington and other cities of that section. "Al's" daddy will be remembered as one of the prominent free attractionists with the old Ferari Shows, Kennedy Shows, Wortham Shows, Jones Exposition and at special events, and formerly with circuses, including Sells Brothers.

"SHOW LETTER" writers: Please use typewriter whenever possible. There are so many "penmanships", many times names and other data cannot be deciphered (this writer confesses to writing a "bum hand"). Also, by all means, DOUBLE SPACE between the lines of typewritten communications for publication — otherwise the complete story must be rewritten before going to the composing room (the guidewires on the linotype machines come directly over one of the lines when single spacing is used between lines). Thanks in advance for your consideration of this.

JONESY JONES writes: "The most novel and unusual condition to write about from the winter quarters of the S. W. Brundage Carnival is the passing of the whiskers of 'Dutch' Brandt; a light, a flash and a blaze removing one half of them, the rest of the operation being under the supervision of 'Dad' Wilson so as to equalize his facial appearance. Brundage folks will have to hurry back to winter quarters to see beardless 'Dutch' or he will beat them to it, as he is now cultivating a brand to outshine the famous beard of the old station agent in 'The Old Home Town' cartoon."

### Leach Amusement Co.

The Leach Amusement Company had fair business at Stapleton, Ga., the Minstrel Show getting top receipts, and from there moved to Harlem, Ga.

E. C. Evans has gone to Batesburg, S. C. to join the Bunts Amusement Company. Loney Sanchinzi recently joined with a neat cookhouse. Mr. and Mrs. Burt Shelton motored to Augusta to purchase a new 1 1/2-ton truck. Jack Lemore is adding a fishpond to his concessions. Bud Tevedt joined with a neat bumper concession. Other concessionaires are Charles Beasley, three; Leo Brenner, two; Burt Sheton, two; Mrs. Micky Martin, one; Duke Muldoon, one. The Merry-Go-Round is owned by Manager Roy Leach. The staff remains the same until the regular spring opening. MICKY B. MARTIN.

## NOTICE INFRINGEMENTS BEWARE

TO ALL CARNIVAL OWNERS, PARK OWNERS, EXHIBITORS, MANAGERS, SHOWMEN, ETC.—

The undersigned is the originator and sole owner of the embryological and biological revelation exhibit

## "THE UNBORN"

and controls all rights thereto.

This exhibit is fully protected by Copyright and Trademark Laws of the United States Patent Office.

That all persons, firms or corporations reproducing, counterfeiting, copying or colorably imitating the same will be vigorously prosecuted to the fullest extent of the law.

### LEW DUFOUR, ORIGINATOR

Executive Offices—Sherman Hotel, Chicago, Ill.

## CALL CALL JOHN FRANCIS SHOWS, INC.

Opening March 15th, 1930, Houston, Tex.

In Center of Town on Streets in Civic Center — Auspices  
Max Autrey Post American Legion

WANTED—Concessions, Chorus Girls and Musicians for Musical Revue. Can use one more strong Platform Show. Have frameup for same. Can place Freak Animal Show. Colored Performers and Musicians. American Readers and Front Man for Mitt Joint write Edith Kelly. Circus Acts write Earl Behee, Manager Circus Hippodrome.

TWENTY FAIRS AND CELEBRATIONS ALREADY BOOKED  
John Francis, Mgr., John Francis Shows, Inc., Houston, Tex.

## BYERS BROS.' SHOWS

Opening Checotah, Okla., March 20th

CAN PLACE Concessions that put out stock. Mitt Camp open. WANT Lady Ball Game Agents, Grind Store Agents, Man for Lead Gallery (must be experienced), Monkeydrome Operator (must be experienced), Grinder for Hawaiian Show and handle same; also one Dancer. Denver Kid Curley wants Wrestlers and Boxers. Bill Luther wants Stock Wheel Agents, Eddie King and Barney Laverne, answer. Stella Luther wants Cook House Help. Blackie Wells, answer. FOR SALE—Portable Moving Lead Gallery, good condition, Motor, Guns, etc. \$175.00. Dramatic End Top, 38x58, and Wall, Park Pole, Fulton make, fair condition, Proscenium Arch for same and small Piano, \$175.00 takes all. Discontinuing Minstrel Show reason for selling. Mitt Camp, Harry and Julian Verone, answer. Address all mail to.

BYERS BROTHERS, Box 134, Checotah, Okla.

Yes, we show Shawnee, Seminole, Maud and Wewoka oil fields.

## WANTED—J. L. CRONIN SHOWS--WANTED

On account of enlarging Show, will not have any Concessions of my own. WILL BOOK Cook House to responsible party. ALL CONCESSIONS OPEN. NO EXCLUSIVE. Have complete Outfit for Ten-One or Circus Side Show, for party who has SOMETHING to put in it. Will furnish complete Outfit, with new PANEL FRONT and NEW BANNERS for Half Man-Half Woman. Will furnish COMPLETE OUTFITS to reliable SHOWMEN who have Shows of MERIT, or will book any Show that does not conflict. Ride Help in all departments. Good treatment and sure salary. Ray Bennett, Lect Hadley, Earl Johnson, Sherman Face, Slim Davis, write. WILL BOOK any NEW GILLY RIDE that does not conflict. Show booked sold till July 4; then the Fairs. This Show carries O., and then Industrial Cities. Show booked sold till July 4; then the Fairs. This Show carries O., and then Industrial Cities. Show booked sold till July 4; then the Fairs. This Show carries O., and then Industrial Cities. LEAP FOR LIFE OF BICYCLE FREE ACT, TWO BANDS and NO GATE. Write or wire J. L. CRONIN SHOWS, 464 Hillenia Ave., Columbus, O. Phone, Randolph 3968-R.

## CALL RICE & DORMAN SHOWS

Open season March 14th, for 8 days, Palestine, Tex.

AUSPICES MISSOURI PACIFIC LINES' HOOSTER BAND. LOCATION IN HEART OF TOWN.



WANT Concessions that use stock, also Feinring. Jack Wilkerson wants Man for Scales, Cook House, Crab, Ponce, High Striker, Fishpond, Blanks, Corn Game and Howsey already sold. Good proposition for Fun, Mechanical or Monkey Shows. WANT good Athletic Man to take Show on percentage. WANT Colored Musicians, Performers and Chorus Girls for Minstrel Show. Car accommodations. WANT capable Promoter and Special Agent. All people engaged kindly acknowledge this call. Joe Montana and Wesley LaPearl, answer at once. Address RICE-DORMAN SHOWS, Station A, San Antonio, Tex.

Thank You for Mentioning The Billboard.

### Rice-Dorman Shows

SAN ANTONIO, Tex., Feb. 28.—But two more weeks remain ere the opening of the season for the Rice-Dorman Shows March 15 and a considerable amount of work remains to be done. Manager George F. Dorman has added some more workmen to assist in having everything in readiness. Two new flat cars have arrived and are repainted and lettered. All wagons have been overhauled and repaired, and three new ones are being built to transport the Heyday, expected to join about April 27. Manager Dorman is supervising the building of several illusions for the Palace of Illusions, Herr Kipki's mammoth Circus Side Show and Midget Show have been added. Kipki is rebuilding both of his attractions, housed under new tents and with very attractive fronts, designed and decorated by Artist C. C. Hill, who has charge of the decorating of all the fronts and banners. Wesley La Pearl is expected daily to get his attraction in readiness. Trainmaster Roy Klime will again manage the World in Wax. Credit is given Master Mechanic Charles Williams for the manner in which he has repaired and rebuilt all the rolling equipment. Reckless Vernon is making improvements on his Motordrome. Harry Randall has rebuilt the Whip. J. C. Sowers has overhauled all canvas. Arthur McCall, manager the Merry-Go-Round, has it ready for operation. William Cooper, manager the Miniature Train, is building an attractive front for his ride. John Wilkerson will again assist Manager Dorman on the lot and manage the Mississippi Minstrels. Among the concessionaires in winter quarters building and rebuilding are Tex Chambers, Willie Lavine, Dad Biedsoe, Mrs. John Wilkerson and Al Windette. General Representative Charles F. Watnuff was a recent visitor after attending several fair conventions. Mrs. George F. Dorman has been entertaining her mother, Mrs. James Kratt, of St. Joseph, Mo., and her sister, Mrs. T. N. Blackwell, of Taft, Tex. Recent visitors to the quarters included Milton Morris, Henry Knight and Abe Opsal, Morris & Castle Shows; William Kehoe and C. G. Dodson, Dodson's World's Fair Shows; A. Obadal and Jack Ruback, Alamo Shows; John Charles Thomas, Dallas, Tex.; Carl Kennedy, Fort Worth, and Mrs. C. A. Wortham. FRED HENRY.

### Happyland Shows

DETROIT, March 1.—The Happyland Shows have selected Myrtle and Lawton streets, one of the small locations in a densely populated section of Detroit, for a preliminary opening March 15. The lineup at that time will include 4 rides, 25 concessions and 2 small shows. The official opening will take place near Detroit April 19 and other rides, shows, concessions and free attractions will be added.

Dumas and Reid have closed contracts with nine fairs in Michigan for this season, as follows: Milford, Davison, Yale, Idlewild (colored fair), Big Rapids, Cadillac, Alpena, Standish and Fowlerville.

Concessionaires who have already registered at winter quarters are Harry O. Boyles, Ralph Barr, Clayton Clizbe, George Moyer, Bill Coger, Harold Dicks, John Manley, Edward Matson, Joe Uhle, Robert Woods and Bill Katz. Boyles, who has four ball games booked, has returned from Flint, where he put on a successful campaign for the Loyal Order of Moose. Varius Jermain is expected from his home in Buffalo, N. Y., in a few days. He has added a band organ to his Chairplane and has a Leaping Lena. Mrs. William Dumas and her brother, Con Neiderberger, have been in Elmira, N. Y., attending the funeral of their mother. JOHN F. REID.

### Capital Amusement Co.

ST. PAUL, Minn., March 1.—The new year holds optimism profuse for T. L. Ryan, who states that the Capital Amusement Company Shows, after opening in Hastings, Minn., early in May, and playing that territory for a limited time, will make a big jump for the Northern Minnesota fairs, on the Canada line.

Several trucks will be utilized in transporting the outfit. Mrs. Ryan will be secretary-treasurer, as usual. Ryan said he would supervise the management of the caravan; also that the midway will consist of 8 shows, 6 rides and 30 concessions. He mentioned that he would also have a new "Tilt-a-Whirl"; also had booked Jake Lacey's big 10-in-1 Show this year.

# BUY AN EXHIBIT PENNY ARCADE AND AN IRON CLAW CONCESSION

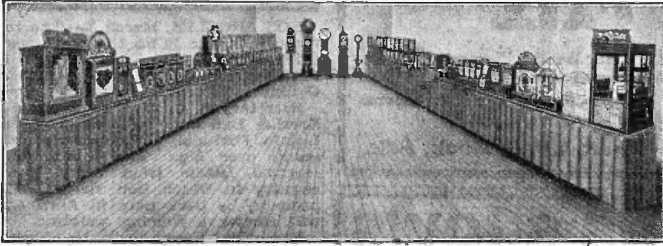


EXHIBIT PENNY ARCADES have a distinguished character which unites the highest reputation for attraction with a most extraordinary degree of quality. The accepted machines among men of unerring judgment. Remember, it is not the NUMBER of machines which make your Penny Arcade a success—but the KIND of machines. Every machine in our Penny Arcade Equipment is A PENNY ARCADE MACHINE, and does not include any small operators vending machines, such as Peanut, Match, Pellet and Globe Ball Gum Machines. **THERE IS NO SUBSTITUTE FOR EXHIBIT MACHINES** STANDARD ARCADE EQUIPMENTS from \$1,600.00 to \$7,000.00. We will be glad to send full particulars if you'll write.

We make in our own factory every machine we sell. These machines are built by skilled mechanics and of the best material money can buy. Therefore, it is not a hardship for Exhibit to guarantee their products. Let us affirm that the building of Exhibit machines is honorable to a degree—employing the finest construction known to the craft. Exhibit machines carry their original distinction throughout many years of use. **WE BUILD UP TO A STANDARD—Not Down to a Price.** Exhibit machines have been recognized as standard equipment for over a quarter century.

**EXHIBIT SUPPLY CO., 4222 W. LAKE ST., Chicago, THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT MACHINES. Est. 1901**

## Rice-Dorman Shows

SAN ANTONIO, Tex., March 1.—With the date for the opening all set to take place at Palestine, Tex., March 14, under auspices of the Missouri Pacific Lines Booster Band, the prize-winning musical organization of the Missouri Pacific, added zest has been inculcated to the members of the Rice-Dorman Shows at the winter quarters in this city. Various members of the caravan are working until late hours of day in order to have everything in readiness for the opening. Manager George F. Dorman is constantly on the job supervising the many details and he is the soul of optimism regarding the prospects for the coming season.

Word has been received that the new Fun House is ready for shipment. Decorator Hill is doing excellent work and satisfactory progress on the front of the attractions, and the new canvas has arrived from the tent houses. Master Electrician Jay Blessing and his assistant, Frank Moss, have arrived and are busy with various new lighting plans going into effect this season. H. A. Klippe states that all of his performers and artists for his two feature attractions will be here a week before time to leave for Palestine. H. O. (Rusty) Daniels is getting his Midway Cafe in readiness for the opening. Daniels is completely rearranging the cafe. Special Representative Henry G. Garcia has left for Palestine to have everything in readiness for the opening, and to acquaint the natives of North Texas of the fact that Rice-Dorman will soon be in their midst. **FRED HENRY.**

## J. J. Page Shows

JOHNSON CITY, Tenn., March 1.—An executive of the J. J. Page Shows provides the following data relative to that organization and some of the showfolks wintering here:

The J. J. Page Shows has been taking advantage of favorable weather by erecting all fronts, frames, etc., to apply final touches before hauling to the lot for the opening, near at hand, in this city, home of the shows, and many of these folks own their homes here and in surrounding cities. In fact, J. J. Page has put over a real estate deal, acquiring three more homes to be used for his people wintering here.

Among arrivals are Mr. and Mrs. Harry Harris and sister, Harris again lot man and the Minstrel Show; Mr. and Mrs. J. A. (Slim) Milligan, with entertainers for his two shows, 10-in-1 and Hawaiian Show; Earl Reed, cookhouse and Tilt-a-Whirl; James Cain, secretary, left for a short visit home at Paris, Ky., and to bring Mrs. Cain to the show. Stebbler Brothers and "Pop" Stebbler are unloading the three large riding devices into the special building furnished them by Page at the fairgrounds. This trio has the rides almost like new. Pete Jones and Jack Robinson, concessions completed, are taking a business trip to Louisville and Cincinnati. Roy Fann is in charge of building and what little painting yet not completed for Page. Jess Huggins is foreman for Rosen and McDaniels' concessions. C. C. Jeringen, second advance, starts his contests and billing the show at once. Sheik Rosen and Tressie G. McDaniels are buying 10 concession privileges. Helen Rosen is debating her new vocation as corn-game operator. Billie Sharp reports her two

## DO YOU KNOW OF The Big Record

Of the well-known Taylormade Ball Throwing Outlets? Get our 1930 Catalogue, illustrating the one leading Concession on any midway.

**TAYLOR GAME SHOP, Columbia City, Ind.**

## SANDY'S CHAUTAUQUA, INC.

(FORMERLY SANDY'S SHOWS)

### Legitimate Amusements—No Grift

EIGHT RIDES, EIGHT SHOWS, FIVE SENSATIONAL FREE ACTS, TEN-PIECE UNIFORMED BAND, CONTRACTING TO PLAY ORGANIZATION SOCIETY AND FORMERLY CLOSED AUSPICES, CITIES AND COMMUNITIES. A FEW WEEK STANDS OPEN.

WANTED—ONLY ONE MORE STRONG SHOW, ONE MORE FREE ACT, OPENING FOR LEGITIMATE CONCESSIONS. WANT SMITH & SMITH CHAIRPLANE, KIDDIE RIDES OR NEW NOVELTY RIDE, to complete the strongest organization of its kind traveling twenty-eight weeks, chosen spots. Billing like a show should. Two Gallies, one a week ahead. Thirteen years' managerial experience.

OPENING WEEK APRIL 12, NEAR BALTIMORE, MD., UNDER FRATERNAL AUSPICES.  
858 EAST 156TH STREET, BRONX, NEW YORK CITY, N. Y. TEL., LUDLOW 4447.

## LAST CALL--Detroit--LAST CALL

OPENING SATURDAY, MARCH 29th

### F. E. GOODING AMUSEMENT CO.

C. D. MURRAY, Manager of Detroit Territory.

WANTED CONCESSIONS—Cook House, High Striker, Long Range Shooting Gallery, Popcorn, String Games, Fishpond, Devil's Bowling Alley, Cotton Candy, Cigarette Shooting Gallery, Ball Games and other legitimate Concessions.

SHOWS WANTED—Any Attraction of MERIT that is new and different. We own and operate all Riding Devices.

Address all correspondence to  
C. D. MURRAY, 29 Burke St., Oshawa, Ont., Canada, until March 15, then 3017 East Grand Boulevard, Detroit, Mich.

## BUTLER BROS. SHOWS

OPEN WALNUT RIDGE, ARK., MARCH 26th, NINE DAYS, NINE NIGHTS.

CAN PLACE any ride except Merry-Go-Round, Ferris Wheel, Chairplane and Whip. Good proposition to Kiddle Rides. WANT Concessions all kind. No exclusives except Cook House, Grab and Juice and Corn Game, which are sold. All others come on. Will place you. PLACE any Show that doesn't conflict. WANT Hawaiian Show People who can get money. Furnish complete outfit for same. All address  
L. H. BUTLER, Manager, Walnut Ridge, Ark.  
P. S.—H. C. Hayes wants capable Concession Agents.

ball games ready. There being around 150 people who are to be with the show, as well as other showfolks in town, makes it lively around the Window Hotel lobby and the Crystal Pleasure Palace. Frank Sheppard, show electrician, is operating the Crystal Palace. All canvas being new will give the show an excellent appearance, especially with the new entrance arch, with the show's name studded in lights thereon, and the "Welcome Back" sign, also studded in lights, for the visitors as they pass off the lot. There are also two ladies' restrooms for the public, one at each end of the midway.

## Michigan Greater Shows

ADRIAN, Mich., Feb. 28.—Work on the building of new show fronts and repairs on old ones, all painted elaborately; the Tilt-a-Whirl, with a new coat of paint, and 10 new show ticket boxes is completed and everything in the Michigan Greater Shows' quarters here is ready to go out. Manager Wade left with five men for Hart, Mich., where the remainder of the equipment is in storage,

to begin work on Merry-Go-Round, Ferris Wheel, Merry Mixup and other show equipment.

The rides and a number of concessions will be opened in Detroit in March, then the official opening of all rides, shows and concessions will take place in April, as has been Wade's custom the last few years.

Superintendent Curly Norman is getting a new lighting system lined up. Two free acts have been engaged. A pay gate will be used with an elaborate arch. Gate tickets will be good on rides. This, with the free attractions offered, will give the patrons something for the dimes they spend at the gate. General Agent E. C. May is in and out, getting dates lined up for the show. S. J. Cantara, who has booked his cookhouse and two grabs, is taking things easy in Florida. He has shipped his equipment in to quarters and will be here in a few days. "Mac", the pop-corn king, called at winter quarters and booked. Jolly Bonita Gibbens has been contracted for the Pat Show. Mr. and Mrs. Allan advise that they are "having the time of their lives" at Hot Springs and meeting a lot of the oldtimers. **DOUGLAS WADE.**

## John Francis Shows

HOUSTON, Tex., March 1.—With beautiful weather work has been rapidly progressing at the winter quarters of the John Francis Shows. Earl Behee, who has contracted the Flying Behees as one of the free acts, is framing his Circus Hippodrome for the opening. His program will consist of aerial acts, two menage numbers, pony drill team and a trick house; 12 numbers in all. Special paper is being ordered and this show will be one of those featured this season. Contracts have been received on the musical revue and the Minstrel Show and other attractions are rapidly being lined up. Edwin Pangburn and sister, June, who have the Ossified Man attraction, arrived and are building a new platform show. Capt. Kenneth Blake is building new rigging for his fire dive. Trainmaster Emerson has a crew making minor repairs on the train and giving it its spring coat of red. Henry Wagner is overhauling the tractors, assisted by Bill Fortune. Chet Holland, foreman the Lipdy Loop, is overhauling and repainting. Arthur Martin is busy on the Bughouse and has ordered a new top for his attraction. Bert Coppage and O. B. Francis, who have charge of the commissary department, are feeding between 50 and 75 men. Clarence Lutz, lot superintendent, has ordered white uniforms for his entire crew. Fred Swallow is building a combination Wax and Prison Show. Mildred Butler, a member of the Flying Behees casting act, has been under the weather for several days, but is now able to be up and around. Mrs. H. W. Smith is here, after visiting relatives and friends in Kansas City. Johnny Peluso, manager Wall of Death, is framing a gap-the-gap act on his motorcycle—has had only a few spills so far. Johnny Rose, night watchman, has been visiting in Galveston. The show will open March 15 on the lot in front of the Sam Houston Hall for a two weeks' engagement, under auspices of Max Autrey Post, American Legion. Recent visitors to winter quarters were J. D. Newman, Ralph (Kentuck) Ray, Mrs. Bess Yountse, Princess Dixie, Mr. and Mrs. George LaMont and "Whitey" Cain. **H. W. SMITH.**

## Alamo Exposition Shows

Due to local financial conditions, Uvalde, Tex., fell considerably under last year's gross, giving the Alamo Exposition Shows only a fair week's business. People turned out in fine style, but there wasn't the same spending spirit.

Del Rio should be far better, judging from the throngs which jammed the midway on the opening night.

Cash Willis, proprietor of the fine cookhouse on the show, has ordered a new top, and with other improvements nearing completion he will have a seating capacity of 100 people. Professor Cole, who presents the original Hiki, the Cannibal, continues to draw the crowds. Doc Cilingman has a very neat Pit Show. Harold Trainer's Deep-Sea Museum draws in a splendid fashion. The unique front Harold framed, with diving apparatus exhibited, gives the midway visitors reason to pause in front of his attraction. Manager Jack Ruback has ordered the building of a new office truck. Another 100 per cent show baby is added to the list—see list of Births last issue. **R. W. (TOMMIE) STEVENS.**

## Heart of America Showmen's Club

KANSAS CITY, March 1.—Mr. and Mrs. Noble C. Fairly spent a few days here after an enjoyable vacation in Hot Springs, Ark. The Fairlys departed for the winter quarters of their show in Ft. Smith, Ark.

Tom Melody passed thru the city and visited the club while en route to the Pat Stock Show in Ft. Worth, where he has the eating concessions. Tom, advised his friends here that his wife is rapidly recovering from her recent illness.

Henry Duncan departed for Abilene, Kan., where he will take a needed rest at the Foster Hotel.

Herman Remer, concessionaire, last season with the Royal American Shows, has again signed contracts with that organization and will depart for the winter quarters early next week.

Cassie Shanahan, who will operate the eating and drinking stands with the J. L. Landes Shows the coming season, left early this week for the winter quarters to look over her equipment.

Jake Brizendine, who has been a visitor here the past week, will again take up his duties with Montgomery Ward Company, this time in Sedalia, Mo.

Ideal weather took the club's ball team out to Swope Park for a contest and after the game the players partook of a "wienie roast", prepared by the members of the Auxiliary, who accompanied the team. The unsolved mystery is "Who supplied the hoax rubber wienie?"

Messrs. Jones and Elser, of the Jones Mfg. Company, Joplin, were in the city the past week. Hints indicate we are in for a surprise announcement soon.

Billy Snapp passed thru Kansas City early last week and visited with his friends while here. He was headed south.

Paul Parker jumped into the city from Leavenworth for a short visit.

Dave Lachman is in the city, coming from the winter quarters of the show in El Reno, Okla.

Mr. and Mrs. J. L. Landes departed last week for a vacation in Ft. Smith, Ark., where Landes' brother resides. Since then advice is that the showman suffered an attack of pneumonia and his return here will be delayed.

Doc Turner, veteran showman, who recently came to this city from the Pacific Coast to visit with his daughter, was a caller at the rooms this week.

## Baltimore Museum Notes

BALTIMORE, March 1.—Recent visitors to the Baltimore Museum included Baby Lillian, Jolly May, Carl Luther, Otis Smith, Jimmy Hearl, Sam Wagner, Tracy Brothers and The Dorsey, mentalists. Carl Luther has booked his attraction in for several weeks, beginning this week. DeBarries leave to play a return date at Miracle Museum, Pittsburgh. Chiel Fantalog opened recently. Johnny Eck is going big as special attraction. Margie Martin left for Indianapolis.

Jerry Harriman, with the assistance of McCaslin, succeeded in getting permission to place a banner across Baltimore street, from the Emerson Hotel to McCaslin's office, advertising special attractions of the Metropolitan Theater. Geo. P. Reuschling has been arranging several new stunts for inside and bally. Business far above expectations. The museum carries 12 attractions at all times.

## Remembrance of Geo. Rollins

By CHRIS M. SMITH

MULLINS, S. C., March 1.—Among the seemingly great number of oldtimers who have this winter "taken the long jump" none comes to me as more of a surprise than the passing of George W. Rollins. Many years ago I got my first instruction in the business of handling wild animals from him. Of his many achievements in the art of presenting interesting entertainment, his 10 weeks' engagement at the Pittsburgh Exposition with the first display of the Baby Incubators stands out in my mind as the greatest. It is to be kept in mind that there was always a lot of diversity of opinion as to the advisability of presenting an attraction of that nature, and powerful as the exposition company was, the managers would not sponsor anything that was subject to skepticism, and when they were placed in the building it was with

# Gold Medal Shows

## CALL CALL

Shows open North Little Rock Saturday, March 15, Benefit Playground Fund. Little Rock Proper follows for one week under strong auspices. Have Outfits for Snake Show. Can also use few more Stock Concessions. Positively no Racket. Minstrel Show Performers, write.

HARRY E. BILLICK, R. R. No. 2, Little Rock, Ark.

# RICE BROTHERS SHOWS

## Want First-Class Legal Adjuster

Who can and will stay sober. Want all people who are contracted with us to write or wire at once. WANT one or two good Ride Foremen. WANT Working Men and Ride Help in all departments. Have openings for one or two more Shows, with or without own outfits. WANT Performers and my old people on Plant. Show and Band to get in touch with me at once. Have openings for a few more Concessions. All Ride Foremen and Working Men must report not later than March 24. Show opens in Valdosta, Ga., March 31. Candy Sabbath, Bob Wilson and H. Wallace, wire at once. Address all mail and wires to

RICE BROTHERS' SHOWS, Winter Quarters, Valdosta, Ga.

## LAST CALL LAST CALL

### OPENING SAVANNAH, GA., WEEK, MAR. 17-22

DOWNTOWN LOCATION.

WANTED—WANTED—WANTED

RIDING DEVICES—Lindy-Loop, Caterpillar, Leaping Lena, Swooper, or any new Rides. Will furnish Wagons for same. SHOWS—Ten-in-One, Monkey Automodrome or Speedway Circus, Snake, Fat Show, or any good Platform Shows. WANT Girls for Musical Comedy Show. WANT Performers for Minstrel Show who can double B. & C. Musicians, all instruments. CONCESSIONS—All kinds except Cook House and Grab. WANT Cash Game, Ball Games, Frozen Sweets, Frozen Custard, Pitch-Till-You-Win, Fishpond, Bowling Alley. GOOD OPENING FOR LEGITIMATE WHEELS. All legitimate Concessions. We will tolerate no racket. Write or wire

MORRIS MILLER, Box 76, Savannah, Ga.

All people holding contracts acknowledge this call.

MICHIGAN UNITED SHOWS and GREAT NORTHERN SHOWS

HAVE COMBINED UNDER NAME OF GREAT NORTHERN SHOWS. WILL OPEN MARCH 29, IN ONE OF THE BEST TOWNS IN INDIANA, UNDER STRONG AUSPICES.

WANTS Shows with or without own outfits. Have 30x50, 20x40, 20x30 Tops. What have you for them? Ten-in-One, Snake, Illusion, Athletic, Musical Review booked. WILL BOOK any Ride except Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Rides. Good proposition for Monkey-Droming and Fun House. Concessions all open except Corn Game, Cook House and Juice. Nettie Fleming wants Agents. E. C. Bailey wants Agents. Good proposition for Banner Man and Promoter. WILL RENT OR BUY Calliope. Foreman for Ferris Wheel and Merry-Go-Round. Help in all lines. Those with us in the past write

ARCHIE DAVIDS, Wayland, Mich.; LEO POWERS, General Delivery, Kokomo, Ind.

the knowledge that there was a certain amount of adverse criticism, and Rollins showed himself the master showman in the method of the first introduction. A week before the opening day he sent invitations to the "city fathers"—the clergy and the medical and surgical fraternity to attend a special demonstration of this "new, humane, scientific display". The attendance was large and George knew when he saw his audience that the day was won. Personally conducting each demonstration, explaining with his rolling, even flow of adjectives, which were always at his command, he wound up the "show" by stepping out in front of the audience in a three-minute lecture, ending with "and my friends, in the name of scientific research, in behalf of science, in the name of that grand profession, now in its very beginning, American surgery; in the name of obstetrics, in the name of medical science and in the name of common sense, we respectfully submit to you this post-graduate display." It is a matter of history that they broke all records.

## "Goldy" Fitts to Baltimore

"Goldy" Fitts, veteran side-show man, last six seasons with Carl J. Lauther's No. 1 unit as manager and inside lecturer, passed thru Cincinnati last week, en route from Chicago to Baltimore, Md., to take up his duties in preparation for the coming season of his unit, with the Melville-Reiss Shows. He spent several months in the West.

## Larry Boyd on Broadway

NEW YORK, March 1.—Larry Boyd was one of the familiar figures on Broadway last week. He gave as his opinion that the Shrine Convention at Toronto, in June, will eclipse anything ever undertaken of this nature.

## Hall and Miller Split

The Billboard was advised last week that Doc Hall, of the Hall & Miller Shows United, had severed his connections with that organization and had left Arizona for Idaho and Utah to prepare for the starting of a new caravan which Hall plans taking en tour early in April. Further advice was that Glen Miller will continue his company under the title of Glen Miller Attractions.

## Hot Springs "Pickups"

HOT SPRINGS, Ark., March 1.—Eddie Dugan, steer bulldogger, late of the 101 Ranch Show, is here enjoying the baths before taking up his duties with that organization.

"Balloon Red" (C. A. Kolb), who has been here for several weeks, took a turn for the worse and has been confined to his room at the Garrison for over a week. Dr. "Oklahoma Karl", medicine man, who was here all winter, left for St. Louis to play lots in and around that city, and in the meantime get his show ready for the coming season.

H. Walls, pitchman, hailing from Oklahoma City, has purchased a new auto with the intent of leaving soon for the West Coast, via Oklahoma City.

J. C. Cremer, formerly of the Noble C. Fairly Shows, who left the road a year ago and entered the automobile business at Fort Smith, Ark., has been here for over two months taking a rest.

Mr. and Mrs. Fred Morrison and (Snooks) motored over from Little Rock for a week-end trip, and a visit with the family of H. Schwartz.

