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The Billboard

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March 2
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EQUITY'S RADIO CHANCE

Making Plans For Festival

Committee huddles on various suggestions—meeting to be held next Sunday

NEW YORK, Feb. 23.—The committee appointed to push an American Theater Festival, in order to awaken interest in the drama and to provide an established festival of the American theater analogous to Malvern and those of European countries, is busily at work on plans, with no definite form for the festival as yet set. It will be in New York; that much is definite. Also, it is hoped that the first festival will be held this spring, at any rate in a modified form, so that a firm basis will be laid for a full-fledged festival next year.

The idea was originally suggested by Philip Loeb, of the Actors' Forum group in Equity, and the actors' organization, after much discussion, agreed to lend its support. A meeting of various theatrical groups was called, presided over by Frank Gillmore, Equity president, and the committee was appointed to draw up definite plans. The committee is composed of Gillmore, Elmer Rice, Helen Arthur, Augustin Duncan, Edward Fielding, George Heller, Brock Pemberton, Sam Jaffee, Michael Blankfort, Mrs. Edith J. R. Isaacs and Hiram Motherwell.

Several general plans for the festival have been suggested, but none has been chosen as yet. One was to offer a historical panorama of the drama, starting with the Greek and running thru to moderns. Another would provide for

(See MAKING PLANS on page 5)

Screen Actors' Guild Roster Claiming Many Extra Players

HOLLYWOOD, Feb. 23.—On the strength of the producers offering a new contract the reaction of screen players has been opposite to what the studio executives expected. Instead of players rushing to the Academy of Motion Picture Arts and Sciences they have taken out membership in the Screen Actors' Guild.

This is not difficult to fathom, for the panic among producers is taken to mean that the players have them on the run and are quite willing to go ahead and obtain a new contract.

N. J. Theater Men Protest Sales Tax

TRENTON, Feb. 23.—A protest on the proposed State sales tax was made directly to Gov. Harold G. Hoffman on Thursday by the Allied Theater Owners of New Jersey in special conference. Altho the tax measure has been advocated by the governor, he promised the theater men some revision that would not make it so hard on them.

Proposed tax would hit everything below the figure taxable by the federal government. The theater men told the governor the proposed tax would put many of them out of business and that they felt they were now heavily enough taxed without having extra burdens.

(See N. J. THEATER on page 5)

Silver Offering

CINCINNATI, Feb. 25.—"As an aside, the association presented to Mr. Traube a gift in honor of his recent marriage. It was a silver tray, cream and sugar-bowl, and, for once, Leonard was tongue-tied," writes Secretary A. W. Lombard, Boston, secretary of Massachusetts Agricultural Fairs' Association, in telling of a resolution of thanks to The Billboard "for wonderful publicity and splendid co-operation received during the past year and expressing pleasure at having Mr. Traube with us at our annual meeting," the New York outdoor editorial representative of The Billboard having covered the convention in Northampton, Mass., on January 24 and 25.

Stars To Play League Night Show

CHICAGO, Feb. 23.—The Showmen's League of America has its plans all set for its second annual spring Theatrical Night, to be held at the College Inn of the Hotel Sherman Monday night, March 4. Sam J. Levy and Jack Nelson, chairman and co-chairman, respectively, have lined up a list of well-known acts that assures one of the finest shows the Inn has ever had. Art Jarrett and his orchestra, who open at the Inn March 2, will furnish the music for the show, and among the entertainers will be Eleanor Holm (Mrs. Art Jarrett), who has a splendid singing voice. Earle Reynolds has promised to have his Seven Wonder Girls on the program and a number of prominent radio and stage stars have promised to lend their talents to make the Theatrical Night a huge success. There will also be the usual College Inn show, which in itself is a fine evening's entertainment.

The advance sale of tickets indicates that a capacity crowd will attend the show. Receipts of the show go to the hospital and cemetery fund of the league.

Another feature is the fact that the Central Casting Bureau has reduced the number of registered extras by 7,000, which means that this number will not be eligible to call. These people feel that the Guild can help them in their difficulty and are taking the last resort.

(Continued from page 3)

course to keep their names on the roster. Altho the producers insist that they will not recognize the Guild, it is taken

(See SCREEN ACTORS' on page 5)

Ad Agencies Seen as Best Way; Screen Guild Tieup Aids Plenty

Equity's radio jurisdiction would keep SAG members off air in event of strike—committee given full sway—watchful waiting under NRA now finished

NEW YORK, Feb. 23.—Actors' Equity Association has placed the problem of organizing the radio field, and any policies that may thereby be involved, in the hands of a radio committee, which has been given full sway in the matter, subject of course to Council approval, meaning that the radio question has been taken out of the hands of Equity officers, who have heretofore had it with all others to work out. Most important, however, is that, thru the agreement with the Screen Actors' Guild, Equity is now in a very strong position insofar as radio is concerned. Published reports that Equity was, allegedly, "goaded into radio" are ridiculous, according to Equity officials, since Equity first became interested in the other field eight years ago and has been at it for the last two years.

Giving the radio committee free rein means that Equity's policy of watchful waiting, which has held full sway until now, will probably be ended. Ever since the NRA came into existence, Equity has felt that its best course would be to approach the radio field by gaining recognition on the Code Authority, taking steps to achieve this result. As Equity spokesmen point out, no one could foresee that such a step would involve years of waiting.

Now, however, under the changed picture, observers feel Equity can rapidly organize radio, the avenue of entrance being the advertising agencies. Agencies build an overwhelming majority of the commercials on the air, the networks a fraction. If the agencies should refuse to accede to the Equity shop in the air, Equity could, if so minded, call out its performers in radio, with the majority of singing and musical stars, as well as dramatic players, being Equity members. Thus Eddie Cantor, Jack Benny, Phil Baker, Joe Penner and other radio performers hold Equity cards. Equity could also, thru its arrangement with the Screen Actors' Guild, keep film names off the air, as well as forcing its own members off the air if they wanted to appear on the screen. Arrangement between AEA and SAG provides that in a strike in one

(See EQUITY'S RADIO on page 16)

Washington's Birthday Biz Gives Broadway a Bonanza

NEW YORK, Feb. 23.—Washington's Birthday, always a theatrical peak, proved a bonanza to Broadway this year, with the street mobbed by amusement seekers

Texas Centen Staff Let Out

Move is made to establish director's authority—most workers to be reappointed

DALLAS, Feb. 23.—All employees of the Texas Centennial Exposition, save three executives, were fired today by Director Walter Cline to wipe the slate clean for definite reorganization next week. Cline was given a free hand by the exposition's executive committee on advice of Major Lenox Lohr. Also on Lohr's advice, the executive committee set up an approval committee to get quicker action on policies.

Most of the staff will be reappointed, Cline indicated. The staff had been appointed higgledy-piggledy by various committees and commissions, and Cline wanted it thoroughly understood to whom they will be responsible when organization is completed.

Paul Phillippe Cret, of Philadelphia, internationally famous architect, today

(See TEXAS CENTEN on page 64)

and every house doing extraordinary business. It was the consensus that Friday's matinee was by long odds the best matinee day since 1929 and the start of the depression.

Crowds began blocking the street early in the morning, and lines were forming outside the picture-presentation houses as early as 10 a.m. Bad weather, with early snow and a later drizzle, was figured as driving the mobs into the theaters—and it did.

All the presentation houses cashed in. The Palace, which rates as little better than neighborhood vaudeville grind in these degenerate days, had standees at the first show. The State, down the street, reported the best matinee business since it played Farewell to Arms years ago. The Capitol had standees at the early supper show, usually an off hour. The Music Hall reported a terrific crush, and the Roxy, with its low admissions, had every seat filled at the first afternoon show, mobs filling the rear and aisles of all three levels, the big lobby filled with those waiting to get in, and a

(See WASHINGTON'S on page 5)

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Equity Stands Alone at Hearing on Sunday Shows

All other forces in the theater unite to battle for Sabbath performances at Albany—outlook hopeful—strong labor delegation asks for day of work, not rest

NEW YORK, Feb. 23.—Equity, with the sanctimonious backing of the Lord's Day Alliance, the Lord's Day League, the State Council of Churches and Religious Education and the Greater New York Federation of Churches, battled all the rest of the theater at Albany Wednesday, when joint hearings on the Berg-Neustein Bills were held before the committees on labor and industry of the State Senate and Assembly. The bills provide for performances of legit attractions on Sunday, with provisions for one day in seven off for the actor and for local option. The Equity delegation was composed of Frank Gillmore, president; Paul Turner, counsel; Alfred Harding, press representative, and Florence Reed, Madge Kennedy and Selena Royle.

Opposed to the actors was an array that took in all other branches of the theater. For the first time in the bitter struggle over the Sunday question, theatrical labor is wholeheartedly on the producers' side and even the State Federation of Labor has lent its support to the bills. The labor delegation, headed by George Meany, president of the State Federation, included Richard Walsh, vice-president of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the United States and Canada; Thomas Gamble, vice-president of the American Federation of Musicians; Fred Marshall, business manager of the Scenic Artists of America; Thomas Murtha, secretary of the metropolitan locals of the IATSE; James J. Brennan, president of Local No. 1 of the IATSE; Jack Rosenberg, secretary, and David Freed, of the executive board of Local 802 of the AFM. The Dramatists' Guild sent a telegram urging a favorable report on the bills and even the New York City Trades and Labor Council went on record as supporting them. In addition, up-State labor leaders were present to urge support of the Sunday measures.

Managers' Delegation

The managers' delegation, led by Dr. Henry Moskowitz, included Lee Shubert, Brock Pemberton, Herman Shumlin, William A. Brady, William A. Brady Jr., Warren P. Munsell, George Haight, Helen Arthur, Milton Weinberger, Irving Caesar and Leonard Berkman.

In addition, proponents of Sunday playing found an unexpected advocate in Reverend Longacre, of the Organization for Religious Liberty, who made a stirring plea for Sunday performances, pointing out that the church should under no conditions interfere with civil liberties.

Each side was allowed one hour to present its arguments and an additional 15 minutes in rebuttal.

Gillmore, in arguing against the bills, pointed out that the theater, in many cities which allow Sunday shows, has almost gone out of existence despite that fact. He said that the actors would be the ones to suffer if the bills went thru and urged that the present laws remain. Miss Reed said that she did not think that Sunday shows would help the box offices; Miss Kennedy said that she counted on Sunday as a beautiful day of rest, and Miss Royle said that Sunday's picture crowds would not pay the prices asked for legit shows.

The labor delegates were enthusiastic in their support of the bills. Their key- (See EQUITY STANDS on page 9)

Ticket Report Wednesday

NEW YORK, Feb. 23.—Report of the legit code authority's committee to investigate the enforcement of ticket provisions is expected at the meeting of the authority Wednesday. Committee was appointed to survey the working out and enforcement of the code clauses that have to do with ticket brokers. Definite action by the authority on the much-fought-over question has been postponed until the report comes in.

Pellissier To Make Wild Animal Picture

CHICAGO, Feb. 23.—Captain Lewis Pellissier and a party of seven will leave Chicago shortly on an expedition to the Belgian Congo for the purpose of making a motion picture of animals in their native jungles and also to bring back a number of African elephants and gorillas.

The party will sail from Miami, Fla., where headquarters have been established, on April 8 and expect to be gone about 18 months. They will land at Harcourt, Belgian Congo, where they will entrain and go to the end of the Belgian railway line, then trek up into the mountains. Five trucks, including a sound truck, and a large quantity of equipment will be taken along.

Captain Pellissier and his associates have established a 30-acre zoo at Miami, which they will stock with wild animals. Open dens will be used, with a moat to confine the animals. It is also planned to build a night club on a four-acre island on the property, where guests can sit on the veranda and observe the animals in their native state.

Ash Picture To Be Shown at Movie Ball

CHICAGO, Feb. 23.—Arrangements have been made for the production of a three-reel musical sound picture here, to be sponsored by Paul Ash, which will employ the services of local talent exclusively. The film, which has been labeled *Cinemanía*, will have its premiere at the Sherman Hotel April 12, when a movie ball with all the Hollywood opening stunts added will be held. Proceeds of the affair will be turned over to the Fox River Tuberculosis Association.

Irvine Siegel, former cameraman of

Jones To Write Original for Next Central City Festival

DENVER, Feb. 23.—Robert Edmond Jones, who will direct again, also plans to write the play for the fourth annual play festival at the Central City opera house. The opera house may remain open for three weeks this year if the advance ticket sale is big enough. It will run two weeks, same as the last two years, at any rate.

The motif for the play this year will be the colorful past of both Central City, at one time the immediate center of 50,000 population, and the opera house. Both have brilliant and romantic histories, and Jones has been delving into original sources during his last three summers of directing at the opera house.

Opening this year will be early, July 6, on account of two large conventions in Denver during and just preceding. It is expected 10,000 teachers and 3,000

Believe It or Not

Bert Ross, London correspondent of The Billboard, was recently featured in Ripley's "Believe It or Not" column, with a record of having seen 16,148 vaudeville acts, and having sat thru 2,473 complete vaude programs. That included the time from January 1, 1927, to November 9, 1934. But Bert's done better since. By February 2 the score had gone up to 16,615 acts and 2,539 full programs. And he's still going strong.

Authority Okehs And Investigates

NEW YORK, Feb. 23.—The Theater Authority has oked four more benefit shows. They are the New York Society of Teachers of Dancing Fund, at the Waldorf-Astoria Hotel Thursday; the Trade Union Unity League, at the Civic Repertory tomorrow afternoon; the Brooklyn Waterfront Workers, at the Brooklyn Academy of Music tomorrow night, and the Press League, at the Civic Repertory March 3.

The Authority has also been probing certain benefit shows. Alan Corelli, of the Authority, reveals it stopped a benefit for "The Old Timers of the American Stage" at the Ritz Ballroom Friday. Frank Pryor, Cap Perry and Ted Murphy promoted the show, but when the Authority protested that the benefit was being misrepresented, 2,600 tickets were called in and new ones printed indicating a regular show and no benefit angles. The show was paid after the insistence of the Authority.

The Authority is also probing a benefit "for the children of destitute actors" at the AWA Clubhouse, announced in *The Herald-Tribune* last week. Ned Wayburn was listed as staging the show, but Wayburn informs the Authority he never authorized such a statement. Corelli is co-operating with Herman Levin, of the Welfare Department, in investigating.

Theater Manager Robbed

CHICAGO, Feb. 23.—Everett Haglund, manager of the Cheltenham Theater here, was accosted by robbers last Sunday night as he started for home and was forced to return to the theater and open the safe, the bandits taking \$900.

the Warner Brothers' Eastern studio, will direct and shoot the picture at the Action Film Company's plant. The film is expected to be shown at several neighborhood theaters when completed, and arrangements have been made by Paul Ash to send a print to the Warner Brothers' California studio, where executives will view it in quest of new talent.

librarians will be in Denver, and the Central City association expects a sell-out because of this. For the last three years the sales have been from 75 to 87 per cent of capacity.

The first year the opera house, built in 1878, was reopened Lillian Gish appeared in *Camille* for a week; the next year Gladys Swarthout, Natalie Hall and Richard Bonelli starred in *The Merry Widow*, while last year Walter Huston and Nan Sutherland were the leads in *Othello*.

The contract with Jones to direct has three years to run, and the principal clause gives him carte blanche as to expense, but says the production must be of the highest quality.

No contracts with players have been signed. Frank St. Leger, now directing the Houston Symphony Orchestra, will direct the orchestra. The production last year was put on without music, but the orchestra will have an important part this year.

Central City is an old mining camp 47 miles west of Denver in the mountains. The opera house, built in 1878, was given to the University of Denver. The school accepted, but refused to incur any financial obligations because of it, so a number of the wealthy people in the State are financing the reopening each year.

Booth License Probe by City

New York officials investigate graft on projectionist licenses

NEW YORK, Feb. 23.—The mayor this week moved to clean up the graft surrounding the issuance of licenses to motion picture operators here. It is understood that Mayor F. H. LaGuardia will recommend the handling of these licenses be switched from the Department of Water Supply, Gas and Electricity to the Civil Service Commission. The action follows the sensational report by Commissioner of Accounts Paul Blanshard, who has been investigating charges of corruption under the Tammany administration.

Blanshard charges "fixers" were active in obtaining licenses for applicants who paid fees ranging from \$100 to \$200. A former city official, George Sheridan, is accused of incompetence and favoritism. The most active of the fixers were Irving Gordon, William Siegfried and Alberto Navarro, according to Blanshard. Others mentioned as active in the license ring were John J. Dietz, William L. Kavanaugh and Martin J. Healy, all Tammany politicians.

The report revealed that there are more than 5,000 licensed projectionists in this city. The city's theaters, however, can use only about 2,500. Local 306 alone has 1,800 members, although several hundred are unemployed.

The Curley Bill requiring a minimum of two men in each projection booth is still in the Board of Aldermen. With the Blanshard report bringing the spotlight to the situation, the bill may be taken out of committee and put to a vote.

George Browne, president of the IATSE, and NRA Division Administrator Sol A. Rosenblatt have been conferring on the local projectionist situation at the same time that the code-finding committee has been meeting on the problems.

More British Equity Grief

LONDON, Feb. 23.—More trouble broke out on the British Equity front this week when Equity refused to allow its members to sign contracts with C. B. Cochran for his forthcoming production of *Beverly Nichols' Mesmer*. The contracts, Equity claimed, were not in accord with the recent agreement between Equity and the managers, drawn up under the supervision of the Ministry of Labor. The Cochran contracts, Equity says, are in defiance of and in many respects inferior to the standard of contracts that was agreed upon. The agreement provides that the set standard be rigidly upheld.

Cochran, who returned from New York Monday, denounced the agreement and said that he might hold up all his production plans because of his dissatisfaction. He will be forced to hold them up thru the Equity action anyhow.

EDDIE PEABODY

This Week's Cover Subject

A VERSATILE and gifted performer, Eddie Peabody recently closed an 18 months' run on Broadway and is now making a personal tour of Midwestern theaters. His show business activities have included every phase possible. He has starred in vaude and presentation houses for some time; his Broadway appearances include a long run at the Hollywood Restaurant with Rudy Vallee; he has made numerous picture shorts, the last being for Warner Brothers, and he has both starred and guest-starred on various radio commercials, including the Pure Oil and Showboat programs. One of his latest achievements was to play for President and Mrs. Roosevelt at the White House, where he is one of the entertaining favorites.

Peabody broke into the show business 10 years ago when he organized a dance band. Since then he has been busy constantly in the various fields mentioned. He married Maude Kelly, of Texas, in 1934, and she has since been actively concerned with his stage career. Every summer the Peabodys vacation on their ranch near Riverside, Calif.

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THRU SUGAR'S DOMINO

BACK in the halcyon days of the stage—when there were no talkies, when radio as it is today was the fantastic dream of dabblers in crystal sets and when bankers had not yet discovered the slow business—a sincere, crusading commentator referred to the motion picture industry as "The Octopus." We did not entirely agree with him then and we don't today. Yet there arises, too frequently to satisfy those who want to be kindly disposed toward the picture industry but fair withal, instances of picture men taking unfair and even dangerous advantage of their power in certain situations.

The era of debunking has just turned the corner (alho we believe with Phineas T. Barnum that gullible Americans will dominate the domestic scene until the end of time). We are living now in an age of action. An age in which the President takes matters in his own hands with God alone as the judge of his actions. An age in which monopolies and conspiracies are smashed without compunction and without the powerful reactionary pressure that was brought to bear by the oppressors in the days when Teddy Roosevelt set out to smash the trusts.

What unprincipled, power-drunk big shots could get away with in the years gone by they could hardly reach first base on today. The underdog still watches the sun rise and set from the door of his kennel, but this is the result of habit. He is no longer leashed. Knowledge and the courage that prompts action will set him free.

In six key situations on which we actually have all the dope operators of film theaters are in conspiracy against attempts of showmen, alive to public demand, to institute "flesh" policies in dark theaters. In as many other situations we have it on good authority that precisely the same conspiracy exists but we haven't yet lined up enough facts to include these towns in our list of exhibits. We do not fear to mention names and locations. But it will not serve our purpose to spotlight them at this stage of the investigation. Our attitude toward the show business is naturally constructive. If all involved are fair, honest and ethical according to the broadest principles conceivable, we would not dare lift a finger to cause any trouble for any faction or branch of the business. This can therefore be interpreted as a fair warning, an earnest plea for clean sportsmanship—rather than a futile whine clothed in anonyms.

Perhaps the Federal Trade

Commission cannot—under present laws—do anything about this bold, unprincipled attempt to keep "flesh" attractions off the map. It is improbable that the Federal Trade Commission is absolutely powerless in a situation of this kind. But if it is there are other agencies—and other remedies. The towns involved have Boards of Trade and Chambers of Commerce—and less representative but at least influential groups of businessmen under such collectives as Kiwanis, Rotary, Lions and so forth. These groups have already been inoculated to some extent with pro-film sentiment due to the "joining" activities of the local pep boys employed by powerful independents and the more powerful chains. But these good-will ambassadors of the film side of the case are not by themselves strong enough to stem the tide that will surely rise against a portion of an industry that believes with such demagogues as Hitler and Mussolini that justice and fair play can be crushed forever by methods tied up closely with dictatorial suppression.

Businessmen actively allied with civic movements want stage attractions in their towns. They realize that actors coming and going and staying for weeks at a time—in some cases—bring money into the town both thru their own purchases and the purchases of those who come for miles to enjoy the novelty of entertainment that sparkles over the footlights as against amplified voices and music relayed from a can in the projection room back to their seats in an always darkened auditorium. From a very personal angle, too, these businessmen who are the leaders in civic movements want the stage to return to its old place in their lives. They look back thru the mists of years gone by and live over again in the mind's eye the joys of their theater-going days; brought to an end first by the depression and now by the conspiring of men who see show business bounded on the north, south, east and west by cans of film. These businessmen want again to enjoy legit shows and the ever-changing panorama of intelligent entertainment provided by stock and repertory companies—and they want their children, too, in their formative years to taste these sweet-smelling spices of entertainment.

Being uninformed until now about the real causes of the complete disappearance from their communities of professional stage shows, these businessmen have ascribed this condition to such poppycock (manufactured in circuit home offices) as unreasonable union demands, lack of good material and the unwillingness of stars to take to the road. Unless the conspirators beat a retreat and release the hold they have on theaters available for "flesh" others besides this protagonist for the living stage and for a golden rule

(See SUGAR'S DOMINO on page 20)

The Broadway Beat

By GEORGE SPELVIN

LOU SURITZ, one of the Broadway mob, has joined a liquor firm—Calvert Whisky, to be exact. . . . The Voice of Experience threw a party a week ago Saturday in Max Hayes' office to announce plans for his forthcoming picture series. . . . Harry Galkins is syndicating articles on billiards. . . . Dorothy Bryant leaves the Mt. Sinai Hospital this week. . . . George E. Browne has a yen for cavlar and onions, in case you ever ask him to dinner. . . . The AFM offices have installed noiseless typewriters. . . . Now it's up to the AFM to install noiseless bass violas. . . . Arthur Cohn, contract manager of Collier Advertising Service, who has a wide circle of friends in the theater, has been made vice-president and manager of the contract department. . . . Dave Charney, the p. a., is a crack rhumba-list, no less, having learned it at the Cubanacan, Cuban night spot he handles. . . . One of Mr. Spelvin's aid de camps didn't believe him, so Charney got up and proved it. . . . Five players get equal billing on the advance blurbs for Katharine Cornell's revival of *The Barretts of Wimpole Street*. . . . They're Brian Aberne, Charles Waldron, Margalo Gillmore, Miss Cornell—and FIJAN. . . . Flush is making a valiant bid to become the most famous pooch in the history of the stage. . . . A new theory has been advanced by Mrs. R. W. Bobbitt, of Keyville, Va., as to the first theatrical performance in America, always a disputed point. . . . It's her claim that it was a performance of *Ye Beare and Ye Cub* at Pungotagus in 1635. . . . The players were later haled to court on the charge of being engaged in something detrimental to the morals of the community. . . . The Artists' Ball will take place at Webster Hall March 8. . . . It's exclusive this year, with a committee going over the applications for tickets.

Joe Weston says he has a find in his new partner, Roselyn Fields. . . . Noel Meadow is now p. a.ing the Soviet-American bookings. . . . MGM is plugging *Sequoia* with gaudy street trucks carrying wild animals. . . . And the Roxy plugged *Night Life of the Gods* with teaser ads in the personal columns of the dailies. . . . The workers at 111 Eighth avenue, where the Works Division of the emergency relief organization is located, are plotting a show which will be called *What a Relief!* . . . Here's one for Hellinger: a fellow who's been at the feet of a Reiteff for 27 years has inserted a bit of human interest in his last will and testament. . . . He's Leo, the boot-black for the Palace Theater Building and neighboring spots, and he has it in his will that when he dies a band is to precede his hearse in a parade around the Palace Building. . . . Someone suggested to him that he instruct the band to play that oldtimer, *Shine*, no matter what the tempo. . . . And here's one that really belongs in *Believe It or Not!*: Ruby Zwering and his 12 pit men at the State got modified heart attacks when Manager Al Rosen told them Louis K. Sidney had given them a week off—with pay—when Ted Lewis and his band played the house. . . . They could have been used to play six minutes of trailer music, or else laid off. . . . A band can be dropped for four weeks in a year, but Sidney elected to make his unusual and welcome gesture. . . . In the cemetery in New Orleans where the body of Dorothy Dell now reposes there is a grave diagonally across from hers. . . . And the name upon it, graven in the headstone, is—Columbo. . . . No relative of Russ, however. . . . The Don Cossacks are now playing in Mexico City. . . . Right-wingers will immediately profess to see a tie between those twin atrocities, the Soviet and the present Mexican government. . . . Unconscious humor in the B/G Sandwich Shop in the Palace Building: the sandwich known as "Broadway Special" is made up of ham and tomato, which is fair enough, but the "Roxy Junior" is composed of—shrimp and pineapple! . . . Somebody getting funny in the sandwich shop?

Chicago Chat

By NAT GREEN

WILL ROGERS got a great kick out of the endless variety of amusement machines when he visited the coin-machine show at the Sherman the other day with his friend and fellow polo player, Frank Bering. . . . "They must have a member of the Brain Trust thinkin' up all those gadgets," he remarked. . . . Two other shows attracted quite a bit of attention last week—the Modern Home Exposition and the National Canary Breeders' Show. . . . At the latter, where some 850 birds were on display, the warblers were roughly divided into three classes—the rollers, called the "classical" singers of canarydom; the Harz mountaineers or "jazz singers," and the York-shires, likened to "amateur-night sopranos." . . . At the Modern Home show an astonishing array of gadgets to make home life more congenial—or should it be said more complicated—were shown.

Most benefit shows are blah as far as the show itself is concerned, because there are so many artists to appear that it is difficult to arrange a suitable schedule. . . . But the Col. William Roche benefit staged at the Erlanger was a thoroughly enjoyable affair that satisfied everybody and garnered a goodly sum, thanks to George Atkinson, the Roberts exploitation man, and other members of the committee. . . . Atkinson saw to it that the benefit was well publicized, the committee recruited a world of talent from every field, and the entire affair was excellently handled.

In another week Joe Rogers will be off for Brussels to look after his and Lew Dufour's shows at the expo there. . . . Lew and Joe, meanwhile, have departed for San Diego to get everything set there for the fair that opens in May. . . . Looks as if these two hustling showmen are going to have a busy and, we hope, a profitable year. . . . Missed E. K. Fernandez, show mogul of Hawaii and the Orient, but have the bottle of "okolehao" (called "oke" for short) he left on my desk, and judging by a preliminary shot, it's "powahful potent." . . . George Olsen and Ethel Shutta proved themselves genial hosts—if any such proof were necessary—at their farewell party at College Inn Tuesday night. . . . A grand couple, and it's good to know they probably will return to the Inn next October. . . . Meanwhile, all the luck in the world to you on your tour, George and Ethel! . . . Thor Petersen and his Chocolate Soldiers' Band whooped things up in grand style at the coin-machine men's convention. . . . These boys are the champion whoop-ers. . . . Billy Exton, former circus agent, now a theater manager in Kenosha, dropped in on the Atwell Luncheon Club the other day. . . . Billy says they are using double features, bank nights, dinnerware—in fact, all kinds of big-town stuff, just like Chi. . . . Danny Odum, another former circus exec, was in town for the coin-machine show. . . . Danny's a big-shot operator down in San Antonio, but still circus-minded, and he'd like to go with that outfit that's Africa-bound if he had the time to spare. . . . Our sympathy to Blystone, the rice writer, whose 20-year-old daughter passed away a few days ago. . . . Bly flew from Chicago to Ardare, N. Y., for the funeral. . . . From the carnival lot to the biggest department stores in the country is the progress made by Mrs. E. H. Stone, for years well-known white-stone worker, now in Chi, and she's going to have space at the San Diego Fair, with Jackie Stanley in charge.

WBT is 55% Sold; Crazy Water Leap

CHARLOTTE, Feb. 23.—With over 55 per cent of available time sold, WBT, Charlotte station, is enjoying a business boom that has already made January, 1935, the best month in the outlet's fourteen years. Station finds itself in the position of having trouble in getting suitable time for advertisers.

Besides the general run of the mill biz, one factor that helped WBT set its record is an extensive time buy made by Crazy Water Crystal Company of the Carolinas, which has boosted its total to 75 minutes daily, plus another hour and a quarter on week-ends. Crazy's time quota is nearly 10 hours weekly. WBT just signed what is believed the largest single spot contract with the crystals firm, the account taking four spots per day, plus Saturday and Sunday broadcasts, including the hour barn dance Saturdays. The company, which has long been an advocate of hillbilly fare, is getting away from that gradually, using pop stuff on a new afternoon series on daily.

Another helpful account is Tasty-Lax, which, experimenting with an amateur shot once weekly a month ago, has now expanded to three such programs per week. Holly Smith and Jane Bartlett run the shows.

FCC Hearings Involve Mexican Outlet Folk

WASHINGTON, Feb. 23.—Federal Communications Commission, Broadcast Division, has set a date for a hearing on the application of W. C. Morris and Mrs. Nellie H. Morris, operating Hotel Eagle, Eagle Pass, Tex., for permission to broadcast programs to Station XEPP, Piedras Negras, Mexico. Decision is regarded as important from the precedent it may establish. Commission also approved that Commissioner Thad Brown be given permission to go to Eagle Pass or any other spot necessary to hold the inquiry.

Broadcast division also denied the request of Norman Baker's attorney requesting hearing on his application for a new station at Muscatine, Ia., be continued another 60 days. Baker formerly operated a station, KTNT, at that city, but the old FCC closed it down after complaints from the American Medical Society, Iowa Medical Society and others. The hearing was to have been held last week.

Musicians Want WPG To Hire House Band

ATLANTIC CITY, Feb. 23.—The Atlantic City local Musicians' Protective Association this week filed notice with Station WPG, this city, that the union had gone on record as favoring a studio band for the station. It was pointed out that at present Station WPG pays nothing for talent except that paid for by the advertisers. The musicians feel that they should have representation on the station's time and be paid for same.

It was originally suggested the station maintain an orchestra of 10 men. Later the union let it be known it would consider discussing the matter of a smaller number. The station has made no direct announcement on affair. It was, however, estimated that such a move would cost \$20,000 a year, which would be out of reach of the station at present conditions. WPG is a Columbia Broadcasting System affiliate, but CBS has been holding off on a signed renewal of its contract due to an unsettled matter involving another station sharing the same wave length.

Carroll E. King Joins WMC

MEMPHIS, Feb. 23.—Carroll E. King, theatrical and newspaper man, has joined the sales staff of Station WMC here. He entered the newspaper field in 1922, when he assisted in founding *The Chronicle*, Johnson City, Tenn., morning newspaper, which later absorbed the two afternoon papers. He became vice-president and production manager of the Appalachian Publishers, Inc., publishers of *The Chronicle*, and the afternoon paper, *The Johnson City Staff News*, which position he held until the dissolution of the corporation a few months ago. He trouped from 1910 to 1921 in various capacities from press agent to master of ceremonies.

'You Do What You're Told,' Says Paul Kesten of CBS

NEW YORK, Feb. 23.—Parting shot of Paul W. Kesten as handling the sales promotion ideas of Columbia Broadcasting System is contained in an attractive booklet, entitled "You Do What You're Told." Working on this one phrase, Kesten brings out the value of the single thought as applied to radio broadcasting.

Drawing analogies in various situations in life on the "you do what you're told" proposition, the booklet compares the persuasive power of the good radio announcer in selling a sponsor's product to the general human instinct of carrying out orders.

CBS Reissues Card; Now Includes KRNT

NEW YORK, Feb. 25.—Columbia Broadcasting System has issued a new rate card (No. 20), effective March 17, to take care of Station KRNT, Des Moines, coming into the basic network group. KRNT (formerly operated as KSO) is owned by *The Des Moines Register and Tribune*, and retains its same spot on the dial, but increases its power 100 per cent. CBS states that all the KRNT physical equipment is entirely new and bestows a high rating of showmanship on the management.

Basic CBS group, now 23 outlets, scales to \$7.025 an hour during hours 6 to 11 p.m., as against the \$6.850 without KRNT and on the rate card issued a month ago. Des Moines outlet, of course, is down for \$175 for the desirable hours. New rate-card layout also gives more CBS station information than on previous cards.

Tareytous on Air

NEW YORK, Feb. 23.—American Tobacco Company, for its Herbert Tareyton cigarettes, is starting a series of 15 second programs which are to be "real programs, with music, singing and comedy," to be used in Eastern spots, including Baltimore, Philadelphia and Washington, in two or more stations per city. Programs consist of various versions of comedy songs, with material being written by Berton Braley, Arthur Guiterman, Newman Levy and other well-known humorists.

Lawrence C. Gumbinner Agency is handling the programs.

George Bijur Joins CBS As Sales Promotion Head

NEW YORK, Feb. 23.—George Bijur has been appointed director of sales promotion by Columbia Broadcasting System, succeeding Paul W. Kesten, recently promoted to a vice-presidency. For the past two years Bijur has been director of publicity and sales for L. Bamberger & Co., Newark department store. Before that he was connected with the Erwin-Wasey Ad Agency.

Numerous Sponsors Have Jitters; Think They Should Change Show

NEW YORK, Feb. 25.—The three and four-cornered battles between sponsor, his ad agency, program builder, the talent or his representative or both continue at a lively pace as more advertisers than ever appear to be ready to listen to program changes yet apt to continue the same show or wind up with the good old orchestra and singer. Despite the numerous changes that have taken place on programs that got under way during the fall or early winter, radio producers claim no end of sponsors are in the woods seeking to change their show but not having the courage of their convictions when the showdown arrives. They all want ideas, but when something different is offered, rehearsed and actually signed at times, there is still the possibility of the sponsor backing out at the last minute. In this respect several shows that were signed are being paid for each week, altho they never took to the air.

Name artists are still at a premium, with bets being made that nearly a dozen star acts that have flopped at auditions

Strong Press-Radio Boost When IDPA Members Gather

Inland Daily Press Association unanimously indorses continuation of agreement and calls upon Publishers' National Radio Committee to maintain arrangements

NEW YORK, Feb. 23.—Press-Radio Bureau received the strongest indorsement of its existence and its hope of continuing, despite the many internal squabbles of the news-gathering associations which are part of the organization, are higher than at any time in many months as a result of the Inland Daily Press Association going on record that present arrangements with the broadcasters be maintained and that all chains and indie broadcasters be asked to join the co-operative movement. IDPA celebrated its 50th birthday this week during a two-day convention held at the

Palmer House, Chicago, last Tuesday and Wednesday. The strong group of publishers, however, went on record also as being opposed to the sale of news for sponsored broadcasts.

Inland indorsed the Press-Radio arrangement unanimously in the following resolution: "Resolved, first, that the Inland Daily Press Association is opposed to sale of news by press associations, either directly or indirectly to advertising sponsors for broadcast purposes.

"Second, that operations of the Press-Radio Bureau be approved.

"Third, that we recommend to the Publishers' National Radio Committee that the present co-operative arrangement with the broadcasters be maintained and that all chains and all independent broadcasters be asked to join in this co-operative public service."

The Publishers' National Radio Committee, headed by E. H. Harris, was a prime factor in putting over the present arrangement between the newspapers and press association and the broadcasters. Backed by the wishes of the IDPA, it seems obligatory upon the PNRC to continue to be in favor of the project when it comes time to sign further agreements in the near future.

Amateurs in Middle Of 2-Station Fight

NEW YORK, Feb. 23.—Broadcast of the weekly Negro amateur night from the uptown Apollo Theater, New York, has become the cause of a bitter squabble between WMCA, New York; WNEW, Newark, and the American Broadcasting Company, last two named fronting off jointly against WMCA. Condition is aggravated because of the fact WMCA was at one time the local chain outlet and because both WMCA and the chain have prospective clients for the show.

Flareup occurred at this week's broadcast when WNEW attempted to put its wire in the theater. Originally the broadcast was brought to WMCA, when it was on American Broadcasting System, by Fred Coll, now with ABC. When ABC went to WNEW, WMCA retained the broadcast, later coming to what station representatives call a "gentlemen's agreement" whereby ABC was allowed to carry the program on its out-of-town network, but not on WNEW. Naturally the WNEW makes in the theater raised a row. WMCA practically had the show sold to Ansonia shoes. It is claimed, while ABC has a client nearly ready to go on the full ABC list with the show. Last reports from the front were that the shrapnel was still flying and no armistice in sight.

AFM Local Questions Humber on Violations

NEW YORK, Feb. 23.—Over 40 musicians are reported as testifying at an interrogation of Richard Humber, orchestra leader, held by officials of Local 802, American Federation of Musicians, Wednesday (20). Hearing was not a trial, since no charges have been preferred, a union official explained, saying that if the allegations brought out at the hearing warrant a trial such action will be taken. Various charges included claims that Humber, allegedly, worked his men after hours at the Ritz-Carlton Hotel and various other supposed union rule infractions.

Paul R. Heilmeyer has resigned as promotional manager of KNX, Hollywood, to take the position of studio manager of KLO, Ogden, Utah. Arthur Kemp, former commercial manager for KBJ, takes his place at KNX.

or run afoul of various complications during course of negotiations will all be working either before the season is out or definitely doing okeh with a contract before next season is under way. This "second line" of names will have to be taken if either current or new advertisers expect to produce new shows for the remainder of their contracts now, or for next season, respectively.

Those among the name acts listed as "holdouts" whose asking price was considered too high will get their price and probably more, in the opinion of the talent representatives, who see nothing ahead but scarcity of new names and better salary for talent than ever before. In all probability such names as "missed" for some reason or other will be in a better spot than if they were signed recently or a year or two ago. This, it is pointed out, will not only be true of unsigned talent, but will be repeating as in the case of some of radio's latter day stars, as compared to some of the earlier ones of the same type. Those who arrived late missed nothing except a shorter salary.

Continental Orchestra Corporation
HOTEL UTICA, UTICA, N. Y.
BRANCH OFFICE: 640 Main Street
Buffalo, N. Y.
Exclusive Management

LEE BARTON AND HIS MUSIC,
Trio Artists. Now on Tour.

TEDDY BREWER
AND HIS TWELVE RADIO STARS.

FREDDIE KAY
AND HIS ORCHESTRA.

CLIVE SHERMAN
AND HIS RIVIERA ORCHESTRA.
First American Tour.

JERRY JOHNSON
AND HIS ORCHESTRA
Florian Hotel, Miami Beach, Fla.
ORCHESTRA CORPORATION OF AMERICA.
1919 Broadway, New York, N. Y.

HENRI GENDRON
and his **AMBASSADORS**
ORIENTAL ORGANS, Chicago, Ill.
ORCHESTRA CORP. OF AMERICA
1919 Broadway, New York, N. Y.

ANNE BOLAND
"Songs of Love"
NOW ON TOUR

MIMI CHEVALIER
"The Flavor of France in Songs of Romance."
RADIO, STAGE, SCREEN.

AL GOODMAN
BROMO SELTZER HOUR
INTRATE REVIEW, 8:30 P.M.
WAZ, Friday, 8:30 P.M.
COLGATE HOUR
WITH OTTO HARGACH,
WEAF, Monday, 8:30 P.M.
PALMOLIVE HOUR
BEAUTY BOX THEATRE,
WEAF, Tuesday, 10 P.M.
LIFE BEGINS AT 8:40
Special Director,
Winter Garden,
New York.

New York Cheered!! Chicago Raved!!
Indianapolis Hails!!

EDDIE PEABODY
THE INSTRUMENTAL STYLIST

HELD OVER SECOND WEEK
LYRIC THEATRE, INDIANAPOLIS

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

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

ABC Closing Definite Deal For Old NBC Studio Floors

If Storer can take three floors all former NBC space which still has eight years to go on lease will have been taken off NBC hands—ABC has 2 more commercials

NEW YORK, Feb. 23.—George Storer, president of American Broadcasting Company, is dickering with the National Broadcasting Company to take over the top three floors of the old NBC offices at 711 Fifth avenue, New York. ABC is now located on the top floor of that building, having taken over about six offices on that floor, but the arrangement as it stands today is only on a temporary basis, Storer not having leased any space. It is believed that NBC was partly motivated in giving the space to Storer originally from the angle of accommodating him. If Storer can arrange to take the three floors, the 15th, where ABC is now, 14th and 13th, all of NBC's space at 711 will be rented. RCA is shortly moving into the building as is Prince Matchabelli, perfume concern, each taking a solid floor. All other space has been rented. It is figured in radio circles that Storer might be able to make an advantageous deal now that the other space is gone. No denying that ABC needs the space, since its present arrangement to broadcast from WNEW, Newark, is unsatisfactory, as that station has always been crowded and the condition was further aggravated when it went network. If and when ABC starts broadcasting from 711, it is believed WNEW would move over at the expiration of its present lease in 501 Madison avenue. As the studios in 711 are intact, all that would be necessary would be to bring in telephone wires and control boards.

ABC now has three commercials, one full network and the others split and starts another March 3. Last is for B. Manishevitz, matzoh concern. On the air now are Macfadon Publications; Cerebelli, health salts, and Dr. Ciapp health talks show, last named being sponsored by various health groups in the cities broadcasting. Dr. Ciapp show is on WMCA and ABC, not WNEW, having been signed before the WMCA breakup.

Storer's network has not set any sales department head as yet. It is one of the questions in the works for the chain.

WLW Alumnus
CINCINNATI, Feb. 23.—Announcers, commercial men and artists of WCKY are thinking about organizing a "WLW Alumni Association." Ralph Haburton, WCKY salesman, started the idea. Haburton counted up and found that 18 of WCKY's employees were formerly on WLW, including Sidney Ton Eyck, announcer; Arthur Ainsworth, announcer, and Don Winget, sounds effect man.

More Talent Seekers Arrive in Hollywood

LOS ANGELES, Feb. 23.—Declaring that the East is mopped dry of talent and that Hollywood is the oasis in the desert for radio broadcasters, Harold Kemp, head of the NBC Artists' Bureau, arrived in town the first of the week to sign up some new talent for chain programs. Kemp has his eye particularly on film people and states that the listener response to film names on the air far exceeded their expectations.

Arriving with Mr. Kemp was Marion Talley, grand opera singer, here for a screen test at Metro.

Two other radio executives are also here from NBC. They are Lew Frost, program director of NBC in San Francisco, who is here looking for talent for programs to emanate from S. F., and Alexander F. Haas, in charge of concert work in the East, who is here to book operatic talent with L. E. Behymer.

Code Authority Pays Special Attention to Time Chiselers

WASHINGTON, Feb. 23.—Code Authority for the Radio Broadcasting Industry is calling attention of all stations to alleged infractions of the code by Columbia Pictures Corporation, Paramount Pictures Distributing Corporation; Radio Stars, magazine; Velvetina Sweepstakes; Food & Drugs Brands, Inc.; Tanners' Council of America, Safe-Kurl Electric Hair Waver and the Congola Company.

Code Authority, thru James W. Baldwin, executive officer, wrote to all the organizations concerned and some of the correspondence is contained in the pamphlet issued by the CA. To the Velvetina Sweepstakes Company, Inc., of Omaha, Neb., Mr. Baldwin wrote in part: "Your amended letter as per sample addressed to Radio Station KFBB, under date of December 14, does not materially change the form of your solicitation.

We think the inference (seeking to obtain broadcast time on a 10 per cent inquiry basis) is plain, and we disapprove it. If you are not interested in placing unconditional and unqualified order for radio time consistently with recognized practices, then our advice (per your inquiry) is that you withdraw from the field of radio advertising."

To Radio Stars, fan mag, CA wrote, in part: "Your form letter to stations concerning Radio Stars Magazine can only be considered as an attempt to gain free advertising and, therefore, is a proposal which may frustrate the purpose and intent of the Code of Fair Competition for the Radio Broadcasting Industry." Curtis Mitchell, editor of the magazine, replied that he disagreed with the CA, but that he did not intend to violate any of the code stipulations. CA advised Mitchell to withdraw his proposal to stations, but no reply was received.

Tanners' Council of America, claiming to represent the Leather Industry of the

United States, offered stations 15-minute talk programs on leather, but the CA believed that this was simply an attempt to increase the consumption of leather.

Anent Paramount, the CA says: "Notice is hereby given that the broadcasting of the Electrical Transcriptions for Paramount Pictures Distributing Corporation on a sustaining basis is in violation of the provisions contained in Article VII, Section 1, Paragraph (b) of the Code of Fair Competition (of the radio code). The World Broadcasting System, distributor of these programs, has been advised that the terms and conditions specified in paragraphs numbered 1 and 2 of their form letter were disapproved and that this notice be sent to all stations." (World Broadcasting is servicing about 100 outlets with these programs.)

Food & Drugs Brands, Inc., of which Allen T. Kandler is president, offered stations a proposition wherein they stated that their advertiser wanted to go on the air but that they (Food & Drugs Brands) would have to take merchandise in payment of their advertisers' bills. Certain commissions from the stations were sought to cover the expense of converting the merchandise into cash, etc.

Safe-Kurl Electric Hair Waver was charged with an alleged "flagrant attempt to frustrate the purpose and intent" of certain sections of the Code. It was planned to sell the hair curlers for \$2 each and give the stations 60 cents on each sale.

Columbia Pictures is charged with attempt to gain free time by sending to stations Hollywood News Flashes, ostensibly as a "Columbia Pictures Radio Service." CA says it is an attempt to grab free time but Columbia said it was intended for local theater sponsorship.

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

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

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

HARRY RESER
WEAF Network Coast to Coast Management: National Broadcasting Company.
WRIGHT'S SPEARMINT TOOTH PASTE HOUR
DECCA RECORDS
Tour Direction: CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

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

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

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

ERNIE ANDRÉS AND HIS ORCHESTRA
Broadcasting via WYON-BSG.
17th Week THE PATIO, Hartford, Conn.
Dir. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

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

McKINNEY'S COTTON PICKERS
Personal Direction WILLIAM McKINNEY.
Now Appearing GREEN HILL, Cincinnati, O.
Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

FREDDY BERRENS AND HIS MUSIC

Now Playing at the **FLYING TRAPEZE**
New York's Smart Restaurant and Cafe
57th St. at B'way

BROADCASTING COAST TO COAST
VIA WEAF—WJZ
N. B. C. NETWORK
THREE WEEKLY

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

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

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

PROGRAM REVIEWS

Ray Noble

Reviewed Wednesday, 10:30-11 p.m. Style—Orchestra. Sponsor—Coty, Inc. Station—WEAF (NBC network).

Long heralded by his phonograph records and the hit tunes from his pen, Noble is not unknown to a host of American followers, both among musicians and laymen. An arranger who is a good conductor is an ideal combination; he knows what he wants and his musicians receive first-hand information with the first rehearsal. Being a talented musician in the bargain, Noble is in a spot where he stands to easily join the ranks of name bands over here. He is not an experienced radio man, having a possible two or three broadcasts to his credit in England, but his fine sense of balance in the recording laboratories will stand him in good stead in the broadcast studio and a suitable time should be allowed before his efforts may be considered at their best. His first broadcast was not all that might be expected of Ray Noble, and this is fortunate indeed. For he is destined to grow upon the American radio audience and the faults that accrue from unfamiliar studios, musicians and general first-show difficulties will vanish in favor of Ray Noble in his stride.

Easily noticeable in Noble's arrangements is the fact that he strives to keep the melody from being butchered and no musicians go off on hot licks or take any impromptu liberties. Also, his rhythm is always there for the benefit of the dancer, altho he does not arrange everything for either a fox-trot or a waltz. Some of his stuff such as *The Blue Danube* for instance fits into the modern American music concert picture. Unquestionably he has plenty on the ball and cannot help enriching the present flow of popular music now filtering thru the loudspeaker. First program brought no new tune to the front but rather those with which he was well acquainted, including a medley of his own songs.

From the Coty angle it's face powder on sale. Minimum talk offered in well-modulated tones, which might have seemed more because each successive number by the orchestra was announced between tunes. Coty may feel that its reputation for perfumes should give it plenty of standing when plugging face powder; also that Ray Noble should have the program to himself and nothing whatsoever should intrude. It's nice to be sold that way on an artist, but will all the women, conceded to be peculiar in their ways, be attracted to a hundred per cent male program proposition when so many of them seek a saleslady when buying the most staple of toilet goods? Department stores win out with considerable rank and file because there is always a woman behind the counter. It follows that the program might use a feminine touch to carry out that which remains but a threat. True, the program has class and is nicely handled as to the credits, but the entire race of the "heathen Chinese" is a copiously worded 24 sheet compared to the average face powder buyer. Program builders have probably thought about this, yet the right woman for a program is not so easily selected either.

Noble is using 15 men and obtains a tonal quality that sounds like a much larger band; therein lies his trick. Instrumentation is two trombones, two trumpets, three violins, sax family (four), and for rhythm has piano, guitar, bass and drums. Al Bowly, Noble's standby, did a few vocal choruses. Orchestra also goes on WEAF-NBC chain Wednesdays at 3 p.m. (EST) for RCA-Victor Corporation. M. H. S.

Old Music Shop

Reviewed Wednesday, 8:30-8:45 p.m. Style—Sketch with music. Sustaining, on WEVD, New York.

Program has potentialities for network use, altho its present treatment falls short in several departments. Idea, however, is good, telling the story of an old German music-shop owner who refuses to stock popular or jazz stuff, adhering to the classics. His daughter and her boy friend try to convince the old man to change his mind. Scene of the sketch, in the music shop, is one obviously well designed to bring in music so that its introduction isn't forced.

Both production and direction of the

sketch failed to come up to the mark. Program is written by Pat Mann, altho no billing, either to the author or players, was given on the program caught. That's a mistake on any station. J. F.

Jewish Composers

Reviewed Wednesday evening, 7:15-7:45 p.m. Style—Musical with narrator. Sponsor—General Foods Corp. Station—WMCA, New York.

Lives of Jewish Composers is a program put on by General Foods for its Maxwell House Coffee, aimed, obviously, at the Jewish element in New York. It answers that purpose admirably, altho it has none of the characteristics of Jewish programs found on stations specializing in foreign tongue shows. Only the closing commercial, as a matter of fact, is in Jewish, all other talk, both opening commercial and announcements, as well as narration during the program, being in English.

Program tells the life stories of various Jewish composers, giving the facts briefly and featuring, of course, their various compositions. One composer is handled on each program. Music is well handled by George Touller and his orchestra, altho the singing could stand improvement. J. F.

West Coast Notes; Dobbsie's New Show

SAN FRANCISCO, Feb. 23.—"Capt. Dobbsie's Ship of Joy," long a popular Pacific Coast radio feature, will launch a new cruise over the wavelengths of the nationwide Columbia network next Tuesday evening, originating from KPRC. Under sponsorship of Stewart-Warner Corporation, Chicago, the broadcast will be heard every Tuesday and Thursday, 7:30 to 7:45 p.m. Hugh Barrett Dobbs, known to millions of dialers as "Capt. Dobbsie," will pilot *The Ship of Joy*, which will have as its crew one of the country's foremost musical organizations, Horace Heidt and his Californians.

The musical "charge of the Heidt Brigade" will enlist the services of five vocal soloists, three combinations of soloists, a girls' sextet, two instrumental soloists, seven arrangers, a glee club and 27 musicians playing a total of 210 instruments. Featured soloists include Lysbeth Hughes, contralto and harpist; Bob McCoy, bass, and Art Thorsen, who triples as bass player, vocalist and chief arranger.

With the breakup of the comedy team of Yabbut and Cherrily, featured on the Shell Show over NBC from Los Angeles, William (Bill) Wright has rejoined Al Pearce's Gang. Wright was Cherrily of the famous team. Pearce, incidentally, is in New York at the present time to discuss details for his forthcoming transcontinental series from the East this spring. He was called there by his proposed sponsors.

Gerald J. Norton, former assistant sales manager of KKH, Los Angeles, has joined the San Francisco commercial department of KROW. Ed Wilmoth, former Eastern newspaper advertising executive, has joined the Oakland sales staff of that station. Henry M. Jackson, once a KYA and KTAB account executive, has been added to the commercial department of KPRC.

Los Angeles

LOS ANGELES, Feb. 23.—After being off the Campbell Soup program for one week while barnstorming thru the State, Ted Pio-Rito resumed yesterday and will continue on the feature until his contract expires on April 1.

NBC wanted to be sure no slipups would be made in the airing of the Santa Anita Handicap today and yesterday staged a complete dress rehearsal of the feature. Announcers were spotted at the track and a broadcast was made of two of the races of the day, announcing only reached the studio, however, and was not put on the loop.

KFWB, Hollywood, is inaugurating a series of amateur programs starting tomorrow night on their Sunday HJinks program. Twenty minutes of the half-hour feature will be given to amateur numbers, with Willard Hall handling the simon pures. Don Smith will continue as master of ceremonies.

New Biz, Renewals

NEW YORK, Feb. 23.—New business and renewals on National Broadcasting Company include:

J. W. MARROW MFG. CO., thru Heath-Seehof, Inc.; starting February 19 on WMAQ, Chicago and 18 stations Tuesday and Friday, 4:45-5 p.m. Program is Betty Marlowe and her Californians, with Arthur Beddoe, tenor.

U. S. TOBACCO CO. (Dill's smoking tobacco) RENEWS thru McCann-Erickson, Inc., New York, effective March 8, 1935, Friday, 9:30-10 p.m. on WEAF and 17 stations. Program is *One Night Stands*.

SOAP PRODUCTS, LTD. (Latherizer), thru Kelly, Nason & Roosevelt; starting March 4 on WEAF only on Wednesday, 6:35-6:45 p.m. and on WJZ only Monday and Friday, 6:35-6:45 p.m. Program is *Mississippi Minstrels*.

LADY ESTHER CO., thru Stack-Goble, Chicago, RENEWS its Tuesday night 8:30-9 p.m. spot on WEAF and 38 stations. Program is Wayne King Orchestra.

S. GUMPERT CO., Inc. (desserts), thru Rose-Martin, Inc.; starting March 1, 1935, on WEAF only, 10:05-10:15 p.m. Program is *Voice of Romance*.

Columbia Broadcasting System's new business includes:

C. P. MUELLER CO., thru E. W. Hellwig Co.; RENEWS effective March 11, Monday to Friday, inclusive, 10:15-10:30 a.m. on WABC and 20 stations. Program is Bill and Ginger.

COCOMALT, thru Ruthrauff & Ryan, New York; RENEWS effective March 4, Monday to Thursday, 6-6:15 p.m. and 7:30-7:45 p.m. Early broadcast is on WABC and 14 stations, repeat going on 26 stations, including the West Coast. Program is *Buck Rogers*, sketch.

ROSE LAIRD (cosmetics), thru Kelly, Nason & Roosevelt; starting March 12, Tuesday and Friday, 10:05-10:15 a.m. on WABC and nine stations. Program is talk by Rose Laird.

Local new business includes:

UNITED REMEDIES, Inc., thru Bess & Schilling; starting March 4, 8-8:30 a.m. daily except Sunday; 12:45-1 p.m. daily except Sunday; 6-6:15 p.m. daily except Sunday and 6:30-6:45 p.m. Sunday. Program at 8 a.m. is dance orchestra transcriptions, Pickard Family transcriptions at 12:45 p.m., and Ted Pio-Rito's Orchestra transcriptions at 6 p.m. and on Sundays. On WMOA.

DUFFY-MOTT CO. (California Prune and Apricot Growers' Association), thru Grady & Wagner; starting February 25, 9-10 p.m. Monday. Program is amateur show. On WMCA.

Newark

ORPHEUM AMUSEMENT CO. booked direct; starting February 16, for one spot announcement daily except Sunday. On WNEW.

T. NOTROT CO., Inc., thru Vredenburg-Kennedy Co., Inc.; starting February 12, taking one spot announcement daily. On WNEW.

FISHER BAKING CO., thru Scheck Advertising Agency; starting March 12, Tuesday, Thursday and Saturday, 8-8:15 a.m. Program is Transradio News. On WOR.

BORDEN SALES CO. (Horton's Ice Cream), thru Young & Rubicam; starting March 8, Wednesday, 7:45-8 p.m. Program is *The Puzzlers*. On WOR.

B. FISCHER & CO., Inc. (condiments), thru Tracy-Locke-Dawson, Inc.; started February 21, taking announcements in the Martha Deane program Tuesday, Thursday, Saturday, 2:30-3 p.m. On WOR.

Chicago

Heart of the News, a new series featuring Hayden Roberts, news commentator, started on WBBM February 18 and (See NEW BIZ on page 33)

EQUITY STANDS

(Continued from page 4)

note was that, while Equity wanted one day of rest, they wanted one day of work.

Dr. Moskowitz introduced the managerial delegates and also submitted, but did not read, an argument in favor of the bills. In it he cited the great number of cities and other States that allow Sunday performances; he argued strongly against the discrimination displayed against the legitimate theater, the highest form of entertainment, when vaudeville, burlesque, sports, films and all other amusement forms are allowed to operate on the Sabbath; he cited the economic reason for desiring Sunday shows, pointing out the increased rev-

enues that had been realized by Sunday performances in other cities; he pointed out that, under the bills, the actor would have his day of rest, since the bills provide that one day off must be given in each week, and he indicated the loophole for any community which does not want Sunday shows, since the bills provide for local option and, in effect, are aimed at New York City alone.

Brady Speaks Vigorously

William A. Brady spoke vigorously for Sundays. "I say authoritatively," he said, "that Sunday performances would do more to rejuvenate the theater than anything that could be done." Senator Julius S. Berg, who with Assemblyman Irving D. Neustein is sponsoring the bills, opened the argument in their favor. Herman Shumlin undertook the rebuttal for the managers. Miss Arthur also made a stirring plea, telling how Sunday performances had aided the Neighborhood Playhouse and Ruth Draper.

Paul Turner, of Equity, speaking against the bills, said that Sunday benefit performances realized over \$250,000 a year for charities and that that would be stopped if commercial performances were allowed. Senator Berg ironically remarked that if his bill would take that much money away from charities he would withdraw it and this, in some quarters, was mistakenly interpreted as a declaration of intention to withdraw the measure. Broadway hummed for a while over that report.

As far as could be gathered, sentiment has never been more favorable for Sunday shows and the managers returned to town with renewed hope. Even Equity virtually concedes the probability of the bills' passage.

Even if the bills go thru, Equity's own rulings against Sunday shows will still be on the books, and it was pointed out by opponents of Sundays that Equity may possibly leave them there, thus continuing to prevent Sabbath performances. This, however, was held hardly likely, since, if the bills go thru, the marshaling of public opinion would virtually force the association to change its rulings.

★ PAUL TREMAINE AND HIS BAND FROM LONELY ACRES ★

BOSTON NEW YORK ALBANY
JAMES I. GLASER Operating the New England Office of
STANLEY H. WILLIS
340 Little Bldg., Boston, Mass. Serving the Smartest Clubs with Box-Office Attractions.
MIAMI

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

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

THE INTERNATIONAL FAVORITE OF DANCE

FERDINANDO

And His MUSIC.

NOW ON TOUR

FRANK FISHMAN Presents NBC and ABS Networks.

ARCHIE BLEYER

And His Orchestra

EDDIE ELKINS

AND HIS MUSIC

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

Now on Tour


ANSON WEEKS

NBC Coast to Coast WJZ-WEAF



EDITH MURRAY
The Dramatist of Song
Recent London Lead "Good No."
Featured Star Blue Monday Minstrels.

Escorts Management CBS Artists' Bureau, Personal Representative, IRVIN Z. GRAYSON, Hotel Roosevelt, New York City.



GEORGE OLSEN
Says "Congratulations RUDY BUNDY"

Now Playing OASA MADRID, Louisville, Broadcasting Nightly Over WHAS, featuring MARLINE GILBERT.

RUDY BUNDY and His Singing Clarinet. Personal Management E. O. PERKINS, 7418 Dellinbaugh Ave., Cleveland, O.

MUSICAL DIRECTOR WNEW AND NETWORK

LEO KAHN

AND HIS ORCHESTRA
NEW YORK, N. Y.

83rd Week WWCA

PAUL HARTELL

AND HIS ORCHESTRA.

Featuring GILLIE STAR, Still the Dance Favorite at

ARCADIA BALLROOM
New York's Million-Dollar Dance Place.

AND HIS ORCHESTRA

FREDDY MACK

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

Featuring EDDIE RYAN.

"BUDDY WELCOME

AND ORCHESTRA" ABE M. PARDOLL, Mgr. Coast to Coast, WABC.

DIRECTION ORCHESTRA CORP. OF AMERICA, 1619 Broadway, New York, N. Y.

AIR BRIEFS

By JERRY FRANKEN

GERTRUDE BERG, author of *The Rise of the Goldbergs*, comes back on the air for Palmolive, probably Super Suds, shortly, in a new script titled *The House of Glass*. Show was auditioned several times before, telling the adventures of the Goldbergs operating a summer hotel. Mrs. Berg signed up a week or so before with NBC's Artists Bureau, which sold her to the account. Palmolive also supposedly auditioned a musical show, similar to its operetta series, but taking a half hour instead of an hour, leading to the report that the soap concern was going to change its Tuesday night spot. This isn't so, the half-hour musicals being tried out for Hellmann's Mayonnaise (Best Foods, Inc.), which is going back on the air in the spring.

Well, the Ted Lewis-Doc Rockwell Goodrich show is a thing of the past after setting a record for headaches since its start back in October. Lewis and Rockwell had quite a time over the billing problem and at one time Johnny Hyde, of the Morris Agency, offered to telephone any producer, in vaude, legit or pictures, to get his opinion on who should get the top line. Rockwell refused. At another time Lewis asked Rockwell who would get the billing on a show including Lewis, Rockwell, "Lem Colby's Mules" and "Pink's Elephants." Rockwell opined he would.