Capt. A. J. Hienecky, pitchman, who had been in here nearly all winter, has taken his departure for the Windy City, where he will locate for the next few months.

Charles Baldwin and wife have left for a visit with Mrs. Baldwin's mother at Quincy, Ill., Charles having sold his cafe interests here.

"Flukum" Brooks, of the C. A. Wortham Shows, having enjoyed a well-earned rest, rejoins those shows at East St. Louis, Ill.

## Books Bernardi Greater

MEBANE, N. C., March 1.—According to announcement of the Mebane Fair Association it has booked the Bernardi Greater Shows for the next fair.

## C. & W. Virginia Fairs

STAUNTON, Va., March 1.—The management of the Cettin & Wilson Shows advises that its fair contracts for this year include Virginia fairs held at the following places: Covington, Lexington and Bedford, which are staged successively, starting September 8.

## Pacific Coast Showmen's Notes

LOS ANGELES, March 1.—The regular meeting of the PCSA this week was presided over by First Vice-President Harry Fink in the absence of President J. W. Conklin.

Secretary A. J. Ziv had a letter from Brother Ben Beno, who at present is in Lisbon, Portugal, with his aerial act and going over big. The association has received letters from every European country in which Ben visited. Es expects to be back here in April and he will receive a rousing welcome.

The membership committee reports 26 new members since the first of the year. There exists a friendly rivalry among the members to win the \$100 loving cup donated by the late Brother Bert Earles. Other prizes offered are: First, \$100, donated by J. W. Conklin; second, \$50, donated by Harry Seber; third, \$25, donated by Frank Conklin; fourth, \$10, donated by Scotty Cox. To the shows getting the most members: First, \$100 loving cup, donated by Bert Earles; second, \$50 loving cup, donated by Archie Clark; third, \$25 loving cup, donated by Harry Fink. These will be distributed to the winners at the next annual banquet and ball.

Joe Diehl attended the Monday night meeting. Joe is looking fine after his trip thru Mexico. His trip included a sail down the West Coast to Mazatlan and Ensenada, then to Mexico City by rail, where he acquired a lot of souvenirs, including a variety of tropical birds.

President Conklin left for Vancouver, B. C., to shape up his season's business. Altho he now is the sole owner of his company, he still calls it the Conklin & Garrett Shows.

A daily caller is a new member, Zebbie Fisher.

Chuck Gannon reports having a wonderful time at the broad domain of First Vice-President Harry Fink, who has thousands of acres of grape and orange land in the San Fernando Valley.

Chas. Souderberg, one of PCSA members, has finished his contract with Universal Pictures, who were filming the story *All Is Quiet on the Western Front*.

The location was near Oceanside, between here and San Diego. Larry Judge and Charlie Farmer are resting up for a couple of weeks at the clubrooms. They have had quite a strenuous time at Warner Bros. on the film *Show of Shows*—they had full charge of the wardrobe, and their artistic talents are plainly observable in the screen production. A visitor at the clubrooms recently was an old-time glassblower and trower, Harry (Sang) Bozza. He is booked for the coming season in a number of Mid-Western fairs.

Now again, fellow showmen, when in this vicinity don't hesitate to drop into the clubrooms, in the heart of Los Angeles, in the New Orpheum Building, Room 816, where the genial custodian, Jack Lyon, will be more than pleased to make you feel at home. The rooms are open daily from 12 noon until midnight.

LOUIS BISSINGER.

## Chicago Firms Move

CHICAGO, March 1.—The Quilty Sales Company, auto seat cover manufacturer, has moved from 515 South Dearborn street to new quarters at 1836 West North avenue.

The Edwards Pillow Company, formerly located at 1018 South Wabash avenue, has moved into its new factory at 2241 Indiana avenue.

## Kansas City Firms Move

KANSAS CITY, Mo., March 1.—The National Calliope Corporation has moved to 717-719 Wyandotte street, this city, occupying three floors and the basement, which gives the firm additional floor space. The new location was formerly occupied by the Gordon-Howard Company, which has moved to the northeast corner of Eighth and Baltimore streets.

## Another Museum for Pitts.

PITTSBURGH, Feb. 28.—In view of the success of the Miracle Museum on Seventh street near Penn avenue, this city, it is planned to establish another museum here. W. J. Murphy, general manager, who had been indisposed for two weeks, is back on the job.

# Out in the Open

By W. D. VAN VOLKENBERG  
(Communications to 1560 Broadway, New York)

## Harbinger of Spring

ONE OF THE BIGGEST gatherings of the mid-winter season occurred last week when Old Sol drew the members of the Curb Exchange out of their shells, when Broadway and 43d street resembled a carnival lot on a busy day. Observed on the famous corner were such well-known showmen as Al J. Dernberger, Bill Block, Mike Ziegler, Dave Rose, Jack Devlin, Louis Stockton, Max Gould, Jimmie Wheeler, Jimmie Daly, Slim Dyckman and J. J. (Emergency) Kelly. Some of the boys claim they actually heard the blue birds chirping, while others were working overtime slicing, hashing, and rehashing matters.

## Passes Out of Existence

HORNELL (N. Y.) FAIR has given up the ghost, due to a combination of circumstances, chief of which is that the mayor of Hornell is responsible for the fair folding up. On the other hand there has been much friction between the city officials and the fair officials. The fair is held on the city park. Circuses and carnivals also use the grounds, and the city officials look to the fair to keep the grounds immaculate. The fair has expended about \$200,000 developing the grounds and has donated liberally to various civic organizations. In the last two years, however, the fair has not made running expenses, and with the city officials insisting that the fair pay increased rentals, and the fair already heavy in the red, there was nothing left for the fair to do but quit.

## Unique Fireworks Display

M. WEINER, sales manager of the Empire Fireworks, put on an unique winter display for one night at Lake Placid, N. Y., with the thermometer registering eight below. The fireworks display consisted of special set pieces and lasted 30 minutes and thrilled 8,000 spectators. It was a great sight, Weiner stated, and he's hopeful that he will be able to duplicate the display next year.

## Maunaging Heavyweight Boxer

FROM OONEY ISLAND showman to manager of promising heavyweight boxer is the role Benny L. Burse is playing since kissing the show business goodbye. Ben's protegee is Dennis Daniel Dugan, who is wowing 'em out in Arizona, and he's confident that he has at last landed a real meal ticket that will keep the wolf away from the door for some time to come.

## Classy Act

W. E. SENIOR states that Vera Spriggs will work 110 feet high this season, doing rings, loop-the-loop, high perch, contortion act with iron-jaw swivel, carrying special announcer, three assistants and own light plant; which will give the act a ritzy appearance.

## Agriculture Feature a Loss

DR. H. W. WATERS, managing director of Canadian National Exhibition,

calls the agriculture department the sinking hole. For instance, it expends \$160,000 on this department, which brings in the paltry sum of \$12,000. How many fairs in the States make money out of their agriculture department?

## Made It in the Circus

JIM TARVER, Texas giant and main attraction of Clyde Ingalls' side show on the Ringling-Barnum Circus, where he has proved a good drawing card for years, has prepared himself for the proverbial rainy day and out of his income has managed to purchase four farms in Texas, where they raise bountiful potato and cotton crops. Jim's parents supervise the farms while he's with the circus. How many others in the circus business have invested their savings to such good advantage?

## Pleased With Business

HENRY L. RAPP is not hanging crepe over the business the American Fireworks Company has booked to date. At the Philadelphia fair meeting his organization closed contracts for Cumberland, Md.; Port Royal and Bedford, Pa. For eight years it has provided the fireworks for Brockton Fair and six years for Rutland.

## In Best of Humor

DURING THE MASSACHUSETTS fair meeting a booking agent stated he could supply acts as low as \$50 up to \$3,000, whereupon another booking agent stated his firm could supply five acts for \$50. "But who in the h— would want to look at them?" he asked, and took a big laugh.

## Building Flashy Front

JESSIE KAY, human paradox, who will open at Norfolk, Va., April 15, with West's World's Wonder Shows, will have a special-built panel front that will be a darb. Anna Bates will have charge of the offering.

## Making It Snappy

SQUIRE MATTHEW J. RILEY pulled a fast one on the boys at the New York State fair meeting when he walked into George W. Traver's private sanctuary and displayed a badge reading: "New York State Social Worker."

HARRY DUNKLE calls this the machine age and states 10 years from now we will be so far advanced in this respect that it will exceed our most sanguine expectations.

F. D. FULLER, superintendent of sales department of Stanford-Crowell Co., has attended 14 fair meetings this season. What a time he has had!

HELEN AND ED CORONATI are making some of the Florida fairs with their tents and seats. They speak highly of Karl Lehman, manager of the Orlando Fair.

TRAILERS OF the R-B. Show, which opens at the New York Coliseum, are getting ready for the Bronx and Brooklyn stands. They include everything from frozen custard to hot dogs, soft drinks, balloons, rides and pit shows and concessionaires.

JOHN MIGLIOSINE will operate his penny arcade at Bayonne Pleasure Park this season.

AL GOLDEN, James McGee and John Wall, from the ticket department of 101 Ranch Show, are wintering in New York. BEN L. BOTSFORD is in La Jolla, Calif., where he may open a clothing emporium.

EDDIE JACKSON is wintering in Macon, Ga.

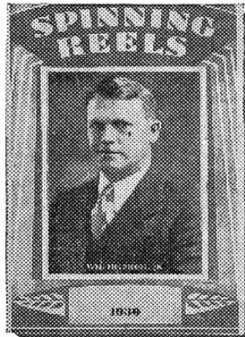
THE 'NEW HOME' of the late Jerry Mugivan at Peru, Ind., is said to represent an investment of \$350,000. The circus magnate had incorporated a number of his own ideas into this palatial palace, which is conceded one of the show places of the Hoosier State.

JOE FROST, who had the whistling privilege on Sparks Circus for some seasons, is yearning to return.

ABE JAGODA, concessionaire, will be with Ben Weiss Attractions this season. MRS. BEN HAMID has registered a hit as a cabaret entertainer in Hoboken. BARNEY OLOH recently underwent an

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Chicago, Ill.

operation in the United Israel Zion Hospital, Brooklyn.

WILLIAM JENNINGS O'BRIEN relaxes from his arduous duties by conceiving practical jokes, which he likes to spring on his unsuspecting friends.

SAM MARTIN and Arthur Campfield, representing the Martin Tent & Duck Company, were at the New York State fair meeting at Albany.

GEORGE HAMID and Fred Fansher claim they donate to the railroads more money than any other showmen. They cover thousands of miles annually on their trips.

MIKE BARNES, of Chicago, was a recent business visitor to New York.

LARRY BOYD, it is reported, sold \$25,000 worth of acts to the Shrine Convention, Toronto, for Wirth & Hamid.

EDYTHE SIEGRIST and Company closed a fine engagement for the Shrine Circus in Hartford. All the performers were entertained Friday midnight with a delightful repast put on by the Shriners. Saturday the lady performers were presented with beautiful bouquets. Charles Siegrist visited his family during the week.

PEEJAY RINGENS writes from Paris: "My advice to American acts is to stay on the other side unless they get a guaranteed route. If they care to risk coming over here they should be sure to bring enough money to take them back and to live on while here. When I make this statement I refer to outdoor acts and circus acts. Don't let any act kid you that they have bookings for two years over here. That's more bunk. Acts over here can be had at such ridiculously low prices that the American agent would grow heartsick if he knew what he could get them for. Foreign acts are crazy to go to the States because they think it is the land of money, milk and honey."

## ORANGEADE



Imitation  
=Powders=  
Double Strength  
Costs 1/4¢ A Glass!

Talco Laclede Imitation Fruit Drink powders are best tasting, strongest and biggest profit paying powders made. Fine flavor and cloudy color. Only best ingredients used. Guaranteed to comply with all pure food laws. Dollar package makes 600 glasses. Most economical made. Imitation Orangeade, Lemonade, Grape, Strawberry, Log Cabin—1/2 pound package \$1.00, pound \$1.35. Send all cash with small orders—1/4 cash, balance C. O. D. on large orders. All kinds juice glassware and equipment, best quality, lowest prices. Immediate shipment. TALBOT MFG. CO. Dept. J-5, ST. LOUIS, MO.

## WAX FIGURES

LIFE SIZE AND TRUE TO LIFE. Two life-size Papier Mache horses on hand. Will paint them any color. Real manes and tails. B. W. CHRISTOPHEL STUDIOS 2241 Gravelly Avenue. ST. LOUIS, MO.

## ART CLARK WANTS

Capable People for improved Grind Stores. Must work single-handed, using coupon system. Booked Northwestern States and Canada. Guarantee Stores to be finished on tour. FOR SALE—Evans Little Messenger Bumper, used four weeks, cash, \$35. ART CLARK, Gen. Del., West Palm Beach, Fla.

## WANTED—CARNIVAL COMPANY

To put on Carnival for Odd Fellows, at Charlotte, N. Y., two weeks in August, 1930. F. KIMMEL, 155 Portland Ave., Rochester, N. Y.

BASKETS What you want and when you want them. FITTSBURGH BASKET CO., 1435 Spring Garden Ave., Pittsburgh, Pa.

## PIT SHOW FREAKS

FOR SALE 1930 List FREE NELSON SUPPLY HOUSE, 514 E. 4th St., So. Boston, Mass.

## WANTED TO BUY

40-ft. Middlepiece for 70-ft. Top. WILL ALSO BUY Wheels.

## HENDERSON EXPOSITION

DAVE CASTELLO, Director, Henderson, North Carolina.

## FOR SALE

## MERRY-THREE-ROUND

Ulan Hershell 40-ft. Three-Abreast, A-1 condition. Will sacrifice to quick buyer. Address NATIONAL AMUSE. CO., Room 536 Tower Bldg., Washington, D. C.

## MIDGET HORSES

FRANK WITTE, SR., P. O. Box 186, Cincinnati, O.

**YOU** WILL KINDLY NOTE OUR NEW ADDRESS

Gross.  
 Basketball Scores... \$2.50  
 Self-Threading N.c.e. dies, 10 in Paper... 2.88  
 Needle Threaders, Directions on Handle... 1.30  
 Men's Hanks, Traps, Envelopes... 5.40  
 Toothpick Knives, Colored Handles, 5-Piece... 3.00  
 Toothpick Knives, Colored Handles, 3-Pc... 2.25  
 Army & Navy Needle Books... 2.75  
 Nail Files... \$1.50, \$1.80, 2.40  
 Scented Sachet... \$1.35, 1.80  
**SPECIAL**—2-Dram Perfume Vials, Sealed, Labeled... 2.50

Pair Prices Square Treatment, Prompt Service, Stamps or currency for samples. Prices F. O. B. New York. Deposit required on C. O. D. orders. Ask for complete list.

**CHARLES UFERT**  
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**GOOD NEWS!!**  
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**SAMSON POCKET GYM**, \$30 Per 100  
 with new non-slip handles and beautiful 2-toned complete exerciser chart. REAL \$2.00 SELLER.

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Reg. Hun. Movements. In Beautiful Brand-New White Open-Face Cases. Handsomely Engraved. Seven-Jewel. Assorted Dials. In Lots of Six. Each... \$3.95  
 Samples, 50c Extra.

Same in 15-Jewel, \$4.95. Same in 17-Jewel, \$5.95. Order today, as there is but a limited quantity. Deposit required on all orders. Circular on request. "Our Prices Are the Lowest in the U. S."

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ELGINS, WALTHAMS, ILLINOIS AND HAMILTON POCKET AND RAILROAD WATCHES.

ALL PRICES AND ALL SIZES  
 White, Green and Yellow Cases. LOOK LIKE NEW, ALL GUARANTEED. Write for Catalog.

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 1215 Grand, KANSAS CITY, MO.  
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**\$7.20 GROSS**  
 Nickel-plated. Holds all makes of Safety Blades.

1 Gross Radio Stroppers  
 1 Gross Folding Strop, 12 1/4"  
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One Gross Combinations Outfit, all for \$14.95. Sample Outfit, 36c. 25% deposit on all C. O. Ds.

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"Climbing Up the Golden Stair," \$9.50 a Gross  
 Either Ladies' or Gent's, 12 Assorted Samples, \$1.00

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**SALESMEN WANTED**  
 Sell Cox Holdfast Screw Drivers

Sells on sight to Mechanics for Auto, Radio and Electrical Work. Self-Holding, Self-Relieving. Send 50c for sample and ask how to get Salesman's Outfit Free.

**S. J. COX, Mgr., Dept. A, Franklin, Pa.**

**Pipes for Pitchmen**  
 Conducted by GASOLINE BILL BAKER  
 (Communications to 25 Opera Place, Cincinnati, O.)

GEORGE SILVER has been basking in the sunlight at the 20th National Orange Show, San Bernardino, Calif., and getting his with a line of useful articles.

DUSTY RHODES shoots from Jacksonville, Fla.; "Big week for me at Palatka Fair. I also stay for the Florida State Fair March 15-22."

DR. ED FRINK, well-known med. showman, is spending the winter in Springfield, Ill., where he has the cigar store in the Empire Hotel. He intends to put out his own show this season.

"WE CAN'T YET HEAR the birds singing, but we know they're on the way," Charles F. Kissinger pipes from London, Ont. "We'll soon hear that other song bird singing 'Sold out again, doctor.' Regards to all friends."

The Daily News, New York, has been running a series of five articles in an alleged expose of store pitchmen. The first appeared Feb. 26, and will probably seriously affect business. It is an attack on medicines sold in these places. The same tabloid recently ran a series on fake jewelry, claiming to have been investigated by a reporter named Lowell Limpus.

RAY O. (KOKOMO) ELLIS, piping from Tyler, Tex.: "Here's hoping Cotton Williams is where he loves to be. We that came to the sunny South for the winter sure got it—the winter. Yeah, all of the last two months. I thought I was in Benton Harbor. But at last it is just like spring in Kokomo. I am here in Tyler waiting for the fat stock show

and the battle of flowers. But not waiting for any more snow. Let's hear from B. W. McGeary, Red Smith and Bob Williams."

"WELL, IT WON'T BE LONG before the bluebirds will be singing and most of the boys will be starting for the open country," J. C. Carswell postcards from Baltimore. "I have been here about six weeks. Things are not so good as perhaps Tom Kennedy told you."

"I WOULD LIKE TO HEAR from some of the boys who have run into such snags as I struck recently," Oscar Castrop pipes from Portsmouth, O. "For example, I got this: 'It will cost you just \$15 a day here. If you have \$10, I'll talk to you.' And in one little town, after paying the town license, \$1 a day, some dude wanted to escort me over to the county clerk and extract \$11 more from me. Can't some organized effort be made to combat such work as this?"

"THE SUN IS SHINING down here in the Sunny South," F. F. Gaskins, of the J. H. G. Medicine Company, shoots from Dallas, Tex. "It won't be long now. We are busy welding the paint brush and canvas needle and getting the caravan ready to travel. Some of the boys complained of things being a little slow last season, but Texas has in prospect one of the best seasons in years. We are so sure of a big season that we have decided to put out several new companies."

"STEER CLEAR of Huntington, Pa.," is the message of Mr. and Mrs. Charles (Stormy) Lindmar to papermen. The Lindmars report a large gathering of the

**SALES OPERATORS  
 COUPON WORKERS**

We want a limited number of fast-stepping operators to put over a proven sales deal with our

**NEW SALES IDEA**

That's different. Will work anywhere. No burnt territory. This deal with a flash that's different, sold on a money-back guarantee. Will get the money, with long profits. Investigate NOW.

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Reduced Prices—Best Quality  
**OUR PRICES ARE LOWEST**  
 Write for New Price Lists and Special Offer Spectacle Kit.

**The BEST**  
 B.B.32—All Shell Skull Bow Spectacles, all numbers. Per Doz., \$2.15; Gr. \$23.50

Here Is A Big MONEY MAKER

**"Goldtone" SPECTACLE**  
 B.B.34—"Goldtone" Shell Rim Spectacles, with gold-plated Bridge and soft Cable Bows, all Focus Numbers. Large Round Lenses.  
 DOZEN, \$4.00; GROSS, \$51.00.  
 Catalog Mailed Free. Write at Once.

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Here We Are With 1930 Model  
**BELL GAS LIGHTER**  
 Which Speaks for Itself  
**CASH IN \$20 A DAY**  
 300% Profit. Retail for 35c

**New! BELL GAS LIGHTER**

HOLD OVER GAS, LIGHTS INSTANTLY.  
 WHY USE MATCHES?

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 Sole Manufacturers.  
 GUARANTEED SIX MONTHS.  
 SAMPLE TELLS THE STORY.  
 SELLS ON SIGHT TO EVERY WOMAN.  
 SEND 25c FOR SAMPLE.

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A Great Toss-Up Toy and Outdoor Display Item

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Put the Major out on your front line. He'll bag the money for you.

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 5 Papers all Gold-Eye Needles, 11 assorted Darners, 1 Bodkin, 10 handsome lithographed covers, No. BB97, Per Dozen, 65c; per Gross, \$7.50.

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 Three Blades, Assorted Color Handles, BB539—\$2.25, BB398—1 Dozen on Card, Gross, \$2.50

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 Pencils to Match, Gross \$21.00

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 All Colors, Including Pearl Effect, Dozen, \$8.00; with 1/4 Bands, Dozen, \$8.50.  
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 In Flashy, Colored Cartons. CONTAINS CHAULMOOGRA, OLIVE AND COCONUT OILS. For the Complexion, Shampoo and Skin Eruptions. Wonderful restorer. Two Samples, Explanatory Circular, 25c, Postpaid. **CHAUL REMEDIES, INC.,** 24 East 13th St., Cincinnati, O.

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Introducing Our New Combination Pen-Pencil No. 50  
 Jumbo Regular and Ladies' Sizes, Assorted Colors. All we ask you is to mail \$1.00 for samples and your order will follow inspection of same. Also full line of Fountain Pens and Pencils.



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 Sample Dozen, \$6.50  
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**NUTRO MEDICINE COMPANY,** 16 So. Peoria St., CHICAGO, ILL.

leaf boys at the Chicken Show. Among those spotted were Penny Rheines, Postage Schmidt, Blackle-Stoefel, New England Jack Murray, Abe Harris and his partner, Doc Shields; Kinky Meehan, Cy Rappoport and his partner of *The Standard Poultry Journal* and the famous Tommy Saxton. "All were looking fair after a rather tough winter," Lindmar says.

**DR. GEORGE M. REED** has so far recovered from his injury that he was able to work the market at Columbus, O. February 22, "My leg still bothers me," he pipes, "but the weather was so fine I couldn't stay away. Quite a few of the boys in Columbus, but it is tough sledding. Ed Lewis, the gummy worker, had his new car stolen from him last week. It was taken from a private garage. Wonder where Frank Libby is? George Majors, of spark-plug fame, where the heck are you? Shoot me a line. I'm wishing all the boys a big year."

**"JUST A TIP** from the Lone Star State," M. A. Eames shoots from Jefferson, Tex. "I have never seen this country in this condition in the last 20 years. Crops are poor and bad weather has made it especially bad for pitchmen in all lines. Also papermen. Met a lot of the boys down here. Texas Bud is running a dance hall at Van (new oil town) and there are quite a few of the boys in every line around there. Chill and stew are fancy dishes there and a cot-house is a hotel. Fate Courtney and his nephew, Earl, are sporting a new car, but say they didn't make the money in Texas. They were on their way to Hot Springs, Ark., for a couple of months. I am ready to go right now if I know where to go. But the sun is shining brightly and it won't be long now."

**A PIPEFEST TOOK PLACE** recently at Jim Kelley's office in New York which unearthed some heretofore untold historical facts concerning the redoubtable James. In the first place he doesn't hail from Ireland, as it was generally supposed; he hails from Escanaba, Mich. Another thing, Kelley's big success as a merchant was first brought about by the wave of a popular song. This happened many years ago when he first opened on Ann street. It seems he thought up the idea of hanging out a large green flag with the simple word **KELLEY** emblazoned on same. "No one seemed to take any particular notice of my flag," said he, "until out of the clear sky came a popular melody called *Has Anyone Here Seen Kelly?*" It seems that the popularity of this tune caused people to stop and gaze at the flag, bringing about the consequent success which goes with publicity. Others at the Kelley party were James Douglas, the ace pitcher from Hamilton, Ont., and Sam Saenger, the Coney Island whistler. Sam is still handing out invitations to his 13th wedding anniversary, which took place January 5. Sam says he still is celebrating the event. The celebration was staged by his children and grandchildren, and Sam is only 52 at that.

**GRANT L. MOHNEY** is back in the United States after an eight months' sojourn in Canada. Last summer he was out of the pitch game for five months and tried his luck on the front of Charlie's Palace of Wonders with the Boyd & Sullivan Shows. After closing he spent two months in Montreal. Says Grant: "There I enjoyed the hospitality of two of Pitchdom's real fellows, Leo Des Champs and Jimmie Halliday. While Des Champs is young in the game he is getting his share of cocoanuts and is a squareshooter. Jimmie Halliday is an oldtimer and it is sure a treat to hear him work. Incidentally some of our boys might benefit by closer observance of our Canadian brethren. The two men mentioned are fair examples. Both have wives and children to support, keep up homes, are well dressed and pay their readers, which in Montreal is \$100 a year. And you must have it. Yet they seldom work outside of Montreal. But, boys, they work every day and they are only two of some 20 or more pitchmen who call Montreal home. As a whole I

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**NEW AUTO-RADIO GAS LIGHTER**  
 LIGHTS GAS LIKE MAGIC  
 No Filts—No Friction  
 No spark or flame. Lights instantly. Instantly extinguishes gas stove, jets, and heaters. Flashes brightly over gas flow. Flame appears instantly. Absolutely safe.

Make **\$28.50 a Day**  
 A big 28c seller, paying 40% clear profit. A gross easily sold in a day brings \$36.00 and costs you \$7.50. You make \$28.50 clear profit. Rush \$7.50 for stock, or \$1.00 for sample dozen, with awaiting new pure-bore oil-selling plans.

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**MAKE \$10 TO \$20 A DAY**  
 New Idea Display Card

Sells easily to Barber Shops, Bus Stations, Garages, Pool Halls, Candy Caters and Grocers Stores, etc. Write for full particulars. Be first in your territory to clean up. **CHAMPION SPECIALTY CO.,** 225 Mifflin, Exch. Bldg., Kansas City, Mo.

**Yours for the Asking!**

Big Catalog of Medicines, Perfumes and Powders for coupon workers, Specialties, etc.

**The DeVore Mfg. Co.**  
 Mfg. Chemists, 209-19 S. 4th St., COLUMBUS, O.

found the boys of Canada clean workers and real fellows. Mrs. Mohney and I will leave here this week for Detroit and I will open somewhere in Michigan just as soon as the bluebirds sing with a brand-new joint. (Oh, yes, boys, it's possible.) Earl Crumley, write me care The Billboard. Regards to Doc Reed, George Earle, Harry Smithyman and the rest of the gang. Bob Clark, write."

W. A. (POP) SHIVERS and the missus are subjects of a long writup in The Columbus (O.) Citizen of February 21, copy of which has been received from Dr. George M. Reed. Pop is now 76 and the missus 74. The have called Columbus home for the last 40 years. They have been living close to home since about a year ago, when burglars entered the Shivers domicile and got away with about \$200 worth of Pop's wire jewelry. In the printed article, Pop is quoted as saying: "I have been going out on the road every year since I was 18. I have done about everything, including medicine, magic shows and fancy rifle shooting in front of the grand stand at fairs. Young Howard Thurston came to me first when he wanted to be a magician. I told him how to get started on the road, to hook up with some magician like Kellar or Herrmann. My wife has never missed going out on the road with me any season in the 54 years we have been married. We had a showboat of our own once. That was in 1881 to 1884. Signor Chillo's Mystic Wonder Boat was the name of it. I carried a band of 20 pieces. Some of the fellows ask me how to make a town good in the winter. I tell them that is easy. Just go out in the summer and make some money, then come back and spend it in the winter. That's what I have been doing for 40 years."

NOW IRVING GOLDSTEIN and his brother, Mike, will tell one from Kansas City, Mo.: "We have been pitching musical instruments de luxe thru the Middle West. Find some pitchmen here. They are working, but not pitching. Surprised we were to find one of our most famous gummy workers here as the head buyer of hardware at one of the largest department stores. We fixed to work next Christmas in that same store thru him. Nice break from a brother pitchman, eh? Here is another: Doc C. Campbell, known as the silver-tongued pitchman, we learn, is managing a loop theater in Chicago. Well, good luck to these boys! Why

### "PITCHMEN" "Floaton-Art Colors"

Float on water. Few drops dip Flower Pots, Vases, Candles, etc. Fastest color ever introduced. Wonderful flash, big bally. It's new and red-hot. Store demonstration tops all records. Eight colors; separate Colors, Gold Label, \$5.20; plain, \$4.50 per Gross. In Fancy Packages of Four Colors, \$28.00; Plain, \$21.00 per Gross. Terms: 50% deposit, balance C. O. D. \*Samples of Colors and Flash Samples, \$1.00.

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\$0.25 12-in. Wing. Dozen, \$1.75; Gross, \$18.00. \$0.50 14-in. Wing. Dozen, \$4.00; Gross, \$42.00. 1.00 18-in. Wing. Dozen, \$8.00; Gross, \$72.00. 1.50 104-Pc. House Set. Dozen, \$12.00; Gross, \$75.00. 1 Dozen, Ass't. Each Listed Above. Complete, \$25.00. LIVE JOBBERS AND AGENTS WANTED EVERYWHERE.

25% deposit required on all C. O. D. orders. W. H. DODGE, 854 Main Street, Melrose, Mass.

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Send for full-size Bottle of PANREKA, NEW WONDER BLOOD TONIC, free. We have an attractive proposition and can pack Special Label orders.

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This Powder is the Best Bet for Pitchmen, Agents and Demonstrators. No resistance. \$2.00 Size Package, \$3.00 Dozen, \$33.00 Gross. Sample 50c. 25% with order, balance C. O. D. FRANK E. MYERS, Box 592, Knoxville, Tenn.

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THE INDESTRUCTIBLE KIND.  
By the dozen or thousand. We import these Beads in very large quantities and our prices are right. Also lead in Bead Box prices. Write for Price List. All Spangler Merchandise sold under money-back guarantee.  
**SPANGLER, Inc., 160 N. Wells Street, Chicago**

doesn't Bill Shultz pitch a business college? Old Bill can certainly hold a tip. If any of the tip starts to blow he puts a curse upon them and, by golly, they are afraid to leave. But only old Bill can do it. We are sticking to the clown music for a while. Let's hear from Joe Goldstein, my European rival; Archie Smith, Doc Dorsey and the missus. We still have our old piano player, Frisco, but he is working for another brother for the Mardi Gras season in New Orleans. Things here in Kansas City are quiet. We will work the Builders' Show here; also put on act in picture shows and turn them when they are ready to blow home. Good idea? It won't be long now before—pardon me, sir; could you tell me where the city hall is?"

HARRY (DOC) MURRAY pipes from Boston: "Arrived in Bean Town about four weeks ago and have been working drug stores with tonic in the surrounding section until this week. Pitching outside this week when the weather permits, and altho the spots are few and far between, have been getting a few shekels. Quite a number of the boys are in town, including Chuck Connors, Everett Lapham, Leo McCullough, Charles Morgan, Mike Sullivan, John Barlow, Morris Wolf, Ralph Anderson, Thorpe, Ben DeWolf, John Maxwell, Al De Lenz, Sam Lewis and a few others. All are getting their share when they work. It sure seems tough to be around Bean Town and not see my old pal and former partner, Charlie Allen, who for many years was a prominent figure in pitchdom in the New England territory. I called on his widow, Mrs. Betty Allen, who still maintains the home at Revere, Mass. Mrs. Allen is in very poor circumstances and has considerable obligations to meet incurred thru Charlie's illness and funeral expenses. Mrs. Allen has handed out many a feed to the boys who landed in this section, and during the time she was on the road with Charlie she was always ready to hand out to the trouper who needed a helping hand. Expect to be in this neck of the woods for a few weeks longer before starting back thru Connecticut. Regards to all the boys."

NEW YORK CITY NEWS NOTES, by Charles (Doc) Miller. Coney Island workers get another break Washington's Birthday, and Edith Brann, who has a location on the Boardwalk (Henderson's), wore a big smile. Edith has a roster of workers who produce. Friday, February 21, was so warm here that some of the stores in New York called it off for the afternoon. Some workers in these stores like to pick their own time and take two hours, which is not fair to the other workers when they don't show results in money. The passouts that Tisha Bhutia and Ed Ross used to make in New York are a thing of the past. They would be a sensation today. Try to find a location for a pitch store on the Boardwalk at Coney Island. It's just like trying to find a diamond in the sand. Young, the Button King, has opened a store on Flatbush avenue, near Livingston street, Brooklyn. Calculator Hubbard is now at Bernie Hanley's store on Flatbush avenue, Brooklyn. He is a very clever worker with the chalk. Zenda the astrologist, who ran pitch stores for several years, is now at the Harlem Museum and is booked at Coney Island for the coming season. When it comes to getting the money she is the one best bet in her line here. Two new stores have opened. At 1228 Broadway the manager is Professor Petrovics, and the other is on Sixth avenue, near 25th street, with

Jack Kenneth as manager. These stores only get a day play for six days a week. Eddie Harrison, late of the White Hawk Medicine Show, playing the Middle West, has joined Joyce Maxwell Reynolds, working New York and Coney Island. He is eminent as a worker, a musician and a general entertainer. Joyce Maxwell Reynolds has greatly improved, but will take a long rest at Coney Island.

KENTUCKY LEE SHOOTS from Richmond, Va.: "Well, here I am in old Richmond, noted for the famous Smithfield hams, statesmen, good soldiers, bloody battlefields, few pitchmen, high readers and hospitality. Since I reported on the investigations in Washington, the snow has been 12 inches deep over the capital. It was mighty cold there, and, seeing that Herbert was getting a touch of the gout, we decided he should go on a fishing trip down in Florida. So we let the investigations we were starting drop. I came to Richmond expecting to see some old-time pitchmen about the matter and to pick up some new points. By heck, I haven't seen hide or hair of a pitchman, or even a boy of the leaf since I have been here. I don't know whether it's the climate or John Law that is the cause. It gives me the blues, being around here a week with nobody to talk to but the natives. As I passed the shrine of Edgar Allan Poe here, I realized for the first time where that fellow got the inspiration to write *The Pit and the Pendulum*. I felt so blue I decided that, altho I had never sold horn nuts or flukem and had little to ask forgiveness for, I ought to go to church, the Elks' Club being closed, so I did go this morning (February 9), altho the congregation was just coming out when I arrived. I had made up my mind to go to church, services or no services, so I entered. Gentlemen, I was in old St. John's, where Patrick Henry made his 'Give me liberty or give me death' speech. I was thrilled in every fiber when I found myself standing at attention in the historic place and felt for the moment as patriotic as my old granddaddy no doubt felt when he rode with Morgan's Men in Kentucky. My blues vanished. I am now ready to go back to Washington as fearless as Roosevelt or Pershing, or G. Washington himself, and demand, single-handed if necessary, from Hoover's new man, Hughes, of New York, a first-class, high-grade, official investigation of whoever it is that is interfering with the pitchmen's rights to free trade."

REFLYING TO FRED HARDIE, Tom Kennedy pipes from Baltimore: "Anent that pipe of Fred H. Hardie, of Clarendon, Tex. Well, it seems I started something when I shot in a pipe a few weeks ago, giving the lowdown on conditions in the South. Friend Hardie mentions the ones he knows who accumulated money down in Texas. Since he is 61 years of age, it is time he realized that when one refers to the South, the Lone Star State is not included. When one speaks of the South, it generally means the Carolinas, Georgia, Tennessee, Alabama, Mississippi and Louisiana. Texas is a Southwestern State. I got money in Texas, altho I must confess that I never accumulated \$10,000 in one season. In 1920 I rented the old Majestic Theater in El Paso and cleared more than \$4,000 with a 12-people show. But I haven't got it now. Of course, that is another story. Well, Mr. Hardie, the ones I spoke of who had to start walking out of the South I would say were capable of getting money if there was any to be had. One of these is now associated with the N. P. S. P. A. in Los Angeles. And he is

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starting over my old territory with the new joint. Eddie Holcomb, P. E. Gentry, Hoge and P. C. Cruey are in town. Tell the bunch that Huntington is still open and is a good town to work."

TALES OF THE ROAD.—H. T. Ruth tosses this one into the pot from Philadelphia: It had been a bad season, and my friend the pitchman drank himself up a hamburger and soft-drink joint and began taling a small circus. The fixer for the show spotted him and opened an argument just after the old pitchman had set up his joint on a residence lawn near the show lot where the crowds had to pass. "Get out," said the fixer. "Get out yourself," said the old pitchman as his dished out half a dozen to buyers. "But you can't work here. You got no reader," protested the fixer. "You're right and you're wrong," said the old pitchman, handing out another hamburger, I am working here and I have no reader." The fixer ground his teeth. "I'll show you," says he. "Go to it," says the pitchman. "Let's see what sort of a showman you are." The fixer went away and came back with the chief of police. And says the chief, "Have you got a permit or a license?" Says the pitchman: "Nary a one. I don't need it. I'm exempt." The chief comes back with, "Why are you exempt?" Says the joint owner: "Because I'm crazy. Being crazy, I'm exempt." Says the chief: "Who says you're crazy besides you?" Says the joint owner: "Ask the world. Anybody will tell you that I am plum crazy to follow a lousy rag top around like that one out there on the lot." The chief surveyed the show. Then he turned to the fixer and said: "I can't do anything for you. I think, by golly, he's right."

William Glick Shows

BALTIMORE, Md., March 1.—With the advent of spring-like weather, winter quarters of the William Glick Shows here have shown considerably more activity than heretofore, and the work is going ahead far faster than in the past. Mechanics, carpenters and builders are busily engaged from early morn until late at night, completing the three massive carved wagon fronts, seats and stages that will house the three feature attractions.

Fifteen carloads of show paraphernalia and rides arrived this week from Petersburg, and have been placed in the main building at quarters, ready for mechanics to start the overhauling of same. General Manager Glick returned last week from the New York fair meeting at Albany, bringing with him the contract for the Niagara County Fair, Lockport, N. Y., the dates of which are September 8-13.

Sam J. Gordon, of White City Park, Chicago, has booked his Revelation attraction, which will be housed under a special-made tent, and behind an elaborate front.

Recent visitors to the show's executive offices at the Emerson Hotel have been the following: Ralph Smith, accompanied by Phil O'Neil; Capt. John Sheesley, D. B. Stock and Mrs. Helen Freedman. Nick Otte has been engaged as chief electrician and will assume his duties March 15. J. M. Saylor will have charge of the Caterpillar this season.

F. PERCY MORENCY.

Max Gruberg's Shows

PHILADELPHIA, Feb. 22.—Max Gruberg's Famous Shows are getting ready for the opening of the season in Philadelphia, April 4, and the winter quarters at Hog Island are lively with workmen, repairing and painting up the show and rides, according to advice from an executive of that organization, other advice being as follows:

The show will this year have 10 shows and six rides. Gruberg has purchased a new Merry-Go-Round, to be delivered in time for the opening; also a Leaping Lena has been purchased and will be delivered early in May. Besides these he will have a Ferris Wheel, Whip, Tilt-a-Whirl and Caterpillar. Gruberg is very busy booking for the season and in and out of the city looking after business matters. Major Miller has been secured as secretary and treasurer; H. G. Pauli, master mechanic and electrician, and Al Nicholson, superintendent of rides. The show will open at Third and Berks streets April 4.

Anthony Museum Ends Tour

FORT WORTH, Tex., March 1.—Milo Anthony has closed his Freak Museum, after a successful winter season, and arrived in winter quarters of the Bill Hames Shows here, having placed his Circus Side Show with them for the coming season. The following people have been signed: Cecil-Cecilia; Frank McGowan, banjoist; Patagonian Fygmies; Clarence Ashley, steel-skin marvel; S. S. George, Punch, magic and inside lecturer; Princess Evelyn, mental act; Betty Fritz, illusions; James Otwell, tattoo artist, and Joe Bowers, fire act. Eddie Marks and Steve Hartel will sell tickets and Manager Milo Anthony and the writer will handle the front.

W. W. (DOC) LEWIS.

Rock City Shows

ROME, Ga., March 1.—Sunshining days have played their part toward pushing work in winter quarters of the Rock City Shows to near completion, and now all that remains before the caravan is ready for the road is the application of the finishing touches of paint and varnish, which a crew of painters are now busily applying. Each season has found this show increased in size and the opening this year will not be an exception. The Rock City Shows will be comprised of seven rides, 15 shows, its usual number of concessions, two free acts, two bands and a callopo. Much new canvas has been purchased and the midway should present a very attractive appearance.

The opening date has been set for March 29, with a location in the heart of the business district of Rome. With the arrivals in winter quarters and letters received, indications are that concession row will list many who have before been associated with this show. With the return from the Georgia fair

meetings of the advance staff, booking arrangements are very promising. Several changes have been made on the executive personnel of the show, the most important of which is the signing of David A. Wise as manager. The writer is back home again, after a year's absence, and will again handle publicity for the show. Joe C. Turner will be legal adjuster for the show this season.

J. A. WINTERS.

W. G. Wade Shows

DETROIT, March 1.—W. G. Wade has left Detroit for the Connersville (Ind.) winter quarters of the show bearing his name to get the rides and shows in readiness and ship here for the opening March 15.

George Foth has built a new Kiddie Ride which will be a credit to the midway. The lighting effect will be a mass of lights containing about 300 bulbs. All the ride foremen will again be back on their respective rides this season, making from three to five consecutive years—C. E. Priddy, Merry-Go-Round; Tex. Leatherman, Ferris Wheel; Walter Springer, Tilt-a-Whirl; William Howe, Whoopee Glide, and Jack Stoner, Lindy Loop. John Starkey will again have the Circus Side Show. The shows will again play the Saginaw Fair, the third consecutive year. Frank Wrightman will again have his long-range shooting gallery with the show, his 12th consecutive season. William (Billy) Malone, at one time one of the best musical comedy producers around these parts, has taken up his duties as assistant to W. G. Wade. All of which is according to an executive of the above shows.

Dehnert Exposition Shows

COVINGTON, Ky., March 1.—With balmy weather prevailing the last 10 days things are progressing nicely with the Dehnert Exposition Shows. The construction of new panel fronts has been started, also two entirely new shows. All will be completed within the next three weeks, an executive of the show advises. Other advice is as follows:

While the opening date has not been set, it will be before the fore part of April. It is the management's intention to have the show booked solid for the entire season before leaving winter quarters.

The personnel of the executive staff includes J. F. Dehnert, president and general manager; Col. C. A. Bell, vice-president and general agent; Ray Housen, secretary; I. Schneiderman, superintendent of concessions, and Sam Frambes, electrician.

John T. Wortham Shows

SAN BERNARDINO, Calif., Feb. 28.—Everything was up and ready for business at the official hour of opening of the John T. Wortham Shows' engagement at the National Orange Show here. Governor Richardson, of California, and Governor Tapia, of Lower California, across the border, were present on the opening day, and officially opened this year's annual citrus fruit classic.

John T. Wortham has been given much praise this year by both the local papers for presenting such a huge midway of attractions (the largest ever seen here) and visiting showmen were numerous, great many expressing surprise at the magnitude of the show this season. The Waltzer ride was personally supervised by Harry Witt, and "Frenchy" Mercier, handling the clutch, is a past master at that job. Jim Dyer is handling the Leaping Lena patrons. Earl Crouse will act as superintendent of the Lindy Loop and Caterpillar this year, while Johnny Glover will act in the same capacity on the Hey-Dey.

The big chicken dinner served the Pacific Coast Showmen's Association members in the cookhouse was pronounced par excellence.

The following showmen were seen on the midway: Abner Kline, Vic. Levitt, J. W. Conklin, George Wood, Charles Andrews, J. O. McCart, Al (Big Hat) Fisher, J. L. (Judge) Karnes, Harley Tyler, H. W. Fowler, Ed. Foley, Archy Clark, W. Y. (Doc) Turner, and about 150 more attended on Pacific Coast Showmen's Day.

C. M. (Red) Miller will be official photographer this season. H. L. (Fingers) Walker is going into the top-coat business this year. Clint Nogle complains of too much lubrication on the door handles of his car—causes Jack Wortham to laugh. Jack Kenyon again clicks with frozen custard. Maxie Herman still smiles in front of the "Unborn" show.

Charles Walpert's daughter and son took in the Orange Show midway. "Ma" Mitchell, of the Seals & Mitchell colored revue, passed away on the opening day, and that show remained closed until after burial in Los Angeles. "Slim" Wren, the veteran talker, is now at the Freak Animal Show, assisting "Judge" Knox on the front. "Slider" Johnson came over to work the front of the Glass House. Duke Kamakule, of the Royal Hawaiian troupe, has added a new musical instrument to his program.

ROY E. LUDINGTON.

J. R. Edwards Attractions

WOOSTER, O., March 1.—Contract for the Knights of Pythias Midsummer Festival, to be held the week of June 23, has again been awarded to J. R. Edwards Attractions, according to Jessie R. Edwards. Recent visitors to winter quarters were Mr. and Mrs. Frank Fillingier, of Huntington, W. Va., who booked their cookhouse for the coming season; Watts and Owen, who are associated with Fillingier; Howard Peters, Canton, O., of side-show fame, and W. H. (Bill) Schleur, who has been spending a few days in Akron on business for the show.

PALACE ACTS

(Continued from page 3) to the Mid-Western Palaces the tributary houses in that district will no longer be subjected to last-minute flops arising from the necessity of obtaining strong material for the larger houses.

The addition of Cleveland and Chicago to Godfrey's book was practically decided upon last week, but definite action was held in abeyance until Ben Prazma communicated with Charles J. Freeman, the Western chief, on the matter. Freeman is due back from his tour of the Western houses the latter part of this week.

CHORUS EQUITY

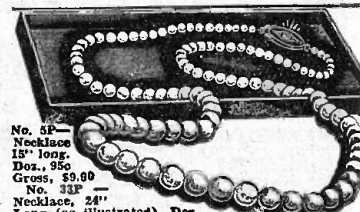
(Continued from page 3) rehearse five weeks without pay, while the chorus must be paid after the four weeks' rehearsal period.

A member of the chorus must be returned by the management to the place they are employed in the event a satisfactory reason for retirement from a production is given. But under a principal's contract the ensemble member must pay the care of their replacement and return to the place of employment by their own efforts.

In traveling attractions the principals must pay for their own accommodations above the railroad fare, while these things are provided for at the expense of the production management in the chorus Equity Association contract.

During this present season many cases of the chorus members (who have been given a few lines to speak) holding principals' minimum basic contracts instead of their own chorus contracts have come to the attention of the association.

In so doing the chorus members are losing all protection of their association and are warned not to join productions under such circumstances.



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## REVIEWS

(Continued from page 17)  
like a slice of watermelon. This prop is a relic of the Dixie Folies unit. Timblin, his assistant and Lehr work the century-old egg trick, with the assistant as the magician. Shirley Dahl and Lehr do a hot *Moanin'* Low song and dance in blackface, and Willie Cox puts over a banjo medley and some more of his excellent hoofing. At the finish Mowatt and Hardy juggle clubs behind the band. The RKO production department cannot pin medals on its breast for this particular piece of work.

JOE SCHOENFELD.

## Keith's 81st St., N. Y.

(Reviewed Wednesday Evening, Feb. 26)  
Good five-act show, viewed by an audience that evidently found it difficult to laugh. Whacked palms all right, tho.

Le Grohs, sock novelty act, are glove-it for the opener and filled the niche nicely here. The two men and a girl pack wallops thruout their routine of acrobatics flavored with pleasing comedy. Slim male does unusual contortions. Fat fellow amazes with his acrobatics. Big sendoff.

Harry Levan and Lottie Bolles went in for hoke galore, but the crowd didn't laugh as it should. Heavy applause, tho, whisked them off at the finish. They're a capable couple at comedy handling, and seemingly all there at ivory tickling and warbling. Could polish up on their material.

Will Osborne and his 10 bandsters, radio favorites, won them over with sweet playing and singing of sentimental pop. hits. Mostly string in the band, thus getting the soft and sweet effect. Osborne has a pleasing personality and comes across nicely in whispering his songs into the mike arrangement. Returns warranted the encores.

Margaret Young, out of retirement, showed she still has the stuff for getting deafening palm-whacking returns. She brings back that ever-charming personality, delivery and pyle. What's more, she has a corking cycle of new specials. She worked until she nearly finished her entire repertoire. They liked her a lot.

The Three Berkoffs (Louis, Freda and Gertrude) closed great. Practically all of their dance numbers were received with ear-splitting applause. They are sensational Russ steppers with exceptionally strong routines. It's all Russ save for the tap solo by one of the girls.  
SIDNEY HARRIS.

## Park Plaza, New York

(Reviewed Monday Evening, Feb. 24)  
Attendance off tonight, which is unusual for this house. Very strong vaudeville layout of four acts. *Cameo Kirby*, on the screen, doesn't seem to be able to draw.

Mammy and Her Picks, song-dance dusky quintet, got a heavy reception in launching the show. They save all their pep and clicking numbers for the finish. It aids returns, but doesn't help the act in general. Mammy sings, three kids do ensemble hoofing, and another lad solo steps.

Ruth Ford, character comedienne, shows up as a very clever single. She uses a cycle of special songs packed solidly with laughs, and has the stuff to sell them. Her pipes, grotesque movements and legwork are of sure-fire quality. Prolonged applause whisked her off.

Joe Phillips, in next-to-shut, works just as funny as ever. The runt comedian works his bits great, keeping the crowd laughing consistently. Straights are played by Carletta Ryan, who also sings sweetly, and Violet Dell, who sidelines with mean tap dancing. Phillips encored with neat intimate clowning, which served to make the returns bigger.

Ben Poljack and his orchestra, 14 boys, were an all-to-be-desired closer, entertaining splendidly and drawing encore-warranted applause. They know their music all right, and flavor it with clever side dishes. Their spiritual arrangements are perfect, especially in *Moanin' Low*. Poljack is a personable leader, and also goes in for sweet pipes work.  
SIDNEY HARRIS.

## LAFAYETTE SHOW

(Continued from page 10)

come unescorted. However, they manage to leave with someone or other at the finish.

There is a 10-girl lineup that works intermittently thruout the show and

together. Not any of them step together, but what each can do to a belly-roll is nobody's business but those who plank the fee down to see them. Those gals burn up to the strains of a colored pit orchestra led by a woman who looks white. Very little good singing in the entire bill. One blond high-yaller puts over *By the Way* in commendable fashion, assisted by a deeper-shaded male.

A damsel sitting next to the reporter almost went into convulsions over the male singer. She kept moaning over and over again:

"Yes suh! Dat's my man! I'ee goin' to get plenty lovin' tonight." And how she hissed when he put his arms around the blond singer as per the script.

Most of the comedy bits are as old as Joe Miller's w.-k. book, but draw belly laughs. Yet all the gags are on the up and up with very little double-entendre.

The outstanding act was a five-boy uke, singing and hoofing combo that will undoubtedly stop the show no matter where it plays. These boys can sling the boop-doop-ah-doops proficently enough to make Helen Kane switch to hot-cha-chas. The other turn guaranteed to tear the house down is composed of two lads, not over 14 years of age, whose hoofing is nothing short of remarkable. They present routines wholly original and proficently enough to gladden the heart of a Bill Robinson. An agent, or producer, would certainly do himself plenty good to grab these two acts. No billings for them or any of the others.

A husky fem, waddled onto the stage after the kids finished and began calling on a number of performers sitting in the audience to come up and do some hits. She yelled out a number of names now prominent on Broadway, but the most of them refused to take the rostrum. It looked like the old disease of hi-hat.

A little girl, suffering from an eye affliction, stepped up on the stage and delivered *At the End of the Road* and *Am I Blue* at the finish. No stronger finish could be had. Were it not for this kid's affliction, her voice would reach stardom in short order.

It was almost 5 a.m. when the doors opened for the exit march. Was everybody happy? You should have seen the expressions on their faces!

## EASTERN WING

(Continued from page 8)

shows steadily, and will undoubtedly prove a needed variation from spot booking.

Because of the proximity of his houses to the booking headquarters of opposition circuits, and due to the active opposition offered by vaudefilers of rival chains, Godfrey cannot stave off thrusts with intact shows that are ridden of "names" because of uniform house budgets. Under the spot-booking arrangement, however, he will be free to make shifts in shows that will best express the circuit's wide-awake methods in availing itself of meritable material in the every-changing market. With legit., talkies and other fields grabbing up "names" with the same energy as vaudeville, Godfrey feels that with his books free he can give material he seeks quick action and have the circuit benefit from the variable accessibility of box-office acts.

Acts that were signed up for Eastern intact shows are being taken care of just as well under the revived spot-booking arrangement. The flexibility of the circuit's books is counted upon to ease up the situation when another flock of film specials invade the houses within the next several months.

Brown's trip satisfied the RKO chief that the circuit is making considerable progress. He found an energetic and enthusiastic spirit among house and divisional men on the road, and as an all-round proposition the chain is getting far better films and improved stage shows.

No shifts of importance are expected in the executive personnel, Brown stated. It is felt around the RKO office that its president will apply himself personally to an even greater degree than before to the problem of cleaning up the acts playing the time. Brown is said to feel so strongly the absolute need for clean, wholesome shows that booking men are due to be instructed any day now that acts found to be flagrant violators of the outfit's requirements as to using clean material and business will be promptly canceled, their status as "names" notwithstanding.

## MAJORS BATTLING

(Continued from page 9)

sult of numerous confabs in the inner councils of the circuit whereby it was determined that now is the most opportune time for the Radio-fostered outfit to make a vigorous drive to reestablish in the mirids of the theater-going public its predominant position in the vaudeville field. The stage portions of the programs of the 80 RKO houses playing vaudeville will be sold during the entire month with the same lavish display of billing, newspaper advertising and miscellaneous ballyhoo that has characterized the handling of films in the past. The divisional men and their house subordinates will be orientated in their plugging of Community Month by the motif idea that vaudeville is the most typical form of community amusement in the indoor show business. The same circuit that has done wonders in establishing its picture-producing auxiliary as an important factor in the talkie field will devote itself this month to impressing upon the public the desirability of seeing artistes in the flesh. The release of such specials as *Sergeant Grisch* will signalize also the departure for a spell of the radio amusement group from the production and exhibition of lavish and light-spirited films. The same community tieups created by RKO in its furtherance of the January Jubilee will be utilized in the Community Month stunts. The arrangement made by Mark Luescher with the booking office whereby the advance lineups of shows are now obtainable several weeks in advance will make it possible to plan far ahead on bill advertising and ballyhoo.

Loew has not announced a formal vaudeville campaign, but for the first time since it has been in opposition in many towns to the new regime of the major circuit it now points proudly to its congeries of vaudeville, film and musical comedy "names", many of whom have been recognized for season after season as inalienable "Keith" attractions. Loew has even grown bold enough to assert itself as the current representative of big-time vaudeville, altho this assertion is made by inference rather than directly.

Among the recently developed angles which have prompted the spokesmen for Loew to give more than casual attention to the vaudeville portions of its shows are the increasing playing time being given to acts, adaptable for its vaudeville and de luxe houses and the loosening of the booking office's purse strings. Loew has not added to its vaudeville columns (these have in fact been cut down to some extent this season), but thru the opening of new houses and the readjustment of policies its de luxe chain now totals up to 14 weeks. Ordinarily Loew uses big "names" only in its de luxers and the three big vaudefilers in the East, the States in New York and Newark and the Metropolitan, Brooklyn. The dawn of March, however, finds a greater number of four-figure acts booked into this trio and slated for follow-up dates in other locals than at any time since 1928. Following the lead of the Palace, the State is now featuring on its street display, enlargements of newspaper reviews of the house's bills. Incidentally, this is the first time the State has been the recipient of critical attention by any of the dailies. A rather significant feature of the State's review-enlargement displays the last several weeks is that these have been based solely on the comment printed in *The American*. The Palace displays (when the shows are good) represent the reviews of most of the dailies, and frequently certain of the trade journals. The State now throws a challenge with its 50-cent matinee top at the Palace and others with its valance proclaiming the *Biggest Show-Buy on Broadway*.

Among the acts Loew takes credit for booking this month are: Lita Grey Chaplin, Van and Schenck, Roy D'Arcy, Anita Stewart, Chester Conklin, Billy Dooley, Eddie Leonard, Sophie Tucker, Belle Baker, Jack Norworth and Dorothy Adelphi, Frances White, John R. Walsh, Will Morrissey and Midgie Miller, Harry Rose, Billy G'ason, Shaw and Lee, Herman Timberg, Edna Torrence, Lou Holtz, Trixie Friganza, Harry Burns, Frankie Heath, Lillian Shaw, Keller Sisters and Lynch, Roy Cummings, Venita Gould, Joe Frisco, Alex Hyde, Borrah Minnevitich and Buck and Bubbles.

Several of these acts, according to report, were singled out early in the season as deserving of special exploitation and presumably tied up to the circuit for long terms so as to insure the proper application of the building-up efforts.

In its heralding of Community Month, RKO includes the following acts in its roster of "celebrities" available for the nation-wide exhibition: Fannie Brice, Joe Cook, Phil Baker, Lita Grey Chaplin (also on the Loew list gleaned by *The Billboard*), Ted Healy, Ricardo Cortez, Alma Rubens, Rae Samuels, Florence Richardson, Blossom Seeley and Benny Fields, Leo Reisman, Will Osborne, Henry Santrey, Wendell Hall, Godino Twins, Gus Edwards and His New Revue, Pat Rooney Family, Johnny Downs, Jimmy Savo, Johnny Marvin, Odette Myrtil, Carmela Ponselle, Mr. and Mrs. James Gleason, Harry Carroll, Blackstone, John Steel, Esther Ralston, Roy Ingraham, Ledova, Clayton, Jackson and Durante, Romy's Gang, Nina Olivette, George K. Arthur and Fred Keating.

Solly Ward, Robert Emmett Keane and Claire Whitney, Ann Pennington, Carl Randall, Cecil Arden, Rosita, Arthur and Morton Havel, Viola Dana, Nan Halperin, Ken Murray, the Weaver Brothers and Elvira, Al Trahan, Vanessa, Joe Bonomo, John Philbrick and Gladys Baxter, Patricola, Harry Delf, Olin Howland and Nellie Breen, and Rin-Tin-Tin.

## Saranac Notes

James Cannon, who has been under the care of the NVA since last October 5 when he arrived in Saranac weighing 133 pounds, now weighs 175 pounds. He is on unlimited exercise and leaves April 1 for his home in New York.

Frank Garfield, who arrived a short time ago from his home in Lynn, Mass., is now taking the cure at the Burke Cottage, 9 Front street. Friends are glad to see Garfield looking so well in the short time that he has been back.

Christina Keenan, who had been under the care of the NVA for the last five months, is now residing for a few weeks at 66 Lake Flower avenue before returning to her home in New York.

A postal has been received from Cameraman Larry O'Reilly from Paris, France. He is taking shots for *Pathe Weekly*. His sister, Helen O'Reilly, is a guest patient of the lodge and is getting along splendidly.

John C. Loudon is getting along fine in a healthful way since under the care of the NVA. He now has permission to go to the movies twice a week.

Thomas White, another guest patient who has been given the final o. k., leaves for his home in New York April 1. He has gained 40 pounds since he arrived in Saranac Lake.

Jockey William Jenkins, of 56 Park avenue, who has been under the care of Dr. Bloomfield for a year, has been pronounced cured. He leaves Saranac Lake April 1. Jenkins formerly wore the Harry Payne Whitney colors.

Jack Nicol, Jr., a guest patient under the care of the NVA, received word from his father, who is with the Gomas Players, that he was to open on the Orpheum Time March 2. Jack, Jr., is doing fine and is taking the cure at the Burke Cottage, 9 Front street.

Roy Gordon, of Gordon and Healy, motored from Mansfield, O., 622 miles to Saranac Lake, in 24 hours, to see his wife, who has been under the care of the NVA for the last few months. He is elated over the improvement shown by his wife, who is taking the cure at 50 Sheppard avenue.

George Neville, who has been confined to his bed, is now up and around the lodge for a little while each day.

William Holly, who played Lee Tracy's part in the Coast company of *Broadway*, is taking the cure at 7 Front street and is getting along splendidly.

## Roy Ingraham Opens; Ackland the Feature

NEW YORK, March 3.—Roy Ingraham and his orchestra from the Paramount Grill will double for the next several weeks in local RKO houses. The act will feature Sandy Ackland, Scotch comedian and eccentric dancer, and several specialty people.

Ingraham opened last week on a split between the Madison, Brooklyn, and the Riverside, booked thru Milton Lewis.

## Dancer Hurt in Auto Crash

DAYTON, O., March 1.—Thelma Salome Decker, dancer, formerly of Pat Daly and Company, now doing a single, was badly cut about the face and head in an automobile collision last Sunday while returning home from work. The dancer is convalescing at her home. She would be glad to hear from friends.