Morton Downey, Tom Powers, Mills Brothers, Bob Crosby, Modern Choir and Victor Young auditioned Monday (25) for a Ruthrauff & Ryan account. Name of the advertiser was kept a secret, altho the script read College Inn food products, believed to be a blind. Some thought it might be for Gillette razor blades. Ruth Etting was originally scheduled to be on the show but couldn't get together on terms. Freddie Miller's Ivory Shaving Cream New England

ANOTHER amateur show, this one for Will they never end? Chase & Sanborn wanted Grete Stuckgold so badly for their March 3 opera broadcast that the firm paid for the singer's transportation from the Midwest to New York and return. She is on a concert tour. Patti Pickens may blossom out as a soloist shortly on NBC. Stella Unger is back at WMCA, building women's programs. Consolidated Cigar starts a commercial, with Nat Brusloff and Harv and Esther, comedians, on MBS March 4. Adrian Planter, of World Broadcasting, to Atlanta City after an illness. Stephen Rintoul, WBS stations relations manager, left Thursday for Dallas. Coincidental with the beginning of a newspaper and magazine campaign Lucky Strike returned to its radio auditions, hearing Lennie Hayton last week. Dale Wimbrow returns to NBC March 4 on a local commercial for Soap Products. Walter (Skid) Kelly joins Bess & Schillin Ad Agency as continuity head.

CHI AIR NOTES

By NAT GREEN

Bill Krenz, pianist heard on NBC's Breakfast Club of the Air and other network programs, is composer of six new tunes that have just been published. He's preparing a new novelty number dedicated to the Dionne family which he plans to call *The Quints*. From past experience we would say such a novelty number is likely to have a short life. Danny Duncan back with the WLS Rangers on Gillette Bears Saturday night shows from the balcony studios at the Eighth Street Theater. Duncan (Cousin Toby) is well known in the theatrical world for his Toby characterizations. Added to the roster of after-midnight one-man shows is Jimmy Corbin's song and piano broadcast over WBBM, which started Sunday, 1 to 1:30 a.m. (actually Monday), Jimmy Melton, tenor, who is doing personal appearances, will return to New York soon for further engagements with *The Intimate Revue* and after that he will be off to Hollywood for two Warner Bros. musicals. Gene and Charlie, popular song-and-uke team, are heard on a new three-a-week series over WBBM from 12:30 to 12:45 p.m. on Thursdays, 11 to 11:15 a.m. Saturdays, and 11:45 to 12 noon on Sundays; sponsored by a local clothing company. Donald McGilbeny, commentator, is heard on a new series over WMAQ daily except Saturday and Sunday at 10 p.m., giving interesting sidelights on current news and history of the nation.

Tony Wons and his House by the Side of the Road troupe may do their broadcasts from New York in a few weeks instead of from the Chi studios. More than 15,000 Milwaukee children who have been forbidden to attend school during the present scarlet fever epidemic in the Wisconsin city are being given an opportunity to go to school by radio. *The Milwaukee Journal* station, WTMJ, having set aside time on which the Milwaukee school teachers will present two 15-minute radio classes each school day until the ban is lifted. Ed Fellers, of Aladdin Mantle Lamp Company, was host to the entire cast, scribes, producers, control engineers and sound effecters of WLS at a blowout

at the Stevens after the 23d and concluding Aladdin Melodrama. Mary Jane Walsh, now known as Marijane, replaces Ruth Lee with Earl Burnett's Orchestra, now playing the Netherland Plaza in Cincinnati. She's under the management of Lillian Gordon.

Lyn Cole's popular baritone voice will be heard with Eddie House, CBS organist, on a new commercial series, *Be Ready for Romance*, to be aired over WBBM on Tuesdays and Thursdays, 10:15 to 10:30 p.m., beginning February 26. Bob Gardner, of Mac and Bob, is now trouping with the WLS Merry-Go-Round show playing Midwestern spots. J. O. Maland has been named v.-p. of WOC. Isobel Carothers, the Lu of Clara, Lu 'n' Em, and her husband, Howard Berolzheimer, have adopted a six-weeks-old boy, who has been named Harold. A new five-a-week morning series starting March 18 over the Mutual System will feature Don Carlos and his Marimba Orchestra, with Lucia Garcia as soloist. Program will originate in the WGN studios. Looks as tho Eddie Peabody, banjo king, may have a commercial air spot of his own as soon as he concludes his vaude tour. Malcolm (Sparibis) Claire and his wife will leave for California in April for their first vacation in their six years of marriage. They will visit Claire's sister, Ethlyn Claire. Enos Chemical Company's Woolly the Moth program will go network March 7. Cliff Souhier plays the lead. *The Nickelodeon*, NBC laugh producer based on movie thrillers of the early 1900's, is being auditioned for several prospective sponsors. The WLS Barn Dance will start its 11th consecutive year on the air April 13. Hasn't missed a Saturday night since 1924. Its fourth year at the Eighth Street Theater will start the second week in March.


George W. Harvey, formerly with *Motor* magazine, has joined the sales staff of WGN and will work out of the local office. He was also connected at one time with the National Cash Register Company and the Wilkening Manufacturing Company.

BOB HOPE

BROMO-SELTZER

Every Friday—8:30 P.M.
WJZ—NBC

Direction
LOUIS SHURR
AL MELNICK



GENE AUTRY

Oklahoma's Yodeling Cowboy.

RADIO, RECORDS, STAGE AND SCREEN.

Now Making Personal Appearances.

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

ARE YOU LISTENIN'?

Tony Wons

N. B. C.

Monday, Tuesday, Wednesday, Thursday, Saturday, 10:15 A.M.
Sunday, 4:30 P.M., Central Standard Time

Joe REICHMAN

and his ORCHESTRA

Now Playing
HOTEL STATLER
BOSTON, MASS.

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

UNCLE EZRA

(PAT BARRETT)
Owner, Manager and Chief Announcer.

of
STATION E-Z-R-A.
The Powerful Little Five-Watter.
Monday, Wednesday and Friday,
10:45 P.M. E. S. T.
NBC RED NETWORK.
Sponsored by Alka-Seltzer.

Howard Nelson

AND HIS ORCHESTRA

Now Playing Hotel Zane,
Zanesville, Ohio.

Now Appearing

SAVARIN CAFE

Buffalo, N. Y.



ROBERT CELTMAN

AND HIS ORCHESTRA "THE ROMANCES"

On the Air Daily
Via Daily WKBM-WGR.
R. W. STEVENS, Mgr. Belmont Hotel, Cleveland

ERNIE WARREN

AND HIS ORCHESTRA.

Direction, IRVING MILLS ARTISTS, Inc.
759 7th Avenue, New York, N. Y.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

MORT LOND and his Londoners have just chucked up their 20th consecutive week at Dutch's Cafe, Thornton, Ill., which is considered somewhat of a record in that vicinity.

THE HUMMEL Family Orchestra has been playing daily for the last three weeks over WTOG, Savannah, Ga. Combo is angling for a 26-week commercial over the same station.

DIXIE DIXON and her Joy Girls are making an extensive tour thru Kansas and Nebraska after closing at the Coates Hotel, Kansas City.

JERRY FODOR and band, Ralph Hanley singing, are in their fifth week at the Evergreen Supper Club, Detroit.

FREDERICK BROTHERS placed "Hi" Clarke in the new Marine Room of the Hotel Claridge, St. Louis, February 15. Unit comprises 11 pieces and Dee Hermes, femme warbler.

NICK ELLIS' Seven Seas ork is current at the Ship Ahoy Restaurant, Atlanta, Ga.

JERRY McRAE, San Antonio band director, recently returned with her band from a four-month Hawaiian Island engagement.

CLIVE SHERMAN and his Riviera Orchestra have completed a four-day engagement at the Chez-Ami, Buffalo, N. Y.

MICHAEL BONELLI, under the management of the Southern Radio and Entertainment Bureau, closed last week at the Hotel Dempsey, Macon, Ga. He will one-night thru the Carolinas and Georgia before going on location.

ROY MAXON and his orchestra have been signed for the entire season at Jack Huff's Hollywood Country Club, Hollywood, Fla. Maxon, who was one of the original Paul Whiteman saxophonists, organized the band to play at the pro-

posed Palais Royale, Chicago, but the spot never opened and he landed in the Schroeder Hotel, Milwaukee, on the strength of his rehearsals. Johnny Wells and Kay Donna are vocalists with the Maxon Orchestra.

CASTRO CARAZZO, formerly of the Roosevelt Hotel Orchestra in New Orleans, succeeds Professor A. W. Wickboldt as director of the Louisiana State University band at Baton Rouge.

JOHNNY ROBB and his ork, who were recently burned out at the Don-Mar Club, Cumberland, Md., are now in their fifth week at the White Swan Hotel, Uniontown, Pa. Fred Williams, pianist with the band, is doubling as emcee for the three-act floor show.

MCKINNEY'S COTTON PICKERS are set, thru Consolidated Radio Artists, to open Cliff Burns' Green Mill, Cincinnati, March 9, on an indefinite stay. Ork will feature daily broadcasts from the completely remodeled spot.

GLEN LEE and his orchestra opened at the Hotel Coronado, St. Louis, February 23, replacing Irving Rose, who moved to the Book-Cadillac, Detroit.

KENWAY BANDS working in the New Orleans-Texas territory include Gray Gordon, at the Villa Rosa Supper Club, Houston; Mark Fisher and his boys at the swanky Grove, and Clyde McCoy at the Rice Hotel in the same city. Tom Gentry is at the Hotel Roosevelt,

New Orleans, and Orin Tucker plays at the Jung Hotel.

DELL COON has left the Hotel Muchlebach, Kansas City, where he was held for six weeks over his original contract. Carl Moore came from the Claridge, Memphis, to replace Coon. Marge Hudson, vocal soloist, is featured with Moore's band.

LOU BLAKE and his orchestra opened at Guyon's Paradise Ballroom, Chicago, February 21.

DUKE ELLINGTON goes to Europe the first week in March to fill dates in Denmark, Holland, France and England.

THE ROSTER of Jimmy Van Osdel's ork at Old Vienna, Cincinnati, includes "Fats" Frady, Charles Hudson, Jack Jellison, Johnny Bartley, Deloyce Moffitt, Bob Snyder, Joe Tonge, and Jeanne Renee, soloist.

JIMMY LUNCEFORD is playing theaters as part of an all-colored revue tabbed *Harlem Express*. The entire unit is appearing this week at the Hippodrome, Toronto.

HARRY RICHMAN and Vincent Lopez appeared as guest artists at Chic Scoggin's Royal Palm Club opening in Miami February 16. Features of the regular show include Peter Higgins, Virginia Harvey, Emily Von Loesen, Brian McDonald, Lyn Lewis and a chorus of 24 girls.

FASHIONABLE DETROITERS are dancing again to the rhythms of Al Kavalin's Orchestra . . . this time at the Detroit Athletic Club.

CHARLIE AGNEW followed George Olsen into the College Inn, Chicago, in- (See Band and Orchestras on page 33)

MUSIC NEWS

Victor Talking Machine Company (RCA) filed an accounting last week with Edward L. Berry, special master in the United States District Court, at Camden, N. J., showing that 1,085,987 records of the old railroad song, *The Wreck of Old 37*, were sold between 1925 and 1933. Total revenue was \$407,848 and the net profit \$86,754. Counsel for David Graves George, of Detroit, who claims authorship of the song, states that the accounting is not satisfactory because the dealers' names were not listed. Attorneys for George are of the opinion that a profit of between \$2,000,000 and \$3,000,000 was made by Victor on the records in question.

Kay Swift, ex-wife of James Paul Warburg, who wrote such hits as *Can't We Be Friends* and *Fine and Dandy*, as well as other clever tunes, is looking over Tin-Pan Alley territory preparatory to turning out more stuff than ever. She may take a job at Radio City Music Hall and do special material, etc.

Brunswick Record Corporation expects to release one of the best batches of discs in its history for the month of March. Boswell Sisters, Freddie Martin, Hal Kemp, Joe Morrison, Don Bestor, Red Nichols and others will be represented. Columbia also has a powerful list for March, with such artists represented as Lucienne Boyer, Frank Parker, Johnny Green, Lud Gluskin, Benny Goodman and others.

J. Fred Cools, accompanied by Haven Gillespie, will sail for England March 3. They have contracted to write a series of original songs for flickers produced by the Gaumont-British Company. Present plans indicate that the pair will remain abroad for at least two months.

Joe Young and Jack Little believe that lightning might strike twice in the way of registering with their new song, *I've a Little Hole in the Wall*. The pair are responsible for *Shantytown*, which brought them plenty of coin of the realm and on which the new number is somewhat modeled.

SONGWRITERS • Have Your Songs Revised and Arranged by Broadway's Foremost Arranger of Popular Music! I Have Done HUNDREDS of the BIGGEST HITS for Magazines, Publishers and Writers. Submit Your Songs or Poems to **EUGENE PLATZMAN**, 1658 Broadway, NEW YORK CITY.

ATTRACTIVE DANCE AND ORCHESTRA POSTERS AND CARDS

3 and 4 COLOR

Oh! Boy! They Are Knockout! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 8 1/2x12-in. Cards, 200, \$4.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Write your order NOW or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA.

BALLROOM MANAGER

14 Successful Years of Experience. Now Employed—Wishes To Make Change.

Understands Every Angle of Ballroom Management, Band and Floor Show Booking, Party Booking, Publicity, Business Getting, Features. Know How To Handle the Public. Are 33 Years. References Exchanged.

WRITE BOX D-973, Care of Billboard, Cincinnati, O.

ORCHESTRATIONS

Of All Publishers at Lowest Prices. If you want SPEED, try our **THREE-HOUR SERVICE**.

Ask for "Hot Tips on Hits"—IT'S FREE!!

SHERWOOD MUSIC SERVICE, 1635 Broadway, NEW YORK, N. Y.

BERT SCHILLING
Of Cincinnati, Guitar Player, get in touch with me immediately. Box D-974, Billboard, Cincinnati, O.

STATION NOTES

Address All Communications to the New York Office

BOB KRESS, blind pianist with Jonnie Adams and his Royal Virginians Orchestra, has signed as a soloist with WHIO, Dayton, O.

WNBR, Memphis, has been granted permission by the Federal Communications Commission to step its power up to 1,000 watts during the day and 500 at night. The station recently joined the American Broadcasting Company chain.

JACK STAPP, program director of WGST, Atlanta, Ga., has been transferred by CBS to its production department in New York. Charles Smithgall has assumed his WGST duties.

THE CROSELY GLEE CLUB, made up of amateurs employed in the Crosely factories in Cincinnati, made its debut on WLW February 26.

WBIG, Greensboro, N. C., has started an all-Greek program, including a Greek announcer.

JIMMIE JEFFERIES, a well-known radio performer in the South, has left Dallas, Tex., for New York to discuss a contract with NBC. Jefferies appeared on WFAA, Dallas, among other stations.

H. & S. POGUE COMPANY, Cincinnati department store, has bought the World Broadcasting System recordings known as Tobelogs, featuring fashion talks by Toke, fashion authority. Program is on WCKY.

A COLUMBIA Broadcasting System affiliate, WBIG, Greensboro, N. C., had Amos 'n' Andy on the air recently, occasion being a personal appearance of A. 'n' A. made at a local Greensboro theater.

WHK, Cleveland, stars a commercial for California Perfume Company March 6, twice weekly. Contract was obtained by Bert Squires, WHK sales manager, on a trip to New York.

HARRY CHESHIRE, legit producer and actor, is now with KMOX, St. Louis, on the production staff. Was previously at KPH, Wichita, Kan.

NOTRE DAME is contributing three programs a week to WSBT, South Bend, Ind., in a series beginning at 8:30 p.m. Tuesday, February 12. The university will thereafter originate half-hour programs on Tuesday nights and quarter-hour discussions and interviews on Monday and Friday afternoons.

INDO-VIN program on WCKY, Cincinnati, has added Cookie Morgan, hill-billy singer and guitarist. Program is on the air every week day at 7:45 a.m.

KMOX, St. Louis, delivers a batch of statistics, showing that the station fed the Columbia network 768 programs, totaling 221 hours, during 1934. Station produced 21,884 programs during the year, running to the total of 6,612 hours. Remote programs added up to 1,341.

Sheet-Music Leaders

(Week Ending February 23)

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

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

1. Isle of Capri.
2. Good Ship Lollipop.
3. Blue Moon.
4. I Believe in Miracles.
5. Fare Thee Well, Annabelle.
6. Tiny Little Finger Prints.
7. Ole Faithful.
8. When I Grow Too Old to Dream.
9. Lullaby of Broadway.
10. Believe It, Beloved.

ROY MAXON AND HIS ORCHESTRA

Playing Nightly at Jack Huff's Exclusive

HOLLYWOOD COUNTRY CLUB

Hollywood, Florida

JOHN F. MURRAY Presents **LARRI** WMOA



GYPSY LEE, Accordion. And His VIOLA BURT, Harp. HOTEL PICOADILLY ORCHESTRA, N. V. O. Personal Management FRANCIS GORDON.



HILTON SISTERS

World Famous Siamese Twins NOW ON TOUR

Direction FRANK FISHMAN. 1619 Broadway, New York, N. Y.

N. O. Closing Pansy Shows

NEW YORK, Feb. 23.—The American Federation of Actors is probing complaints from New Orleans performers that N. O. police are illegally arresting female impersonators playing night clubs and vaude. Following District Attorney Eugene Stanley's recent order prohibiting female impersonators from working in night clubs, 11 impersonators were arrested last week and held on charges of having no means of honest support and being "dangerous and suspicious characters."

The defendants were dismissed by Judge Hoffman, the night club owners getting them off on parole. The city also closed three night clubs that had female impersonator shows. Those arrested were Rhodie Kinsella, Max Thorman, Frank Stroud, Richard McLean, Francis Davis, Wesley Davis, Edward Allworth, Ernest Davidson, Clarence Spicer, George Spellkos and Harold Shinn.

Meanwhile an ordinance prohibiting theatrical troupes and other entertainers from appearing before the public while wearing garments other than those of their own sex was introduced by Mayor Walmaley at a special meeting of the commission council. Violators of the ordinance would be liable to fines of \$20 to \$25, 10 to 30 days in jail, or both.

Talent Aplenty in Casper Night Spots

CASPER, Wyo., Feb. 23.—Featured in this week's floor show at the Crystal Room, Casper's classiest uptown night club, are the team of Sola and Salmi with a clever variety dance act. The adagio and Russian hop are their specialties. Nat Hill, popular emcee and manager, is doing a heavy business by rotating headline acts from week to week, securing ace performers thru booking contacts in Denver and Cheyenne.

Heading last week's show was a colored dance team, Pertle and Green, formerly with the Cotton Club in Los Angeles. They made such a hit Hill is negotiating for a return engagement. An unscheduled added attraction was Dick Broderick, the "Vagabond Baritone," here from Chicago. He went on four nights as a guest artist and scored.

Orchestras are imported on a tentative two-month basis. Charley Gray and his K. C. Nighthawks are the current attraction. With the band and also featured in the floor show are Nita Roth, blues soprano, formerly with Twitchell in Florida, and Gene Coffey, the "Baron of Coffeyville," a favorite.

The management recently installed a public-address system, with portable mikes on the band platform and on the floor. Broadcasts four nights a week.

Gray's band reopened the America Theater last September following new stage construction and redecorating, returning this month for the Crystal Room engagement from a date with the Broadmoor Country Club in Denver. Charley's confreres are Taylor, Yaden, Brown, Buscy, Kay, Hart, Coffey and Roth.

The old reliable among Casper night spots, Lee Hill's Riverside Club, on the edge of town, is raking the coin with a floor show, varied weekly. In the show are Tubby La Velle, comic; Vallie and Love, Virginia Lou and Emma Pritchard.

BLOSSOM CHAN, Chinese dancer, is en route from Columbus, O., to St. Louis.

Joyce Dance DONNA Stylists AND Jack DARRELL

Now Appearing
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Buffalo, N. Y.

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'ROUND THE TABLES

GABBY LEE, who has been featured in the Ritz Revue at the Little Ritz Cabaret in Philadelphia, has been held over again in that show. Other principals in the revue are Bobbie La Rue, Tommy Martin and Frank Moore.

CAB GALLOWAY and his orchestra will leave the Cotton Club, New York, March 1 for a vaude and theater tour.

DAWN PATROL, New York nite spot, has held over its complete floor show, talent including Flossie Osbeck, Mae O'Brien, Vincent De Costa, with the Barker Trio added to the cast.

VIC ROSS has been signed as vocalist with Jack Meyers Orchestra, now at Hector's Club New Yorker, New York.

LA RUE, Park Avenue night club, has held over its complete floor show, talent including Flossie Osbeck, Mae O'Brien, Vincent De Costa, with the Barker Trio added to the cast.

JIMMIE PARISH closed last week at the Cafe Moraco in Cleveland and is now in Chicago with his own unit.

EARL AND ANNE GAUDET, dance team, terminated a three-week engagement at the Patio, Hartford, Conn., February 16, and opened the following day at the Hills Grove Country Club, Hills Grove, R. I.

JOHNNY KAYE, impersonator, opened February 16 with his revue at Ver's Grill, Lowell, N. Y.

PROZO O'DELL and Blondin, most of the summer at the Chicago Fair, are currently presenting their novelty act at the Crystal Palace, Detroit night spot.

BOBBY KORK'S Oriental Follies, playing one and two-week club engagements

Chance for Frisco Barbary Coast Seen in Permit Grant

SAN FRANCISCO, Feb. 23.—Chance that San Francisco's night life scene would shift back to the Barbary Coast was seen today after the police commission indicated it would grant a dance permit to Anthony Parente, owner of The Garden.

Entrance into the resort is on Columbus avenue, but a 200-foot tunnel connects it with the old Inferno on Pacific street, closed in the shutdown last spring.

Petitioners seeking the granting of the application include 200 members of the North Beach Merchants' Association, which might have a great bearing on the granting of the permit.

Flint Club Biz on Rise

DETROIT, Feb. 23.—Night club business is booming in Flint, entertainers who have been playing there reported this week. The city is almost solely dependent on automobile production for employment, and this is the season for the peak of production.

E. W. Jeffers, formerly well known in the sports world as a teammate of Barney Oldfield, is managing the Olympic Sports Club, an exclusive closed spot. Jose Fernando just returned after six weeks there as master of ceremonies.

At the Mayfair Club Sammy Caldwell is doubling as manager and master of ceremonies. A unique atmosphere is given with Emelio Caerres Victor Recording Orchestra, a South American band. Current floor show, booked from the Gus Sun office in Detroit, includes Lois Lee, blues singer, and Ames and Vivian, dance team.

New Statler Lounge Opens

CLEVELAND, Feb. 23.—A recent highlight in the local molst spot area was the grand opening of Hotel Statler's beautiful downstairs cocktail lounge with its very attractive Salle Moderne cocktail room for ladies. Among the many Hotels Statler, Inc., execs attending the gala opening day party were Mrs. E. M. Statler, chairman of the board of

around Trenton and Philadelphia, and current at the Clover Club, Trenton, has added Kitty Scolin, Dixie Lee and Jimmy Rouse to the roster.

JOHNNY GALLUS worked the Valentine Day dinner dance at the swanky Hollywood Beach Hotel, Hollywood, Fla.

SALVO AND GLORIA, presenting their "Peacock and Gorilla" fantasy dance, have been held over at the Crystal Room of the Great Northern Hotel, New York.

MONTEZ AND MARIA, "International Dancers," are in their fifth week of an indefinite engagement at the popular Music Box Club, Pittsburgh. The act is handled by Jayne Jarrell, Pittsburgh.

NOLAN AND KENNY, novelty dance team, are part of the new show at Sam Pick's Club Madrid, Milwaukee. The show, produced by Bessie Barnes, includes Ralph Dunne, m. c.; Ruth Denain, prima donna; Cecil Blair, acrobatic dancer; Bee Harven, blues singer, and the Club Madrid Cuties. Entire unit booked by Duke Yellman.

THE HOOSIER TRIO, roller-skating act, playing spots in and around Ft. Wayne, Ind., take in the Crow's Nest February 23.

BILLIE HAYNIE, one-time Miss Michigan, made her debut at Eastern Star Cafe, Detroit, this week with a new routine of toe and tap dancing. Others on the bill include: Kurly Kelly, blues singer; Trixie Black, acrobatic dancer; Jack Lavin, soloist, and Al Nali, accordionist. Shan Austin's Orchestra is continuing a record engagement there.

KAY AND DEAN SCHOOLEY, acrobatic duo, after being held over three weeks at Cincinnati's 4444 Club, headed (See 'ROUND THE TABLES page 31)

Pitt Night Spots Offer Real Talent

PITTSBURGH, Feb. 23.—Local and neighborhood night spots of late have been offering a brand of entertainment that is running a close second to the high-class attractions imported by the local combo houses.

The new Plaza show imported from New York is a case in point. Jack Pomeroy's new revue there is one of the best club shows seen here for some time. Frank McCormick, formerly of the Hollywood Cafe in New York, emcees the festivities, in which partake Ruth Kidd, songstress, who formerly graced the Vanities; Helen Gabriel, radio songbird; Borring and Lazar, dance team; Lee Carroll, specialty dancer, and a line of beauties which includes Jean Collier, Patsy Parker, Billie Kennic, Virginia Howard, Claire White, Marjorie Gale, Inez Norton, Billie Roche and Erlene Manny.

The White Tavern bill is topped by Beverly Stahl, whose singing is a near sensation in that circle. She is assisted by Miss Lee, Clarence Wall, Kattie Lyon, child wonder, and Johnny Robb's Band.

The Blue Room in the Roosevelt Hotel, which is operating to very good biz, inaugurated Collegiate Night each Friday. Local football stars are the guests of the management that night. Olive and Amdur, well-known dance team here, head the floor bill, which includes the Six Rockettes and George (Tubby) Flint's Orchestra.

Sally Hughes, singer, has been held over indefinitely at Joe Hiller's Music Box. . . . The Southern Cotton Pickers Revue landed an engagement at the Hotel Mayfair night club. . . . Andrea Marsh is vocalizing for Eddie Lane's Orchestra at the William Penn Hotel Chatterbox. . . . Sally Ann Palmer is the acrobatic feature in the Ritz Hotel Club Petite.

Hotels Statler, Inc.; Frank A. McKowne, president; W. E. Leber, field supervisor; H. B. Callis, assistant secretary, and Howard F. Dugan, local manager. Music was furnished by Walberg Brown and his popular string ensemble, and Tommy Tucker's Pompano Orchestra.

Olive Olsen Heads College Inn Show

CHICAGO, Feb. 23.—With the departure of George Olsen and Ethel Shutta from the College Inn of the Hotel Sherman Wednesday, Charlie Agnew and his orchestra opened there Thursday along with a new floor show. That little stick of dynamite, Olive Olsen, blond singer and comedienne who danced and sang her way thru the successful Chicago run of Follow Thru, heads the show with an entirely new repertory and was given a tremendous reception on opening night. Faultlessly attired, yet screamingly funny, this grand little trouser brings down the house with her mimic bit, I Want To Be Dramatic.

Also in the new Agnew show are the Daveys, master jugglers; the Debutantes, St. Louis dancing team; Dusty Rhoades, Agnew's clowning drummer; Emrie Ann Lincoln, cute singing ingenue, and Keny Sprong, balladeer.

Agnew will remain at the Inn until March 3, when Art Jarrett and his orchestra begin an engagement there, and Jarrett's wife, Eleanor Holm, will make her debut as a singer of popular songs. George Olsen and Ethel Shutta return to the Inn next October 2.

Night Club Review

Florentine Room, Cincinnati

Howard Woods and his orchestra, for the past two weeks in the Florentine Room of the Hotel Gibson for the luncheon, dinner and dancing sessions, is on its first Midwestern tour.

An Eastern combination, the Woods Orchestra has spent the last several years in the better night spots in New York and its home city, Newark, N. J. The band has made an extensive tour of Eastern and New England territory in vaudeville and has been heard over both major radio networks from New York.

Considered a sweet band of the Guy Lombardo and the Eddie Duchin type, the band has proved popular at college proms in the East.

Before coming to Cincinnati Woods and his music makers played for six months at the Four Towers, Newark's leading night club, and an extended run at the Westchester Billmore Country Club, night resort at Rye, N. Y. The band will return to the Florentine Room for two weeks following Barney Rapp's present engagement.

The Woods band is the most youthful combo to play the Gibson in many months. Howard framed his orchestra in his high-school days and held it together all thru his college days and at New Jersey Law School. The entire personnel has remained, with one exception, the same. Woods is a personality leader and has a style all his own in wielding the baton.

Featured with the band on the vocal end is David Elliot, crooner of the Bing Crosby type. Sid Wigner is the originator of the orchestra's pleasing arrangements.

Continental Room, Chicago

Since Otto K. Eitel became managing director of the Stevens Hotel he has brought that hostelry's Continental Room to the fore as a favorite dine and dance spot. Not too informal nor yet too swanky, the Continental has a friendly atmosphere that attracts a substantial class of patrons, and its excellent food, restful music and entertaining floor show bring them back time after time. Director Eitel was particularly happy in his selection of the Continental's present feature attraction, Lina Basquette, dancing, beauty of Ziegfeld shows, motion pictures and radio. This is her first night club engagement.

Miss Basquette has proved herself not only a captivating dancer but also extremely clever at repartee, and she has made a distinct hit with patrons of the Continental Room. Supporting her in the revue are Russell Swan, master of ceremonies, an amazingly clever magician whose breezy style is very pleasing, and Eddie Noll and his partner, Lorraine, in a variety of dancing numbers. Keith Beecher's Orchestra furnishes pleasing music for both the show and dancing.

U. S. ACTS INVADE EUROPE

Continue Vaude Spending Spree

Morris office rounds up "names" and units—gets Winchell, Cook and others

NEW YORK, Feb. 23.—With the circuits still calling for "names" and unit attractions, the William Morris Agency, thru Johnny Hyde, is continuing to round up a supply. The office has been working in the direction of getting a number of "names" to take out units, built under its supervision, and is also looking to the Coast for film people to make personal appearances.

Hyde has set Walter Winchell for five weeks at \$7,500 a week as a single, but Winchell's attack of lumbago has postponed the opening from March 1 until after Easter. The dates are split up between Public and Loew, taking in the Chicago, Chicago; Metropolitan, Boston; Capitol here; Penn. Pittsburgh, and the Fox, Washington.

Among the newer unit attractions which the office is lining up for dates is one to be headed by Joe Cook. Dates for his unit are now being negotiated. Hyde has also promoted Nancy Carroll, of the films, to make the vaude tour with Gus Arnheim's Ork. Ted Florio and ork will also do a show for the circuits.

Herman Timberg and Pat Rooney are doing a new unit, opening this Friday for Loew at the Paradise, Bronx, and following with the Valencia, Jamaica. Unit is billed *Trial of the Century* and cast includes Clarence Rock, James Kelly, Foster Williams, Harry Koler, Earl Redding and Albee Sisters. Sally Rand will take her unit out Easter week, when she finishes at the Paradise Restaurant here. Hyde has also routed the Charlie Davis Ork with Loew, opening this Friday at the Metropolitan, Brooklyn.

Moss To Ease Up On Amateur Shows

NEW YORK, Feb. 23.—License Commissioner Paul Moss asked a group of exhibitors Tuesday their reaction to his plan to have an ordinance passed authorizing staging of amateur shows in picture houses. Under the present license regulations, a picture house cannot run amateur shows without a regulation stage. Many houses have complained this ruling prevents them from staging local talent shows because their "common show" license restricts them to "recitations, accompanied by instrumental and vocal music, and not in costume."

The exhibitors who attended the confab assured the commissioner that such an ordinance would aid them and also give employment to actors.

Sells 'B'way Nights' Interest

CHICAGO, Feb. 23.—Jack Kalchheim is no longer connected with the Larry Rich unit, *Broadway Nights*, having disposed of his interest this week.

Material Protection Bureau

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

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

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

In the Red

LONDON, Feb. 18.—A case of vaude that isn't vaude. A three-people act was booked for a trial showing at a local music hall for a salary of \$25 for the week. Act was told that the theater was an ideal showing place for a new offering and that agents flocked there by the score. Commission was naturally deducted by the agent and two added expenses upon which the act did not figure were \$2.50, paid for the hire of a park bench and a license, and expense for permission for one of the members of the act to wear a London cop's uniform. With expenses for baggage, fares, etc., the act finally figured that it was some \$30 in the red, and worse than that, no agent made them an offer.

Annual NVA Drive Still in Doubt

NEW YORK, Feb. 25.—With only eight weeks to go, the usual annual Easter week NVA Drive for funds is still in doubt. The NVA, Inc., suit against the NVA Fund, now on the Supreme Court calendar, will not be reached until the latter part of April or May.

This confusion, which the NVA Fund blames on the NVA, Inc., suit, may force the Fund to drop the drive and seek other means of raising money.

Salkin Moves Office

CHICAGO, Feb. 23.—Leo Salkin is moving his offices from the Woods Building to 140 North Dearborn street on March 1. In his new location Eddie Sligh, formerly with Kennaway, will be associated with him in charge of the club department succeeding Peggy Charters. Billy Diamond will move across the hall to the space being vacated by Salkin, the enlarged space being required for his rapidly expanding business.

Company Mgr. Breaks Legs

READING, Pa., Feb. 23.—Archie Tyson, company manager of Alex Gerber's *Radio City Follies*, fell off a bus here last week and broke both legs. He is at St. Joseph's Hospital. At the time of the accident the unit was leaving the Astor Theater to go to Hershey.

Philly Mastbaum Closing

PHILADELPHIA, Feb. 25.—S. L. Rothafel says the Roxy-Mastbaum will close Friday. The de Luxer had reopened Christmas Day with presentations and first-run pictures. Altho business was good, the grosses did not cover the heavy nut—except for the Jack Benny week—and the house has been in the red right along. With the Mastbaum dark, first runs will be switched back to the Earle.

17 Acts Definitely Set for Soviet Bookings Thru Amsov

NEW YORK, Feb. 23.—The Amsov Agency here has cables from Alexander Basy in Moscow reporting the Soviet Government has definitely okehed 17 American attractions. They include Phil Spitalny and his 25-girl ensemble, opening around July 15 in Moscow for a two-month tour; the Tuskegee Choir of 60 colored singers, which will tour Europe after Soviet dates, and the *Evolution in Black Revue*, two-hour musical with a cast of 60. Spitalny is getting 50,000 rubles a month and the colored revue 100,000 rubles a month. The dates have been given the official okeh of Alexander Dankmann, chief of the Government Organization of Music, Entertainment and Circus.

Other acts definitely set are Luis Russell's Orchestra, Capt. Willie Mauss, St. Claire and Elaine, Charles Ahearn, Kurtz and Furtz, Del Pozo Marimba Orchestra (23 people), Manganse Troupe, Alexis Rothov and Company, Joe Fanton and

Huge Flock Accepts Dates As Booking Here Slows Up

Demand for standard acts abroad and use of "names" and units here forces exodus—Lou Wolfson, Dick Henry and Jack Daly book long lists—money fair, time plentiful

NEW YORK, Feb. 23.—The exodus of American standard acts to Europe is increasing rapidly, given added impetus by the trend of theaters here toward using "names" and units and thus slowing up the demand for the standard acts. A long list of acts has been set for European engagements by Lou Wolfson, of the William Morris Agency, and Dick Henry, of Curtis & Allen, as well as Jack Daly, formerly associated with the late Jenie Jacobs. There is more of a European demand for the American turns this season, due to the Jubilee Year now being celebrated in

England. The money is considered fair, and acts have gone abroad and played consecutively for as long as three years.

Denver Back to RKO And May Use Flesh

NEW YORK, Feb. 23.—RKO took back the New Orpheum, Denver, from Harry Huffman this week, putting it into Cliff Work's division and setting up a subsidiary corporation for it known as the Colorado Theaters Corporation. The bondholders exercised their certificate of redemption.

It is expected that the circuit may install a vaudefilm policy in the house, the shows being booked from New York. The home office is figuring out the jump from Minneapolis to Denver, which would indicate that Bill Howard might put the house on his books.

Louis Hellborn is being mentioned as a possibility to become manager of the house. Bernard J. Hynes, former RKO personnel director, has been looking after the house for Huffman.

Finkelstein Released

BOSTON, Feb. 23.—G. Finkelstein, husband of Mildred Harris Chaplin, was released last week after 15 days in the city jail. Finkelstein, also known as Fink, had been arrested for not paying off acts with the Chaplin unit and sentenced to 20 days in jail on complaint of Tom Senna, local representative of the American Federation of Actors.

RUSSELL V. HUPP, solo organist and manager of the Gem Theater, Cassopolis, Mich., also finds time to produce vaude units. His latest, *Footlight Follies*, which premiered at his own house during the holidays, played the Ready Theater, Niles, Mich., this week. The show features Marjorie Hupp and includes Carol Hughes, Frank Wolf, Mary Jane and Margene Fuller, Sybil and Trelese Townsend, Maxene Lewis, Frances Thompson, Jean Gorton, June Hartranft, Virginia Decker, Olive Jane Wilcox and Dick Lyons. Hupp appears with the show as pianist.

Among the Henry acts now abroad are Bernice and Emily, Peg Leg Bates, Clemence Bellings, DeVito and Denny, Gene Dennis, Dixon and Paul; De Wolfe, Metcalfe and Ford; Falls, Reading and Boyce; Lassiter Brothers, Matthea Merryfield, Marinoff's Russian Art Circus, Max and Gang, Manganse Girls, Nice, Florio and Lubow; Tracy and Hay; Raye, Ellis and LaRue; Deszo Retter; Wilson, Kepple and Betty; the Five Hotohota and Mac Wynne.

Jack Daly's European bookings include a contract for Max Baer, who will sail the end of March, opening at the London Alhambra for a three-week run, with Paris to follow. He has also booked the Six Lucky Girls, Three Fonzella, Alexander and Santos, Four Christiansens, Helena Justa, Lafayette and LaVerne, Lydin and Joresco and Dorothy Denise. Latter sails March 23, opening in Liverpool in April. Daly says he has also lined up two colored girl troupes to open in Paris revues. He is buying his talent thru Billy Jackson and his temporary offices in the RKO Building. He is bringing over Joan Warner, who hit the front pages when arrested for dancing nude in Paris. Also Lync Clevers, musical comedy ingenue and French film "name."

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It is also revealed that acts will get every sixth day off in accordance with the regular Soviet five-day week. If they work the sixth day they get extra pay.

Henry returns in about four weeks. Charles Adler is in charge of Amsov during his absence.

Palace, New York

(Reviewed Friday Afternoon, Feb. 22)
(First Show)

Sizing up this five-act layout on paper, you'd offhand say it was a darn good bill. Still at this viewing, opening day, it ran kind of spotty, which can be attributed to a couple of turns on the bill not having the sockeroo stuff all the day. No squawks, tho, about it not being average entertainment for a 70-minute stretch, satisfying enough for the Palace customer of today. Supports the Herbert Marshall-Margaret Sullivan pix, *The Good Fairy*, and house is due for a good week. There were standees at this performance, Washington's Birthday.

Ruiz and Bonita, who have been here before, open fair, but they usually do a whole lot better in the closing frame. A nicely staged turn and packing okeh

entertainment. Billed team provide good enough ballroom routines, with Ruiz doubling at vocal. Supported by Marion and Bea, a pair of blondes who contribute neat tapping and acro, and a girl pianist.

Stan Kavanagh got the customers to give out with real laughs after finding them cold at the outset. He's a very clever juggler, and working a la the old variety days manages to make comedy his forte. His timing with the bouncing oranges and the clubs is perfect, and he gets the laughs out of the timing of the catches. He was palmed heavily.

Carl Shaw follows with his turn in which he's aided by Ray Dawley and Frances Arthur. This kid Shaw is a dancer and gymnast of the first order and he hands out plenty of that to coral big mittings. Yet there's a lot of time wasted on ineffective comedy, oftentimes inane. His talent is worthy of a better vehicle. Supporting couple handle their lines all right.

Charles (Slim) Timblin, next-to-closing, starts them with his gun-fire opening and then keeps them amused with his colored preaching out of a telephone directory. He's got a brilliant delivery and a good line of chatter, followed up by a hilarious bit in which he marries off Val Russell and Sam Ward. Audience took to the act in a big way.

Art Landry and Hotel Commodore Ork, with Ann Butler as an added feature, close. Still a grand band turn, with Landry and his 14 bandsters still affecting the nonchalant style and playing up comedy. Succeeded at it, and besides afford grand musical sessions. Miss But-

ler, who has been on the air, clicks with her talk and two numbers, *There Are No Fairies in the Wildwood* and *Throwing Stones at the Sun*. Another specialty is provided by George Lyons, who plucks the harp and sings in a grand way. On the whole the act is very entertaining and is sure to catch on with audiences.
SIDNEY HARRIS.

Loew's State, New York

(Reviewed Friday Evening, February 22)

This house enjoyed its biggest matinee business today since it played *Farewell to Arms* three years ago. Washington's Birthday, combined with David Copperfield and George Givot and Gertrude Niesen on the stage, did the trick, altho we shouldn't forget the heavy exploitation Manager Al Rosen gave this week's show.

Because of the long running time of *Copperfield* and the five-a-day today, the vaude bill was compressed into a mere 45 minutes. All acts were trimmed. No encores. It amounted to rushing on and rushing off.

Five Jansleys did four minutes, but they managed to squeeze in enough of sock Rialty stunts to get over nicely.

Russell, Marconi and Jerry, down to nine minutes, did their music and comedy and got over okeh. Russell does swell violining while Marconi accompanies on the accordion and handles the pantomime comedy. Miss Jerry, a blonde, is on for snappy hooching and also a bit of accordioning.

Gertrude Niesen, in a flowing Mae Westish gown, gave the customers her version of *Hotscha, Be Still My Heart* and *La Cacaracha*. Her heavy blues voice and exotic appearance, plus skillful delivery, got over easily.

George Givot had no trouble getting the laughs with his Greek dialect, sprinkled liberally with Jewish gags. Most of his material is now old, but he put it over. Took three bows, but was not permitted to encore.

The Danny Dare Dancers closed the show. The eight boys and eight girls do two numbers, a Spanish number and a combination ballroom and adagio dance. In between, Jean Hazlett steps out for a snappy acrobatic number, and Terry Lawlor, a pretty redhead, is on to warble *Blue Moon*. Both ensemble dance numbers clicked and the act had no trouble pleasing.
PAUL DENIS.

Capitol, New York

(Reviewed Friday Evening, February 22)

Casino de Pares show holds the Capitol stage, accompanying the remarkable picture *Sequoia*, result being excellent screen entertainment and okeh stage diversitment. House was good for the first show Friday, Washington's Birthday.

Milton Berle heads the Casino show, other talent including Cardini, Barbara Jason, Chilton and Thomas. Six Rosebuds and Nate Eagle's midgets. Berle keeps the action moving, and while the run of his comedy—and borrowed comedy—occasionally laid eggs that were practically hatched, his closing radio monolog is really funny. After his opening with some chatter, Chilton and Thomas come on for a fast five minutes. Miss Chilton first singing a number and thence to the piano to accompany her partner, an agile and nimble tap dancer. Latter works, part of the time, on three pedestals of graduated size. Act did well.

Barbara Jason is an attractive looking lass who, after some foolery with Berle, sings a number *I Don't Want To Get Hot*, which she sells okeh. Name of the song is used for a rather novel production number, featuring the Danny Dare line of girls dancing, in groups, before four large thermometers. Lights going up along the thermometer stems to show the increasing heat. Girls have two other numbers, one the usual closing setup, the other one, which seemed rather simple but became particularly effective thru good lighting. Girls wear a filmy material, with large drapes hanging from their arms, the group moving and waving of these pieces, together with the lighting, achieving the results mentioned.

As usual, Cardini supplies a high spot. Magt can probably claim some sort of record if he wants to, since this appears to be his fourth or fifth return to the Capitol within a short period, this reporter having seen him twice before at the house. Repetition doesn't hurt his act, featuring the palming and manipulations of cards and lighted cigarets. One or two changes added each time, this time being the flaring cigarets and the wine glasses. Cardini's turn is the show's high spot.

After a return by Miss Jason, leading into the number by the girls, Six Rose-

CARDINI THE ORIGINAL

With Casino De Pares Unit, Touring the Loew Circuit.
The Pittsburgh Sun-Telegraph says: "easily the best of the younger jugglerdom artists. Cardini's conjuring is the staunch individual contribution of the empy rebus."

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R K O THEATRES

1270 Sixth Ave. Radio City, New York

buds and the midgets come on. Rosebuds are six fat ladies, wearing hoop-skirts, midgets coming out from underneath them for an amusing song and dance session. A bit with Berle and a stooge, his radio monolog and the last Dare dance number close.

JERRY FRANKEN.

Chicago, Chicago

(Reviewed Saturday Afternoon, Feb. 23)

Raphael, just out of the *Continental Varieties*, holds the spot usually taken up by the overture, which has been missed for the past several weeks. As a performer on the concertina he is an artist to his finger tips (no pun intended) and gets more real music out of it than is thought possible by the average theatergoer. He did three numbers, opening with a *Gypsy Czardas*, then a lilting tune and closing with a Russian medley, leaving to a good hand.

George Olsen and his orchestra followed after the newsreel. They opened by playing *June in January* in various ways and featuring the saxophone of Dick Gardner and the singing and violin work of Bobby Borger and Adrian Friche. Nita and Jack Carleton did a dancing number in swaying rhythm to *Mood Indigo*. A bit barbaric and ultra modernistic, but, I suppose, the new art of dancing. Some people in the audience liked it, however. Dick Gardner sang *Over My Shoulder* and three of the boys did *The Object of My Affection* as a broken-down phonograph. Then eight of the boys did *The Man on the Flying Trapeze* as an oratorio society would do it and got a big hand. The Carletons returned for a sophisticated routine to *Stormy Weather*.

The band then did *Love in Bloom* as several orchestras would do it, with a very clever takeoff of Rudy Vallee by Bob Rice. Ethel Shutta was saved for the last. She did *Tiny Little Fingerprints* with a dramatic recitation to open and followed with *No, No, a Thousand Times*. No with melodramatic gestures (shades of the ten, twent' and thirt' days) that were very funny. With four of the boys she did *College Rhythm* and *I Want a Hillbilly Band*, which was a sock close that drew a heavy hand.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Afternoon, Feb. 22)

The phenomenal business that the street enjoyed on Washington's Birthday was reflected (reflected?—it was practically created) at the Roxy. Every seat in the huge house was taken at the first afternoon show, with standees mobbing the rear and aisles of all three levels. In addition, the capacious lobby was filled with people waiting their chance, only a narrow aisle being left for passage. And to cap it, a five-deep line stretched outside almost halfway to Sixth avenue. Happy days are here again.

The stage show is short this week—only three-quarters of an hour—which may be because an extra performance was added for the holiday opening day. It is smooth, tho hardly sensational.

Opens with Captain Proskc and his Royal Bengal Tigers, with the captain putting the big beasts thru their paces with ease and finesse. The announced blurb that he does it thru kindness rather than thru fear is probably true, judging from the performance. He has the animals well in hand at all times and ends with tigers practically smothering him as he lays prone on some, while another flops down on him. Enthusiastic applause.

The Radio Rubes also come thru excellently, the first time this reporter has seen them in so large a house. The size of the auditorium is a real handicap, particularly to Rufe Davis' particular type of comedy, but they socked across regardless with their familiar repertoire.

The only other act is George Rosen, of St. Paul, last week's winner of the Town Hall Night amateur radio contest. He's a fiddler who makes the strings talk with his renditions of the *Spanish Dance* and *Serenade*.

As this reporter indicated last week, the splendid production number which uses the Arthur Murray dancers is good enough to be held over. Held over it was, and it got across just as finely, the crowd going for the three dance teams with their versions of the tango, the waltz and the Continental. The teams are the same, Town and Knott, Rosalean and Seville, and Nadine and Geraldo. Again the Gae Foster Girls furnish backing.

The Foster kids also do a brief "tiger" introduction to the Proskc act and buck

dance thru a jazzed-up version of the *Orpheus* overture. The girls' routine is excellent—but there must be enough popular tunes being written to allow the classics to remain inviolate, without being bastardized in cheap jazz versions.

Freddy Mack leads his band in the pit and does the announcing in his usual pleasant style.

The picture is *Night Life of the Gods* (Universal). EUGENE BURR.

Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 22) (Second Show)

For the third week in a row the Earle has presented a top-notch stage show to add good value to its new low-admission scale policy. *Parisian Scandals*, the new frolic, is a good revue which specializes in speedy dancing and excellent singing. Attendance was heavy at the opening, aided by the holiday crowds.

Opening spot sets the atmosphere of the show with a *Moulin Rouge* background, with the *Four Singing Blue Devils* setting the pace with an introductory song. Against an intimate theater background the chic chorus of 12 girls present a smart routine, followed by a male acrobatic dancer.

Jack Pepper, graceful comic, bows in with his balcony stooge and presents some amusing rapid-fire chatter. Ayres and Renee, supported by their Parisian dance group, offer an exciting apache adagio with good atmospheric trimmings.

The Wheeler Twins, two little girls in blue, next got a big hand with the dancing while the *Four Devils* gave a vocal background with *Object of My Affection*. Pepper returns with two stooges for more comedy and a few songs.

A colorful chorus number is next on the bill, with the girls attractive gowned in red against a blue drop. The *Four Devils* sing *Be Still My Heart* and the Wheelers score with another dance. Ray, Rich and Wills, two men and a girl, bring some funny knockabout comedy and dancing and earned much applause. Terry Howard does her child impersonation, with Pepper as straight man, and also gets a good hand. The finale brings out the entire company, the girls in a new routine. Ayres and Renee in a ballroom dance, the Wheelers and the *Blue Devils*. Closing flash is a bit of quiet nudity, with two girls posing.

Film is *I Am a Thief* (Warners). H. MURDOCK.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Feb. 21)

A trim little show is on tap this week at the ace of the de luxers in support of the Janet Gaynor-Warner Baxter film, *One More Spring*. Show runs 32 minutes on the dot, which is in addition to the overture. It is the usual in Musto Hall production, but is of a more lighter vein and as a result moves more entertainingly and faster. There's a repeat number, *Bluebird of Happiness*, embellished by newer trimmings. Business was fair at this third show opening day, with a heavy pickup for the last show.

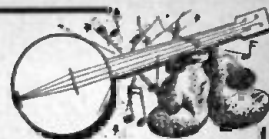
After the symphony's crew excellent work of the *William Tell* overture by Rossini and the showing of a Mickey Mouse cartoon in technicolor, the stage show gets under way. It's tagged *Impressions*.

First session of the stage show is *Fraternity House*, and it's a grand starter. Feature of it is the special tune by Kay Swift and Al Silverman, *Professor, How Could You*. Another feature is the break-neck legging of Bob Gilbert, who's a corking acro dancer. Number is carried out by the Music Hall Glee Club, led by Don Cortez in the role of the professor.

Next is *Laboratory*, with Hilda Eckler going in for some eye-opening snakebites while in the palm of a prop student's hand. She does it very well, and the follow-up is the Rockettes, who, as ever, give out with faultless precision while executing a clever college rhythm routine.

Finale is the repeater, and it's *Bluebird of Happiness*. That catchy number is worthy of repetition, especially when the singing is handled by the golden-voiced Jan Peerce. Two other singers of the number are Robert Landrum and Beatrice Joyce, who also do a good job of it. Then there's Frances Blaisdell, who goes in for a flute solo. Well-rendered yet meaningless. Number is rounded out by the Rockettes, ballet and Glee Club, who add considerably to its value. SIDNEY HARRIS.

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Palace, Chicago

(Reviewed Friday Afternoon, Feb. 22)

With a screen luminary, Gene Raymond in person, and the Weaver Brothers and Elvry sharing the electric lights, supported by two good acts, it looks as tho the records are going to be smashed at the box office this week if yesterday's

and today's waiting lines are any criterion.

Ann Fritchard-Jack Goldie Revue opened, with Goldie and Mickey Fawcett and Jerry Velour, two girls, doing a tap routine that gave each an opportunity for individual tricks. Ann followed with her beautiful toe work, which was

(See REVIEWS on page 16)



NEW ACTS

Earl Hines and Orchestra

Reviewed at the Albee, Brooklyn. Style—Band novelty. Setting—Full stage (cyc.). Time—Twenty-two minutes.

Fresh from a run at the Grand Terrace, Chicago, Earl Hines looks like a strong contender for popular favor in the East. This septain maestro leads from the ivories position and demonstrates beyond dispute the theorem that explain bands particularly need as much leading as a livery stable wag on its way home. The audience gets a good idea of Hines' rhythmic emanations; rhythm pervades this man from head to foot and is bunched up in his finger tips.

But the bandmen are supposed to sense rather than see this. Perhaps they do. Remember what the rustic said when he had his first look at a giraffe. There it was and still he insisted that there ain't no such animal.

Hines can put us to sleep, wake us up and play for us thru any day. He's about the best piano showman we've seen in ages. And he's an artist in the real sense of the word. Piano interludes—until the Duchins and Calloways came along—used to be pretty poor timber as time fillers. The other boys led the way in the East with pianistics that ran chillis up and down the spine. Now Hines is here and a new vogue for a new personality is about to arise.

The band gets hot, but not too torrid. It fares unusually well for a dusky outfit in soft, sweet rhythms. Arrangements are not freaky; rather novel than that.

In the midst of the 13 instrumentalists—who have improved greatly since the Palace date the week before in mass sight technique—are a singing trio, the Palmer Brothers. These harmonizers are fair and probably intended for nothing more than warbling color to break up the straight instrumentalization. But the Three Rhythm Boys, fast and furious hoofers, are not mere time-killing specialists. They work on a platform representing a huge drum laid on its side. Accomplish a load of legmania entailing contagious rhythm in very limited space.

Kathryn Perry is the sole fem. She's a blues warbler less throaty than most of her kin. Voice is not very strong, but shapes up well with amplification. There's a heart tug in her delivery and that will carry her along breezily.

Nicely received here and might have fared much better in a big house. This was a supper show and sparsely attended. Hines' interludes at the ivories, with due credit to the Rhythm Kings, drew the best applause. E. E. S.

husband, Herman. Mrs. Loether claims she was publicly humiliated when Durante, making a personal appearance at Loew's Penn last week, "came down off the stage and against my wishes, without my consent and overcoming all my resistance, pressed his head against my head." She alleges Durante made an unlawful, illegal assault upon her by placing his arm around her neck and kissing her.

She claims Durante returned to the stage and pointed his finger at her, exclaiming, "Boy! I can't forget that gall!" All this was to her discomfort and humiliation, she claims.

Durante says this was just a gag and that he will have the case postponed and return here for a hearing.

Time in West For F&M Ideas

LOS ANGELES, Feb. 23.—M. D. (Doc) How, general booking manager for Funcheon & Marco, will return here next week from a trip thru the Western States, lining up playing time for Funcheon & Marco units.

After virtually abandoning the Ideas for two years, Mike Marco is now preparing to develop units here for a swing around the principal houses this side of the Rockies. Ideas, of the stage presentation type, will be routed over the circuit each week, with an occasional vaude show thrown in to provide variety.

With the local Paramount, downtown de luxer, now under its management, Funcheon & Marco have an excellent spot in which to try out their units before putting them on the road. In addition, the Manchester, a neighborhood house, is now under F. & M. management and using six acts of F. & M.-booked vaude each week on a full-week schedule.

EQUITY'S RADIO

(Continued from page 3)
field, the other group will not allow its members to work in the field out on call—and Equity has AFL jurisdiction over radio.

Frank Gillmore, Equity president, queried today why Equity had not made any organization attempts thru the agencies, stated that the association had adopted one policy, working thru NRA, and had felt it best to adhere to that line, in preference to working at various tangents.

It was stated today by a well-known theatrical labor official, that, in his belief, Equity could, as now set up, organize radio within a month, mainly thru the ad agencies and because of the film tieup. Previously Equity, it was shown, had to count on its own efforts and those of its members employed in radio. That meant that any move by Equity could be met by reprisals by the broadcasters, and also that any moves made by Equity actors on the air might mean their jobs.

In tracing Equity's action in radio, starting back eight years ago when Equity made its first inquiries into the field, Gillmore explained that he was highly pleased with the committee being appointed. He said that he had favored such action several years ago, but that Equity members then in radio had prevailed upon the council to stay out of the ether. He also pointed out that since the committee has but the one problem, radio, to handle, as compared to the many policies in the hands of Equity officials, much faster action might be obtained.

REVIEWS

(Continued from page 15)
marked with marvelous turns, and got a nice hand. Goldie did a stair dance and Ann returned for a Spanish castanet number featuring taps while turning. Mickey and Jerry did a toe tap. Goldie contributed some knee falls and all were on for the finale. Good hand.

Benny Ross and Maxine Stone held the deuce spot. The turn is full of pleasant chatter, gags and bits of song by Benny, who has developed into one of the best of the quieter comedians. Maxine Stone's slow and easy way made a hit with this audience. Collected a couple of bows and a nice hand.

Gene Raymond was next. The mere flash of his name on the annunciators was the signal for much applause. Raymond's act opens with a flash from a former picture while he sings over the p.-a. system from an upper box. Taking the stage he sang *Nearer and Dearer, Will You?*, a catchy little tune of his own composition; *All I Do Is Dream of You* and *When Mother Sings Sweet and Low*. Scheduled for eight or ten minutes, the crowd held him for 25 minutes. Gene is a likable chap and talks between songs. Took bow after bow and stopped the show. A sock hit. Women swarmed the stage after his exit.

Weaver Brothers and Elviry and the Home Folks was a wise choice by the bookers as no other act could follow Raymond after the hit he made. With Abner acting as emcee, the act is chock-full of good homespun entertainment. Abner's, Cicero's and Elviry's rural characterizations are, of course, in a class by themselves. A good string band of eight pieces is part of the act, all dressed in Ozark Mountain style. There is zither and hand-saw playing, eccentric dancing; George Martin, with his barnyard imitations; fiddle playing by Rip Snyder and a girl harmony trio. Numerous other novelties are injected, shaping up the Weavers' unit as one of the best they've done. Big hand at the curtain. F. LANGDON MORGAN.

Boulevard, Bronx

(Reviewed Friday Evening, February 22)

Collins and Peterson dominated this five-act layout, supporting *Forsaking All Others* (MGM). Lester Allen, in a new act, and Blanche Calloway and Orchestra were the other two well-knowns on the marquee.

Homer Romaine got the show off to a snappy start with his "man on the flying trapeze" comedy. He is not only a fine swinging trapezist, but he lets loose a flood of amusing gags and keeps the customers in good humor right along.

Ruth Petty followed and made a fair impression. She is a tiny brunet who looks lovely in a white gown. Her blues voice is surprisingly strong for her size. Works without a mike. Her trouble, however, is the choice of numbers and delivery. Not sufficient variety in style or tempo.

Lester Allen put on a gay comedy act with the assistance of Edward O'Rourke, straight and tenor, and Maureen Rio, acro dancer and straight woman. Allen is a slick little comedian and his material is up to date, altho it was not hokey enough for this audience.

Collins and Peterson were just right for this house. Their loud talk and clowning assured them a smash hit from the very beginning. Besides, they manage to keep their material spruced up, and Collins deserves the credit for socking it over. Peterson is a perfect foll.

Blanche Calloway and Orchestra provided a hotcha closer. Miss Calloway, like her brother, is an energetic hip-swaying leader, while the 14-piece band blares away at torrid Harlem rhythms. The specialists include the Four Step Brothers, who stopped the show with their break-leg tap and acro dancing; a boy harmonica player and Velma Memo, a bulging blues singer and strutter. In addition, Tommy Deagon, cornetist, and a trumpeter step out for specialties. Aside from the sock Step Brothers, the specialists are not so hot and could certainly stand improvement.

House did capacity business at this show. PAUL DENIS.

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COSMOPOLITAN ENTERTAINMENTS

Ellen Building,
UTICA, N. Y.

Ruth Petty

Reviewed at the Boulevard, Bronx.
Style—Singing. Setting—In one. Time—Nine minutes.

Miss Petty, formerly with Johnny Perkins, is now on her own. She has the appearance and the voice, but lacks the right routine. Did four numbers here and drew an appreciative hand, but the act as a whole needs more variety. Numbers are much too alike, and there is hardly a break in the act so far as style and tempo are concerned.

Miss Petty offered an *Earful of Music*. *What About Me, I Never Slept a Wink Last Night*, and *I'm the Talk of the Town*. All special arrangements and delivered without a mike, too.

A light comedy number, or a bit of talk, or possibly a number involving some movement certainly should help. P. D.

Durante Audience Gag Brings Suit

PITTSBURGH, Feb. 25. — Jimmy Durante is being sued for \$5,000 damages by Mrs. Evelyn Loether and her

VAUDEVILLE NOTES

JACK AND FLO McBRIDE have revamped their act and are polishing it up around Detroit before coming east.

MATTY ROSEN is strutting around quite proudly these days. Has all of his acts working this week, believe it or not.

JOHN G. HEINZ, manager of the RKO Alden, Jamaica, staged a show for the Thomas Jefferson Democratic Club of Forest Hills last week. The affair was

held in the Triangle Ballroom, Richmond Hill, and was attended by Long Island's political leaders.

JOE AND EDDIE DAYTON joined the Larry Rich *Broadway Nights Revue* at the Palace, South Bend, this week.

GEORGENE GORDON, vocalist, who has been on Station WOR, is breaking in a new vaude act, an all-girl band.

BILLIE STARR, formerly with the Charis Davis Ork, has replaced the Ross Sisters in Paul Martell's Ork at the Arcadia, New York. She'll be given a buildup by Hugh Corrigan.

ED WEST came in for a lot of publicity when he appeared at the Memorial, Boston, on the house's first week of its four-week 52d anniversary of (See VAUDEVILLE NOTES page 33)

Abolition of Jrs. Nayed by Equity

NEW YORK, Feb. 23.—The abolition of Equity's junior membership classification, which was suggested as a means to prevent producers from hiring juniors because of their lower minimum salary, was beaten in Equity council Tuesday, a last-minute suggestion for an 80-20 ratio having a hand in the defeat. The vote on abolition was a special order of business.

Suggestion came from the Actors' Forum group in Equity, which claimed that, since the code minimums went into effect, managers have given the preference to inexperienced players in order to save the \$15 difference in salaries. Minimum for seniors is \$40 and that for juniors \$25.