Gentlemen's List

Abdlz, Hassan Ben
Adams, Donna M.
Adams, L. L.
Adams, Mr. & Mrs. Hugh
Adams, Rastus
Adams, John
Alice, E. C.
Alexander, Otis
Allan, Mickey
Amberst, Jack
Anderson, A. C.
Anderson, G. L.
Arden, Albert F.
Arger, Tom
Arnheim, Edward
Avallon, Bob
Aylett, H. W.
Baker, Frank
Bannermann
Barnes, Earl
Bartholomew, C. "Frog"
Beamer, Happy
Beamer, Hugh
Benson, Joe
Benson, Joe
Bidwell, J. C.
Binger, F. O.
Blitz, Pinky
Bolges, Karami
Bogsets, J. J.
Borin, C. E.
Bortz, Leo
Bortz, Zella
Boswell, J. Bonnie
Bowen, Wm. G.
Bradley, E. &
Caroline
Brown, R. W.
Brown, Wm. Jay
Bulcy, J. L.
Burnette, R. M.
Callon, Frank
Campbell, Dr. C. C.
Carman, Jerry
Clark, Buddy
Clarkson, A.
Clinkler, Eddie
Cohen, D.
Cohen, Dave Butch
Cohen, Martin
Colbert, Joe
Cole, Walter R.
Conley, W. H.
Conrad, Harry
Conselo, Art
Converse, Jimmie
Crompton, Eddie
Dunham, Eddie
Cummings, Howard
Curtis, Rappy
Curtis, Myron
Coutler, Louis
Daley, Bill (Smiley)
Dare, Frank D.
Davidson, S. G.
Davis, Arthur
DeBardleben, Freddie J.
DeKoek, Frank
Dexter, Bob
Dix, Pete
Dolan, Ed J.
Donatella, Colombo
Driscoll, Murray-L.
Duran, George
Eddy, Mr. & Mrs. Morley
Edwards, Billy
Ellis, Claude R.
Enos, Ruc
Ehrbridge, J. W.
Ehrlich, Jimmie
Fankboner, O. O.
Fankton, Joe
Fisher, Joe
Fitzerald, Eddie
Flinchbaugh, Chas.
Ford, Wallace
Forman, Stanley
Frazier, Billie J.
Garrison, Buck
Garrity, E. B.
George, Ralph &
Nellie
Gerrard, George
Gerrard, Eddie B.
Gilman, Red
Gonsalves, Tony
Gramlich, Chas.
Agre, Mrs. Jackie
Joy, Mrs. Jackie
Alway, Mrs. Jackie
Briggs, Alice
Brooks, Millie
Brown, Alice
Bueley, Mrs. Tintie
Bullock, Mrs. Mildred
Burgess, Mrs. Julia
Button, Ruth Dean
Carleton, Billie
Carroll, Mrs. Ethel
Cass, Madge
Cook, Virginia
Darwood, Birdie
DeVea, Leola
Davis, Mrs. Frank
De Whitrat, Gladys
Dixon, Jean
Dixons, Edna
Duncan, Crystal
Earle, Mrs. Billy
Evans, Esther
Fauler, Mrs. Nell
Gee, Bessie
Oibbons, Jean
Glide, Jessie
Glyde, June & Bud
Hyde, June &
Weldon
Ingles, Miles
Jackson, J. H.
Jacobs, Roy
Jalacrac, Frank
James, Ernest
Johnston, Henry
Jongaire, Beau
Kail, Mr. & Mrs. Ben
Kamaka, Chas.
Kant, Walter
Karpson, Res
Keller, James J.
Kelley, Thomas
Kelly, F. B.
Kelly, Irving A.
Kevcs, Stanley
Kislick, Norman
Knolia, Ralph
Kotzka, John
Konopka, Frank
Krut, Jack
LaBell, Lawrence
LaParra, Bruce

Reiter, Joe. (Arizona Joe)
Ricardo, Jack
Richmond, Paul W.
Ring, Liu
Robinson, E. D.
Robinson, Jack
Peanuts
Robinson, Nat O.
Rohr, Harold "Al"
Roder, Henry
Rogers, Joe
Rogers, Pat
Rosen, W. P.
Rosen, J. Lynn
Rothour, J. B.
Rothour, Co. M. B.
Sandell, O. C.
Savante
Schively, Chas. T.
Scott, Frank Kean
Scott, Bert
Sears, Jack
Shafer, Trio, T.
Sharon, W. F.
Shay, Eugene H.
Sherman, Chester
Shorts, Floyd
Smith, R. W. (Glowin)
Smith, Roy
Spencer, Ray
Spheris, Andrew
Springer, Ben. B.
Springer, Doc
St. Julias, Jack.
Stevens, G.
Stevens, M. Geo. M.
Stirges, Bennie
Stoddard, Jack
Stokes, Gene H.
Stokes, George
Stone, Charles
Stover, Bob
Summers, Sam
Sutton, Larry
Tahar, Ben
Taylor, Jas. A.
Taylor & Moore
Taylor, J. A. B.
Taylor, Jr., John T.
Tipton, Ray L.
Tomas, Charles
Tucker, Ernest
Vander Koor, H. E.
Varnick, Duke
Vierra, George
Vierra, Joseph A.
Vierra, Fred
Wadsworth, F. W.
Wainwright, Wm.
Wald, Mr. & Mrs.
Walker, Al
Walker, Bobby
Walker, John D.
Walker, Jack
Wallace, Bennie W.
Walters, Dye
Walton, Lou
Waltz, Bill
Wayne, Jimmy
Weir, Billie A.
Wenzland, C. J.
Waters, Mrs. L.
Wheeler, Pete
Whitcomb, Ray S.
Whitney, Jos. K.
Wick, Ed
Williams, C. D.
Wilson, E. A.
Winters, Mr. & Mrs. Johnny
Wish, Jack
Wittie the Wizard
Wolfe, Ben
Woolsey, Ben
Wright, Earl
Wynn, Norris
Youskin, Chester L.

Strohn, Mrs. Inez
Taylor, Mrs. Bertha L.
Thornton, Nellie
Triggs, Rosa Lee
Wachtel, Peggy
Wagner, Mrs. J. H.
Wagner, Mrs. G. H.
Wallace, Mrs. Dorothy
Abraham, I.
Adams, E.
Adams, Geo. V.
Adams, W. E.
Aldridge, Beno
Alexander, Herman
Allard, Jackie
Allan, Andy
Allan, Gene & Babe
Amberst, Jack
Amherst, Wm.
Axtell, M. E.
Banta, A. B.
Barnes, Charlie
Bean, Roy
Beasley, W. A.
Beeby, Jack
Beaven, W. A.
Benham, Dick
Bennett, Jack
Benson, Fred
Berry, O. E.
Berry, Jonathan
Berry, Mont.
Berwer, Don
Bickford, A.
Billingsley, H. B.
Bishop, Leo
Blitz, Pinky
Bromew, W. L.
Brooks, G. B.
Brewer, Claude J.
Brooks, G. B.
Brown, Billie
Brown, Fred
Brown, Francis
Bruce, George Witt
Brown, Alec
Brown, Harry
Brown, Jack
Brown, C. W.
Burke, James D.
Burkhardt, Fred W.
Burns, Wm. H.
Butler, Wood
Callahan, Frank
Callahan, C.
Callis, Joe
Cantor, Buck
Carry, Earl
Carroll, Ed
Carr, Eugene
Carter, G. D.
Chambers, John T.
Champney, Archie
Chapman, Geo. A.
Clark, Arthur B.
Clark, Bill
Clark, Edgar
Clark, Red S.
Cohen, C. (Curly)
Cole, Pete
Conley, Frankie
Correll, Chief
Cox, Ed
Cudney, G. H.
Cudney, W. R.
Cunliver, Ray
Curran, J. C.
Custa, B. O.
Cutter, Ed Sailor
Darringer, Cyrus
Davis, Harry Bee
Davis, Jack
Dennis, Joe
Dion, Isadora
Dixon, A. L.
Dorman, Paul
Dryden, Charlie
Duncan, Wm.
Ellis, Jimmie
Elman, Mark
Erick, Ernie
Eslick, A. U.
Everett, Budgie
Fagan, Bob Slats
Farrell, Scottie E.
Fiske, A. O.
Fitzgerald, Babe
Flannagan, E. B.
Fooster, Curly
Fox, G.
Frazer, Chas.
Frazer, Sam
Freeman & Moss
Friedman, C. E.
Fulkerson, C. D.
Gage, Harry
Gaither, Woodie
Gibson, Harry A.
Glenn, Larry
Goat, Doodle
Gordon, Chas.
Gold, Harry
Goodwin &
Goodwin
Gordon, Duke E.
Gordon, George
Gordon, Harry L.
Gordon, Benny
Grady, Bob
Graham, C. A.
Gronner, Gen
Griffin, Harold
Hall, Ed
Hamilton, James
Hanson, Sig
Hanson, J. H.
Harvey, Jim
Harvey, Kid
Harvey, Rockless
Hays, E. Tom
Hatfield, Johnnie
Hays, E. Tom
Henderson, Whitey
Herr, Gladys
Hetzelman, R. E.
Heys, Floyd
Hill, Willie (Zeak)
Hitchcock, Tom
Hoblett, Ernest
Hodde, J. M.
Hopkins, Don
Hopkins, Jack
Hoskins, Blanche
Hughes, Frank
Hughes, B.
Hunt, Fred
Hunter, Harry
Hutchinson, Red A.
Ingram, E.
Irwin, act.
Jocotown Jimmie

Wanda, Madam
Wanous, Marcella
Wanous, Max
Wellingham, Dixie
West, Fritz
Wheeler, Mabelle
Wilson, Billy
Winkle, Mrs.
Witt, Violet
Wiar, Robert
Williams, George
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Withers, R. O.
Woodward, Ernie
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Young, Billie
Young, Leo
Zaino, Count
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Carroll, Mr.
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Davis, J. R.
Denton, Texas
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Hamilton, C. L.
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Hinkle, Mill D.
Hodges, Bill
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Hoskins, L. V.
Howard, Albert L.
Howland, E. L.
James, Jimmie
Jones, Ed
Kath, Fred
Keebler, The Great
Koon, Charles E.
LaFors, Ted &
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LaFors, F. C.
Langley, Fred
Leigh, Clarence
Lewis, L. W.
McCuey, L. W.
Martin, Percy
Marx, Herbert E.
McCooy, Harry
McGee, John, Co.
Mike, Gully
Mitchell, C. C.
Mogard, Charles
Myrick, John
Nation, Al
Newcombe, Verne
Newman, J. E.
O'Neill, C. B.
Opsal, A. N.
Phelan, Nigel
Blair, Charles
Bradford, Herschell
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O'Neill, C. B.
Opsal, A. N.
Phelan, Nigel
Blair, Charles
Bradford, Herschell
Breeze, W. M.
Broadwell, Doc M.
Burns, Doc J. A.
Calvin, Ray
Cantor, Buck
Carlson, Ernest

Wanda, Madam
Wanous, Marcella
Wanous, Max
Wellingham, Dixie
West, Fritz
Wheeler, Mabelle
Wilson, Billy
Winkle, Mrs.
Witt, Violet
Wiar, Robert
Williams, George
Williams, Max
Wilson, Ben
Wilson, Jimmie
Winters, Ed
Withers, R. O.
Woodward, Ernie
Wright, Roy
Young, Billie
Young, Leo
Zaino, Count
Zetseff, Johnny
Carroll, Mr.
Caul, Bert
Chandler, Slim
Cobb, Gene
Coffey, Pete
Davis, J. R.
Denton, Texas
Dion, E.
Earl, Bill
Ferguson, Merl
Flannagan, Jas. T.
Flanagan, Paul
Gallagher, W. F.
Gerrard, Eddie B.
Goodwin, Happy
Grant, John C.
Green, Garland
Green, Jimmie
Hamilton, C. L.
Hansaki, Frankie
Hinkle, Mill D.
Hodges, Bill
Holsman, Wm.
Hoskins, L. V.
Howard, Albert L.
Howland, E. L.
James, Jimmie
Jones, Ed
Kath, Fred
Keebler, The Great
Koon, Charles E.
LaFors, Ted &
Marlo
LaFors, F. C.
Langley, Fred
Leigh, Clarence
Lewis, L. W.
McCuey, L. W.
Martin, Percy
Marx, Herbert E.
McCooy, Harry
McGee, John, Co.
Mike, Gully
Mitchell, C. C.
Mogard, Charles
Myrick, John
Nation, Al
Newcombe, Verne
Newman, J. E.
O'Neill, C. B.
Opsal, A. N.
Phelan, Nigel
Blair, Charles
Bradford, Herschell
Breeze, W. M.
Broadwell, Doc M.
Burns, Doc J. A.
Calvin, Ray
Cantor, Buck
Carlson, Ernest

MAIL ON HAND AT ST. LOUIS OFFICE

Ladies' List

Bathwin, Mrs. Marshall, Mrs. "Tiny"
Barnette, Edith
Brown, Helen
Cockrell, Mrs. G.A.
Cook, Virginia
Cover, Mrs. Rae
Cudney, Mrs. O. H.
Day, Mrs. E. L.
Dean, Ruby
Durham, Norma
Ferguson, Mrs. Merle
Field, Sylvia
Fife, Mrs. Sam O.
Flannagan, Mrs. Mildred
Franklin, Irene
Hazelett, Frances
Keller, Mrs. Blanche I.
Kirkland, Mrs. Georgia
LaTelle, Joyce
Leach, Helen

MAIL ON HAND AT SAN FRANCISCO OFFICE

Ladies' List

Amherst, Dolly
Amos, Mrs. Merle
Brizendine, Isabel
Crowford, Art & Myra
Hamm, Ruth
Kincaid, Evelyn
Goodwin, Paula
Miller, Mrs. Nellie
Austin, Don
Bernard, Bill
Blackwell, Ralph
Bobbie & Billy
Carl, Frank A.
Chatterton, M. W.
Dossier, Ezekiah
Emmerling, Jos. T.
Felix, Nabor
Fennel, John A.
Fisher, Harry P.
Geary, Bill
Glascock, R. E.
Golden, H. E.
Hank, Montana
Hayes, S. B.
Henrich, Chick
Hughes, John B.
Ingram, Harvey G.

Gentlemen's List

Amherst, Jack
Austin, J. Ben
Barron, Billy
Barton, George L.
Beamer, Hugh
Bell, Horace
Bell, Jack
Bernard, W. K.
Blair, Charles
Bradford, Herschell
Breeze, W. M.
Broadwell, Doc M.
Burns, Doc J. A.
Calvin, Ray
Cantor, Buck
Carlson, Ernest

MAIL ON HAND AT SAN FRANCISCO OFFICE

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Hamm, Ruth
Kincaid, Evelyn
Goodwin, Paula
Miller, Mrs. Nellie
Austin, Don
Bernard, Bill
Blackwell, Ralph
Bobbie & Billy
Carl, Frank A.
Chatterton, M. W.
Dossier, Ezekiah
Emmerling, Jos. T.
Felix, Nabor
Fennel, John A.
Fisher, Harry P.
Geary, Bill
Glascock, R. E.
Golden, H. E.
Hank, Montana
Hayes, S. B.
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Bernard, W. K.
Blair, Charles
Bradford, Herschell
Breeze, W. M.
Broadwell, Doc M.
Burns, Doc J. A.
Calvin, Ray
Cantor, Buck
Carlson, Ernest

ART LEWIS. ARTDICK GREATER SHOWS, INC. WE OPEN SATURDAY, APRIL 19, NEAR NEW YORK CITY, THEN NEW ENGLAND STATES. ALL OUR ENTERTAINMENTS PLAYED UNDER STRONG AUSPICES. WHEN CELEBRATIONS AND FAIRS. NOW CONTRACTING RIDES—Any new or novel Ride that don't conflict. Also Kiddie Rides. Will buy cash interest if required. SHOWS of every description. Want to hear from capable, reliable Showmen only. Outfits furnished if required. CONCESSIONS—Everything open except Cook House and Ball Games. WANT legitimate Wheels and Grand Shows, Pinball, Freezies, Grand Game. We only carry a limited number of Concessions. FOR SALE—One Wheel, in good shape. FREE ACT—Want High-Diving Attraction. Everybody with us last season write. Address—ARTDICK GREATER SHOWS, INC., care Fair Training Co., 40 West 21st St., New York, N. Y.

DENNIS GREATER SHOWS BOOKING NOW: NOVEL MERITORIOUS LEGITIMATE RIDES SHOWS CONCESSIONS For all of the above we offer the best of terms. to open in San Diego April 21; then a long season in the best territory in California. Give full particulars in first letter. Absolutely no grifters, disorganizers or boozers tolerated. WANT Ride Help and A-1 Electrician. Good opening for Contest Promoter and Handy Solicitor. Committees wanting a good, clean Carnival for your Celebrations, let me hear from you. Address—EARL E. DENNIS, 331 South Ditman St., Los Angeles, Calif. Tel. AN. 6387.

ZARRA'S MANHATTAN MIDWAY SHOWS OPENING MIDDLE OF APRIL IN N. J. WANT Rides and Shows that don't conflict. Have Merry-Go-Round, Ferris Wheel and Chairplane, Oriental Show, Snake Show and Monkey Show. WANT legitimate Concessions of all kinds. Positively no Tracks, Skillos or Gaf Joints on this show. WANT good Cook House. WANT Foremen on Merry-Go-Round, Ferris Wheel and Chairplane. Also Help on same. Must be sober men. Mike Levenson has five Concessions with show. JOE ZARRA, 107 Main Street, Newark, N. J. Phone, Malberry 5445.

WANT BARKER SHOWS WANT Opening Memphis, Tenn., March 17. MOOSE SPRING FESTIVAL Owing to disappointment, can place Chairplane or any Ride that does not conflict. All Concessions open except Cook House, Corn Game and Ice Cream. G. F. Palmer, write. WANT few more Grand Shows and any legitimate Concessions that work for stock only. WANT Monkeydrome or Fun House. Jack Kelly and family, or any others working for him before, get in touch with Ed Wolfe. This show booked solid thru Tennessee and Kentucky to July 4, including a series of good Fairs. Route given to those interested. Propay your wires! I pay mine. J. L. BARKER, Box 5046, Memphis, Tenn.

WANTS—WRIGHT & GIBSON SHOWS—WANTS OPENING NEAR ATLANTA, GA., MARCH 24. WANT Merry-Go-Round, Ferris Wheel, Mix-Up, or any Ride not conflicting. Like to hear from Howell, Metro, Somers, Justice and others. Liberal terms for Shows with own outfits. Pat. Girl, Ten-in-One, Single Pit and Platform Shows, or any Show of merit. Want to hear from Plant Show People who have worked for H. L. Wright before. WANT clean Concessions; nothing else considered. Terms, until May 1: Ball Games and Grand Shows. \$15; Stock Wheels (no gaf), \$20. Will sell exclusive on Cook House, Grab, Corn Game and others. WANT useful People in all Branches. Tell all in first letter. Address: H. L. WRIGHT, Buford, Ga., or CARL E. GIBSON, General Delivery, Louisville, Ky. FAIR SECRETARIES—If you want a really clean Show, we have it. P. S.—WANT TO BUY 30x50 White Top.

WANT CIRCUS PERFORMERS, CLOWNS One more Horse Trainer, Trainers, Producing Clowns with Props, Family doing number of Acts. Single Wire Traps, Iron Jaw, etc. Wire Jaw, etc. and lowest salary. Men to work Ponies who can break Monkeys and small Animals. Girls to ride Menage. Send photos, Backsmith who shoes horses and repairs wagons. Boss Porter. Must understand Delco Light Plants. Comedy Acrobatic Act. Do not ask war-time salaries. CHRISTY BROS. CIRCUS, Houston, Tex.

MAIL ON HAND AT KANSAS CITY OFFICE

Parcel Post

Ladies' List

Agre, Mrs. Jackie
Alway, Mrs. Jackie
Briggs, Alice
Brooks, Millie
Brown, Alice
Bueley, Mrs. Tintie
Bullock, Mrs. Mildred
Burgess, Mrs. Julia
Button, Ruth Dean
Carleton, Billie
Carroll, Mrs. Ethel
Cass, Madge
Cook, Virginia
Darwood, Birdie
DeVea, Leola
Davis, Mrs. Frank
De Whitrat, Gladys
Dixon, Jean
Dixons, Edna
Duncan, Crystal
Earle, Mrs. Billy
Evans, Esther
Fauler, Mrs. Nell
Gee, Bessie
Oibbons, Jean
Glide, Jessie
Glyde, June & Bud
Hyde, June &
Weldon
Ingles, Miles
Jackson, J. H.
Jacobs, Roy
Jalacrac, Frank
James, Ernest
Johnston, Henry
Jongaire, Beau
Kail, Mr. & Mrs. Ben
Kamaka, Chas.
Kant, Walter
Karpson, Res
Keller, James J.
Kelley, Thomas
Kelly, F. B.
Kelly, Irving A.
Kevcs, Stanley
Kislick, Norman
Knolia, Ralph
Kotzka, John
Konopka, Frank
Krut, Jack
LaBell, Lawrence
LaParra, Bruce

Lewis, Mrs. Dorothea
Locher, Mrs. Bob
Luster, Edna
Luyben, Mrs.
Lyle, Mrs. M. W.
McArthur, Mrs.
Mahavir, Bertha
Mahavir, Marjorie
Manstfield, V.
Maynor, Esther
McCreath, Mrs. Bunny
Miller, Doliva
Moore, Grace F.
Moore, Jay C.
Morgan, Gloria
Mynette, Jeanne
Neilson, Daisy
Nelson, Billie
Neumann, Margie
Oliver, Bobbie
Olden, Fern Lou
Oliver, Mrs. Mays
Rac, Rea
Peterson, Annie
Peterson, Margaret
Peters, Mrs. May
Ritchie, Marie
Purden, Louella
Quinn, Mrs. Leon
Richards, Mrs. W. C.
Riefel, Mrs. Bert
Rietzel, Mrs. Anna
Rooney, Olo
Rooney, Mrs. Jack
Rosinsky, Mrs. Glenn
Russell, Mabel
Saxton, Mrs. Virs.
Shaffer, Dolly
Shelton, Delphis
Solly, Mrs. Joe
Sewell, Mrs. Della
Shadrack, Mrs. J. A.
Spencer, Mabel
Springs, Mrs. (Jimsie)
Stevens, Mrs. Clara
Stubblefield, Mrs.
Stubblefield, Mrs. Fessie



St. Louis

ST. LOUIS, March 1.—About 60 members attended the regular meeting of the Mississippi Valley Showmen's Association Thursday night. Following the usual business matters all those present partook of refreshments, which is one of the regular features. At the meeting A. O. (Duke) Pohl, who was recently defeated for the office of president, was voted a gold life membership card in the MVSA for his many favors extended during the past five years. Duke is one of the most popular members of the club and one of the hardest workers within the organization. New committees appointed at the meeting included: Finance, A. C. (Duke) Pohl, chairman; T. L. Milburn and Leo McBride. Sick, Elmer Brown, chairman; Fred W. Daly and George Heller. Membership, Eddie Vaughan, chairman; Col. H. N. Morgan and Harold Barlow.

Henry L. Heyn, owner the Henry L. Heyn Attractions, returned to his home here this week after a two months' trip on the West Coast. He expects to open in this vicinity some time during April. Mrs. Dave Dedrick, who was seriously ill and for whom hope of recovery had been despaired of, is now reported on the road to recovery. Her husband is owner of the Hygrade Amusement Company, which will open on St. Louis lots some time in April.

Harry E. Billick, owner the Gold Medal Shows, passed thru St. Louis, en route to Little Rock, Ark. While in St. Louis he was the guest of Herman (Kokomo Jimmie) Aarons.

Clarence Shelton, last year with the John Robinson Circus and who makes his home in St. Louis, returned to this city Tuesday after a three weeks' stay in Indianapolis.

James C. (Jimmie) Donahue, last season special agent with the Rubin & Cherry Model Shows and during the winter months in the oil business, returned to St. Louis this week after an extended trip thru the Southern States.

Harry Lessinger, of the Amusement Novelty Supply Company, spent several days in St. Louis this week visiting with showfolk here. He informed that his firm expected to open offices in the Middle West during the next few weeks. R. M. Harvey, general agent Miller

**LEISTNER'S FAMOUS ELECTRIC FLOWER BASKETS**



No. 7-M-9 illustrated herewith, 23 inches high, filled with nine (9) beautiful large-size cloth American Beauty Roses, each with a genuine Mazda Electric Bulb inside. When lighted gives a most beautiful effect as soft light peeps thru the Roses.

**DAHLIAS**  
The Genuine **\$22.50 per 1,000**  
**Georgine Flowers**  
**\$25.00 per 1,000**  
The Genuine Big Size No. 82.  
Assorted Colors.  
Fresh Stock of LAUREL Always on Hand.

25% deposit required on C. O. D. orders. When ordering samples please include 25c extra for packing.

WRITE FOR BIG CATALOG.

**OSCAR LEISTNER, Inc.**  
Importers and Manufacturers for 22 Years.  
323 West Randolph Street, CHICAGO, ILL.

**\$3.75 each**  
In Dozen Lots  
Bulbs Included

Sample **\$4.00**

Bros., 101 Ranch Wild West Shows, is at present in the city in the interest of his show. Eddie Vaughan, legal adjuster with the same show, has been in conference with him almost daily.

Sam J. Levy, vice-president of the Barnes-Carruthers Fair Booking Agency, was in the city Tuesday.

Philadelphia Pickups

PHILADELPHIA, March 1. — Benny Herman, of Herman & Levy, concessionaires, is getting his various concessions in shape for the opening of the season.

Tony Gerard, who has had concessions with the Endy Shows the last 15 years, will be with "Pop" again this year with a number of concessions.

Princess Zoma, who has been playing club dates around the city during the winter, will again be with Al Pollitt, after a separation of a number of years. They have booked their Oriental revue with Leo Bistany's Shows for the coming season.

F. K. Johnson, local promoter, is seen daily around the various gathering places of the carnival boys.

Sam Weintraub, concessionaire, was visiting in the city. He has some indoor promotions in North Carolina and reports fair business.

Harry Ramish, who will be with Marks Greater Shows the coming season, is wintering in the city.

Matthew J. (Squire) Riley, general agent of Greater Sheesley Shows, was a visitor here during the week, doing some good work for "Captain John".

**C. O. A. OF A.**  
(Continued from page 70)  
and Conduct an Operators' Association, by David S. Bond; The Proper Accounting System for an Operator, by H. F. Unley, director District No. 13. Following the introduction of presidents of affiliated associations and the reading of proposed amendments to the constitution for ratification, the Tuesday session closed. Tuesday evening a "get-acquainted" meeting was held in the clubroom, at which a general social time was enjoyed. Wednesday's meeting was devoted to the reading of various reports and election of officers and directors.

Results of the election Wednesday were as follows: President, David S. Bond, of Boston; first vice-president, L. L. Lane, Grand Rapids, Mich.; second vice-president, Harry R. Anderson, Boston; secretary-treasurer, Frederick E. Turner, Detroit. Directors—District No. 1, J. S. Berch, Boston; No. 2, Charles Klarsfeld, Albany, N. Y.; No. 3, Samuel Klein, Philadelphia; No. 4, S. O. Klotz, Atlanta, Ga.; No. 5, W. W. Gill, New Orleans; No. 6, A. H. Bernstein, Cleveland; No. 7, N. Wolff, St. Louis; No. 8, George E. Maple, Great Falls, Mont.; No. 9, C. A. Bickford, Twin Falls, Mont.; No. 10, Nathaniel Leverone, Chicago; No. 11, Harry Clavier, Toronto, Can.

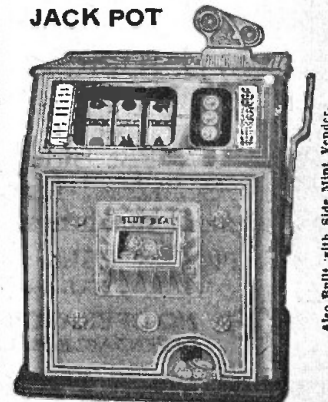
At the banquet and ball, which concluded the convention Wednesday night, 252 guests were present and they enjoyed a wonderful evening, a number of clever entertainment features being included along with the dancing.

The exhibition hall remained open thru Thursday to enable many operators and others who arrived late to have ample time to examine the displays thoroughly. Exhibitors generally expressed themselves as immensely pleased with the results of the convention and exhibition. Many machines were sold on the floor and orders placed for others totaled tens of thousands of dollars. Many new inventions in vending machines and coin-operated games were shown, marking a tremendous advance in the coin-machine field and giving the

operators a new conception of the vast possibilities that are open to them.

The following companies had exhibits at the convention: West Coast Novelty Company, Vancouver, B. C.; Holcomb & Hoke, Indianapolis; A. H. Emenhiser Theatrical Enterprises, Tulsa, Okla.; C. E. Rush, Tulsa, Okla.; O. D. Jennings Company, Chicago; Kue-Golf Company, Greensboro, N. C.; E. R. Barany, Madison, Wis.; Veeder-Root, Inc., Hartford, Conn.; Rushour Company, Madison, Wis.; Automatic Age, Chicago; Watling Manufacturing Company, Chicago; American Robot Company, Cleveland, O.; Automatic Corporation, Cleveland; Hercules Novelty Company, Chicago; Chickie Manufacturing Company, Grand Rapids, Mich.; Arthur H. DuGrenier, Inc., Haverhill, Mass.; Ford Vending Machine Corporation, Lockport, N. Y.; Ohio Automatic Machine Company, Cincinnati; Chicago Hardware Foundry, Chicago; Venus Specialty Company, West Bend, Wis.; Sani-Seat Company, Storm Lake, Ia.; Keeney & Sons, Chicago; Midwest Novelty & Manufacturing Company, Chicago; Huplich Manufacturing Company, Chicago; Hudson Weighing Scales Company, Jersey City, N. J.; Exhibit Supply Company, Chicago; D. Robbins & Company, Brooklyn; Norris Manufacturing Company, Columbus, O.; Field Paper Products Company, Peoria, Ill.; Roovers Brothers, Inc., Brooklyn; Sana-Venda Corporation, Traverse City, Mich.; Pace Manufacturing Company, Chicago; A. B. T. Seaburg Corporation, Chicago; A. E. F. Manufacturing Company, Chicago; Automatic Amusement Devices, Inc., Chicago; C. D. Fairchild, Inc., Syracuse, N. Y.; Mills Novelty Company, Chicago; Rockola Manufacturing Company, Chicago; Coinomatic Corporation, Buffalo; Ideal Weighing Machine Company, Chicago; Blue Bird Products Company, Kansas City; B. A. Withey Company, Inc., Chicago; Northwestern Corporation, Morris, Ill.; Brooklyn Weighing Machine Company, Brooklyn; American Mint Corporation, New York; De Luxe Sales Company, Los Angeles; Corbin Cabinet Lock Company, New Britain, Conn.; Caille Brothers Company, Detroit; Block Marble Company, Philadelphia; Nicholson Clock Company, Tulsa, Okla.; Davis Industries, Chicago; Chester-Pollard Amusement Company, New York; Western Electric Piano Company, Chicago; Advance Machine Company, Chicago; American Sales Company, Chicago; Chicago Lock Company, Chicago; Flatbush Gum Company, Brooklyn; International Microscope Reel Company, New York; Gottlieb & Company, Chicago; Columbus Vending Company, Columbus, O.; National Sales Machine Company, St. Louis; International Ticket Scale Corporation, New York; Badger Bay Company, Green Bay, Wis.; Vibro Manufacturing Company, Chicago; Specialty Manufacturing Company, Chicago; Ambrosia Chocolate Company, Milwaukee; Moe Levin & Company, Chicago; Vendoservice, Inc., Syracuse, N. Y.; Snax Automatic Stores, Inc., Detroit; Automatic Canteen Company, Chicago; Plymouth Radio & Phonograph Company, Plymouth, Wis.; Empire Vending Company, Pelham, N. Y.; Curtis Manufacturing Company, Milwaukee; A. Markussen & Company, Los Angeles; Gardner & Company, Chicago; Pioneer Automatic Merchandising Company, Detroit; E. D. Lazar Company, Pittsburgh; Jacobs Novelty Company, Stevens Point, Wis.; Automatic Inventions, Inc., New York; World Wide Sales Corporation, Chicago; Roberts Novelty Company, Utica, N. Y.; Camco, New York; Gold Seal Ticket Products, New York; A. S. Douglas & Company, Chicago; Pleasure Golf, Inc., Chicago; Mielink Steel Cabinet Company, Toledo, O.; Hugh Wessner, New York; Continental Scale Works, Chicago; Sanders Manufacturing Company, Nashville, Tenn.; Standard Vending Corporation, Peoria, Ill.; and E. D. Simpson Company, Columbus, O.