Alternate suggestion was to establish an 80-20 ratio between seniors and juniors for any one production, allowing managers to hire but one junior member for every four senior members engaged. Defeat of the abolition move was seen when this was brought up, with the information that, if the junior membership were abolished, the proposed ratio regulation would be automatically ruled out.

Reported that discussion grew pretty hot at times.

American Academy Students Give Lardner-Kaufman Play

NEW YORK, Feb. 23.—A fast, rollicking and highly successful performance of *June Moon* (by Ring Lardner and George S. Kaufman, in case you've forgotten) was given Thursday afternoon at the American Academy as the eighth in their current series of matinees. It was Thursday instead of Friday this week, presumably on account of Washington's Birthday and its attendant professional matinees.

There wasn't an obvious weak spot in the cast, even the bits being given fine playing. Timing, tho a bit under professional standards, was surprisingly good for a student group, and the whole production shaped up as one of the kids' best.

Perhaps outstanding (tho there were plenty that deserved that description) was the performance of Edna Stone, as Maxie Stone, according to reports, is just about leaving his middle teens, but if he keeps on the way he's been going he'll be a finished and professional character man before he graduates. He has an imposing gallery of stage portraits already—and all of them excellent.

There was so much fine work that it's hard to pick and choose. Thayne Landers contributed a splendid performance as Lucille, getting her comedy cracks over to a fare-thee-well, and allowing the audience really to see into the woman in her big last-act scene. Similarly fine was Leslie Scott as Sears; he was so good, in fact, that the last-act emphasis seemed rather upon his domestic tragedy than upon the romance of the zany young lovers. Ann Evers did a fine job of the hard-bolled Eileen, a marked contrast to her role in *When Ladies Meet*, and Barbara James, a lovely youngster, was pleasantly effective as the golden-hearted but goofy Edna. Robert York overburlesqued Fred, but the part is so sappy that he can hardly be blamed. Lynn Hampton, Sarah Clifford, Lois Leng, David Ainsley and Paul Kendall did detailed and finely effective work in the smaller parts. Hall Kennedy failed to catch the character of Hart, but it didn't matter.

Alpsley, Marc Daniels, Jane Williams, Ethel Korosy, Monna McGill John Raby, Marcelle LaRose and Gilbert Balston appeared in the first act of Maugham's *The Sacred Flame*, which was used as the curtain raiser. EUGENE BURR.

No Bars Till Next Year

NEW YORK, Feb. 23.—The League of New York Theaters has received a communication from Edward P. Mulrooney, head of the State liquor control board, in response to the League's plea that bars be allowed in theaters. Mulrooney says that the Legislature will not change the existing laws this year, but leaves a loophole for the next session. It was figured that Albany, tho responsive to the theater's plea, didn't want to open the way for a flood of exceptions.

THE NEW PLAYS ON BROADWAY

CORT

Beginning Wednesday Evening, Feb. 20, 1935

THE BISHOP MISBEHAVES

A play by Frederick Jackson, starring Walter Connolly and featuring Jane Wyatt. Staged by Ira Hinds. Settings designed by Woodman Thompson. Presented by John Golden. Red Eagan A. P. Kaye
Donald Meadows Alan Marshal
Hester Grantham Jane Wyatt
Guy Waller Reynolds Denniston
Mrs. Waller Phyllis Joyce
The Bishop of Broadminster Walter Connolly
Lady Emily Lyons Lucy Beaumont
Collins James Jolley
Frenchy Charles Laite
Mr. Brooke Horace Sinclair
ACT I—Taproom of The Queen's Head at Tadworth, in Surrey. ACTS II and III—Hall of the Bishop's Palace at Broadminster. The Action of the Play Covers Exactly the Time That It Takes To Play It.

Advertised curtain time—8:50.
Curtain rose at showing caught—8:56.

A gentle, amusing and chucklingly humorous comedy-melodrama came to the Cort Theater Wednesday night under the sponsorship of John Golden. It is Frederick Jackson's *The Bishop Misbehaves*. Walter Connolly is starred and Jane Wyatt is featured. Lucy Beaumont is not featured, tho she has far more right to the billing than has Miss Wyatt.

Mr. Jackson's bishop is really Mr. G. K. Chesterton's Father Brown gone suddenly Church of England—tho he is, fortunately, far less sanctimonious than the ferreting Father. And he is far more silly and far more whimsical, being a character which must have seemed, in the script, better suited to the mode of Mr. George Arliss than to that of Mr. Connolly. Mr. Connolly (who, incidentally, plays Father Brown on the screen) nevertheless does a grand job. His bishop is a lovable, detailed, grandly rounded person who bolsters the play magnificently in the many spots wherein the play needs bolstering.

The bishop, you see, has been feeding himself a heavy diet of detective fiction and longs to use the knowledge so obtained. He and his sister, in whose charming gray head rest whimsical remains of pirate forebears, stumble into an inn which has been the scene of a robbery. The bishop, his nose aquiver at the scent of excitement, recovers the stolen jewels but tells no one. Instead he leaves his visiting card as a bait to lure the robbers to his home. They nibble at it enthusiastically, and so the bishop, with the willing aid of his little sister, brings them to justice without benefit of constabulary. It is one of these things, as the audience suspects after the first five minutes, in which the robbers have been robbed.

There is some difficulty in stringing the plot out over the required three acts, and it runs thin on frequent occasion. But such gaps are always bridged by the character of the bishop and the almost as intriguing character of his sister. Occasionally the bishop's speeches become overpompous, but for the most part he is whimsical, warm, friendly and effective.

The ending brings in perhaps too much of sweetness and light, and the denouement is tamely brought about by the domestic interference of the deep-dyed villain's wife, but the play stands as a charming and generally exciting addition to the comedy-melodrama list.

Mr. Connolly's performance, as was suggested, does much to carry the play, being an outstanding and irresistible piece of character work. And matching it in every fine detail is the performance of Lucy Beaumont, as the little, gray-haired sister. Miss Beaumont's playing, as a matter of fact, is one of the most charming interludes of the season.

Jane Wyatt plays the embattled ingenue (to tell just how and why she was embattled would give away too much of the plot). It is an adequate performance, but entirely unworthy of the pretending that Miss Wyatt might do if only she would. Her accent seems more Fogus-British than it has been, and her occasional huskiness (which fooled this reporter into thinking she had a cold when he saw her in *Lost Horizons*) is still present—tho this time it becomes most apparent in the last act instead of the first. Since 19 is

intermittent it is probably a nervous affectation, and she should try to rid herself of it. For the rest her pretending slides along self-evident surfaces. It seems a pity that she—intrinsically so capable and fine—should be satisfied to give so slovenly and obvious a performance.

Alan Marshal is pleasantly adequate as her faithful swain, and A. P. Kaye, Horace Sinclair, Reynolds Denniston and Phyllis Joyce do excellent character work in subsidiary parts.

EUGENE BURR.

MAJESTIC

Beginning Wednesday Evening, Feb. 20, 1935

POVERTY IS NO CRIME

(Repertory)

A play by Alexander Ostrovsky, starring the Moscow Art Players, featuring P. Pavlov, Vera Gretch, Marie Krijanovskaia, V. Solovieva. Staged by Vera Gretch. Settings by K. Popov. Presented by S. Hurok.

Cordey Karpich Tortsov G. Zagrebelsky
Pelageya Yegorovna, His Wife V. Solovieva
Liubov Gordyevna, Their Daughter V. Solovieva
M. Krijanovskaia M. Krijanovskaia
P. Pavlov P. Pavlov
Anna Ivanovna, a Young Widow V. Gretch
Friends of Liubov Gordyevna:

Lisa E. Kedrova
Masha E. Korsak
Mitya, Clerk With Tortsov A. Bogdanov
Young Merchants:
Razulayev S. Strenkovsky
Gosulin N. Michon
African Savin Korshonov, Rich Merchant C. Chmara
Arina, Nursemaid With the Tortsovs S. Zelitzkaya
Yegorushka, Boy With the Tortsovs N. Tokarskaya
A Vintner V. Motilyova
ACT I—Mitya's Room Adjoining His Employer's Office. Late Afternoon. ACT II—Living Room of Tortsov. That Evening. ACT III—Same as Act II. Later the Same Evening.

Advertised curtain time—8:15.
Curtain rose at showing caught—8:15.

Poverty Is No Crime is the second offering of the Moscow Art Players in their limited repertory engagement on Broadway. It is a play that falls into that somewhat indistinct class called "comedy-dramas," altho it is by no means dull or dreary, as might be indicated in what is merely a comment on many American productions. *Poverty* is, instead, an amusing display of Russian entertainment, altho it has none of the satire of *Revisor* (*The Inspector General*).

Probably, if *Poverty* were to be translated into English, its value would vanish, since its plot framework is distinctly of the musical comedy breed of a few years back. Its story, briefly, concerns Liubov, daughter of Cordey Tortsov, Russian tradesman, who is in love with her father's clerk, who is, of course, impoverished. Tortsov gives his daughter in marriage to Kourshonov, a wealthy merchant, over the protestations of both his daughter and wife, but changes his mind after his brother, Liubum, who has squandered his share of the fortune bequeathed equally to himself and his brother, denounces Kourshonov as a cheat and swindler who has been partly responsible for the disappearance of Liubum's money. Altho it may sound campy, even inability to understand the language is no hindrance to enjoyment, especially when merry-makers at a party sing Russian folk songs. That alone is worth the price of admission, except when a whisky soprano becomes a little obstreperous.

Comments on the acting ability of this troupe can only repeat the praises that have gone before. The ability and finish of the performers is well-nigh perfect. Theirs is the ability to draw and enact characters down to every fine point. No one player can be singled out.

JERRY FRANKEN.

MOROSCO

Beginning Thursday Evening, February 21, 1935

THE DISTANT SHORE

A play by Donald Blackwell and Theodore St. John, starring Roland Young. Staged by Robert Ross. Settings designed by Raymond Sovey, built by Turner Scenic Construction Company and painted by Robert Bergman Studios. Women's costumes designed by Raymond Sovey and executed by Helene

Pons Studio. Men's costumes by Eaves Costume Company. Presented by Dwight Deere Wiman.

Elsie Hallett Ruth Vivian
Sophie Lancaster Mabel Gore
Millie Caulfield Violet Besson
Dorothea Gerhardt Edit Angold
Dora Bond Jeanne Casselle
Edgar Bond Roland Young
Hotel Clerk James MacDonald
Sylvia Sheldon Sylvia Field
Burgons Roy Le May
George Lancaster Harry Green
Inspector Ross Hale Norcross
Sergeant Barnes Edgar Kent
A Constable Eric Mansfield
Doctor Nichols Kenneth Treseder
Captain Graham Francis Compton
Quartermaster Swanwick Dennis Gurney
The Lord Chief Justice Francis Compton
In the Street Scene: Barbara Allen, Andy Anderson, Sybil Campbell, William Fender Jr., Harry Green, Lynn Griffith, Roy Le May, James MacDonald, Eric Mansfield, James Mc-Kay, Mary Michael, Howard Newman, William Postance, Colfax Sanderson, Roger Stearns, Morton Stevens, Jean Tate, Kenneth Treseder, Elizabeth Valentine, Dean West.

ACT I—Scene 1: The Sitting Room of Doctor Bond's House in an Outlying Section of London. Late Afternoon in Early September, 1910. Scene 2: A Bedroom in a Small London Hotel. Several Weeks Later. Scene 3: Same as Scene 1. That Night. ACT II—Scene 1: Dr. Bond's Sitting Room. November, 1910. Scene 2: The Same. Several Days Later. Scene 3: The Exterior of Dr. Bond's House. Two Days Later. ACT III—Scene 1: Aboard the Steamship Mount Royal. Several Days Later. Scene 2: Doctor Bond's Cabin. One Week Later. Scene 3: London. Late in February, 1911.

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

Donald Blackwell, it seems, has studied Edmund Pearson as well as Lillian Hellman has studied William Roughhead. A season or so ago he collaborated on *Nine Pine Street*, a play about the Borden murder case, and now he emerges as collaborator on *The Distant Shore*, a play about the Crippen murder case. This time is helmate is Theodore St. John, whose *Adam's Wife*, produced a few years ago, died an untimely and undeserved death. It was a highly promising (and highly effective) play.

The Distant Shore is neither so promising nor so effective, but this time Mr. St. John had less plastic materials with which to work. And *The Distant Shore* is far from a bad play. The effort of the authors, as was the case with *Nine Pine Street*, is to get behind the facts and the surface events, to present an understanding and dramatic picture of the psychological forces which drove to crime, and the psychological forces unleashed after murder was committed. They are, to a large extent, successful. The pitiful little medico-dentist, bedeviled by a shrewish and vicious wife, who found late love in the arms of his tender and faithful stenographer, is touchingly, convincingly and understandingly told. The ability to reconstruct a plausible psychological theory to account for the crime, which was seen in *Nine Pine Street*, is seen again in this. As in *Adam's Wife*, there is a marked ability to write with tenderness and warmth of the dumb poignancy of frustration. And there is a trenchant irony in the scene which shows how the public turned the poor little physician into a baby-frightening bogey.

The actual events of the case are followed with reasonable accuracy; the overdose of a sleeping draught; the burial of the wife beneath the bricks of the cellar; the story that she had gone to South Africa, perhaps to follow one of her lovers; the frantic flight; the discovery of the body by the police; just as the house was to be given a clean bill of health; the flight across the Atlantic, with the little stenographer dressed as a boy, and the apprehension of the couple just as escape seemed sure, when their boat reached the other side.

The psychological dissection is interesting; the writing is understanding and often genuinely moving. Unfortunately, Dr. Crippen went back on his apologetics; his story offers not enough primitive drama to allow it to grip powerfully when on a stage—at least not in its present retelling.

Roland Young, satisfying a desire to turn from comedy to drama, plays the little doctor with understanding and great effect. It is a fine performance, and it is ably seconded by the performance given by Sylvia Field as the stenographer. Her amazing ability to project a latent emotion thru suggestion, her sense of what lies hidden deep within, and her manner of expressing it thru illuminated underplaying, give rich tenderness to the play. Incidentally, she and Mr. St. John (she also appeared in

Adam's Wife) make a fine combination. She can excellently express precisely those things that he can excellently write; they seem to complement each other.

Minor roles are well handled by Francis Compton, Mabel Gore, Jeanne Caselle, Harry Green, Edgar Kent and a tiny lad named Roy Le May.

Robert Rosa's direction is theatrically effective—extremely so. Dwight Deere Wiman is the producer.

EUGENE BURR.

BELASCO

Beginning Tuesday Evening, February 19, 1935

AWAKE AND SING!

A play by Clifford Odets. Directed by Harold Clurman. Setting designed by Boris Aronson, built by William Kellam and painted by Robert W. Bergman. Presented by the Group Theater, Inc.

Myron Berger.....Art Smith
Bessie Berger.....Stella Adler
Jacob.....Morris Carnovsky
Hennie Berger.....Phoebe Brand
Ralph Berger.....Jules Garfield
Schlosser.....Roman Bohnen
Moe Axelrod.....Luther Adler
Uncle Morty.....J. E. Bromberg
Sam Feinschreiber.....Sanford Meisner

The Entire Action Takes Place in an Apartment in the Bronx.
ACT I—A Fall Evening. ACT II—Scene 1: A Year Later, Sunday Afternoon. Scene 2: That Night. ACT III—One Week Later.

Advertised curtain time—8:45.
Curtain rose at showing caught—8:54.

The Group Theater has come thru again. This time it has given us a play that searches deeply into the life and loves of a working-class home. Awake and Sing! is a vivid slice exposing the tragic search for happiness and a meaning to life in a typical Bronx Jewish home.

Altho reminiscent of Another Language and Spring Song, Clifford Odet's play has obviously more strength than either. It has a biting quality. The humor, and there's plenty of it, is the kind that burns the surface off and reveals the worms of bitterness and frustration. Nevertheless the humor registers and does much to make palatable the story's unpleasantness. The fact that the play strikes uncomfortably home and has the power to make an audience squirm may be a handicap to a successful run. But we hope not. It deserves a break.

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Table with columns: Dramatic, Musical Comedy, and Musical. Lists plays like 'Accent on Youth', 'Awake and Sing!', 'Hitler Gleaner', etc., with dates and performance counts.

Table with columns: Musical Comedy. Lists plays like 'Anything Goes', 'Great Waltz', 'Life Begins at 8:40', etc., with dates and performance counts.

The story reveals the high-tension drama in an ordinary Bronx home. It's the East Side moved uptown. The mother, Mrs. Berger, is the central character. Life has passed her by when it married her to an idiotic husband. Now she is clinging, in her own befuddled way, to her little family. Her daughter, after the disillusionment of first love gets in trouble, and mother hastens to marry her off to an unsuspecting "good" boy. The son is in the throes of love. The grandfather, an "unsuccessful" barber, has turned, in his old age, to Marx and the brotherhood of man. Mrs. Berger's husband represents the American romanticist—he believes implicitly in the Irish sweepstakes, the ponies and Teddy Roosevelt.

The daughter, Hennie, finally escapes just before the final curtain with her first lover, Moe. The son, Ralph, loses his girl, but finds a new world in social idealism. The grandfather jumps off the roof in order to leave his insurance policy to Ralph, in whom he sees his own youth recreated. And the mother and her husband, along with her brother, Morty, a successful cloak-and-suiter, go along in their little life grooves.

It is a fine show all around. The dialog fairly crackles with life, the situations are dramatic, and the characters are sharply etched. The fine performances of the Group actors do much to put the play over. Stella Adler is excellent as Mrs. Berger. Sanford Meisner gives remarkable power to the minor role of Sam, Hennie's unsuspecting husband. J. E. Bromberg makes a thoroughly credible cloak-and-suiter. Phoebe Brand, as the confused Hennie, arouses complete sympathy. And Jules Garfield, as Ralph, unleashes a vivid characterization. The others are uniformly excellent.

Boris Aronson's single set, providing several points for movement, is a genuine aid to the show. PAUL DENIS.

MASQUE

Beginning Tuesday Evening, February 19, 1935

CROSS RUFF

A comedy by Noel Taylor. Directed by Karl Nielsen. Scene designed by John Root, built by Vail Scenic Construction Company, and painted by W. Oden Waller Studios. Presented by Delos Chappell.

Alfred Rouff.....Jay Fassett
Leda.....Edith King
Doris.....Janet Fox
Wilbur Hanley.....Raymond Bramley
Juniper.....Helen Brooks
Peter.....Noel Taylor

The Entire Action of the Play Occurs in the Apartment of Alfred and Leda, New York

City. ACT II—Eleven-Thirty Tuesday Morning. ACT II—Scene 1: The Following Tuesday Afternoon at Four. Scene 2: Very Early the Following Morning. ACT III—And Even Later That Morning.

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

Six actors, a producer, stagehands, a press agent, other attaches and, presumably, audiences are at present wasting their time at the Masque Theater on a lightweight trifle called Cross Ruff. At least one of the actors, Noel Taylor, probably sees some point to the procedure. He wrote the play. It opened Tuesday night under the auspices of Delos Chappell.

About the only one connected with the production who comes out with any great amount of credit is John Root, who designed the single set. It is a handsome affair, which proves, amazingly enough, that the modern mode can be both good to look at and to live in. It seems a pity to waste so fine a setting on so puffing a little play.

With disconnected and very badly knit dialog, brightened an infrequent occasion by a few mildly funny wisecracks, Mr. Taylor tells the tale of Alfred and Leda, who live comfortably together in that old-fashioned state known as sin. They are quite happy until two unexpected children from past wedlocks' spring up to instill perniciously modern ideas about the advan-

(See CROSS RUFF on page 25)

GUILD

Beginning Monday Evening, February 18, 1935

THE SIMPLETON OF THE UNEXPECTED ISLES

A play by George Bernard Shaw, featuring Alla Nazimova and Romney Brent. Directed by Harry Wagstaff Gribble. Settings and costumes designed by Lee Simonson. Scenery built by McDonald Construction Company and painted by Triangle Studios. Oriental costumes executed by Helene Pons Studio. Presented by the Theater Guild, Inc.

Advertised curtain time—8:30.
Curtain rose at showing caught—8:31.

The Theater Guild, as its fifth production of its 17th subscription season, presented the world premiere of George Bernard Shaw's The Simpleton of the Unexpected Isles at the Guild Theater Monday night. One may be forgiven for feeling that Mr. Shaw, as author, is playing the title role of his own play.

The Simpleton, for the information of confirmed Shavians who insist on attaching importance to the manderlings of an aged and palsied clown, is the obverse of Too True To Be Good, the last Shaw sermon to be poured out hereabouts. Too True, so far as could be seen thru the mist of stale philosophical nonsense that enveloped it, was the final negation of the Idealist, a statement of his incessant and inevitable defeat. The Simpleton is an affirmation. Still realizing defeat, Shaw goes one step further: despite the necessity of losing our intellectual wars we may still grasp wonder day by day and so continue the glorious, lost campaign. Wonder, in fact—a sense of the wonder inherent in the world—is made the key to the declaration. Wonder (it may be remarked here once more, at the risk of becoming tiresomely repetitious) is the basis of art as well as of life. And Mr. Shaw muddle-headedly confuses wonder with bewilderment in his play.

The reason for the Idealists' defeat is, of course, the desire of the masses to be led, their insistent demand to be freed from the galling spurs of freedom, from the necessity to think or to act or to feel, their urgent desire to have the responsibility of thought lifted from their minds. All of that, of course, was said—and said far better—by Dostolevsky in 1881 (Part II, Book 5, Chapter 8 of The Brothers Karamazov, if you want to be exact)—just as all

of Shaw's most trenchant ideas have invariably been said previously, and better, by other men.

For the rest, the play is a pasty mess of stale Shavian ideas (or, rather, ideas previously adopted by Shaw), retold in ally and amazingly inept form. They are all there: the theories about marriage and empire and science and doctors and vegetarianism and the British navy—and even the age-old idea of clear, primitive thought cutting thru the idiosyncrasy of civilization. A couple of pretty good 18th century books seem to have been written around that.

Crammed into the ridiculous frame of the play, they crowd and jostle and repeat and bore—they endlessly, interminably bore. The playwright's mind slides and slips from one subject to another, finding firm basis nowhere, and presenting, for the edification of Guild subscribers, the pitiful spectacle of an aged mountebank trying, with rheumy eyes and creaking limbs, to go once more thru his youthful routine of cockeyed bladder-whacks. Common human kindness should have taught the Guild directors to refuse the comedy, rather than to seek to gather shekels thru this inept, pitiful display.

What Shaw says of many things is, of course, true—no one with an atom of sense has dreamt of disputing them for the last 40 years. But why waste an evening saying them all over again in a very dull and very silly way? The play marks, along with those immediately preceding it, the third stage in Shaw's career. When he started out he was a few years behind the truly intelligent; at the height of his popularity he was a few years behind the pseudo-intelligent (which was, of course, why he was popular, since the mental posture recog- (See NEW PLAYS on page 23))

MAJESTIC

Beginning Monday Evening, February 18, 1935

REVISOR

(The Inspector General)

First of a series of Russian repertory plays, starring Michel Chekhov and the Moscow Art Players, featuring P. Pavlov, Vera Gretch, Marie Krizanovskaia, G. Chmara, V. Solovieva and A. Zilinsky. Play written by Nikolai Gogol. Staged by Mr. Chekhov. Scenery by Youri Annenkov. Presented for a limited engagement by S. Hurok. Anton Antonovich Skvoznik-Dluhanovskiy, Mayor P. Pavlov, Anna Andreyevna, His Wife, V. Gretch, Marya Antonovna, Their Daughter M. Krizanovskaia, Luka Lukich Khlopov, School Superintendent V. Zelitzky, His Wife, Tokarskaya Annos Fyodorovna, Tyapkin, Judge S. Chmara, Piotr Ivanovich Bobchinsky, S. Strenkovsky, Piotr Ivanovich Dobchinsky, M. Rasomov, Ariem Filipovich Zemlyanka, Superintendent of Hospitals, B. Kremenetzky, Ivan Kazimich Shepinko, Postmaster, A. Zilinsky, Ivan Alexandrovich Chlestakov, M. Chekhov Ossip, His Butler, C. Zagrebelsky, Ginner, Physician, B. Alekin, Korobkin, S. Petrov, Chief of Police, C. Svoboda, Policemen: Svislunov, M. Riston, Derjimorda, M. Michon, Abdull, Merchant, A. Naletoff, Poshlepkina, Locksmith's Wife, B. Martinova, Sergeant's Wife, V. Solovieva, Mishka, Mayor's Errand Boy, E. Korsak, Waiter at the inn, A. Bogdanov. ACT I—The Mayor's House, Early Morning. ACT II—A Room at the Inn, Before Lunch of the Same Day. ACT III—Scene 1: After Lunch the Same Day. Same as Act I. Scene 2: Morning of the Following Day. Same as Act I. ACT IV—Afternoon of the Following Day. Same as Act I.

Advertised curtain time—8:15.
Curtain rose at showing caught—8:15.

A new troupe of Russian theatrical ambassadors has reached these shores, with S. Hurok responsible for their visit. Such an assignment for someone who knows but one word of Russian (vodka, of course) is not the easiest thing, or maybe it is. At any rate, next week or so, when this reporter has finished his Slavic chore, he will explain various facts and fancies concerning the Einstein theory and other phases of molecular action, which have, until this time, been carelessly overlooked. Tak Tak.

Revisor is The Inspector General, which had a woful Broadway venture a few years back when it was done in English. As it is done by Mr. Chekhov and the Moscow Art Company it gives the impression of being a rather riotous satire which both the players and many in the audience, better equipped linguistically, seemed to enjoy considerably. The story, of course, details the goings-on in a Russian village which is expecting a visit from a government in- (See REVISOR on page 25)

WHITNEY - U DEAL IS HOT

Newsreelers Adopt Uniform Recording

NEW YORK, Feb. 23.—The five newsreel companies, Fox Movietone News, Hearst - Metrozone, Paramount News, Pathe News, Inc., and Universal Pictures Corporation, have announced an important change in recording practice which will result in better and more uniform sound quality in the newsreel release prints.

At present each newsreel company records its sound without regard to the others, the tendency being to record sound at too high a volume or loudness level.

This difference in volume level in the various newsreels, and particularly the tendency to record the newsreels too loud, has made it necessary for theater projectionists to reduce the volume of newsreels when they appear on the screen. The quality of newsreel sound has likewise suffered thru the distortions introduced by the loud recording.

Pittsburgh Naborhoods Enter Price-Cut War

PITTSBURGH, Feb. 23.—The price-cut war which started here among the first-run houses downtown spread to the naborhood chain houses, hitting further the grosses of small independent houses.

In East Liberty Warner's Sheridan Square reduced its top from 40 cents to 35 cents and its balcony scale from 35 cents to 25 cents. The Harris-Alvin in the same naborhood cut its general admission to 25 cents. It formerly operated under two scales, charging 25 cents for the balcony and 35 cents for orchestra seats.

Tennessee Sunday Bill Looks Like Run-Around

MEMPHIS, Tenn., Feb. 23.—Movie circles here are beginning to wonder whether Memphis is going to get the run-around once again in the Tennessee Legislature on the question of Sunday shows.

Current session of the State general assembly is more than half over and there is no sign of a Sabbath movie measure on the docket, altho the overlords of the Shelby County political organization spent most of the summer and fall promising faithfully that the matter would be attended to at this session of the Legislature.

City officials here contend that they favor Sunday shows, but they have never put up any sort of a scrap for a Sunday movie measure.

Lukewarmness of the circuits toward the idea, Tony Sudekum's Nashville chain as well as the national circuits, also serves to retard the movement. It takes more trouble to get a bill thru the State Legislature than showfolk think the Sunday film law would be worth.

SMPE Meet May 20

NEW YORK, Feb. 23.—Tentative plans have been completed for the spring convention of the Society of Motion Picture Engineers, to be held at the Roosevelt Hotel in Hollywood May 20 to 24, according to an announcement by William C. Kunzmann, convention vice-president. During the five days of convention nine technical sessions will be held. Two of these are scheduled for evenings to permit members to visit motion picture studios in the afternoons.

Mays Landing Open

ATLANTIC CITY, Feb. 23.—Mays Landing, the county seat of Atlantic County, 18 miles from AC, long without any theatrical attractions, this week greeted reopening of renovated Victoria Theater, dark for several years, located opposite courthouse. William Rhoads, of Wildwood, is operating house and had good starting lineup of films.

Chivalry!

LINCOLN, Feb. 23.—Mrs. Milton Overman, wife of the Varsity manager here, came recently thru Texas by train. On one of the short stops she endeavored to get a cup of coffee at a station cafe. So hot was it, she feared she would miss the train if she waited for it to cool. A mammoth-hatted and spurred gent of the plains came to her rescue by pushing his cup to her.

"Here, lady," he said, "take mine. It's been sauced and blowed."

Double-Feature War Looming in Lincoln

LINCOLN, Feb. 23.—Double features, the bugaboo which drove this town at one time into the lowest amusement price classification town in the country, are coming back. All but one house, Joe Cooper's second-run Sun, had abandoned the policy and admissions have been creeping up out of the extreme low level of a year ago. Now Westland (L. L. Dent), Cooper's opposition, is baring fangs and City Manager Milton Overman announced this week the Kiva would start dual bills.

Just when the light began to shine for local theater row it now looks like another dark situation looms. During the height of this dual bill bargain-price showings 27 features were necessary for 9 houses per week. One dollar also bought 19 features and 6 nights and 4 matinees.

Lt. Lester Potter New Detroit Censor Head

DETROIT, Feb. 23.—The censorship of motion pictures in Detroit will hereafter be under the supervision of Lieutenant Lester Potter, Detroit police censor, altho actual review and control of films will ordinarily be in the hands of Sergeant Joseph M. Kollar, it was officially stated this week. The censorship of pictures had been in the hands of Lieutenant Royal Baker, who recently retired from office.

Potter has had a general supervision of pictures for years, he states, but has only rarely exercised it, devoting his attention to control of other amusement activities, including stage shows, carnivals and other private entertainments. With the reorganization of the censorship department this month Potter is in charge of all activity.

Many Reopenings Are Reported in Michigan

DETROIT, Feb. 23.—Probably the largest weekly list of theater reopenings and changes in at least a year was reported this week by the Detroit Film Board of Trade. Four houses were opened, with one new theater, and one closed.

The new house is the Roxy at Dowingiac, which J. C. Abbott, formerly a Chicago promoter, has taken a lease upon. The house is being built from a former store structure and will seat 300 patrons. Abbott has already been contacting exchanges to buy films.

The Censor Theater at Albion, which has been closed since about the advent of talkies and had actually disappeared from all official lists of theaters, has been re-equipped and is being reopened by George A. Bohm. The house seats about 200 people.

Other theaters reopening include: The Oakland at Pontiac, opened by W. S. Butterfield Theaters Circuit; the Roosevelt at New Baltimore, by A. J. Norris, of the Michigan Film Library, and Willard, and the Drury Lane in Detroit, formerly the Rivoll.

The Roxy Theater at Sturgis has been bought by R. Hartzler from Harry Privat. Lloyd Gould has sold the Gould Theater at Sheridan to M. Bush and Wyckoff, and the Park Theater at Newaygo has been transferred to J. Thibodeaux by Mrs. J. M. Dale.

Only one theater closing was reported, the Miracle at Pentwater, owned by M. Yonkman.

Emanuel Cohen and Selznick Are Said To Be Lined Up With Stars

Deal expected to be consummated within next two weeks—price much under \$10,000,000 asked by Laemmle—many studio and home office heads due to be lopped off

HOLLYWOOD, Feb. 23.—It is believed here that it is only a matter of several weeks before Universal will announce its sale to Jock Whitney, the amount said to be under \$10,000,000. It is known that Whitney has been dickering with Carl Laemmle and the report says that everything is set and the deal will definitely go thru. The deal, it is understood, will call for a complete shakeup in the Universal studio setup and many changes in the home office in New York. The air about the studio is charged with electricity and most of the executives are under no illusions as to where they will stand when, and if the deal is consummated.

Detroit All-Night Houses Attacked

DETROIT, Feb. 23.—The first attack ever made in this city on all-night movies was launched this week by a subcommittee of the Wayne County committee on social problems, headed by Eleanor Hutzler, deputy commissioner of police. Numerous other recommendations affecting film houses, burlesque theaters and other sections of the amusement business were included in the report.

The report was given in a consideration of problems faced by the police administration in control of juvenile delinquency and various "sex crimes." Newspaper articles in recent months have given the impression of a "wave" of the latter and public opinion is apparently demanding some action.

Nebraska Plans 10% Tax on Film Rental

LINCOLN, Feb. 23.—One of the first bills up for hearing in the Nebraska Legislature will be the proposed 10 per cent tax measure calling for a levy upon film rentals and equipment rentals to movie houses. Introduced by Representative Obbink, it is the only bill taking a direct swing at the distribution end of the film biz.

Measure asks that an account be kept for each month's take and payment of the tax be made to the collection agency on the first of every month.

Pennsylvania Exhibs To Fight New 10% Tax

HARRISBURG, Pa., Feb. 23.—Opposition from theater owners and patrons alike is developing against the amusement tax bill introduced in the House of the State Pennsylvania Legislature by Representative Herman P. Eberharter (Dem.), of Allegheny County. The bill if passed will affect directly more persons than any other proposed taxes and calls for the payment of 1 cent on each 10-cent admission. The tax bill is a complement to the mercantile amusement tax now paid by producers for the privilege of conducting places of amusement and is analogous to the existing federal tax on admissions. Patrons of a playhouse will pay the tax, and producers by the 10th day of each month must pay to the Department of Revenues the taxes collected.

The tax applies to annual or periodical dues charged by country clubs, social, athletic or sporting clubs or organizations, to every form of amusement, sport, recreation or pastime for which an admission charge is made. In case of temporary amusements the management must obtain a State license and the tax must be paid after the last performance. The proposed tax is expected to return \$8,000,000 in the biennial period.

Public hearings are to be held before the bill comes up for final consideration and it is predicted spirited hearings will be had because of the opposition prevailing.

The report has it that Emanuel Cohen, formerly of Paramount, and David Selznick, now with Metro, will join Whitney as producers for the new outfit. It is understood that both Cohen and Selznick hold contracts with stars of both these companies. This would form the nucleus of producing company with big names, which is a decided advantage.

It is known that Laemmle, who has been in poor health lately, is quite willing to drop the reins of production and retire after years in the business.

Whitney is one of the large stockholders of Technicolor and there is every likelihood that once he takes control of Universal the color process will be used in most of his big productions.

NRA Executive Cited By Theater Employees

SEATTLE, Wash., Feb. 23.—National Recovery Administration officials have been cited to appear in Federal Court here this week to answer a complaint filed by 20 theater employees charging attempts have been made to disrupt wage agreements between them and their employer, and asking relief by court injunction.

The employees, motion picture machine operators for the Sterling Chain Theaters, Inc., of Seattle, stated in the complaint that they are satisfied with the wage and hour scales under which they are now employed. Under the guise of an asserted dispute between them and their employers, they charge NRA officials formulated a wage scale increase after asserted arbitration hearings which neither employers nor employees attended.

Those named defendants are James E. Bradford, State NRA compliance director; E. D. Horning, State NRA labor compliance officer, and J. Charles Dennis, U. S. attorney.

Horning, the men charge in the complaint, has attempted to create labor disputes where none exist; has attempted to induce Sterling Chain Theaters, Inc., employees to demand higher wages, which they refused to do; has attempted to convey to the public the false impression that the employees and their employer were unwilling to comply with the code and were "chiseling"; has made efforts to create a strike between the men and their employer and to disrupt their relations.

Among the theaters in which the employees seeking the injunction are employed are the Roosevelt, Winter Garden, Capitol, Colonial and State. John Dana, pioneer theater man, is president of the Sterling chain.

Lone Stickup Gets \$10,221 at N. Y. Roxy

NEW YORK, Feb. 23.—A lone bandit entered the Roxy Theater here early Sunday morning while the day's receipts were being counted and walked out with \$10,221, the day's gross.

Gaining entrance to the office under the pretext that he had been short-changed at the box office earlier in the evening, he produced a gun and trussed up his three victims. He made his way to the crowd on Seventh avenue and was lost.

The money was covered by insurance.

COURT HITS ARBITRATION

Rules Compulsory Arbitration Is Violation of Sherman Act

Decision handed down in case of Fox against A. B. Muller, of Maple Lake, Minn.—exhibitors have long fought clause in Standard contract

WASHINGTON, Feb. 23.—One of the most severe jolts handed to the major motion picture companies came as a decision from the Supreme Court announcing that the compulsory arbitration clause in the Standard contract is illegal and as long as that clause remains the contract itself is illegal. The decision was against Fox, which company was suing A. B. Muller, small exhibitor of Maple Lake, Minn. For years exhibitors have fought the compulsory arbitration clause on the grounds that it took away all rights of exhibitors to sue the producers on any contract grounds. This decision will probably force many changes in the Standard contract and is considered a great victory by all independents.

Both the Minnesota Supreme Court and the United States Supreme Court have now ruled that the arbitration provision constitutes a violation of the Sherman Anti-Trust Act, and is declared illegal.

Felix Jenkins, member of the Fox Company legal staff, said the court's action relating to the exhibitor contracts was a technical reversal and not a decision on the merits of the case. The film company plans to bring the question before the court again.

Chi Grievance Board Disposes of Five Cases

CHICAGO, Feb. 23.—Several cases were disposed of at the meeting this week of the Grievance Board. The case of S. C. Meyers, operator of the Teatro de Lago and Wilmette Theater, Wilmette, Ill., against the Community House, Winnetka, and all film distributors, charging violation of the code in servicing a non-theatrical account, was dismissed on the grounds that the Community House is being operated as a theater for profit and is therefore a theatrical enterprise within the meaning of the code.

The Indiana, Indiana Harbor, Ind., complained against the Broadway in the same town for charging admissions lower than the minimum specified in their contracts with the exchanges. A cease and desist order was issued against the Broadway. The Gayety, Chicago, and the Commercial were at odds concerning "give-away nights" indulged in by the Commercial when they gave away radios on certain nights. The Commercial was ordered to cease the practice.

The Gayety also claimed that the Commercial was guilty of overbuying. The board's findings were: That the account is not overbought, but that they are to advise the complainant two weeks in advance of his week of availability of the pictures that they will not use. The Family, Sheldon, Ill., filed against the Little, Waukegan, Ill., on "Bank Nights," which the Little was told by the board to cease. Seven premature advertising cases were postponed until the next meeting, which will be held February 26.

Bank Night Ban Hits More Milwaukee Houses

MILWAUKEE, Wis., Feb. 23.—Four more local neighborhood houses were ordered to discontinue bank nights under an order issued last week by the local grievance board. The houses are the Oriental and Tower, operated by the Wisconsin Amusement Enterprise Corp.; the Shorewood, operated by the Milwaukee Theaters, Inc., and the Wisconsin Amusement Enterprises, and the State, operated by the Wisconsin Amusement Enterprises and the A. & V. Operating Company.

Complaints against the Oriental and Shorewood were brought by the Oakland Theater, Inc., and against the State and Tower by the Colonial Amusement Company.

"March of Time" Popular
CHICAGO, Feb. 23.—The Capitol Film Exchange, operating in Northern Illinois and Northern Indiana territory, claims to have 140 theaters signed to use the *March of Time*.

Putnam Resigns From Paramount

NEW YORK, Feb. 23.—George Putnam, for the past three years story editor for Paramount, has resigned and expects to devote himself to the production of expedition pictures. His resignation becomes effective March 1, at which time he is expected to announce his new affiliation.

Putnam, a former book publisher, came to Paramount as an adviser on stories and has been responsible for many of the hit pictures that have been turned out by Para in the past few years.

He was known to be one of Emanuel Cohen's men and it is understood that, altho his resignation was voluntary, he did not care to remain at his post after the resignation of Cohen.

Detroit Exhibs Want Early Zoning Ruling

DETROIT, Feb. 23.—An impatient demand from the Motion Picture Code Authority was made this week by a number of exhibitor leaders in Detroit. The Detroit zoning plan on appeal to the Authority has been held up for many months, and exhibitors feel they need the protection which some enforceable plan would give them.

Action was taken last week in the Los Angeles zoning plan, which has many features of similarity to the Detroit proposal. Because of this, they feel that the decision should no longer be delayed. The belief that no exhibitor can be wholly satisfied on runs, price, clearance and protection, but that some concession will result in an arrangement which all can at least agree upon is much stronger here than when the plan was first formulated.

Monopoly Charges Against Huffman

DENVER, Feb. 23.—When the hearing is resumed on whether or not film exchanges shall obey the grievance board order to stop service to the eight Harry Huffman theaters, the government in Federal Court will contend that Huffman's three companies are violating the Sherman anti-trust law, and to a certain extent interfering with interstate commerce.

The case concerns the refusal of Huffman to stop his weekly auto giveaway. Ordered to stop, he continued, and the board issued its stop order. Huffman went into Federal Court to secure an injunction, which was denied. He asked for a temporary restraining order, effective until the case could be heard on its merits. Denied this he appealed to the Circuit Court of Appeals, which allowed the temporary injunction, and returned the case to the district court for further hearing, which is expected to take place within a month.

The government will contend that the three companies have conspired and are furthering an attempt to gain a monopoly on first-run and subsequent-run film in Denver, and in order to further their aim have appointed Huffman as their general manager, to contract for the

Glasses Needed

DENVER, Feb. 23.—William Rosenfeldt, independent exchange man, is on the lookout for a good film inspector or a new pair of glasses. In response to an inquiry, he ordered and received a request of "Painted Faces," but on inspection decided there were too many scratches to allow him to let an exhibitor show the film. The theater man said the scratches probably wouldn't show on the screen and insisted on booking the film. On returning the reels the exhibitor indulged in a good laugh at Rosenfeldt's expense. The "scratches" were ropes inside the circus tent.

films. The United States district attorney will claim that by controlling the eight theaters, four of which are first-run, Huffman and his companies can control the releases and movements of most of the films in Denver. These charges are contained in an "answer of defendants," prepared in the U. S. district attorney's office, and Huffman has 10 days in which to file an answer.

SUGAR'S DOMINO

(Continued from page 6)

policy in the show business will see to it that the men who guide public opinion in the towns referred to are given the facts. Like letting a porker loose in a garbage dump the situation will take care of itself. Public officials can be bought, and these days, when the pickin's are not so forte, the price is not prohibitive. But picture barons or any other varieties of power-drunk dukes can't buy civic-minded men, who want neither their dirty money or the benefits that are envisioned to accrue from an unholy alliance with them.

The projects that are being barred are dramatic stock, legit roadshow houses and vaudefilmers (in towns that are now 100 per cent picture seated). Which means that Equity, the American Federation of Actors and the various trade unions involved from an employment angle in such projects ought to get busy without delay. We have known of far greater things than the educational project we suggest to have succeeded with the sole item of ammunition being a three-cent stamp and a well-written letter to the right man. And if these actor and craftsman groups can't get anywhere with their resources and influence, governmental action (less influenced now by monopolists than at any time in recent years) can always be resorted to with the certainty that once the ball starts a-rolling nothing but the cornering of the quarry will stop it.

IF A MAN'S got the stuff in him, nothing in the world—save an act of God—can stop him from scaling the top. In the show business there are plenty of men today who are in the dumps. Many of these men will some day soon rise again; zooming even higher than they did in the days before their fall. Those that will remain on the outside looking in, sad exhibits of apparently great men who were, will be living proof—in our humble opinion—that they couldn't take it and merely because they weren't made of the right kind of stuff.

Terry Turner, whom we regard as the greatest exploiter to talk 24-sheets since Harry Reichenbach quit the grand show,

suffered plenty of reverses in his time. Today he is back, with fortune smiling on him (some call it fortune for want of a better name) and demonstrating to the show business and wide-eyed showman that there's always something new on the face of this old earth if your eyes are sharp enough to find it.

When Terry quit RKO to join Herschel Stuart on a theater project in Detroit that fell thru because of the slump in the automobile industry, his friends wondered what he would do next. They realized that he is high-gearred; that he couldn't stand the gaff in a comparatively small town. But Terry kept his own counsel. He accepted a job from RKO in Columbus and he stuck it out for a season. He had plenty of time on his hands out there in the shadow of the Buckeye State's capitol. He was able to do in a day what the average p. a. would pride himself on doing in a week. That gave him plenty of leisure time—and a good chance to think. It wasn't long before Terry's old thinking machine turned out a product that all of the show business is talking about today. To Terry it was simple—once he thought it out. To showmen who are scurrying to the post office to mail him their big bundles of exploitation matter it is a stunt that possesses the ingredients of genius.

Terry is working for Quaker Oats and Lord & Thomas, the advertising agency. His job is to cement relations for the achievement of gigantic exploitation between a tremendous national advertiser and picture companies. This has been tried before and has, within a limited scope, been successful. But Terry's technic is such that the commercial taint is omitted entirely, thus making theater and picture publicity men receptive to all of his ideas.

Terry has made three complete tours of the country by plane since last August. He has visited with every showman of consequence and has come away from each one with the satisfaction of having put over a good deal for his principals and of actually helping a theater to swell its grosses.

The really singular feature of Terry's whirlwind activity in behalf of Quaker Oats products is that he has caused the distribution of thousands of dollars in cash prizes to theater managers for doing work that they are expected to do anyway. But perhaps wouldn't have done as well without the incentive and inspiration contributed by Terry's purse and his personality.

When Terry wound up his campaign on Warner's *Six-Day Bike Rider* and Quaker Oats he counted up 360 campaigns submitted. Those who know how difficult it is to make theater managers follow out the dictates of press books written by opium smokers should appreciate what that means. Terry also put over a whopper of a campaign on *Imitation of Life* (Universal) and Aunt Jemima Pancake Flour. Now he is in the throes of a tie-up for ballyhoo between *Devil Dogs of the Air* and Quaker Oats. The cycle will keep going, we imagine, as long as Terry wants to keep on his flying togs. Many admire him and if there are a few who envy him they are suffering from an overdose of misinformation. It might look easy, but there isn't another man that can put over this neat proposition as Terry did. And when he kisses it good-bye that will be its final.

While we are talking about Terrible Terry and his latest exploits it is well to recall—while all this talk is going on about the Canadian husbandman who was presented by his bountiful wife with quintuplets—that it was Terry and he alone who at one time had all the Siamese Twins in the world tied up. Yes, we mean all at the same time.

This was in 1931. He started with the Hilton girls and then added the Gibb joined-togethers—and finally, we thought, the Godino boys. But there was a grander climax than that and, as it turned out, a sad one. Our enterprising hero was first to reach the parents of the newly-bred Lenz "Siamese" twins with a guarantee and a contract. But the babes, conspiring with fate, played a prank on the show world and Terry. They died at the age of three weeks. Terry finally dropped his "Siamese" specialty and met up with bigger freaks in RKO. But that's another, and slightly frazzled, tale.

KEY SPOTS ARE IMPROVING; BETTER PICTURES IS ANSWER

NEW YORK, Feb. 23. — Above average grosses were reported in the key spots this week. The weather and good pictures drew the fans from the fireplaces and gave the theater owners the best break in several weeks. Price wars are not helping business in some spots, regardless of the fact that the houses are enjoying greater patronage.

Showmen are agreed that the brand of pictures now coming out of Hollywood is the best in the history of pictures and that there is less censorship, therefore less cutting, which helps in the pictures. Exhibitors are finding less annoyance from civic groups, which formerly squawked about dirt. Theater owners are keeping their fingers crossed and hoping the hits will continue.

New York

Box-offices grosses were above average this week and next week looks good for some broken records. The feature of Broadway has been *David Copperfield*, which just closed a five-week run at the Capitol and could have been profitably held over for another week. This is the first week in months that there is not a holdover in the Times Square district. *Squanto* opened to a good start at the Capitol and *One More Spring* at the Music Hall and *Sweet Music* at the Strand look for big money.

Chicago

Loop houses enjoyed the best business in weeks and the coming week looks good for higher grosses. The neighborhoods are getting a good play, and with continued good weather and hit pictures there will be no complaint here.

Philadelphia

Were it not for the price war here, grosses would be far above average this week. As it is, the takes were above normal. An effort is being made to get together on prices and place them back where they were a few months ago, but to date all huddles have proved fruitless. Most of the houses are waiting for Warners to take the lead in tilting since this outfit was first to lower admissions.

Boston

Everything okeh here. Box offices which have languished for the last few weeks took a new lease on life and exhibitors are smiling again. All downtown houses have enjoyed excellent busi-

ness, with no complaints from the neighborhoods.

Pittsburgh

As another hectic week in the current price-cut war passed on, dozens of local theaters, first-run and neighborhood, have taken it on the chin. It pays for neighborhood theater patrons to ride downtown and get in the best show and still spend as much as it would cost them to see a second-run picture. The best box-office bet this week was *Devil Dogs of the Air* at the Stanley. The first Warner-Cosmopolitan picture was heavily exploited in the local Hearst paper and on his radio station here. This picture is being held over for a second week, marking the first holdover in the Stanley's history. Loew's Penn did a fine business with *Clive of India* and a stage bill headed by Jimmy Savo.

Providence

Good weather on Saturday gave first-run theaters the best gross for that day of the current year and every house will go well over the average on the week as a result. Fay's, with Jimmie Lunceford and his *Harlem Express* revue on the stage, is playing extra shows daily and will triple average week's business. Albee, also with a good vaudeville bill, will come within 50 per cent of that same increase, while *Devil Dogs of the Air* will give the Majestic double its usual take. Loew's State figures to do at least 25 per cent over its average, and Strand will hit 140 per cent from present indications. Victory, using "Amateur Nights" on Tuesday and a one-day booking for Saturday, has found policy change a good move and doubled usual grosses last week.

Lincoln

Business isn't raving this week, but is running along on an even keel. *Clive of India* at the Stuart and *Wings in the Dark* at the Lincoln are the tops among the straight films. The Orpheum has a full stage all week, with *Folies Besserk* on with *Gentlemen Are Born* (three days) and *Secret Bride* with Gene LaVerne's local dance contest (four days). Business was above average there. Biggest single item of news came out of the Kiva's going dual feature. Business in the territory was reported as excellent.

Victory

THE Supreme Court has ruled that the compulsory arbitration clause in the standard motion picture contract is invalid, which means that one of the greatest weapons in the hands of the majors has been removed. This clause, more than any other, was a thorn in the side of exhibitors. Signing this contract has been the equivalent of being sold down the river.

A. B. Miller, of Maple Lake, Minn., a small exhibitor, had the courage to fight the clause and as a result he has emancipated his fellow showmen from a major policy that took everything from the exhibitor except the right to breathe.

With compulsory arbitration out, exhibitors should go after other obnoxious clauses in the standard contract. This contract has kept exhibitors tied hand and foot and it is high time they got together and demanded a document that will permit them to operate their own theaters as they see fit.

These are surely sad days for the major boys and all indications point to worse days to follow. Many theater owners, now that the majors are on the run, are inclined to sit back and enjoy the spectacle. It is the opportune time to go after the rights of showmen. Theater owners will find that if they present a strong enough front they will be able to get concessions considered impossible a year ago. This is no time to lay down on the job. It is the most opportune time in the history of the business for exhibitors to get justice.

Exhibitors should get together and use their organizations to demand a new contract eliminating the evils contained in the present one. The current contract was drawn up by the Hays members and there is not a single clause that gives anything to the person who buys the pictures.

For years the theater men have kicked about the inequality of the standard contract, but it remained for a small exhibitor to win out against a major. In no other business is a purchaser of any product bound so tightly. In no other business would it be tolerated. The contract as it stands practically turns over the operation of theaters to the majors, with the owners acting as managers.

Preferred playing time and unreasonable deposits are among the abuses heaped on the exhibitor by the Hays crowd. These—together with block booking, blind buying and heavy percentages—put a burden on the independent showmen that is pretty hard to bear.

The infraction of any clause in the standard contract makes it possible for all producers to refuse to supply product to a theater owner. If this isn't monopoly we are stumped as to what constitutes one.

Theater owners cannot refuse to buy pictures under the standard contract, but they can go to court and fight each clause that they consider a burden. They cannot afford to do it as individuals, but as organizations they are powerful enough to get the whole contract out in the open.

If theater men are willing to continue to be black-jacked it is their own affair, but they should appreciate the fact that they are now in a position to get somewhere and if they let this opportunity pass it may not come their way again soon.

If the producers weren't afraid of lawsuits they would never have put the compulsory arbitration clause in the contract. If they are afraid of the courts it is to the exhibitors' interest to take them there and battle it out.

Len Morgan.

PERSONALS

Mid-State Theater Company is erecting a new motion picture theater at Cookeville, Tenn., at a cost of more than \$25,000. The new house will have a seating capacity of 750.

The Guild Theater, Crystal City, Tex., is being remodeled by its managers, H. A. Daniels and Gray Miller, at a cost of \$3,800. The entire front of the building is being rebuilt, rest rooms installed and seating capacity enlarged.

A building permit has been issued for the construction of a two-story building on South Church street, Charlotte, N. C., to house the Fox Film Exchange. The building will be modern in every respect and will cost approximately \$41,000.

O. B. Marks has sold his Rex Theater, Albion, Neb., to Central States Theater Company.

The New Cinema Theater now being constructed by George Miner, Rice Lake, Wis., is nearing completion and will be opened in about 30 days, it is reported.

Mugridge and Hansen, operating the Paramount Theater in Bismarck, N. D., are erecting another modern theater there. The new house will be named the State.

Under construction is the new Zephyr Theater at Osawatomie, Kan., being erected by B. F. Churchill, of Kincaid, Kan.

Edward J. St. Onge, who operated Quality Premium Distributors in Detroit, has closed his offices.

The advertising department of John Hamrick Theaters, Portland, Ore., headed by Eddie (Deep) Rivers, has been moved from the Orpheum Building to Seattic.

where the entire Hamrick chain will hereafter issue all advertising for the Oregon and Washington houses.

The Roanoke Theater at Kansas City is being completely remodeled and made modern in every respect.

George Planck, formerly Warner city manager at State College, Pa., has been named city manager for Southio Theaters, Inc., at Marion, O., in charge of the Marion and Palace. He replaces Roy Pettley, who has been made city manager at Middletown, O., where the company operates the Paramount and Strand. He succeeds Ed C. Paul, resigned. Changes have been made by Tracy Barham, general manager, at Hamilton, O. The Palace at Marion, and the Paramount, Middletown, play vaudeville on week-ends.

John Meehan, owner and operator of the Uptown Theater, Muncie, Ind., for 20 years, has leased the house to Leonard S. Sower, owner and manager of the Strand Theater.

George F. Spinner, real estate owner, has taken over the Alhambra Theater at Hillsdale, Mich., from Howard Lane. Harry J. Burnett, from Fort Wayne, Ind., has been appointed house manager.

William Spori, of Defiance, O., has taken over the Garrick Theater at Milan, Mich.

Russell B. Hupp has closed the Colonial Theater at Cassopolis, Mich.

John Friers, owner of the Merrill Theater, Merrill, Mich., left this week to attend college at El Paso, Tex. His brother, Fred Friers, will manage the house in his absence.

FROM THE BOX-OFFICE POINT OF VIEW

"Life Begins at 40"

(FOX)

Previewed at Alexander, Glendale, Calif.
Time—75 minutes.
Release Date—Not set.

Life Begins at 40 ... and laughs begin the moment this picture hits the silver screen, for it's a crackjack comedy, loaded to the hilt with good, clean and clever humor. In comparison with past Will Rogers pictures it's more than on par. It's the kind of a role that is tailor-made for Rogers.

This time we find Will as a small-town newspaper editor who takes a liking to and befriends Richard Cromwell, after he has served a prison sentence for doing a bank job of which he is innocent. George Barber, the town's banker and the one responsible for Cromwell going to prison, demands that Rogersoust the chap, and when Will refuses closes down on the mortgage on the paper. With Cromwell as an aid Rogers starts in printing a one-sheet paper attacking the banker's political ambitions, and to make the race for office more interesting Rogers puts up Slim Summerville as his opponent. Rogers wins out in the end, establishes the innocence of the boy, brings the banker's son to justice for the bank job, and Cromwell marries the school marm, Rochelle Hudson.

Script gives Rogers ample opportunities to wisecrack, and his tobacco-chewing antics, first sprung upon the world in *Judge Priest*, reach new heights of hilarity in *Life Begins at 40*. Summerville, as the whittling candidate, is well, and Sterling Holloway, George Earle, Roger Imhof and Jane Darwell are all seen to advantage. *Blackford.*

"Sweet Music"

(WARNER BROS.)

Strand, New York

Time—78 minutes.

Release Date—February 23.

Rudy Vallee, crooner extraordinaire, steps out in this picture as a full-fledged actor and establishes himself as a screen, as well as radio, personality. In *Sweet Music* he is surrounded by a cast that spells box office and the picture should go over big in any town.

There is practically no plot to the piece. It merely deals with Vallee building up an obscure showgirl thru publicity plants. It has enough romance to keep the story together but it depends almost entirely on its song and dance numbers, which are beautifully staged. Vallee does several crooning numbers and Ann Dvorak comes thru as a hooper of no mean ability.

One of the highlights of the picture is the crazy act staged by the Briton band. The group of crazy musicians break violins over each other's heads, tear clothing and finally wreck every instrument in the band. It is a riot.

In the cast with Vallee and Dvorak are Ned Sparks, Robert Armstrong, Allen Jenkins, Alice White and Joseph Cawthorn.

This is a sure-fire box-office feature and recommended for every type of audience. *Morgas.*

"Naughty Marietta"

(METRO-GOLDWYN-MAYER)

Previewed at Grauman's Chinese, Hollywood.

Time—100 minutes.

Release Date—Not set.

One of Victor Herbert's most charming light operas is brought to the screen in this Hunt Stromberg production. All of the beautiful and lifting musical numbers that thrilled audiences throughout the world are preserved intact and beautifully rendered by Jeanette MacDonald and Nelson Eddy, assisted by a chorus of 100 voices.

Naughty Marietta is a picture of road-show caliber. It's the type of production that offers unlimited possibilities

in exploitation, for it is a picture that will appeal to music lovers, drama lovers and picture fans of all ranks. Extra effort expended in putting it over will prove satisfying when the b.-o. receipts are counted.

Jeanette MacDonald has the role of the charming princess who hies away to New Orleans to find romance and a husband when her uncle plans things too well for her in France. She handles the role beautifully and her song numbers are among the high marks of the picture. A wealth of costumes are provided for her to wear.

In the romantic lead opposite Miss MacDonald is Nelson Eddy, who surprises with his handling of the Beau Brummell role of the leader of the self-appointed law and order boys of early New Orleans. His booming baritone voice records perfectly and in his several numbers he definitely establishes for himself a permanent place in the feminine hearts. His *Tramp, Tramp, Tramp; The Owl and the Polecats, I'm Folling in Love With Someone* and his duet with Miss MacDonald in *Ah, Sweet Mystery of Life*, are musical moments long to be remembered.

Frank Morgan, as the governor of New Orleans and a man who has a secret yen for all of the pretty girls in the vicinity despite the careful eye of his wife, Eisa Lancheester, is a riot of mirth. Practically all of the comedy lines of the production are entrusted to Morgan and Miss Lancheester.

Joseph Cawthorn, as a music teacher, handles the part exceptionally well, and Harold Huber, Greta Meyer, Akim Tamiroff, Douglas Dumbrille and Edward Brophy are good in minor roles. Cecilia Parker does a standout as the young lass somewhat bewildered upon her arrival in the New World and being chosen for the wife of the very man she had hoped for.

The production is a directorial achievement for W. S. Van Dyke and thru his intelligent handling evolves as one of the best pictures made during the past six months. The photography of William Daniels is equal to every scene and the exquisite music of Victor Herbert provides a lovely musical background for the romantic moments of the picture. *Blackford.*

"Vanessa, Her Love Story"

(METRO-GOLDWYN-MAYER)

Previewed at the Ritz, Hollywood, Calif.

Time—77 minutes.

Release Date—February 22.

The charming love story of Vanessa and her love for two men is splendidly brought to life by Helen Hayes in the title role of the book by Hugh Walpole. Miss Hayes has the grace, charm and sweetness book lovers have associated with the fiction character, and as presented on the screen Vanessa is truly a dramatic and romantic event. Story is told against a lovely background of early England and Cumberland.

For years the Herries family has been one of Cumberland's finest, altho Old Rogue Harries, the founder of the family, was nothing short of a viper. May Robson, oldest of the tribe, is celebrating her 100th birthday as the story opens. Miss Hayes, her granddaughter and whose father is Lewis Stone, is deeply in love with Robert Montgomery. When the old mansion burns to the ground Montgomery rescues Miss Hayes from her bed and leaves Stone, who has died of a heart attack, behind. Miss Hayes refuses to believe her father died of a heart attack and, accusing Montgomery of failure to drag him from the building, orders him out of her life. He wanders to a country inn, where the charming daughter of the innkeeper intrigues him. Realizing her error in a few days, Vanessa goes to the inn only to be told that a relationship has de-

veloped between the two and the girl is to have a baby. Broken in body and spirit, Miss Hayes marries Otto Kruger, a weak-minded member of the tribe, and Montgomery, whose baby died shortly after birth, goes to Egypt to serve in the army. Years pass, Montgomery loses his aim in action, returns to England and again their paths cross. Kruger is dying and in his death both see the opportunity to resume a glorious romance so brutally wrecked when the old manse burned.

Characters are beautifully portrayed by Miss Hayes, Montgomery, Kruger, Stone and Henry Stephenson. As the head of the family there isn't a player in Hollywood that could have done a better job with the part than Miss Robson. *Blackford.*

"All the King's Horses"

(PARAMOUNT)

Previewed at Paramount Studios, Hollywood, Calif.

Time—82 minutes.

Release Date—February 15.

Carl Brisson's voice and engaging personality make of this light musical play an offering that is better-than-average entertainment where, with a less personable figure in the important dual lead, it might readily have missed. The film has definite feminine appeal but will entertain any type of audience.

This William DeBaron production, showing deft handling by Director Frank Tuttle and Frederick Stephani, collaborators in the screen version of two plays of assorted authorship, also serves as an entering wedge into future film efforts for Mary Ellis, of the Metropolitan Opera. Miss Ellis offers charming vocal talent and, with the exception of a few times during the film, screens well.

Unquestionably the lyrics of Sam Coslow are tuneful contributions; *Dancing the Viennese* has definite hit possibilities. *Le Roy Prinz* arranged around this song a dance routine, featuring Brisson and Rosita, that proved to be the highlight of Henry Sharp's photography.

Brisson dominates thruout as a cinema star on vacation to his native country, trading places with himself as king when Miss Ellis, as queen, takes sudden leave because of neglect on her wedding anniversary. Brisson, as the bearded king, is reserved in contrast to the gayety of Brisson the actor. His duet with himself is effective. Inevitably Brisson the actor is confronted with difficulties as king when the queen returns unexpectedly and falls in love with the impostor she believes is her husband. Brisson the actor nobly stalls her off until Brisson the king returns.

Eugene Pallette, as the actor's manager and later as the pseudo king's right-hand man, takes over the royal council scene admirably in balancing the budget at the expense of the various ministers' salaries. He gets some good laughs on clever gags here and there. Edward Everett Horton does comically what little he is given to do. Katherine DeMille is as impressive as her secondary role opposite Horton will permit. *Blackford.*

"Folies Bergere"

(TWENTIETH CENTURY)

Previewed at the Fox Wilshire, Beverly Hills, Calif.

Time—82 minutes.

Release Date—February 22.

Altho a charming and interesting picture, Darryl Zanuck's production of *Folies Bergere*, with Maurice Chevalier in the lead, is far from being the super spectacle one is apt to expect. As previewed the picture is of the program variety, with very little more than the name of Chevalier and a couple dance

numbers cleverly staged to recommend it to the fans. Merle Oberon, with a hideous hairdress, has precious little to do and doesn't do it any too well.

Story opens with Chevalier singing in a Parisian theater. His imitation and manners so closely represent the real Baron Cassini that his two partners in a banking venture call upon him to play the part of the Baron at a social function the real Baron cannot attend. Chevalier dives into the role and even deceives the Baroness. Before the evening is finished the Baron returns just as Chevalier exits. The Baron spends the night with the Baroness and then the next day phones from his office that he has just arrived back in town. The Baroness is thrown into a state of wild confusion, and the incident is capped when Chevalier returns to compliment her on her wonderful performance of the night before.

Chevalier is in every inch of the picture and gets tiring before halfway along. Ann Southern, as his irate love, is excellent. Merle Oberon has the part of the Baroness. Eric Blore is exceptional as the "gentleman's gentleman." Chevalier handles the twin roles quite capably. Dave Gould's direction of the dance numbers is a treat for the eyes. *Blackford.*

"The Right To Live"

(WARNERS)

Rivoli, New York

Time—68 minutes.

Release Date—January 26.

Altho this piece is well acted, it is a little too drab to appeal to the masses. It is strictly adult fare which leaves an unpleasant aftermath. The picture is from the story *Sacred Flame*, by W. Somerset Maugham, and from start to finish there is nothing but grief, with not a single bit of comedy to lighten it.

The yarn concerns a newly married couple. After a few months together the husband figures in a plane accident and is left a helpless, bedridden cripple. His brother comes into the picture and the wife falls in love with him. The brother reciprocates and the affair is carried on until the husband, realizing that he is in the way, kills himself.

The cast, which includes Josephine Hutchinson, George Brent, Colin Clive, Peggy Wood, Henrietta Cromman and C. Audrey Smith, is very capable, but the story is too heavy for the average audience. *Morgan.*

"The Wedding Night"

(UNITED ARTISTS)

Previewed at the Wilshire, Beverly Hills.

Time—85 minutes.

Release Date—March 8.

Altho this is by far the best screen performance given by Anna Sten to date, still it is the marvelous character work of Gary Cooper that takes top acting honors in *The Wedding Night*. In the role of the author whose stories fail to find public favor, Cooper offers a characterization that is sympathetic and genuinely dramatic.

Story is marked with simplicity. It concerns an author who moves, with his wife, to their farmhouse home in a Polish community in New England when his stories grow stale on the American book market. Planning to write another book, Cooper sells part of his farm and makes plans to return to the city until he discovers that the material for his book is right next to his own farm in the person of a Polish girl played by Miss Sten. His wife, Helen Vinson, leaves him and Cooper carries on with the Polish girl and at the same time writes the story of his romantic adventures with her. Thru the finished story comes regeneration for both himself and his wife.

Miss Sten does remarkably well as the farm girl, while Helen Vinson has one or two speeches that will bring forth cheers. Siegfried Rumann is topnotch as the father, and Ralph Bellamy, all dressed up in a Polish accent, labors hard with the part of the loutish fiancé of Miss Sten.

King Vidor's direction is slow and reaches its high points in the scenes with the three principals.

Name in itself does not mean much in a marquee, and the name of Cooper will be your strongest selling point in putting the picture over. *Blackford.*

CURRENT BROADWAY FILMS

	Issue Reviewed.
Sequoia (MGM)	Current
The Marines Are Coming (Mascot)	December 22
One More Spring (Fox)	Current
Car 99 (Paramount)	Current
Rumba (Paramount)	February 16
Folies Bergere (UA)	February 23
Night Life of the Gods (Universal)	December 29
Sweet Music (Warner)	Current
Capitol	Current
Mayfair	December 22
Music Hall	Current
Rialto	Current
Paramount	February 16
Rivoli	February 23
Rosy	December 29
Strand	Current

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IA Offers BAA Working Pact

NEW YORK, Feb. 23.—The Burlesque Artists' Association was approached by the International Alliance of Theatrical Stage Employees, the stagehands' union, this week with a request to sign a working agreement. This would mean that they would agree to be together in a house and that in the event of a strike either would go out in sympathy for the other.

Tom Phillips, president of the BAA, receiving the offer, referred it to his Executive Board Wednesday evening at a special meeting. The matter will be passed along soon at a general meeting of the organization. It is unlikely that the BAA will approve of such a working agreement in view of its youth.

Such an approach by the IA is a sign that the BAA is recognized as a power and means considerable prestige as the union is a little more than a year old.

Lyric, Philly, Trouble

PHILADELPHIA, Feb. 23.—The Lyric Theater here failed to reopen last Sunday midnight as planned. It is reported that the house got into some difficulties with the authorities due to the fact that it did not properly transfer its license. Max Cohen, former operator of the Trocadero, intended opening it, with Joe Rose, the house's recent operator, assisting.

TINY HUFF

THE PERSONALITY GIRL.
Featured on Independent Circuit.
Personal Management JACK BECK.

Margie—BARTEL & FRANCIS—Jimmie, Jr.

Exotic Dances—Stripes—Sings—Straight.
Phil Rosenberg, East, and Mill Schuster, West.

KARL BOWERS

ECENTRIC DUTCH COMEDIAN.
Always Working—East and West.
"Georgia Peaches"—Independent Circuit.

CHARLEY LAFORD

"THE HARRY LANDOOM OF BURLESQUE."
With "Georgia Peaches," Independent Circuit.

BERT DOROTHY Saunders & De Haven

Straight, (IND. BUR. CIR.) Soubrette.

Jean—Carroll Sisters—Jean

JUST SWEET AND LOVELY.
Mgmt. Mill Schuster, West, and Jack Cook, East.

"YEAH, MAN" HELEN GREENE

THE RED-HEADED OYSLONE.

BOB SNYDER

Peerless Radio Tumor and Talking Juvenile.
Thanks to The Wilner and Allen Gilbert.

JESS MACK & LEE JEAN

BOOK PRODUCER. SPECIALTIES.
Irving Place and Apollo Theatres, New York City.

HARRY CORNELL

STRAIGHT MAN.
Irving Place Theatre, New York City. Stock Management OAVE COHN.

MARIE ALLEY

THE "IT" GIRL.
Playing Independent Circuit.

EDDIE INNIS

STRAIGHTS—DANCES—SINGS—ETC.—ETC.
Management JACK BECK.

RAE HOLLAND

SINGING AND TALKING INGENUE.
With Supreme Circuit.

VICKEY—McNEELY & CHAPMAN—TEX

PRIMA DONNA. STRAIGHTS—BARI-TONE.

Now on Our Twentieth Week With the Supreme Circuit.
Personal Direction PHIL ROSENBERG.

For Women in Show Business Only!—JOIN NOW—Jaffry's Beauty Club

INVESTIGATE FOR YOURSELF THE MANY BENEFITS YOU WILL GET FROM JOINING THIS CLUB. SMALL WEEKLY OR MONTHLY DUES—YES, VERY SMALL—WILL SOLVE FOREVER YOUR BEAUTY SHOP PROBLEMS. YOU WILL APPROVE OF THIS GREAT PLAN. For further information, call, write or phone JAFFRY'S, 717 Seventh Ave., at 48th St., N. Y. City. LONGISLAND 6-9237, 9 A.M. to 10 P.M.

Burlesque Review

Apollo, New York

(Reviewed Tuesday Evening, Feb. 19)

This Wilner-Scribner house on 42d street, with Emmett Callahan as managing director, looks to be on a budget plan and in a game of checkers with its opposish, the Republic, always watching its next move. Serve a pretty good burlesque show, despite the fact that it's short on principals, lacks vaude acts and works on the old formula of a bit then a number, a bit and a number. House is handing out 10-cent passes, meeting the matinee price drop of its rival, and is working with a non-union pit crew of seven pieces.

After a snappy overture by the ork, which does a fair but loud-playing job of the show, the hour and 34-minute layout gets started. Still an Allen Gilbert show, the he's now vacationing and Benny Bernard's looking after his duties. Being that it's a Gilbert show, the numbers are naturally beautiful and clever. Especially novel the risque is the chorus number in which prop male hands embrace certain portions of the girls' bodies. The 23 girls, including six show-girls, look and work okeh in their many assignments. Rounding out the production numbers is Bob Snyder, a decidedly clever mike singer.

Comio lineup comprises Rags Ragland, Charlie Goldie and Art Gardner. An okeh trio, but plenty shy on sock material. Ragland, as ever, is a big fave here, and he goes just as big with or without material. Goldie is a hard-working comic who has fair laugh success, and he also steps out to solo with a pretty good acro dance. Art Gardner also does a fair job of his comedy role. Clever straight jobs are turned in by Palmer Cote and Harry Cornell, who feed the comics real well and manage to enliven the bits.

The strippers are June St. Clair, Honey Bee Keller and Georgia Sothern. In the order of their appearance, June is an eye-filling blonde, who gives out in a grand way and is most always sure of show-stopping. Bee is another grand eye-fil of blond femininity, and she, too, goes big with the palm-pushers. The real sock, tho, is Georgia, who works at an unusually fast pace and grinds and bumps in a manner that has the folks gasping. Another of the femmes is Connie Fonslow, a truly clever talking woman. Her work in the dance-hall bit is first-rate, and then she does other helpful jobs thruout the show. There's also a little acro dancer who does nice work. SID HARRIS.

Censorship Heat Is On in N. Y.

NEW YORK, Feb. 23.—The heat is on as far as censorship of the burlesque theaters in town is concerned. Summonses have been issued by the police to a number of the theaters and the License Department has been keeping a close watch on the situation and is understood to have a man in each of the houses every week.

The Gotham uptown recently got a summons and it is reported that the three Brooklyn houses have been turned in by the cops. However, it is understood that there is some conflict between the authorities as the License Department feels the matter comes under its supervision. Appears that the department is scoring up the whole situation for a review May 1 when the licenses come up for renewal.

Burly Battle On Broadway

NEW YORK, Feb. 23.—An opposition war is on between the burly houses in the Broadway area, taking in the Apollo, Republic, Eltinge and Gaiety theaters. The battle involves the slashing of prices, giving away of passes, use of ballyhoo trucks and overstepping censorship limits.

All of the houses have now trimmed their matinee prices to a straight 25 cents, whereas they used to get 35 cents also. Several of them are also handing out 10-cent passes. Each is trying to outdo the other on exploitation, involving use of sound trucks and chalking up the streets.

Then, too, in some cases the houses have gone in for four strip women, while the so-called censorship rules in town call for the use of only three strip numbers.

Detroit Stripping Ban

DETROIT, Feb. 23.—Strip and numbers in burlesque shows have been definitely banned by Lieut. Lester Potter, police censor. These numbers were allowed here, but continued violation of limits set by the censor has resulted in the new edict.

Drop Columbus Burly

COLUMBUS, O., Feb. 23.—The Lyceum Theater here, burly house and the only flesh spot in the town, went straight pix last week. The house changed its name to the Uptown and went into a second-run picture policy.

Burly Briefs

ANN CORIO went into the Gaiety, Buffalo, for Warren Irons and George Young on the house's first two weeks of burly. . . . Getting it started with a bang. . . . Tom Barrett, former well-known Irish comic, is now doorman at one of Walter Reade's houses in New York. . . . Sid Stone and Benny Moore came in for some publicity in *The New York News* when the inquiring photographer got their opinion about the Hauptmann verdict. . . . Benny referred to himself as a union delegate when asked as to his occupation. . . . Phil Rosenberg was laid up a couple of days last week with la grippe. . . . Our St. Paul informer writes that Conchita is back at the Gaiety, Minneapolis, and pleasing the customers. . . . Lou Devine goes into the Gaiety, New

York, for one week, and another new comic coming in is Bobby Morris, who moves over from the near-by Republic. . . . Bert Carr is vacationing in Philly. . . . Chickie Rione opened at the Troc, Philly, Saturday as added attraction, placed there by Nat Morton.

DAVE LONDON, formerly with Sliding Billy Watson in burly some seven or eight years ago, decided to return to the field and ditch vaude. . . . He opened Sunday for Supreme in Brooklyn. . . . Margie Hart signed up with Minsky-Weinstock for another 20 weeks and is now on a week's vacation in Bermuda. . . . Nat Morton's bookings with Supreme last week included Mae Brown, Harry Blodgett, Tommy Lavine and Phil Stone. . . . Toots Brawner moved from the Republic, New York, to Werba's, Brooklyn, on her second week for the Minsky-Weinstock firm. . . . Sue Roberts Phillips is now recuperating at her home after her siege in the Polyclinic Hospital. . . . Elvis Herndon didn't go with the Indie show, but opened Monday at the Eljow, Philly, for a couple of weeks as added attraction. . . . Indie cast going into rehearsal Sunday will include Tommy (Bozo) Snyder, Gertie Hayes, Bob Roberts, White Sisters, Don Trent, Max Coleman, Billie Hughes and Harry Bentley.

ISSY HIRST will make his annual jaunt to Florida either this Saturday or next Saturday. . . . George Jaffe is going to Hot Springs. . . . Donald (Jake) Drummond, after closing at the (See BURLY BRIEFS on opposite page)

U-NOTES

By UNO

SALLY O'DAY, with the Indie Circuit, has under her pillow a piece of wedding cake sent her by her sister, Evelyn Anderson, who was married February 14 in Chicago to Vernon Norwood, a carpet merchant.

JACK BECK unearthing new faces for the Indie Circuit. Latest Beck find is Dorothy Denise, from the fair circuits, billed "The Year's Biggest Sensation, the Black Panther Girl," feature attraction at the Troc, Philly. First time cast for this novelty.

VAL VALERIE, one of Paul Morokoff's mannikins at the Gaiety, New York, worked last week under intense sorrow. Her father, Joe Blonika; mother, Yadviga Blonika, and a cousin, Joseph Blonika, were killed in an auto accident February 15 and were buried from the family home in Wallington, N. J. Other survivors, a brother, Albert Pocos, a mayor of Wallington, and a sister, Antoinette.

ABE HELD succeeded Al Raymond as manager of the People's, New York, February 18. Replacing held at the 42d street Apollo as assistant to Managing Director Emmett Callahan is Tommy German, former bouncer.

VIVA KENNEDY sends word from Detroit that Helene Davis is undergoing treatment in preparation for a thyroid operation in the Harper Hospital there.

CARRIE FINNELL was given a big party by the employees of the Garriek, St. Louis, because of her marriage to Thomas J. Morris, Cincinnati business man.

DAVID ROSEN, Morris Kushin and Jim, the plumber, owners of the New Irving Hotel, theatrical rendezvous in Philly, took over the adjoining cafe from Irving Wolf and Obby Freedman and installed Tex Lewis as m. c. Party nights to burleskers twice weekly. Last was February 20, with Billy Hagan, Ethel DeVoe and June Kennedy, star guests.

GEORGIA SOTHERN, after completing one year with the Wilners, was signed for 20 weeks more.

BERT (BLACKOUT) MARKS, at the Gotham, New York, with upper teeth removed by the doctor's order, is now a real mugging comic.

GINGER BRITTON, a new stripping, singing and dancing ingenue here from the Follies, Los Angeles, opened week of February 11 with the Supreme Circuit at Minsky's Brooklyn house. Los Angeles is her home.

JOHNNY KANE, manager of Minsky's Brooklyn, has booked more theater parties, Hebrew Day and Night Nursery (See U-NOTES on opposite page)

Foster and Kramer

KINOPINS OF BURLESQUE.

Georgia Sothern

BEGINNING 2ND YEAR WITH WILNERS.

BILLIE DIAMOND

ALWAYS CHARMING.

JOHN DIAN
HEAD & ROWLAND
Straight—Baritone. Stripping Sensation.
In Stock, Variety Theatre, Pittsburgh, Pa.
Direction, PHIL ROSENBERG, N. Y. C.

BILLY "REO" CONNIE
EGAN & MARTIN

Light Comedian. Strip Extraordinary.
Reps. PHIL ROSENBERG AND OAVE COHN.

Jack GREENMAN & SID FIELDS
CREATORS OF "SLOWLY I TURNED"
Warning!!! Joe Dokes, please lay off.
Second consecutive year with the Minsky's
301 PER CENT B. A. A.

Waterbury Folds; Salaries Due Cast

NEW YORK, Feb. 23.—The Jacques Opera House, Waterbury, Conn., operated by George Katz, folded last Saturday night on the fourth week of its reopening. The folding brought with it unpaid salaries and the BAA had to finance the payment of hotel and restaurant bills for performers as well as bring them back here.

BAA intends prosecuting Katz and, if necessary, bring criminal charges. The matter is being taken up with the NRA authorities and also with the proper officials in Waterbury.

Tab Policy Clicks At Roxy, Knoxville

KNOXVILLE, Tenn., Feb. 23.—Manager F. R. Roach of the Roxy Theater, Knoxville, who is now past the 25th successful week on his new policy of tabloids and pictures, is still packing them in under the new arrangement.

Last fall Roach decided to produce tabs to augment his picture programs. On account of the low sale of admissions, however, it was necessary to so handle the matter as to not overburden the house, which has a modest seating capacity. At the same time he wanted good attractions. He brought in "Cotton" Watts and added experienced principals, specialty people and girls until he had assembled a neat show that played the Roxy Theater for 22 consecutive weeks, changing bills twice weekly. Company played to good business on a four-a-day policy at popular prices.

Manager Roach tied up with the Bonita Theater, Chattanooga, and shortly after the first of the year he moved "Cotton" Watts and his company to that spot, bringing Att (Skinny) Candier into the Roxy, where "Skinny" produced the next unit. Candier is now in his fifth week here.

"Cotton" Watts will likely return to the Roxy later, with Skinny Candier and his players moving to the Bonita, Chattanooga. CARROLL E. KING.

Hayworth Opening for Warners in Hagerstown

ZANESVILLE, O., Feb. 23.—"SeaBee" Hayworth has made a number of changes in the personnel of his Broadway Novelties Company, preparatory to opening for the Warner Brothers at the Academy Theater, Hagerstown, Md., March 1. Company opens Monday at the Oxford, Philadelphia, for a four-day stand. Hayworth has been promised a good route if the unit clicks in the Warner house.

In the Broadway Novelties cast the Two Flashes, whirlwind skaters, have replaced the Pearl Fern Trio; Chandier and Clemons, magic and illusion act, have replaced Melton and Merrick, and George Shepherd, dancer, has taken the place of Winton and Boone. The Musical Stipps have been added to the roster, giving the unit eight vaude acts, with a 10-piece stage band. Manager Hayworth has dropped the line of girls.

Tabloids Scarce in Northwest Territory

PORTLAND, Ore., Feb. 23.—Frank O. Robinson, advance agent for the Virgil Road Attractions, who has been en route thru Utah, Montana, Idaho, Washington and Oregon for the last seven months, reports a noticeable lack of tab shows in that territory.

He states that, with the exception of one in Salt Lake City and one in Seattle, none have been encountered in any of the five States. He places the blame upon an unappreciative public and picture-minded exhibitors.

Managers of houses invariably claim that there is no demand in these parts for burlesque, tabloid, stock or repertoire, the result being an undivided attention focused upon pictures.

Canton, O., May Get Burly

CANTON, O., Feb. 23.—Grand Opera House, which until last week housed the Kinsey Players for four consecutive weeks, is being considered for burlesque stock. Pittsburgh promoters are after the house and if successful will install a company about March 1. There has been no burly here for several years.

Tab Tattles

RALPH D. PITZER, for many years manager of the Princess Theater, Youngstown, O., tab and burly spot, has just undergone a major operation in the North Side unit of the City Hospital, Youngstown. It will be many more weeks before he will be able to be up and about. Friends and associates put on a benefit show for him at the Princess February 22. A number of performers and managers, who have played the Princess in the past, also made contributions to aid Mr. Pitzer. The Four Harmonizers—Charles (Dome) Williams, Mack D. Ferguson, Leon McDonald and Earl Martin—have just completed a four weeks' return engagement at the Atlanta Theater, Atlanta. That makes a total of 18 weeks for them at that house this season. The boys are now in Cleveland working on a new Irons & Clamage unit, with Dome Williams and I. B. Hamp handling the comedy. Chuck Rodman info that his show is in its 10th week at the Ramona, Phoenix, Ariz., for Publix-Rickards & Nace. In the roster are Roy (Bozo) Davis, George Dean, Clyde Hodges, Mildred Reyfeld, George Dever and a line of eight girls. Chuck expects to remain there thru the coming summer. (Attention, Howard Paden and Curley Burns.) Bert Berry, veteran minstrel, is with Homer Meachum's tab in Louisville. May Boles, former chorine, is now cashing in at the Empress Theater, Cincinnati. Charlie Mack has been using Knoxville to break in his new shows. In the last 18 months he has presented 16 of his shows there, breaking them in before sending them on a 12 weeks' tour of the South. His latest efforts are *Avenue of Happiness* and *Cordially Yours*.

A NEW tab making the rounds in West Virginia and Western Pennsylvania is *Radio on Parade*, presented by Lew Lewis. Among the features with the show are the Royal Vagabonds Orchestra; Mitzel, the Wonder Dog, and Dio Carlo and DeBois, dancers. Frankie Harris, diminutive b-f. comedian, and wife, Gladys, are working night spots around Cincinnati. Marie Purl's *Talk of the Town Revue* played the Strand, Crawfordsville, Ind., February 20 and 21 to good results. Guy D. Hammit, Strand manager, described the unit as the "best show to play the town in several months." In the roster are Marie Purl, owner-manager; Charley Carlisle, comedian and emcee; Francis and Renard, acro dancers; the Haxton Sisters, Jimmy Harvey; Roy Hale, rubber-legged dancer; Dottie Diana; Marie La-Ray, blues singer; Julian Stanley and his Collegians, with Manny Davis, singer, and eight chorines. Company has several more weeks in Indiana. Owen Bennett's *Vanities of 1935* has finished a swing around the Sparks Circuit in Florida and will be in Kentucky, Tennessee and Indiana for the next several weeks. Buddy Wilson, erstwhile jockey, is a recent addition to the cast. He is doing his piano and song specialties. Business has been good, according to word from the show. Bob Davis reports that his 20-people unit, *Varieties of 1935*, is meeting with success in the South. Featured with the show are Ned Haverly, cork and sand; Ramona Hughes, dancer; Jean La Reu, blues singer; the Ward Sisters, Lucille and Bud, Jack McBride and George Bannon and his ork. Bob Davis is owner-manager; Harry Chesbire, stage manager, and J. O. Strain, formerly with the Four Bars of Harmony, in advance.

CHARLIE CARLISLE, formerly with the Hazel Green, Jimmie Hodges, Campus Co-Eds and other tabs, is now emceeing the Marie Purl unit, currently in Indiana territory. "SeaBee" Hayworth tells us he received more than 300 replies to his recent ad in *The Billboard*. He submits the following letter as the funniest one in the bunch. Here it is verbatim: "I have a novelty act that is a novelty and would be something new done in a show of your kind. Six boys dressed as chorus girls doing a song and dance. Imagine boys doing a dialogue, ballroom and chorus routines. Now playing local church and social benefits and always receiving a great hand. Can furnish own transportation. Lowest \$12 and meal ticket. These boys are willing workers and no boozers and are useful in several lines. We also have several skits and an athletic act.

By engaging one act you get all of them. If interested please write and state proposition." "SeaBee" says it gave him and his gang a belly laugh—and no wonder. The Flying LaValloes are recent additions to the Hayworth Broadway Novelties unit. Jim Elliott, for years a straight man in tabs and burly, is in his eighth month as stagehand at the Empress, Cincinnati, now housing the Charley (Joy) Gramlich unit. The Rialto (formerly Heuk's) in Cincinnati is using its stage two nights a week, thus giving a break to the tab acts moving thru the town. Tom Rilly is still operating the Rialto, with Billy Steed, erstwhile tab comic, as manager. The house is one of the best paying neighborhood houses in town.

Park, Boston, Closing; Supreme's Three Weeks

NEW YORK, Feb. 23.—The Supreme Circuit will drop to a total of three weeks next Saturday when the Park, Boston, will go dark. Business has been off and its closing will leave the field clear for the Howard Theater, which plays the Indie Circuit shows.

The three houses left on the Supreme will be the Republic here; Werba's, Brooklyn, and the Palace, Baltimore.

Bert Smith Returning To Globe, Bridgeport

BRIDGEPORT, Conn., Feb. 25.—Bert Smith Company, which played the Loew Globe Theater here for several months late last year, will move back into the house March 1, when the vaudeville policy now in force there will be shelved. Smith show is booked in for two weeks, with the possibility of an indefinite engagement.

BURLY BRIEFS

(Continued from opposite page)

Liberty, Davenport, Ia., joined the cast of Carl A. Myers' *Broadway Vanities* in Grand Rapids, Mich., as producing comic. Other newcomers in the cast are Charles Morrison and Diane King. Mike Sachs, Alice Kennedy and Floyd Hallicy have been re-engaged for a second trip over the Indie wheel. Sachs does nothing but rave about Issy Hirst being one of the best bosses he ever worked for. Pat Kearney doesn't look it, but he's on his 61st birthday already. Lew Talbot is manager of the Modern Theater, Providence, which Spitz & Romano opened as a "Fine Arts Film" house February 18.

U-NOTES

(Continued from opposite page)

will have 300 on March 20. Lenox Civic Association, 400, on March 6, and Nathan Straus Fellowship Club, 600, on March 5. For the Saturday night, February 23, he had 400 members of the Bergen Association of Brooklyn.

OSCAR MARKOVICH, well-known concessioner, recovering from a serious case of pneumonia.

GLADYS McCORMACK mourning the loss of family jewelry, heirlooms and other trinkets stolen from her hotel suite February 13, the value of which she figures at \$250.

PAUL AND DOTY KANE at Miami Beach send a postal that they are having a wonderful time fishing and swimming.

GYPSY ROSE LEE, winding up a Wilmer contract, airplane to Miami February 17 to become one of the principals in Minsky's *Follies* at the Million-Dollar Pier.

RAGS RAGLAND, comedian, on a vacation for two weeks away from the Wilners. Back to laugh making March 10, when Maxine DuShon returns from an extra attraction tour to reopen with the Wilners.

COUNTESS NADJA signed another Wilmer contract calling for eight additional weeks of featured attraction beginning March 4.

TINY HUFF on Broadway at the Gaiety from the Indie Circuit. Opened February 22.

SID FIELDS, straight and bit and gag author, in receipt of payment (his very

first money for writing) for material furnished Joe Penner recently, namely, *The Money Scene*, for stage, and *The Greenman and Fields Language*, for the air. And in Sid tickled.

REVISOR

(Continued from page 18)

spector from St. Petersburg. Two village gossips report that the inspector is already in a local inn, drawing this conclusion from the appearance made by a light-headed top they spy on the street. The dandy is an indigent clerk who takes all the honors and cash bestowed upon him by the mayor and other village officials and escapes just in time.

The acting is capital, an opinion gained not only by watching but from advice of a Russian interpreter employed by *The Billboard*. Mr. Chekhov's coverings as the fake inspector are grand, with P. Pavlov, as the Mayor, his closest rival. As the awed and fawning city official his is an expert performance. In the second act Mr. Chekhov has a difficult assignment, in the scene where he gets both drunk and loquacious, his lines running steadily for about 10 minutes, without a word from any of the other five or six characters on the stage. He makes meat of his opportunity.

Gogol's play, written about a century ago, is a Russian favorite, as indeed its satire on officialdom would be. It immediately brings to mind, by some remote reasoning, the fact that it shares in daring with Gilbert and Sullivan works, such as *Pinafore*, wherein again the sanctity of governmental position is so rudely burlesqued.

JERRY FRANKEN.

CROSS RUFF

(Continued from page 18)

tages of marriage. The children (Alfred has a son and Leda has a daughter and both are at the marriageable age) fall in love with each other but decide they can't see a preacher until their mis-guided elders have done likewise. Therefore they coyly concoct a scheme whereby they pretend to be following the path of their parents, and the parents, duly horrified, decide to get married in order to show the children how wrong unsanctified love really is.

It's as silly and uninteresting as all that. There are occasional flashes of amusement, but for the most part it is farce that tries to be comedy, and comedy that doesn't come off.

Jay Fassett plays Alfred in his usual pleasant way, though he overaccentuates the embarrassed farce on occasion, and Edith King plays Leda in the fluttry manner that has become the stock approach for scatter-brained stage mothers. Helen Brooks is adequate as the coyness, and the author skips with his boyishness thru the part of the son with a voice and an accent that might mildly be described as unfortunate. Raymond Bramley and Janet Fox fill out the cast nicely.

Delos Chappell's managerial retrogression from *Come of Age* to *Cross Ruff* must remain an annoying enigma.

Cut-rate audiences may help the piece along. Customers paying 50 cents for their seats will perhaps feel that they've had their money's worth.

EUGENE BURR.

Hopkins Invents New Dubbing Apparatus

NEW YORK, Feb. 23.—One of the most troublesome problems since the introduction of talkies has been the use of American pictures in small countries in which the markets are too small to justify dubbing.

This has been solved by a newly patented invention of Edwin Hopkins, the original inventor in 1907 of "dubbing-in."

The new apparatus is called the Multiple Acoustigraph and provides means whereby a group of living actors are enabled to speak the dialog accompanying a film within limits of accuracy of 1/25th of a second and without looking at the film being run.

Their voices then go into the theater amplifiers and take the place of the voices from the film's sound track. In the case, for example, of a sound film being shown in Athens a group of native Greek actors speak into the Multiple Acoustigraph, located wherever convenient in or about the theater, and words in Greek are heard in place of the English words from the sound track.

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

Red Leinen Grind Picking Up at 970

WAUKEGAN, Ill., Feb. 23.—The show opened here January 10 with 56 couples, under the management of Eugene (Red) Leinen, Gus Gorgan and Ed Don Levy, was down to 12 couples and one solo at the 970-hour mark.

The emcee staff now has Earl Fagan, Les McCullum, Red Skelton and Bernie Martin. Judges are Chink Newman and Chuck Payton; Jimmie Farrell, trainer; Darlene Farrell and Vivienne Claire, nurses.

The show is reported doing fine business four nights a week, with the other nights seeing a fair outpouring of fans. Contest is a one fall and out show, with Earl Fagan putting on the heat in great style, mixing in plenty of derbies, whirlwinds and hot shots.



SKIPPER SPIEGLE, well-known Leo A. Seltzer staff man, now taking his turn on the stand with the White City show, Chicago.

CONTESTANTS!

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Jackson Over 400

JACKSON, Mich., Feb. 23.—The show here being handled by Lacy L. Kerner and Jack LaRue is operating under auspices of the Richard Smith Legion post No. 29 and has passed its 400th hour. The staff has Archie Gayer, chief emcee, with Jack LaRue and Doug Iaitt at the mike. The floor is handled by Scotty McBride and Chan Hartwell, with Jack Reynolds as trainer. Nurses are Janet Oberle (head), Billie Carroll and Maxine Mills. Floor shows are nightly features. Jack (Dead Pan) Kelly is doing well stooging from the floor. Dietitians are Ida Shapiro (Aunt Ida) and Jack Eiele.

Contestants still battling the tough going include Frankie Airgood and George Nassar, Mabel Shull and Jessie Shull, Jackie Airgood and Eddie Petteer, Naomi King and Don King, Cora MacAuley and Tommy McGeer, Mona Clark and Dick Wood, Edna Nowell and Jimmy Parker, Lee Baker and Skia Baker, Frances Day and Walter Morris, Viola Comerford and Bud Getz, Eddie Worthington and Polly Divan, Joe Hitt and Jack Kelly, Peggy Richards and Dug Mills, Esther Wilson and Ernie Felice, Birdie Spalding and Theo Webb, Bobby Manners and Jerry Garafold, Dean English and Cathelyn Lintz; Bea West, solo; Diana Lueky and Clyde Wood, Beatrice Green and Fritz Rutledge.

White City Pulling Well in Fourth Week

CHICAGO, Feb. 23. — This Leo A. Seltzer one-fall show is crowding the Arcadia contest for the laurels in attendance as well as superiority of the show itself. Although quite young yet, being only in its fourth week, the South Side populace is showing real interest in this unit. Twenty-six couples are still trudging about the arena and each couple participates in one dynamite sprint daily. Four such events are staged with the final sprint occurring at 2 in the morning, which is somewhat of an innovation.

Novelty matinees are attracting very nice afternoon attendance, which stays along with the main crowd for the big evening show. The midnight matinee has scores of regular patrons who all belong to the Sinners' Club, conducted by the midnight maniacs, Frankie Belasco and Jerry Owen.

The emcuppment of emcees here has: Rajah Bergman, comedian; Bobbie Reed, directing; Skipper Spiegler, Frankie Belasco and Jerry Owen. A capable staff that is pleasing the audiences no end with everything in the way of comedy, entertainment and novelty.

Marion in Final Stages

MARION, Ind., Feb. 23. — The Fred Sheldon walk here was down to three couples and one solo after 2,088 hours of walking. Billy Monroe, heat man, has thrown everything in the books at the kids, the latest event being an elimination derby that took Emmett McClelland out after two hours of walking and running. The girls in the elimination proved to be better able to take it than the boys.

The Indiana folks are going for the heat and jam the hall nightly now. Joe Purtell is still top emcee, with Bert Evans assisting. Joe Palooka, who went out at 2,040 hours, is filling in on the midnight trick. Dope sheets are going good with Tiny Schilling handling the editorial end.

Contestants on the floor up to last week include Joe Nalty and Mildred Knox, Billy Cain and Virginia Helsel, Denny and Milly Bramer, with Ruthie Booth, solo.

Contestant Notes

BILL BINNER has been resting in Lebanon, Pa., since the Gretna Gables show.

JOHN A. HOECKNER, ex-contestant gone grocery managing in Kansas City, is interested in the whereabouts of Sue Nelson and Warren Wood.

EDDIE TEITNER writes that he is walking in the Jackson, Mich., show and would like to see a note from Dick Stewart.

RAY (POPEYE) LAUB is at home in Altoona, Pa., resting between shows. He would like to know what Marion Kirk. (See **CONTESTANT NOTES** page 33)

Tampa Show Past 1,200-Hour Mark

TAMPA, Fla., Feb. 23.—At the 1,200-hour mark, the Tampa show still had five couples and two solos. Frank Lyons and Joan Wood, Bill Garrison and Evelyn Thompson, Ernie Gilbertie and Jean Andrews, Buddie Struck and Helene Mills, Carlos Cooley and Mickey Grove, with Bobbie Allen and Bobbie Madison as solos. Starting tonight, with hurdles on the figure eight derby, a rapid closing program is in sight, with the end probably coming about the middle of March.

Mickey Rosenberg, ably assisted by George Green, is handling the heat in his usual efficient manner. King Brady and Eddie Leonard are handling the mike and platform with the Ryan boys doing their stuff and Smitty Yman and Eagle Miller helping out with their imitable comedy.

Business has been much improved the last few days. Pop Morrison is working the candy pitch to good results. It is hoped that the show will close with a blast of trumpets and it looks as tho it would at the present time, altho there has not been an SRO sign out as yet.

Nine Still Going at North Platte Walkie

NORTH PLATTE, Neb., Feb. 23.—The six-day show here, going into its fourth week, had nine couples and one solo still on the floor. Those still going include Junior Jack Kelley and Peggy Quinn, Glen Sparby and Frenchie Larue, Chuck Johnson and Pearl Mitchell, Skippy Sheffield and Marie Davis, Jack Miller and Mary Stevens, Tommy Limpo and Jackie Anderson, Ed Fussell and Billie Dubro, Don Hamilton and Jenny Sharp, Bernard VanWort and Nellie Manners, and solo, Chick Edwards.

Nick Wintick is handling the mike on the twice-daily broadcasts. The show features amateur nights, crazy games, and one night a week is set aside for Jack Kelley's minstrel shows, plays, etc.

Fox Greenville Unit Is Off to Good Start

GREENVILLE, S. C., Feb. 23. — The Southern Amusement Company is going over with its local unit, playing to good houses since opening. At the end of 360 hours there are 22 couples left of the original 43.

The emcee staff, consisting of Billy Lang, Clyde Earl and Al Cook, is making quite a hit with Greenvilleites. Daddy Fox is managing.

The medical staff has Nurses Dorothy Heilmann and Audrey Gates. The trainers are headed by Popeye Rhodes, Micky Brennan and Billy Lynch are judging the floor. John O'Shea has the concession, with Hank Shelby and Red Fulgona in charge, and reports good results. Comedy is furnished by Squirrelly Bradley and Austie Dowdell. The ticket sellers, ushers and doormen are all local help.

The show is still drawing them on straight entertainment. Publicity and programs taken care of by Rowland Drew.

Staff Briefs

TEDDY HAYES is working the St. Petersburg show as trainer. Cliff Real is doing the comedy. Eddie Gilmartin is emcee and Frankie Rizzo is chief stooge.

WORD COMES that Jack (Dead Pan) Kelly is knocking 'em dead with his stooging at the Jackson, Mich., show.

CARL HOOLIHAN would like to see a "Brief" from Cal DeVilliers.

BILL WALTZ, at present vacationing, would like to see some Staff Briefs from Fred Crockett, Dick Edwards, Johnny Harrigan, Sid Curtis, E. Fernandez, Eddie Leonard, Johnny Lue and Ernie Mesle.

AL WHITE drops us a line in which he divulges the fact that he is at present connected with a sales organization in Lansing, Mich. He says that altho he is not active in the endurance game (See **STAFF BRIEFS** on page 33)

Waterbury Down to Prize-Winning Couples

WATERBURY, Conn., Feb. 23.—Fred Crockett's show here, which is being directed by Lew (Pop) Watson, passed the 2,700-hour mark with the three prize-winning couples on the floor.

During the past week, Tiny Epperson, director of endurance, eliminated Arthur Harmon and Fuzzy Smith, leaving Billy Smith and Francis McDonald, Johnny Hartman and Anile Rymut, and Tony Tallere and Sylvia Doria as the three prize winners.

Freddie Hall is handling the platform and all broadcasts while Red Oleksi still carries on in his role of chief comedian. Packed houses are still a nightly feature.

Plans are under way for the victory ball to be held at the Armory, which has a 6,000 seating capacity. All details are being handled by Howard Evans and George Watson.

Van Raams Take First At Ross Long Beach Walk

LONG BEACH, Calif., Feb. 23.—The Hal J. Ross show here closed February 17 after playing to some 256,000 admissions.

The contest was won by Joe and Margie Van Raam, of Long Beach. The emcee staff was headed by Monte Hall and Art Wolfe, with Ernie Bernard in charge of the competitive angle and Bill Stein as master of microphones.

All Couples Sponsored at Fast-Moving Maywood Show

MAYWOOD, Ill., Feb. 23.—The Maywood show, which started January 28 with 29 couples and five solos, is down to 12 couples and one solo, with light heat and plenty of entertainment mixed in. All couples now going are sponsored.

The staff is composed of Larry Bloom, manager; Pat O'Day, head emcee, assisted by Gene Carruthers, matinee emcee. Jack (Falls) Little, comedy; Eddie O'Hara and Swede Larson, judges; Alberta Larson and Babe McGibbons, nurses; Bud Coleman, Freddie Sims, Jimmie LaNard and Curt Cramlet, trainers; Jack Rhodes, concessions; Joan Rhodes, dietitian; Harry Gorman, signs; Johnny Lowe and Bill Orriek, programs and publicity; Gene Marchand and Bill Ryan, maintenance; Harry G. Nolan, head greeter; Juanita Osborne and Betty Batley, cashiers; with Joe Kahn and his orchestra on the stand. Broadcast is five times daily over WHFC.

Dick Edwards With Ross

BELL, Calif., Feb. 23.—Dick Edwards, now a member of the Hal J. Ross organization, has opened a show for the company here which has a record of 21,000 admissions the first six days. The staff includes Wally Adams, Jimmie (Nuts) Gable on the platform and Monte Hall temporarily handling the air.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

DR. HARLAN TARBELL, Chicago magician, entertained 350 officers and their wives at the Golf Club, Fort Leavenworth, Kan., Monday night, February 11, on the occasion of the annual dinner of the Fort Leavenworth Women's Club. Dr. Tarbell appeared before the club two years ago and his presentation was so successful that the club will make the entertainment an annual affair.

KINGDON BROWN, manipulative magician, specializing in cards and cigarettes, was featured entertainer on the program presented in connection with the Youngstown, O., annual automobile show, week of February 11.

EVANS BROWN, presenting musical and magical interludes with Paul Specht's Orchestra, played a one-night engagement at the palatial Stambaugh Auditorium, Youngstown, O., recently.

LESTA (Clifford Jones), magician and world traveler, is being well received in the New Castle, Pa., district.

CHARLES A. LEEDY, Youngstown, O., newspaper man, humorist and magician, was speaker at the annual banquet of the Akron, O., Merchants' Association February 13. While in Akron he called at Horace Marshall's new location on Berwyn street.

THOMAS THE MAGICIAN is now located in Lisbon, O.

SPRINGSTON recently played the South High School Auditorium, Youngstown, O., for one of the big industrial groups of the city.

JUNE 10 TO 15 have been selected as the dates for the Minneapolis Magic Convention, sponsored by the Equality Magicians' Club of America, of that city, and to be held in the organization's clubrooms. All magi, amateur and professional, are invited to attend the gathering. Several big magic shows will be presented and talks and lectures on magic and kindred subjects will be given by prominent magicians.

THE GREAT MAURICE, recently at the New York Chapeau Rouge, is now rounding out a four-week booking at the Chez Maurice, Montreal.

PAUL DUKE will appear at the White House correspondents' dinner to the President in Washington March 23, booked thru Ralph Wonders, of the CBS Artists' Bureau. Duke is now at Leon and Eddie's night club, New York, for his 11th consecutive week.

H. E. (HY) HARRIS, of the Harris road show, writes from Minneapolis: "Have given up my interest at the Silver Dime night club here in order to set my show for the coming season. While at the club we had the pleasure of throwing parties for many well-known magicians. Among them were Ads Duval and Company, Le Paul and

the missus; Henry Gordien, local magi, and Carl W. Jones, publisher of *The Minneapolis Journal*. C. A. George Newmann was over twice before he left for the West. I did a lot of magic in the floor shows and the crowds 'ate it up.' I believe the night clubs are a good field for the magician."

BERNARD ZUFALL got a swell publicity break last week when the John Hix "Strange as It Seems" McNaught syndicated cartoons carried Zufall's picture with the explanation that "The Human Encyclopedia can memorize a 250-page magazine in one hour sufficiently to tell what is on every page." The article also explains that Zufall can tell the position of any card in a pack after they are called off in order, and can repeat from memory every move in a chess or checker game after seeing it played. Zufall recently got a similar break from Ripley in his "Believe It or Not" series.

MAGICIANS FROM PHILADELPHIA and Lancaster, Pa., were among the 50 guests attending the seventh anniversary banquet, February 14, of the Keystone Ring No. 20, International Brotherhood of Magicians, at the YMCA, Harrisburg, Pa. Speech making and tricks were featured. Those who did their stuff were Zerance, Harrisburg; Eddie Clever, Mechanicsburg; Harold Brown, Lancaster; John Grove, Harrisburg; Anzy Lockwood and his mother, Dr. Viola Lockwood, of Lancaster; Roy Campbell, of Harrisburg, and Charles Jones, president of the Keystone Ring. Charles Becker, West Chester, was master of ceremonies. The Rev. Dr. Chester S. Simonton was the speaker at the banquet. Other speakers included Ned Fralley, president of the Lancaster Ring; William Wagner, of Carlisle, adviser to the Magicians' Hobby Club of the YMCA, Harrisburg; Russell Charles; President Jones of Ring 20, and Roy Brumbaugh, of Red Rose Ring No. 51, Lancaster. J. Harry Messersmith, of Ring No. 20, eulogized J. J. Lybarger, of Harrisburg, member of the executive committee of the IBM, who died last November.

TREBOR, of Easton, Pa., who has been on tour of the Carolinas and Virginia since the holidays, caught Evans Brown's act during the latter's engagement at Steubenville, O., recently. Robert A. Nelson, of the Nelson Enterprises, Columbus, O., also visited Brown when the latter worked the Capitol City recently.

M. DE VILLERS, illusionist, and M. Marcovini, magician, are at the Moulin Rouge in Strasbourg, France.

NECKELSON THE MAGICIAN is at the Municipal Theater in Sete, Southern France.

HANS BERGER, illusionist, and Svengall, magician, are at the Variete-Clara in Basle, Switzerland.

RAJAH RABOID is again broadcasting over a Mexican station. He's selling horoscopes and answering the questions of those who write in.

HOWARD THURSTON is set for a week's engagement at the Taft Theater, Cincinnati, the week of March 8. The booking was arranged by Larry Sunbrock and Jimmy Walker, Cincy promoters, who have a string of large attractions booked to follow into the Taft. Thurston, whose last engagement in Cincinnati was at the RKO Albee Theater three years ago, has always been a tremendous favorite in the Queen City. When he toured the legit houses of the country with his regular full evening's show a few years back Cincinnati was generally always good for a week's holdover.

OAKLAND MAGIC CIRCLE, Oakland, Calif., held its annual Valentine party at the home of its newly wedded secretary, Claude Burke. Jimmie Muir and Lloyd Jones emceed a magic program headed by Daniel Fitzkee, who featured the spirit clock; A. Caro Miller, in silks; Gig Miller, with his card-frame mystery and the glass-thru-glass effect; Lyle Laughlin, card manipulations; Doc Ennis, six-card trick, and Lloyd Jones, in



The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

PIERRE FRESNAY—eminent French actor now playing in Noah (legit) at the Longacre, New York. An obvious bet for films. Fine looking and possessing his full share of the well-known Gallic charm, he adds to that a sterling and well-proven ability as an actor. His English enunciation shows only the slightest traces of accent. Came here in the fall to appear with Yvonne Printemps in *Conversation Piece*.

LOUISE GLOVER—young legit actress now appearing in the Neighborhood Playhouse production of *Bitter Oleander* at the Lyceum, New York. Possessed of brunet beauty that should screen excellently, she shows latent ability. Direction and training are still needed, but she definitely rates a chance.

For VAUDE

ANDRE KOSTELANETZ—now conducting CBS Chesterfield programs three times weekly. Should be okeh

as guest conductor at big movie-presentation stands or playing smaller spots with an orchestra of his own. Features a variety of his own arrangements, from the classics and opera to popular tunes.

RAGS RAGLAND—one of the top-notch comics of the burlesque field, who should get into vaude as a bulldip for legit musicals. A very funny fellow, whose style of work garners plenty of laughs, which he can get without the aid of dirty or punchy material. With clever material he could be a sock in next-to-shut. Might work best with a team of straights, doing a series of short bits.

For LEGIT MUSICAL

LEE MURRAY—dancer now in vaude heading a flash with the Sinclair Sisters. A youth with rubber-leg hoofing ability that's sensational. His leg-twisting acrobatic dances are honeys and easy applause socks. Ready for a spot in a revue.

card problems. Jimmy Muir told some funny stories and then presented a comedy vent act with Claude Burke, with Jimmy doing the dummy. Mrs. Patterson favored with a dramatic reading from Kipling. The affair was topped off with a delightful supper.

"MAGICAL CLUB IN WIEN" (Vienna), of which Ottokar Fischer is president, on March 11 will commemorate the 60th anniversary of the death of Dr. Johann Nepomuk Hofzinsner, one of the foremost creators and inventors of magical tricks of his time. Dr. Hofzinsner was born in Vienna in 1806 and died there in 1875. He was a wizard with the cards and many of his original ideas and effects are still being widely used today.

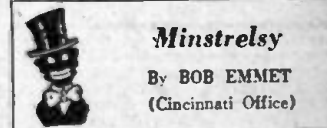
CHARLIE HOFFMAN, of Hollywood and a member of Los Magicos, has just concluded a three weeks' engagement at the Embassy, one of San Francisco's exclusive night spots. Hoffman has returned to Hollywood to fill an engagement but will return soon to the San Francisco club for additional time.

MRS. FLOYD THAYER, wife of the West Coast magic manufacturer, is reported to be well on the road to recovery following a recent serious illness.

THE GREAT LEON (Leon Leon) is recovering from a serious heart ailment but will probably be confined to bed for at least five months. Friends are urged to drop him a cheering letter. His address is 1363 N. Wilton place, Hollywood, Calif.

London Magic Notes

LONDON, Feb. 16.—Blacaman, Hindu necromancer, who is reputed to have the biggest act in the world, is again negotiating for English dates. The fakir and hypnotist is at present in France and has played every European country with the exception of England. His main difficulties regarding English dates are occasioned by quarantine and transport regulations. Blacaman, who is of Italian extraction, uses an entire menagerie of animals and reptiles. Following a successful run of club and classy floor dates, Glen and Ann Pope, American magical humorists, are debuting in vaudeville at the Holborn Empire this week, where the act is a solid hit. Lingsa Singh, Indian illusionist, is scoring heavily in Germany. He returns to England in March.



Minstrelsy
By BOB EMMET
(Cincinnati Office)

BY GOSH and his Seldom-Fed Minstrels are now in their eighth week in the Skouras houses thru the East. The run includes two return engagements, Gosh reports.

FRED SCHURGER, old-time minstrel interlocutor and end man, was named captain of the Adams County (Indiana) Vigilante Association at a meeting held by that organization in Decatur, Ind., last week.

AL TINT, continuing with his "Do You Remember," asks: "Do you remember when Bob Emmet purchased a large can of cork and sent it to Arthur Crawford? When Oscar Day, tenor singer on Max (Sambo) Trout's Minstrels, was made a sucker for 10 bucks? When Clark and McCullough were comedy acrobats and buglers on the Culhane-Chace & Weston Minstrels? (Salary \$25 per week joint and all; with six days hold-back. One of the rules was a \$5 fine for mashing in the parade within two blocks of the theater.) When Bill Sachs, of *The Billboard*, visited the stranded Bradford & Redhill edition of the Al G. Field Minstrels at Luna Pier, Mich.? When Bob Carney, vaude headliner, was with the DeRue Bros.' Minstrels and featured *Alexander's Ragtime* (See *MINSTRELSY* on page 29).

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THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their personal views concerning amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Like "Little Old New York," which had its settlements and districts from which came many prominent stage people and amusement

Many Notables From Detroit's Old Cork Town

there came a man whom few Detroiters will remember as having lived here. James A. Bailey, of the Barnum & Bailey Circus. His real name was James McGinnis and he was born in Cork Town. He ran away from home at an early age and changed his name. He followed show business until he became about the greatest showman of all time. There are many who should be in position to know who have said that it was Bailey, not Barnum, that was the king of showmen.

Then there is Gene Buck, the popular New Yorker who wrote lyrics for Ziegfeld for years, as well as English opera and known as a producer of a number of big-time shows. He now represents the American Society of Authors, Composers and Publishers as its president, but, of course, we can't hold that against him. Old Detroiters who knew Gene are very proud of him. Cork Town also turned out the Kennedys, professionally known as the Four Mortons, Sam, Kitty, Paul and Clara, who toured the country as headliners for years.

Dick and Ada Lynch, both recently passed out of the picture, were also Cork Towners and became popular idols in the show world. Dick was considered one of America's finest buck and wing dancers, and Ada's voice thrilled audiences for years on the Keith time. Dick put on many a show for charity in Detroit and was a great favorite among the poor and the rich.

PETER J. SHEA.

Toledo, O.
I, for one, greatly appreciated the kind words regarding magic in Sugar's Domino of February 16 in *The Billboard*. Magic will always be popular; of course, now and then things come up to ruffle the sea of magic.

Appreciative Of Good Words Said for Magic

But I still hold, after spending 32 years entertaining the natives from Newfoundland to Mexico and from New York almost to Prisco, that magic is one of the best forms of entertainment, when properly presented, and I hope the day is not far distant when magicians will learn to keep the public on one side of the footlights and the performer on the other, when secrets will be guarded, and then and only then will magic get somewhere. Large picture houses are not so good for magic, as the seats are so far around the sides that audiences are given a chance to sit way over on the sides where they see the stage at too great an angle to do magic any good.

HARRY OPEL.

San Antonio, Tex.
The mail brought me the sad news of the death of my friend William W. Chambers, of Columbus, O. His brother, C. Ernest Chambers, states he passed away at his home there at 8:30 a.m. February 9.

"Star Kid" Was One of Old School

Mr. Chambers, known to the profession as the "Star Kid," was a fine character, with one of the most interesting circus careers combined with the memory and conversational gifts to make a visit with him one long to be remembered. For 38 years he tramped with circuses as a driver, resigning in 1918 to take care of his son, who was seriously disabled in the World War. Mr. Chambers personally nursed the young man and saw that he lacked nothing that could be given him, but all in vain, for after a

lingering illness young Chambers gave up his life for his country. The street thru old Sellsville which passed the "Star Kid's" home was named Chambers road in his honor. He never was himself following the death of his son, and contracted the disability that probably caused his death.

Mr. Chambers was one of the few men living who had made the Australian tour with the Sells Circus over 40 years ago, and was the last of the old showmen, as far as is known, who lived on the site of the old winter quarters of that once famous aggregation. The sympathy of all circus people and fans goes out to his family in their bereavement, and thus passeth another of the old school who will never be replaced.

O. G. STURTEVANT.

Minneapolis.
May I thank "Dio" for his letter in The Forum concerning information about contortionists. It is very gratifying to know that others are interested in helping along my research about the benders. I did not have most of the data included and I am grateful for it. I have received several letters asking for an answer to why I am making a research on this unusual subject. I can't answer that, really, except to say that I have always wanted to be a bender myself, and this desire to write about the subject is an outcome of a suppressed desire of years' standing.

Benders' Book Author Seeking Still More Data

I might add that the book is coming into shape slowly, as I still find it a most difficult task to get contortionists to send me their biographies and photographs. I would appreciate data and photos of the following performers on whom I have absolutely no data: Draculas, Amazon and Nile, Walker Gilbert, Six Harlequins, Tuck and Cinnis, Lou Edwards, the Faynes, Zeida Brothers, Birch and Edge and hundreds of others of whom I have just a mention. I'd like to thank the following who have aided me since the last plea for data: James Dugger, Fred Wagemans, Eduardo F. Titus, the Royal Uyenno Troupe, Topsy McMahon and King Brawn.

BURNS KATTENBERG.

Fresno, Calif.
In the Forum of February 16 there was a letter from Vernon E. Lux, and I wonder if it ever occurred to him that the so-called "professional magicians" whom he excoiates in so thoro a manner are not professionals in the true sense of the word, but ham-amateurs who think they are professionals, and who, without proper training or experience, are impostors who prey on the public under the guise of professionals.

Declares Skill Of Magi, Not Props, Counts

This probably did not occur to Mr. Lux or he could not have written as he did. After all, it's not the amount of time it takes to set up a show that determines its quality nor the number of assistants carried, but the technical skill and personality of the advertised magician. An ounce of brains, with real skill, is worth a ton of baggage and a carload of assistants.

C. TEMPLE JORDAN.

Sylva, N. C.
I read in The Forum lately about the Cook & Whitby Circus train wreck, details of which were found in an old route book. There have been several other circus train wrecks since 1892. Who is able to give some information about the following train wrecks? Walter L. Main Circus, Tyrone, Pa., 1893; Sells-Downs Circus, Choctaw, Okla., 1902; Great Wallace Show, Shelbyville, Ill., and Durand, Mich., 1903; Hagenbeck Circus, Tiger Creek, Ark., 1906; Hagenbeck-Wallace Circus, St. Paul, Minn., 1908; Yankee Robinson Circus, Merrillan Junction, Wis., 1911; Hagenbeck-Wallace Circus, Gary, Ind., 1918; and Al G. Barnes Circus, Canaan, N. B., Can., 1930. I am sure that some oldtimers can add more names to this list and that they can give some information on one or more of these wrecks.

Some Circus Wrecks Since '92 Are Listed

CHARLIE B. CAMPBELL.

Atlanta.
Replying to the letter in the Forum of January 26 by E. R. Gray, asking about the "Inside Spiral Ball Act." I am reminded that there was a spiral unicycle ascension by Minting the Marvel, who rode a single wheel up and down a tower on the Adam Forepaugh & Sells Bros.' Circus, during the season of 1903. Advertised as a "daring, death-defying deed." It was truly a fearless, fearful, fascinating feat.

Unicycle Act by Minting With Tower Recalled

E. W. ADAMS.

Leland, Ia.
I have noted Dio's letter in answer to Burns Kattenberg's request for data about contortionists, and, as I have made a hobby of collecting articles and pictures, I'd gladly loan him whatever I have. I have an article about Eva Bartholdi that was printed in London, Eng., in 1899, that would interest him. It contains 11 pictures of this performer in various back-bending poses. I'd like to know if this bender is living in America and how one could reach her.

Another Has Data on Some Old Benders

I have also collected act-reviews from *The Billboard* for the following acts: Birch and Edge, December 17, 1925; Six Harlequins, February 11, 1924; Great Johnson, May 21, 1925; Lime Trio, June 11, 1923; the Faynes, June 7, 1923; Amazon and Nile, August, 1924, and Tuck and Cinnis, February 12, 1925.

It seems to me that the little band of persons interested in contortionists could help this book along. I wonder if Kattenberg has contacted the following benders: Lou Edwards, Al Striker, Eary and Eary, Higgins and Cooper, James Dugger and Lloyd Senter. The Forum is always the first section to take my attention and I enjoy the letters about early circus history.

E. O. MYERS.

Geneva, O.
I noted in The Forum of February 16 that Charles F. Borkenhagen wrote that he had been born in Kenosha, Wis., on June 11, 1892, on circus day, and that he is trying to find out the name of the circus which played there on that day. My circus was in Kenosha in June, 1892, but I haven't the date. My records are in Youngstown, O., and I expect them here

Maybe Main's On Birthday of Borkenhagen?

WALTER L. MAIN.

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soon and perhaps can write further on the subject.

I remember the day very clearly: it was beautiful, and John Ringling, Doc Colvin and several other circus people visited us in Kenosha. They had lunch in our cookhouse, and John was so pleased that he hired my camp manager for his show for the following year. His name was Ernest Haley and he remained with Ringlings several seasons. No one has heard from Haley in many years and if he is among the living he should notify his friends.

My circus was parading in Youngstown, O., about 30 years ago at the time a baby was born in a home passed by the parade. The young man's name was Main, so they named him Walter L. He has visited me several times and is in every way okeh. WALTER L. MAIN.

Saranac Lake

By BETTY HUNTINGTON

Never let it be said that your Saranac correspondent fell down on a job—I've just returned from a short vacation, and to all my friends who have to follow suit I want to say that they will like the General Hospital. Everyone there is pleasant and the treatment and care are excellent. You'll enjoy your operations, particularly the anaesthetic, and especially so if Dr. Woodruff is the carver.

An unusual ceremony was performed in the library on the second floor last Sunday. Doris Connes was baptized by Father Birek, of the Episcopal Church. Official witnesses were Ruth Hatch, Marya Blake and John Louden. Others present were Johnny Johnson, Bob Parley, Rosalie Sussman and Peaches Le Blanc.

The Emergency Relief Bureau sent us another show, this time it was vaudeville, and it was certainly a big treat, with plenty of fun and laughs for all.

We're glad to hear that our friend Gerrie Blake, sister of "Spunky Hephurn" Blake, is being taken care of by the NVA Relief Fund. The poor kid broke her leg while doing her show in a New York night club. She is stopping at the Rex Hotel and would appreciate hearing from her friends.

Patients showing improvement and up for another meal are Jackie Roberts, Maurice Pearson, Ruth Hatch and Prisco Devere. Johnny Johnson has been put on exercise.

Hazel Gladstone is a brave lassie. She took her medicine at the General Hospital and is back recuperating at the Lodge once more.

The weekly Bible class meetings have been changed to Monday of each week, with the Rev. Lyon, of the Presbyterian Church, heading the group.

Bob Parley has a flair for drawing caricatures.

Ray Ketcham left this week for the General Hospital. We all wish him the best of luck.

Please write to those you know in Saranac Lake.

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Important Changes Affecting Income Tax

By J. S. SEIDMAN, C. P. A.

INCOME tax days (some would probably call it daze) are here again. Between now and March 15 our annual reckoning with Uncle Sam, our silent but formidable partner, is due. During the year the partnership contract came in for a "New Deal." It has been considerably changed in many important respects, primarily to plug former holes. Let us here glance at some of the high spots of the new scene. In doing so we'll try to go at it in simple layman fashion and leave for the experts the frills and fancies, exceptions and qualifications that are inevitable in a law applying to millions of people engaged in all walks of life.

It may be a cheerful little carful to indicate at the outset that the tax rates did not go up. The method of figuring the tax for individuals has been changed somewhat to simplify the process. But the tax bill if anything may be less this year than last because of a new credit allowed called the earned income credit. Here is the way it works: The net income that would otherwise be subject to tax is decreased by 10 per cent of the taxpayer's salary and wage earnings, the idea being to reduce the tax on income derived by the proverbial sweat of the brow. But—and there must always be "buts" in income taxes—the maximum amount that can be considered as earned income is \$14,000 regardless of what the actual amount is. That means the maximum credit is \$1,400. On the other hand, every individual is deemed to have an earned income of at least \$3,000, making the minimum credit \$300, except that if the net income from all sources is less than \$3,000, the credit is restricted to 10 per cent of the net income.

So much for individuals. As regards corporations, the tax rate continues at 13 1/2 per cent. However, there's this whole of a difference: In the past where one corporation owned 95 per cent or more of the stock of another the two could file a consolidated return. If one had a profit and the other a loss this meant taxing only the net amount. Now consolidated returns are "out." Each corporation must file its own report. Losses of one cannot be applied against income of another.