**1930 Model**  
**JACK POT**



No. 40 for Nickel Play, \$80.00  
No. 50 for Quarter Play, \$90.00

MADE ONLY BY  
**WATLING MFG. COMPANY**  
700 W. Washington Blvd., Chicago, Ill.  
Phone. Haymarket 0270.

Also Built with Side Mint Vender.

Still Some Virgin and Exclusive Territory Open

**1930 MODELS NOW READY**

THE FOUR MAJOR SPORTS

**Football Golf Derby Baseball**

Over 4 1/2 years our games have been very profitable to operators, and continue to hold public interest. Being reproductions of our national sports, our games will be popular as long as the sports are popular.

Indiana — Open on Football.

Great opportunity to secure exclusive rights for this excellent territory.



**Chester-Pollard Amusement Co., Inc.**  
183 West Fourth St., New York City

WE OFFER FOR A LIMITED TIME



No. B. A. 633-1014-LIGNE STRAP WATCH. White Metal, Chromium Finish, 3-Piece Hinged Case, Fancy Engraved Bezel, Fitted with a High-Grade 6-Jewel Lever Movement, Patent Model, Radium Dial and Hands. Good Quality Straps. All Cases have Removable Push Pin Bar.

In Lots of 100, Each.....\$3.25  
In Lots of 12, Each.....3.50  
Samples, Postpaid, Each, \$3.75.

25% Deposit, With C. O. D. Orders.

FREE FOR THE ASKING—Our "Red Book That Brings Profits to You" for Concession, Salesboard and Premium Trade.

**KURZON COMPANY**  
335 W. Madison St., CHICAGO, ILL.

**TALCO MONEY MAKERS**  
for the Big Profit Trade

**NEW 32 Page Catalogue.**

Showing a Complete line of:  
Gasoline burners  
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Potato Chip Outfits  
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**TALBOT MFG. CO.**  
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**NEW - - -**  
Sales Board Games of all Kinds  
**Tamper-Proof Varnished Edge**  
on our - -  
"64 to Sq. Inch"  
is your -  
**Protection.**



**CHAS. A. BREWER & SONS**  
The Largest Board & Card House in the World  
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Englewood Station Chicago, U.S.A.

**JACK POT**  
MILLS 1930 MODEL



**MILLS LATEST JACK POT**  
5c, 10c, 25c and 50c Play.

**MILLS LATEST MODEL BULL'S-EYE GLASS OPERATORS BELLS**  
In 5c, 10c, 25c and 50c Play.

**PITTSBURGH MFG. & SALES CO.**  
Offices: 52, 53 and 54, 326 Fourth Avenue, PITTSBURGH, PA.

# Only the BEST in Vending Machines

New or  
Used

"Model K" RESERVE  
Jack Pot Front, Price \$15  
Costs a little more—Worth it

**WE UNDERSELL THEM ALL**  
on Mills, Jennings, Watling,  
Pace and all makes! Jack Pot  
Bells, Jack Pot Side Venders, Front  
Venders and all kinds of skill and  
amusement machines.

**OUR PRICES WILL SURPRISE YOU!**

WE BUY, SELL and EXCHANGE



**NO OPERATOR** should be without our latest catalogue. It's Free. Write or wire.  
**DEPENDABLE MACHINES CUT PRICES COURTEOUS TREATMENT QUICK DELIVERY**

**Keeney & Sons, 706 E. 40th St., Chicago, Ill.**

WORLD'S HEADQUARTERS FOR  
VENDING MACHINES (Est. 1900)



**Here it is! "Model K" RESERVE**  
Jack Pot Front for Mills 5c and 25c Bells  
and Side Venders

Q Makes all other Jack Pot Fronts obsolete.  
**One or Three Jack Pot Winners!**—  
Can be adjusted to pay on "20" only, or on  
"20" and both "16's".  
Simplest to install—no parts on mechanism.

## PARK MANAGERS

(Continued from page 3)

fair meeting, and it is likely next year a similar tieup will be made.

The park men assembled were not only from nearby, but distant points—men who are active members of both the New England Amusement Men's Association and the National Association of Amusement Parks. There was a good representation of ride manufacturers, supply-house salesmen, concessionaires, freeticket agents, and various fair people from points in Massachusetts. Last, but not least, two carnival executives were observed at the meeting in the persons of Arch Clair, former secretary of the Brown & Dwyer Shows, who has been appointed manager of Norumbega Park, Auburn-dale, Mass., and Matthew J. Riley, general representative of the Greater Sheesley Shows, who stated he was a casual visitor.

The spacious lobby of the Clinton Hotel presented a busy aspect during the two days' proceedings. Some of the space was assigned for exhibition purposes, and the scenes that were enacted smacked of the real convention spirit.

Insurance representatives were present from Chicago, New York and Baltimore, offering park owners advice and assistance on fire and liability insurance.

The spirit of good fellowship and cordiality that prevailed during the two-day session was one of the cardinal features of this annual get-together. And when the situation is carefully visualized, you will have to concede to NEAMA, which is affiliated with NAAP, that they constitute a progressive element, which reflects great credit on their organization that is destined to grow and prosper and serve a useful purpose.

One thing that marred the meeting was the nonappearance of Hon. Andrew A. Casassa, who served as president of the association for two consecutive years, during which he rendered the organization invaluable service, and thru his political efforts was instrumental in saving the members thousands of dollars when it appeared that the Blue Laws would make it impossible for the New England parks to operate their roller-skating rinks on the Sabbath, which ruling was modified in favor of the parks. Illness prevented Casassa, a staunch friend of the park men, and Mayor of Revere Beach, from attending.

Secretary White carried the burden of the multiplicity of details in connection with the meeting with splendid precision and judgment. Some of the members thought that the two-day session was too long and drawn out, and that the meeting would click better if devoted to a day and half, with the banquet on the opening night. However, the forenoon and afternoon sessions were replete with interest-absorbing topics discussed by leaders in their respective classes. These meetings, which were largely attended, were interesting and instructive, and resulted in a valuable interchange of ideas to the members.

## Wednesday's Sessions

Wednesday morning, from 8:30 to 10:15, the registration of members and guests took place in the lobby at a specially prepared booth. At 10:30 a.m. the initial meeting was called to order by Secretary White. James B. Donovan filled the president's chair in the absence of Casassa. R. S. Uzzell read a paper en-

## BUNTS AMUSEMENT CO.

OPENING ERWIN, TENN., MARCH 17th

SHOWS—WILL BOOK any Show not conflicting with what we have.  
CONCESSIONS—All legitimate Concessions open. No X. Good opening for Ball Games and Grand Shows. COOK HOUSE open. BOB LEO, write.  
RIDE HELP—For all Rides, also Electrician who understands Light Plants.  
WANT Attractions for Ten-In-One Show. Jack Red Cloud, write.  
WANT Free Act for summer. State your lowest for all season's work. Address  
W. J. BUNTS, Batesburg, S. C.

## AJAX UNITED SHOWS WANT

WILL BOOK OR BUY small MERRY-GO-ROUND. State all in first letter. WANT Shows with own outfits. CONCESSIONS—Will sell X on Cook House and Corn Game. All other Concessions open except Palmistry. Will consider selling all Stock Wheels to a reliable party. We open near Richmond, Va., early in April. Committees get in touch with us. Paul Branch, write. Everybody write or wire. JACK M. BLUM, 634 High St., Newark, N. J. Phone. Market 9928.

## R. H. WADE SHOWS WANT

Legitimate Concessions except Cook House and Corn Game. Prices reasonable. Opening for an American Palmist, Long Range Shooting Gallery, Ball Games, Merchandise Wheels and Grand Shows of all kinds. WANT Hawaiian show, Monkeydrome and Ten-In-One, Platform Shows or any Show with own outfit that does not conflict. Joe Bennett and Sherwood, write. All people previously with us also write. All address  
R. H. WADE, Manager R. H. Wade Shows, Millfield, O.

titled *American Museum of Public Recreation*. He said in part: "The rapidity with which this institution is developing is only another illustration of the speed of this parent age. It was only suggested by the writer at the National Association convention in 1922, was brought in more definite form by W. F. Mangels at the convention of 1927, at which time a great many laughed at the idea; but in 1929 the same convention gave Mangels a silver cup for what had been accomplished. The development has been accelerated perhaps one-quarter of a century by present means of publicity and communication, and I think best of all by the more intimate acquaintance among the people in the business, which has been increased and extended by the mere fact of having an association which has been bringing the people of this industry together for the last 11 years. The Museum of Public Recreation was organized for the purpose of recording the origin and the development of public recreation, and the change in public taste from year to year will show the psychology on which the success of recreational activities depends. No visitor can spend a day in this museum without deriving some benefit or useful idea, or enhance his knowledge of the price which he must pay for success. No better school could be devised for him than this institution, which records what has been done in recreation in the past, not only in our country, but thruout the civilized world. Let no one be under the impression that our forefathers were poor showmen. Some of their magnificent creations stand unparalleled today. It's the moral duty of everyone engaged in outdoor amusements to help develop and support this museum, whose influence is destined to have a beneficial and far-reaching influence on future developments." Uzzell then made an appeal for members, and stated no officer of the museum is paid a salary. Harry E. Tudor paid the museum a high compliment for its uniqueness and originality.

Secretary White then called attention to the inroads the motion pictures were making, and the effect this was having on the park business. He went into exacting details and offered facts and

figures to sustain his contention. "The only way to meet this competition," suggested White, "is to give the same high service in our parks that the movies are giving." Leonard B. Schloss, manager of Glen Echo Park, Washington, D. C., stated the person that goes to an amusement park and spends 15 to 25 cents to enjoy a ride can go to the movies and see a two-hour show for 50 cents.

Leon J. Zopf, manager of Riverside Park, Springfield, Mass., explained some of his business-building methods for getting patrons into his park. One of his main stunts is to give an automobile each Thursday night during the season. He usually contracts for 15 cars for this purpose, which cost from \$550 to \$700 each. The giving away of the automobiles draws better than fireworks or acts, and usually costs less, he said. He described conditions as tough in Springfield on Sunday, on account of the Blue Laws.

Norman S. Alexander, of Woodside Park, Philadelphia, stated the automobile was a vital factor and enabled the people to go to the parks, and if they were not pleased with their visit to the park, could jump into their automobile and go to their favorite movie house. He suggested the best way to meet the movie competition is "for the parks to rejuvenate their places—give your patrons more uniform courtesy—improve upon your walks, add more shrubbery and shade. Parks must do this or else pass out of the picture." The meeting was then adjourned until 2:30 p.m.

The Wednesday afternoon session was opened by John Logan Campbell, of Baltimore, president of J. L. Campbell Company, who centered his remarks on eligibility of NEAMA members to participate in NAAP benefits of group insurance, fire and liability, which were well presented. Chas. Benfield, of New York, spoke along somewhat similar lines. The paper read by William E. Mallette, general manager of Playland, Rye, N. Y., and written by Frank W. Darling, director-general of Playland, will be offered in the columns of *The Billboard* later. Wilfred J. Riley, editor of *The Billboard*, held the enthusiastic assemblage in serious reflection when he discussed *The Necessity of Training and Uniforming Park Employees*, which won the praise of the park men.

Harry A. Ackley, vice-president of the Traver Engineering Company, Beaver Falls, Pa., made the park men enjoy many a hearty laugh when he read his paper, *Constructive Criticism*, which was replete with humor and timely facts. Henry A. Guenther, owner of Olympic Park, Irvington, N. J., has a large following in both associations, and there is not a more ardent park executive in the East than he is, and any time he is scheduled to talk, be is sure of a ready response. His subject, *Training Executives and Assistants in Park Management*, was well rendered, and was of a constructive nature. Secretary White then stressed conditions pertaining to lack of trained men as park managers. "Recently," he stated, "I had applications from four parks which wanted experienced managers. These positions paid anywhere from \$2,500 to \$5,000 and upwards. Strange to relate, I knew of no park managers available to fill these positions." This condition presents a problem that the park executives will have to work out in the future. George P. Smith, Jr., of the Philadelphia Toboggan Company, praised the good work being done by the National Association of Amusement Parks and the New England Amusement Men's Association, which is fast spreading thruout the country. Harry C. Baker's paper, *New Attractions To Stimulate Patronage*, was chock-full of suggestions and practical ideas.

Leonard B. Schloss, vice-president of Glen Echo Park, Washington, D. C., dealt consistently with the delicate subject, *Sunday Enforcements Planned at Washington, D. C.*, which was equivalent to bone-dry Sunday amusements, which takes in everything except amusement park devices. Schloss is rendering the association good service in Washington in connection with adverse legislation that might have a serious effect on the amusement park industry of the future by being on the alert when these bills are proposed in Congress. H. D. Gilmore, manager of Crescent Park, Riverside, R. I., was called upon for a speech, but stated that inasmuch as he had been in the park business only two years, he felt that he did not have sufficient experience to talk to such an intelligent body of men along lines that would be enlightening. He cited one thing that impressed him as essential—that the parks needed more co-operation. He explained he was a credit man, and that he found the park business tough in this respect. Leonard B. Schloss replied by stating that he thought Gilmore slightly misunderstood the situation in this regard. After Secretary White made an appeal for additional members in the NEAMA, explaining that the cost of membership was only \$10, and the association needed the support of new members, the meeting adjourned.

The executive committee held a meeting at 6 p.m.

## Thursday's Sessions

The Thursday morning session was given over to the reading of the minutes, annual report of the secretary and treasurer, report of committees, election of officers and appointment of committees, new and unfinished business and announcements. Secretary White stated several prospective locations had been suggested for holding the 1931 winter meeting, including Providence and Bos-

ton. Norman S. Alexander called attention to the fact that the next summer meeting of the NAAP would be held at Euclid Beach, Cleveland, by special invitation of D. S. Humphrey, next August. Several of the NEAMA members extended invitations for that body to hold its summer meet at their parks, but no action was taken at this time. White read a number of letters from members who were unable to attend, due to sickness and other causes. He also paid a fine tribute to the memory of John M. Mulvihill, who operated Elitch Gardens at Denver.

Announcement of the election of officers was then made. They consist of Jas. A. Donovan, of the Dodgem Corporation, Lawrence, Mass., president; Charles Usen, Old Orchard Beach, Me., vice-president; Frank S. Terrell, Savin Rock, West Haven, Conn., vice-president; C. F. Chisholm, of Ocean View Amusements, Revere, Mass., treasurer; Will L. White, booking manager of Playland, Rye, N. Y., executive secretary; and two members at large were appointed, one for one year. Stuart Kollins, of Boston, and George P. Smith, Jr., of Philadelphia, for two years. The meeting then adjourned.

The Thursday afternoon session opened with a discourse by H. Katz, of the Country Club Soda Company, Springfield, describing the success of the country club idea at Riverside Park. Last year's attendance on this particular day was 35,000, and this year it is proposed to hold the event two days. George H. Lauerman, of Lauerman Bros., Chicago, read a paper entitled Insurance at a Distance. Mrs. Beulah Hassard Sica, general manager of Mid-City Park, Albany, N. Y., selected an appropriate subject for her paper, called Female Management of an Amusement Park, which went over with a bang. Leonard B. Schloss proposed that Mrs. Sica be elected an honorary member of the association, which was approved. Barney J. Williams, manager of Pine Island Park, Manchester, N. H., described parcel checking systems, which developed into a warm discussion.

Thursday Evening Banquet

The two-day session terminated with a befitting banquet Thursday evening that started at 7 o'clock, with an attractive menu and an array of speakers and honored guests, who injected plenty of interest into this feature, with such well-known speakers as Norman S. Alexander; Dwight R. Winter, Mayor of Springfield; Col. Sidney H. Cliffe, Department Public Safety of Massachusetts; A. W. Lombard, secretary Massachusetts Agricultural Fairs Association, and others. Leon J. Zipf, general manager of Riverside Park, Springfield, was in charge of the entertainment program. Wirth & Hamid donated one surprise number. Paul Nofke, magician, and associates, registered well. El Patio Orchestra furnished the music.

Those Who Registered

Members, guests and others present included the following: H. A. Ackley, Charles A. Adams, E. R. Aiden, N. S. Alexander, Harry C. Baker, H. A. Beaudoin, Charles Benfield, A. E. Bennison, H. Bergoffen, C. D. Bond, Charles Bowditch, Robert Braley, J. L. Campbell, John J. Carlin, J. L. Carrolo, Frank Castiglioni and Paul, A. Z. Cataw, C. F. Chisholm, L. K. Chrisman, F. A. Church, S. H. Cliffe, W. J. Cook, D. J. Cummings, L. L. Custer, S. A. de Walfort, James A. Donovan, John Donovan, J. W. Ely, E. R. Enggren, Fred Fansher, F. H. Flack, Prof. T. H. Flowers, K. E. Fortune, F. L. Frechette, C. C. Gilbert, H. D. Gilmore, R. F. Goodwin, Max Greene, Jack Green- spoon, P. S. Haney, H. W. Hanna, J. W. Hartley, Rose M. Hayes, P. F. Healy, J. T. Henry, E. E. Hippie, Jr., E. M. Jacobs, W. S. T. Jones, Herman Katz, Vernon Keenan, G. H. Lauerman, Fred Lebere, C. O. Littlefield, Richard Lusse and Robert, S. E. Lyons, W. E. Mallette, E. C. Mann, William Marquet, F. L. Markey, F. W. Miller, Jack A. Miller, J. W. Monahan, H. E. Morton, H. A. Nau, M. F. O'Connell, J. E. Pearce, N. Pieson, D. D. Pellisser, Leonard B. Schloss, G. F. Smith, Jr., R. M. Smith, Mrs. Beulah H. Sica, H. Standeven, J. Stone, F. S. Terrell, J. L. Troxell, Harry E. Tudor, Charles Usen, R. S. Uzzelli, W. D. Van Valkenberg, of The Billboard; John Wendler, Will L. White, B. J. Williams, S. Williams, E. K. Wynne, J. J. Zipf, and others.

Stray Bits

Roy Gill, of Revere Beach, was present, but made himself scarce. Arch Claire, who never attended any of the park meetings before, derived a kick out of the big affair. Matthew J. (Squire) Riley could ad-

Everlasting—ROBERTS Adjustable—Aluminum

25% DIS. \$50.00 LOTS

3-in-1—Adjustable to 3,000 to 5,040 Holes.

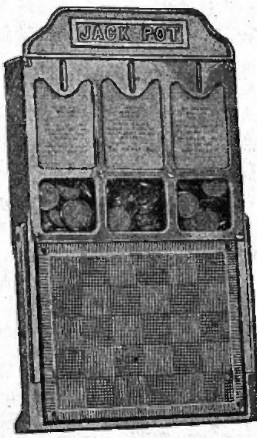
5-in-1—Frame adjustable to 6,000 to 10,000 Holes.

PRICE FOR BOARDS

Table with 2 columns: Quantity (3,000, 3,600, 4,080, 5,040) and Price (\$2.36, 2.80, 3.17, 3.91)

ROBERTS NOVELTY CO.

116 Liberty St., Utica, New York



HIGHLY POLISHED FRAME ONLY

3-IN-1 \$5.64 each
5-IN-1 \$7.30 each

Faster than a Slot Machine.

Combination can be run for Premiums or Candy, Cigaretts or other Merchandise.

PRICE: Boards for 5-in-1 Frames

Table with 2 columns: Hole count (6,000, 7,000, 8,000, 10,000) and Price (\$4.70, 5.50, 6.50, 9.28)

ST. PATRICK'S DAY FAVORS

GREEN PANTALOON DOZENS, Dozen, 1.00
GREEN PAPER SHAKER HORNS, Gross, 3.50

ST. PATRICK PAPER HATS, Gross, 3.75

GREEN ROUND BALLOONS, Gross, 2.25

GREEN BOTTLE HORNS, Dozen, .75

GREEN RUBBER SNAKES, Dozen, .85

M. K. BRODY, 1132 S. Halsted St., Chicago, Ill.

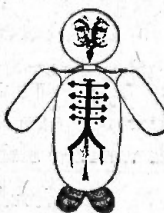
SILK SHAMROCKS, Plain Gross, .75
SILK SHAMROCKS, with Pipes, 1.25
SILK SHAMROCKS, with Hats, 1.25
RED, WHITE AND BLUE ROSE PINS, Gross, .60

NEW FAST SELLERS

CHEMILLE MONKEYS, 9.00
CROP SUEY BALL DOON NOVELTY, Gross, 9.00
MILLER INFLATED HAND MONKEY, Gross, 10.80
RUBBER WHISTLING POLICE MEN, Gross, 9.00
No. 200 WHOOPPEE BALLOONS, Gross, 4.50

1132 S. Halsted St., Chicago, Ill. 25% with Order.

A NEW WINNER



MAJOR BUBBLES, a Knockout Balloon Fossil Mem. Gross, 9.00

Last Call Last Call Last Call BERNARDI EXPOSITION SHOWS

Open March 15th in Gulfport, Miss.

Good opening for Pit Show. Will furnish complete outfit with 100x20 new Tent, excepting Banners, WILL BOOK Snake Show (Red Gibbons, wire), Illusion Show, Wax Show and Single Pit Shows, or any Attraction of merit. Have beautiful Wagon Front for high-class Musical Comedy Show or Miniretal Show. Will sell exclusive on Cook House. All other Concessions open. This show has a circuit of twelve real Fairs and two big Celebrations. Address FELICE BERNARDI, Box 12, Gulfport, Miss.

American Legion "Whoopee" and Air Circus

DURANGO, COLO., JULY 4-5-6

WANTED

Shows, Rides and all kinds of Outdoor Acts, etc. Reliable Circus wire at once. No other Celebration within radius of 200 miles. This will be a RED one for sure. Wire or write C. V. HAFFEY, Chairman Grounds Committee, P. O. Box 1083, Durango, Colo.

WANTS—MACY BARNHART SHOWS—WANTS OPEN APRIL 12th, KANSAS CITY, MO.

SHOWS—WANT Penny Arcade, Monkeydrome, Ten-in-One, Fun House, or any show of merit, with or without own outfit. CONCESSIONS all open except Cook House, Corn Game and Milt Camp. FOR SALE—Two-Abreast Parker Merry-Go-Round, Smith & Smith Chairoplane and Miniature Railroad, which can be booked on this show at liberal percentage. Part time welcome. Address all correspondence to MACY BARNHART, Coates House, Kansas City, Mo.

LITTLE EXPOSITION SHOWS

WANT Shows; will furnish outfits. Concessions of all kinds; reasonable rates. Corn Game sold. RIDES—Tilt-a-Whirl, Whip and Kiddie Rides. Miniretal Performers and Colored Musicians. Good opening for two high-power Promoters. Liberal proposition to neat, clean, convincing Talkers and Grinders. Producers in all branches of the Carnival business always welcome. Good treatment to all. Strictly supplies this season. Good Fair circuit. Ask those with us past season. Show opens Albany, Ga., March 15. BOY LITTLE or BOB SICKLES, Box 306, Albany, Ga. P. S.—Whittle Nolte wants Talkers, Grinders, Freaks and Working Acts.

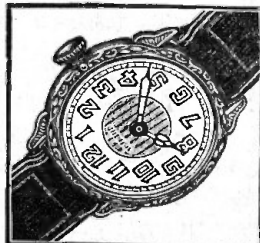
MACY MODEL SHOWS

OPEN WARREN, ARK., MARCH 15.

WANT fast Second Man, Electrician, Gilly Trainmaster, Lot Man, Ferris Wheel, Bob Brown, wire; Mix-Up, Nick George, wire; Boxers and Wrestlers for new Athletic Show, Johnnie Hatfield, wire. F. W. Taylor wants Steel Guitar Player and two more Dancers for Hawaiian Show. Corn Game and Cook House, Grab Juice, Bowling Alley, Pitch-Till-You-Win, Fishpond and like Concessions, \$20.00; Wheels, \$30.00. Bud Thornton, Tom Hitchcock, Mr. Loar, wire. All address R. G. McHENDRIX, Lessee-Manager, Warren, Ark.

CALIFORNIA SHOWS, INC., WANT Shows and Rides that don't conflict with the following Rides: We have Merry-Go-Round, Ferris Wheel, Merry Mix-Up, Whip and Lindy-Loop. SHOWS—We have Athletic Show, Fun on the Farm, Boat Show, Midget Show, Snake Show, Monkey Speedway and Wax Show. Have a complete Side-Show Outfit; will give it to reliable party on 40-60 basis. Several Wheels and Grind Stores still open. No C Wheels. FOR SALE—One Three-Abreast Spillman Merry-Go-Round, \$2,000.00. Also Three-Abreast Allan Berchell Special, cost \$8,500.00; for quick sale, \$3,500.00. Horses just painted, Sidewall and Top never used; Organ just out of the factory. These machines have been used four years. Also have Fun House bought from Johnny Jones, with ten Fun Devices that cost \$200.00 each, about as good as new. Fun House is portable. Price, \$500.00. Also have two Tops, 3000; one Khaki, one white, no Side Wall, \$100.00 each. Address: SAM ANDERSON, 35 Concord Ave., Belmont, Mass. Tel., 6820-W.

Salesboard and Wheel Operators Make Big Money



Lots of 100 or More, Each... Write for our Illustrated Catalog, the book that quotes lowest prices. ALTER & CO., 165 Madison Street, CHICAGO, ILL.

BINGO

Bingo grid with numbers 12-71 and a 0 in the center.

FASTEST BINGO CORN GAME

Complete. Wood Numbers. PRINTED TWO SIDES

C. O. D orders, \$2 deposit. Sample Cards Free. No. 1—35-Player, Black on White, \$5.25
No. 2—25-Player, Black on White, \$6.50
No. 3—35-Player, Heavy Red, 1/4-inch Thick, \$7.50
No. 4—75-Player, Heavy Red, 1/4-inch Thick, \$10.75

We pay postage. Instant delivery. J. M. SIMMONS & CO., 109 North Dearborn Street, CHICAGO, ILL.

MID-SUMMER SHOWS

WANT For Season of 1930, Opening April 26 in One of Massachusetts' Best Towns. Solid Booking to October 12 Through New England. WANT Two-Abreast Merry-Go-Rounds, Five-in-One Show, American Palmist, Corn Game, Pitch-Till-You-Win, or any legitimate Grand Stores. No Tracks or Skills. Cook House for sale with Privilege on show. Address JOHNNY MONKE, Warehouse Point, Conn. Box 102.

vance no plausible excuse for being at the Clinton Hotel Thursday. Harry E. Tudor is very enthusiastic over his 1930 summer plans.

Looked like a fair gathering when such notables as Charles A. Nash, Milton A. Dantziger, Loyd Briggs and A. W. Lombard breezed into the meeting.

James A. Donovan would make an excellent master of ceremonies. In holding the president's chair, he had something humorous to say about everybody he introduced. For instance, he referred to John Logan Campbell as being sartorially perfect.

Vogel's Honey Boy Show To Go Out Under Canvas

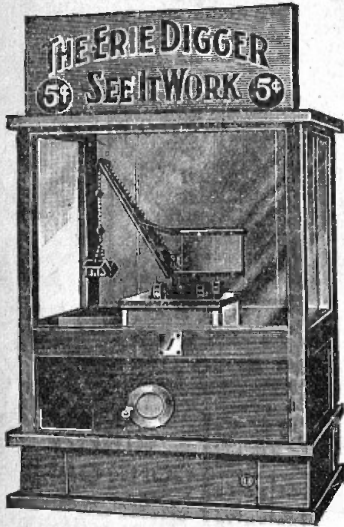
ROANOKE, Va., March 1.—John W. Vogel, who is visiting this city, announces that he will send out this season John W. Vogel's Honey Boy Show, which will be motorized and play under canvas, inaugurating its tour about May 1. There will be 50 people in the organization, all white, including performers, working brigades and cookhouse help. The street parade, Manager Vogel emphasizes, will be the big surprise punch of the aggregation. All of the motorized equipment will be utilized in the daily pageant, which is expected to stimulate business.

Fifteen house cars to accommodate the personnel will be built. These cars will accommodate two individuals each, and will contain folding bed, instantaneous water heater, stationery washstand, mirrors, toilets, and, in fact, all modern conveniences. Each car will be equipped with electric stove so that the occupants, if they desire, can prepare their breakfast. Large electric batteries will be attached to each car and will be charged daily by the show's own light plant.

Ten modern trucks will be used to move the outfit, which will be completely equipped for this purpose.

The minstrel show performance will run two hours, followed by a concert, which will be arranged along original lines, probably using several girls in this connection.

A khaki top trimmed in red will be used and the seating capacity will be about 1,500. There will be about 1,000 blues and 500 reserved.



MODEL 1930  
Regular Price, \$130.  
**ADVANCE ORDER SPECIAL \$82.50**



THE ERIE DIGGER CONCESSION.

**ADVANCE ORDER SPECIAL STILL OPEN ON ERIE DIGGERS**  
**Don't Put Off Your Order Another Day!**

Orders Arrive Daily—Many in Lots of 5 to 15

When order for 1,000th machine has been received we will be forced to make up Erie Diggers in lots of 25 to 50 at a time and at cost of 50% more.

**It Took Six Months To Get Ready**  
**for the Advance Order Special**  
**TAKE ADVANTAGE OF IT**

Shipments are going out daily. Orders received this week will be shipped during the third week of March.

Send 1-3 Deposit With Order.

REFERENCES

BRADSTREET'S or DUN'S,  
HARTFORD NATIONAL BANK & TRUST CO., Hartford, Conn.

**THE ERIE MFG. CO., Inc., 89 Woodbine Street, HARTFORD, CONN.**



STANDARD MODEL  
Regular Price, \$115.  
**ADVANCE ORDER SPECIAL \$69.60**

We want addresses of firms that manufacture Sugar Coated Peanuts and of jobbers who handle suitable merchandise for the Erie Digger, from all sections of the United States.

**Ora Parks Rejoins 101 Ranch**

NEW YORK, March 1. — Ora Parks, who was connected with the publicity staff of the 101 Ranch Show for five years, will return in that capacity this season. Parks is with Loew's, Inc., at present.

**Carol Peoples Sails for Europe**

NEW YORK, March 1.—Carol Peoples, formerly with Swan Ringens, sailed last week for Berlin to join the Ringens act. Chickie Gray, who Miss Peoples is replacing in the act, is on her way back to the States.

**Wanted Wanted Wanted Wanted**  
**Hub City Shows**

For Season of 30 Weeks of Fairs and Celebrations

CAN PLACE Shows and Rides that don't conflict. Will furnish outfits to sober, capable Managers for the following Shows: Athletic, Plantation or Minstrel, Illusion, Midget or Giant, Jungleground or Big Snake, or any other Show that will play to ladies, gentlemen and children. WILL PLACE first-class Penny Arcade. We have Merry-Go-Round, Ferris Wheel and Chairplane. Any other Rides will place. CONCESSIONS all open, no exclusives, except COOK HOUSE AND CORN GAME.