Capital Gains and Losses

Brand-new is the way capital gains and losses are to be treated. Under the old law there was for individuals the 12 1/2 per cent provision on property held for more than two years and a limitation on losses from securities held for less than two years. Now instead of the length of time property is owned controlling the rate of tax it governs the amount subject to tax. There is no more special 12 1/2 per cent classification. The regular normal tax and surtax apply in the same way to security profits as to salary, interest, rents, etc. But in the case of securities—and for that matter all other property as well—it is only where the securities were held for not more than one year that the full profit is taxable. Only 80 per cent of the profit is taxable if the securities were held for more than one year but not more than two years; 60 per cent if more than two years but not more than five; 40 per cent if more than five years but not more than 10, and 30 per cent if more than 10 years. Likewise with losses. Thus if a \$10,000 profit is made on securities owned for three years only \$8,000 (or 80 per cent) is taxable. If in the same year a loss of \$15,000 was sustained on securities held for 12 years only \$4,500 (or 30 per cent) could be deducted. All this applies to individuals. It is different with corporations. They figure the gain and loss at the full 100 per cent regardless of the time period involved.

Here's another "but," and a mighty important one: After figuring all the gains and losses from securities and other property in the manner just mentioned, if the net result is a loss, the loss is deductible only up to \$2,000. Any loss in excess of that amount passes out of the picture, so to speak. And note that the \$2,000 loss restriction applies to corporations as well as to individuals.

Family Transactions

There is still another "stop" sign on losses. No more can a man sell prop-

erty to his wife and take a tax loss. Nor is the wife the only one singled out. Any sales, directly or indirectly, to a member of the family precludes a loss deduction. By family is meant husband and wife, brothers and sisters, parents and children. Thus, if a man sold stock at a loss to his sister, or father, or child, etc., the loss could not be deducted regardless of its amount, and regardless of the period he held the stock.

The law goes ever further. It imposes the same limitation on sales to a corporation, 50 per cent of whose stock is owned by the taxpayer or the other members of his family, or both. Accordingly, if a father sold property at a loss to a corporation in which his daughter owned 25 per cent of the stock and his brother 25 per cent, the loss would not be deductible.

"Incorporated Pocketbook"

In order to curb what was regarded as a favorite tax pastime of incorporating a company and saving up profits thru it, free from tax to the individual, a new and stiff tax on personal holding corporations has been introduced. A personal holding company is one, 80 per cent of whose gross income is derived from dividends, interest, royalties, annuities and security profits. In addition, 50 per cent of its stock must be owned by not more than five individuals. For this purpose all members of a family are regarded as one individual representing one ownership.

Every corporation that answers this description is subject to a surtax of 30 per cent on the first \$100,000 of its undistributed income, and 40 per cent on the remainder. Because of the drastic tax liberal provisions for special deductions are made in determining the amount of income subject to this tax, including, among other things, reasonable amounts needed or set aside to take care of indebtedness incurred prior to 1934. The tax is eliminated entirely by paying out the remaining income as dividends during the year, in which

event, of course, the stockholders must report the dividends in their own returns.

Closely related to this tax is the surtax on all other corporations that improperly accumulate surplus instead of declaring dividends. In the old law, a 50 per cent surtax was imposed on the income of such corporations. Now the rates are reduced to 25 per cent of the income up to \$100,000, and 35 per cent on the remainder. Here again, dividends paid out during the year can be deducted in figuring the amount subject to the tax. This deduction was not provided under the previous law.

Publicity of Payments

The "Old Curiosity Shoppe" will probably have a picnic by reason of a new provision which throws open for the public gaze the amount of income reported, deductions taken and tax paid. The machinery behind the Open Sesame is this: Every taxpayer must file with his return a pink slip showing these particular items. If he doesn't, a \$5 fine is imposed and the Collector of Internal Revenue fills out the slip instead. This applies not only to individuals, but also to partnerships, trusts, corporations, etc. These pink slips will then be available for public examination and inspection at the Collectors' Offices for three years. The underlying thought is to bring to the Government's attention, thru the public, tax slackers.

Another type of publicity is likely to develop this year, but of far more private nature, being confined purely to husband and wife. In the past, when they filed a joint return, only one need sign the return so that the husband was able to keep his wife in darkness about his income, or vice versa. Now it is required that they both sign the return. As a result, some wives are going to learn things about their husbands' affairs that the husband perhaps preferred be left unknown, or the other way around. The difficulty can be overcome by having the wife or husband

execute a power of attorney on the form prescribed by the Government, in which event the one or the other can sign the return alone.

MINSTRELSY

(Continued from page 27)

Band? When Max (Sambo) Trout left his Lincoln sedan at the Nicolet Hotel, Chicago? When Sam Griffin was made Western president of the Minstrel Fans' Association? When Bardell and Otto did a juggling act at the Lyceum Theater, Columbus, O., with the Vogel Show?"

FRANK GILMORE, basso and interlocutor with a number of the larger minstrels in the past, info's that minstrelsy is unusually active in and around Syracuse, N. Y. He writes as follows: "B. X. Brown, b.-f. comedian and freak musical mentor, has been the recipient lately of numerous offers to direct and appear in benefits for lodges, churches and various other social organizations. He also has branched out into the costuming business in Syracuse. Two outstanding minstrel successes in the city recently have been the Legion Minstrels and the Mattydale Fire Company Minstrels, both of which ran four days.

WALTER AVERY, basso, associated with some of the leading quartets of a decade ago, is convalescing from a throat ailment at the University Hospital, Syracuse, N. Y.

COL. BILL BATES, agent, formerly associated with the John E. Van Arman enterprises, is back at the desk at the Seymour Hotel, Syracuse, N. Y.

CHARLES (SHAG) REILLY is confined at the University Hospital, Syracuse, N. Y., for a minor operation. "Shag" will be pleased to hear from his minstrel and circus friends.

BURNS M. KATTERBERG is directing and producing the third annual minstrel show to be given by the Men's Club of the Holy Trinity English Lutheran Church, Minneapolis, February 28 and March 1.

"RUSTY" WILLIAMS, b.-f. comedian, recently caught the *Rhythms* on *Parade* unit at the Savannah Theater, Savannah, Ga., and renewed old acquaintances with his old friend Billy Doss. "Rusty" says Billy is still putting 'em over as usual.

NAT HILT, who recently stepped from hotel managing into the role of manager and m. e. at the Crystal Room of the Hotel Gladstone, Casper, Wyo., inquires of his old minstrel friends and winds up with: "Where is Billy Baird nowadays?"

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

Absence of our weekly notes in *The Billboard* and the prolonged silence of your secretary has been for reasons of extended illness and subsequent recuperating from same. At this writing we are most hopeful that we shall be able to continue most effectively with our labors thruout the future and that our weekly notes will again appear with regularity in these columns.

To all members and friends who have written in during this period the secretary extends apologies for the unavoidable and regrettable delayed responses to your letters. You will please realize that much mail has accumulated in the meantime. Therefore it will be almost an impossibility to answer all at once. We trust that you will be patient and permit us to make replies as promptly as possible. Every letter will be taken care of as speedily as possible.

Merle Evans, veteran minstrel bandmaster, is with us in Cleveland this week and expects to go on to Columbus following the two-week showing of the Grotto Circus here. Merle will swap yarns with many of his former minstrel friends when he plays Columbus with the winter circus early in March.

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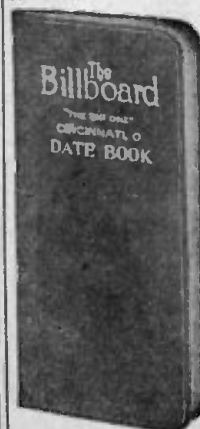
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BARROIS—Well-known French circus acrobat, in Paris recently.

BLYSTONE—Frances, daughter of E. L. Blystone, known as Bly the Rice Writer, now with International Congress of Oddities, February 17 at Greensburg, Pa. Survived by her father, mother, brother and sister. Blystone flew home from Wichita, Kan., in time for the funeral.

BONNE—William (Bill), 30, for last 12 years billposter at the Bonne Advertising Service, Davenport, Ia. In that city February 18 after an operation for ulcers.

BUSHWAY—Ora, 52, organist, February 8 at San Diego, Calif., of heart disease.

CHEVALIER—Emile, 71, well-known French stage manager and former comedian, who for the last 15 years had been in charge of the stage of the Casino Sporting at Cannes, France, at Cannes early in February.

COLT—Mrs. Samuel Pomeroy, 76, widow of Colonel Colt, former president of the United States Rubber Company and mother of Russell Griswold Colt, divorced husband of Ethel Barrymore, in Newport, R. I., February 19. Surviving, besides Russell Colt, are another son, Roswell, and three grandchildren, Ethel Barrymore Colt, Samuel Barrymore Colt and John Drew Colt.

COOPER—Edwin Irwin, 46, motion picture sound engineer, February 17 at Eagle Rock, Calif., after a lingering illness. Funeral services and burial February 20 at Forest Lawn Cemetery, Glendale, Calif. His widow, daughter and son survive.

CORCORAN—Frank P., 57, paperman, at Lafayette, La. Survived by his widow and daughter, of Port Arthur, Tex., and a brother, James, of New York.

DE FOREST—Marion, journalist, playwright and critic, in Buffalo, N. Y., February 17. She was best known for her dramatization of *Little Women*, and formerly conducted a critical column in Buffalo. With Jessie Bonstelle she wrote *Little Women Letters From the House of Alcott*. She was a personal friend of many stage stars. Members of the Zonta Club, Rochester, N. Y., attended the funeral.

DEMONTREVILLE—Gene, 60, concession manager and superintendent of Mid-South Fairgrounds amusement park in Memphis, Tenn., February 18, as he ran to investigate a fire near one of the buildings. A former major league baseball player, he went to Memphis in 1908 and assumed charge of concessions in the fairgrounds. Survived by his widow and a son, Walter. Remains were taken to Washington, his former home, for burial.

DOTY—Douglas Z., motion picture writer and former editor of *Century* and *Cosmopolitan*, at Los Angeles February 20 following a heart attack. He collaborated with Donald Ogden Stewart and H. D'Abbadie d'Arrast in writing

Zelda Sears

Zelda Sears, 62, actress, playwright and scenarist, died at her home in Hollywood February 19, following a lengthy illness.

She received her start in the theater with a minor part in "Sowing the Wind" in New York for A. L. Erlanger. Later she returned to Chicago, where she began her career as a newspaper-woman, and was given her first real part in a melodrama playing the old Manhattan Theater.

Miss Sears later appeared in many plays throughout the country and finally entered the playwrighting end of the business. In recent years she had been writing scenarios for various Hollywood motion picture films.

The plays in which she appeared include "Women and Wine," "Girls," "The Blue Mouse," "Love Among the Lions," "The Girl He Couldn't Leave Behind Him," "Keeping Up Appearances," "The New Egg," "Standing Pat," "The Truth," "The Show Shop," "The Scarlet Woman" and "Underrow."

Among the shows she wrote were "Lady Billy," "Cornered," "The Clinging Vine," "The Magic Ring," "The Heart of a Child," "Lollipop," "A Lucky Break," "Underrow" and "The Scarlet Woman."

She was the writer of the motion pictures "Corporal Kate," "A Wicked Woman" and other recent films, and appeared in the following pictures: "The Bishop Murder Case," "Sadie McKee," "The Divorcee" and "A Wicked Woman."

Surviving are her husband, Louis Wiswell, and a sister, Marie Paldi.

THE FINAL CURTAIN

the screen play *Laughter*, which the Motion Picture Academy of Arts and Sciences selected as the best picture in 1931.

ENOCH—Thomas J., 75, for 50 years on vaudeville circuits and in circuses as Tom Leo, February 16 at his home in Indianapolis after an illness of six months. He and three brothers worked in a horizontal bar act. He was a charter member of the Elks' Lodge in Seattle, Wash. Three brothers, all of Indianapolis, survive.

FABRE—Madeleine, member of the Comedie Francaise Company, in Paris February 11.

FLEMING—Jessie Clifton, February 19 at the Good Samaritan Hospital, Cincinnati, and interment was in Spring Grove Cemetery, that city, February 21. She was born in England and was the daughter of Harry and Elizabeth Clifton, English sketch artists. She was a song and dance artist and had been in show business practically all her life with circuses and in vaudeville. She joined Charles Lee's Great London Wagon Show in 1888 and was with that organization for several years. She also was with the Forepaugh-Sells Show for years, appearing in the concert; with Gollmar Bros.; with the Ringling Bros' Circus in charge of bally wardrobe for several years. Survivors are her husband, James (Jim) Fleming, who is well known in the circus world, having been with various shows; two sons and three daughters by a former marriage, and one sister, Julia Clifton. The oldest daughter, Vic Clifton Spahr, is appearing with circuses and in vaudeville.

FUEHRER—Benl, foreign film actor and ski runner, was killed by an avalanche which surprised a party of Swiss film and society people while making a picture in the mountains near Pontresina, Switzerland, February 19.

GASKILL—Will, son of the late Frank Gaskill, pioneer, carnival owner, at Riverside Hospital, Riverside, Calif., February 18. Early in his life he was connected with his father's amusement interests and of late years operated a cigar and newsstand at Minneapolis, to which city his remains were shipped for burial. Survived by his widow a nine-year-old son and his mother, Mary L. Gaskill, who resides in St. Louis.

GOOBS—George H., 42, chairman of the Cheyenne Frontier Days committee, February 21 at Cheyenne, Wyo., after a few days' illness of scarlet fever. Funeral services and burial at Cheyenne February 22.

GORMAN—William, 60, veteran advance man, in Miami February 16. He had been with Sam H. Harris for the last five years and was road manager for *O' Thee I Sing* when it toured the Coast. His first important road assignment was a tour for George O. Tyler, then general manager for Libel & Company. Gorman later went to Klaw & Erlanger, remaining with them for 15 years. During that time he was chiefly with a road show of *Ben-Hur*. Later he was with Irving Berlin's *Music Box Revue*. He also advanced the Marx Brothers in *Cocanuts* and *Animal Crackers*. He was a member of the Lambs and Theatrical Press Representatives' Association. A brother, Charles Gorman, banker, in Mansfield, O., survives.

HAMILTON—Dr. Clarence Grant, professor emeritus of music at Wellesley College, February 13, at his home in Wellesley Hills, Mass. He was associated with the music department of the college since 1904, when he became an associate professor. In 1918 he became professor of the department, serving in that capacity until he retired in 1933. He wrote various books on music and composed many piano selections, part scores and anthems. His widow and son survive.

HARRIS—Mary Ann, infant daughter of Mr. and Mrs. Joe Harris, January 26 after a brief illness.

HARTLEY—Mrs. Emily Wakeman, 62, former actress and owner of the Stamford Theater, Stamford, Conn., in New York February 20.

HENDERSON—Charlotte Jeavons, wife of Ed T. Henderson, who made his theatrical debut with Gus Sun's Rising Minstrels 40 years ago, February 15 at Wheeling, W. Va. The Hendersons trouped for many years with their chil-

dren as the Four Flying Hendersons. Survived by her husband and son, Walter. Interment February 18.

HERRON—Samuel Hemming, 73, owner of the old Bijou Theater, New Philadelphia, O., from 1911 to 1929, at the home of a daughter in Delroy, O., February 21 following a lengthy illness. Herron was a pioneer in the theater business in Eastern Ohio and for many years was a leading exhibitor in that territory. Two daughters and a son survive. Burial in New Philadelphia.

KELLY—James, 74, in Bellevue Hospital, New York, recently. He started in show business as advertising manager for Tony Pastor's Theater on 14th street, New York. Later he became a billposter on the Barnum & Bailey advance car and remained there for more than 15 years. He left the circus to engage in the junk business in Newark, N. J., and later became superintendent of the Old Men's Home in that city. Of late years he has been in charge of the Antique Room at the Salvation Army Transient Rooms, New York. He was buried thru the efforts of Ensign R. E. Baggs at Freeport, L. I. He had no known living relatives.

KINGSLEY—Pierce, 73, veteran stage actor, in New York recently.

KOCH—Charles A., 49, manager of the Municipal Auditorium, New Orleans, since its opening several years ago, suddenly February 20 of heart disease.

KOERNER—Anton F., 80, founder of the Norfolk (Va.) Conservatory of Music and former instructor in music at the Norfolk College there, February 16 at Miami, following a lingering illness. Survived by two sons and a daughter.

KOHN—Morris, 71, pioneer motion picture producer, in Nanuet, N. Y., February 20.

KRONE—Mrs. Margaret, mother of Olga and Hal C. Worth, well known in dramatic stock circles, in Chicago February 14. Deceased was a native of Germany and for years was associated with various German stock companies in this country. Her daughter formerly operated her own stock company, while her son, after a number of years on the stage, was associated with pageantry at fairs and expositions. Burial was made in Wildwood Cemetery, Sheboygan, Wis. Her son and daughter survive.

IN LOVING MEMORY OF
NIGEL (Speck) LOWRANCE
Who was accidentally killed February 28, 1934.
MRS. SPECK LOWRANCE AND MR. AND MRS. HARLEY SADLER.

LEROU—Mme. Emile, 79, former member of the Comedie Francaise Company, at her home in Valence d'Agen, France, February 10.

ROCHE—Arthur Somers, 51, noted novelist and author, in Palm Beach, Fla., February 17, after an illness of two weeks. He began writing fiction in 1903, and in later years became an outstanding author, writing 23 books, several plays and many short stories. His specialty was mystery stories. Some of his novels were transcribed into pictures. His plays included *The Crooks' Convention* and *The Scrap of Paper*, of which he was co-author. His first wife was Ethel Kirby Rowell, of New York, who died in 1915. His second wife, Ethel Pettart, of Stuttgart, Ark., and two sons survive.

ROGERS—Lily, 73, musician, February 18 at her home in Athens, Ga.

ROONEY—W. P. (Pat), 78, old-time clown, February 10 in Schneck Memorial Hospital, Seymour, Ind., of cancer of the throat. He was on the road with many large circuses, and once managed the opera house in Seymour. Later he operated hotels at Hartford City and Crothersville, Ind. Funeral services in St. Ambrose Catholic Church, Seymour, and burial at Catholic Cemetery there.

SUMNERS—John, 57, of Evansville, Ind., suddenly at St. Louis recently. His brother, Wesley, is with the Big State Shows. His widow and two sons survive. Interment at Evansville.

TIMBERMAN—Betty Cohan, 34, former motion picture actress, at Council Bluffs, Ia., February 9. Miss Cohan ap-

peared in films for eight years and retired in 1920. Her husband, residing in Los Angeles, flew east for the funeral.

WHEATLEY—Jane, 56, legit actress for 33 years, at Memorial Hospital, New York, February 17. Miss Wheatley, whose family name was Simpson, made her debut at 18 in *The Christian*, with Viola Allen. Subsequently she played in *When We Were Twenty-One*. She then did leading roles with stock companies throughout the country, returning to New York for the role of Nora in *The Wife Decides* at Wabers' Theater in 1911. She later played opposite William Faversham in *On Trial* for a year, and later in *Fighting Sister*, *The Barton Mystery*, *The Wayfarer* and *Voltaire*. In 1924 she appeared in *The Second Mrs. Tanqueray*, and in 1925 played in *Arms and the Man* for the Theater Guild. Her last two roles were in *The Warrior's Husband* and *Dangerous Corner*. Her husband, Galway Herbert, of England, and two brothers survive.

YOUNG—Allie, 69, Democratic national committeeman from Kentucky and State senator since 1923, in Louisville February 18. Before entering politics he owned a one-ring circus, which he toured thru Eastern Kentucky.

Correction

Thru an error in hospital records, the obituary of William P. Cullen, 65, Los Angeles road-show manager, was listed under *The Final Curtain* in the issue of February 2. Upon investigation we found that the William Cullen who passed away was not the William P. Cullen engaged in the theatrical business, hence this correction is being made.

The Dudley Digges whose death was listed here several weeks ago was a motion picture actor. However, he is not to be confused with the Dudley Digges employed by the Warner Brothers and recently placed under contract by Universal Pictures.

MARRIAGES

CHAPPELET-FAIRBANKS—Henry Chappellet and Mary Margaret Fairbanks, niece of Douglas Fairbanks, screen actor, February 14 at Hollywood.

FLETCHER-CHANDLER—Bramwell Fletcher, stage and screen actor, and Helen Chandler, screen player and former wife of Cyril Hume, playwright, in New York February 14.

GOLDSTONE-KLEIN—Naomi Klein, daughter of William Klein, attorney for the Shuberts, and Milton Goldstone, of Baltimore, February 16.

IRWIN-MACK—Charles O. Irwin, trustee in bankruptcy for the Fox West Coast Theaters, and Helen Mack, Paramount contract actress, in San Francisco February 13.

KILDISCHEFF-ALBERT—Mischale Kildischeff, writer with the Monte Carlo Ballet Russe known as Leonid Severny, and Helen Gloria Albert, music composer, February 13 at Yuma, Ariz.

LANG-HAWLEY—Boris Lang and Nancy Hawley in Southampton, L. I., February 17. Mr. Lang is a Russian concert pianist.

LANNING-PICKERING—Livingston Lanning, Milwaukee theater operator, and Trudy Pickering, ballet mistress of the Oriental Theater, Chicago, secretly in Waukegan, Ill., New Year's Day.

LEIGHTON-WILLIS—Isabel Leighton and Frederick Willis in Norwalk, Conn., February 18. Bride is a playwright and widely known as a writer on the staff of *Vogue*—Mr. Willis is the assistant to the president of the Columbia Broadcasting System.

LEVINE-BURKE—Shirley Burke, secretary to the board of managers of the Theater Guild, and Harry Levine, business man, in New York February 17.

MCDOWELL-JENSEN—Buddy McDowell, of the WLS Barn Dance Band, and Adele Jensen, the Lou of WLS's Winnie, Lou and Sally, at Norwich, N. Y., February 5.

ROSE-BARTON—Irving Rose, band leader, and Mrs. Georgie Beal Barton, Dallas society girl, in Dallas February 11.

SALVIN-TICHOER—Monte Salvin and Sophia Joyce Tichoer, lecturer, January 26 at Los Angeles.

STEINFELD-GORDON—Sidney Steinfeld, columnist, and Najde Gordon, actress and daughter of Vera Gordon, stage and screen star, February 14 at Greenwich, Conn.

COMING MARRIAGES

Dora Weingarten, of Miami, and Harry Rubin, of Michigan City, Ind., is to take place April 7 in Miami. Rubin is associated with his brother in the operation of the Lake and Uptown theaters in Michigan City.

Georgianna Lucas, stepdaughter of Clark Gable, screen star, to Dr. Thomas Walker Burke. No date set for wedding.

Evelyn Schloss, daughter of Mr. and Mrs. Leonard B. Schloss, of Washington, to Simon Elchbere, son of Mr. and Mrs. Gus Elchbere, also of the nation's capital. Wedding will take place in the summer.

Rita De La Porte, premiere danseuse of the Metropolitan Opera, New York, and Douglas Murphey, publicity director of the General American Life Insurance Company, will be married in June.

BIRTHS

Mr. and Mrs. Charles H. Crutchfield, a boy, Dale William, February 13 in Charlotte, N. C. Father is program director and announcer at WBT, Charlotte.

A daughter February 13 to Mr. and Mrs. Frank Adams at the Queen of Angels Hospital, Los Angeles. Father is employed at Paramount studios.

To Mr. and Mrs. Warren Newcombe a nine-pound daughter February 17 at the Santa Monica Hospital, Santa Monica, Calif. Father is employed with Metro-Goldwyn-Mayer studios.

A 6½-pound girl to Mr. and Mrs. Bill Miller in Pittsburgh February 16. Father is a saxophone player with the Paul Penland Orchestra.

To "Slim" and Rida O'Brien, of the Famous Dixie Shows, a nine-pound boy, Barry M., at Nicholson, Miss.

DIVORCES

Irene B. Shenberg against Alfred Shenberg, motion picture director, February 13 at Los Angeles.

Thelma Victoria Maud Colman, formerly (See **DIVORCES** on page 64)

Old-Time Showmen

By CHARLES BERNARD

Our review of James Robinson's 1869 tour in last number of Old-Time Showmen did not mention the published challenge in newspapers of Ohio, Michigan and Indiana by James Robinson to any other bareback rider to do the thrilling feats done by him daily in the performances of the Gardner & Kenyon Circus. He offered to wager large sums that his riding acts could not be duplicated by any other rider. It was the period of heated rivalry between him and Charles Fish whose remarkable equestrian ability had made him a recognized contender for the honor of being acclaimed "champion bareback rider of the world." It was therefore interesting news to the profession in March, 1869, when J. M. French's Oriental Circus and Egyptian Caravan announced the engagement of Charles Fish as its featured bareback equestrian.

French organized for the '69 season at Detroit. The 1868 season had been fairly profitable; liberal expenditure on equipment, animals and parade features, with a well-selected list of ring performers, put the French organization in the class of competitors for big business. In addition to Charles Fish, the roster included Lucille Watson, Ted Holloway, George M. Clark, R. Hannon, George Cutler and wife, the Bliss Family, F. H. Rooster as equestrian director, William D. Storey's Band, and as special street parade attractions, the Golden Chariot of Cleopatra drawn by 16 camels, with a native Arab in costume as driver; an open den containing six lions, with George W. Hale, their trainer, inside the den; elephants and dromedaries, with attendants in Oriental costumes, and the troupe of Arabs were prominently placed in the street display.

The season opened in Detroit on March 19 and played Michigan cities remainder of the month. Toledo, O., for May 1, followed by Newark, then three days in Cleveland, with Painesville and Dunkirk, N. Y., to complete the week; Buffalo two days, 8th and 10th. This itinerary was evidence that General Agent Andy Springer knew he could please the big cities with the French parade and performance. East thru New York, the May dates including Rochester, Auburn and Syracuse. Death from an overdose of laudanum took Dr. R. P.

Jones from the publicity staff of the French Circus at Buffalo. He was succeeded by W. H. Hough. Albany, N. Y., was a two-day stand, then Troy on June 21. The mammoth elephant Empress was imported on the order of Mr. French and was kept two weeks in Central Park Zoo awaiting the Sunday arrival of the show July 4 at Pittsfield, Mass., where Empress was added to the French manager's as a much-publicized feature.

The French itinerary continued east into Massachusetts. Pittsfield was the July 4 stand, and Springfield was played the 10th, and had reached Concord, N. H., for July 23. Vermont cities, including Montpelier, had French first week in August, with other cities in the State until the 19th, then back into Massachusetts for the cities in the Boston zone. While in Vermont Empress, when crossing a creek on a wooden bridge, broke thru the planks and was gotten out with difficulty. Later when crossing the long bridge of the Richelleu River at St. Johns Empress refused to go on the bridge until some of the heavy wagons, band, chariot and lion den went ahead to create confidence. Then after much coaxing a start was made by testing each plank with trunk and fore feet. Over two hours was spent in the cautious moves of Empress on that bridge. French was given public approval in the Massachusetts cities and covered the State thoroughly up to September 20 and 21 in New Bedford and Fall River, then in Providence, R. I., for two days.

From Rhode Island the show moved into Connecticut, playing Hartford on the South Green grounds on October 2. By October 12 French had reached Yonkers, N. Y. It was followed by one-day stands at Yorkville; Hoboken, N. J.; Hudson City, and two days in Newark, two days in Jersey City, and Williamsburg October 22 and 23, then into Brooklyn for week of the 25th. The newspaper advertising for the Brooklyn engagement stressed the size of Empress as the "monster 7½-ton elephant" and had an attractive cut of Empress in the display. Brooklyn and New York newspapers gave the show friendly comment, with special mention of Charles Fish and Lucille Watson as popular stars of the arena well known to circus patrons. The week in Brooklyn completed a season that gave French much valuable publicity.

CONTESTANT NOTES

(Continued from page 26)

Jackie Murphy, Billie Baldwin, Bubbles Everhart and Eleanor Jennings are doing.

CHARLIE NICOSI, contestant in the J. B. Steinel St. Joseph, Mo., show, wishes to thank Bing Bang Bixie for the card.

ALICE AND JIMMY LYNCH are dancing at the Maywood, Ill., show. They info that floor money has been good and the show in general has been very successful. They would like to hear from some of their friends.

JOE SOLAR and Det Miller are in Cincinnati and would like to see contributions to this column from Whitley Helm, Al Cook, Joe Rocio, Catherine Potter, Tillie Sweet and Duffy Tarantino.

JERRY STONE writes from Fort Worth, Tex., that he would like to know the whereabouts of Vera Hale.

LUEL DAVIS, of Paducah, Ky., would like to read notes from Tony Berganio and Irene Barton.

STAFF BRIEFS

(Continued from page 26)

any more, he reads *The Billboard* religiously each week to follow his pals' activities. He would like to receive letters, thru *The Billboard* Letter List, from Ted Brown, Johnny Harrigan, Johnny Morgan, Clyde Earl, Johnny Cahill, Tex Falk and Dick Stewart.

DENNY BECKNER, who became very ill at the close of the Athens, O., show, is in Olden, Tex., at present convalescing. Denny says that he feels a lot better now and wants to thank "those loyal kids who have been with me in spirit thru my illness."

MA BRANCH is doing a swell job as night nurse for Mickey Rosenberg at the Tampa show. Nora Branch is in the box office 12 hours daily.

EDDIE GILMARTIN and Mao Maurada

are on their toes at the St. Pete show. They recently put on a mock cellophane wedding that was a knockout.

J. G. KITCHENS, looking the picture of health, was a visitor at the Tampa show last week on his way to Sarasota to look over a new outfit.

GEORGIE GROW is a new emcee addition to the North Platte, Neb., show.

NEW BIZ

(Continued from page 9)

will be heard each Monday at 12:30 p.m. until March 18, when it will be expanded to Monday, Wednesday and Friday. Sponsored by Princess Pat, Inc. Agency is McJunkin Adv. Co. *Adventures of Robin Hood*, a series for children, was inaugurated over WBBM February 19 and will be heard Tuesdays and Thursdays, 5 to 5:15 p.m. Sponsored by Central Shore Co. Agency, Jim Daugherty, Inc.

Station WGN reports three commercials this week. They are:

Lew Katzman's Orchestra, a Mutual Broadcasting System commercial, which will originate at WOR, taking Monday, Wednesday and Friday for 15 weeks, beginning March 4, 8:30 to 8:45 p.m. Sponsored by Consolidated Cigar Corp. Agency, Aitkin-Kynett Co.

Don Carles and his Marimba Orchestra, an MBS commercial, sponsored by Pittsburgh Plate Glass Co., daily except Sunday, 10 to 10:15 a.m., for eight weeks, starting March 18. Also an electrical transcription sponsored by the same company on Saturday on WGN alone. Programs originate at WGN. Agency, N. W. Ayer & Son, Inc.

Morte Revue, with Mae Tinee, a local commercial, sponsored by Mandel Bros., Tuesday and Thursday each week for 82 weeks, effective February 5 from 6:45 to 7 p.m. No agency.

Station WLS reports the following contracts signed this week:

GOODRICH-GAMBLE CO., thru McCord Co., a series of 50-word announcements daily except Sunday, between 11:45 and 11:55 a.m., for one week, and a second series of 50-word announcements on Tuesday, Thursday and Saturday at the same time, etc.

MAX MEHL, thru Guenther-Bradford Co., a series of 10 quarter-hour programs at 11:15 a.m. on Thursdays.

BALL BROTHERS, a continuation order for four five-minute announcements on Tuesday and Thursday at 2:15 p.m. Applegate Agency.

NORTHWESTERN YEAST CO., thru Hays MacFarland & Co., a continuation order for quarter-hour programs at 12 noon Monday, Wednesday and Friday for 13 weeks.

STANDARD CHEMICAL MFG. CO., thru Buchanan-Thomas Adv. Co., a two-week series of one-minute announcements six days a week at 7:20 a.m.

Milwaukee

Minute Mysteries, by H. A. Ripley, will take the air over WTMJ, Milwaukee Journal station, beginning February 25, 7:15 to 7:30 p.m. Sponsored by Robert A. Johnson Co.

Talent Quest, an amateur talent program, is a new commercial, sponsored by the Sanders Clothing Co., heard over WTMJ every Sunday noon.

BANDS AND ORCHESTRAS

(Continued from page 11)

stead of Art Jarrett. The latter combo, with Eleanor Helm (back-stroke swimming champ and wife of Jarrett) handling the singing, relieve Agnew and company in a couple of weeks.

DOC SCHNEIDER's Texas Yodeling Cowboy Band has closed at WSB, Atlanta, to broadcast indefinitely over the Mexican stations XEPN-XELO and to play nightly at the beautiful Two X Gardens cabareta in Piedras Negras Coah. Mex.

PHIL SHERIDAN has been signed to play for the fourth consecutive summer at Natatorium Amusement Park, Spokane, Wash. The band is currently busy at the swanky Italian Gardens in the Davenport Hotel, Spokane.

JOHNNY ADAMS and his Royal Virginians are broadcasting over WHIO, Dayton, O., while playing at the Rendezvous Gardens. Bob Kress, blind pianist, is presenting the specialties.

AL ARTEAGA opens with his orchestra at the Hotel Jefferson, St. Louis, February 22.

MERWIN HOUK's COCOANUTS, after completing 207 consecutive weeks of

broadcasting over WSUN and WFLA and three years of continuous performance at the Palais Royal, St. Petersburg, Fla., ballroom, have decided it is time to make a change. The combo will move north this spring.

JOHNNY ARMAND and band have completed a series of one-nighters thru New York, New Jersey and Pennsylvania and at present are playing at the Woodrow Wilson Hotel, New Brunswick, N. J. The band includes Dick Anderson, Ray Gilbert, Joe Dillido, Fred Thome, Randy Milnes, Bill Steiner, Herb Fyfe, Earl Van Pelt, Ted Long and Red Gryth.

VAUDEVILLE NOTES

(Continued from page 16)

vaude. He appeared 52 years ago at the Keith, Boston. He's 67 and was of the teams of Fox and West and West and Vokes. Hasn't been doing much lately, but did a couple of picture jobs.

DOC ZINBAD is appearing in the floor show at the Governor Hotel, Harrisburg, Pa., after an engagement at the Venetian Gardens, Altoona.

SIM COLLINS, of the old Collins and Hart act, is now rehearsing a new act to be known as Collins and Hart Jrs.

GRINDELL AND ESTHER are playing a return engagement at the De Lucas Supper Club, Dundalk, Md.

HERB COOK and His Three Little Words, radio act from the Southwestern network, are with the Olsen and Johnson unit, current in the Midwest.

HERBERT SANBORN, former assistant at the Strand, Portland, Me., has been transferred to the Paramount, New York.

CHARLOTTE AREN and Johnny Broderick have been held over by Earl Carroll at the Palm Island Club, Miami Beach, Fla., for the balance of the winter season. Originally booked for two weeks only.

PAUL DUKE put the greasepaint on for his second Vitaphone short recently.

ART FRASIK, formerly conductor of the State-Lake Theater, Chicago, orchestra and recently Sally Rand's musical director, opened Saturday as ork leader of the Paradise Theater, Chicago.

FRANK CONNORS is breaking a solid year's engagement at the Fox Theater, Detroit, this week to go east to visit his family. His place is being taken temporarily by James Melton.

MACK AND LAVELLE, who opened a European tour December 18, booked thru Jack Daly, have had their tour extended indefinitely.

BUD IRWIN staged the amateur show at Fuy's, Philadelphia, this week. There were more than 800 applicants, and Bud had some time wedding them out.

MARK AND MARQUITA, who have been touring Europe since August, have swung over into Africa. Playing Algiers now.

GERTRUDE AVERY REVUE had to drop its own band when it played the York Theater, York, Pa., this week. Local musicians' union put in a local pit ork.

JOHNNY MULDOWNEY, now appearing on WMCA of the Pennington Fur program, is doubling into vaude with a new act. Priscilla Penn assisting.

BABY ROSE MARIE plays Trenton and New Brunswick for RKO this week, her third repeat inside of six months. She holds attendance records in those houses, too.

JIM TULLY, the writer, is coming east for vaude appearances.

THE DON COSSACKS Troupe under Serge Jaroff is now appearing successfully at the Fabregas Theater in Mexico City, where American acts share the bill.

FRANK BELMONT has cables informing him Blanche Collins and Jackie Smith, whom he booked, opened big at the Brixton Empress, London. Miss Collins is a mimic, formerly in *Strike Me Pink*, and Jackie is a kid dancer.

JAMES BARTON, in Hollywood on a picture contract, will pick up a few vaude dates before starting on his next film.

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No Ad Less Than 25c.
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ACTS, SONGS AND PARODIES

ACTS WRITTEN—PARODIES, BITS, CERLER.
Author, 909 East 178th, Bronx.

EVERY LOVER OF MUSIC SHOULD HAVE A
copy of "Someone Is Crying Over You."
Piano copies, 25c; orchestration, 40c post-
paid. Published by LYMAN S. H. ERICK,
Norway, Me. mh9

LATEST RADIO AND VAUDE MONODRAMA
hit, "Neath the City Lights." 25 char-
acter impersonations with music, \$1 cash with
rights. WALTER BROWN LEONARD, Cicns
Falls, N. Y.

PLAY OR TALKING PICTURES—ORIGINAL
Biblical History. Copyrighted. A. ZACK,
95 Church Ave., Brooklyn, N. Y.

MUSIC ARRANGED—JEAN STOR, BOX 11,
Station N, New York. mh9

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AGENTS—PENNY EACH. POPULAR SIZES.
Guaranteed Window Sign letters. Enormous
Profits. Easily applied. Free samples. ATLAS
SIGN WORKS, 7941-L Halsted, Chicago. mh6x

AGENTS, MAILERS, SEND STAMP—MONEY-
making opportunities. Impert circulars.
HEATH, 605 Commerce, Dallas, Tex.

AGENTS—BUY EVERYTHING FROM GER-
many. Large German magazine published in
English listing manufacturers, 50c.
GAZETTER, 603 Commerce, Dallas, Tex.

AGENTS, DISTRIBUTORS—STOPS-A-COLD,
wonderful handkerchief inhalant, hits the
spot instantly. Dozen prepaid \$1; sample
15c. REPUBLIC, 617 Montgomery, San Fran-
cisco.

ATTENTION! LATEST READY TIED NECK-
wear. Sensational; can't wrinkle. Fast 50c
seller. \$2.75 dozen prepaid; sample 35c.
NECKWEAR MANUFACTURERS, 146 North
52d St., Philadelphia, Pa.

BIG MONEY APPLYING GOLD INITIALS ON
automobiles. Best thing today; no ex-
perience needed; free samples. RALCO, 1084
Washington, Boston, Mass. tfinx

CARD TRICKS—FAST SELLERS, \$1.10 GROSS.
Svengali Ace, unique changing card, mathem-
atical mystery; faked cards, disappearing
kings, aights into deuces. 4 samples 10c; 12
different, 25c. NUTRIX, 77 W. 47th St., New
York.

CARTOONS, PHOTOS—CATALOG, SAMPLES,
25c. EUGENICS, Box 290-A, New Haven,
Conn.

CASH INCOME DAILY RESILVERING MIR-
rors. Replating Metalware. Making Glass
Signs. Portable outfit. SPRINKLE, Plater,
500, Marion, Ind. mh30x

CIRCULATION MEN (GOOD PRODUCERS)
wanted to get circulation for two old, well-
established trade papers. Territory East of the
Mississippi River. IMPLEMENT & TRACTOR
TRADE JOURNAL, 601 Graphic Arts Bldg.,
Kansas City, Mo. x

COSTS 1c—SELLS 25c. MAKE NON-EXPLO-
sive Cleaner from Benzene Crystals, 1c gal-
lon. WESTERN RESERVE LABORATORIES,
6622 Denison Ave., Cleveland, O. tfinx

DEMONSTRATORS—NEW ITEM RUG GUIDES,
also Darners, Hemstitchers, Embroidery
Guides, Threaders. Samples, 15c. COLBERT,
Box 494, Santa Monica, Calif.

FREE LITERATURE DESCRIBING MANY
money-making plans. H. BELFORD, 4042
N. Keeler, Chicago. mh9

GOOD INCOME SILVERING MIRRORS—PLAT-
ing and Refinishing Lamps, Reflectors,
Autos, Bells, Chandelliers in new method.
Outfit furnished. Write GUNMETAL CO.,
Ave. G, Decatur, Ill. tfinx

LARGE PURE SILK POCKET HANKER-
chiefs, assorted patterns. Fast sellers,
\$1.50 dozen sample 25c. HANCOCK COM-
PANY, 146 N. 52d, Philadelphia, Pa.

MAKE MORE MONEY—TAKING ORDERS
Shirts, Ties, Underwear, Dresses, Hosiery,
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Lincoln Ave., Chicago. ap27x

NEW CLEANER—WASHES CLOTHES, EVERY-
thing quickly. Premium deals. Sample
free. BESSCO, 5007-R Irving Park, Chicago. x

NO PEDDLING—FREE BOOKLET DESCRIBES
87 money-making opportunities for starting
own business, home office. No outfit.
ELITE, 214 Grand St., New York. mh30x

SELL MEN'S NECKWEAR—WONDERFUL
proposition. ASTOR-A, 39 East 28th, New
York. mh30x

OPPORTUNITY—SELL SALES CARDS TO
stores. Costs 1c; sells 10c. Send 10c for
8 different samples. LITWIN, 621 Broad-
way, New York.

RAZOR BLADES, NOVELTIES, NOTIONS,
Sundries. Rock-bottom prices. Free illus-
trated catalog. ROYAL SALES CO., 430
Broadway, Chelsea, Mass. mh16

RESURRECTION PLANT—UNIQUE NOVELTY;
miracle of nature. Costs below 2c; sells for
25c. Write C. E. LOCKE, 7 Rio St., Mexlia,
New Mexico. mh6x

SELL NEW AND USED CLOTHING—100%-
300% profit. Satisfaction guaranteed: ex-
perience unnecessary; we start you; catalogue
free. LIQUIDATION MERCHANDISE CO.,
AB-550 E. 43d, Chicago. mh23x

SELZERS FOR THE MORNING AFTER—
Write for sample card and prices. MODERN
LABORATORIES, Dept. A, 3001 E. Lake,
Minneapolis, Minn. mh16x

100 PROFITABLE MAIL ORDER AND LOCAL
Business Ideas. Free literature. PRUITT
PRESS, Elburn, Ill. mh2x

\$1,000,000.00 ALMSGIVING. \$5,000.00
Awards, Representatives Wanted. ABBEY,
South Whitley, Ind. mh2x

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MARTIN LOCKE, New Braunfels, Tex. mh2

ANIMALS, BIRDS, SNAKES—EVERYTHING
for shows. SNAKE KING, Brownsville, Tex.
my4

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SPIDER MONKEYS, \$20.00; DONKEYS, \$18.00;
Honey Bears, \$35.00; Snookum Bears,
\$11.00; Ringtail Cats, \$9.00; Armadillos, \$2.00;
Ocelots, \$25.00; Badgers, \$7.00; Raccoons,
\$7.00; Kinkajous, \$25.00; Wild Cats, \$8.00;
Boas, \$5.00; Chinese Dragons, \$5.00; Yellow
Head Parrots, \$10.00. NATIONAL PRODUCTS
CO., Laredo, Tex.

WILL SELL BLACK BRITISH WRESTLING
Bear, with 8-10 Banner. Chain broke and
gentle, healthy, 4 years old, in good heavy
gate. \$75.00 cash F. O. B. Guarantee delivery
and in perfect condition. Female bear, has
never been bred. W. E. WEST, General
Delivery, Ada, Okla. mh9

WILL SELL BLACK BRITISH WRESTLING
Bear, with 8-10 Banner. Chain broke and
gentle, healthy, 4 years old, in good heavy
gate. \$75.00 cash F. O. B. Guarantee delivery
and in perfect condition. Female bear, has
never been bred. W. E. WEST, General
Delivery, Ada, Okla. mh9

BUSINESS OPPORTUNITIES

ADVERTISE—24 WORDS, \$4.40, MAGAZINE
combine. GODDALL ADV. CO., Box 1592-C,
San Francisco. mh16

ADVERTISE—35 WORDS 20 NATIONAL
magazines three times, \$1.00. 25 word ad
on 5,000 circulars, printed, mailed, \$1.00.
HEATH'S, 605 Commerce, Dallas, Tex.

ARTIFICIAL GOLD—25c BRINGS FORMULA.
GULFO, Box 422, Gadsden, Ala.

DIME BRINGS 52-PAGE SPARE-TIME OPPOR-
tunities magazine, 3 months. WARO B.
SMITH, Fergus Falls, Minn. x

FREE LITERATURE DESCRIBING BOOK "120
Ways to Make Money." Write BOOMER,
828 Pine St., Portsmouth, Va. mh16

FREE LITERATURE, FORMULAS, PLANS—
MASON SALES, 1927 Mason, Toledo, O.

MEDICINE MEN—THE TATE-LAX LINE IS
the fastest selling line in America and we
offer to pay part transportation charges out-
side of Texas. A dependable repeater. TATE-
LAX MEDICINE CO., Waco, Tex. mh2

SELL BY MAIL BOOKS, NOVELTIEST, BAR-
gains! Big Profits! Particulars Free! F.
ELFCO, 525 South Dearborn, Chicago. tfinx

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CARICATURE OR SERIOUS DRAWING OF
yourself. Send clear photo and \$1.00; all
work guaranteed. DICK REED, Cartoonist,
Houtzdale, Pa.

ENTERTAIN WITH TRICK CHALK STUNTS
and Rag Pictures. Catalog free. BALDA
ART SERVICE, Oshkosh, Wis. mh23

SEE YOURSELF IN CARTOON—SEND CLEAR
Photo and give "hobby." Satisfaction guar-
anteed. \$1.00. STACK ART SERVICE, Box
425, Birmingham, Ala.

COSTUMES—WARDROBES

BAND COATS, REGULATION, \$2.50; MESS
Jackets, \$2.00; Red Blazer Coats, \$2.50.
Semiway, Trunks, Costumes. WALLACE, 2416
N. Halsted, Chicago.

COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines
accepted for publication in this column.
No machine may be advertised as used of
second-hand in The Billboard until a min-
imum period of 90 days after date of first
shipment on order has expired.

A-1 CONDITION, LIKE NEW—SIGNAL, JR.,
\$20.00; Signal, Sr., \$25.00; Major League,
Sr., \$20.00; Major League, Sr., \$25.00; Drop
Kick, \$21.50; Live Power, \$22.50; Auto-
banks, \$40.00. 1/3 deposit with orders, bal-
ance C. O. R. OX NOVELTY CO., 2264
Bedford Avenue, Brooklyn, N. Y. tfinx

A-1 BARAINS RECONDITIONED—DROP
Kick, \$23.00; Champion, \$49.50; Fleet,
\$14.50; Auto Bank, \$47.50; Jr. Contact "44",
\$20.00; Auto Count, \$35.00; Golden Gate,
\$18.00; Rocket, \$39.50; Signal, Jr., \$22.00;
Criss Cross, \$25.00; Flying Trapeze Jr., \$25.00;
Silver Cup, \$6.00; Pontiac, \$6.00; Electro,
\$18.50; Signal, Sr., \$27.50; Jig Saw, \$5.00.
NATIONAL COIN MACHINE EXCHANGE,
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A-1 BARAINS—WORLD'S SERIES, \$5.95;
Jig Saws, \$4.95; Airways, \$7.50; Official
Sweepstakes (Ball Gum), \$6.00; Spark Plugs,
\$20.00; Grand National Automatic Payoff Race
Horse, \$30.00; Streamline, \$9.25; Fleet,
\$12.95; Whirlwinds, \$5.95; Sweet Sally, \$5.95;
Relays, \$2.95. M. T. DANIELS, 1027 Uni-
versity, Wichita, Kan.

ALL GOOD AS NEW—BLUE STREAK, \$12.50;
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Final, \$1.95; Chicago Club House, \$6.95; 21-
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Pass Seniors De Luxe, \$25.00; Relay Juniors,
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Beauty Junior, \$10.00; Merry-Go-Round,
\$10.00; Electros, \$12.50; Lightnings, \$12.50;
Fleet Juniors, \$12.50; Big Bartha Juniors,
\$12.50; Register, \$12.50; New Naturals,
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Golden Gate, \$15.00; Shooting Star, \$15.00;
Spark Plugs, latest models, \$15.00; Crusaders,
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One-third deposit must accompany all orders,
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GOLDEN GATES, \$11.00; DROP KICKS, \$22.00;
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BARGAINS—SPORTSMEN, \$35.00; CHAM-
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Each. AUTOMATIC SALES CO., 191 Sec-
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Walling Twin Jack Pot, Pace Double Jack
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Mills Single Jack Pot, Front Vendors, 5c Play,
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Vendors, 5c or 25c Play, \$16.50; Mills Bell
Boys, \$7.50; Rock-Ola Official Sweepstakes,
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DEWEY'S PENNSYLVANIANS available - This band has been well known for years; has played such spots as The Maryland in Rochester, broad-casting over WILLAM. The Play of Naples Hotel and many other prominent locations. We have a girl singer that is really extraordinary, one of the best P. A. systems, twelve men, smart uniforms. This is a good band worthy of your consideration. Our price is reasonable. What have you to offer? TOM DEWEY, 14 Foote Avenue, Pittsfield, Mass. mh18

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4-PIECE ORCHESTRA desires talent, ballroom or night club engagements. LATES GOODWIN, 3021 Prairie Ave., Chicago, Ill.

SIX-PIECE ORCHESTRA for location only. Prefer East, Illinois or Ohio. Soft, sweet, smooth arrangements that make us sound like a big band. Feature vocalists, vocal trio. If your job won't stand localities, don't write. Prefer you come and hear the band. Compensated men, girl vocalist, available to succeed. BOX O-328, Billboard, Cincinnati. mh2

11-PIECE ORCHESTRA desires engagements in Dayton, O., and nearby cities. Large following, amplifying system, novelties, special arrangements, best references. DIRECTOR, 1508 Hudson Ave., Dayton, O.

AT LIBERTY BILLPOSTERS

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EXPERIENCED PIANIST - Good, fake, trade-house. Want show, night club, beer garden or orchestra engagements. Have other useful people. Consider any proposition. State salary and full details in first letter. TED ANHLEY, Apt. 8, 122 W. 143d St., New York City. mh9

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LEADS, CHARACTERS, HEAVIES - Age 24; 5 ft. 11 in. Experienced actor. Play anything cast for. Join immediately anywhere. EDWARD HILWAY, 1178 44th St., Brooklyn, N. Y.

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VALET—EXPERIENCED serving show people. Age 25, European appearance. Well versed in types of service. NICHOLAS KHOURI, 367 Henry St. Brooklyn, N. Y. mh16

YOUNG MAN, educated, good personality, conversation and novelty sales experience, wants connection with some operator. Have new idea worth plenty. BOX 43, Mount Carmel, Ill. mh16

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MODERN DRUMMER—Name experience, read, play shows. Pearl Drums, Harpophony. Age 25, single. All answered. HAROLD WASSON, Clinton, Illinois. mh16

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CLARINETIST FOR BAND OR ORCHESTRA—Use Bb and A instruments. Address H. C. BOGUE, 121 First St., Fulton, N. Y. mh16

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EXPERT, REPUTED INSTRUCTOR-DIRECTOR will organize opera, orchestra or other ensemble for responsible public or private enterprise. LOMBARD, 2411 N. Ridgeway, Chicago. mh2

VAUDE-PRESENTATIONS

Adams & Odzak (Grotto Circus) Cleveland. Allen & Kent (Marbro) Chicago. Acatoles Affairs of 1935 (Pal.) Cleveland. Andrews, Grace (Loew) Jersey City, N. J. Arleys, Four and One-Half (Orph.) Los Angeles 5-12. Ash, Paul (Ambassador) St. Louis. Aize, Roscoe (Albee) Brooklyn.

Bacon, Path (Oriental) Chicago. Balabazon Five (Plymouth) Worcester, Mass. Baito & Mann (Albee) Brooklyn. Beasley, Irene (Memorial) Boston. Beebe, Bruce & Betty (Pal.) Minneapolis. Bell's Hawaiian Revue (Manning) Middleboro, Ky. 27-28; (Keith) Huntington, W. Va. March 2-3; (Westland) Portsmouth, O. 5-9. Bennett, Owen Vanities 1935 (Seville) Owensboro, Ky. (Ben All) Lexington 3-9. Berle, Milton (Capitol) New York. Bernie, Al (Fox) Philadelphia. Blackstone (Boston) Boston. Bowers, Steve (Pal.) Chicago. Bovey Music Hall Pollies (RKO Albee) Providence.

Broadway Jamboree (Globe) Bridgeport, Conn. Burke, Johnny (Academy of Music) New York. Busse, Henry, & Band (Marbro) Chicago.

Calvin, Al & Marguerite (Gayety) Minneapolis. Capitol Ballet (Valencia) Jamaica, N. Y. Capitol Singing Ensemble (Valencia) Jamaica, N. Y. Cassman, Ferd. Girls (Lyric) Indianapolis. Carlson, Violet & Co. (Fox) Kansas City. Casino De Paree (Capitol) New York. Cass, Mack, Owen & Topsy (Memorial) Boston. Chase, Chas (Oriental) Chicago. Chase, Three (Pal.) Minneapolis. Ching Ling Foo Jr. (State) Newark, N. J. Christie, Joe (Oriental) Chicago. Clark's, Harry, Rhapsody in Rhythm (Wilma) Missouri, Mont. 26 (Grand) Wallace, Ida, March 1; (Liberty) Kellogg 2; (Kensworthy) Moscow 4; (Liberty) Lewiston 5. Cobb's, Gene, Rambles in Rhythm (Texan) Greenville, Tex. 27-28; (Arcadia) Temple March 1-3; (Jefferson) Beaumont 3-5. Continental Beauties (Gay) Providence. Cook, Ralph (Oriental) Chicago. Costello, Don, Revue (Paradise) New York. Gaby & Smith (Fay's) Providence.

DeLisle, Doris (Valencia) Jamaica, N. Y. Daze, Danny, Dancers (State) New York. Deering, Rosemary (Valencia) Jamaica, N. Y. Denison, Helene & Co. (Fox) Philadelphia. DeRose (Met.) Brooklyn. Donahue, Red (Riverside) Milwaukee. Dorothy & King Bros. (Oriental) Chicago. Durante, Jimmy (Century) Baltimore. Du Puy, Grace & Co. (Academy of Music) New York.

Daniels, Doris (Valencia) Jamaica, N. Y. Daze, Danny, Dancers (State) New York. Deering, Rosemary (Valencia) Jamaica, N. Y. Denison, Helene & Co. (Fox) Philadelphia. DeRose (Met.) Brooklyn. Donahue, Red (Riverside) Milwaukee. Dorothy & King Bros. (Oriental) Chicago. Durante, Jimmy (Century) Baltimore. Du Puy, Grace & Co. (Academy of Music) New York.

Egnos, Rue, Trio: Milwaukee. Estelle & Harvey (Pal.) Minneapolis.

FAST ALTO SAX AND CLARINET—GOOD tone, plenty take off, know harmony, have car. MILT AMBERSON, Hobbs, N. M. mh9

GIRL SAX, ALTO OR TENOR, DOUBLING Flute; union. BOX 566, care Billboard, New York. mh9

SAX TEAM—TENOR AND ALTO, DOUBLE Violins and Clarinets. Teamed up two years. Thoroughly experienced pit, stage or dance. Want steady, reliable work. Age 27-28; live go anywhere; union. SACKETT AND CREST, Care General Delivery, Laredo, Tex. mh9

TROMBONE DOUBLES VIOLIN, HIGH RANGE, beautiful tone. Troupe style. Cut anything with any band, have everything, fine reputation and references. Plenty of experience. Address TROMBONIST, 813 S. 24th St., Marquette, Wis. mh9

TRUMPET—READ, TAKE OFF, RANGE, PLENTY experience, union, sober. Prefer location. Consider others. Write or wire, stating all. RAY YANCEY, 916 N. Marion St., Carbondale, Ill. mh9

WELL-KNOWN DANCE BAND LEADER—FOR fast dance band. Have unusual connections. BOX C-339, Billboard, Cincinnati. mh9

A-1 DRUMMER—Sing Baritone, reader, experienced dance and radio orchestra. JAMES LITTLE, 1315 4th St., S. W., Chicago, Ill. mh9

ALTO SAX—Double Clarinet, now working, desire change. Modern, concert, at slight, take-off. Play Sax and Clarinet same time. Character Hits in Floor Show, D. K., 6712 Deary, E. E., Pittsburgh. Phone, Highland 0768.

AT LIBERTY—Trumpet, Tone, range, take off. Excellent reader, union, name band experience. Address MUSICIAN, 106 Clinton Arms, Yakima, Wash. mh9

AT LIBERTY—Drummer doubling Chimes and Bells. Complete gold outfit; own car; union. State all. BILL GUNTER, 905 E. Ewing, South Bend, Ind. mh9

AT LIBERTY—String Trio for hotels, resorts or entertainers. Specialties, novelty entertainers, real music. BOX 305, Brookings, S. D. mh9

MODERN TRUMPET—Read, tone, phrase, take off. Age nineteen and single. Character hits in Floor Show; references Mr. Sadler. Experienced dance, radio, clubs. Prefer stage unit or night club, but all offers considered and answered. Wire to Rosenberg. JACK WALKER, care Show, Guy, Tex. mh9

PROFESSIONAL DRUMMER at Liberty—6 years' experience, good reader, do some tap dancing, can play bands. Modern outfit, will go anywhere, but prefer job in South. Write or wire RALPH CRADIT, Tarkio, Mo. mh16

RADIO AND DANCE ORCHESTRAS, Attention—Rhythm Piano and Trumpet, man and wife. Youthful appearance. Schooled and experienced musicians. Wife plays Violin, capable of leading; sings good, strong, deep Contralto. Trumpet has tone, range, endurance, arranges own solo choruses. Only reliable offers considered. Address MUSICIAN, 8616 N. 30th, Omaha, Neb. mh9

SOUZAPHONE—Band and orchestra. Open for tent show. Plenty experience in advance, well or take tickets. Concession. Write references. Sober, reliable and always on the job. MOROSCO, 1211 21st St., Wichita Falls, Tex. mh16

STRINO BASS, union, plays at Piano Accordion, Singus Bass, wants connection that pays off. Young, steady, will go anywhere. MUSICIAN, 3428 D St., Philadelphia, Pa. mh16

TRUMPET—Read, hot and sweet, fair range, sing. State all details at anywhere. Write MUSICIAN, Box 674, St. Joseph, Mo. mh9

TRUMPET PLAYER, Right Hander and Soloist; also do Bita, Honde, 5 ft. 6 in., 130 lbs. MISS KAD REHARD, care Billboard, 1664 Broadway, New York City. mh9

VOLINIST—Double Sax and Clarinet. Age 30, reliable, neat, good reader. Write to FRANK KLOPPER, 2268 N. Kedzie Blvd., Chicago, mh9

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE jumpers; boys and girls; now on Southern States. Write or wire for prices. THOMPSON BROS. BALLOON CO., Aurora, Ill. mh23

AMERICA'S BEST HIGH WIRE—THE Calvert outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Avriell Ave., Rochester, N. Y. my11

ARMSTRONG'S FAMOUS COMEDY FOR ACT. Well known, one other act. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. sp20

LAMONT'S COCKATOOS AND MACAWS—Clever and classy act for your park and fair. 112 So. Blvd., Tampa, Fla. mh16

CHAMBERS AND TRICE DIVING HORSES available parks, fairs, celebrations. E. M. CHAMBERS, Brackenville, Pa. mh16

SOUND MOTOR CAR FOR ADVERTISING—Amplified music for fairs, carnivals, city and country parades, indoor and outdoor equipment, latest musical hits for classical and dance programs. Exclusively electrically transcribed. Microphone and radio. Book now for attractive low rates. Write R. D. WAGNER, 1905 No. Capitol, Washington, D. C. mh9

EUROPEAN AEROBATIC ROVELTY—The finest single act playing the outdoor stage. It's new and different. LEO DENERS, P. O. Box 52, West Allis, Wis. mh9

WANTED to hear from European managers, South and Central America and Orient. Northern park managers, this is the attraction for your park. Lamont's Cockatoos and Macaws; Twenty Performing Animals & clever and class novelty. A fine display and attractive act. 112 South Boulevard St., Tampa, Fla. mh2

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transpose, reliable. BOX C-337, care Billboard, Cincinnati. O.

PIANIST ACCOMPANIST, FAMILIAR WITH several operas, will locate or travel with performer or organization of merit. YOUNGBERG, 5929 Berenice, Chicago. mh2

FOR SHOW, beer garden or small night club—(Orchestra or alone). Rhythm, take off. Young, sober, reliable. 1113 MOORE, 546 S. Massachusetts St., Montgomery, Ala. mh9

YOUNG LADY PIANIST—Dance bands, shows. Modern take off, floor tender, accompanist, rhythm, fake, single. Do bits if necessary. FERN BITTON, Clmair, Kan.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—DOG SHOW, NINE DOGS AND Monkey; nice flash, snappy act. What have you? FREDIE'S EDUCATED DOGS, Station L. R. 3, Cincinnati. mh2

BALLROOM TEAM—FOR HOTELS, CLUBS and vaudeville. Permanent mailing address, 725 Seventh Ave., New York City. mh2

AT LIBERTY—FEMALE IMPERSONATOR, Singer, Dancer, clever. FERDY FERNANDEZ, Box 30, Centerville, Va. mh2

AT LIBERTY—Comedian. Blackface, Irish, Dutch, Sing, play Banjo, Saxophone, Xylophone, fake Piano, Organ solo. Ventriologist, old-time meet trouper. Know the game and act. Huber, Salary or percentage. Ticket if too far. FRANKLIN HOWARD, General Delivery, Victoria, B. C. mh2

AT LIBERTY—Play Him Billy Violin, Saxophone, Sing with Guitar, excellent. Write or wire FIDDLER AL, 1316 Penn Ave., Jeannette, Pa.

MUSICAL TEAM—Xylophones, Whiskey Doubles, Harmsaw, Light Comedy Singing, Doubles, Lady, Singing, Dancing, Soubrette, plenty beautiful wardrobe. Man, Straights, real Pianist. Can produce, lecture. Young, sober, experienced. Reliable show, only. BOX C-338, Billboard, Cincinnati, O.