This show has one of the best routes of any show in the South. On our way North and will be glad to do business with people who are used to good treatment and believe in living and let live. This show does not operate any Concessions of their own.

Shows open March 15 near Hattiesburg, Miss. Route furnished to anyone interested. Write or wire. Address below. Pay your wires and we pay ours. CAN USE first-class General Agent and Second Man. Address all mail to

**GEORGE A. BALDWIN, Mgr., Hattiesburg, Hotel, Hattiesburg, Miss.**

**New York Office Callers**

- DAVID ROSEN, manager Wonderland Circus Side Show, Coney Island.
- CAPT. FISHER, outdoor showman.
- WILL H. HILL, Hill's Society Circus.
- JOE CASPER, outdoor showman.
- MARY E. RAGAN, book operator.
- TOMMY McNEIL, lecturer at Hubert's Museum.
- JOSEPH A. ROWAN, promoter.
- MRS. WILTON STAMFORD, formerly Mrs. Al W. Martin.
- ART LEWIS, of Artidick Greater Shows.
- FERRY E. BENNETT, motordrome rider.
- CHARLES DODSON, outdoor showman.
- JOSEPH BOLTON, concessionaire.
- EULON DICKENS, concessionaire.
- JOHNNIE HICKS, pitchman.
- GEORGE R. CARR, snake pit worker.
- MARK SCLAR, the Mark Twain of talkers.
- WILLIAM G. DICKMAN, of Atlantic Beach.
- F. X. HENNESSEY, Scotch bagpiper.
- GEORGE FREEMAN, outdoor showman.

**HOT VALUES**

**Piccadilly**  
DOUBLE EDGE

SAFETY RAZOR BLADES  
MADE OF  
FINEST SWEDISH STEEL

**Gillette-Type BLADES**

Special for new trade. First quality. Packed in paraffine paper and 10 blades in attractive box (1,000 lots). Per 100 Blades..... **\$1.—**

**SPECIAL—While They Last—Blades, GILLETTE Type. Packed as Above. Unbranded; packed in Envelopes and in boxes of 10. 1,000 Blades..... \$7.—**

**VALET AUTO STROP Shaving Cream (35c Seller). Factory Price, \$24.00. Gross \$12.—**

**Gross. Our Special Price, Gross \$11.50**

**PAWOLIVE After Shaving Talc (25c Seller). Factory Price, \$24.00 Gross. BHI-board Special. Gross..... \$11.50**

**SHAMPOO—4-oz. Bottles (50c Seller). Gross..... \$9.35**

**WITCH HAZEL, Bay Rum, Hair Dressings, Lilac Veetal. Gross. Assorted..... \$8.75**

**TABLE LIGHTERS..... (\$2.00 value). \$4.80**

**Dosen GENUINE LONDON CIGAR POCKET LIGHTERS. Assorted Colors..... \$2.75**

**Dosen CIGARETTE TOPPERS—500 value. Best packed and carded on the market. While they last. Dosen..... \$1.—**

Handled at wholesale prices, plus postage. Our reputation of values should bring your order immediately. One-fourth deposit on all orders. Write for Catalog of Needles, Notions, Razor Blades, Perfumes, etc., prices of which will surprise you.

**MILLS SALES CO.**  
901 Broadway, New York

**COE BROS.' SHOWS WANT**  
**Shows and Concessions**

Sebring, Fla., week March 3; week March 10, West Palm Beach, Fla., under auspices Palm Beach Shrine Club on the streets; March 17 to 29, Daytona Beach; one hundred thousand visitors expected during the races; week March 31, Tallahassee, Fla., down-town location; week April 7, Pineville, Ky., under auspices Police and Firemen's Pension Fund. Everybody wire or write COE BROS.' SHOWS, as per route.

**CARNIVAL WORLD NOTICE**  
THESE DATES AND LOCATIONS CANNOT BE COMPETED WITH.

**J. J. PAGE EXPOSITION SHOWS**

Annual Spring Opening March 15, on Main St., Johnson City, Tenn., auspices Business Men. First show in city limits for twelve years. Followed by Elizabethton, Tenn., on Streets, auspices Fire Department; Kingsport, Tenn., Center of Town, First Show in City for Ten Years, auspices Police Department; Bristol, Tenn., on Streets; Appalachia, Va., auspices American Legion. All big pay days. Everybody knows these are all real ones, with our Fairs starting Bardstown, Ky., July 21, with nothing but Fairs until last week in November. Have several Show Outfits complete for capable showmen to manage. Will also finance your new ideas. WILL BOOK Fun House, Mechanical or Wax Shows, Mon-keydrome and Bird Circus. Wire. Any Ride not conflicting with our seven large ones. WILL PLACE any legitimate Concession except Cook House and Corn Game. Why waste your time, when you can play a route like this? Time getting short. Wire or write.

J. J. PAGE, Manager, Box 405, Johnson City, Tenn.

WHEN WRITING TO ADVERTISERS MENTION THE BILLBOARD.

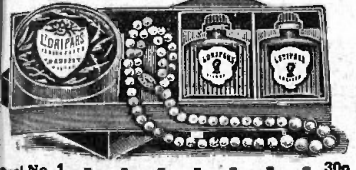
**Sander's Explanation**

NEW YORK, March 1.—Faly Sanders states the reason he did not present his European circus at the New York Coliseum on February 22 was due to the fact that the promoter of the event for the Bronx Hospital did not lay the necessary money on the line, which made it impossible for Sanders to go thru with the original plans. He states there was no objection, insofar as he was cognizant of, from the Ringling offices of his outfit, predating their circus at the Coliseum.

**Barney H. Kern Re-Engaged**

DETROIT, March 1.—Barney H. Kern has been re-engaged as manager of Advance Car No. 2, of the 101 Ranch Show. Kern is with an indoor show here now, but will leave shortly for Oklahoma to prepare for the opening. Sammy (Dugan) Goldstein will also be back on the No. 2 car as chauffeur and boss lithographer.

**BIG 4-PIECE PEARL DEAL**



Deal No. 1  
15-16 Pearl Necklaces. Indestructible.  
Two Bottles PERFUME, 1 Narcissus and 1 Jasmine.  
4-0c. Box FACE POWDER.  
Each item in a Blue and Gold Box and placed in a Display Box. SAMPLE SET, 50c.  
Free Spray and Display Boxes.  
25% deposit required on orders. No personal checks accepted.  
**NATIONAL SOAP & PERFUME CO.**  
1180 Chatham Court. CHICAGO.

**In Big Demand**

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**JEWELLED ROSARY**  
16 inches long, in TEN DIFFERENT JEWELLED COLORS. Easily selling for 25c to 50c apiece. \$3.49 per Gross, F. O. B. Chicago. Sample Box, assorted among all colors, will be mailed on receipt of \$1.00. Send for our latest Price Lists of Religious and other Novelties. Big money makers.  
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**C. F. ZEIGER UNITED SHOWS**  
WANT one more Show, Strong Man Act, Fire Eater and Side-Show Acts, Palmist, all Wheels and a few Grind Concessions open. Legitimate Concessions only. No office Concessions. Useful Carnival People write. Show opens here March 15. Long season Celebrations and Fairs.  
**C. F. ZEIGER, Sutter Hotel, Sacramento, Calif.**

**Solicitor and Promoter WANTED**  
Also Circus Acts, Animal Features and Shows. Write  
**BOB MORTON**  
207 Peninsular Life Building  
Jacksonville, Fla.

**Carnivals Please Note**  
If you have a complete Carnival and can show in Washington, Md., in May or June (one or two weeks), write at once to **CARL M. BLANCHARD**, Chairman I. O. O. F. Carnival Committee, 11 Garfield Ave. Give number of Rides, Concessions, Sales and terms in first letter.

**Wanted—Legitimate Grind Stores**  
DEMONSTRATORS, \$35.00. For  
**MOOSE INDOOR CIRCUS**  
MARCH 8 TO 15, ROANOKE, VA.  
Headquarters, 719 South Jefferson St.  
Address **HARRY L. HARVEY**.

**WANTED**  
Side-Show People for Motorized Circus, Musical Act, Comedy Juggler, Strong Man, Lady with Snakes. Prefer people with home and business. Open Anson, Tex., March 22. Long season. All good Side-Show People write. **MANAGER HIDE SHOW, Coup Bros., Circus, Anson, Tex.**

**FOR SALE OR LEASE**  
**EQUIPMENT OF SNAPP BROS.' SHOWS**  
Stored at Springfield, Mo. Address **MRS. C. A. WORTHAM**, 215 East Magnolia Ave., San Antonio, Tex.

**Side Show People Wanted**  
Magician, Half-and-Half, Talker, any good Freak Act. Open March 15. Houston, Texas. Twenty-two Fairs, starting July, North and South Dakota. Write all first letter; no time to lose. No tickets. Write Belle and Prescher, write **SIDE-SHOW MANAGER**, Tension Hotel, Room 504, Houston, Tex.

**CONCESSIONS WANTED**  
LOWEST RATES.  
**SUNSET AMUSEMENT CO.**  
230 Sunset Drive, ELKWOOD PARK, ILL.

**Mad Cody Fleming Shows**

COLUMBUS, Ind., March 1.—An executive of the Mad Cody Fleming Shows provides the following data regarding that organization: Things around the winter quarters of the Mad Cody Fleming Shows continue consistently quiet. "Judge" French has arrived with two men, and is repairing and painting the Fun House and getting his concessions in shape. Lou Thatcher has installed a pool table at winter quarters and Captain Hartley claims the title of winter quarters, and seems capable of defending it. Van Noy came in and booked two stock wheels. Word from Gus Janson says he has a "new concession clerk"—a youngster born January 25. Grant Watkins and Eddie Willet say they will have a dandy Minstrel Show. They are getting some practice playing theaters in and around Indianapolis this winter. This will be Willet's third year with the Fleming Shows. Frank Owens, general agent, sent in contracts for the Walker County Fair, Jasper, Ala.; Morgan County Fair, Hartsville, Ala.; Bessemer (Ala.) District Fair, Trenton (Tenn.) Fair and Brownsville (Tenn.) Fair. A full report of the fairs will be given out in the Spring Special of *The Billboard*. Three new tents have been ordered.

**Isler Greater Shows**

CHAPMAN, Kan., Feb. 28.—Work at the Isler Greater Shows' quarters has taken an added impetus.  
The additional large building, 50 by 100 feet, erected this winter is ready for occupancy and is now housing several show wagons that are in need of overhauling.  
Henry Oldham's double Ferris Wheel, Monkey Motordrome, Baby Merry-Go-Round and several concessions are due here shortly. Oldham was a visitor to winter quarters recently, motoring from Solomon, Kan. Work has started on the 100-foot front for the new Hokum Show, which will be housed in a new 20x80 top and will be managed by Louie Grasser, who is expected to arrive soon from Houston, Tex., where he and his wife have spent the winter. Harry Smith and daughter motored from Clay Center, Kan., to look things over. Harry will again have the dining car. Tom Sutter, Cleveland, has shipped his cookhouse to winter quarters.  
A. A. Weaver, again in charge of the Whip, will bring the wife and kiddies to Chapman about March 1. Al will also have charge of the lot. Grace Isler, daughter of Louis Isler, had a light touch of the flu, but is entirely recovered and has resumed her studies at school. Louis Isler and Babe Drake went to Kansas City to look over some new paraphernalia Isler is contemplating buying. Several new machines for the Arcade, again in charge of Al Davis, were purchased and shipped to quarters. Mr. and Mrs. V. J. Yearout and Mr. and Mrs. W. P. Yearout, of Emporia, were visitors Sunday. V. J. Yearout is general agent for the show. **DICK O'BRIEN**.

**Chicago Office Callers**

**WALTER L. MAIN**, circus man.  
**JULES DESVALL**, of Olympia and Jules Desvall, internationally known outdoor act.  
**OTTO ELTINGE**, of Eltinge and Vernon, vaudeville act.  
**MRS. WAITE**, of the Australian Waites.  
**CHARLES MARTIN**, announcer at the Chicago Stadium.  
**FELIX ADLER**, clown.  
**W. H. VAN HEUSEN**, circus man.  
**CHARLES MARSH**, promoter.  
**SKY J. HARRIS**, flirting with the road again.  
**EDITH ROGERS**, violinist.

**Bishop's Greater Shows**

Bishop's Greater Shows are slated to open at Imperial, Neb., April 15 with six shows and three rides and will carry about 30 concessions. Manager Bill Bishop states he will route the show northwest this year. George Dick is building a dandy 14x20-foot cookhouse. George Thomas, general agent, is out booking dates and his accomplishments are promising for a good season. Work at winter quarters is progressing, everything getting final touchings. Manager Bishop says that all must be "just right" for the coming season.  
**GEORGE DICK**.

**GOING AWAY? HERE'S BIG VALUE!**  
**GENUINE LEATHER GLADSTONE BAG**  
No. B33—Here's the value of the year! You can't afford to pass it up! A strong, durable Gladstone Bag, made of 4 1/2-oz. split cowhide grain genuine leather. Has trunk lining and a centerboard with fold and pocket, two leather stay straps and six metal studs. Sewed all around. Heavy handle. Strong brass lock and catches. Size, 22 in. Exactly like illustration, but with plain corners. Truly a remarkable value. Buy at only Each in Lots of 4 ..... **\$4.95**  
Sample Only \$5.25.  
B34—Guaranteed 4 1/2-oz split cowhide, lizard grain, genuine leather Gladstone. Self-locking center partition. Beautifully plaid lined. Case contains shirt fold and full-size linen pocket. **HAS STEPPED TOP.** Black or brown. A fortunate quantity purchase enables us to offer them to you at Only. **\$5.95**  
B35—As above. Black or brown, and with collapsible top, resembling high-priced bag. **\$6.95**  
Each in your name on your business stationery today to DEPT. B, and be placed on our permanent mailing list.  
**JOSEPH HAGN COMPANY, 223-225 W. Madison St. Dept. B. CHICAGO**

**SCOTT TENTS**  
*The Boys Who Have Them Say: "You Should Tell the World About Your Tents."*  
"Tell 'Em in The Billboard"  
They are the real stuff! If we knew what you want we would put the price here.  
Write us about your needs. Make a drawing of the special tent or anything made of canvas.  
And we will furnish Samples and PRICES THAT ARE RIGHT  
**SCOTT-OMAHA TENT & AWNING CO., 15th & Howard Sts., Omaha, Neb.**

**CALL! MICHIGAN GREATER SHOWS CALL!**  
WILL OPEN RIDES AND CONCESSIONS DETROIT, MICH. SATURDAY, MARCH 15. OFFICIAL OPENING OF ENTIRE SHOW, APRIL 20.  
WANT capable Ride Men, good Canvasmen, Talkers and Grinders for Shows. Useful Carnival People and legitimate Concessionaires, get in touch with us. No grift to duck. Have eight good Fairs that will sell the following Privileges exclusive: Palmistry, Guess-Your-Weight Scales, Brick Ice Cream, Frozen Custard. List given to interested parties. Address Detroit, Mich. Office, Leandora Apartments, 48 Sprout St. Phone, Cadillac 9425.

**TRI-STATE SHOWS**  
OPENING IN DETROIT, MICH., MARCH 29  
WANT Concessions of all kinds except Milk Bottles, Ball Games and Wheels. Other Ball Games open. We carry four Rides, all owned by the management, and tolerate no grift. We play Detroit 100c and suburbs mostly. Address all mail to  
**CHAS. G. ZIEGLER, 406 Hazelhurst, W. Ferndale, Mich. Phone, Royal Oak 4865.**

**FREAKS — SIDE SHOWS WAX OR PRISON SHOW**  
For CARLIN'S MILLION-DOLLAR PARK, BALTIMORE MUSEUM; MIRACLE MUSEUM, PITTSBURGH; CAPITOL MUSEUM, WASHINGTON, D. C. Carlin opens Saturdays and Sundays only, April 5-6-12-13. Regular opening April 19. Seven days a week and the only Park in Baltimore. All Concessions address  
**JOHN T. McCASLIN, 125 E. Baltimore St., Baltimore, Md.**

**Austin's Palace of Wonders**  
SCRANTON, Pa., March 1.—Neil (Whitey) Austin's Palace of Wonders show played York, Pa., week of February 22 to excellent business, and opened in Scranton Monday, and from present indications this will be the banner spot of the season. Among visitors were Rajah Rabold, playing at Fol's Theater, who was accompanied by his publicity director, Lon B. Ramsdel; also Tony Duffy, formerly of the Keith-Albee offices, New York, now managing the Great Eastern Stages Continental bus lines here. The lineup of the show is Bill Hart with his glass exhibit; Elsie Stirk, Great Gravity; Gertie, the pinhead. On the staff are Neil and Joe Austin and Prof. Kuntz. Harry C. Fitzgerald is directing the advance and publicity promotions.

**Scenic Artist's Wife Breaks Leg**  
CHICAGO, March 1.—Mrs. Chas. Clapp, wife of the well-known scenic artist, is laid up in Minneapolis with a broken leg, and a son of the Clapps is in a Minneapolis hospital suffering from scarlet fever.

**Gatter With International**  
Rudolph Gatter, widely known in the production and manufacture of coin-operated machines, was recently added to the manufacturing staff of the International Mutoscope Reel Company, New York, in charge of the engineering and manufacturing operations for the production of mutoscopes.

**Majestic Moving Target**  
PRICE **\$75.00**  
Write for Circular and Price List  
**D. GOTTLEB & CO.**  
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**FOR SALE—Calf born with three legs. Gets around fine. Healthy and all right. No fake, exactly as was made. If interested write. M. M. BRECKENRIDGE, Clarion, Ia.**

**WANT FOR SEASON OF 26 WEEKS**  
Owing to disappointment, Merry-Go-Round, Ferris Wheel, Chairplane, also Shows, Concessions.  
**WORLD BROS.' SHOW, Mifflin, Pa.**

**WE ARE NOW READY TO BOOK Independent Rides, Shows and Concessions for the Doby Spring Rodeo, July 18, 19, 20. ALSO WANT Portable Light Plant to Light Park and Concession Grounds. CROUCH & ROEER, Buffalo, Okla.**  
Advertise in The Billboard—you'll be satisfied with Results.

# DEATHS in the PROFESSION

**ABRAHAM**—Lynn, secretary of District No. 2, IATSE which includes Montana, Idaho, Oregon, Washington and British Columbia, died recently.

**BARTON**—Richard, 24, son of Mr. and Mrs. George A. Barton (candy-floss concessionaires) was drowned while fishing in the Little Manatee River at Ruskin, Fla., February 23. Burial was made at Kingsbury, Ind.

**BENFORD**—Mrs. Sarah, 43, mother of Stanley E. Benford, manager of Loew's Theater, Mount Vernon, N. Y., died in Mount Vernon last week.

**BENOIT**—Henry T., 48, midget, died suddenly at a hotel in Worcester, Mass., February 23. He had trouped with many shows, but lately was unable to obtain work. Benoit was nicknamed "Tom Fuss" after the famous midget of P. T. Barnum.

IN LOVING MEMORY OF OUR DEAR MOTHER, who departed this life March 3, 1926. "She is not dead, just away." Your loving and devoted children, IDA DOWNEY, IRENE HART, NAN BENNETT AND JOHNNIE.

**BUMP**—Barney, 79, noted old-time fiddler and holder of many fiddling championships, died at his home in Old Lyme, Conn., recently. His widow and several grand and great-grandchildren survive. Interment was made in Laysville Cemetery, Old Lyme.

**BYFIELD**—Eugene, vice-president of the Hotel Sherman Company, Chicago, whose hotel is patronized by many showfolk, and internationally known as a breeder of horses and dogs and as a horse-show judge, died February 24 in Chicago of injuries sustained when he was thrown from his pony during a polo game recently.

**CARLSON**—E. M., father of the Carlson Sisters, vaudeville artistes, died February 27 at his home in Yonkers, N. Y.

**CHALLENGER**—George W., a member of Sousa's Band at the time of its world tour, died February 20 at the home of his son in Pueblo, Colo. Since retiring from the band he had devoted his time to the composing and teaching of music. He is survived by one son and two daughters.

**CHARLES**—Mildred, youngest daughter of Princess Fawn Eyes, died at the Women's General Hospital, Montreal, Que., February 22. She was a performer and had appeared in vaudeville. Burial was made at Hathorn Cemetery, Montreal.

**CHENEY**—Horace B., Jr., 31, originator and manager of the Jitney Players, died of pneumonia March 1 at the Hartford Hospital, Hartford, Conn. The band of strolling players was formed by him in 1923. His own stage experience included his appearance in the Theater Guild's production of *Peer Gynt*. He leaves a widow and father and mother.

**CROMER**—Mrs. Minnie, mother of Frank C. Cromer, of Local 127 I. A. T. S. E., Dallas, Tex., died February 25 at Dallas. Burial was made at Oakwood Cemetery, Fort Worth.

**CURTIS**—Helen (Cowboy), comedienne in tab. and burlesque, died January 11 at the NVA Sanatorium, Saranac Lake, N. Y. Interment was made at Saranac.

**DE COPPET**—Mrs. Pauline, 70, widow of Edward J. De Coppet, founder of the noted Flonzaley Quartet, died in New York February 27.

**DELANEY**—William W., 65, author of the long-ago song hit *Let Her Go*, Gallagher, died at his home in Brooklyn February 22. He was a collector and author of old ragtime songs and operated a song shop in Park Row, which he closed in 1924. Since that time he had been employed as a proofreader on *The New York World*.

**DIXON**—John Joseph, 65, a partner of the A. J. Wright Company, Toronto, Ont., and president of the Canadian National Exhibition in 1926 and 1927, died February 23 in Toronto after a short illness. He was generally regarded as one of the best judges of horses in Canada and was president of the Thoroughbred Horse Association at the time of his death. He was also a director of the Ontario Jockey Club Association.

**DUREE**—Jeff, a member of Local 67, IATSE, Des Moines, Ia., since 1910, died recently.

**FELDMAN**—Louis E., musician, of Worcester, Mass., died February 26 while

friends were raising funds to defray his expenses at the Boston, Mass., City Hospital, where they had kept him alive by means of repeated blood transfusions in an effort to allay his strange malady, pupura, which puzzled physicians.

**FOGEL**—Harry, 36, died at his home in Kansas City, Mo., February 28 after lingering six months with cancer. He is survived by his widow, mother and three sisters. At the time of his death he was a member of the Heart of America Showman's Club, Y. M. H. A., Masons, Shriners and B'nai B'rith Jewish Lodge. Fogel was a prominent minstrel performer and connected in the outdoor show world for many years. He was buried March 2.

**GALLAGHER**—William Lawrence, 73, familiarly known as "Pop" Gallagher, died at the Boston City Hospital February 24. He was stricken February 19 at his theatrical agent's office, 240 Tremont street, Boston, where he had been in business for about 30 years. He was the last surviving member of the first *Uncle Tom's Cabin* company to play in New England. He played Marks, the lawyer, when the famous play first came to Boston in 1875. "Pop" Gallagher made his debut at 11 years of age as an announcer at the Casino Theater, Lawrence, Mass., for an old-time variety show. Since then he has been an actor, producer, manager and booker and was known for his friendly benevolence to showfolk. He was born in Providence, R. I. Under the stage name, William Ward, he became a song and dance man. With a partner, he introduced the forerunner of the motion picture in a variety act called *Shadowgraph*. He brought the first dime museum to Boston and was showman for the first *Wild Man of Borneo* show here. His theatrical agency booked city tabs. Funeral arrangements were in charge of Fred Doherty, Boston showman, who acted for local theater men and the National Variety Artists' Association. Services were held from St. James Church, Harrison avenue, February 26. Interment was at Holy Cross Cemetery.

**GREEN**—Mrs. J., wife of the physician of TMA Lodge No. 21, San Francisco, died a short time ago. Besides her husband, she is survived by a son.

**GROSVENOR**—Edwin P., 54, of Cadwalader, Wickersham & Taft, counsel for the Motion Picture Producers and Distributors of America, Inc., in connection with the Federal Government's suits aimed at arbitration and the credit committee systems, died February 28 at his home in New York City. He succumbed to pneumonia after a week's illness. Funeral services were held March 1 at his home, and burial was in Washington, Conn.

**HARRIS**—George, 65, known to his show friends as Frank Slater, well-known endman in minstrels with Hi Henry and Al G. Field and a vaudeville artiste between 1902 and 1912, died at his home in Rochester, N. Y., last week. He leaves a daughter, Mrs. Edward Miner, of Rochester, and a brother.

**HARTMAN**—Elias, 83, friend of artists and prominent in the musical world, died recently in Havana, Cuba. His daughter is Mrs. Joseph H. Vollmer, who for many years was accompanist to Mme. Schumann-Heink. Two sons also survive.

**HARTZELL**—Mrs. Hilda, mother of Mrs. Bob (Mame) Shaw, died at the Shaw home in Springfield, O., Sunday evening, March 2, after a lingering illness. The deceased, well known to hundreds of professionals who played in Springfield during the last five years, was the mother-in-law of Bob Shaw, tabloid manager of the Gus Sun Booking Exchange in that city. Bob and Mame Shaw were active in the tabloid field a number of years ago. Burial will be made in Springfield.

**JENKINS**—Mrs. Estelle, known to the profession as Mother Mack, died February 21 at Brooklyn, N. Y.

**JOHNSON**—Mrs. J. O., mother of Mrs. George A. Gregg, died February 23 at Barton, Fla. The Greggs are well-known carnival folk.

**KARSEY**—Harry G., side-show manager, died February 18 at his home on Long Island, N. Y., after a five weeks' illness of heart disease and dropsy. His widow, two sons, two daughters and a granddaughter survive. Interment was made in St. John Cemetery, Ozone Park, Long Island, N. Y.

**KING**—Henry J., 60, former minstrel and orchestra director, and at the time

of his death chief accountant and associate business manager of the Argonne Hotel, Boston, Mass., died in the Boston City Hospital after two days' illness of pneumonia February 26. Born in Middletown, N. Y., he spent his youth in Taunton, Mass., to which New England town he brought renown with one of the finest brass bands in the United States. In the minstrel world in the 90s, he became famous as one of the first to popularize solos on brass instruments, particularly the cornet, as a feature of musical comedies and light operas. Later he engaged in the lumber business in Northern Maine as an accounting specialist before entering the hotel business in Boston. Mr. King is survived by a brother, William King, president of the Tiverton Gas Company, Tiverton, R. I. Funeral services were held February 28 under the auspices of the Masonic and Pythian fraternities with burial at Taunton, Mass.

**KRONAN**—Leo, 56, died suddenly in Berlin recently. He was known in the United States as the proprietor of *Our Boys in Blue* and other vaudeville attractions. Kronan was manager of the Berlin Luna Park in 1927 and later became associated with the well-known Kempinsky Grm of that city, founding the famous House Vaterland on Potsdamer Platz, the unique place of amusement which has eight different cabarets and dance floors under one roof.

**LAW**—Ernest, 75, noted historian and authority on the Tudor period and Shakespearean scholar, died at his home in Hampton Court, London, Eng., February 25. He also was responsible for the designing of the Garden Theater at Escher Place, the Knott Garden and Elizabethan borders of Shakespeare's garden at Stratford-on-Avon and the sunken garden of the Brompton Hospital Sanatorium at Frimley.

IN LOVING MEMORY OF OUR DAUGHTER, SISTER AND AUNTIE.

**BILLIE LOUISE LEFTWICH**  
Who left us four years ago today, March 8, Sadly missed by all.  
B. BESSIE HALE.

**LEVY**—Jerome, 60, composer and musical director, died in Chicago February 24. He was a prominent figure in musical circles the last 30 years and lately established himself as a radio entertainer.

**LYCAN**—Byran, 32, actor and radio entertainer, died last week in Colombia, South America. He was a member of the Actors' Equity Association. In 1928 his last appearance in the United States was made in *Back Here*, which ran at the Klaw Theater.

**NEWELL**—Mrs. J. P., 52, mother of David Newell, motion picture actor, drowned February 22 at Fort Pierce, Fla. She was swimming in the surf at Fort Pierce Beach. Burial was made in Carthage, Mo., her home.

**MABIE**—C. A., concessionaire and showman, died at a hospital in Monroe, La., January 27. Mabie had been connected with show business the last 14 years and at the time of his death was with Miller Bros.' Exposition Shows. His widow, Goldie Mabie, and father, Alonzo Mabie, survive.

**MICHAELS**—Abraham, 54, manager of Loew's 42d Street Theater, New York, died suddenly February 28. Following an altercation with a girl patron, who struck him on the head with her handbag, he walked a few feet away and suddenly dropped to the floor. A doctor pronounced him dead, presumably of heart failure. He managed the 42d street house for about six years and some time before that was assistant manager at Loew's Orpheum, New York.

**MINISTER**—John E., for 12 years keeper of the zoo at City Park, Denver, Colo., died at his home there February 22. Minister amazed visitors by feeding wolves from his hand and was the only one that could enter the cages of the black bears when they had cubs. Funeral services were held February 24 at Olinger's funeral parlors, and burial was in Crown Hill Cemetery, Denver.

**MUCKEY**—Dr. Floyd Summer, 72, throat specialist, who devoted the last 40 years of his life to the study of voice production, died February 28 at his home in New York. Many showfolk were acquainted with him.

**PARISH**—Leonard, well-known manager of the Circo Price, Madrid, Spain, died in Paris, France, recently. He had been in charge of the celebrated circus

the last 20 years. Many American circus acts were booked by Parish.

**RADICZ**—Bela, 63, who was billed as "King of the Gypsy Musicians", died in Budapest, Hungary, recently. He had made a tour of the United States with his noted band.

**In Memory of**  
**J. C. ROCKWELL**

The well-known theatrical manager, and proprietor of the Sunny South Co., who died at his home in Neiros, Mass., February 5, 1930, at the age of 70.

Mr. Rockwell was considered a most successful manager and liked by other managers and esteemed by the profession in general. It is commonly related that Mr. Rockwell did not miss paying salaries during his fifty years of management. He will be sadly missed by many. A FRIEND.

**SACHER**—Mrs. Anna, 70, proprietress of the famous Sacher Hotel, Vienna, and noted hostess, died in Vienna February 25.

**SCHNEIDER**—David, 37, treasurer of the Earl Carroll Theater, New York, since its opening, died February 21 at the Polyclinio Hospital, New York, following an illness of three weeks.

**SMITH**—Mrs. George O., 67, mother of Al Smith, manager and publicity man, formerly with Thurston and Houdini, died February 20 at her home in Duluth, Minn. Besides her husband, she is survived by a daughter and two sons.

**VERLET**—Alice, 56, soprano, who was a member of the Chicago Grand Opera Company in 1915-16, died recently in Brussels, Belgium. She had made several concert tours of the United States, the last of which was in 1923.

**WADHAMS**—Perry H., 68, musical instructor of Hudson Falls, N. Y., died at his home in Glens Falls, N. Y., February 26, following an illness of two months.

**WHETTEN**—Marie, wife of Fred Whetten and sister of Paul Kiessling, died at her home in Chicago February 22. Funeral services were held February 24, and burial was in Graceland Cemetery, Chicago.

**WILSON**—Mrs. J. H., known to the profession at Mamie, the Fat Girl, died at the General Hospital, Madison, Wis., February 22 of a heart attack. She had trouped with many shows for the last

## Fred Elmore Wright

Fred Elmore Wright, dean of Boston theater managers, promoter and producer of many successful shows, died at his home in Brookline, Mass., March 1, following a short illness.