NOVELTY MAN—Eight novelty acts that can be featured. Chas. Balsberg, Braith and Comedy, Cartooning Act, Contortion Ring Act, Strong Act, Mindreading Act, Trap Act, Singing and Talking Specialties. Good wardrobe, have car, age 25. Experience meet, vaude, street and circus. DON I. A. BUE, 308 Mum St., Florence, Ala. mh2

PUNCH AND JOUY—Strictly first class with live show, excellent figures, de luxe setups. A real novelty for theatres, cabarets, exhibitions, etc. CALVERT, Billboard, New York. mh2

YOUNG TEAM—Modern Piano Player, read, take, all essentials. Wife General Business, Specialties, Vaudeville repertoire. THOMAS, care Billboard, Cincinnati.

Petkins, Johnny (Loew) Jersey City, N. J. Petite & Douglas (Fay's) Providence. Petty, Ruth (Orph.) New York. Pritchard & Goldie (Pal.) Chicago. Posselle, Carmilla (Earle) Washington. Foske's Tigers (Roxy) New York.

Re, Three (State) Newark, N. J. Red and Blue (Albee) Brooklyn. Raphael (Chicago) Chicago. Ray & Sunshine (RKO Proctor) Troy, N. Y. Raymond, Gene (Pal.) Chicago. Reimer, Joyce (Ambassador) St. Louis.

Mass. Remy, Dick & Co. (Plymouth) Worcester. Reynolds & White (Astor) Reading, Pa. Rhythm Kings, Three (Boston) Boston. Rhythm Redheads (Tower) Kansas City. Rife, Eddie (Marbro) Chicago. Ross, Benny (Pal.) Chicago. Roxy Rhythmic Orch. (Roxy) New York. Rude, Ruth (Alvin) Pittsburgh. Russell, Marconi & Jerry (State) New York.

Sakuras, Six (Fox) Philadelphia. Sax Ray (Ambassador) St. Louis. South, Eddie, & Orchestra (Memorial) Boston. Shaw, Carl (Pal.) New York. Smith, Bert, Show (Capitol) Lancaster, Pa. Smith, Stanley (Loew's Orph.) Boston. Stetson, Roxy, New York. St. Claire & O'Day (Keith-Albee) Providence. R. L. (Fay) Philadelphia March 1-7. St. John Bros., Three (Oriental) Chicago. St. Onge, Leo (Orph.) Seattle, Wash. Stone & Lee (Fox) Philadelphia. Stuart & Lash (Met.) Brooklyn. Sugar Cane (State) Newark, N. J. Sykes, Harry (Queen) Ft. Lauderdale, Fla. 28; (Paramount) Miami March 1-3. (Lafayette) St. Petersburg 3; (Victory) Tampa 6-7.

Taylor, Peggy, & Co. (Earle) Washington. Thurston (Buffalo) Buffalo. Thurlin, Bert (Pal.) New York. Tweedy Bros. (Whiteway Grill) Columbus, O. Usher, Mac (Paradise) New York.

Valors, Two (Earle) Washington. Veepers, Four (Academy of Music) New York. Voices, Four (Pal.) Minneapolis.

Walton, Bert (Boston) Boston. Waters, Tom & Betty (Loew's Orph.) Boston. Weaver, Bro. & Elvira & Home Polks (Pal.) Chicago.

West, Buster, & Lucille Page (Paradise) New York. Weston, Seotly (Riverside) Milwaukee. Wills & Davis (State) Newark, N. J. Willis, Frances, George (Century) Baltimore. World's Fair Pollies (Grand) York, Pa.

X Bisters, Three (Orph.) Minneapolis.

DRAMATIC AND MUSICAL

Abbey Players (Harris) Chicago 25-March 2. Ab, Wilderness (Elianger) Buffalo 28-March 2.

As Thousands Cheer (Court Sq.) Springfield, Mass., 28-March 2.



ROUTE DEPARTMENT

When no date is given the week of February 16-22 is to be supplied. In split week houses the acts below play February 20-22.

Flame Dancer (Muriel Page) (Mich.) Detroit. Pipper, Jay O. (Loew's Orph.) Boston. Foley & La Tour (Academy of Music) New York.

Polle De Parre (Mainstreet) Kansas City, Mo. Ponnalis, Three (Loew) Jersey City, N. J. Fortunello & Cirillino (Roxy-Mastbaum) Philadelphia.

Poster, One Girls (Roxy) New York. Foster & LaPal (Fay's) Providence. Frances & Wally (Loew's Orph.) Boston. Franklin Fantasy Pollies (O. M.) Ashland, O. 27; (Columbia) Alliance 28-March 2; (Pal.) Milton 3-4; (Rialto) Ft. Wayne, Ind. 5-8. French Revue, The (Brown) Louisville.

Garay, Joaquin (Mich.) Detroit. Gardner, Dick (Chicago) Chicago. Goron & Bennett (Oriental) Chicago.

Gordon, Fyv (Mich.) Detroit. Gerald, Gene (Pal.) Jacksonville, Fla., 28-30. Givot, Geo. (State) New York. Gleason & Allyn & Gleason's Music (Grand) Wallace, Ida, 28; (Liberty) Kellogg March 1-2; (Kensworthy) Moscow 3-4; (Seacon) Vancouver, Can., 7-14.

Gordon, Reed & King (Fox) Washington, D. C. Gordon, Vera & Co. (State) Newark, N. J. Gorin, Igor (Valencia) Jamaica, N. Y. Gould, Venita (Met.) Brooklyn. Gracella & Theodore & Co. (Orph.) New York.

Grant, Barney, & Co. (RKO Proctor) Troy, N. Y. Green, Miltz (Met.) Boston. Gruber's, Max, Oddities of Jungle (Orph.) St. Paul 1-3.

Gruber's Oddities (Orph.) Minneapolis. Guinness, Texas, Gang (Oriental) Chicago.

Hadreas, Jimmy, Revue (Loew's Orph.) Boston. Hall, Wilbur (Tower) Kansas City. Hammond's Pat (Elianger) Pittsburgh. Harmony Co-Egs (RKO Proctor) Troy, N. Y. Harris Twins & Loretta (Orph.) Minneapolis.

Hays, Harriet (Met.) Boston. Hayward's See-Edw. Novelities (Oxford) Philadelphia 28-28; (Academy) Hagers-town, Md. March 1-3.

Hector & Pals (Tower) Kansas City. Helene Sisters (Indoor Circus) Lexington, Ky.

Helwig & Randow Jr.; Milwaukee. Henning Pat. & Co. (Orph.) Minneapolis. Hickey Bros. (Astor) Reading, Pa. Hilton, Maud. (State-Lake) Chicago.

Hofman, Evelyn (Lyric) Indianapolis. Holmes, Marion (Marbro) Chicago.

Honey Family (Fox) Washington, D. C. Howard, Harry (Fox) Washington, D. C. Hyde, Alex, & Orch. (Met.) Brooklyn.

Janet & May (Century) Baltimore. Janules, Fyv (State) New York. Joe Pong (State-Lake) Chicago.

Kahne, Harry (Century) Baltimore. Kane & Hazelton (Pal.) Minneapolis. Kavanagh, Stan (Pal.) New York. Keep Moving (Astor) Reading, Pa.

Lamb & Bellet (Mich.) Detroit. Lane, Dick (Oriental) Chicago. Lawler, Terry (State) New York.

LeSalle, Bob, & Co. (Riverside) Milwaukee. Le Vie Parre (Colonial) Dayton, O. LaVola, Don; Milwaukee. LaZellas, Ariel (Indoor Circus) Lexington, Ky., 4-9.

Levin, Johnny, & Three Lees (Lyric) Indianapolis. Le Von & Bolles (Lyric) Indianapolis. Lewis, Ted (Penn) Pittsburgh.

Lionati, Jess, Trio (State-Lake) Chicago. Lipusc, Frank (State-Lake) Chicago. Live, Love & Laugh Unit (Met.) Boston.

Lorraine & Digby (Century) Baltimore. Loyal's, Al, Stallions (RKO Proctor) Troy, N. Y.

Mack Bros. & Bobby (Lyric) Indianapolis. Mack, Freddy (Roxy) New York. Marcus, A. B., Show (Colonial) Dayton, O.

Martin, Tommy (Mich.) Detroit. Masuns, Willie (Paradise) New York. McFadden (Met.) Brooklyn. McGivney, Owen (Academy of Music) New York.

McKenna, Joe & Jane (Earle) Washington. Medley & Dupree (Orph.) Minneapolis. Melchers, Fyv (Pal.) Lauderdale, Fla. (Celebration) Miami 4-7.

Moore, Wally & Gracy (Pal.) Minneapolis 1-7. Murray, David & Hilda (Ambassador) St. Louis.

Niessen, Gertrude (State) New York. Oliver, Vic (Memorial) Boston. Olsen, Geo., & Band, with Ethel Shutta (Chicago) Chicago.

Peggy, Zeke, Ezra & Elton (Paradise) New York. Partisan Scardals (Earle) Philadelphia. Peabody, Eldie (Lyric) Indianapolis. Pearson, Ginger (Ambassador) St. Louis. Parker, Frank (Fox) Washington, D. C.

Reynolds & White (Astor) Reading, Pa. Rhythm Kings, Three (Boston) Boston. Rhythm Redheads (Tower) Kansas City. Rife, Eddie (Marbro) Chicago. Ross, Benny (Pal.) Chicago. Roxy Rhythmic Orch. (Roxy) New York. Rude, Ruth (Alvin) Pittsburgh. Russell, Marconi & Jerry (State) New York.

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Walton, Bert (Boston) Boston. Waters, Tom & Betty (Loew's Orph.) Boston. Weaver, Bro. & Elvira & Home Polks (Pal.) Chicago.

West, Buster, & Lucille Page (Paradise) New York. Weston, Seotly (Riverside) Milwaukee. Wills & Davis (State) Newark, N. J. Willis, Frances, George (Century) Baltimore. World's Fair Pollies (Grand) York, Pa.

X Bisters, Three (Orph.) Minneapolis.

Carle, D'Oyly, Opera Co. (Nixon) Pittsburgh 25-March 2; (Lansing) Chicago 4-16. De Luxe: (Shubert) Boston 25-March 2. Distaff Side: (Chestnut, 64.) Philadelphia 25-March 2. Doodworth: (Colonial) Boston 25-March 2. First Legion: (Boston O. H.) Boston 25-March 2. Goin' Places: (Taft) Cincinnati 1-2. Hollywood Holiday: (Parsons) Hartford, Conn. 27-28; (Carlton) Providence, R. I. March 1-2. Le Oullienne, Eva: (Hanna) Cleveland 28-March 2. Mary of Scotland: (Cass) Detroit 25-March 2; (Hianna) Cleveland 4-9. Ode to Liberty: (Orand) Chicago 25-March 2. Petcock, Fawer: (Plymouth) Boston 25-March 2. Roberts: (Erlanger) Chicago 25-March 2. Scottish Musical Players: (Music Box) Hollywood, Calif. 25-March 2; (Community) San Francisco 1-12. Sixteen: (Blackstone) Chicago. Skinner, Cornelia Otis: (Met.) St. Paul 28-March 2. Ziegfeld Follies: Toronto, Can., 28-March 2.

BANDS AND ORCHESTRAS

Following each listing in this section of the Routes Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Inefficient," if proper designations are not made.

EXPLANATION OF SYMBOLS

b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, n—night club, re—roadhouse, r—restaurant, and t—theater.

(Work of February 23)

Adams, John Q.: (Rendezvous Gardens) Dayton, O., re. Adcock, Jack: (Open Door Cafe) Philadelphia, re. Agnew, Charlie: (College Inn) Chicago, re. Alvin, Danay: (Gold Coast Embassy Club) Chicago, re. Armand Johnny: (Woodrow Wilson) New Brunswick, N. J., h. Andrews, Ernie: (Fatio) Hartford, Conn. Armbrusters: (Harlem Stables) Chicago, c. Armstrong, Mrs. Louis: (Vendome) Buffalo, h. Arnold: (Bosch Sur Le Toit) New York, re. Aronheim, Gus: (Cher Parer) Chicago, re. Artaga, Al: (Jefferson) St. Louis, h. Augustoff, Jan: (Warwick) New York, h. Austin, Shan: (Eastern Star) Detroit. Ayers, Herb: (Worthy) Springfield, Mass., h.

Barron, Duke: (King Cotton) Greensboro, N. C., h. Bartal, Jen: (Ambassador) New York, h. Bate, Bob: (Frank White) Dunkirk, N. Y., re. Beecher, Keith: (Stevens) Chicago, h. Brasco, Leon: (Casino de Patee) New York, cb. Bell, Jimmy: (Ed. Clair) Chicago, h. Beens, Frank: (Silver Star) Sulphur Springs, Fla., b. Berger, Jack: (Astor) New York, h. Berger, Matt: (Club Piccadilly) Chicago, c. Berger, Max: (Park Lane) New York, h. Berres, Freddie: (Flying Trapez) New York, re. Blake, Lou: (Guyon's Paradise) Chicago, b. Bots, Chuck: (Club Oasis) Chicago, c. Bromberg, Sammy: (von Truenen's) Chicago, c. Brown, Herb: (Vendome, 28 W. 56th St.) New York, re. Brown, Ted: (Venetian Gardens) Scranton, Pa., b. Buckley, Joe: (Harry's N. Y. Cabaret) Chicago, c. Durnett, Earl: (Netherland Plaza) Cincinnati, h. Busse, Henry: (Marbro) Chicago, t. Buzze, Joe: (Heights) Albuquerque, N. M., b.

Campbell, Jimmie: (Marquette Club) Chicago, c. Campbell's Washington & Lee: (Margold) Rochester, N. Y., re. Carver, Jack: (Japanese Gardens) Detroit, b. Cattan, Len: (Lang's North) Buffalo, re. Cato's Vagabonds: (Riviera) Daytona Beach, Fla., re. Cherniavsky, Josef: (Congress) Chicago, h. Christian, Tommy: (Trionni) Cleveland, h. Clarke, Hi: (Claridge) St. Louis, h. Clegg, Frank: (Hoosegow) Chicago, c. Coonan, Jolly: (Rainbow Room) Radio City, N. Y., re. Coleman, Emil: (Piazza) New York, h. Collins, Curly: (Gayety Village) Chicago, c. Cornelius, Paul: (Swiss Garden) Cincinnati, re. Cotter, Carmen: (Conte Oristo) Chicago, re. Costello, Don: (Mort's) New York, re. Crawford, Al: (Mayfair) New York, re. Cuban Boys: (Hollywood) New York, cb. Cugat, Xavier: (Waldorf-Astoria) New York, h. Cummins, Bernice: (Roosevelt) New York, h.

Dolley, Frank: (McAlpin) New York, h. Davis, Meyer: (Everglades) Palm Beach, Fla., re. De La Rosa: (Bauino's) New York, re. Dean, Eddie: (Como Restaurant) between Asbury Park and Freehold, N. J., re. Demman, Hal: (Melody Club) Kokomo, Ind., re. Denny, Jack: (Biltmore) New York, h. Dickerson, Carroll: (Orand Terrace) Chicago, re. Duchon, Eddie: (Central Park Casino) New York, re. Durbow, Art: (Chop House) Hartford, Conn., re. Duprey, Bob: (Colony House) Detroit, c. Durso, Mike: (Delmonico's) New York, re. Ella, Nick: (Ship Ahoy) Atlanta, re. Engles, Chaslie: (Hogan's) Chicago, c.

Everette, Jack: (Coons Rendezvous) Salt Lake City, Utah, re. Fairchild, Cookie: (Algonquin) New York, h. Fallon, Bob: (K. of C.) New York, h. Fenlon, Ray: (The Cave) Union, N. J., re. Ferginando, Angelo: (Great Northern) New York, h. Fernando, Felix: (Normandie) Boston, h. Fernando, Don: (Club Arcadia) St. Charles, Ill., re. Fields, Shep: (Pierre) New York, h. Fields, Al: (Billy Gallagher's) New York, re. Finn, Eddie: (Club Cavalcade) Chicago, re. Fisher's Ensemble: (Russian Kretichka) New York, cb. Flehr, Scott: (Park Central) New York, h. Fodor, Jerry: (Evergreen Supper Club) Detroit, c. Friedman, Jerry: (Casino de Patee) New York, cb. Fulcher, Charlie: (Forest Hills) Augusta, Ga., h.

Gentry, Tom: (Roosevelt) New Orleans, h. Getto, George: (Club Rickford) Chicago, c. Gilbert, Jerry: (Cornaga) Far Rockaway, L. I., N. Y., re. Gill Emerson: (Webster Hall) Detroit, h. Gold-Coasters: (Drake) Chicago, h. Golden, Ernie: (Lum's) New York, re. Golden, Nell: (Man About Town) New York, re. Goodman, Al: (Winter Garden) New York. Oothelf, Manfred: (Monte Cristo) Chicago, re. Grant, Bob: (Beach & Tennis Club) Miami, Fla. Gray, Glen: (Essex House) New York, h. Green, Jimmy: (Guyon's) Chicago, b. Green, Johnny: (St. Regis) New York, h. Greene, Murray: (Hollywood Gardens) Bronx, New York, b. Gregor, Marty: (New Penn) Pittsburgh, re. Grosso, Jimmy: (Murray's) Tuckahoe, N. Y., re. Grier, Jimmy: (Biltmore) Los Angeles, h. Guy, Ted: (Flagship) Chicago, c.

Hamlin, Howard: (Town Casino) Philadelphia, re. Larr: (Piccadilly) New York, h. Leifer, Alan: (Brass Rail) and (Tavern-on-6) New York, re. Leopold, Arnie: (Old English Tavern) Richmond, Va., re. Lee, Glen: (Coronado) St. Louis, h. Lee, Larry: (Opera Club) Chicago, c. Lewis, Ted: (Penn) Pittsburgh, h. Light, Enoch: (Roney Plaza) Miami Beach, Fla., b. Lisbon, Henri: (Royale-Frolica) Chicago, re. Little, Jack: (Lexington) New York, h. Littlefield, Frankie: (Delmar Club) Galveston, Tex., re. Livingston, Jimmy: (Dempsey) Macon, Ga., h. Lohman, Carl: (The Farm, Bronxriver Parkway) White Plains, N. Y., re. Lombardo, Guy: (Ambassador) Los Angeles, h. Lucas, Clyde: (Lowry) St. Paul, h. Lumford, Jimmy: (Hipp.) Toronto, Can., t. Lyles, Bill: (Stables) Chicago, c. Lyman, Abe: (Paradise) New York, cb. Lyden, Ralph: (Steamship Office) Chicago, c. Lynn, Correy: (White City) Chicago, b.

McCoy, Clyde: (Rice) Houston, Tex., h. McDonald's Music Meters: (Suarie Beer Garden) Danville, Pa., c. McSherry, Frank: (Sea Breeze Swim Club) Daytona Beach, Fla., re. MacFarland, Frank: (Beaux Arts) New York, c. Maddaford, Ensemble: (The Homestead) Hot Springs, Va., h. Madrigrera, Enrico: (Embassy) Miami, Fla., re. Malland, Johnny: (Fershing) Chicago, b. Makins, Eddie: (330 Club) Chicago, re. Mansfield, Dick: (Pierce) New York, re. Mann, Joe: (Club Leisure) Chicago, c. Marec, Paul: (Harry's N. Y. Cabaret) Chicago, c. Marzaffi, Irving: (Blackstone) Chicago, h. Marshall, Paul: (Araclini) New York, h. Martin, Freddie: (St. Regis) New York, h.

Martin, Joseph: (Roosevelt) Hollywood, Calif., h. Maters, Frankie: (Clover Club) Hollywood, re. Mayo, Arnie: (Belmont Grill) Bridgeport, Conn., re. Meo, Al: (Rittenhouse) Philadelphia, h. Merrick, Wally: (Pelham Club) Hurley, Wis., re. Messner, Dick: (Lincoln) New York, h. Meyers, Jack: (Club New Yorker) New York, re. Michel, Marti: (Montclair) New York, h. Miletch, Freddie: (Club Frolica) Springfield, O., re. Milton, Al: (Hollywood Club) Chicago, c. Moore, Carl: (Muehlebach) Kansas City, h. Moss, Joe: (Vanderbilt) New York, h. Mulligan, Norvy: (Radison) Minneapolis, h. Murray, Bethune: (Talk of the Town) Chicago, re. Myers, Stan: (Terrace Garden) Chicago, c.

Nance, Ray: (Club Morocco) Chicago, re. Navarra, Leon: (St. Moritz) New York, h. Neibaur, Eddie: (Casino Moderne) Chicago, c. Nelson, Howard: (Zane) Zanesville, O., h. Nelson, Ozzie: (New Yorker) New York, h. Nozzy, Walter E.: (Piazza) Haverhill, Mass., h. O'Hare, Husk: (Fontenelle) Omaha, Neb., h. Olman, Val: (Reno Merry-Go-Round) New York, re. Olsen, George: (Chicago) Chicago, L. Pablo, Don: (Lido Club) Dayton, O., re. Paig's Band: (L'Aiglon) Chicago, c. Pancho: (Pierre) New York, h. Parfitt, Al: (Bessmer) Harrisburg, Pa., b. Parker, Ray: (Avalonian) Chicago, c. Parker, Bill: (Edgewater Gull) Biloxi, h. Parker, Bert: (Nut Club) Little Rock, Ark., re. Pedro, Bert: (Oriental Gardens) Chicago, c. Pellegrino, Nick: (Casino) Chicago, c.

Pennfield, Don: (Western Bower) Chicago, c. Pierce, Al: (French Casino) Chicago, re. Piers, Hubert: (Patton) Chattanooga, Tenn., re. Piorer, Franz: (Red Lion Inn) Chicago, c. Purnell, Benny: (Cactus) Austin, Tex., re. Pyles, Howard: (New Celestial) Baltimore, re. Rapp, Barney: (Gibson) Cincinnati, h. Renard, Jacques: (Coconut Grove) Boston, re. Reichman, Joe: (Stabler) Boston, h. Reisman, Leo: (Central Park Casino) New York, re. Reish, Benny: (Club Bohemia) Detroit, re. Rodrigo: (El Morocco) New York, re. Remillard, Don: (Madura's) Hammond, Ind., h. Richards, Don: (Biltmore) New York, h. Robb, Johnny: (White Swan) Uniontown, Pa., h. Rodriguez: (Versailles) New York, cb. Roaves, Stan: (Club Rajah) Chicago, c. Rose, Irving: (Book-Cadillac) Detroit, h. Roth, Eddie: (Club Alabama) Chicago, re. Russo, Danny: (Canton Tea Gardens) Chicago, c.

Saber, Mel: (NRA Grill) Sunbury, Pa., c. Saborro, Gene: (Hendrick-Hudson) Troy, N. Y., h. Sanders, George: (Club Caroca) Chicago, c. Sando, Carl: (Chateau) Chicago, b. Scoggin, Chic: (Royal Palm Club) Miami, re. Saxe, Phil: (Killer's Music Box) Pittsburgh, h. Scott, Billy: (Congress) Chicago, h. Selzer, Irving: (Dixie) New York, h. Shatel, Log: (Lamb's) Chicago, c. Sheridan, Phil: (Davenport) Spokane, Wash., re. Sherman, Dick: (Shadowland) Kimberly, Ida, b. Shuster, Mitchell: (Lexington) New York, h. Sivy, Larry: (Weylin) New York, h. Sissie, Noble: (French Casino) New York, cb. Smith Joseph C.: (Versailles) New York, cb. Snyder, Frank: (Subway) Chicago, c. Snyder, Lloyd: (National) Amarillo, Tex., b. Snyder, Fred: (Embassy Club) Chicago, c. Snyder, Mel: (Gibson) Cincinnati, h. Scurras, Don: (Cubsacac) New York, re. South, Eddie: (Memorial) Boston, t. Stanley, Al: (Club Chateau) Daytona Beach, Fla., re. Stanley, Stan: (Jefferson) St. Louis, h. Stanton, Maurice: (Club Minel), Chicago, re. Straight, Charley: (Brevort) Chicago, b. Strammiclio, Don: (Promenade) Hartford, Conn., re. Stone, Jesse: (Club Morocco) Chicago, re.

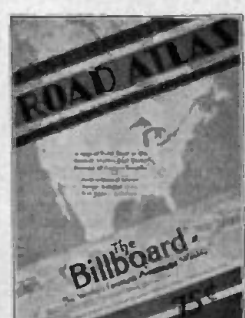
Tate, Erskine: (Arcadia Gardens) Chicago, c. Teler, Jack: (Wisconsin Moor) Milwaukee, h. Thura O'U Bavarians: (Pittsford Inn) Pittsford, N. Y., re. Tinsley, Bob: (Colosimo's) Chicago, re. Todd, Mitch: (Subway) Chicago, c. Tree, Michael: (Biltmore) New York, h. Trini, Anthony: (Governor Clinton) New York, h. Tropper, Harry: (Midway Masonic Temple) Chicago, b. Tyler, Ted: (Jockey Club) Charleston, S. C., re.

Vagabond, Charles: (Edwards) Jackson, Miss., h. Valasco, Emil: (Waldorf-Astoria) New York, h. Valie, Rudy: (Hollywood) New York, cb. Vance, Johnny: (Club Joy) Lexington, Ky., re. Velez, Esther: (Roosevelt) New York, h. Von, Bob: (State) Columbus, O., re. Warner, Sol: (Via Lago) Chicago, re. Wagner, Buddy: (Stork) New York, re. Wallace, Roy: (O'Hara's) Indianapolis, Ind., re. Wardlaw, Jack: (Patrick Henry) Roanoke, Va., h. Warren, Arthur: (G.A. Rue) New York, re. Webb, Milton: (Edwards) Jackson, Miss., h. Weems, Ted: (Palmer House) Chicago, h. Weinbrecht, Roger: (Shawnee) Springfield, O., h. Weitz, Eddie: (Richmond) Richmond, Va., h. Whitney, Jimmy: (Bakers) Chicago, Ill., h. Wilcox, Roddy: (LaSalle) Battle Creek, Mich., h. Williams, Pess: (Savoy) New York, b. Winta, Julie: (Village Barn) New York, re. Wirth, Dick: (Chateau Des Plaines) Chicago, c. Worthington, Duke: (Lone Tree Tavern) Chicago, re.

Baby Vamps: (Gayety) Washington 25-March 2; (Trocaadero) Philadelphia 4-8. Bretilles: (Gayety) Baltimore 25-March 2; (Gayety) Washington 4-9. Cupids Carnival: (Trocaadero) Philadelphia 25-March 2; (Radson) Union City, N. J., 4-8. Hi De Ho: (Howard) Boston 25-March 2; (Orph) Paterson, N. J., 4-9. Sack's Mills: (Orms of Burlesque) (Orph) Paterson, N. J., 25-March 2; (Gayety) Baltimore 4-8. Silk, Frank, Revue: (Radson) Union City, N. J., 25-March 2; (Howard) Boston 4-8.

Harem Scandals: (Park) Boston 25-March 2. Lady Fingers: (Pal) Baltimore 24-March 2. Full Puss Follies: (Minsky's) Brooklyn 24-March 2. Three Cheers: (Republic) New York 24-March 2. Bireh, Magician: Morgan City, La., 27; Tiboudaux 28; New Orleans March 1-2; Pale-hove 4-5; Evergreen, Ala., 8; Oreunville 7. Daniel, 2-10. Magician: Bedford, Ind., 25-March 2. DeLiso, Magician: Marysville, O., 25-March 4. Drensen & Morris Circus: (Elks) Huntsville, Ala., 25-March 2. Johnson, Zeida, Mentalist: (Royal) Summersville, Ga., 25-March 2. King, Nellie N. H., Musical Show: Carrollton, O., 25-March 2.

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SUPREME BURLESK

Harem Scandals: (Park) Boston 25-March 2. Lady Fingers: (Pal) Baltimore 24-March 2. Full Puss Follies: (Minsky's) Brooklyn 24-March 2. Three Cheers: (Republic) New York 24-March 2. Bireh, Magician: Morgan City, La., 27; Tiboudaux 28; New Orleans March 1-2; Pale-hove 4-5; Evergreen, Ala., 8; Oreunville 7. Daniel, 2-10. Magician: Bedford, Ind., 25-March 2. DeLiso, Magician: Marysville, O., 25-March 4. Drensen & Morris Circus: (Elks) Huntsville, Ala., 25-March 2. Johnson, Zeida, Mentalist: (Royal) Summersville, Ga., 25-March 2. King, Nellie N. H., Musical Show: Carrollton, O., 25-March 2.

MISCELLANEOUS

(See ROUTES on page 66)

BUYS NEW TRUCKS

Nine Added By R. W. Rogers

Barnett Show will be larger and parade more elaborate—120-foot top

CINCINNATI, Feb. 23.—L. G. Bolt, advertising banner salesman of Barnett Bros. Circus, recently returned from a trip to winter quarters of show at York, S. O., and reports everything humming.

R. W. Rogers, owner-manager, has purchased nine new trucks. All trucks in parade will be 1934 and '35 models. Show will be larger and parade more elaborate. There will be a 120-foot round top with two rows of quarter poles. A new and much larger marquee has been purchased and there will be a new menagerie. All trucks and equipment are being repainted and redecorated.

Barnett show furnished acts and animals for the Grotto Circus at Knoxville, Tenn., week of February 18.

Bolt left for Detroit and Cleveland to obtain national advertising and expects to have at least three displays.

Kay Building Trailers, Seats

MIAMI, Fla., Feb. 23.—Management of Kay Bros. Circus is completing three semi-trailers, also building grand-stand reserved seats and ring curbs. Everything will be repainted. General Agent Frank Kretow will have new pictorial paper, Joe Sebastian keeps busy working elephants. Show will play new territory. A new callopho has been added.

Mary Ellen Kretow worked elephant act at Orlando for the Grotto, also presented tight-wire turn. Si and Nellie Kitchie also worked the date. Pewee will be principal clown with Kay Bros. The Kitchies will be back, also Bill Turner, trap drummer, and Wilbur Tromley, clarinetist. Bumpy Anthony will go to the Cole Show.

Clint and Harold Barnes are regular visitors at quarters, also Beers and Barnes. Harold will be one of wire features with Cole Show.

LaPearl To Head Clown Alley on Russell Bros.

CINCINNATI, Feb. 23.—Harry LaPearl will be the head of "clown alley" and producing comic on Russell Bros. Circus. Jack Warner will again handle the canvas, making his second season with show.

Walter Powell, sensational wire artist with a clever company of three, will be among the stellar attractions with show. Also in list of arena celebrities will be Morris Troupe and the Romig and Rooney combination.

Show reports it has had over 200 applications from billers for contracts on the advance and that many of these men state they have not worked for two and three years.

Donaldson Lithograph plant is busy on much special paper for show. It also has the date order.

James Dewey will be one of the special agents ahead and W. C. Jackson will be press agent back.

Detroit Show Draws 280,000

DETROIT, Feb. 23.—A total of 280,000 people attended the 28th Shrine Circus closing last Sunday, according to official estimate of Tunis (Eddie) Stinson, producer. Actual figures will not be available finally for some time, but the total gross was in excess of \$170,000, he reported.

Margaret Robinson, the 18-inch midget, was one of the major successes of the show, carrying the entire burden of an afterpiece, the first time the circus has ever put on this type of stunt.



JESS ADKINS (left) and Zack Terrell, owners of Cole Bros.-Clyde Beatty Circus, standing before the bronze plaque presented them by the Kiwanis Club of Rochester, Ind. The plaque was presented to the circusmen by the civic organization to express the appreciation of the business men for the locating of their winter quarters there. The wording on the plaque reads: "A Community's Appreciation to Jess Adkins, Zack Terrell and Associates for adopting voluntarily our city as the home of the Indiana Circus Corporation, for the prosperity and world-wide fame brought to our door. Kiwanis Club of Rochester, Ind., January 28."

To Enlarge Marlow Show

HORNERSVILLE, Mo., Feb. 23.—The Marlow Mighty Shows, Reuben Ray, manager, will be enlarged. George P. Marshall will conduct the 10-piece white band and tutor the Ray family kids (seven), Mrs. Ray is breaking dogs, monkeys and ponies.

Ray has two shows under canvas on road at present, a minstrel show, playing to fair biz in the Ozarks, and Marlow's Menagerie, managed by Joe Moxley, who will handle the Wild West concert on the summer show. The Ray troupers

recently met the following on road: Ed Sawyer and Price, Toby Shelton and Bob Dexter and wife.

Buck Steele Re-Engaged

DOVER, O., Feb. 23.—Robert (Buck) Weigand, of Dover, known as Buck Steele, has been re-engaged as a concert feature with the Kay Bros. Circus. He is now at Daytona Beach, Fla., working his stock and practicing new routines. His wife, a rider, will accompany him on the season's tour.

Two European Acts Contracted For the Al G. Barnes Circus

LOS ANGELES, Feb. 23.—Manager S. L. Cronin of the Al G. Barnes Circus announces having contracts for the Dazzling Durban, three women, one man. This is a novelty juggling act that will arrive from London. Another European act will be the Ernett Family, riding turn, first time in America. Six in act with seven head of stock. Walters Family will be a new aerial act. New animal act en route from Peru, Ind. New baggage stock has been purchased. Capt. W. H. Curtis has arrived and got gang together for intensive work. New top completed at Sarasota en route to quarters. E. L. Burnett has advance car ready, also advance trucks. Practically all baggage wagons ready and this week work began on cages. Frank Chicarella, superintendent, has added to his force. Mabel Stark has added two new tigers and Capt. Terrell Jacobs has new routine numbers for his big animal act. Bob Thornton is breaking a new routine for the zebra. Joe Belovockey is getting the several seal acts shaped. George King has large force working on new wardrobe for the specs. John T. Backmann is building the elephant, camel and other trappings, with Alma Taylor in charge of machine work. George King has Margaret Graham in charge of girls in his department.

George Cunningham is writing new music scores for specs. It was stated that 20 new girls, the pick of Hollywood singers and dancers, would be drilled in what was stated would be spec offerings on larger scale than in former years.

Recently there was purchased the prize-winning six up from Ed G. Stinson and four prize winners from the Kellogg Farm. Jake Posey and assistants will bring stock down from the ranch next week. William A. Denny, in charge of cookhouse at quarters, has over 100 boarders. George Tipton is now at quarters getting his equipment ready. Pete Miller, who has been ill for several months, is back.

It was erroneously stated in last issue that Peggy Marshall was injured in auto accident. She was hurt at RKO studios working in filming picture, *Flying Down to Rio*. Will be with the Barnes Circus. Dolly Jacobs, recovered from her injury, is at quarters and will be with show.

Captain Curtis is building a new stake driver and will install some new safety devices.

Jack and Joraine Casteel, former Barnes troupe, passed thru en route from Marshall, Tex., to San Francisco. Will be with Mike Golden.

Stage Union Opposes More Tax on Circuses

SAVANNAH, Ga., Feb. 23.—Local No. 320, International Alliance of Stage Employees and Motion Picture Operators, has gone on record as opposing any additional taxes on traveling shows, circuses, etc. Copies of resolution were sent to the mayor and aldermen.

This is an interesting aftermath of the Lucas Theater management to prevent a permit being issued for the recent Eagles' Circus. The local was not in harmony with the efforts of the Lucas management to prevent circuses and other shows being discriminated against.

Cole Quarters Are Very Busy

Four sleeping cars and carload of baggage horses recently purchased

ROCHESTER, Ind., Feb. 23.—With less than 60 days remaining before the Cole show moves into the Chicago Coliseum for a 16-day run, April 20 to May 5, work in quarters here is being rushed with all mechanical departments on double shifts.

The blacksmith shop, under Jim Brady, assisted by Jake Culver and Jack Doyle; carpenter gang under Charley Lucky, assisted by Roy Fleming, Frank Manning and J. Purcer, woodcarvers, and Jim Duffy, William Selden, S. T. Fisher, Frank Manning, J. Smith, Fred Francis, Roy Baker, Ed Hopkins and Frank King, carpenters, are busy on rail and vehicular equipment, while in the paint shop, under direction of Vic Peralta, with Shell Barrett, Jack Knight, Bill Davis, Harry Grimm, Tom Tesler and John Jackson assisting, dens, tabeau and baggage wagons are under the brush.

In the wardrobe department, with Mrs. H. J. McFarlan supervising, are Mrs. Charles Lucky, Mrs. Merritt Belew, Helen Lee, Mabel Hartung, Blanche Williams, Myrtle Thomas, Nellie Webb, Ora Castle, Dondas Mohler, Bobbie Patterson, Dollie Daulton, Faye Dumas, Eva Huntley and Mrs. Ollie Webb. Band, spec, jockey and hippodrome costume work is now in full swing.

In the commissary Walter Gregg is assisted by Walter Barber, Jack Danney, Elmer Whitaker and Ben Jackson.

McGrath's Big Force

J. P. McGrath, trainmaster, has a big force of men on rail equipment now working over Bobbins Bros. and Christy rolling stock recently purchased. Arrangements are now being made to receive four sleeping cars just purchased by Zack Terrell from the Hotchkiss-Blue Company, Chicago. All cast-iron wheels are being replaced by steel discs.

A carload of baggage horses recently received from Missouri brings the present total of draft stock to 80, most of which is now on pasture on near-by farms.

Floyd King, general agent, is expected in quarters early next week.

Allen King is busy shaping up a new mixed act, lions, tigers, pumas, leopards, black panthers and hyenas. King has received a new car, gift of Ford Motors. Clyde Beatty, now at Cleveland Grotto show, will return here early in March with a new Pontiac, gift of General Motors.

Jimmy, six-month-old lion cub, has returned to quarters after a two weeks' stay at home of Harry Bennett, Ford Motor official, Detroit.

Haag Show To Continue

MARIANNA, Fla., Feb. 23.—The Mighty Haag Show will continue to operate along the same lines and general policies of its founder, the late Ernest Haag, and will be under management of the widow and son, Harry. Show will open latter part of March.

Mix Opens March 6

COMPTON, Calif., Feb. 23.—The Tom Mix Circus and Wild West will open here March 6. The advance started yesterday.



With the
Circus Fans

By THE RINGMASTER

President, CFA. FRANK H. HARTLES, W. M. BUCKINGHAM, 2030 West Lake Street, Chicago, Ill. Secretary, THOMAS BARK, Norwich, Conn. Conducted by JOHN SHEPARD, Editor, "The White Tops," 609 Fulton St., Chicago, Ill.

The regular monthly gathering of the Felix B. Adler Tent, of Paterson, N. J., took place evening of February 11 in Alexander Hamilton Hotel. President Joe E. Minchin presided, and the following were present: Elmer Kemp; Phyllis Werling, secretary; Levi Van Houten, Chester Westcott, Howard Zeller, H. E. Mertel, Hugh Higgins, Harry Baugh, J. H. Van Cicek, member national board of CFA directors, and Walter Cogle. Guests were Warren Wood; John Shafer, of Paterson Museum; Cora Wilson, Oscar Decker, A. M. Chilson, Benjamin Gilbert and Frederick Ellwood, magician. Speakers were Wood, Baugh, Shafer, Higgins, Kemp, Gilbert, Decker and Paul Arley.

Bert Backenstein, Decatur, Ill., has presented to Harry Baugh two miniature circus wagons, one a cage and the other a baggage wagon. Among recent visitors to Hotel Cumberland Circus Rooms, New York, were Buck Owens and wife; Russell Alexander, of Downie advance; Bill Hundley, of San Francisco; Sam Gosman, of Ringling advance forces; Jimmie Bagwell, concessions on Gorman Show; Frank G. Meredith, Montclair, N. J.; Burns O'Sullivan and Hal Corbett.

President and Mrs. Frank H. Hartles returned to Chicago after an extended trip into Texas and the Southwest. Hartles visited many CFA and was given a dinner by San Antonio Tent at Gunter Hotel.

Jacob Jones, of Bridgeton, N. J., vacationed to the West Indies.

Hugh Higgins, of Ridgewood, N. J., plans a trip to Sarasota quarters of the Big One prior to Madison Square Garden opening.

After the dinner of Paterson Tent on February 11 all present were guests of John Shafer at his freak museum.

The next issue of *The White Tops* will be in the mails on or before March 7.

The 10th annual convention of CFA will be held in May in Cincinnati.

Mary Yoro Injured

DETROIT, Feb. 23.—Mary Yoro, appearing in a wire act at Shrine Circus last week, was injured when struck by an automobile on Sunday. She was unable to appear in the last performance.

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Grand Forks Show Was Big Success

GRAND FORKS, N. D., Feb. 23.—For one thing, this circus-hungry territory hadn't seen a big top for five years. For another, the Shrine Indoor Circus here February 11-17 was given the highest praise by newspaper critics and enthusiastic audiences.

The box-office result was 10,700 paid admissions when G. G. Gray, of Chicago, brought his program of top-notch circus acts here under auspices of Kem Temple. Ira Gaulke and C. Dyke Page were in charge of local promotion and Gray headed the company.

There were plenty of empty seats first night, but crowds increased nightly, and hundreds were turned away the last night when two performances were given following the matinee. Circus was a financial success.

Performers included five clowns, Toby Wells, president of the Performers' Club of America; Carl Marx, Chris Cornella, Nollie Tate and Vern Coriell. Mrs. DeWaldo, booked as Hannah Henderson, staged a trained dog act. Other acts were J. P. Snyder and his bears of "We're Not Dressing" movie fame; Yoshida Japs, jugglers and acrobats; Mann Brothers, performing on globes and bouncing ropes; Herberta (Blata) Beeson, tight-wire dancer; the Sjorlins' hand-balancing team; the Coriell pyramid building acrobats; the DeWaldos, slack-wire performers; Lou and Elsie Christensen, aerial act, and Nollie Tate, clowning with three dogs.

Cleveland Grotto Business Is Big

CLEVELAND, Feb. 23.—Business has been big at the Grotto Circus at the public auditorium. Show is being held from February 18 to March 2. Advance ticket sales were ahead of last year. Orrin Davenport and Grotto officials are to be commended in bringing a fine lineup of acts. William C. Schmidt is managing director.

Program is under direction of Fred Bradna; Milton Ikler is doing the announcing and Al Strat Grotto Band is under direction of Merle Evans.

Among acts are Clyde Beatty's animals, Neiss Troupe, Don Francisco, Florescue teeth act, Mickey King, Christiani Family, Bombayo, Aerial Solts, Pichlanni Troupe, Gretona Troupe, Liberty horses, Cole Bros' elephants, and the Harolds, Randalls and Siegrists, flying turns.

This year Grotto Circus added several concessions and side show. In latter Margaret Ann Robinson, midjet, was featured. Nick Carter is in charge of candy and souvenir concessions.

Earl Shipley, clown, is quite a broadcaster. He has been doing his stuff before the mike twice daily since opening of the Grotto Circus.

Portia Thompson, ballet mistress of the Cole-Beatty Circus, spent a busy week rehearsing some 50 girls in preparation for the pony ballet.

Jorgen Christensen is recuperating from the effects of a severe cold contracted in Detroit.

Long Jump for Dresen

GADSDEN, Ala., Feb. 23.—Dresen & Morris Circus Varieties made 750-mile jump from De Queen, Ark., here for a week's engagement. Bob Morris, manager, and M. J. Dresen, in charge of advance with three assistants, are arranging for outdoor dates, also merchants' show, to open May 1 at close of theater engagements.

Unit will carry 14 acts, featuring Morris troupe, hand balancing, rope spinning and comedy; Amon Simms and company, featuring Buster, wonder dog, and four acts; Dare-Devil Daniels, 116-foot pole act; Flying Howards, double traps, trampoline and comedy; four clowns. Show will carry a special-built sound system, a line of special paper and will travel on six cars, five trailers and two trucks. Rusty Owens in charge of trucks and stage.

Polack's Banner Week

SIOUX FALLS, S. D., Feb. 23.—The Isis Shrine Temple, Salina, Kan., date week of January 28, was banner week of 1935 season for Polack Bros' Circus. Played to better than 23,000. Topeka, Kan., also was a fine engagement, as was Sioux Falls.

Jottings From Macon, Ga.

MACON, Ga., Feb. 23.—E. J. McKnight, Circus Pan of Gardner, Mass., spent Sunday in the city and was a guest at Central City Park headquarters of Downie Bros' Circus, also of Hotel Central.

F. D. Gardner, Chicago railroad man and circus enthusiast (Jake Posey and Red Cole, please note), is also a guest at Hotel Central. He is en route to Sarasota and will return here for a two weeks' sojourn later.

William and Cly Newton and their families were recent visitors here and report great progress at their Raymond, Ga., quarters of the Honest Bill Show.

Tin Can Alley at Central City Park is rapidly filling up and new arrivals are coming in daily. Jack Hughes is mayor; Allen Hauser, sheriff, and Mickey Larkins in charge of collections in electric light plant department.

Jerome T. Harriman, general agent Downie Bros., arrived last week from Fort Kent, Me.

Al (Weedy) Pinard and Jack Mills, both ex-members of Rodney Harris' Downie Bros' Band, spent three days in city recently with John Van Arnam Minstrels and were daily guests at quarters.

Mr. and Mrs. Joe Gilligan are soon expected from Florida. Joe has rebuilt the Gilligan Flats and will feature a commodious library for the boys. Mrs. Gilligan (Isobel McCree) will leave for the North shortly to play two weeks with the George Hanford Family of riders.

Soldier Lonsdorf will handle the riggings for Bob Morton's Circus in Atlanta week of March 4, under auspices of Shrine.

Fred DeLvey and his machine shop crew just finished two pretty advertising trucks for the advance and are now at work on a large camel truck, after which two plank trucks and a candy truck will be made. Henry P. Russell is in charge of paint shop. George Singleton, boss canvasser, is a recent arrival after spending most of the winter on a hunting trip in the Pennsylvania mountains.

Carl, Mickey and Georgia Larkins returned last week from Orlando, Fla., where their acts were featured with an indoor circus presented by William Karrow. They were accompanied by Shorty Henke, clown, and Soldier Lonsdorf, who handled all riggings, reports Harry Mack.

Folks at Bernard's House

SAVANNAH, Ga., Feb. 23.—Last Sunday was a joy meeting at Charles Bernard's Little White House here. First came a party of five from winter quarters of Famous Robbins Circus, in which was Jimmie Beach, who had just arrived from Seneca Falls, N. Y. Shortly after their arrival there came to the entrance a beautiful new auto and out hopped George Duffy, of Fort Plain, N. Y., and a friend who is in party headed for Miami. Duffy's reputation as a Circus Fun is so well known that it is needless to say that his presence was greeted by a unanimous welcome, and there began at once an examination of the Little White House circulsiana collection and a general reminiscing session that was reluctantly ended near the twilight hour.

Fair Business for Silver

STOVALL, Ga., Feb. 23.—Silver Bros' Show is still in Georgia, playing to fair biz. Weather has been inclement. When show was at Warm Springs several acts were taken to the Foundation and a special performance was staged for the crippled children. Honest Bill Newton and son, Holland and Hall and members of their show were recent visitors.

Show now moves on eight trucks, several trailers and private cars. The latter part of next month will make two consecutive years without a layoff, exclusive of days lost, due to weather conditions. Karl Annon is general agent.

Connor Again With Hagenbeck

CINCINNATI, Feb. 23.—George V. Connor will again be with the Hagenbeck Show. He joined that show last May after having retired from show business when the Sparks Circus was taken off the road to look after his farms and city property at Chillicothe, O.

Robinson in Hospital

LOS ANGELES, Feb. 23.—Blossom Robinson, late of Al G. Barnes Circus and active member of Ladies' Auxiliary of Pacific Coast Showmen's Association,

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CIRCUS ADVANCE AGENT. Formerly of New York. Information wanted by his brother, MAX COOPER, as to present whereabouts or facts showing death. Communicate with ABRAHAM HARRIS, Attorney, 261 Broadway, New York City. Compensation therefor.

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was operated on February 16 at Garfield Hospital. Her condition is favorable. She will remain there for at least three weeks. A blood transfusion was necessary immediately following the operation.



Under the Marquee

By CIRCUS SOLLY

DON TAYLOR is still playing schools with C. C. McClung. Joe Siegrist is ahead.

BUCK REGER is working on the Cole Bros.' program in Chicago.

MRS. ART ELDRIDGE is wardrobe mistress of Russell Bros.' Circus.

UPSIDE-DOWN WHITE spent a couple of days in Chicago last week on his way to a winter circus date.

HARRY BERT is on his way to the West Coast to report at quarters of Al G. Barnes Circus.

BOB HICKEY, publicity man of the Cole Bros.' Circus, is doing some winter show dates.

SEAL BROS.' acts appeared at the Shrinic Circus, Leavenworth, Kan., February 14-16.

BUDDY WEDIN will be back with Sells-Sterling Circus in clown alley and also in side show.

KENNETH WAITE Troupe will play the St. Louis Police Circus, having been signed by Sidney Belmont.

F. H. MORRISON, of La Porte, Ind., says that he has a location for circuses (20 acres) almost in town.

E. A. MURRAY will soon take up his duties as general agent of Bryan Bros.' Circus.

CHARLIE KATZ, assistant manager of Downie Bros.' Circus, recently was conferred the Master Mason's degree by Wollhan Lodge in Macon, Ga.

VAL VINO thanks the many friends who have written and extended sympathy in the passing of his wife at Bartlesville, Okla., January 29.

ELDON D'ORIE, xylophonist, is in floor show with Ed Courtney's ork in the Tavern of DeSoto Hotel, Savannah, Ga. Will troupe again this season.

FLOYD KING, general agent of the Cole Bros. Circus, has been in Chicago for several days on business connected with opening of show at Coliseum.

HOTEL HARRIS, McConnellsburg, Pa., has an old register containing all the names of the performers and musicians with Walter L. Main Circus in 1890.

WELLS BROTHERS and Leroy, comedy triple bar act, wintering in Miami, Fla., will be with Cole Bros.-Clyde Beatty Circus.

PRINCE ELMER has signed with Robert Lowther, who owns the Casino Club in Los Angeles, to book and produce floor shows and also be emcee.

LEO AND ETHEL HAMILTON returned to Chicago recently from Miami, Fla., where Ethel appeared at the Roman Pool.

EMIL AND CATHERINE PALLENBERG will be with the Ringling-Barnum Show for the Madison Square Garden and Boston engagements.

JIM DEWEY, special agent of the Russell Bros.' Circus, paid a visit to the Chicago offices of *The Billboard* last week.

MR. AND MRS. DENNIE CURTIS have their new home at Westmont, Ill., almost completed and are figuring on holding a housewarming in the near future.

DONALDSON Lithographing Company is making special paper for the Homer Hobson riding act with Tom Mix Circus and for the Five Fearless Flyers with Russell Bros.' Circus.

AERIAL CHRISTENSENS (Law and Elsie) are playing four and one-half weeks of indoor Shrinic and Elk circus dates in North Dakota. Opened February 4 for G. G. Gray.

ELEPHANTS of the Barnes show, ridden by jockeys from the Santa Anita Race Track, recently raced around winter quarters at Baldwin Park, Calif. It was one of Cliff McDougall's stunts.

VOLERA BROTHERS, former partners of Munis Leo, deceased, have been contracted with Sells-Sterling Circus. Will present har. head-to-head and aerial turns.

REPORTS from Chicago indicate that Standard Oil Company is still giving consideration for a show to take the road in the spring. First proposition presented to the company's board of directors called for the appropriation of \$250,000.



Circus Saints and Sinners Club

For the Troupers—and a Home

Albert Johnson, scenic artist, called on the writer recently and chatted about lions 'n' tigers 'n' everything about the circus. He is doing the art work for Billy Rose's Circus, which is to open in New York City next fall.

Nice letter from Harry (Cumberland) Baugh, in which he talks about thussa and a thatta. Incloses a letter received from Arthur Hopper, general agent for Hagenbeck-Wallace - 4 - Paw - Sells Bros.' Circus. (Aye! there's a circus name to conjure with.) Among other things, Arthur writes: "Will look you up when I come to New York, which no doubt will be late in the season, as I will be very busy in Chicago planning to open day and date with the new Cole Bros.' Circus this year." "Open day and date!" Where did we hear those words before? And in the old days, what a call to war they implied.

for a truck show. This was turned down. It is expected another proposition will be given consideration shortly.

CLINT SHUFORD, treasurer of Downie Bros.' Circus, is now able to be out after undergoing an operation for the removal of his tonsils in a Macon, Ga., hospital.

SOME CIRCUS billing mottoes: Russell Bros.' Circus—"highest class circus"; Tom Mix Circus—"the world's newest big show"; Lewis Bros.' Circus—"a show for your money."

IN LAST WEEK'S issue it was stated that Joe Sherlock will be with the Billletti troupe this season. Joe sends word that this was in error and that he will not be with the troupe.

AL C. BECK will leave Cleveland the middle of March for Mt. Vernon, Mo., to assume his duties of business manager and legal adjuster for the Lindemann Bros.' Sells-Sterling Circus.

IF THERE ARE any motorized shows not having their names on the bill cars, they are losing a great deal of publicity. Give the shows all the advertising possible.

JULIUS KATZ, who has been in the advance departments of Hagenbeck-Wallace, Ringling-Barnum and other shows, is at Jewish Hospital, Cincinnati, having undergone a gallstone operation. Letters from friends will be welcomed.

M. L. BAKER has contracted with Miliken Bros.' Circus as side-show manager and also will have his pit shows. His wife will be in charge of these. Tent will be 20 by 40 and Baker will have a nine-banner front. June Trinkle will lecture.

HAROLD HALL and Albert White, clowns, have signed with Barnett Bros.' Circus. Hall also to work come-in. White is leaving Baltimore for Hall's home in

Nice letter from Charley (Little White House) Bernard. Among other bits are: "F. Bev Kelley paid me a visit Tuesday. He will be head of press department of Hagenbeck show and is planning some innovations in pictures and story matter for the newspapers." "looks like plenty of activity in railroad transported shows this year and a few surprises in staff positions." "We who receive letters from Savannah Charley are mighty lucky, for they always contain worthwhile news."

Our congrats to Frank Cook on his ascendancy to management of the Hagenbeck-Wallace show. Frank knows his circuses from A to Izzard.

Chris Dalton (no relation to Jack) is the watchdog of the newspapers for this column. If the Dex Fellows Tent, New York, is in need of a librarian, Chris is the man for the job. He is a loyal member of the Tent and loves the circus. This time he sends a poem entitled *Circus Wagon Wheels*, by H. L. Phillips, in his Sun Dial column in *The New York Sun* of February 12.

The following new members were taken into the Fellows Tent at last meeting of executive committee: John R. Carey, National Broadcasting Company; Leo H. McCall, secretary New York Life Insurance Company; Theodore McGinnis, famous the world over as "The Duke of Balboa" and manager of the Balboa Brewery in Panama; Colonel John B. Hammond, president New York Rangers Professional Hockey Club, Inc., and chairman of the Madison Square Garden Corporation; Dr. Harold W. Cory, world-renowned specialist, and Curtis Mitchell, who has written for and edited newspapers and magazines for years and in between times takes trips around the world.

Orson Kilborn, general manager CSSCA benefit performance, states that he has contacted committee of the Big Show, with whom he is to work, to get the largest possible attendance at Madison Square Garden on night of April 11. Many of the Tent members will participate in the parade, take part in the clown numbers and make themselves generally useful. Tony Barg is creating a special letterhead in the form of an old circus herald.

F. P. PITZER, National Secretary.

Decatur, Ill., and both will work on new wardrobe and props.

DONALD LAFFERTY, bass player, is wintering in Norwood, N. C. Louis Shaw, trombone player, is in Kansas City. Mo. Abe Lafferty, Don's brother, is playing trombone and cornet with Paul Davis Orchestra in Nebraska.

SYLVANIA CONCERT Band of Philadelphia is heard on the air at 9 o'clock Thursday evenings over Station WFIL. E. Scarpa is leader. Martin Sntzer, formerly with 101 Ranch and Sella-Floto (*See Under the Marquee on page 52*)

Peru Pickups

PERU, Ind., Feb. 23.—Mr. and Mrs. Jess Adkins, Jess Murden and Paul Ienbarger are here after several weeks' visit at indoor shows. Harold Young, South Bend, is emcee at Jockey Club. Is brother of Fred (Aerial) Young.

Eddie Woekener recently purchased a fine suburban home. Stated that he will again be in charge of H-W band. Phil Stapleton and Clara Chaney have retired and are wintering here.

Peggy Marshall, acrobat, was here from California the past week, guest of the Youngs. Left for Baldwin Park, Calif. William E. Muldoon, who was called to care for a number of highly trained cat animals at New York City and Detroit, is back.

Joe Browning and Frank Lawrence, veteran troupers, were here past week. Visit brought many reminiscences, as they were on front door and cookhouse old B. E. Wallace Shows. Browning is head of trucking company, Fort Wayne, Ind.

Heavy Malone is wintering at Frankfort, Ky. Five new seals, under training of Charles Brown, were shipped to Tonawanda, N. Y., where further schooling will be given and then to R-B at canvas opening in Brooklyn. Billie, monster eik, was shot the past week.

Paul Ienbarger, Circus Fan, is confined to home with flu. Larry, a brother, was moved to Indianapolis hospital for observation by specialists. Paul has on display new housecar which will be used by family in visiting circuses.

Bert Nelson is packing big cat barn daily with press men and spectators. Is breaking in new act of 14 lions and lionesses. Jack Burslem visited farm the past week. States he is building elaborate frozen custard machine and will be with Tom Mix.

Mr. and Mrs. Paul Nelson renewed acquaintances. While here they purchased a big sedan, which will be used in moving troupe to dates.

Pacer Tardy, in charge of Joe and Josephine, chimpanzees, stated he is training animals to bowl on miniature alleys. If education is perfected by opening date will be featured with H-W.

Tribute to W. P. Rooney

HOUSTON, Feb. 23.—In the winter quarters of the Roy Gray Big State Shows, showfolks' "service of the twilight" was held for W. P. Rooney as requested. His friend thru the years, Doc Waddell, was in charge. The show band rendered "Pat" Rooney's favorite sawdust joey songs he sang when a clown and the show people sang them. Waddell spoke the memory tribute and said prayers for him.

Said he: "He lived most his life a clown, and as such made thousands laugh and enjoy the world. Up from jester in the sawdust-spangle realm he climbed to 'first citizen' of his native town, Seymour, in Indiana. Evidence of the love his town folks bore him revealed when as he walked along little tots ran to and grasped his hands. When a character like my beloved, tried and trusted friend 'bows out on the Forever Road' he's missed, and LOSS we feel and know. He has crossed the Eternal Bar, answered Supreme Equestrian Director's 'Last Call' and joined 'Over There' the great Barney Fagin, of Seymour, and all the illustrious 'gone on' of the big top world. His immortal crown is 'well done.'"

FALL RIVER, Mass., Feb. 23.—Opposition to granting of licenses to circuses to show here on either Friday or Saturday was filed Monday with Mayor A. C. Murray by executive committee of Merchants' Association. The mayor indicated that he would act in accordance with the desires of the association. Last year Hagenbeck-Wallace obtained a permit for performances on Saturday, July 14, but before circus arrived permit was revoked and performances were held in North Westport.

I wish to express my deep and sincere appreciation for the many kind personal condolences and beautiful floral offerings sent at the time of the passing of my beloved husband, Sam B. Dill

I wish to also express my heartfelt gratitude to those friends who were so kind to us during his illness.

In my sorrow and loss, it is a great and abiding comfort to me that so many of the personal messages from people in all walks of life, conveyed the beautiful tribute to Sam by calling him their best friend.

*"A hand that can be clasped no more,
He is not here; but far away,
Yet may his Memory bring Peace
To those who called him friend, I pray."*

MRS. SAM B. DILL



The Corral

By Rowdy Waddy

LOOK for your name in the Letter List each issue; send your mail-forwarding address promptly.

IF GOOD WEATHER could be depended upon there would be many winter rodeos in the South.

MANY of the contestants and other riders, ropers, etc., have not been heard from lately. (Let's hear from you.)

TWO BIG annual early-season rodeos, Tucson, Ariz., and Fort Worth, Tex. There will again be many of the boys and girls at both events.

HARRY TAYLOR is still adding to his stock lineup and breaking high jumpers, etc., for his Western attractions. Johnny Davis infold last week.

MRS. BESSIE (CHEROKKEE) HAMMON recently underwent an operation for appendicitis at Providence Hospital, Waco, Tex. Her mother, Mrs. J. C. Adams, is with her and writes that Bessie would appreciate receiving letters from acquaintances care of the hospital.

A COPY of the list of events for the second annual Tri-State Rodeo at New Harmony, Ind., in July is at hand. It shows that saddle bronk, bareback bronk, steer and wild horse riding; steer wrestling, calf roping, team roping and wild horse chariot race will be contest. Exhibition offerings and other events filling out the program.

LEWIS MORPHY has been spending a pleasant winter with his mother at Tampa, Fla. He is rehearsing a team shooting act; his assistant, Athia Clout. Visited with Bert Northrup, whose high-school horse worked at the recent fair at Tampa. Also attended the Sara de Sola Pageant at Sarasota, Fla., and chatted with folks there, including Cy Compton and Tex Sherman.

CHEYENNE, Wyo.—Tribute was paid at two funeral services here February 22 for George H. Goehs, chairman of the Cheyenne Frontier Days committee. Also he was elected only a few weeks ago to head the annual rodeo here, he had served for a number of years as a member of the committee. He was Wyoming manager for the Standard Oil Company, formerly an athlete and was widely popular in the Rocky Mountain region.

C. L. (JACK) RAUM is looking forward to a busy season. He is to open California Jack's Wild West with the F. E. Gooding Attractions late in April or early in May. Raum's Circus-Rodeo is to start its free-act season early in August, with engagements booked at Xenia, Canfield, Norwalk, Berea, Paulding, Wooster, Jefferson, Ottawa and other spots in Ohio, the roster to include the following: C. L. (Jack) Raum, Joe Bird, Ralph Duke, Pee Wee Lunsford, Ralph Delno (high dive), Armstrong's Bucking Ford, Elythe Cooper and Dorothy Browning.

A RODEO that is planned to become an annual event in Cleveland is slated for March 11-17 under auspices of Pythian Association of Cuyahoga County, to be staged at the Equestrium, Cleveland. George M. (Jack) Wright, business manager, writes that he has waited three years for a time to feel that "Cleveland is ripe" for a rodeo and to feel assured that such an event would go over successfully in his home city. Jack also states that the association has about 20,000 members in the county, many of them good ticket sellers, and that tickets have been mailed to all members.

EDNA GARDNER HOPKINS' letter (continued from last issue, the closing sentence of which was, "I did not learn to ride in the show business"): "At Durland Riding Academy (New York), which I think was at the 65th street entrance to the park in 1886-'87. It was thru a blunder made by Pop Langdon in his lecture, stating that I could ride any horse standing on four legs in either Jersey City Stock Yards or Brooklyn Sales and Exchange Stables. That was in January, 1887, and you should have

seen the horses lined up on 14th street. Capt. Harry Horn was a great promoter during the early days of cowboys and cowgirls as to conventions, roundups, contests, camps of the Rockies, etc. The cowgirls were musicians, singers or dancers; rifle shots (target and wing), knife and battle-ax throwers. Australian whip crackers, long-distance ropers, half-hitching two people, cow camp cooking, flapjack throwers—giving to the Indians if they would accept the syrup and hot-cakes—and many other acts. Many of the acts were performed by ladies old and grayheaded. Acts worked at museums and 'cheap' theaters. The foregoing relative to some of the 'early days.' As Pop Langdon would say, 'Cowgirls from the Western plains came scampering and skipping over the hills and plains, riding to safety from a band of Indians!'

ROAMIN' ROUND HOLLYWOOD — Cowboy "pickups" here these days take on an atmosphere of motion pictures. . . . Montie Montana has stepped from the bright lights of the big top and rodeo to a 12 months' contract for stardom in pictures. The Willis Kent Picture Company has just completed his first picture, *Circles Death*. Montie refuses to have a double and does his thrilling feats himself. He dashes to the assistance of Yakima Canutt in one scene and "bulldozes" him from his horse. Montie's trick riding horse, Spot, has been renamed Comanche Spot—has two doubles, for the white and brown spotted horse is now 24 years old, the same age as his master. Mr. and Mrs. Montana (Mickel) announce the birth of a son, Montie Charles, an eight-pounder. Mr. Kent privileges Montie three months off for rodeos during his contract period. The Montanas did trick riding with Al G. Barnes Circus last season. . . . The Riding Actors' Association, of Hollywood, placed around 150 men in the picture *Crusades*, in production at Paramount. Among those working were Fred Burns, president, and Orrie Robertson, secretary. Riding Actors, and other members, Bob and Ed Burns, Curley Fletcher, Neal Hart, Walter Shumway, Roy and Buck Bucko, Arizona Wranglers, Slim Balch, Hank Darnell, Silver Tip Baker, Major Kleffer, Frank McCarroll, Everett Cheatam, Turk Greenough, Bert and Art Dillard, Tex Parker, Bud McClure, Bill Thompson, Tommy Coates, Spick Spackman, Hugh Strickland, Lloyd Saunders, Jack House and others. . . . Pete and Babe Knight left in their new Chevrolet for the Tucson (Ariz.) Rodeo. They go on to Fort Worth, after which rodeo they will visit Babe's hometown at Hot Springs, Ark. . . . Pinky Baroski has done well since landing in the film city from Hawaii in December. He is now working steady with Reliable Pictures Corporation films, starring Tom Tyler, Jack Perrin and Richard Talmadge. . . . Paris Williams doesn't intend a broken ankle shall tie her down. Altho she suffered such injury with the Fernandez Rodeo in Hawaii last November, she threw her crutches aside in February and did trick riding at the Lakeside Rodeo, near San Diego. . . . Leonard and Mary Ward now living on Gibson's Golden State Ranch at Saugus. . . . Buck Edwards, of Arizona, after several months roaming around the country at rodeos, is back in Hollywood. . . . Buck lost track of relatives he has not seen since 1914, when he was 14 years old. Learning they were in Rochester, N. Y., but not having address, he communicated with chief of police there, who broadcast inquiry, and after 10 nights' broadcast Buck's brother heard and letters came to Buck at once in Hollywood. He plans a trip to Rochester shortly. . . . Recent additions to Riding Actors' Association include Al Richmond, John (Stoney) Jackson, Charles M. Hunter, Jack King, Cactus Mack, Ed Clay, Hobart Parker, William G. Shanley, Bill Morgan, Vern Costello and Jack Casey.

Here and There

WASHINGTON, Feb. 23.—Lou Engle, former circus owner, now an attorney here, is at the head of the State University Law School, with headquarters in Evans Building.

Charlie and Mildred Hunt, of Five Riding Hunts, joined the May Wirth riding act for a date in Minneapolis.

Sally Hughes Walker, who has been trouping with circuses for many years, is spending the winter in Savannah, Ga.

Millie Long and her mother, Mrs. Edward Long, recently visited Tom Dees at Bessemer City, N. C. Millie was on her way north to play some de luxe picture house dates with her dancing act. Measurements of Susie, the gorilla,

feature of the Cincinnati Zoo, taken by her friend and keeper, Bill Dressman, and sent to the writer each year, show a remarkable growth the past year.

Lobby display for the Loew's Fox Theater, for one week prior to and during the showing of the picture *Sequoya*, wild animal epic, will be furnished by the writer. Will feature a beautiful big buck deer to be ballyhooed as the deer appearing in the picture. John Landis will have charge of the exhibit.

Doc Palmer has moved his store show from here to Alexandria, Va. Business said to be good.

Mrs. Al F. Wheeler was a recent visitor to the Hunt winter quarters near here. REX M. INGHAM.

IABP&B Local No. 10

MINNEAPOLIS, Feb. 23. — The new business agent of Local No. 10 of International Alliance of Billposters and Billers, H. M. Pretag, and son are spending their week-ends 20 miles out of Brainerd building a shack on one of Minnesota's 10,000 lakes.

Carl Munsen, secretary, has been hunting rabbits on his days off. George Hardy received his call from C. G. Snow-hill to report at Madison Square Garden the last of March. Cyril Heggerness will leave to join John Brassell with the Barnes Show.

Waldo Jensen is billing *The Whole Town's Talking* and Bob Linwood is helping him. Local No. 10 claims the oldest billposter, Ed L. Jones. He will be 80 in March and is still working.

Rusty Davidson was down from Winnipeg, getting contracts, brushes, etc., for his spring billing. Mert Gribble has taken to the road, getting contracts for fairs and fireworks shows.

Fay Bordwell, who has been sick for over a month, is up and around and back posting bills with his old buddy, Jack Carr. Max McNeil, agent at Metropolitan Theater, has a summer contract for the highways.

Ed Schrimp, whose wife died last month, will most likely rent his summer cottage on Round Lake and it looks like Harry Mansfield will be the renter.

White-Top Pickups

NEW YORK, Feb. 23.—Mrs. Martin Wirth and Mrs. Phil Wirth (Stella) expect to spend six months at their old home in Sydney, Australia, and visit Mrs. Wirth's brothers, George and Phil. George has retired from active participation in management of the Wirth Circus, and the business will be conducted by his brother, Philip.

The quarters of the Hunt Circus have been moved from Pikesville, Md., to Alexandria, Va.

Harry Billings has been heard from after several years. He is located in Jacksonville, Fla., and is engaged in painting business.

After being off the road for several seasons Walter Hodgdon is about ready to hit the road again with a Texas circus.

Norman Hanley, who has been working in burlesque at Detroit, will be back in circus game, playing bartone.

Nellie Dutton and company have left the city temporarily and will appear at Atlanta with the Bob Morton Shrine Circus. Returning north they join the Frank Wirth Circus for the spring tour. Roy Rhodes has returned here and will again be superintendent of the Wirth Circus.

Joe Siegrist, who has been ahead of a vaudeville unit in the South, has returned here, and with his wife, Bebe, has been booked for a chain of fairs. Bebe is playing vaude dates around the city.

Ira Millette, who has been playing vaude dates here, made the indoor circus at Minneapolis and then returned here to resume his bookings.

The Three Kanes are back again this winter with their head-balancing perch act and have signed for the summer with a permanent circus.

Mickie Blatz, who has been suffering from a foot infection for several months, has recovered and is appearing in vaude with her mother, Madam Blatz, juggler.

Bert Cole, who retired from circus business some years ago, has decided to stage a comeback, and Bert will be with one of the big ones, and later with Mrs. Cole they will revive their vaude act, Tango Shoes.

Advertising bannermen have like tastes it would seem. Jack Fenton and Jack Beach have frozen custard machines, the former at Miami Beach and the latter at Tampa. Harry Strause,

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Feb. 23.—Al Miller stopped in for a visit at the club. Hubert Dyer and Company arrived from the West Coast. Leon Weaver visited with the writer.

While playing Shrine Circus in Fargo, N. D., two weeks ago, Molly Tate suffered a wrenched back and was forced to lay on for two weeks, but will again open with circus in Bismarck, N. D.

Herbert Snyder is here clowning for several chain store companies. Nick Bocson and Claire and Paul Bogush are rehearsing a new three-act. Ann Murray arrived here after playing in and around Detroit. Ben Beno is wintering in Atlanta, Ga.

Members can now join the AFA after March 1, for 30 days only, for \$5, which pays the initiation fee, and they will be given a paid-up card to August 1, 1935, free. Any member wishing to take advantage of this offer, write Bert Clinton, the Chicago representative of the AFA, for application blanks.

Geddis Trio arrived here after playing some vaude dates in Michigan. Les Jordan is rehearsing a new act at club. The Fantinos are playing vaude dates in and around here.

Lido and Livone are working night clubs in Kansas City.

Robert Robinson is rehearsing with a new partner and will open shortly at a night club here.

Visitors' Day on Holland Show at Greenville, Ga.

GREENVILLE, Ga., Feb. 23.—February 10 was a sort of visitors' day on E. S. Holland's Show in Greenville. Shortly after show moved on to the lot Texas Ted's Wild West Show stopped by and visited a while. Show is playing from two days to a week. Carries eight head of horses, two long-horn steers and Billy Sunday, bucking donkey. Ted Lewis is manager; Walter Hohn, advance; Thomas Jacobs, bronk rider; T. P. Lewis, roping; Bert Pattria, steer riding.

Next to come along was Pat O'Brien, sign painter, last season with Kay Bros' Circus, then the Taylor Troupe of entertainers, carrying four people and playing schools.

William Newton Jr. and Clyde Newton stopped off for a while and then on to Warm Springs to visit Sam Dock and Al F. Wheeler, of Silver Bros' Circus.

Met the Pendleton Roundup, picture with Western acts, on the road; also the Avon Players, appearing at school auditoriums. Mr. and Mrs. Sam Levy stopped off at lot in evening on their way into Atlanta to pick up their new 22-foot home on wheels.

The past week the Holland show has had rain every day, and in spite of it fairly good business.

Potters Practicing

PERU, Ind., Feb. 23.—Practice sessions daily on stage of Wallace Theater by Fearless Potters, aerialists. Troupe is under tutelage and management of Harry Potter.

Act does not use traps from caster to catcher, but catapults from bars, hanging by knee, 10 feet above caster, to catcher, then two boys do triple half twister, half twisting double full twister and double full twisters. Aerialists conclude with cast over top of rigging of more than 20 feet to perfect catch, returning in twisters to middle catcher, again to end catcher, thru to standup.

will have the banners with a truck circus. This winter he has been with indoor circuses in charge of advertising programs. FLETCHER SMITH.

WANTED Thrilling Wild West and Rodeo Acts

People with own stock WILL BUY Trickling Horses, Steers, Paddies. WILL HUNT Sound Trick. Long season to all. Opening March 11 to 17, Cleveland, O. Truck House opens March 6. Bucking Horse, Steer Riding, Calf Roping, Bull-dozing Contests, other events contract. Write for Prize List and Information. Pay your own Truck. Conditions, you all know me. GEORGE M. KNIGHT, Room 372, Mollenden Hotel, Cleveland, O. NOTICE—Fair Secretaries wanting to book a real Rodeo, come see us before booking, or write us.

DENVER LAKESIDE BOUGHT

New Company Is To Take Over Operation; 27th Season Starting

Amusement center will be improved for opening on May 25 under management of Benjamin Krasner—name band policy will be continued—price in deal is not given

DENVER, Feb. 23.—Purchase of Lakeside Amusement Park by a newly organized company, headed by Benjamin Krasner, was announced following considerable negotiation with the bondholders' protective committee of the Denver Park & Amusement Company. Purchase price has not been disclosed. The purchasing company, a Colorado corporation, is named the Lakeside Park Company, and is headed by Mr. Krasner, Albert W. Johnson, Robert E. Mullen and John Fiohr, who have been actively associated with management of the park. All real and personal property, which includes about 180 acres west of Sheridan boulevard and north of West 44th avenue, and numerous park buildings, has changed hands in the transaction.

Receiver Was Named

The property formerly was that of the Denver Park & Amusement Company, which lost possession under foreclosure of a mortgage in April, 1933. The park was operated in 1934 by a bondholders' protective committee, composed of Dr. J. M. Morris, J. Reimer Espy, Karl Koch, August Drumm and H. L. Luckenbach. Harry Zimmerhackel served as receiver for the property before the committee stepped in.

Opening for the season, its 27th, will be on May 25, it was announced. Mr. Krasner went to Chicago to confer with the Music Corporation of America regarding bands to play the park the coming season. Name organizations have been a feature here for several years.

To Spend about \$12,000

New management said that about \$12,000 will be spent in redecorating and improving grounds before opening. Large beds of roses are planned near the auto entrance on Sheridan boulevard as one of the beautification steps.

Mr. Krasner, new president, has been connected with the spot since 1917, in charge of a number of concessions. He will be general manager of the park. Mr. Johnson will be general superintendent and Mr. Mullen will continue as advertising manager.

Proposed Eaterie at Jones Beach Being Hit by Indies

JONES BEACH, L. I., N. Y., Feb. 23.—Proposal to construct a \$500,000 restaurant at Jones Beach State Park has stirred wrath in this area. Indie restaurants and night spots insist this will provide unfair competition.

Adolph Klug, owner of a large food mecca at Wantagh, flayed the plan, declaring the State takes taxes from restaurants and kindred enterprises and then uses the money to compete with taxpaying businesses. A dozen people bought newspaper space in a local daily to decry the proposed action.

NORTHPORT, L. I., N. Y., Feb. 23.—Village of Northport has applied to the federal government, thru the TERA, for a loan to construct a bathhouse at Crab Meadow Beach. Village hopes to obtain loan in time to construct for summer operation.

Sinclairs Sojourn in Miami

CANTON, O., Feb. 23.—George Sinclair, president of the George Sinclair Company and Meyers Lake Park Company, operating Meyers Lake Park here, accompanied by Mrs. Sinclair left this week for Miami, Fla., where they will spend two months. Mr. Sinclair, veteran park man, is one of the best known ride operators in the Midwest and for 26 years has been identified with amusement parks and concessions in this area.

NEW ORLEANS.—Final concrete for Behrman Memorial Park swimming pool in Algiers has been poured by ERA workers using materials bought by the city. Pool is 150 by 60 feet and from 2 1/2 to 9 feet deep, and will be opened first day of the swimming season.



ALVIN H. STEINBERG, who has resigned as publicity director of Atlantic City Auditorium, to take over the duties of publicity director and production manager for Young's Million-Dollar Pier there, management of which plans to step out next summer with a big array of flesh attractions.

Wagner on Job in Detroit

DETROIT, Feb. 23.—Henry Wagner, director of Eastwood Amusement Park, has returned from a lengthy vacation spent in Southern California and Mexico. He is optimistically awaiting opening of the coming season, with practically everything new in the park but the name. It is being promised

Winter Parks and Snow Trains

By ALFRED W. NICHOLS

Years ago we used to ride to the summer park and beach on great excursion trains. During the last few years these trains have become very conspicuous by their absence and park men in general are bemoaning the loss of business from this source.

In spite of all this loss of summer excursion trade, with the varied excuses offered, we now witness the unbelievable numerous "snow trains," hauled by two powerful engines to each train, (and some trains having two dining cars, steaming regularly every week-end into the hills and mountains of New Hampshire.

It is not unusual to see 50,000 people assembled at one of these winter carnivals. These great gatherings are held at various places every week-end. In addition to the snow trains, busses and autos may be seen loaded with enthusiasts with their snowshoes, toboggans, skis and skates. I have never witnessed a more exhilarating sight than a trainload of tired but happy and excited young folks returning on a Sunday night from their two-day frolic in the snow.

If amusement promoters are clever enough to draw the young people of

that patrons will be surprised at the metamorphosis that has been worked at this spot.

A. R. Boeckling Again Head Of Cedar Point's Operators

SANDUSKY, O., Feb. 23.—A. R. Boeckling, South Bend, Ind., will serve again as president of the G. A. Boeckling Company, operator of Cedar Point, O., one of the best known amusement resorts in this section of the country.

He was re-elected at the annual meeting of directors here February 15.

Work will be started shortly on preparing the resort for opening about the middle of June.

Boston and other New England centers out from 100 to 200 miles into the New Hampshire mountains, they should get on to themselves and start loading those old excursion trains back into the summer parks. They cannot pass this off as an effect of the depression, because the "depreah" actually has very little to do with it.

The park man should be on his guard against pari-mutuel horse racing and dog racing, as this activity may very reasonably crush the park business. When people do not attend a major league ball game on a Saturday afternoon because of a horse race in a neighboring city the park and beach man may well watch out.

To create the amount of interest and excitement shown at a winter carnival the park manager must furnish new fun devices, fun houses and rides. They must be built solely on their merits as attractions and not because they are cheap.

They should patronize builders who have had plenty of experience and not the barber and the candle-stick maker, who has just taken a notion to enter the amusement construction field.

"Circulation!"

By ERNEST ANDERSON

Our most worthy President, Franklin Delano Roosevelt, is about to be granted several billion dollars by Congress (which is composed of men of integrity and vision), money that will be circulated in various projects, schemes that will yank our beloved country out of the slough of despond.

There is probably not a man in these United States today who realizes more fully than our estimable President the value of circulation. His initials might well stand for Fearlessness Develops Reconstruction.

If our hand or foot becomes cramped we consult our physician, and he in turn diagnoses our case and decides it is a matter of poor circulation and instantly devises a prescription to rid us of this.

One has only to pick up recent issues of The Billboard and read under the heading of Circuses and one will read of circus names that have been dead for decades that are being brought back into circulation. And the names connected with these canvas hippodromes are all those of wise outdoor showmen, sharp, snappy showmen who realize the caterpillar is vanishing and the butterfly is taking shape.

Does Mr. Average Park Manager get this same reaction? Is he preparing to meet the new clamor for circulation? Or is he just sitting back and, when the time comes, throwing open the gates to his park and muttering feebly, "Well, boys, sho's open!"

No paint, no advertising, no new rides, no new concessions, no new shows. And the President of our country putting into circulation billions of dollars.

Mr. A. P. Owner probably has not the foresight of our President or even our wise circus men and lacks the ability to promote. Or he has taken it on the chin so often he is simply punch-drunk. Under those circumstances he should simply fold up and pass out or call up a third-class junk man and request him to "take it away."

There are many high-class park men left, men who realize what is taking place in the nation, men who can develop an Arabian Nights Dream from a city sewer dump, men of show vision and integrity who can visualize a Castle in the Air and then put the foundation under it and make it an actuality.

Foremost among these men in Our Day of Grace is Frank W. Darling, who not only has the strength of vision, but the ability to develop it into a "fait accompli."

Mr. A. P. Owner seems to be terribly slow-witted. He refuses to accept a definite fact that has already been proclaimed by the public. We could name on two hands the various parks that are out of the red and, by naming the successful parks, bring out the names of men of the go-getter type, men who do not hesitate to "tear it down" if it is not making the grade. They keep their parks in circulation.

The old proverb, "The moving finger writes and, having 'writ, moves on," is applicable to any game in the world, including the park game. But the real question is: Are you watching the moving finger? Are you keeping your park in circulation?

Briton Sees Fertile Field for Americans

LONDON, Feb. 15.—Interviewed by the London representative of The Billboard, J. W. Shillan, of British Motor Boat and Rycraft companies, probably the best known man in this particular line in Europe, gave views concerning amusement parks in England.

"Amusement parks are growing in all English cities," he said. "Modern transport and the fact that so many facilities are granted patrons in the way of railroad travel has done away with the traveling fair. However, the man with the traveling fair has been quick to seize his chance and to fall in line, with the result that he has found a place in the permanent amusement park. Better rides and most modern types of amusement, changing almost every week and protected by the most up-to-date safety devices, now give patrons many hours pleasure for just a few coppers.

"There are 10 times as many amusement parks in England as there were a few years ago and big cities like Leeds, Blackpool and Southend have several spots that are open all week, including Sundays, a blue law day in a good many other cities.

"The most modern rides, some the finest in the world, Figure Eights, Coasters, Flying Turns and Water Chutes, attract enormous crowds not only at holiday times, but at ordinary periods. Consequently, pioneer showmen are reaping a good harvest and all parks are paying (See BRITON SEES on page 53)

Perry Leases Pavilion Again

AKRON, Feb. 23.—Summit Beach Park dance pavilion, one of the largest in Midwest amusement parks, will be operated again this season by H. W. Perry, Canton, O., who has been in charge the past two years. He has leased the pavilion from mid-April until October and will take possession soon after April 1. He plans to open late in April, two weeks earlier than last year. Mr. Perry said he will feature one name attraction every week and will likely have a broad-casting wire into the pavilion.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

For two weeks I've mentioned about my joining a nudists' club so that I could write my experiences for pool men. Since then this column has received a number of letters from readers belittling the idea. One or two pool operators had me on the carpet for trying to pull a gag, writing that it wasn't funny to make believe I'm a nudist and to attempt to do a humorous column.

Well, I hope that isn't the opinion of the majority of this weekly audience, for I always aim to please the majority. And I'm not kidding when I say that I actually turned nudist, if only for a night, so that I might be able to impart some interesting heretofore untold info about nudists' clubs insofar as they affect swim tanks.

It was snowing outside and the night was one of the coldest this winter. Snug in my arm chair by the fireplace, I was aroused by jingling of the phone. Startled and surprised, for I thought they'd cut off the service because of some unpaid bill or some other trivial matter, I hastened to the phone and who should it be but good ol' Ted Miller. "Wanta go to a nudist club to-night?" he shrieked. "I thought it might make good copy for your column."

Having my readers' interests always at heart, I accepted and it wasn't long before I was standing shivering in front of (See POOL WHIRL on page 53)

Long Island Patter

By ALFRED FRIEDMAN

This week we get away from the usual run of this column to give you some verbiage with regard to Jones Beach.

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One Lot 150 feet by 100 feet, and another 100 by 100 feet. On the Boulevard facing the Ocean. Suitable for any legitimate device for Summer Amusement. Rents reasonable. Apply at 101 6th Ave., N. E., St. Petersburg, Fla., or JOHN CONOVAN, Derby Race, Revere Beach, Mass.

"the one-day resort," one of the nation's best known beaches. It is a unique experiment fostered by the State and the cause of plenty groaning from indie beach men. Their taxes, they assert, have made Jones Beach a reality.

It is managed so efficiently that on a hot summer Sunday when 70,000 or 80,000 folks are Jones Beach's guests there is very little of the discomfort and irritation found at beaches where there are only a fraction of the number in attendance.

It is one of the finest bathing beaches along the North Atlantic seaboard from the standpoint of sheer beauty. It matches anything abroad in its field. Last year more than 5,000,000 people bathed there. Tho not entirely remote, it is an irksome place to reach without an automobile, which accounts for the fact that an average of 1,000,000 cars are parked at the spot each summer.

Jones Beach is the baby of Bob Moses, president of the Long Island State Park Commission. Former Gov. Al Smith, who held hands with Moses in making the project materialize, is its godfather. Legal tangles (many of them extending into the present day) made Jones Beach's creation a doubtful matter on many occasions. Moses fought in the manner of a wild cat and managed to come out, miraculously as it seemed, on top.

Jones Beach is a clean resort. A cigar dropped into the sand finds its way into a trash basket in, by actual timing, two minutes flat. When the beach was first opened heavy fines were imposed on those who liked to litter the sands. That quickly put a check to their ambition along these lines.

Everything has the marine effect at Jones Beach. The drinking fountains are designed like a ship's compass; attendants wear sailorlike uniforms; life guards use the wig-wag system to signal.

The total cost of the beach runs close to \$20,000,000 and there's still lots more that remains to be done. In the peak of the summer there are more than 1,000 employees. Lockers are 35 cents and a dressing room is 75 cents.

A couple of years ago Soviet Russia detailed Boris Pilnyak, noted writer, to make a study of Jones Beach. Pilnyak went back to Russia with a briefcase full of information regarding Jones Beach.

Jones Beach has proved that selling neatness and cleanliness can be turned into profit.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 23—This resort "went to town" for Washington's Birthday week-end with almost the bustle of midsummer, as one of the largest holiday crowds of recent years flocked in. Hotel and railroad men said reservations showed a boom crowd. Swelling it was the National Educational Association and allied conventions, and all amusements put on extra shows, with plenty of names flung around.

Steel Pier led the amusement centers with a bang-up flesh and film bill. . . . The national convention of American Federation of Labor will be held here for three weeks, starting on October 7. Executive committee, meeting in Washington, thru Frank Morrison, notified Al Skean, of local convention bureau. . . . 2,000 delegates expected. . . . Auditorium ice rink taken up this week to use for exhibits of teachers' convention. . . . will be relaid for balance of ice season, which is proving a wow. . . . Million-Dollar Pier clocked 2,500 on this week's basket-ball game, an all-time record for winter draw at pier. . . . pre-season styles will be given a sendoff at a special show on March 1 for newsmen, following which there will be dinner for them at the Ritz. . . . Harry Reanick is handling details and upon announcement that the new lace bathing suits will be shown is being flooded with ticket requests.

Joe McQuirk's is gathering place of oldtimers these days. . . . Frank Migdon, ex-manager of Philly Troc, doing well with salt-water taffy. . . . Charles Nutt, stage manager of Steel Pier, now in the Southland. . . . Howard Brownie, property man, is in St. Petersburg, Fla., for few weeks. . . . Pat Reilly, formerly of President swimming pool, now a news photographer in Miami. . . . Ray Miller and his Punch and Judy Show in town. . . . Helen Compton and her Bryn Mawr orced the Steel Pier bill, one of finest girl combos here this season.

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Steals the Show and Tops The Midway

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4-Passenger \$1800.00 F. O. B. Salm, Ore. Wt. 3800 Lbs.



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Financially Equipped for Territory in Gulf States, Kansas City, Denver, Chicago, Cleveland.

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NAAPPB
Manufacturers and Dealers' Section
By R. S. UZZELL

Last summer New England park men met in Mountain Park, Holyoke, Mass., one of the highest points in the State. It was the summer get-together. No special business, just an exchange of ideas and a break in the long summer grind of seven days each week with long hours.

To follow their summer meetings each member soon has accumulated the first— (See NAAPPB on page 53)

Good Location
Available for High-Class HORSICOPE READINGS. Apply
Eastwood Park Amusement Co., Inc.
Cattlet Ave. at Eight-Mile Rd. EAST DETROIT, MICH.

CATERPILLAR TUNNELS
Merry-Go-Round Tops, Ferris Wheel Seat Covers. Save 40%. **ANDERSON VENT & AWNING CO.** 35 Concord Ave., Belmont, Mass., or Northampton, Mass.
Thank You for Mentioning The Billboard.

CLEAN GAMES N. Y. TOPIC

Midway Methods Talk in Albany Is Started Off by State Trooper

Declaration made for co-operation of fair secretaries in lining up concessions—Davis of Rutland puts problem up to managers—pass evil is given attention

ALBANY, N. Y., Feb. 23.—A member of the New York State Police tackled the subject of game concessions in a clear concise address to cause extension of the topic by subsequent speakers at the annual conference and meeting of the New York State Association of County Agricultural Societies, held on Tuesday in the Ten Eyck Hotel. The trooper, Lieut. Francis McArthur, cited his experiences at fairs, with gambling and with obscenity, remarking that vile shows and off-color devices have not been so incident of late years. With remarkable clarity and with every indication that he was up on his subject, he went thru the list of shady games, which he vehemently denounced. He declared that co-operation from fair secretaries is needed, suggesting that they submit a lineup of games which they intend to book, provided they can determine them from the managers of carnivals which they contract.

After being introduced by the NYSAGAS president, Lewis K. Rockefeller, Chatham, Will Davis, Rutland (Vt.) Fair, was up on his feet with a slam at secretaries themselves, who he said are "largely to blame" for the situation. Fairs, he said, can and often do play a great part in the elimination of unfair concessions by internal purging, by thrashing the matter out before the midway appear for the engagement and the like.

At Rutland he employs a secret man to patrol the midway, especially to seek out evil practices at new games or at old games with new games. "And another thing, don't ask too much for your space. Don't ask and expect to receive more than the traffic will bear," he concluded as carnival men present for the session, which was the afternoon one, beamed with delight and approval.

Danziger on Passes

A prominent guest speaker from outside the State was present in the person of Milton Danziger, Eastern States Exposition, Springfield, Mass. Charles A. Nash, ESE manager, was in Hartford, Conn., that day conferring with Gov. Wilbur L. Cross regarding a Nutmeg State building at the expo. Mr. Danziger said, preling for a subject, he said that during a talk that morning with the representative of *The Billboard*, publicity had been suggested. "The newspaper is the most valuable and most consistent medium for publicity and advertising, and while other mediums have their value, the newspaper is the medium I consider best," he declared.

Referring to remarks made by Judge L. D. Howell, Riverhead, earlier in the day to the effect that fairs are slipping, Mr. Danziger disagreed without once referring to Judge Howell by name. He said that many fairs, of course, pass out the same as companies do in industry and commerce, with mergers developing. State meetings, he observed, should be a means of contributing constructive help to the fair business rather than be made opportunities for pessimists.

Mr. Danziger then dwelt lengthily on (See *CLEAN GAMES* on page 45)

Hellkivists Going to Japan

CHICAGO, Feb. 23.—A letter from Nils Regnell aboard the motor ship *Norn Maersk* states that the Hellkivists, high and fire divers, left New York on February 9 to fill an engagement at the Yokohama (Japan) Rebuilding Exposition. The event, under government auspices, runs from March 26 to May 24. The diving team this year consists of Nils Regnell and Ella Carver, the latter of diving horse fame. Besides their high and fancy diving the team feature their double fire-diver. This is the first trip of the Hellkivists to Japan.

THE 1935 EDITION of the *Reinmuth Rhythm Revue* for Fayette County Fair, West Union, Ia., was booked by Florence E. Reinmuth. Two Reinmuth revue units will be at auto shows in Luverne and Austin, Minn., in February and March.

One in a Trillion?

SAN DIEGO, Calif., Feb. 23.—She's one in a trillion, according to the press bureau, is Myrna Myrl Clifton, 13-year-old midget, to be a feature of Midget City at California-Pacific International Exposition, opening here on May 29. Scientists estimate that one person out of every 1,000,000 is a midget and that one out of every 1,000,000 midget unions produces a midget offspring. Figure it out. The girl is 26 inches tall, normal except in size, and is daughter of Mr. and Mrs. J. E. Clifton, of Texas. Her mother is 36 inches tall and her father 42 inches.



C. S. PARNELL, Mebane (N. C.) editor-fair manager, sports with his grandson. Mr. Parnell for 14 years has been active in fair work and has just added Smyth County Fair, Marion, Va., to the annuals he manages. He is secretary-manager of Six Counties Fair, Mebane, and Sampson County Fair, Clinton, N. C. He was one of the organizers and is now secretary-treasurer of North Carolina Association of Agricultural Fairs.

Revival of Laurel, Miss., Annual Voted by Trustees

LAUREL, Miss., Feb. 23.—Trustees have voted to revive South Mississippi Fair next October, dates to be announced later. There has been no fair for the last three years, but with election of officers and selection of E. P. Ford as secretary-manager, plans will proceed to put the event upon its former basis. Mr. Ford held the same post a number of years.

Other officers named are Murdock H. McRae, chairman; P. A. McLeod, secretary of the board; J. C. Coats, financial secretary; E. B. Gibbons, G. W. Evans, directors.

Connecticut Managers Favor State Building at ESE and Betting Law

HARTFORD, Conn., Feb. 23.—Legalized betting at Connecticut race tracks and erection of a Connecticut building at Eastern States Exposition, Springfield, Mass., were called for in resolutions unanimously adopted at the annual meeting of the Association of Connecticut Fairs here on Tuesday. More than 100 delegates attended the convention, declared the largest and most interesting in several years.

Charles L. Johnson, Sherman, chairman of the agricultural committee of the Legislature, disclosed some pending legislation relating to horse racing. He is former commissioner on domestic animals in this State and reviewed the agricultural situation and the part that horses have played in aiding man in all parts of the country.

"Failure to appreciate within the State the value of a betting bill and organized opposition from without the State have been major obstacles in the way of securing such legislation in the past," he said. "We are always looking for new sources of revenue and a State racing law offers just that, for I am told that in Bridgeport alone there is approximately \$20,000 sent out of the State each morning in the form of bets placed at different tracks."

Three bills now in the Legislature are similar in form, he said, and it is his aim to incorporate best phases of each into one that he hopes will be approved. Income to the State is expected to approximate \$1,000,000 each year. Mr. Johnson's racing bill differs from those in many States in that he plans to have harness races incorporated.

Commissioner of Agriculture Oleott P.

Favor Hoosier Horse Bill; Dog Racing Measure Killed

INDIANAPOLIS, Feb. 23.—In the Legislature the House on Thursday revived the question of legalizing pari-mutuel betting after one such measure had been killed by a 47 to 34 vote on Tuesday.

A bill sponsored by the State Board of Agriculture was passed to second reading, 52 to 39. This is the measure recently approved by the Indiana Association of County and District Fairs.

The bill defeated, upon a minority committee report, provided also for dog racing. The new bill provides only for horse racing.

Comeback on In Wyoming

Legislature votes \$30,000 for revived State Fair in Douglas—mutuels lose out

DOUGLAS, Wyo., Feb. 23.—After a two-year struggle under private auspices, Wyoming Fair will be reinstated this year, the Legislature having appropriated \$30,000 for this purpose. Charles B. Stafford, executive secretary, State department of commerce and industry, is proceeding with preparations for the event, slated for September.

Orphaned in 1933, when the Legislature, thru economy and budget pruning, failed to appropriate for the annual event, subscriptions from business men and firms and industries financed a Wyoming Products State Exposition two seasons on the fairgrounds here.

As originally introduced, the fair bill called for \$6,800, to be devoted to improvement of grounds and grand stand, but later was amended to provide \$30,000 for financing a fair as well as improvements and was included in the general appropriations measure oked by the Legislature.

A bill to legalize pari-mutuel betting, horse and dog racing, survived until final day of the session, February 16, when it went into the discard as a motion in the House that rules be suspended to permit second and third readings and final passage failed to carry.

Lohr's Dallas Conference Starts Actual Expo Plans

DALLAS, Feb. 23.—Maj. Lenox R. Lohr, who was director of Chicago's A Century of Progress, wound up his advisory work on the Texas Centennial Exposition and handed directors of the exposition corporation a confidential report. His visit has done much toward giving the exposition definite organization and actual working plans.

On Major Lohr's advice exposition plans were reduced to present territory of the State Fair of Texas grounds plus a 26-acre plot south of the grounds and needed to square off the triangular area.

Technical board of the exposition is drafting three alternative building programs to fit the three likely construction fund totals. Sale of the corporation's \$2,000,000 bond issue will begin on March 2.

Cooper Honored by Friends

CINCINNATI, Feb. 23.—Homecoming of Myers Y. Cooper, of this city, honorary president of Ohio Fair Managers' Association and former governor, was celebrated by 200 friends, who called upon him in his home Tuesday night. He had returned from White Cross Hospital, Columbus, O., where he had been many weeks in a plaster cast for a spine injury sustained in an auto crash near Utica, O., on December 2.

Mrs. Detrick Relinquishes Fair Post in Bellefontaine

BELLEFONTAINE, O., Feb. 23.—Mrs. Don A. Detrick, Ohio's only woman county fair secretary, declined to stand for re-election as secretary of Logan County Fair here. She held the post during the past year, having been appointed to fill the term of her deceased husband, who died in February, 1934.

She was recently reappointed secretary-treasurer of United Trotting Association and re-elected executive secretary of Ohio Fair Managers' Association, both positions formerly held by her husband. Mrs. Detrick said she relinquished the local post with regret, but did not feel able to continue in all three positions.

(See *Connecticut Managers* on page 47)



By Claude R. Ellis

FLORIDA FAIRS, long considered barometers of the season to come, are it might be borne in mind, in that category only when conditions are reasonably normal down yonder. This year, in the parlance, "all bets are off." Cold weather, especially at night, took heavy toll, although Tampa Fair rallied during the concluding three days. Reports from the others are nothing to write home about. The freeze which preceded the fairs appeared not only to have been anything but healthy for citrus but evidently put a damper on purses and spirits of the natives who, of course, must be depended upon more for gate admissions and grounds spending than the tourists. However, weather can queer the biggest fair on its biggest day, and the deal handed the Florida fairs by the elements this year need have no deterrent effect upon the annuals to come in all other parts of the continent.

FIGURE THIS ONE OUT: Why some carnival owners come into territory that is new to them and greatly raise the flat-rate bids for fairs offered by other carnival men who have long been in the territory, played the same fairs and know their strength. It's a pipe someone generally is disappointed or mistreated—either the carnival, fair board or public.

SHE told it to the men folks at the Kansas fairs' meeting in Topeka. Miss Amy Coz, RKO manager, Kansas City, Mo., declared: "A fair is not just a competitive exhibition of agriculture, stock, jellies, pickles, etc. The finest display of live stock or prize poultry will not draw the crowds that a line of shapely, beautiful dancing girls with good music, lights, etc., on your grand stand will draw, and why? Because people coming in from the country are expecting something different, and not the things they see every day."

TO THE LADIES fairdom owes much. Those managers who have had to depend upon them in bringing fairs to their present popular status know this only too well. True, the feminine contingent's activities have been largely as department heads and exhibitors, generally unsung and often unseen. But a number have been and are successful managers and executives of fairs. The present quota has been lessened by voluntary retirement as secretary of Logan County Fair, Bellefontaine, O., of Mrs. Don A. Detrick. The field will not lose her experience and ability, as she will continue as executive secretary of Ohio Fair Managers' Association and secretary of United Trotting Association. Among those who apparently have every intention of carrying on are Mabel L. Stire, secretary, Mississippi State Fair, Jackson; Ethel Murray Simonds, secretary-manager, Fred Oklahoma State Fair, Muskogee; Marie C. Stokes, assistant secretary, Mississippi Valley Fair and Exposition, Davenport, Ia.; Mrs. Harvey Walcott, secretary, Ottawa and Kent Fair, Marne, Mich.; and Ruth Calvert, secretary, Beauregard Parish Fair, De Ridder, La.

"SINCE the days of the rural free delivery, the telephone and the automobile, fairs, homes are not isolated as they once were, but the need of such an outing as the fair affords always will exist and can hardly be overestimated."—FRED A. CHAPMAN, secretary, Ionia (Mich.) Free Fair.

HERE'S HOW carnival owners were challenged by President C. S. Parnell, Mebane, at the 1935 annual meeting of North Carolina Association of Agricultural Fairs: "There are some carnival owners who have done a pretty good job of cleaning up. Others have made a very good job of messing up. Why can't carnival owners inject into their attractions something new and different? Why

WANTED FOR THE WEEK OF JULY 4th

Two or Three Rides, consisting of Merry-go-Round, Chair Plane and Ferris Wheel. Twelfth annual Firemen's Fair. Set up in middle of town on streets.
J. A. REDDING, Pres., Occola Mills, Pa.

do they cling to the same old type of shows? Why can't some enterprising showman build a show that is different? Who'll be first to show him?

A "DEPRESSION" fair, which first opened its gates in 1931, in face of dire predictions by calamity howlers, has had steadily increasing attendance during each year of operation and in 1934 the "baby" saw the most prosperous year in its history, with net profit of \$26,934.78. I mean Harold F. DePue's North Montana Fair in Great Falls.

FAIR FILLUPS: Mazie C. Stokes, assistant secretary in Davenport, Ia., will be off the weatherman for life if he doesn't behave this year . . . rain last two years, two days last year. . . Franklin (Ind.) Fair boys regaled the S. E. Circuit members there with hot dogs and beer . . . just like fair time. . . Ross Jordan, Macon manager, now in his "second home," getting ready with R. L. Milligan for the second Duval County Fair in Jaxville. . . If that San Diego Exposition is as good as its press bureau, it'll be a darb. . . Milt Danziger, ESE, Springfield, Mass., went to the dogs in N'Yawk . . . came home first president of a new canine scribes' club. . . Censor Jimmie Murphy is as much opposed to patrol wagons on fair midways as he is to raw games . . . won't have 'em, and didn't, either, in York, Pa., last fall. . . That annual Penny Farm Show in Harrisburg has become a big thing. . . Hope Elkhorn (Wis.) Fair doesn't go by the board . . . has long been one of the nation's greatest county shows. . . Here's wishing Pomona, Calif., goes way over the half-million gate mark with its '35 17-day doings! . . . Hennepin County Fair fellers in Hopkins, Minn., know what it takes to draw big city folks (and ruralites, too, for that matter)—entertainment. . . Not that the Florida fairs have been frost-bitten, but that spell of bad weather didn't help any. . . Don't delay advertising plans . . . bright modern paper and someone assigned to pay court to that coy but dependable stand-by—the press.

Parnell Boss in Marion, Va.

MEBANE, N. C., Feb. 23.—C. S. Parnell has just added Smyth County Fair, Marion, Va., to the fairs he now manages, which are Six Counties Fair here and Sampson County Fair, Clinton, N. C. He may also conduct Anson County Fair, Wadesboro, N. C., where there is a good race track, although there has been no fair in 50 years. This will be the 25th consecutive year for Smyth County Fair. Mr. Parnell is credited with never having conducted an unsuccessful fair in his 14 years' experience.

N. D. Free Fair Enlarges

PESSENDEN, N. D., Feb. 23.—Wells County Free Fairgrounds have been completely revamped, reports Secretary Edward W. Vancura, with assistance of FERA, and five more acres have been purchased. About half the buildings have been relocated and all have been repaired and repainted. Four new buildings were constructed. More space has been provided for the midway, which will have Hennes Bros.' Shows at the fair, July 9-12. Special live-stock arenas and more parking space have been provided.

Chi Fair Offices Move

CHICAGO, Feb. 23.—Offices of A Century of Progress have been moved from the grounds to 624 South Michigan avenue, where they will remain until affairs of the exposition are wound up. Office and storage space totaling 5,000 square feet has been leased. Wrecking of the World's Fair buildings started early this week.

Ricksha Company Wins Suit

CHICAGO, Feb. 23.—The Daggett Wheel Chair Company, which operated the chairs and rickshas at A Century of Progress, was victor in a suit filed against it by Barney Lasker, Detroit, who claimed he was damaged \$10,000 worth when bumped by one of the chairs last summer. The suit was dismissed in Judge Burke's court this week.

CORPUS CHRISTI, Tex.—V. E. Thompson, Aurora (Ill.) balloonist, while laying over here en route to New Orleans from E.ownsville, Tex., and the Rio Grande Valley, landed a 29-pound drum flab.

North Montana Audit Shows "Baby" Fair Licked Depresh

GREAT FALLS, Mont., Feb. 23.—Net profit of \$26,934.78 for 1934 was revealed in annual audit of North Montana Fair, made public this week by Manager Harold F. DePue. Total revenue was \$121,248.72, and disbursements \$94,311.74.

Total paid admissions were 195,231, contrasted with 147,112 in 1933, 131,063 in 1932 and 129,817 in 1931, the year the fair opened. In 1934, as in the other years, the fair issued no passes except to visiting fair officials.

Most important revenue item was paid admissions, \$59,034.05. Next two largest were \$14,494.30 from concessions and \$11,202 from racing. Largest expense item was fair operation costs, \$50,045.79. Exhibition costs, including \$19,044.47 in premium awards, totaled \$26,347.22. North Montana Fair had a capital surplus of \$333,103.28, consisting of plant and equipment, and an operating surplus of \$23,178.62, consisting largely of cash on hand and cash items.

Frisco Site Chosen Soon

SAN FRANCISCO, Feb. 23.—Selection of the site for San Francisco's World's Fair in 1938 will be made within the next two weeks, Leland W. Cutler, president of the exposition company, said, following a meeting of directors at which proponents of five proposed sites presented arguments. Three sites, Lake Merced, South Basin and Yerba Buena Shonks, drew major support, Mr. Cutler said.

Great Falls Cuts Its P. C. Heavily on Mutuel Betting

GREAT FALLS, Mont., Feb. 23.—In the belief that greater play will result, North Montana Fair this year will cut its pari-mutuel percentage more than 50 per cent and in addition will break to the penny, it was announced by fair commissioners.

The fair percentage will be 8 per cent, contrasting with 16.73 per cent which prevailed last year, when management retained \$10,342 of \$61,804 bet by mutual patrons.

The 8 per cent, set for the coming season, is believed to be lower than that charged by tracks in any States of the Union, with two exceptions.

Texas Press in Nation-Wide Drive in April for Centen

DALLAS, Feb. 23.—Texas newspaper publishers will get behind plans for the State's 1936 Centennial Celebration. A special train under sponsorship of Texas Press Association will leave Houston the last week in April to carry special invitations to President Roosevelt and Congress from Governor Allred and the Legislature.

The Centennial special will visit New Orleans, Memphis, Birmingham, Jacksonville, Savannah, Charleston, Raleigh, Richmond, Washington, Knoxville, Nashville, Memphis and Little Rock. A formal invitation from Governor Allred has already been sent to governors of the 48 States. Chief feature will be the central exposition in Dallas.

Hoosier Circuit Sets Purses

FRANKLIN, Ind., Feb. 23.—Southeastern Indiana Fair Circuit on February 14 decided to give \$250 purses, under American Trotting Association rules. Classes will be arranged in the city hall in North Vernon on March 14. The meet was attended by F. Overstreet, Frank Clarke, Edward Redmond, F. P. Brockman, Columbus; Curtis Russell, E. M. Beck, North Vernon; George Parish, Shelbyville; Leonard Haag, Lawrenceburg; Osgood, Greenfield and Connersville, not represented; George McCray, Danville, Ill.; H. Boles, N. P. O'Hair, Paris, Ill.; Nell Godwin, Will Clark, George Hunter, C. Barriman, Leon Vandiver, Harvey Deer, Wallace Bowman, Harry Miner, Franklin; Robert Terry, Fielding W. Scholler, Indianapolis.

GREAT FALLS, Mont.—Charles L. Trimble, Chicago, will this year serve as race secretary of North Montana Fair, supplanting J. Burke Clements, Helena, said Harold F. DePue, fair manager. During the past four years Mr. Trimble has been steward at the fair.

WITH THE TROTTERS

By EDWIN T. KELLER

One of the most interesting of all racing groups is that of the leading race-winning performers. With final records for the 1934 season at hand, one can now assemble the leaders for the past year and comment briefly upon their doings. The list of race-winning stars for 1934, numbering those performers that were successful in winning 10 or more races, is one of the greatest of all time. Of the 29 performers 23 are pacers, showing to what degree the sidewheelers dominated the season's racing picture.

The group in every way shows a most decided gain over the number seen during the 1933 season, when the total was 19. Much interesting turf history of 1934 was written by these 29 that thru-out the season established all sorts of records, including track, State and new world's marks. Several were lifted into the ultra-select group of the outstanding stars that the turf has yet produced. Included are Calumet Evelyn, 3, 2-01½; Theo Guy, 4, 2-01½; Una Signal, 1-59¾; Billy Hugo, 2-01½, and Lu Barient, 2-03¾, all outstanding in every sense of the word.

Grattanette Heads List

For four of the past five seasons Canada has sent out the leading race-winning performers, all pacers. The leader for 1934 was Grattanette, 4, 2-07¼, daughter of Admiral Grattan, bred, trained and raced by Dr. C. H. Heslop, Milton, Ont. Grattanette heads the list with 15 victories in 21 engagements. She took part in 73 heats, of which she won 48, was second in 11 and out of the money in only six heats raced, the outstanding young performer developed across the line during 1934.

Right behind Grattanette comes another Canadian star, Billy Hugo, 2-01½, outstanding horse of the year in the Dominion, one of three members of the 29 who went thru the season undefeated, the others being Doris Grattan, 2-08¼, and Calumet Fingo, 2, 2-08¼. Billy Hugo, owned by Rozell and Fraser, Ridgetown, Ont., and campaigned by the latter, ran up one of the most remarkable records in a single season. Undeclared in 14 engagements, in 42 heats raced, he lost only three. And two of these came in his first race.

Two pacers were successful in 13 races. Theo Guy, 4, 2-01½, Ohio gelding recently sold for \$8,500, and Sam J. Napoleon, 3, 2-03¾. Record of Theo Guy was especially noteworthy. Totally green at start of the season, the 4-year-old raced to 2-01½, set a new world's mark for a mile and one-sixteenth over a half-mile oval of 1:12 and paced a minor track in 2-04, which makes him one of the greatest young pacers that ever appeared.

Stars Seldom Repeat

The only others to win as many as 13 races were the two trotters, Lu Barient, 2-03¾, and Wayne Lee, 2-05¼, that head the trotting group for the year. (See TROTTERS on page 47)

GEORGE A. HAMID INC. THE SURE WAY

General Amusement

The Hamid Organization broke records for contracts signed at the various annual meetings. The reason for this is obvious. The sure way to make your show a success, is to follow this true sign of leadership.

GEORGE A. HAMID Inc. General Amusement 1560 Broadway, New York

BIG CLEAN CARNIVAL WANTED

New in this territory, for four fairs and reunions, dates August 15 to September 14. Write or wire Wm. F. ROYER, Coffeyville, Kan.

Wanted Circus Acts

APRIL 5 AND 6. Write L. WILCOX, 705 Gettysburg, Jackson, Mich.

Grand Rapids Is Included In New Chain for Michigan

GRAND RAPIDS, Feb. 23. — Western Michigan Fair was virtually assured of operation for 1935 with completion of negotiations by Comstock Park Association, owner of the fairgrounds here, and the new Michigan Agricultural Society, Inc., for lease of the property to present a fair on August 4-11. Announcement of the arrangement was made by A. E. Swanson, vice-president and general manager of Comstock Park Association.

Michigan Agricultural Society will operate fairs this year, according to Mr. Swanson, in Cadillac, Bay City and Flint. Negotiations in a fifth city have not been completed. It is said the chain will tie in with the State Fair in Detroit to reduce costs and expenses and to bring attractions that otherwise would be financially out of reach.

Listed among personnel of the society, as reported by Mr. Swanson, are Harry Crandall, Bad Axe, Michigan Live-Stock Breeders' Association; Milo Shaw, Middleville, Shorthorn cattle breeder; James Jones, Detroit, who last year conducted the State Fair at a profit, and John Anhut, Detroit attorney and owner of race horses.

8,000 View Canine Awards

NEW YORK, Feb. 23.—At the closing on night of February 13 of the three-day 59th annual Westminster Kennel dog classic in Madison Square Garden, making of awards was witnessed by 8,000 attendance, instead of 80,000 as reported last week. On the second night the gate was 20,000.

Sarasota Event Goes Over

SARASOTA, Fla., Feb. 23.—Sarasota County's first agricultural fair in several years this week was such that its backers declared it probably would be a permanent institution. There was more than 7,000 attendance first two days. Sponsors were Sarasota County Agricultural Fair Association, Junior Chamber of Commerce and Krause Greater Shows. Demands for space were heavy on Manager E. C. May, who was assisted by Mrs. Harry Gocle and Mrs. Howard Dial. Much favorable comment was heard on the clean midway provided by the Krause Shows.

Orange Show Drawing Big

SAN BERNARDINO, Calif., Feb. 23.—National Orange Show here, February 19-March 2, opened with largest attendance in years.

Fair Elections

INDIANAPOLIS—An appropriation of \$200,000 to pay on bonded indebtedness of Indiana State Fairgrounds is sought in a bill introduced in the House. It has the proviso, however, that if a parliamentary bill is enacted, any amount of money made by the State thru betting shall be deducted from total of the appropriation.

TERRE HAUTE, Ind.—Plans for a county fair here next fall, first fair in years, have been advanced by Vigo County Fair Association. L. H. Quinn, secretary of Terre Haute Merchants' Association, who had been acting secretary of the fair association, resigned, and Charles Worman was elected to that position. Stock probably will be issued for financing.

ROCKVILLE, Ind.—Parke County Fair Association elected Everett McClain, president; Lawrence McAllister, vice-pres-

FAIR CIRCUIT For AUGUST 1935

LAWRENCEBURG, KY., Frank Routh, Sec'y.
SPRINGFIELD, KY., T. O. Campbell, Sec'y.
SHELBSVILLE, KY., T. R. Wigger, Sec'y.
These Fairs offer a three weeks' engagement to Shows and Concessionaires.

Correspondence Invited by Each Secretary.

Carnival Wanted

FOR SIX-COUNTY FIREMEN'S CONVENTION, AT YAMAQUA, PA., WEEK OF JUNE 16. Large crowds certain. Write or wire GEORGE L. WREDFORTH, Sec'y, Yamaqua, Pa.

dent; Walter Wimmer, secretary-treasurer.

RICHMOND, Va. — Stockholders of Virginia State Fair re-elected T. Gilbert Wood, president; Luke H. Fairbank, vice-president and treasurer; Charles A. Somma, general manager and secretary; C. T. Riddick, assistant general manager, and named a large board of directors.

ROYALTON, Wis. — Henry W. Crane was elected secretary of Waupaca County Fair Association, succeeding A. J. Reick, and Ray Hutchinson was named president, succeeding Henry Glock, resigned.

DAVENPORT, Ia.—Mississippi Valley Fair and Exposition re-elected M. H. Calderwood for his 16th term. Other officers named are P. F. McCarthy, vice-president; A. P. Arp, corporation secretary; Arthur H. Ebeling, treasurer; H. W. Power, fair secretary; Mazie C. Stokes, assistant fair secretary; E. P. Adler, Mr. Arp, Mr. Calderwood, Ned B. Curtis, L. J. Dougherty, Mr. Ebeling, Peter N. Jacobsen, Rudolph Koch, Emil Kroeger, Harry J. LeBuhn, Mr. McCarthy, Adolph Mueller, Mr. Power, William E. Voss, S. T. Yocum, directors.

ALGONA, Ia.—Kossuth County Fair re-elected J. M. Patterson, president; H. J. Bode, treasurer; E. L. Vincent, secretary. Clark Scuffham was elected vice-president to succeed George D. Moulton.

DONALDSONVILLE, La.—L. A. Borne was re-elected president of South Louisiana State Fair; G. J. Autin, C. J. Tassin, Solon Farnbacher, vice-presidents; E. C. Hanson, treasurer; R. S. Vickers, secretary-treasurer.

RIVERHEAD, L. I., N. Y.—Assemblyman John G. Downs is the new president of Suffolk County Fair, filling the vacancy caused by the death of Nathan H. Dayton. Frank M. Corwin was re-elected secretary-treasurer. At annual meeting of the board the dates were set for August 27-31 and decision was to feature trotting and pacing events for a \$6,000 purse.



RICHMOND, Va.—The 1934 Virginia State Fair had best attendance of any in five years. It was shown at the annual meeting here when this year's dates were set as September 30-October 5.

DODGE CITY, Kan.—Great Southwest Free Fair dates have been changed to September 2-7, to precede Kansas State Fairs instead of following them. The board set the dates nearly a month earlier than usual to escape hazards of unsettled weather which marred many fairs. It is expected night entertainment in the grand stand will be better under the earlier dates.

GREEN BAY, Wis.—City council voted to pay bills incurred by Tercentennial, Inc., which represented permanent benefit to the city, in an amount not to exceed \$4,250.

HUNTINGTON, Ind. — Workers in a campaign to raise \$3,000 for a modern fair live-stock exhibit building in Hier's Park here were organized at a meeting of officials of Huntington County 4-H Fair. Kiwanis, Rotary, Exchange and Altrusa clubs, Chamber of Commerce, Farm Bureau and other civic groups promised co-operation.

DECATUR, Ind. — Features of Adams County 4-H Club Fair here during first week in August will be Cloverleaf Dairy Day on August 8, according to directors of Decatur Chamber of Commerce, Fred Reppert, former president of Great Northern Indiana Fair, held in Decatur a decade ago, will be master of ceremonies.

ELKHORN, Wis.—Supervisors on February 13 voted 17 to 8 against a \$10,000 appropriation to Walworth County Fair. Max Porter, fair secretary, declared he would call an executive meeting to investigate legality of selling the fairgrounds to someone who would run the fair. Board members voted to appropriate \$1,040 for insurance on fair property.

CANFIELD, O.—Action by Mahoning County commissioners on a request of Canfield Fair board for \$6,000 will await

word from Washington on the government's procedure in a public works program. The board plans construction to cost \$24,000 and expects to use FERA labor, if funds for materials are provided by the county, on extensions to stock barns, additions to grand stand and a new secretary's office.

MARTINSVILLE, Pa.—J. L. Clayton, president of Henry County Fair Association, said a fair will be held here next fall. Altho last year's fair was not a financial success, due to bad weather, Mr. Clayton said sponsors are going ahead with plans.

CLEAN GAMES

(Continued from page 44)

ticket admissions with emphasis on the free ticket evil.

"In the Eastern States we must be careful to get every cent that belongs to us. We have no State aid and must depend on sale of space, gate admission, concessions and attractions for revenue. Ninety-five per cent of the evil is due to management. You must make plain to the public that you are dependent on the gate admissions. Complimentary tickets are necessary, but they must be distributed with discrimination, keeping in mind what a pass is for. The pass evil develops because to many people at the average fair handle them." He also discussed season camps and kindred phases of the pass question.

Overselling Concessions

In tackling the subject of a successful fair, Judge William H. Golding, Cobleskill, had the proof in his own event, one of the most progressive in the State. Judge Golding, who is of the Children's Court in his county, became secretary 24 years ago and during his long regime the fair has been a favorite. Judge Golding's "success story" took in attractive grounds, inviting restrooms and more sanitation, plugging for female trade, shorter events with a try for concentrated attendance within a limit as to days, spotting of a night fair at the proper time of season and a definite attitude and plan of action as between agricultural and amusement features.

He agreed with Mr. Danziger that newspapers are the most valuable for advertising. He said that most fairs oversell their concession space to their own detriment in the long run. "as you create a form of competition that is harmful." "We made more money last year than in 1933—and with one-third less concessions." The judge urged banning of undesirable games and put the frown on beer as unsuitable for rural regions, especially if the patronage and good will of young people are sought. His last appeal was to keep premium payments up to par.

Charles H. Baldwin, retiring commissioner of agriculture and markets, reported ratings on milk production, with silver cups, Malone, first; Norwich, second, and Chatham, third. Grade A fairs were Walton and Westport, and there were 13 listed as Grade B, a like number in Grade C and 21 maintaining exhibits put on by the State Milk Publicity Bureau. Mr. Baldwin also made his annual report on blue, red and yellow ribbon fairs with their percentages. He praised the new commissioner, Peter G. Ten Eyck. John H. Greenman, Cortland, called Mr. Baldwin "the best friend of fairs we have had in the capital."

Lehman Stresses Youth

Other interesting addresses in the p.m. session were delivered by George Hamid, head of the booking office and operator of Southern fairs; Oscar W. Ehrhorn, New York, past president of the association and one of the most distinguished orators in the country; William H. Goucher, veteran secretary of the National Trotting Association; H. S. Beagle, New York Power and Light Corporation, who demonstrated modern trends in fair lighting with slides showing about 75 types of electrical fixtures at a Century of Progress in Chicago; C. M. Lewis, of Sherwin Williams, who spoke on paints, and others. Mr. Hamid's theme was pep, drive and power in putting over a fair, making the last of half a dozen similar addresses before State bodies in New England, the East and the South.

Opening stanza on Tuesday brought a welcome from Mayor John Boyd Thatcher, to which William B. Boothby, Rochester Exposition, responded in his familiar expert fashion. A board of appeals to protect the interests of fairs was named by President Rockefeller as follows: Judge Howell, Riverhead; Mr. Boothby and Edwin Hardeman, who will serve for two years; John D. White, Altamont, and Frank J. Walton, Watertown, appointed for three years. Clyde Schultz, secretary

of the Town Fairs Association, which met on Tuesday to discuss their problems, was recommended for continuation as a member of the Atlantic District Board of the National Trotting Association. At noon about 50 delegates were received in the chamber of Gov. Herbert H. Lehman, an annual procedure. Governor Lehman stressed the importance of encouraging boys and girls, particularly in exhibit work.

Banquet Is Spectacular

Mr. Rockefeller was re-elected president of the association; David Miller, Penn Yan, first vice-president; J. C. Newton, Hamburg, second vice-president; G. W. Harrison, secretary, and William E. Pearson, Ithaca, treasurer. Executive committee, embracing the various judicial districts in the State, is as follows:

Judge Howell; J. F. Williams, Troy; M. M. Lyman, Lowville; J. H. Greenman, Cortland; W. B. Boothby, Rochester; A. R. Maytum, Fredonia, and Charles Evans, Arden.

A memorial resolution eulogized Albert E. Brown, Batavia, ex-president of the association.

The banquet, toastmastered by President Rockefeller and emceed by George Hamid, was pronounced spectacular in every respect. There were more than 400 guests and an overflow crowd which had to be accommodated in the space set aside for the floor show. Seated on the dais were Messrs. Ehrhorn, Danziger, Baldwin, Harrison and Goucher; Judge O'Brien, Malone; Major E. B. Allen, Flemington (N. J.) Fair, making one of his rare visits here, and Rev. John Nicol Mark, of Arlington, Mass., the sure-fire minister with the Scotch jokes, the Scotch accent and a bagful of tales.

A showman in every respect, he brought down the house like Harry Lauder when he went to do wherever he appeared. Reverend Mark was brought to the banquet by Mr. Hamid, who, at commencement of the meal, had the various county delegates competing with one another for vocal excellence, with Mildred O'Done, lyric soprano in consecutive attendance here, accompanying.

Show itself was a knockout and brought applause regularly. It was headed by Gertrude Avery's Diamond Revue and acts were Johnny Rexola and Company, combination perch, acrobatic, skating group and dancing; Four Libertos, whirlwind teeterboard troupe; Joe Basile, leader of Madison Square Garden Band and Canadian Mounties, who brought along his cornet; Mildred O'Done and Don Tranger and his orchestra. Distinguished visitors were Attorney-General Bennett and Speaker McGuiness.

Some Contracts Signed

Amplification was by Roeller's Amplifying Service and badges by E. G. Staats Company.

The Hamid office signed the following fairs in addition to those previously contracted in the State: Elmira, Bath, Hamburg, Chatham, Lowville, Little Valley, Boonville, Gouverneur, Cambridge, Schaghticoke and Malone. Carnivals represented and the fairs contracted are reported in the carnival section in this issue of *The Billboard*.