Born in Boston, Wright's first theatrical engagement was as musical director for Ray's Burlesque Opera Company, for which he received \$5 a night as salary, but the company stranded after three weeks on the road. Broken financially but not in spirit, he returned to Boston and soon after promoted several noted sixty-walking races, which received nationwide publicity. Soon after, Jack Haverly, of minstrel fame, asked Wright to become treasurer of his minstrel company, succeeding Charles Frohman. Later Wright was made manager of Haverly's show, which consisted of 148 people, and forged ahead rapidly to success as a theatrical manager. A tour of England, however, proved disastrous to the company, and after fares were paid back Wright and Haverly were broke.

Wright next became manager for Charles Hoyt and introduced many noted pieces for Hoyt, including *The Midnight Bell*, in which Maude Adams appeared. He was associated with Hoyt for 10 years, and after their collaboration ended Wright produced his own shows, among which were *York State Folks* and *The Beauty Doctor*. He is also credited with having found many stars for the stage, including Otis Harlan and Will Phillips.

In 1910 he undertook the promotion of the Plymouth Theater, Boston, and built that theater's prestige. He also built the Selwyn, first called the John Cort Theater, which was demolished to make way for the Hotel Statler.

His widow and sister survive. Funeral services were held March 4 from Leyden Congregational Church, Brookline.

**CAMPBELL SERVICE**  
You incur no Obligation for Advice  
**Call-TRAFALGAR 9200**  
**FRANK E. CAMPBELL**  
The Funeral Church, Inc. (NON SECTARIAN)  
Broadway at 66th Street, N.Y.

17 years. Her husband, J. H. Wilson, and three grandchildren survive.  
**WOOD**—Samuel, 65, former owner and manager of the Strand Theater, Amsterdam, N. Y., died at the home of his son at Canajoharie, N. Y., February 23. He sold his theater holdings to the Keith Theatrical Enterprises about 10 years ago and recently has been associated with his son in the operation of the Strand Theater in Canajoharie. He was a native of England and is survived by his widow and one son.

**MARRIAGES**

**BARNETT-BLAIR**—Knight Barnett, organist of the Capitol Theater, Sydney, Australia, was married January 25 to Dulcie Blair, prominent violinist of that city. Price Dunlavy, American organist of the State Theater, Sydney, was best man.

**LUDWIG-HOY**—Charles Ludwig and Elizabeth Hoy, members of a troupe of Lilliputians appearing in the Fred Stone show, were married on the stage of the New Amsterdam Theater, New York, after the matinee performance.

**NICOLLE-ST. CLAIR**—Marguerite St. Clair Scherer, known on the stage as Marguerite St. Clair, was married in New York recently to Roger Marie Ernest Nicolle. The bride, who recently returned from Paris, where she appeared in *Maya* at the Champs Elysees Theater, was last seen in this country in *Broadway*.

**PICKETT-STRONG**—Marion Strong, nonprofessional, and Wilbur Pickett, director of the RKO Palace orchestra and Hotel Anthony dance band, Ft. Wayne, Ind., were married February 26 in that city.

**RANGELEY-LEE**—Harriet B. Lee, showgirl, was married to Walter W. Rangeley, nonprofessional, February 18 at Roanoke, Va.

**ROSS-BUTLER**—Milton E. Ross, concessionaire with the Greater Sheesley Shows, and Ruby Butler, nonprofessional, of Kannapolis, N. C., were married in Portsmouth, Va., February 26.

**SYLVESTER-STERLING**—Harry Sylvester, formerly of Sylvester and Meagher, dancing team, and Helen Sterling, formerly of the Nellie Sterling snow-shoe act, were married in Chicago February 27. They will be with one of the Ernie Young revues the coming season.

**WESTMORE-CLAIRE**—Ernest Westmore, Hollywood studio make-up artist, was married February 21 to Ethelyn Claire at the Hollywood Presbyterian Church. Miss Claire is a *Wampus* baby film star.

**COMING MARRIAGES**

Ruth Taylor, film player, and Paul Zuckerman have announced their engagement to be married, but no date has been set for the wedding. It is said that Mr. Zuckerman is a wealthy member of the New York Stock Exchange.

Announcement has been made that Ethel Sykes, film player, is engaged to be married to Prince Youcca Troubetzkoy, of the Russian nobility. No date has been set for the wedding as yet.

Helene Costello and Lowell Sherman, motion picture actress and actor, will be married March 15 in Los Angeles. It has been announced.

Charley E. Fletcher, rodeo performer, and Minnie Boren will be married some time in August, they announce.

General Plutarco Elias Calles, former President of Mexico, and Senorita Leonor Llorente, singer, plan to marry shortly, it was learned last week.

Regina Stanfield, of Lexington, Ky., a member of the Paris American Players, announced her engagement to John Montague Handley, Jr., of Brussels, Belgium, last week.

Richard Rodgers, musical comedy composer, and Dorothy Felner, of New York, will be married shortly, they announced recently. After the wedding they will sail for Europe to spend a three months' honeymoon abroad.

The marriage engagement of Nell Hellman, manager of the Paramount and Royal theaters, Albany, N. Y., to Edith Marx, daughter of Mr. and Mrs. Herbert L. Marx, of Albany, has been announced.

**BIRTHS**

A girl was born to Mr. and Mrs. A. M. McLain, of Wichita, Kan. recently. The father, a member of Local 414, IATSE,

is chief projectionist at the Palace Theater, that city.

Nancy Britton gave birth to an 8½-pound son February 20, in Hot Springs, Ark. Mrs. Britton and her husband, W. L. (Biff), have operated a string of concessions the past season at independent dates, and previous to that were with the Morris & Castle Shows.

An eight-pound girl was born February 17 to Mr. and Mrs. Jesse D. Womack, at Milwaukee. The father is well known in show business as a candy butcher.

A boy, James Jarret Wood, was born last week to Jimmie and Ruby Wood, at Anderson, Ind. The parents are well known in show business, having been connected with the Hagenbeck-Wallace and Cole Bros.' circuses. The Woods are wintering at Anderson, winter quarters for the new Yankee-Paterson Circus, of which Wood is owner and manager.

A girl was born to Mr. and Mrs. Sam Sturgis in London, Eng., February 12. The father is the "short" of the dance team, Short and Long.

**DIVORCES**

Mrs. Margaret Tully was granted a divorce at Las Vegas, Nev., on February 25, from her famed "hobo" author husband, Jim Tully, of Hollywood, Calif., on grounds of extreme cruelty.

Mrs. Laura Rhinock Guisti has filed divorce proceedings against her husband, Roy Guisti, professionally known as Roy D'Arcy, motion picture actor, in Superior Court in Los Angeles, Calif. Mrs. Guisti was granted her first divorce from Mr. Guisti February 24, 1928. It became final a year later, that is legally, but not actually, for they "eloped" to Tijuana barely a month later and remarried.

Mrs. Alicia Cripps, known on the stage as Lee Smith, has been granted a divorce in the Chicago courts from Kernan Cripps, actor. She charged desertion. Mrs. Cripps was leading lady with Richard Bennett in *Jarnegan* during its Chicago run last season.

Mrs. Mary Lahader has been granted a divorce in the Chicago courts from Lahassan Lahader, member of the Liazeed troupe of acrobats. She also was awarded custody of their child.

Mrs. Ronnis B. Hinton was granted a preliminary decree of divorce from Raymond D. Hinton, actor, in Denver last week.

Irvine Mabery was granted a divorce February 18 at Columbus, O., from Meta Walsh, repertoire leading woman. The suit was not contested.

Mrs. Lillian Werba Creange, a member of a Brooklyn family of theater owners, obtained a divorce February 24, in Reno, Nev., from Arthur Louis Creange. They were married in New York January 20, 1926.

Mrs. Margaret Tully was granted a divorce decree February 25 at Las Vegas, Nev., from Jim Tully, noted hobo author.

Desire Ellinger, English singer, was granted a divorce decree from Col. A. Newton Stirrett, of Calgary, Can., in London, Eng., last week.

**Sheesley Contracts for Elaborate Colored Show**

NORFOLK, Va., March 1.—Relative to announcements during the current winter that the Greater Sheesley Shows would present an almost completely and progressively changed program of tented shows and riding devices for the entertainment of their midway visitors this year, a furtherance of Manager J. M. Sheesley's acquisitions toward that end has just been made known from the shows' headquarters here. This is a most elaborate and modernized colored minstrel and classical revue.

Sammy Lewis, widely known producer of outstanding attractions of this nature, and who has on organized band and orchestra, will produce, manage and operate the colored extravaganza on a percentage basis, independent of the shows' office. In past years what was referred to as the "old plantation" was operated as an "office" attraction.

**M. O. Smith With Rice Bros.**

VALDOSTA, Ga., March 1.—M. O. Smith has signed with Rice Bros.' Shows as publicity director for the coming season. Additional advice from the management of the show is that it has closed contract with the Duquoin State Fair Association to furnish all midway attractions at this year's fair held at Duquoin, Ill., which the Rice Shows played last year.

**Johnny J. Jones Exposition**

WEST PALM BEACH, Fla.—William J. Hilliar's Midway Mutterings: Winter Haven went way over top. Due greatly to marvelous publicity given by Mr. and Mrs. Edison, the Fords and the Firestones to the Lee County Fair. Eddie Madigan's niece, Eileen Madigan, accompanied by Mrs. Joe Redding, drove to Miami. Had few glorious days. Were guests of Jess and Hazel Reiss and Ollie and Aggie Trout. Harry Illions brought the Big Bozo and Magic Carpet from De Land for the Orlando engagement. Then along came Chick Bell and party from Sarasota. Myrtle Mae Korhn was postmistress. Sprained her ankle. Myrtle is Secretary Korhn's sister. Bert Foy now baggage-car impresario. Making hit. Orlando opening good. J. J. J. drove over each day from De Land. Also came Mrs. Jones and little Johnny; also Sister Sue with Mayor and Mrs. Brown of De Land. Writer escorted Governor Carlton and party on their first trip thru the midway. Had great time. Saw nearly everything and called on J. J. J. in office wagon. Elmer Rhodes keeping the Heydey forever fresh. More than holding its own. Jack Ryan handling front of Earl Chambers' new Monkey Hippodrome. Cyclone Keller sensational addition to Ollie Hager's Wall of Death. Friday was Children's Day. Carey Hand, Orlando business man, gave huge party for children. With *Reporter Star* newsboys' band he staged parade of 8,000 children to fairgrounds. Hand paid their admission to grounds, also treated them to one show or ride on midway. Mrs. Dutton sent her elephant downtown for the parade, and Myrtle Compton, on beautiful white steed, led the caravan. Big doings. Friday proved one of biggest days Jones ever had at the Orlando Fair. Friday night Orlando Chamber of Commerce and fair directors staged "press breakfast" for all Florida editors at C. of C. Building. More than 200 guests breakfasted, etc., till 3 a.m. "Silver King" appeared on the program, also Noma Estelle and Professor McCue, mind-reading act. The writer, introduced as a "horrible example of what press agents are", talked a little and then handled a deck of cards. *The Reporter Star* newsboys, with the famous band, were guests Wednesday night on the midway. *The Sentinel* bunch came Thursday. To Colonel Glenn, of *The Sentinel*, and the Brosier Brothers, of *The Reporter Star*, great credit is due for the whole-souled co-operation to put the fair over big. Saturday fell off slightly. Thomas LaRose is now lecturing in Jack Murray's "Dannemora". Jones sent small unit to Eustis, Fla., for Washington Birthday celebration. Business very satisfactory. Train did not reach West Palm Beach till Monday a.m. Mixup of orders caused long delay at Lake Wales. Long haul, but everything open Tuesday, Children's Day, at Palm Beach County Fair. Biggest day Jones ever had here. Mrs. Hilliar stepped off train from La Crosse, Wis. Weather ideal. Business good. Everything fine.

**Show Properties to Quarters**

PETERSBURG, Va., March 1.—Ten cars of property of the William Glick Shows, Inc., which had been in winter quarters here, left for the Glick quarters at Baltimore Tuesday. The paraphernalia consisted of Glick's rides, Dave Stock's rides, Hager's Motordrome and "Whitey" Turnquist's attractions. Herbert Tisdale, assistant manager of the Glick organization, handled the details and supervised the loading. William Glick was a brief visitor, but departed Sunday for Syracuse.

**R. & C. Book Two Weeks in Louisville, Ky.**

A telegram to *The Billboard* from Wm. Jennings O'Brien, general agent Rubin & Cherry Shows, from Louisville, Ky., informed that R. & C. had been booked to play two weeks in that city, under auspices of the Empty Stocking Club, starting April 21, at 28th street and Broadway, and that Robert M. Morton is the directing chairman of the committee.

Rubin & Cherry played the second week of their last spring two weeks' engagement at that location.

**Bunts Awarded Fair**

ERWIN, Tenn., March 1.—The Bunts Amusement Company, which is scheduled to open its season March 17 here, yesterday contracted with the Toe River Fair at Spruce Pine, N. C., to provide the midway attractions at that fair this year.

**F. E. Encell**  
 Attorney at Law  
 General Practice in All Courts.  
 Suite 2004, 100 No. LaSalle St. CHICAGO, ILL.  
 Phone. State 3757.

**MEDICINE STORE MANAGER**  
 WANTED—Man, experienced in running Combination Store and Office, treating under Licensed Doctor with electric machine treatments and long established recognized line of advertised medicines, sold in drug stores and branch medical offices. Must have some money to invest. Good opportunity. BOX 123, care Billboard, 32 W. Randolph st., Chicago.

**Corey Greater Shows**

JOHNSTOWN, Pa., Feb. 28.— Everything is moving nicely at the Corey Greater Shows' quarters. R. H. Miner is expected to arrive soon to put his five rides and concessions in shape. Mr. and Mrs. Miner and son, Robert, Jr., are at their home in Phillipsburg, N. J. Joe (Red) Gerber was a visitor and booked his four concessions. Mr. and Mrs. Ed Stevenson write that their Hawaiian Show will have new costumes, scenery and a new wrinkle in lighting effects. Chester (Slim) Calhoun, Arcade, has opened a store here and is doing well. Meyer Pimental, artist, has booked his concessions and has opened a studio in the Swank Building here until the opening. He will also help with the publicity. Sam Collier is building a new, flashy Pit Show on a truck. James J. Jordan, manager the Colored Minstrels, writes from Tampa that his troupe is working north, showing picture houses and halls. Manager Corey received many greeting cards and wires on his birthday February 13. Charles Boxler, old-time showman, who at one time had one of the best of Deep-Sea shows, is now settled here opposite the D street showgrounds (the Corey Shows' opening stand) with a general store that is doing a very remunerative business. George H. Ammon, boss canvasser, will report for duty soon. P. J. Finnerty, special agent, attended the Pennsylvania fairs' meeting at Philadelphia. George C. Smith has bought a new motor truck especially built to transport his concessions. Stewart Wachter, concessionaire, has been busy the last few months doing advertising with his calliope thru Eastern Pennsylvania and New Jersey. All of which is according to an executive of the above shows.

**Waterman's Greater Shows**

BOSTON, March 1.— Work at the winter quarters of Waterman's Greater Shows is progressing. The rides are being rejuvenated thruout and all motors are being overhauled. The calliope has just had a retuning and the "toot-toot" of it creates "itchy feet" to get on the lot. The office wagon has been painted a bright red and looks like new. William Sullivan, ride superintendent, is in charge of work at quarters. Among concessionaires again with the show will be Chick Allen, Joe Ginsberg, Henry Fluster, Louis Garfinkle, C. F. Blasonette, Tom Ellis, George and Roland Stineman, Pete Williams, Doris Waterman and Nate Waterman. George Lewis, New York representative of the show, has booked two attractions to be shipped in time for the opening. Dave Munn, advance agent, is traveling extensively thru New England, booking dates. Roland Stineman has gone to New York to purchase an Arcade outfit to be placed with the show. All of which is according to a representative of the above shows.

**Martin & Noe Shows**

ST. LOUIS, Mo., March 1.—The Martin & Noe Motorized Shows will move onto the lot and open here April 12. E. S. Binder has booked his Chairplane. Eddie Steasha will have two shows and Monkey Motordrome. Charles Hudspeth will have the Circus Slide Show. Hap Booth will again have the cookhouse. Among other concessionaires are Blacky Burns, George Sessle, Buster Crone, Mrs. Frank Noe and Peggie Sasman. This year will make 30 years for Manager Martin to pilot a carnival, starting "way back in the "torch days". J. A. MARTIN.

**DOCTOR WANTED**  
 Licensed in Illinois. Experienced in business of office practice, treating with medicines and electric machines. Write fully. BOX 123, care Billboard, 32 W. Randolph St., Chicago.

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Sample to Operators.....Only \$37.50  
One-third with order, balance C.O.D.

We recommend the Standard Le Model, but can furnish 5c or 10c model if desired. Order a sample today—be the first in your territory. If not more than satisfied return sample at once and money refunded, less only express charges.

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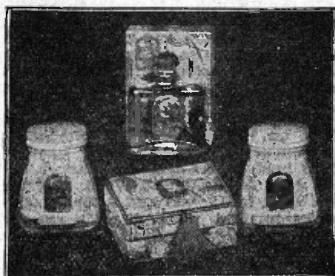
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Built in a beautiful Oak cabinet with ornamental aluminum front and trim. Size 12"x10"x14". Weight only 18 lbs. Earning power equal to any 5c Jack Pot Ball. Can be used where 5c and 25c machines not tolerated. 3 "Jack Pots" instead of one. All coins in full view. Apparently all pennies go into Jack Pot—thus not offending player. A certain overflow goes into cash box. Fully automatic. Requires no attention of merchant. Nothing to get out of order. Collect at your convenience.

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### New Paris Girl 4 Pc. Set NEW, FLASHY LABELS

1 oz. Perfume  
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PER DEAL **36c**  
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PARIS LABORATORIES, Dept. 70, 2632 Olive, ST. LOUIS, MO.

## ROUTES (Continued from page 55)

- Frivolities: (Lyric) Dayton, O., 3-8; (Empress) Cincinnati 10-15.
- Get Hot: (Gayety) Brooklyn 3-8; open week 10-15.
- Ginger Girls: (Star) Brooklyn 3-8; (Gayety) Brooklyn 10-15.
- Girls From Folies: (Academy) Pittsburgh 3-8; (Lyceum) Columbus, O., 10-15.
- Girls From Happyland: (Gayety) Milwaukee 3-8; (Empress) Chicago 10-15.
- Girls in Blue: (Grand) Hartford, Conn., 3-8; (Lyric) Bridgeport, Conn., 10-15.
- Hello, Paree: (Lyric) Bridgeport, Conn., 3-8; (Fox) Jamaica, N. Y., 10-15.
- High Flyers: (Gayety) Washington 3-8; (Academy) Pittsburgh 10-15.
- Hindu Belles: (Lyceum) Columbus, O., 3-8; (Lyric) Dayton, O., 10-15.
- Jazztime Revue: Open week 3-8; (Gayety) Montreal 10-15.
- Kudding Kutties: (Plaza) Worcester, Mass., 3-8; (Casino) Boston 10-15.
- Laffin Thru: (Orph.) Paterson, N. J., 3-8; (Hudson) Union City, N. J., 10-15.
- Mischief Makers: (Casino) Boston 3-8; (State) Springfield, Mass., 10-15.
- Moulin Rouge Girls: (Columbia) Cleveland 3-8; (Gayety) Buffalo 10-15.
- Nite Club Girls: (Hudson) Union City, N. J., 3-8; (Plaza) Worcester, Mass., 10-15.
- Record Breakers: (Empress) Cincinnati 3-8; open week 10-15.
- Social Maids: (Gayety) Montreal 3-8; (Gayety) Boston 10-15.
- Speed Girls: (Empress) Chicago 3-8; open week 10-15.
- Sporty Widows: (Empire) Newark, N. J., 3-8; (Columbia) New York 10-15.
- Steppe Show: (Empire) Toledo, O., 3-8; (Columbia) Cleveland 10-15.
- Step Lively Girls: (Gayety) Baltimore 3-8; (Gayety) Washington 10-15.
- Take a Chance: (Fox) Jamaica, N. Y., 3-8; (Apollo) New York 10-15.
- Watson, Sliding Billy, Show: (State) Springfield, Mass., 3-8; (Modern) Providence 10-15.
- Wine, Woman and Song: (Gayety) Buffalo 3-8; open week 10-15.

## T. O. B. A. CIRCUIT

- Brownskin Models: (Lincoln) Louisville 3-8.
- Butterbeans and Susie: (Koppin) Detroit 3-8.
- Chauncey Oakley Co.: (Pythian) Columbus, O., 3-8.
- Glad Rag Dolls: (Pal.) Memphis 3-8.
- Ginger Babies: (81) Atlanta 3-8.
- Hottentots of 1930: (Elmore) Pittsburgh 3-8.
- King Cotton Revue: (Lincoln) New Orleans 3-8.
- Moanin' Low: (Globe) Cleveland 3-8.
- No Foolin': (Fike) Mobile, Ala., 3-8.
- Shuffle! Shuffle! Birmingham 3-8.
- Shake Your Feet: (Grand) Chicago 3-8.
- Sugar Cane Revue: (Roosevelt) Cincinnati 3-8.
- Pickins From Dixie: (Booker Washington) St. Louis 3-8.
- Raisin' Cain: (Liberty) Chattanooga 3-8.

## MISCELLANEOUS

- Bell's Hawaiian Revue: (Capitol) McKeesport, Pa., 1-7; (Kent) Kent, O., 9-12.
- Birch, Magician & Co. Austin A. Davis, mgr.: Hebronville, Tex., 5; Miranda City 6-7; Laredo 8; Crystal City 10; Bandera 11-12; Kerrville 13.
- Bejar, Magician: Paola, Kan., 5; Kansas City, Mo., 6-8; Jefferson City 10-12; St. Louis 13-15.
- Brace Comedy Co. Harry C. Brace, mgr.: Finch, Ont., Can., 3-8.
- Dollar Show, Circus Attr.: Longview, Tex., 5-8; Marshall 7-8.

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### Combination No. 2

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Lots of 6.. 4.75  
Lots of 12.. 4.50



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Organized Minstrel Show, Midget Show, Wax Show, Fun House, or any money-getting Show that does not conflict. WILL BUY good Pit Show Banners. WANT Feature Acts for Pit Show. McKinley with Animal Show, and A. W. Yeager, answer. WANT Ride Help for Merry-Go-Round, Ferris Wheel, Thriller and Kid Rides. WILL BOOK any Ride not conflicting. CONCESSIONS—Cook House, Corn Game, Popcorn, Mitt Camp, Candy Floss, Erie Diggers and Cigarette Galleries sold. All others open. No graft. Show opens middle of April.  
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Extra Large Size, 40c Each.  
No. 80 Circus Balloon, \$2.50 Gross.  
No. 70 Printed Balloons. Printed with your Name, in 5 Assorted Colors, \$21.00 per 1,000.  
Orders shipped same day received.

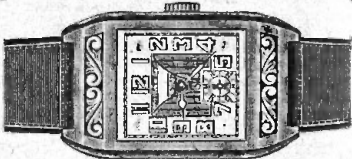
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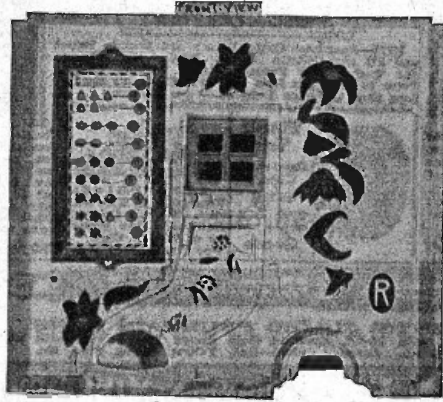


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**POSITIVE DUMP ON RESERVE NOW REMEDIED**

**8.50 EACH** Like Cut

**WOW**

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New part takes all pressure off of slides. Part on main casting does the work. No changing of spring.

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55 MILLS OPERATOR BELLS.....	35.00	40.00
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36 JENNINGS JACKPOT MINT VENDERS.....	60.00	65.00
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No. 12—50-Ligne Irish Buttons, with 2-Piece Ribbons, in Badge Form.....	4.00
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25% deposit, balance C. O. D.

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Daniel, B. A., Magician; York, Ala., 3-8.  
 Hubbard, Paul, & Co., Magicians, Wilford Downs, mgr.; Atlanta, Ga., 3-15.  
 Haag, Magician, & Co. (Ritz) Jamestown, N. Y., 3-8; Randolph 10; Kennedy 11; Bemus Point 12; Clymer 13; Ashville 14; Cassadaga 15.  
 Head's, F. H., Med. Co.; Marion, Wis., 3-8.  
 Kenny, Magician, J. C. Turner, mgr.; (Temple) Federalsburg, Md., 7-8.  
 Mysterious Smith Co.; Oshkosh, Wis., 3-8; Menasha 10-15.  
 Mysterious Wheldons; Minden, Neb., 6-8; Wilmer 10-12; Sutton 13-15.  
 Shapiro-Panzelle Co., Magicians; Warrenton, N. O., 5; Franklin 6; Gupton 7-8; S. Emporia, Va., 10; Centerville, N. O., 11.  
 Thurston, Magician; (English) Indianapolis 3-8; (Amer.) St. Louis 10-22.

**CARNIVAL COMPANIES**

Alabama Am. Co.; Fair Mount, Ga., 3-8.  
 Braun, Chas.; Poteat, Tex., 3-8; W. Palm Beach Co. Bros.; Sebring, Fla., 3-8; W. Palm Beach 10-22.  
 Crafts Greater; Brawley, Calif., 3-8; Riverside 10-15.  
 Greenburg Am. Co.; Mesa, Ariz., 3-8; Ray 10-15.  
 Hames, Bill H.; Ft. Worth, Tex., 8-16.  
 Leach Am. Co.; Augusta, Ga., 10-15.  
 McClellan; Atlanta, Ga., 6-15.  
 Miller, Ralph R.; Lake Charles, La., 3-8; Abbeville 10-15.  
 Miss Valley; Dixie, La., 3-8; Baton Rouge 10-15.  
 Oklahoma Ranch; Lone Wolf, Okla., 10-15.  
 Poole, H. B.; Houston, Tex., 5-8.  
 Tidwell, T. J.; Sweetwater, Tex., 8-15.

**SPECIAL FOR MARCH**

JOY DOUBLE-EDGE RAZOR BLADES, for Gillette Type Razors.

**95c per 100 — \$8.50 per 1,000**

Packed 5 to a Pkg., 120 Pkgs. to a Carton. FAMOUS WADE & BUTCHER BLADES (Curved), for Gillette Type Razors. 1 to a Pkg., 24 Pkgs. to Display Card. Retail Price, 10c Each. Per Card..... **95c**

In Lots of 12 or More Cards, 85c per Card. JEWEL BLADES, for Gode and Ever Ready Razors, 3 to Pkg., 25 Pkgs. on Attractive Display Card. Per Card..... **\$1.35**

In Lots of 12 Cards or More, \$1.25 per Card.

25% deposit with order.  
**J. C. MARGOLIS, 629 Broadway, New York.**

**KELNER'S SPECIALS**

Laded' Swagor Games, with Assorted Silk Tassels, Gross.....	\$7.00
No. 200 Faddie Whoopie Balloons. The Hit of the Year.....	\$4.50
Gross.....	\$9.00
Chenille Monkeys, Large & 8" E Size, Gross.....	\$4.00
Large Size Whistling Flying Birds, New Goods, Just received.....	\$1.75
Gross.....	\$1.90
Miller Infatid Dancing Monkeys, Both attached. Each in an Envelope, Dozen.....	\$3.00
No. 55 Silk Shamrocks with Pipe or Hats, Gross.....	\$2.25
No. 70 Green Balloons, with Harp and Metal Stoppers.....	\$2.25
3-in-1 Mottled Toothpick Knives, Gross.....	\$2.25

50% deposit, balance C. O. D.

**Harry Kelnor & Son, 99 Bowery, N. Y. C.**  
 "Known for our low prices."

**Additional Routes**  
 (Received too late for classification)

Babette Med. Co.; Hollansburg, O., 3-8.  
 Bishop's Show; Butler, Pa., 3-8.  
 Bowser Tanawa Co.; Findlay, O., 3-8.  
 Clarke's Cherokee Comedy Co.; Abington, Ind., 3-8.  
 Cook's Show; Nahunta, Ga., 3-8.  
 Dixie Fun Show; Gholsenville, Va., 3-8.  
 Donegan's Show; Ellisville, Miss., 6-8.  
 Gorman-Ford Co.; Milton, Del., 3-8.  
 Haag, Mighty Shows; Elizabeth, La., 5; Pitts-  
 burgh 6; Louisville 7; Hornbeck 8; Zwolle 10;  
 Many 11; Natchitoches 12.  
 Laftery Show; Sylvia, Kan., 3-8.  
 Lesser Comedy Co.; Martinsburg, O., 3-8.  
 Mayfield Tanawa Co.; Yorkshire, N. Y., 3-8.  
 Miller, Al H.; Show; Brantford, Wis., 3-8.  
 Reno, Great, & Co.; Loraine, Ill., 3-8.  
 Russell Bros.; Circus; Beckville, Tex., 5; Carthage 6; Tenaha 7; Timpon 8; Huntington 10.  
 Sharpsteen Show; Sherwood, Mich., 3-8.  
 Stewart Players; Harmony, Minn., 3-8.

**\$50 JACK POTS \$50**

Money Back Guarantee!

If you have not taken advantage of our specially priced 9c and 25c JACK POTS, with the very latest Mills attachment. You are unaware of the excellent quality we have to offer at this special price of \$50. A ten-day free trial will convince you. We sell for cash only. If machines are not satisfactory we refund your money. Order one today. You cannot lose.

We have Slot Machines of every description. Send for literature.

**REX NOVELTY CO., 3208 Southport Ave., Chicago**

**WHIP FOR SALE**

PRICE, \$1,250.00; \$250.00 CASH.

Balance 25% of gross. Completely overhauled last year. Portable. Stored near El Paso, Tex. Wire or write FRANKS, care Billboard, 424 Chambers Bldg., Kansas City, Mo.

**CHICAGO EXPOSITION SHOWS WANT**

Ball Game, Fishpond, Cotton Candy, Scales, Ice Cream, Penny Arcade, Monkey Speedway, Fat Girl, Illusion Show, Hawaiian Show, Plant, Lady, Musical and Model Show, and any Independent Shows or Concessions. Write. Also Independent Rides, write. Will furnish complete Tent Outfit for Shows. All Shows and Concessions must be legitimate, and never will. Show on or after joints. 229 W. Madison St., Chicago, Ill.

**SALESBOARD JOBBERS AND OPERATORS**

You cannot afford to be another minute without our beautiful new CATALOGS showing the latest, BEST and LOWEST PRICED line of Ready-to-Run Salesboard Assortments, Blank Salesboards, Push-Cards and Pellet Boards. Full line of VENDING MACHINES, Watches, Jewels and Latest Novelty Items. We make DELIVERIES direct to your Customers. PROMPT and COURTEOUS SERVICE.

**A. S. DOUGLIS & CO., 116 SO. WELLS ST. CHICAGO, ILL.**

**DAILEY BROS.' SHOWS**

WILL PLACE Shows with own outfit, legitimate Concessions, Shooting Gallery, Candy Floss, Frozen Custard, Bowling Alley, etc. This week, Lexington, Miss.

**H. L. HEYN ATTRACTIONS**

New Tilt-a-Whirl, Eli Ferris Wheel, Tangley Calambone, Will do business with party wanting Rental Concessions as a partnership, or other suitable proposal. 620 Piggott Ave., East St. Louis, Ill.

**BARLOW'S BIG CITY SHOWS OPEN APRIL 3**

OAN PLACE Cook House, Corn Game, Palmistry exclusive; String Game, Buckets, Fishpond, Frozen Custard, Cotton Candy, Whiffles, Scales, Hoop-la Bumper, Wheels, Nail Joint, Knife Rack, Bowling Alley, Novelty, Country Store, Ball Games, Ice Cream, Penny Arcade, Watch-a-lot, any legitimate Concessions. Address P. O. BOX 15, Granite City, Ill.

**GOOD AND NUTTY THAT'S OUR NEW NUT COBBLER CANDY ASSORTMENT**

Consists of 25 Pecan Nut Rolls (Assorted Sizes), all cellophane wrapped and tied on beautiful Display Stand. A 300-Hole 8c Salesboard accompanies this Assortment. BRINGS IN \$15.00. OUR PRICE, \$6.50. COMPLETE, F. O. B. ST. LOUIS. 25% P. O. Money Order, Cash or Certified Check requested with all orders. bal. shipped C. O. D.

**JOBBERS AND SALESBOARD OPERATORS, WRITE US FOR SPECIAL DISCOUNTS.**

**IRELAND CANDY COMPANY**  
 Manufacturers of "Mary Louise Confections," Main and Vine Streets, St. Louis, Mo.

**WILL BUY LITTLE BEAUTY**

32-Ft. MERRY-GO-ROUND. Write full particulars. HARRIS, care Billboard, Kansas City, Mo.

**BUCKS EMPIRE SHOWS WANT**

Legitimate Concessions, Cook House, Shows, Can PLACE a Flat Ride, 5 Westminster Pl., Garfield, N. J. Phone, Passaic 3195-B.

**WANTED—Shows, Rides, Concessions, Free Acts, Concession Agents, use of Carnival People.** We open March 20. Write LEMANCE'S ATTRACTIONS, 782 Marion Ave., S. E., Atlanta, Ga. Main 4992-J.

**GLOTH GREATER SHOWS**

Now booking Shows, Rides and Concessions for 1930. Address all mail to ROBERT GLOTH, 962 Washington Rd., Mount Lebanon, Pittsburgh, Pa.

**Mad Cody Fleming Shows**

Get with a show that never carried grift and girl shows and never will. Tenth year. Address Box 353, Columbus, Ind.

**MARTIN & NOE GREATER MOTORIZED SHOWS**

Want to book Big Eli Wheel on good percentage. Also Concessions that have their own motor trucks. Reasonable privileges. J. A. MARTIN, 750 Wacker Ave., St. Louis, Mo.

**CENTANNI GREATER SHOWS**

Opening April 9th in Jersey City, East Newark to follow, then Hillside, N. J. We own our own four rides: Merry-Go-Round, Ferris Wheel, Chairplane and Merry Widow Swings.

**WANT RIDES** that do not conflict with what we have.

**WANTED—COOK HOUSE AND JUICE.** All Wheels open. Will sell Ball Games exclusive.

**WANT Corn Game, American Palmist, Pitch-Till-You-Win, Cigarette and Long-Range Shooting Galleries, Frozen Custard. CAN USE High Striker and any other Legitimate Concession.**

**WANTED—SHOWS.** Will furnish complete outfit for real showfolk. Good proposition if you have outfit. **WANT High Diver, Contest Men and Promoters.**

**WANTED—FOREMAN** for Spillman Merry-Go-Round, two-abstract. **WANT Foreman** to handle Chairplane.

Positively no grift tolerated.

Address  
**MICHAEL CENTANNI, 927 Broadway, Newark, N. J.**  
 Telephone Humboldt 2434 between the hours of 8 and 12 a.m.

**HAPPYLAND SHOWS**

Can Place for the 1930 Season Starting at Detroit, Mich., March 15th

**COOK HOUSE, exclusive.** This is a rare opportunity for a party who operates a clean and up-to-date Cook House to get with a live-wire organization. CONCESSIONS that are legitimate could not possibly be with an outfit where the chances for getting money are better or the rates lower. Bernard Matson, get in touch with us at once. **MOTORDROME, MONCYDROME or SPEEDWAY** and other Shows of merit, get our live-and-let-live proposition. **WANTED** for High-class TWENTY IN-ONE, WORKING ACTS, HAWAIIAN DANCER, STEEL PLAYER, SINGERS, HALF MAN-HALF WOMAN MAGICIAN who lectures. State lowest salary. Address **SIDE-SHOW MANAGER**, care Show. Ferris Wheel Foreman wanted. Must be single, sober and a good worker. Experienced **HELP** for all Rides. Billy Rickie, Franchise La Bell wire.

**HAPPYLAND SHOWS, 2124 Gratiot Ave., Detroit, Mich.**

**HELLER'S ACME SHOWS**

WANT Shows and Concessions. Have our own Rides. Address 218 Van Houten St., Paterson, N. J. Phone, Lambert 8190-M.

**FOR LEASE—RIDES AT OAKLAND, CALIF.**

**No. 5 BIG ELI WHEEL and JONES CHAIRPLANE**

Can be opened at once. Rides in workable condition, including Eli Power Unit with Wheel, Engine with Chairplane. Will not separate Rides. Will give season contract. We receive 25% of gross. You pay everything out of your 75%. \$200.00 Cash Deposit Required. Don't waste our time and yours unless you have money, as we will not bank roll you to open or keep you going. Don't waste time writing—wire at once. Pay your own wires.

**HUGHES & KOGMAN, 404 Mfrs. Exchange Bldg., Kansas City, Mo.**  
 P. S.—Also for lease, Whip, stored Bidsce, Ariz.

**Advertise in The Billboard—You'll Be Satisfied With Results.**

**HERE'S YOUR CHANCE!**  
Get in on the Big Profits From This Low-Priced Legal Money Maker.

## 'VEST POCKET' BASKET BALL

Big repeat orders show amazing popularity of this penny machine. Order one and watch pennies pile into dollars over night. Built to last.

Fits all locations. Send check or money order. Machine sent same day. Act now to get our low price.

(SOLE MAKERS)  
**PEO MFG. CORP.,** 449 Ave. A, Rochester, N. Y.

**Sample \$12.50**



**FAST SELLING ITEMS AT LOW PRICES!**

American Eagle Blades  
**11 1/2c**  
Pkg. 10 Blades.



**AMERICAN EAGLE BLADE**

B112—American Eagle Blades are Double Edged and Fit any Gillette Razors. Packed 10 Blades to the Package, 20 Packages in a Display Carton. Price in 5-Carton Lots or More, \$2.30 per Carton. Less than 5-Carton Lots, \$2.50 per Carton.

B5437—Clock Lighter Deal. Consists of two Clock Lighters and one Strap Watch. Mounted on a 1,500-Hole 5c Board. Takes in \$75.00 and pays out \$15.00 worth of Cigarettes.  
**SAMPLE ASST. \$11.00**

American Blades  
**11 1/2c**  
Pkg. 10 Blades.

B541—500-Hole Combination Bargain Board. Consists of two Jumbo Pen and Pencil Sets, one Strap Watch and one Lighter. Players pay 5c, 15c and 25c, as they choose. Takes in \$22.40 and pays out in trade \$23.50.  
**Sample—\$8.75—Asst.**

Whoopie Tops Assorted Colors  
B2170  
**\$6.75**  
Gross

B1769—5-Blade Toothpick Knife with Mottled Colored Handles. One Dozen on a Display Card. Per Gross, \$3.00

**\$24.00** Per Gross Without Bands  
**\$27.00** Per Gross With Bands

**GENTS' JUMBO FOUNTAIN PENS**  
Fitted with 14-Kt. Stamped Gold Plated Pen Points, with and without Bands. Assorted Colors—Red, Yellow, Green, Blue, etc.

**GELLMAN BROS.** 119 No 4<sup>th</sup> St. MINNEAPOLIS, MINN.

**TWO MILLER WINNERS**



No. 3900—Inflated Toy Glove Monkey.  
**Gross, \$10.80**



No. 3900—Two Inflated Dancing Monkeys Attached.  
**Gross Pair, \$21.00**

**WE HAVE THEM**—5-in-1 Mottled Colored Toothpick Knives, \$3.00 Gross 25% deposit, balance C. O. D.

**GOLDFARB NOVELTY CO.,** "THE HOUSE OF SERVICE" 160 Park Row, New York

**NEW OAK WINNER**



**MAJOR BUBBLES.**  
A Toss-Up Item that's a Knockout. Each Packed in a Beautiful Box. Easy To Assemble. Heavy Cardboard Feet. Three Balloons on Each. In Assorted Colors. No Pasting Required.  
**Gross, \$9.00**

**JACK-POT**

**NEW CATALOG No. 38 JUST OUT**  
Send for Your Copy and Save Money  
**BIG NEW SELLING JACK-POT BOARD**  
Without Merchandise.  
**\$2.15 in 25 Lots**

Gardner's 3,000-Hole Big Selling and Big Profit Salesboard. Big Profit for Everyone.

No. B.95—Sample Board Only ..... **\$2.85**  
25 Lots, Each ..... **2.15**

RECONE LIGHTERS, Each, 50c.  
GOLDEN WHEEL LIGHTERS, Each, \$2.50.  
Below Factory Price.

FANCY 12-SIZE LEVER WATCHES, Each \$2.45.  
1-JEWEL POCKET WATCH, Asst. Shades, Ea., \$2.75.  
25% With Order, Balance C. O. D.

**HECHT, COHEN & CO.**  
201-203-205 Madison Street, Chicago, Ill.

**... THE PERFECT JACK POT ...**  
Made in 5c, 10c, 25c, 50c Play. BELLS and VENDERS

RESERVE JACK POT: CHECK REJECTOR FOOL PROOF. DEPENDABLE.

... ALSO ...  
ALL TYPE PENNY MACHINES, BALL GUM VENDERS, PIN MACHINES, Etc.

**MINTS BALL GUM CHECKS**

Hi-Jacking Steel Safes, Rebuilt Machines, all types. Best Prices. Guaranteed.

JACK POT ATTACHMENTS FOR ALL MODELS. 24-HOUR SERVICE.  
**10 DAY FREE TRIAL**  
Write for Circular and Prices.

**SLOAN NOVELTY & MFG. CO.**  
Established 1892. 1250 N. 10th St., Philadelphia, Pa. Stevenson 5378.

**SALESBOARDS and NOVELTIES**  
Write for Catalogs  
**FAIR TRADING CO., Inc.,** 40 WEST TWENTY-FIRST STREET, NEW YORK CITY.

**1930 MODELS**  
JACK POT BELLS and MINT VENDERS COLORED DIAL MACHINES  
ALSO FINEST SELECTION REBUILT MACHINES, ALL MAKES AND TYPES.  
LATEST CATALOG FREE.  
Biggest Trade-In Allowance on Your Old Machine.

**BANNER SPECIALTY CO.**  
1530-22 FARRISH ST., PHILADELPHIA, PA.

**OPERATORS! HERE IS YOUR SALESBOARD**

The latest and most practical ideas ever created. Be first with the latest, utmost in Sales Appeal, Attractiveness, Unique Designs and Mechanical Perfection.

It's the double-pay feature in the 10c column that excites curiosity and makes sales.

Board No. 4000-CD—Size 9 1/2 x 12 1/4 in.

Two Boards in one, presenting an irresistible appeal. 2000 Holes at 5c. pay Single on Reward Numbers. 2000 Holes at 10c pay double on Reward Numbers (Merchandise excepted). Each panel is filled with different colored tickets. 10c is printed on each ticket in the 10c panel. Board Takes in.....\$300.00

List Price BOARD ONLY **\$5.85**  
Send for Catalogue showing many additional new ideas.

**GARDNER & COMPANY,** 2309 ARCHER AVE. CHICAGO, ILL.

**JUST OFF THE PRESS!!!**  
SPECIAL CATALOG FOR  
AGENTS—CANVASSERS—DEMONSTRATORS—  
HOUSE-TO-HOUSE WORKERS—MAIL ORDER DEALERS—SPECIALTY WORKERS, ETC.

Write for No. 205  
And Specify Your Line.

Our large, complete Catalog will be ready some time in May. Orders selected from 1929 Catalog will be filled at lowest prevailing prices.

**LEVIN BROS.** Est. 1886 **TERRE HAUTE, IND.**

**JACK POTS NEW BELLS AUTOMATIC VENDERS PAY-OUT PURITANS DOMINO**

WRITE FOR LATEST CATALOG  
**Keystone Novelty & Mfg. Co.**  
EASTERN SERVICE & SUPPLY STATION,  
26th and Huntingdon Sts., Philadelphia, Pa.




**ROLL SKILL**  
LEGAL EVERYWHERE.

**3 BIG FEATURES** PLAYS 3 COINS—1c—5c—10c  
Operates With or Without Prizes  
FOOL PROOF CONSTRUCTION

OTHER FEATURES—Small in Size, 12x6x4. Light in Weight, Only 8 lbs. Strong Steel Construction. Attractively Enamelled in Colors. Divided Cash Box, Holds \$50.00. Can be Screwed to Counter.

**SAMPLE \$7.50**  
Send Certified Check or Money Order for Sample.  
Quantity Prices on Request. Be First in Your Territory.  
ACT QUICK! WRITE OR WIRE.

**THE EMPIRE NOVELTY COMPANY**  
DEPT. BB, 501 East Jefferson St., SYRACUSE, N. Y.  
Distributors Wanted in Every State.

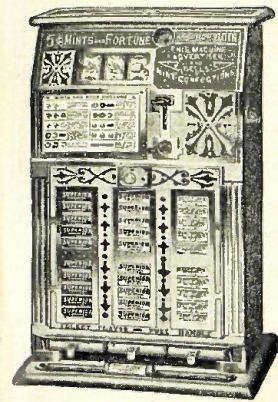


**HARLICH'S 1930 SALESBOARD NOW READY!**

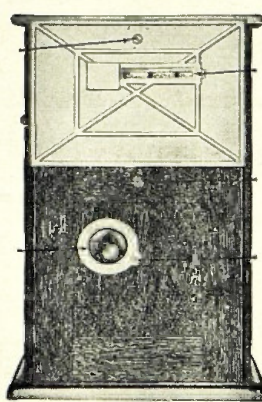
MOBE THAN 100 BRAND-NEW TRADE BOARDS, CUT-OUT BOARDS, CANDY BOARDS, CIGARETTE BOARDS, CIGAR BOARDS, PUSH CARDS, BABY MIDGETS, BEGULAR MIDGETS, AND THE NEW BLUE LINE, THE WORLD'S SMALLEST BOARDS. Catalogue mailed free.

**HARLICH MFG. CO.,** 1401-1417 W. Jackson Blvd., CHICAGO, ILL.

**The New 3-Way Selective Fortune Telling MINT VENDER**



Separate Lock for Mechanism and Coin Register



Key for Reading Combinations

Separate Coin Box for Merchants

Coin Release Plunger

Coin Shows Plainly Through Magnifying Glass

The 3-Way Mint Vender can be played with either a nickel or a quarter without any change at all. It does everything that the Operator's Bell will do except pay out rewards. It is a well-known fact that there never was a more successful machine than the Operator's Bell, but the Bell cannot be used everywhere, while the 3-Way Selective Mint Vender can. Absolutely brand new, single, \$42.50 each; lots of 5, \$40.00 each. Slightly used, single, \$35.00 each; lots of 5, \$32.50 each.

Wire One-Third Deposit. Shipment Same Day Order Received.

**THE VENDING MACHINE CO., FAYETTEVILLE, N. C.**

SEND FOR OUR LATEST PRICE LIST



**NEW—SILK FRINGE HIGH GRADE PILLOWS**  
\$6.00 DOZ. New Style



Send \$6.35 for Sample Doz. Prepaid.  
**Western Art Leather Co.**  
P. O. Box 484, Tabor Grand Bldg., DENVER, COLORADO.  
For quick action wire money with order. Ship same day order received. 25% deposit, bal. O. O. D.

FREE CATALOG.

**—THE NEW "BABY VENDER"**

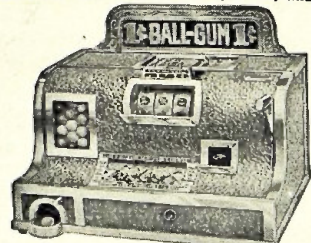
GREATEST COIN MACHINE SINCE THE FAMOUS "LIBERTY BELL".

ABSOLUTELY LEGAL and can be operated in all classes of stores anywhere with 300% to 500% profit. Set on the counter as a penny machine, it still takes nickels, dimes and quarters, and when the red stop at a fortune designated on the fortune card, the storekeeper may pay rewards accordingly. Can be operated with JACK POT, or can be changed instantaneously to 1c BALL GUM, for closed territory. So silent you can not hear it run! Absolutely clog-proof.

**SPECIAL FEATURE FOR OPERATORS.**

Handling a Number of Machines.  
Two cash boxes. The storekeeper has access to his profits at all times, while the operator's profit is under separate lock and key. A patented coin divider automatically divides up the coins on a percentage basis, putting in each cash box the correct amount. This type of machine would be impracticable without this exclusive feature—no other machine has it!

Send us \$39.95 for a sample machine, which is the jobbing price, with 1,000 balls of Gum free. We guarantee it to be the best machine of its kind on the market.



Size, 12 1/2 x 9 1/4 inches. Weight, 22 Lbs.

SOLE MANUFACTURERS

**THE FIELD PAPER PRODUCTS CO., PEORIA, ILL., U. S. A.**

(Salesboard and Machine Jobbers and Operators—Get on Our Mailing List.)

**CALIFORNIA GOLD COINS**

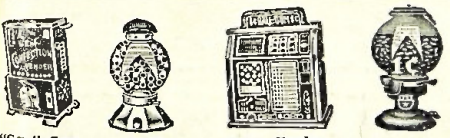


**MOUNTED ON RINGS**

All sizes, 50c each, in quantities not less than 12. Send 75c for sample catalogue and price list.



J. G. GREEN CO., 49 FOURTH ST., San Francisco, Calif. The Each. Solid Gold Coin.



**MONEY-MAKING VENDING MACHINES**

Our prices are the lowest. Send for New Catalog.

**D. ROBBINS & CO.**  
28B Dodworth St., Brooklyn, N. Y.  
Get Our Ball Gum Prices.

**MILLS - JACK POT BELLS - JENNINGS**  
JACK POT ATTACHMENTS PUT ON MILLS AND JENNINGS  
**24-HOUR SERVICE**  
ALSO ALL OTHER TYPE MACHINES. Write for Catalog and Prices.  
**SLOAN NOVELTY & MFG. CO.**  
1250 N. 10th St., Dept. B, Philadelphia, Pa.

**ST. PATRICK'S DAY NOVELTIES**

We Offer You  
The Best Sellers at the Lowest Prices

B3N501—Cell. Red, White and Blue Rose Pin. Per Gross....	.55	B3N31—Shillalah, with Green Fan. Per Gross.....	4.50
B3N15—Silk Shamrock, Plain. Per Gross.....	.75	B3N32—Composition Shamrock Candy Box. Per Gross....	4.50
B3N20—Silk Shamrock, with Pipe. Per Gross.....	1.25	B45N43—St. Patrick Hat Assortment. Per Gross.....	4.50
B3N21—Silk Shamrock, with Hat. Per Gross.....	1.25	B3N38—St. Patrick Day Motives. Per Gross.....	4.50
B3N22—Silk Shamrock, with Snake. Per Gross.....	1.25	B85N3—60 Cm. Air Balloons, Assorted Colors. Per Gross....	2.00
B3N33—Potato, with Imprinted Green Shamrock. Per Gr...	4.50	B85N20—Squawker Assortment, Assorted Colors. Per Gross....	3.00

**NEW VALET IT'S THE LATEST! AUTO-STROP RAZOR**

HERE'S A HOT ONE!  
"THE PACKLITE"  
Per Doz. **42.00** Each **3.75**

B3C17—This Outfit Consists of the New Gold-Plated Valet Self-Stropping Safety Razor. With a Cut Blade. Complete with Leather Strop.

B88J353—Combination Automatic Lighter and Cigarette Package Holder. Keeps package in shape. Just a press of the finger and thumb raises top so that cigarette can be removed. Press down on lever and you have a light. Compact. Will sell wherever demonstrated.



**Salt and Pepper Shakers**

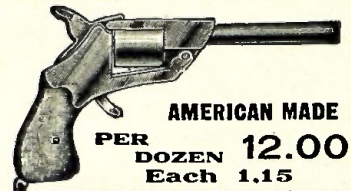
B7C16—Individual Salt and Pepper Shakers. Hand decorated scenic designs. Height 1 3/4 in. 6 in. Box. Per Gross.....
 4.25 | Per Dozen..... | .40 |



**Boudoir Lamp**

B2C50—Imported All Glass Boudoir Lamp. Height, 9 1/4 in. Bright Colored Glass. Shade Decorated with Scenic Design. Complete with Cord and Plug. Each in Carton.

**MINIATURE CHARM PISTOL**



**AMERICAN MADE**  
PER DOZEN **12.00**  
Each **1.15**

B21R3—After Lengthy Experiments we are now able to offer the Perfect Charm Pistol. Length, 2 inches, highly nickel plated, break action, genuine pearl handles. Each in box containing Capsule with 25 Blank Cartridges and Ramrod.

B21R5—Miniature Blank Cartridges. 1.25  
25 in Capsule. Per Dozen Capsules...  
Above Merchandise can only be shipped by Express or Freight.



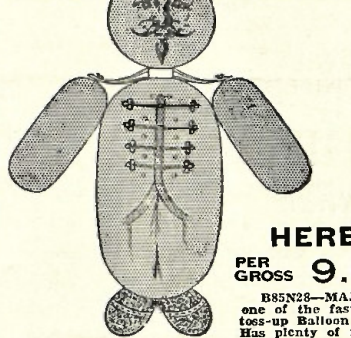
**THIS YEAR'S LEADER**

and It's a Real Value

Each **1.30**

B2W66—Men's Watch, 16 size, open face, white finish, engraved bezel and back, lever escapement, 2-color effect dial.

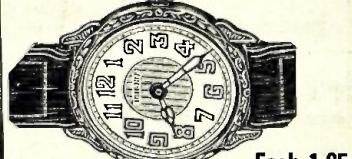
**MAJOR BUBBLES**



HERE'S THE HIT OF 1930  
PER GROSS **9.00** PER DOZEN **.80**

B85N28—MAJOR BUBBLES. This item should prove to be one of the fastest sellers that has ever been offered. It is a toss-up Balloon item of real merit and is made very attractive. Has plenty of flash. Each outfit packed in an individual box.

**MEN'S STRAP WATCH**



Each **1.85**

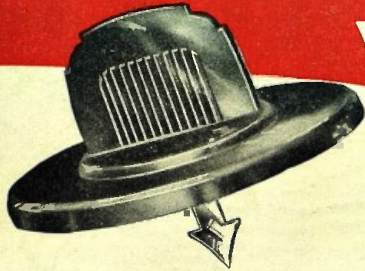
B11W100—Gent's Strap Watch, Chromium finish, engraved case, lever escapement movement, radium dial and hands.

**N. SHURE CO. ADAMS and WELLS STS. CHICAGO**

**Save Money**  
By Buying Direct From Manufacturer  
**AMERICAN MINT CORP.,**  
114 East 13th St., New York, N. Y.

Advertise in The Billboard—You'll Be Satisfied With Results.

# GET INTO A STEADY REPEAT BUSINESS OF YOUR OWN WITH THESE 3 BRAND NEW MONEY MAKERS



**Pierce-Cap**  
MILK BOTTLE  
Opener and Cover



Retails for  
**10c**

ARROW LIFTS COVER IN A JIFFY. SANITARY CAP KEEPS MILK SWEET, SAFE AND PURE.

Here is a new necessity needed in every home. Its exceptionally low price means volume sales and quick turnover. Every household uses bottled milk or cream and every housewife knows the annoyance of getting the ordinary paper cap off the bottle. **PIERCE-CAP** eliminates squirting and spilling removing covers the old way, and is also a sanitary cover. When housewives see this new **PIERCE-CAP** THEY BUY AT LEAST TWO OR THREE ON SIGHT. Made of Bakelite in a variety of assorted colors and mottled effects.

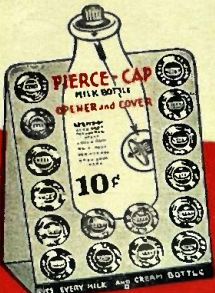
**FITS ANY SIZE MILK AND CREAM BOTTLE.**

At a glance, dairies, groceries, drug stores hardware stores, soda fountains, dairy companies, are your prospects. Volume sales can be built up by placing our display cards on store counters as outlined in our tested selling plans which we furnish you. Packed in assorted colors, 32 to each display card, which takes in

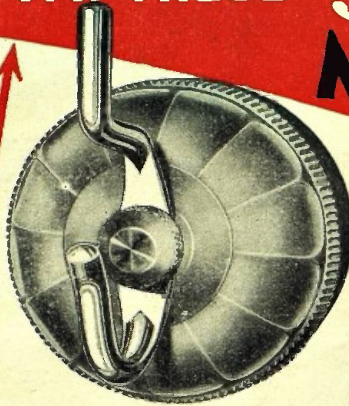
**\$3.20**

**YOU MAKE 100% PROFIT**  
Selling to Dealers

**220% PROFIT**  
Selling Retail



Packed 32 to Each Card. Assorted Colors.



**STICKTITE**  
Coat Hanger  
With Invisible Suction Grip Attachment



Retails for  
**25c**

Indispensable for Autos, Homes and Offices

This novel utility sells on sight demonstration. Instantly attached without tools to any smooth surface. Just stick it on. Invisible suction grip holds like iron. Resists 20-lb. pull, holds heaviest overcoat. Comes off in a jiffy when wanted. **STICKTITE** saves space—adds comfort in the auto. Holds hats, coats, handbags conveniently out of the way. Every home, auto and office can use several. Made of Bakelite in a variety of lustrous colors and mottled designs. The hanger is made of solid metal, highly nickel polished, sturdily constructed for everlasting service. Packed 13 to a self-selling counter display card. Each card takes in

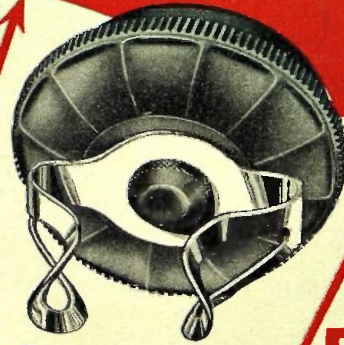
**\$3.25**

**YOU MAKE 100% PROFIT**  
Selling to Dealers

**225% PROFIT**  
Selling Retail



Packed 13 to Each Card. Assorted Colors



**RED DOT**  
BRUSH HOLDER  
With Invisible Suction Grip Attachment



Retails for  
**25c**

Shaving Brush Holder

Here is a convenience—in fact a necessity that every man wants when he needs it. Every man has long felt the need of a Shaving Brush Holder, particularly since the popularity of the permanent safety razor. **RED DOT** is the right place for the shaving brush without tools where the man wants it. Visible suction instantly attaches to any smooth surface. Made of beautiful Bakelite in a variety of mottled designs. The clip is highly polished and nickel finished. A novel utility needed by every man in the home as a brush holder. Also used for clothes brushes and brooms. Packed 13 to a self-selling counter display card. Each card takes in

**\$3.25**

**YOU MAKE 100% PROFIT**  
Selling to Dealers

**225% PROFIT**  
Selling Retail



Packed 13 to Each Card. Assorted Colors

20 DISPLAY CARDS PLACED WITH DEALERS NET YOU UP TO

**\$20**  
A DAY PROFIT

These patented items are new, exclusive and have no competition. Your field is unlimited. Every home, office, automobile owner, every man and woman and every type of dealer are your prospects. Choice territories are now available everywhere. Men who have the foresight to recognize a new money-making opportunity will act at once and make a valuable connection for a permanent income.

**DEALERS OFFER YOU VOLUME SALES AND BIG PROFITS RIGHT FROM THE START**

Here is a real chance to step into a big business of your own. Every dealer will be glad to place these attractive, self-selling displays on his counter. The cost of any of the items in lots of 60 cards is only \$1.00 per card, made up in any desired assortment. Each card sells to dealers at \$2.00, your profit per card placed with the dealer is \$1.00 and the dealer makes a handsome profit too. You can easily place 20 cards a day and make \$20.00 profit. But that is not all. You have sufficient margin to hire salesmen and pay them a nice commission to place these displays with dealers. You are not limited to the sale of one item, but you have three fast selling items which will bring you three times the profit. By placing 20 cards of each a day you make a profit of \$60. You can readily see that your profit is determined only by the number of dealers you establish. In the meantime your repeat business is steadily increasing. Full details of this Dealer Plan and our other Plans will be sent you with your order for samples.

**SEND FOR SAMPLES NOW START CASHING IN AT ONCE**

Your territory is most important. Get started immediately. Fill in coupon below. You can order any assortment of 60 cards at \$1.00 per card, 20 cards at \$1.25 per card and 3 cards at \$1.50 per card or one card at \$1.75. Send full remittance or 25% deposit and we will ship C. O. D. for the balance. 3 samples, one of each item, 50c. You take no risk ordering. We guarantee you sales on this sample order or refund your money. We recommend that you order the three items as it will give you a wider field for sales and profits. In addition to our money-back guarantee, we will exchange any items you may return for any other item in the line. With the sample cards to show you can start at once to call on dealers to take orders or you can sell out at retail and make 225% profit.

**EXCLUSIVE TERRITORY TO PRODUCERS SEND COUPON NOW**

Why delay? Rush the coupon now and start in the most amazingly profitable business you ever heard of. Show us you are a live wire and we will grant you exclusive territory. Above all, you must lose no time. Reserve your territory now before someone else beats you to it. Fill in and mail coupon today!

MASTERLITE MFG. CO. (Dept. C-320), 110 East 23rd St., New York, N. Y.

I enclose \$..... for which please send me order checked below; If full remittance is not enclosed, send balance C. O. D.

- 60 Display Cards for.....\$1.00.....\$60.00
- 20 Display Cards for.....1.25.....25.00
- 3 Display Cards for.....1.50.....4.50
- 1 Display Card for.....1.75
- 3 Samples (One of each item) for......50

Send assortment as checked below (Indicate Number of Cards in Space):

PIERCE-CAPS  STICKTITES  RED DOTS

Please send details of your tested Selling Plans which guarantee that I will make sales.

NAME.....  
ADDRESS.....  
CITY..... STATE.....

**THESE SELF SELLING DISPLAYS PLACED ON DEALERS COUNTERS START YOU IN A WHOLESALE BUSINESS OF YOUR OWN**

MASTERLITE MFG. CO.,  
110 East 23rd St., New York  
Dept. C-320