Attraction, service and supply interests represented were: Henry Rapp, Al Briaun, American Fireworks Company; Schenectady Fireworks Company, Imperial Fireworks Company; M. F. Blaunfeldt, William Schultz, Schultz Circus; Phil Wirth Attractions, also representing Buck Taylor's Wild West Show; Billy Ritchey, Ritchey's Water Circus; Ira Vail, auto races; Ralph A. Hankinson, auto races.

George W. Ventre, Stetson Radio Band; Iorio Fireworks Company; Smith Awning and Tent Company; H. B. Roeller, John Mayer, Roeller's Amplifying Service; Mac Ross, advertising; W. E. Bretnitz, Donaldson Lithograph Company; W. C. (Bill) Fleming, H. William Pollock, Foster Print; Montross Sound System; Sam Wagner, side show; Walter Moore, *The Horseman*, and Alex Sloan, auto races. E. Ward Beam, manager Congress of Dars-Devils, announced bookings in Hamburg, Batavia, Elmira, Boonville and Watertown.

DETROIT—Henry H. Lueders, United Booking Association, reports 20 fairs already signed for productions in 1935 in Michigan and Ohio. He plans extensive use of a new steel-top stage which he designed and used with success last season in the open, regardless of weather.

WANTED
BUILDING FOR ROLLER SKATING RINK
Summer of Winter. On percentage basis. Must have Beautiful Equipment.
FRANK BACON,
Care Dr. Wurth, P. O. Box 184, Highland Park, Ill.



By CLAUDE R. ELLIS
(Cincinnati Office)

MANAGEMENT and patrons of White City Roller Rink, Chicago, paid a visit on February 12 to Riverview Rink there in return for the visit of the Riverview group to White City last December, reports E. E. Shepherd, Riverview floor manager. There was big representation from both spots and Manager Fred Martin, of White City, took along a swell show. There were also a lot of well-known skaters present. Show consisted of Charlotte and Roy, clever skating exhibition; the Comets, Johnny, Jean and Vic, great skating act, and the Thrillers, Al, Frank and Marge, sensational lifts, spins and swivel tricks. Della Bartell gave a wonderful rendition of My Man and George Dinnett responded to encores after singing Blue Moon. Among those introduced were Frank Bacon, who formerly won many team races with Fred Martin; Rollo, of Rollo and Harriet, who showed a few of his hand-turns and tricks on skates; Sally and Josephine, of the Jordan Trio, and Grace, Charlotte and Clarence, of the Claire and Tana Sisters.

INTERBORO CLUB at its annual meeting in McLoughlin's, 207th Street and Broadway, New York, reports Isaiah Freger, elected Henry Harms, president; Mrs. Anna Schumacher, vice-president; William White, treasurer, and Mrs. Henry Harms, secretary. A good crowd of oldtimers attended the reopening session.

MINEOLA (L. L.) Roller Skating Rink is doing nice business, advises Manager Earl Van Horn. Arrangements were made by Thomas Hanlon to have the Interboro Club, New York, sponsor a race night on March 8. "Baby" Mary Hennings, of the club, will attempt to set a new half-mile mark.

ROCK SPRINGS PARK Roller Rink, Chester, W. Va., operated several nights a week since closing of the park last fall, closed its season on February 15. The large pavilion is to be remodeled and redecorated and will be devoted exclusively to dancing when the park opens in May, said C. C. Macdonald, operator of the park.

OPEN again and doing good business, Ven Cortlandt Roller Rink, Bronx, New York, was scene of a lively hockey game on February 11 before a fair crowd. Edison Maroons defeated Victoria Saints 8 to 2. There will be hockey games every Monday night. Manager Billy Yale has arranged for amateur races every Friday night, sponsored by the Interboro Club, New York, and leading amateurs of the East will take part, with contests under direction of Thomas Hanlon.

BESIDES the rink in Shamokin, Pa.,



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
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The Best Skate Today

WANTED
Chicago Skates, in A-1 condition; no junk, SEPPERINO, Onstler Park, Cincinnati, O.
EXPERIENCED RINKMAN WANTS
Portable Rink to manage with privilege of buying. BOX D-972, care Billboard, Cincinnati, O.
WANTED
10,000 Pairs Rink Skates. Any Make. WELLS CURIOSITY SHOP, 20 S. Second Street, Philadelphia, Pa.

John Sciochitano is operating a rink this winter in Sunbury, Pa., and reports good business, with crowds increasing Sunday nights. Rink was opened on January 27 and there are roller sessions Tuesday, Thursday, Saturday and Sunday nights and Sunday afternoons. Sunday nights have averaged about 500 skaters. In the Shamokin rink in the American Legion Building there is skating to good patronage Monday, Wednesday and Friday nights and Saturday afternoons.

REMINISCING about Detroit's old Cork Town, an Irish settlement of by-gone days, Peter J. Shea, widely known former rink operator of the Belle City, remarks: "We can't forget Roy Cummings as one who came from that district, starting out doing a roller-skating act and developing into an actor and great entertainer. For years he was a Shubert headliner and his act, an unusual one, was featured. There was also Fred Nall, who toured the country as a professional skater, became an operator of rinks in England and America and now has high-class ballrooms in Cincinnati. Many changes have come in the skating field and Cork Town has changed, too, no longer being dominated by Irish but having a variety of nationalities."

A BANKED track for racing, 600 feet around, 20 feet wide and with a slant of 12 inches on turns, is being installed in Belleville (N. J.) Roller Skating Rink to take care of fast skaters while fancy skaters and beginners will use an inside skating surface of 140 by 70 feet. Manager Joe Donato reports fair biz but expects the banked track to bring an increase. On February 10 a half-mile ladies' race was won by "Baby" Mary Hennings, New York; Ethel Dolgas, Linden, N. J., second; Tesele Dolgas, Linden, third; time, 1:30. Feature mile Class A amateur men's race resulted: John Casey, Belleville; Louis Hrsben, New York, second; Dick Mare, New York, third; time, 3:01. Pro and amateur races are to be featured Sunday nights.

THERE was a good turnout of well-known skaters at opening of Armory Roller Palace, Annapolis, Md., on February 15. Bill Henning, manager of Charles-Mt. Royal Rink, Baltimore, until it was closed recently, started off the Annapolis spot for three days and then turned management over to Calvin Shields. Harry Nice Jr., son of Maryland's governor, was there to open the doors and give out the first pair of skates. Millie Charles and her boys put on a nice roller-skating act. Earl Van Cort gave an exhibition. Among others at the opening were Mr. and Mrs. Walter Peddie, Atlantic City; Betty Williams, Philadelphia; Mary Purich, New York; William Ward, Pittsburgh, and members of the Mar-Del Skating Club, Baltimore, all attired in the club colors. Manager Shields figures on races, waltz contests and private parties.

HOOSIERS' TRIO, fancy and trick-skating act, Ralph Layman, Clara Beyer and Awalk Genda, are playing rinks and night clubs in and around Fort Wayne, Ind.

WALTZ contests Sunday nights have brought large crowds to Bell's Rink, Lincoln highway, east of Fort Wayne, Ind. Speed races Tuesday nights are proving popular. Fifteen cents is charged women and children, and men are charged 25 cents.

U. C. GROB, vet operator of the summer rink in Recreation Park, Asheville, N. C., writes that after arrival home after a recent visit in Cincinnati he saw Mr. and Mrs. Jack Dalton's roller-skating act there at the Plaza Theater. He pronounced it a clever stage act that was well received. He left last week for a two-month sojourn in Daytona Beach and Miami, Fla.

MALCOLM CAREY, Carman Rink, Philadelphia, has opened the 1935 speed-skating season and has secured several good professional skaters in line for the city championship. This will be the first time that Carey has ever had races for pros for the city title. Most of these skaters turned professional this year and are out to make names for themselves.

CONNECTICUT MANAGERS
(Continued from page 44)
director, division of reclamation, soil survey and fairs, Massachusetts State department of agriculture. In an illustrated talk he pointed out that since 1930 practically every fair in the United

States has been reducing overhead, cutting down operating expenses and lowering premiums.

In 1934 the retrenchment policy was still in effect with exception of premiums, with the result that gate receipts increased approximately 8 per cent and operating costs were cut 10 per cent, he said, meaning that about half the fairs in Massachusetts made money last year, and the others that lost money averaged losses of less than \$200 per fair.

Revue Are Popular

"At all fair meetings held in 1935 a spirit of optimism prevails," he declared. "There is an enthusiasm and courage which has been lacking for the past few years. Many fairs are booking larger and more expensive attraction programs. Others are planning new departments and features. Others are making plans to paint buildings, improve grounds and otherwise make their fairs and settings more attractive this year, which means to indicate that men and women responsible for agricultural fairs in New England appear to be able to look ahead with a great deal of confidence that 1935 will be the turning point."

"Where night shows are held revues and musical shows are proving very popular and there is every indication that thruout New England there will be a more extensive use of this type of program for the evening attraction in front of the grand stands at many fairs. There is also keen interest in wood-chopping and sawing contests, water sports and draft classes for horses and oxen."

Connecticut fairs were lauded for aid in developing 4-H clubs and criticized for failure to appreciate benefits derived by allowing 4-H clubs to have larger part in activities of fairs. A. J. Brundage, State club leader, Storrs, revealed something of its development in the State and failure of many local fairs to keep abreast of this development.

"Since 1914, when the first State 4-H Club exhibit was staged, many fairs have folded up," said Mr. Brundage, "but none of these fairs have discontinued because of 4-H clubs, but rather in spite of them."

Show Drop in Gates

Report of the publicity committee by Elliott, H. Platt, Hartford, chairman of the committee and director of publicity, State department of agriculture, revealed that the committee had been unsuccessful in its fight to stop decrease in attendance at Connecticut fairs. Eighteen fairs which have operated successfully since 1930 revealed this attendance: 1930, 61,797; 1931, 63,700; 1932, 61,553; 1933, 48,161; 1934, 53,491. Figures do not include Danbury, which does not receive State aid.

The committee centered its advertising program around purchase of book matches with a specially designed cover carrying names and dates of all fairs. More than 100,000 books of matches were distributed thruout Connecticut with apparently favorable results, altho total attendance at all fairs, exclusive of Danbury, decreased slightly more than 1,000 last year from 1933.

The committee on the trend in fair attendance during the past 10 years at all agricultural organizations that file reports with the State department of agriculture and receive State aid showed that in 1925 there was total attendance, exclusive of Danbury, of 200,971. Of this 56,358 were accounted for at the old State fair. Last year attendance was 58,886, or a net loss of 85,727.

The committee also carried on a series of radio announcements and releases to the press during the fair season. The committee, Mr. Platt, chairman; David E. Karlson, East Hampton; R. G. Bentley, Harwinton; B. R. Grant, Melrose, end the president and secretary executive, was retained for another year and authorized to expend a sum not to exceed \$200 in a co-operative advertising program similar to the one used this year.

It was shown that slightly more than

half the Connecticut fairs made money last year, from practically nothing to \$641.84. Three made net gains in cash-on-hand statements this year of over \$600 each, while greatest loss recorded by any fair was \$237.88. Total net gains for fairs that made money exceeds \$2,000, while total losses are less than \$800.

Secretary Healey Renamed

The association adopted a resolution for appointment of a committee to work with the commissioner of agriculture to study needs of agricultural fairs with an aim to develop a program which would save weak fairs and strengthen strong ones. Committee members: B. R. Grant, Melrose; H. L. Garigus, Storrs; Leonard J. Selden, East Hampton.

Officers elected are Fred Rosebrooks, Willimantic, president; Freeman R. Nelson, Pomfret, and B. R. Grant, Melrose, vice-presidents; Leonard H. Healey, Woodstock, secretary; Richard H. Erwin, New Britain, treasurer. Secretary Healey and Treasurer Erwin were re-elected.

County directors are: Hartford County, Alfred E. Hollarier, Glastonbury; New Haven, George A. Hopson, Mt. Carmel; New London, Ray L. Harding, Lyme; Fairfield, George A. Nevius, Danbury; Windham, Marshall J. Frink, Brooklyn; Litchfield, R. G. Bentley, Harwinton; Middlesex, Carl C. Watrous, Chester; Tolland, George Hathaway, Ellington. Nominating committee was C. B. Pomeroy, Willimantic; C. A. Thompson, Melrose; Mrs. Etta Huributt, Cannondale. Auditing committee, Leonard J. Selden, East Hampton; H. P. Deming, Riverton; John Rathbone, New Haven.

Louis L. Cronan, a director of Harwinton Fair, furnished entertainment for the luncheon. Those appearing were Mary Conway, Harwinton, soloist; Thomas Dolin, Harwinton, comedian, and Freddie Nadeau, Harwinton, song and dance numbers.

Among attractions men attending were Paul N. Denish, George A. Hatlid, Inc.; Rex D. Morrell, Suffolk Electric Company; Chester B. Hoffman, American Federation of Actors. Mr. Hoffman signed the three acts on the program. Charles P. Sullivan represented The American Horse Breeder.

TROTTERS

(Continued from page 45)

Both were outstanding, Lu Barient a headliner over Eastern ovals, and Wayne Lee over Western and Central States rings. Two other trotters were successful in winning more than 10 races, Peter Pokey, 2:07, Maine star, with 20 victories in the past two seasons alone, and in Hedgewood Lu, 2:05. Both landed in front on 12 occasions. The mare was the busiest performer of 1934, turning for the word in 36 races, nearly a record for any one racing season.

Only one of the race winners in 1933 was able to repeat and be in the list for 1934. Tommy Hanover, 2:03 1/4, crack Pennsylvania-owned wiggler, who scored 10 victories in 1933. Whether any of the members for the past season will repeat again in 1935 will be one of the interesting problems of the year. Past history, however, indicates that few of the names will show in the group when the new season closes.

Following is the group of race-winning stars for 1934: Racera, Grantanette, 4. 2:07 1/4, 15; Billy Hugo, 2:01 1/4, 13; Theo Guy, 4. 2:01 1/4, 13; Sam J. Napoleon, 3. 2:03 1/4, 18; Tommy Hanover, 2:03 1/4, 12; Little Nell, 4. 2:04 1/4, 12; My Jane, 2:07 1/4, 12; Oxford Boy, 2:07 1/4, 12; Bud Wemger, 2:06 1/4, 11; Bud Volo, 3. 2:03 1/4, 11; Lady Locket, 3. 2:06 1/4, 11; Zenith, 2:06 1/4, 11; Calumet Evelyn, 3. 2:01 1/4, 10; Sally D. Scott, 2:03 1/4, 10; Dick Napoleon, 2:03 1/4, 10; Doris Grantan. 2:08 1/4, 10; Daisy Patch, 2:10, 10; Lattie Patch, 2:10 1/4, 10; Miss Frances Volo, 2:06 1/4, 10; Hartford, 2:08 1/4, 10; Morley Scott, 3. 2:11, 10; Calumet Fingo, 2. 2:09 1/4, 10. Trotters, Lu Barient, 2:03 1/4, 13; Wayne Lee, 2:05 1/4, 13; Peter Pokey, 2:07, 12; Hedgewood Lu, 2:05, 12; Una Signal, 1:59 1/4, 10; Calumet Epon, 3. 2:07 1/4, 10; Cobell, 2:05, 10.

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MSWC FETE HUGE SUCCESS

Many Guests at Annual Function

Staged at American Annex Hotel, St. Louis—offerings include floor show

ST. LOUIS, Feb. 23.—The annual dance and party of the Missouri Show Women's Club last Saturday night was a huge success, one of the most successful ever staged by the organization. The dance was held in the Grand Ballroom of the American Annex Hotel and parties were given on other floors of the hotel.

There was an attractive floor show of 10 acts, under direction of Joe Erber. Will Gruetz and his orchestra furnished music for the acts and the dancing.

Among the shows represented were Ringling-Barnum Circus, Hagenbeck-Wallace-4-Paw-Sells Circus, Beckmann & Gerety's Shows, Dee Lang Shows, Sol's Liberty Shows, Dodson's World's Fair Shows, West Bros.' Shows, Barlow's Big City Shows, C. E. Pearson Shows and Midwinter Fair and Circus. Helen B. Smith represented the Ladies' Auxiliary of the Heart of America Showman's Club, Kansas City.

The attendance included the following: Mr. and Mrs. John Baillie, Mr. and

(See MSWC FETE on page 52)

French Carnival Men Inaugurate Home Near Paris

PARIS, Feb. 23.—The organization of street-fair showmen of France, Oeuvre des Vieux Forains, recently inaugurated a "home" for needy carnival showmen. In reality it is a large, walled-in plot of ground at Saint Maur des Fosses, near Paris, where out-of-luck showmen will be permitted to park their housecars or wagons and make their homes temporarily. The grounds will be arranged with gardens, laundry, water and gas and will accommodate 20 housecars.

Additional similar "homes" will be arranged for near Lyons, Marseille, Lille and other big cities of France.

Felgar Back in Harness

KANSAS CITY, Mo., Feb. 23.—Clarke B. Felgar, veteran press agent, has recovered from injuries received in an auto accident more than a year ago and from which developed an illness that kept him confined to light work in this city and announced early this week that he will again be in show harness this year. After a year's rest Felgar's physical condition is like the Felgar of old, hustling and alert, and says he is fit to stop bigger and better trucks. The first bit of show business to be tackled is at the California-Pacific Exposition at San Diego.

Bruce Undergoes Operation

CHARLOTTESVILLE, Va., Feb. 23.—J. H. Bruce, owner-manager Bruce Greater Shows, is in University Hospital here recovering from a mastoid operation he underwent last week. Mr. Bruce's condition is reported as satisfactory, but he dislikes the confinement. He is expected to remain at the hospital about a week.

Lamon With Christ Shows

SAVANNAH, Ga., Feb. 23.—Harry W. Lamon late last week signed as general agent for the Christ United Shows for the coming season.

AUSTIN, Tex., Feb. 23.—A bill permitting a maximum of 14,000 pounds on trucks and trailers having brakes on six wheels introduced in the Texas Senate by Senator Burns and scheduled for Senate committee public hearing February 13 failed to come up at that date. Committee action on the bill is expected within the next few weeks.

Millions Spent by Carnivals For Food Alone in Season

A YEAR'S estimate of the total amount of money spent by carnival organizations in the United States, in communities where they exhibit, would run far into millions and millions of dollars. In consideration of the fact that when carnivals exhibit in or close to a city they have all their executives (except advance agents), performers and other attaches directly with them, and considering also the fact that money for the subsistence of all carnival people in this country is spent with merchants of cities where they appear, surely this is in accordance with the intensive recovery call to "put money into circulation."

To arrive at a reasonable estimate of the total amount of money spent during a year by carnivals and their attaches would be virtually impossible. There would have to be averaged the amounts spent for licenses, percentages to suspects, flat-rate payments to fairs and other events, electric current, advertising, local motor truck or horse-teams hauling, gasoline, oils, hardware, lumber, paint, extra working help and many other necessity items on the part of the management; also restaurant and hotel meals, hotel and rooming-house lodgings, clothing, laundry, medicines, cosmetics, cigars, cigarettes, professional services of physicians, dentists, barbers, etc., by the personnels. About 90 per cent of the organizations are on four seven months of each year and an estimate of their expenditures for construction and other activities during their winter-quarters months would indeed be a difficult problem. During their off months, however, attaches of carnivals scatter thruout the nation and continue spending money—those fortunate in saving funds during the summer for their winter subsistence.

Estimating an average of money spent JUST FOR FOOD by carnival people during just SIX MONTHS of a year (in communities where they appear), say from April 15 to October 15, is not so difficult. Some of them eat at dining tents and cars and lunch stands on the midways and some do their own cooking, but the groceries, meats, etc., are PURCHASED LOCALLY. Some of them spend much more than others for food. All considered, an estimate (April 15 to October 15) follows:

Average number of carnivals.....	150
Average number of persons per carnival.....	150
	22,500
Average (conservative) per person per day.....	\$1.50
	533,750
180 days (30 days per month).....	180
Total food money spent in six months.....	\$6,075,000
Estimated one-third of that amount is spent by carnival people on four early and late outdoor seasons (before April 15 and after October 15).....	\$2,025,000
Total food money spent in about eight months.....	\$8,100,000

An interesting fact is that the money for food is not spent in a few localities. Instead it is taken in and paid out in cash practically thruout the United States.

In the face of this, opposition business propagandists have for years been trying to cram down the throats of their fellow citizens and local ordinance makers the ridiculous statements: "Carnivals take the money out of town." WHAT NERVE!

Tidwell Shows Get Fairs

SWEETWATER, Tex., Feb. 23.—H. G. (Buck) Buchanan, general agent, recently returned to winter quarters of T. J. Tidwell Shows with contracts for the following fairs: Anthony, Eureka, Chanute, Parsons, Girard and Iola, Kan.; Miami, Pond Creek and Anadarko, Okla.; Roswell, N. M.; Bonham, Denton, Haskell and Spur, Tex.

Work will soon start in winter quarters with a vim, preparatory to the opening of the show on March 30. The show will be considerably enlarged for the coming tour.

PESENDEN, N. D., Feb. 23.—Hennies Bros. Shows have been contracted for the midway of Wells County Free Fair here July 9-12. It was announced by Pat Secretary Edward W. Vancura.

Max Cohen, ACA Counsel, Files R. R. Report Asking Reduction

ALBANY, N. Y., Feb. 23.—Making his first appearance at the annual meeting here on Tuesday of the New York State Association of County Agricultural Societies, Max Cohen, counsel for the American Carnivals Association, Inc., met with ACA members and several fair delegates, obtained the applications of new members and announced preparation of a brief to be filed with the Trunk Lines Association asking for a reduction in carnival transportation.

Highlights of the brief are as follows:

1. Application for a 20 per cent reduction in rates.
2. Elimination of demurrage charges.
3. Elimination of local switching charges.

Conklins Meeting in Chi

HAMILTON, Ont., Feb. 23.—Frank R. Conklin, of Conklin's All-Canadian Shows, is leaving for Chicago to meet his brother, J. W. Conklin, Monday, who has been on a trip to California. Mr. Conklin informs that Canada's Great Eastern Exhibition, Sherbrooke, and the Kingston and Frontenac Industrial Exhibition, at Kingston, have been added to the Conklin Shows' fairs for this year.

COLUMBIA, S. C., Feb. 23.—Charles H. Moorefield, State highway engineer, appeared before the Senate highways committee this week and recommended a revised bill limiting the weight of commercial motor trucks to a gross of 32,000 pounds, the load on any one axle not to exceed 12,000 pounds.

Bidding Rife For N. Y. Fairs

Show moguls hark back to boom-time methods at meet of State's events in Albany

ALBANY, N. Y., Feb. 23.—Bidding for fairs, an overdeveloped practice in the boom years, came partly into its own at the annual meeting here on Tuesday of the New York State Association of County Agricultural Societies. The lobby of the Ten Eyck Hotel was less congested than at former annuals, as fair delegates and carnival owners, managers, agents and independent showmen chose to huddle in the rooms. Several reputable pilots of big shows decried the revival of the sold-to-the-highest-bidder idea. One show was offering a fancy percentage to a small fair while others made almost equally excessive bids.

Everyone conceded that the Strates Shows, managed by Jimmy Strates and general-agented by Matthew J. (Squire) Riley, had landed the cream circuit in the State, with Hamburg, Batavia, Dunkirk, Elmira, Caledonia and Bath, as previously announced.

William Glick, of Glick's Exposition Shows, was awarded Malone and Gouverneur and also reported Hagerstown, Md. Glick announced that Percy Morency is coming back as assistant manager, having been with Glick in 1931-32 and with West's World's Wonder Shows last season.

Harry Heller, of Jersey City, N. J., making this convention for the first time, gained Boonville. Eddie Rahn, his agent, accompanied him.

O. C. Buck Exposition, represented by Oscar Buck and Al Grill, announced Mineola. Coleman Bros.' Shows, with Dick, Tom and Nellie Coleman on hand, held off with a report on fairs booked in the Empire State, but announced Farmington, Union and Topson, Me., and Rochester, N. H. Art Lewis, of Art Lewis Shows, said that he has signed with a few fairs, but would make no formal report. Other shows and their representatives were World of Mirth, Max Linderman, L. H. (Doc) Cann and Joe

(See BIDDING RIFE on page 52)

Big State Shows Open in Houston

HOUSTON, Feb. 23.—Big State Shows had cool weather on opening day, last Saturday, but at that recorded a slight increase in business over the 1934 opening on the same lot at 76th and Canal streets. Sunday's business was good. The engagement on this lot closes tomorrow.

Roy Gray has the equipment bright and nifty.

Roster: Staff—Roy Gray, director general; Jesse Wrigley, manager; Louis Bright, secretary; Bess Gray, treasurer; the writer, Rev. Doc Waddell, publicity director; William Norman, truck mechanic, assisted by James Watts, George Dickson, Harvey Wamser and Charles Larkins; Lee Pine, ride mechanic, assisted by Mark Boggs, Harley Conklin, Marvin Moss and Brigham Young; Red Rogers, superintendent rides, with Matthew Noel, assistant; Tom Hill, carpenter, with Frank Bulger, assistant; Dan Phillips, blacksmith, with Tody Jamison, assistant; W. H. Gambien, boss painter, with his son, W. H. Gambien Jr., assistant; Joe Smith, electrician, with Dan Warden and Bud Johnson, helpers; Al Koch, superintendent light plants (three), with Lee Buddie and John Thomas, assistants; Burley Grimes, billposter, assisted by Duce Wamsley, George Tucker, Martin Wall and Murt Morrison.

Rides: Merry-Go-Round, George Evans, foreman, assisted by E. E. Stevens and Willie B. Knox. Ferris Wheel No. 1, Chief Davis, foreman, with Curly Wortley, Morgan Jones and Tom Noel. Ferris Wheel No. 2, Red Northington. (See BIG STATE SHOWS on page 52)

Showmen's League of America

CHICAGO, Feb. 23.—Past President Sam J. Levy was in the chair at Thursday's very interesting meeting. With him at the table were Treasurer Lew Keller, Secretary Joe Streblich and Past President C. R. Fisher. Applications received were Isadore Brotsky and reinstatement for Isador Steler.

Louis Pellesier, of the African Jungle Zoo, Miami, was a caller at the rooms. Advises that he will make a trip into the Belgian Congo during April. Expects to file application for membership ere departure. . . . Brother Murray Lorber returned from Atlanta and in time for the meeting. . . . Brother Harry Mamsch was present after a long absence.

Brothers E. W. Evans and Frank Joerling of *The Billboard* dropped in for a visit after the Coin Machine Men's Convention. Clarence Latsch, Joe Orleck and Bill Sachs, also of *The Billboard*, were their guests at the league rooms.

Don't forget the date March 4 is the time of the big Theatrical Night at College Inn of the Hotel Sherman. The committee are working hard and this is bound to be one of the social events of the year.

Frank Schneck, in Chicago on business, was a caller at the league rooms. Brother Bob Brumleve is back in the city after a prolonged absence.

Mickey and Mrs. Ballinger, who had been making Chicago their headquarters for several weeks, have departed for the South.

Brother Frank Joerling and Mr. Saunders, of St. Louis, were recent callers at the league rooms. Both in town on business connected with the convention of coin-machine operators.

Brother Harry J. Talley was a caller at the rooms. Says he may make his headquarters closer to Chicago that he may call more often.

Reservations for the affair of March 4 are coming in. Better get busy and place yours at once as it is "first come, first served" in the matter of reservations.

Maurice Lightstone left for the West Coast. Was undecided whether to remain west or come east for the summer. A message from President Paddy Conklin advises that he will be here shortly.

The date for the annual Memorial Service has been set to coincide with the dates of the circus openings here in March. Col. F. J. Owens is chairman of the committee and will make definite announcement of the date in a short time.

Announcement of the films to be shown by Brother Dufour brought a large attendance to last week's meeting. These were films made by him on his European trip. Other special entertainments are in store for the brothers. So better be on hand so you will not miss them.

LADIES' AUXILIARY

The Ladies' Auxiliary, Showmen's League of America, held its regular meeting February 21 in its rooms at the Sherman Hotel. President Mrs. Lew Keller presided. Secretary Cora Yeldman was hostess at the regular bi-weekly meeting on February 14. The evening was spent at cards and bunco.

The annual Spring Party turned out to be a social success. Here's where, again, the old adage "Hard Work Reaps Its Reward" rang true, as it netted a neat profit for the treasury and credit is due all those who co-operated.

Mrs. William Carsky has left on an extended business trip with her husband.

Pacific Coast Showmen's Assn.

LOS ANGELES, Feb. 23.—There were 59 members present when President Archie Clark "gaveled 'em" to order for Monday's meeting. John T. Backman, secretary, read minutes of the previous meeting and got fine hand when the financial statement went few dollars higher. The PCSA is in a very satisfactory financial condition. Two new members accepted. F. P. Fillon, owner of a walkathon, and E. N. (Dad) Workman, former Barnes Circus troupier, now with Binboa Brewery, San Diego. Harry Pink was on hand, but several

efforts to get the "Grid Club" started failed. Ed Maxwell was out of town and Mel Smith said he had too much charity on his soul to engage in any verbal combat and offered Al (Big Hat) Fisher as substitute for himself. Fink stated that he had kept books on Al and he wanted nothing better than to put him on the fire—then Al withdrew. It appears that the gridders will have to await next winter for reorganization.

Brother Burr McIntosh, who had been ill at his home, went to Hollywood Hospital for observation. Was reported by Harry Rawlings of sick committee. John Stanley Lyons rapidly on the mend.

A letter from Mrs. Nettie Dill was read, thanking the organization for its services and the splendid turnout of members at the funeral for her husband, Sam B. Dill.

Before the serving of refreshments there was a discussion as to the holding of the next Charity Banquet and Ball. A bit premature, but the discussion led to a vote being taken that tickets for next ball would be priced at \$4 and that the affair would be staged at the Biltmore.

Jake Davis was introduced and made a very interesting talk. J. W. (Paddy) Conklin made a talk that contained many valuable suggestions.

Instead of the "Let's Hear It," the chair called on various members for a talk or a story, and strange but true two new stories were sprung. El Mozart made his first appearance in some time. He is gaining in health. Felix Burk stated that he had stock ready and would start his season earlier than for several years. Orville Crafts again extended invitation for showfolk to his annual showmen's day at San Bernardino. He appointed Al (Big Hat) Fisher to arrange a special show for those who came, and A. Samuel Goldman announced the completion of the script for his *Hilarity* skit to be put on that day, and the winner of Liars' contest, inaugurated by Felix Burk, will be announced and prize awarded same day.

This has been a winter of much enjoyment for members of PCSA. The promises for intensive winter entertainment made during last summer were made good. The membership drive starts March 1, and eligible showmen are invited to look into the matter of being enrolled in this fine organization while the bargain prices are in effect.

LADIES' AUXILIARY

LOS ANGELES, Feb. 23.—Monday's meeting was well attended. President Martha Levine presided, with Vice-Presidents Florence Webber and Ethel Krug and Secretary Vera Downie.

A motion was carried to move the auxiliary clubrooms on March 1 to smaller quarters and maintain them throught the year. Rose Clark was hostess again to the refreshments and was given a vote of thanks. . . . Mrs. Butler was in from Long Beach and among others also donated to the refreshment end. . . . Mrs. Horne and Mrs. Kaplan were visitors. . . . Mrs. Mabel Crafts invited the ladies to San Bernardino on February 26 to be guests of Crafts Greater Shows. A vote of thanks was given Mrs. Crafts.

Mrs. Edith Conklin, one of the newest members, enjoyed the meeting and is taking interest in the affairs of this wonderful organization. . . . Ruth Fowzer up and at it again. A vote of thanks was given Mr. and Mrs. E. Walsh, proprietors of the Bristol Hotel, for their offer extended the auxiliary to make its headquarters during the summer at their hotel.

Maxine Demoselle was hostess last week to several of the ladies at her home to a card party and luncheon—they tell the writer, Lucille King, that with Virginia Kline present a good time was had by all. . . . After the meeting refreshments were served in picnic style. Beer and coffee enjoyed.

Heart of America Showman's Club

KANSAS CITY, Mo., Feb. 23.—Definite word from President J. L. Landes was received this week, announcing his intention to return here March 1 from his vacation in Hot Springs, Ark., where he has been with Mrs. Landes since the latter part of January. The regular meeting, scheduled for March 1, will be presided over by Landes, who has much in mind to discuss. Probably coming back from a vacation during which he spent much



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- Works both ways: By buying now you get present low prices and these great advantages, in addition:
- 1 Living accommodations. Big, roomy quarters, with complete facilities for cooking, day-resting, four berths or two double beds, refrigerator, closets, etc.
 - 2 Transportation. Split-Coach hooks on the back of your car, affording luxurious travel wherever you go.
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 - 4 Comfort. No running around for rooms. You have a complete home with you, wherever you are!
- 5 Convenience. Everything's at your finger tips, with all kinds of equipment needed for comfortable living.
 - 6 Expansion. On the lot you get twice the room by expanding your Coach that you have on the road.
 - 7 Time. You can pack up and travel whenever you like—no train schedules to meet or endless waiting.
- And by buying now you have the benefit of present low prices. Write for literature.

Split-Coach Motor Corp., York, Pa.



KIDDIE-AUTO RIDE
1935 Improved Models Now Ready
GET DETAILS QUICK.
MEV-DEY — RIDE-O — LINDY LOOP — OARUSSELLES of All Sizes—MAGIO OARPEY.
Send Us Your Expectations for 1935. Get Our Quotations.
BARGAINS IN REBUILT HERRY-GO-ROUNDS. Also Have a Robust 9-Car Tilt-a-Whirl for Sale.
Our Parts and Repair Department is the Finest in the Country.
40 YEARS CONTINUED PRODUCTION FOR CARNIVAL AND PARK MEN.
North Tonawanda, N. Y.

SPILLMAN ENGINEERING CORPORATION,

time planning his program, or new deal, for 1935.

A pleasant surprise is in store for President Landes when he returns. The repairs of the clubrooms, planned by him before he left, are completed, including painting and recarpeting the rooms.

Mrs. Eddie Strassburg left last Monday for St. Louis after a week's work at the Auto Show with her Photola machine.

Col. Dan McGugin passed thru the city en route to the winter quarters of Henrich Bros.' Shows, with which he will again be in charge of the office, second year.

The membership of the club so far this year exceeds the entire membership of last year.

William Littleford, son of the president of *The Billboard*, was a visitor to the rooms on a recent visit to this city.

George Hawk, on the sick list for a week, is back again on his feet and a daily visitor around the rooms.

The Shrine Circus at Leavenworth, to which a number of the localites flocked with their concessions and acts, was a flop because of a scarlet fever epidemic. Mike Keegan is a recent arrival in town and a frequent visitor to the rooms. Mike is signed with Conroy Bros.' Circus for the coming season. At present is working night clubs with his whipcracking act.

Dick Stewart spent a few days here last week-end, coming from the Veterans' Hospital in Leavenworth, Kan.

CINCINNATI, Feb. 23.—R. C. McCarter, of Dixie Exposition Shows, advised *The Billboard* from Morristown, Tenn., that the Morristown Seven-County Fair next fall, also a Fourth of July Celebration at Galax, Va., had been awarded to his company.

1500 KENO (LOTTO)

Made up in 15 Sets of 100 Cards each, Wood Markers. One Winner in the entire series. \$8.25 per Set of 100 Cards.

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FROM 25 TO 500-CARD SETS.
25-Card Set.....\$1.00
35-Card Set.....1.25
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50 Cards, 25.00; 100 Cards, 50.00; 150 Cards, 75.00; 200 Cards, 100.00; 250 Cards, 125.00; 300 Cards, 150.00.

All Sets complete with Wood Markers, Tally and Direction Sheet. Send for Free Sample, etc. Send for Free Sample Cards and Price List. We pay postage except O. O. D. expense. Instant delivery. No checks accepted. Established 10 years.

J. M. SIMMONS & CO.,

197 North Dearborn Street, CHICAGO, ILL.

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We specialize in them; in fact nothing but! Quick Service. Low Prices. Write for Big Free Catalog, showing several hundred stock designs in color.

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WORLD'S PREMIER HIGH DIVER,
AT LIBERTY.
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Freak Hog For Sale

ALIVE—4 Legs, 4 Items, 3 Tails. Three years old and immune from all disease. Make cash offer.
O. LYNON,

89 South James Street, Kansas City, Kan.
Send your correspondence to advertisers by mentioning *The Billboard*.

SEWARD'S 1935 HOROSCOPES
 Sample, 5c.
 SEWARD'S Full Line of Books on Character, Delusions, Numerology, Etc.
A. F. SEWARD & COMPANY,
 3626 Robby St., Chicago, Ill.

MIDWAY CONFAB
 By THE MIXER

they visited with Betty Jane Loos and her aunt. Business good when weather permits. Probably will remain in Texas until fairs start in the North.

WHEELS Park Special
 30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.
\$12.00
BINGO GAME
 75-Player, complete \$5.25. Including Tax.
 Send for our new 1935 Catalogue, full of new Games, Dolls, Bicycles, Lamps, Aluminum Ware, Canteen, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.
 Send for Catalog No. 234. Heavy Convention Wearing Cases. Dark Mahogany Finish. Price For Gross, \$24.00.
SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

J. C. McCAFFERY passed thru Cincinnati early last week. L. Clifton Kelley also spent some time in and around the city.

CECIL STEPHENSON plans spending the remainder of the winter in Southern California. May be with a circus in the West this year, or with a large carnival in the Middle West. Last season was a waiter in Jake Gruberg's midway restaurant.

HARIO AND MARIO, impalement act, have lately been playing the Spanish Gardens at Milwaukee.

WORD REACHED this department last week that Dude Brewer, concessioner and subscriptions worker, after two months' illness will again take to the road soon, also that his family will remain at Dallas, where his son is attending school.

D. C. HANNA has joined W. H. McClanahan's Side Show, booked with John R. Ward Shows, as talker and midway general announcer.

TOM RIGGINS, of fairground cook-house note, is playing Florida fairs with Royal Palm Shows. His "White House" entertains many showfolks. He recently appointed Scout Younger, unofficial mayor of James City, Fla., to his cabinet as secretary of Florida fishing grounds.

MRS. G. C. (ROSE) GORMAN made a trip from Augusta, Ga., to St. Marys, O., recently to attend the funeral of her mother.

BACK ON THE LOTS this year will go Bob Wescott, who is spending a quiet winter in Chicago. Bob quit carnivals and other outdoor shows about five years ago. Operated a tavern in Ohio for three years, then worked at A Century of Progress, Chicago, two summers.

R. F. JUDY AND WIFE have rebooked with World of Mirth Shows to furnish a colored revue, complete new outfit and titled Harlem Rhythm.

GEORGE W. TRAYER, of Island Park, Paterson, N. J., and Traver Chautauqua Shows of New York City, is spending the winter in St. Petersburg, Fla., as usual. He visited fair at Tampa.

H. C. (SWEDE) OLSON has been handling wrestling and boxing matches at an athletic club in Decatur, Ill. this winter.

JOHN BORDEN postcarded from Dayton, O., that he had signed to handle second openings and sell tickets with Jack Nation's Side Show coming outdoor season.

J. W. WILSON, secretary Kit Carson Roundup Association, Trinidad, Colo., advised that Western States Shows had been contracted that summer event.

HENRY A. MORRIS, last season on Stan Wilcox's concessions with New Deal Shows and Ralph R. Miller Shows, is wintering at his home in Eddyville, Ia., where he is acting as correspondent for some newspapers.

ASTRO FORECASTS AND ANALYSES

1935. COMPLETE FOR ALL READINGS.
 Single Sheets, \$1/2 ea. Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each.03
 Analysis, 8-p., with White Cover. Each.16
 Forecast and Analysis, 9-p., Fancy Covers.06
 Samples of the 4 Readings. Four for 25c.
 No. 1, 34-Page, Gold & Silver Covers. Each.30
 Wall Charts, Heavy Paper, Size 21x34. Each.00
 Gaining Orystals, Gullie Boards, Planchettes, Etc.

NEW DREAM BOOK
 118 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, \$0.15
EGYPTIAN DREAM BOOK, Small Size, 64 Pages, No Numbers. Sample.08
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet. Beautifully Bound. Sample, 25c.
FORTUNE TELLING WITH CARDS. Same Bindings. 24 Pages. Sample, 25c.
HOW TO BECOME A MEDIUM. Same Bindings. 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
 Shipments Made to Your Customers Under Your Label.

Our name or ads do not appear in any book.
SIMMONS & CO.
 109 N. Ocarborn Street, CHICAGO.
 Instant Delivery. Send for Wholesale Prices.

75 CARD BINGO, \$3.00
 A 75-Card BINGO SET, complete with Call Sheet, calling Numbers and Markers, sent post-paid anywhere in the U. S. for only \$3.00.

GEO. W. BRINK & SON
 1484 Oratio Ave., DETROIT, MICH.
 (Over Thirty Years in Business)

1935 Astro Forecasts

1-4-7 and 27-page Readings. Apparatus for Mind-Readers, Mental Magic, Spirit Effects, Buddha Papers, Books. New Personal Character Analysis Sheets for Graphology, Numerology, and Personal Appearance. Send 30c for Giant Illustrated Catalogue and Sample. None Free. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.

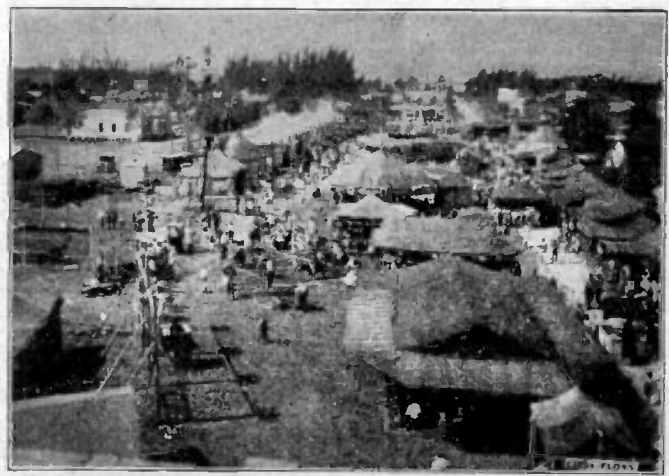
USED PROPERTY FOR SALE
 \$12.50 Magician Mail Bag Escape.
 Big Lot Second-Hand Side Wall, Self Cheap. New and Used Public Address Systems.
 Top-Notch Organ Chandeliers. Sell Cheap.
 \$75.00 Portable Switch Board. Ten Pull Outlets. Eight Dimmers. Piano Box.
WE BUY CONCESSIONS, LOT SHOWS, PAT CASH, WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

ELGIN WATCHES, \$1.65 EACH
 (7-Jewel, 15 Size, New Yellow Cases).
 7-JEWEL, 16 SIZE ELZONS & WALTH, \$2.35.
FLASH GARNIVAL WATCHES, 50c Each.
 Send for Price List.
ORESCENT CITY SMELTING CO.
 Old Gold and Silver Buyers and Refiners,
 113 N. Broadway, St. Louis, Mo.

WANTED
 Independent Shows, Rides and Concessions for Carnival and Night Fair, West of July 15.
 Sponsored by Fire Company. Last year's crowd estimated at 30,000. Expect 50,000 this year. Advertised for miles by radio, posters, etc. A very good money-making spot for all. Nothing booked after July 1.
 Write **ROLAND E. FISHER, Chrm.**, Carnival and Night Fair, Selingsgrove, Pa.

P. J. SPERONI SHOWS
 WANTS clean Shows that are capable, with or without own outfits, that don't conflict. Concessions all open except Game and Popcorn.
 Rock Falls, Ill.

CRAFTS 20 BIG SHOWS
 WANTED—Combination Lot and Title Superintendent. Must understand all Rides. Experienced Truck Man preferred. Address care National Orange Show, San Bernardino, Calif.



A PART of the midway of Royal Palm Shows, photographed at Fort Myers, Fla., recently. Note twin Ell Wheels at far end of center lineup of rides, ground Kiddie Auto Ride near front, on left.

BETTY TURNER, NOTICE! A letter from Clark Anderson, 1035 I street, Charleston, Ill., states that the father of Betty Turner is ill.

(Five communications for this issue might be okeh news, but could not be used because of their writers not attaching their signatures.)

KEMPF BROTHERS' Model City played the auto show at Lima, O., last week as free attraction, then to Detroit to appear in lobbies of theaters.

KARL (DOC) PERKINS and family spent three months at a Baltimore (first time east for his family) and at last report they were headed to the South.

REGAL UNITED SHOWS, C. F. Meadows manager, officially opened their season recently in Louisiana with 6 shows, 3 rides and 20 concessions.

FRANK ZORDA is still with Morris Miller's traveling museum, which is on a four weeks' stand at New Orleans. Says he is having a pleasant winter season.

C. W. CRACRAFT, general representative Mighty Sheesley Midway, was in Statesville, N. C., late last week talking

Managers and agents, notice! You can get reprints of the boxed editorial that appears on the first carnivals page of this issue, to place in the hands of civic officials, local merchants, prominent citizens and auspicious committeemen by requesting them from the carnival editor.

over the show's route with "Capt. John" Sheesley.

MR. AND MRS. EDDIE MADIGAN have their chromium-plated luncheonette stand with Royal Palm Shows in Florida. They will join United Shows of America at Shreveport in April.

B. E. (TEX) MUELLER, who is advancing Hardin's World of Wonders, traveling museum, in the South, recently installed a sound system on his truck for advertising purposes.

GEORGE W. TRAYER, of Island Park, Paterson, N. J., and Traver Chautauqua Shows of New York City, is spending the winter in St. Petersburg, Fla., as usual. He visited fair at Tampa.

JOHN BORDEN postcarded from Dayton, O., that he had signed to handle second openings and sell tickets with Jack Nation's Side Show coming outdoor season.

HENRY A. MORRIS, last season on Stan Wilcox's concessions with New Deal Shows and Ralph R. Miller Shows, is wintering at his home in Eddyville, Ia., where he is acting as correspondent for some newspapers.

HENRY J. POLLIE has been in Chicago working out plans with Louis J. Berger for the Pollie & Berger Shows. Opened an office in the Loop. Mr. Pollie was leaving Sunday for Michigan, Mr. Berger remaining in Chi.

BILLIE CLARK, former carnival owner-manager, is operating an automatic photo gallery downtown in Fort Myers, Fla. He was a frequent visitor on the midway of the Royal Palm Shows during the fair recently held in that city.

A **PEN SKETCH** of Jolly Ethel produced some time ago for Robert E. Ripley's "Believe It or Not" cartoons was destined to serve as a sort of memorial to her, appearing in newspapers as it did a few days following her death.

EUGENE C. COOK has signed with Bloom's Gold Medal Shows to manage Minstrel Show and act as lot superintendent. Coom and Dale Parrish this winter are playing spots in Arkansas with a photo machine to fair business.

THE DEATH of Jolly Ethel (Mrs. Edward R. Schuler), fat girl with the Austin (the late Nell-Whitey-Austin) and Kuntz Palace of Wonders, drew an editorial in *The Philadelphia Ledger* of February 14—notice of her passing appeared in last issue.

AGAIN on the road, playing Saturdays only, after a three months' rest in Houston, is Babe Alice and Tiny Husband, says Harry G. Dudley, manager, First Saturday at Wharton, Tex. (Johnny Bejano also playing there), then to Giddings and then to Smithfield, where

A certain well-known showman in Covington, Ky., went to a bank and drew out some money to make a deposit on a new ride. On leaving the place met a couple of oldtimers and stopped for a few minutes of conversation. Was assembling the maxuma just right to place it into his wallet when a gust of wind blew off his hat and he grabbed for it. Both money and hat took to the air. There were a number of retrievers. Among them a youth who came smiling, but sort of scratching his head, and said: "Mistah 'Whitey,' at I didn't knowya so long I'd suah started souf with one uv them c-notes; ya-a-ss-sah, da snowbirds ain't let' dis part uv the country yet!"

MRS. ARTHUR J. GIST, who underwent an operation at Colbert County Hospital, Sheffield, Ala., February 13, was

ECONOMICAL EASY TO OPERATE

For operating Riding Devices an Ell Power Unit cannot be beat. Ask for prices and terms.

ELI BRIDGE COMPANY
 Builders of Dependable Products,
 Northwest Street, JACKSONVILLE, ILL.

THE AMERICAN UNITED SHOWS WANTS
 Fair Secretaries in the Northwest To Get in Touch with the Best in the West.
 Shows—Minstrel with a Real Band, Dog and Pony, Also Athletic Show Managers.
 Rides—Any Not Conflicting.
 Concessions—Must Be Legitimate.
 Address 4018 Woodlawn Ave., Seattle, Wash.

BREMER SHOWS WANT
 Legitimate Concessions, Shows that do not conflict. **FOR SALE**—30-Seat Glider. Can be broken on show. Our Fairs start in June. We Play 10 or more Fairs. Show will open May 12. Address P. O. Box 22, Rochester, Minn.

recovering early last week, her husband informed, and was expected to be removed to 804 Annapolis avenue, that city, within a few days, and would appreciate letters from her acquaintances during her convalescence.

BEN WILLIAMS' route of New England fairs and Eastern Canada exhibitions has been set for the season. His Winfield Amusements open the first week in August at Hallowell, Me., prior to which he will play dates around Brooklyn and Long Island, N. Y., including the circus date in Flatbush.

"PICKUPS" from New Deal Shows—Earl L. (Curly) Lewis joined with his musical revue show. . . Mr. and Mrs. Clarence Thames arrived at winter quarters recently and started rehearsals of the Minstrel Show troupe. . . General Agent W. O. Seymour on a booking trip in Eastern Tennessee.

WALTER D. NEALAND'S return, as press representative, to Johnny J. Jones Exposition (was with it in Florida winter of 1930 before joining Melville-Relse) places him again with executives he formerly trouped with. Among them, Walter A. White, Tommy Allen and Jimmy Simpson, and also J. C. McCaffery—with old Con T. Kennedy Shows and last season with America's Model Shows.

MANY circus and carnival troupers remember the vet showman, Doc Merrill. Doc, who is now past 68 years of age, some years ago retired to the hills of West Virginia, near Wheeling, where he has a small goat farm on which he resides with his goats, a one-eyed fox-terrier dog and a cat as companions. Entertainers appearing in Wheeling have paid him visits, among them Dottie Dec, dancer.

A 15-VERSE poem, composed some time ago by Rubye Latham and Bobby Kork, with individual verses on members of Kruzo's World's Fair Museum, is at hand. Subjects include Trompy Belmasky, Madam Gruzo, King Belle, Bobby Kork, Fred Garneau, Rubye Latham, Ed Anato Hayes, Pop-Eye, Ted LaVelda, Daisy Hartwell, Mildred Pantel, Mimi Garneau and Mario and Mario.

DEL CROUCH infos that since announcement in a recent issue that his Motordrome would be with New Deal Shows, his plans have been changed and the attraction will be Dodson's World's Fair Shows, and he was leaving Texas for winter quarters of that organization. The roster will again include Del and Helen Crouch and Paul Drake, riders; G. F. Vance, on the front; Robert Smith and Wayne Armstrong, tickets.

MONTANA MAY BELMONT calls attention to an error in a paragraph in last issue, relative to herself and others being snowbound three days in a storm in Maine in 1898. Says it was on a train near South Berwick, Me., while en route to Portland to open with Rose Coghlan in White Heather at the Joseph Jefferson Theater. On a train, not the boat to Portland, which was sunk during the storm.

HOUSTON PICKUPS—Louis Eisman back in the city after "closing a few deals" and will remain here until Henzies Bros.' Shows opening. . . Billy Streeter, former Francis Shows agent, also in the city and will be on the Henzies staff. . . Roy Gray's Big State Shows unit is slated to open in a few days and some choice ward lots have been contracted. . . R. W. (Tommy) Stevens is a frequent visitor here from Galveston.

In a letter from Mrs. Mabelle Fonda Doll, of Four Dells, with Palace of Wonders at Reading, Pa., Mrs. Doll pays a tribute to the late Nell (Whitey) Austin, referring to him as "our employer." Mention is made of nature's making some people beautiful, others not attractive in facial charms; some of almost perfect form, others deformed; some intelligent, others illiterate, and also praise of museum managers who provide employment for human oddities. "As Marshall F. Wilder said," she writes, "Nature handed them a lemon and they picked the lemons and started a lemonade stand." But it takes men like "Whitey" Austin to furnish the stand."

"PICKUPS" from Macon, Ga.—Barkoot Shows played here, auspices American Legion. K. G. (Barkoot) in charge and looked fine. . . Joe End finished successful Police Follies event, held at Auditorium. . . Al Hansen back from his trip abroad and putting finishing touches to his shows for coming season. . . Tom Terrill, of Great Superior Shows, left for Augusta, Ga., on business.

Janette Terrill has a baby show promotion here, to be staged March 8. Frenchy and Nickey, who have wintered with the Terrills, will again be with them coming season.

MAX GOODMAN gave a banquet recently at Reinhardt's, Miami, to some North Dakota fair folks and showfolks. The menu wonderful and the chefs (Tom White and Albert Sexton) outdid themselves in preparing the food. Steward Jimmie Valr made up the menu. Max was pleased and tipped the waiters 50 cents (yunno, he's a jokester). The following partook of the feast: Mr. and Mrs. D. F. McGowan, Mr. and Mrs. Ed Stinson, Mr. and Mrs. George Bray, Elmer Bray and Leslie Bondlie, all of Grand Forks, S. D.; Mr. and Mrs. Walter A. White and Mrs. Hody Jones, of Johnny J. Jones Exposition; Lillian and Rose Simon and Mrs. Doris Simon, New York, and Mr. and Mrs. Max Goodman. In the surf daily, Max has acquired a real tan at Miami.

Johnny J. Jones Exposition

AUGUSTA, Ga., Feb. 23. — With the arrival of Walter A. White, general manager, there is renewed activity at the winter quarters. Mr. White came from Miami last Sunday and after a conference with Arthur Atherton and Tommy Allan several more employees were added to the pay roll. Mrs. White, accompanied by Mrs. Hodie Jones, arrived later in the week after spending several days in Miami and at Orlando. Jack V. Lyles, general agent, arrived and announced that the spring dates were practically completed. Dell Lampkin and Elmer Rhodes, in charge of the ride department, are superintending the work in that department. Dave Sorg, electrician, is overhauling the electrical wagon, and all new cables and a new transformer system are being installed. Johnny Branson, who will have the Deep Sea Monster show, is making elaborate preparations for that exhibit, and a shipment of sea lions is daily expected from Southern California to be trained by him for the show. Cecil R. Hanna, snake show impresario, is here, also Alex Saunders, comedian and girl show producer. Word comes from Savannah that Mabel Kidder's illusion show scored a hit at the Savannah Theater last week.

Among recent visitors at winter quarters were L. B. (Doc) Holtcamp, minstrel manager; Harry Mack, press agent Downie Bros.' Circus; Otis L. Smith, carnival manager, and Phil and Mrs. O'Neill, concessioners; Clarence Winstead, manager a big tent show minstrel company, and Elmer Perdue, promoter, Charlie Wrenn, motordrome rider, left here after spending most of the winter months to join America's Model Shows. Leon Reeves, artist, busily engaged on several massive show fronts. Jimmy Sears is the chef in George (Wobbly) Henderson's culinary department. **WALTER D. NEALAND.**

Great Sntton Shows

OSCEOLA, Ark., Feb. 23.—Everything is humming at winter quarters and by April 6 all will be in the pink of condition. There has been more paint used this winter than in the last several seasons. Ernie Damon, last season with Lee Bros.' Circus, will be assistant manager this year, and will receive a welcome, as he is known to most of the folks on this show. Manager F. M. Sutton is on a deal for a sensational free act, which with the two bands would give the show something for natives to talk about. Will break in a new ride that has just been patented. Among fair contracts added is Olney, Ill. The new advertising truck is almost finished and will be quite a flash for the bill-posters, who will be two weeks or more in advance, with a new line of paper. **JIMMY BOYD.**

Silver State Shows

DODGE CITY, Kan., Feb. 23. — The winter quarters at the fairgrounds will open March 1 and 10 men will be put to work at that time. There will be 10 trucks, painted in uniform colors, and 8 new fronts built, as the management has purchased all new canvas from the Pueblo Tent and Awning Company. Five of the seven rides will be repainted. There will also be a 50-foot panel front entrance built. The show will carry 7 rides, 10 shows and a 6-piece band and 2 free acts and will move on 10 trucks and 2 railroad box cars. Bill Bishop, general agent, has just returned from the

**FOR SALE
TWO HEYDEYS and ONE WHIP**

Located in Chicago, Illinois.
CHEAP FOR CASH
Joe Rogers, Sherman Hotel, Chicago, Illinois.

SHOWMEN, ATTENTION!

The Showmen's League of America
Will Stage a
GIGANTIC THEATRICAL NIGHT
at the
COLLEGE INN, HOTEL SHERMAN, Chicago, MONDAY NIGHT, MARCH 4

A Complete College Inn Show Plus
TWENTY-FIVE HEADLINE ACTS
Will Be Present To Entertain You. Starts at 7 P.M. and Continues
Until the Wee Hours of the Morning.
Positively the Biggest Entertainment Value Ever Offered in the History
of Show Business.
Tickets \$2.50 Per Person—Includes Delicious
College Inn Dinner
ENTIRE PROCEEDS FOR Showmen's League of America HOSPITAL
AND CEMETERY FUND. A Worthy Cause That Every Showman
Should Support.
Send for Your Tickets Now Direct to Showmen's League of America,
165 W. Madison Street, Chicago, Ill.
THIS WILL BE AN EVENT YOU WILL NEVER FORGET

WORLD PLEASURE SHOWS

OPENS NEAR PITTSBURGH, PA., LATTER PART OF APRIL.
WANT Concessions of all kind. Everything open. Cook House that caters to Show People. CAN PLACE Shows of merit. Will furnish outfits to money-getting showmen. WANT Penny Arcade, Ten-in-One, Hawaiian Show that caters to ladies and children. WANT Grind Shows of all kind. Have opening for 'Flat Ride and Kiddies' Rides. This show plays the best territory in the U. S. for Riders. Would like to hear from Jimmie Nodges, Pete Arnella, Johnny Ciaburri; also Banner Man and Legal Adjuster. Must have car. Address
BERT ROSENBERGER, Andes Apt., 1250 S. W. 6th St., Miami, Fla.

WANT—14 FAIRS, START JUNE 27, CARMAN, MANITOBA, near Winnipeg

2 Rides, 3 Shows. Outfits to capable showmen. All kinds of legitimate Concessions. Real opportunity for Grab, Custard, Scales, Novelties, Palmist.
Will bond American People and Equipment in and out of Canada Free.
WANT for Carnival season, opening April 1, capable Ride Showman, also other Showmen. Will furnish outfits. Grinders, Talkers, capable Concession Agents of good character, Lady Ball Game Operator, Grinder for Mitt Camp, also Porter for Sleeping Cars.
WANT Merry-Go-Round Foreman, Ride Help, Workmen in all branches, Horse Carriaman.
No racket. No soft. No drinks. No cheats. No scoundrels.
Remarkable opportunity for five high-class Showman who can manage, make openings and attend strictly to business, for Shadow of the Cross. Will provide new, novel, portable Church, fully equipped in take big money at Fairs only.
WILL BUY OR LEASE Flat Ride, Banners, Calliope, or any good Carnival Equipment.
A clean, high-class Show, playing exclusive territory, payroll towns, where outdoor shows are a novelty and welcomed by the natives. State all in first letter.
CRESCENT CANADIAN SHOWS.
HENRY MEYERHOFF, Manager, Penitence, B. O.

KAUS UNITED SHOWS, INC.

Due to disappointment want large, up-to-date Cook House. Privilege in Meal Tickets. Athletic Show and any other money-getting Shows. Arcade, Palmistry, legitimate Concessions of all kind. Want to hear from good Working Acts for Ten-in-One. Working Men in all departments wanted. Men who worked for us last year report to quarters now. Sammy Lewis and Ted Brown write. Address 12 National Avenue, New Bern, N. C.

Northwest and reports a very successful trip. At present there are only about 15 carnival people in town, but they all seem to be enjoying themselves.
MITCH FREEMAN.

P. J. Speroni Shows

ROCK FALLS, Ill., Feb. 23.—Work is going nicely in winter quarters with just a small crew of men at present. The Merry-Go-Round is in the paint shop being completely redecorated. E. H. Shepard has booked his corn game. The Athletic Show will be managed by Joe Bulba. Peggy Smith has booked her Blue Ribbon Girls Revue, with four singers and dancers and two musicians. Dad Ritzert and his nephew, Jimmie, will be on the show again this season. Mrs. P. J. Speroni is still in the hospital at Dixon, Ill., for another operation. Her health has been bad for some time and is hoped that after this operation she will completely regain her health.
HARRY LOUIS.

OHIO STATE SHOWS

WANT Party with set of Rides. Playing best towns of Northern Ohio and Pennsylvania, where Rides so good—also Kiddie Rides. One more Show. Low percentage. Legitimate Concessions all open. No graft. Show opens last week in April. All mail address
L. O. POPKIN, New Vanier Hotel, Youngstown, O.

PEERLESS EXPOSITION

WILL BOOK any Shows of merit. Fun House Will finance and furnish complete outfit to capable showman. WILL BOOK any Flat Ride and Kiddie Auto. Few choice Concessions open. WANTED—Ride Help and Concession Agents. Show opens middle of April. **JOE ORAWER, Carr Hotel, Pittsburgh, Pa.**

OVER \$50 EARNED DAILY

At Parks, Fairs, Amusement Resorts, with machines that beautifully embody names on Handkerchiefs, Bathing Suits, Shirts, etc. For further particulars and free sample of your name, address **F. WEIDNER, INC., 20 West 22d St., New York City.**

FROZEN CUSTARD OUTFIT FOR SALE

Electrical. Complete. Installed Long Beach. Noon Sign.
FINKE, 170 W. 89th St., New York City.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 23. — The transportation problems of the carnival industry will in all probability be aired at a meeting of the Trunk Line Association's General Freight Committee at New York City commencing on March 5.

As is to be somewhat expected, the carriers are not so anxious to be confronted with the showmen's troubles, as evidenced by a letter received by us from N. W. Hawkes, chairman of the committee, in which he states: "If you will kindly send an outline of information which you wish to submit to our committee, we shall be very glad to analyze it and if it then appears proper that a conference should be arranged with our committee, we can so arrange for our meeting beginning on March 5."

We hastened to advise Mr. Hawkes that it was our intention, on behalf of ACA, to present to his committee facts showing the exact situation in which our members find themselves at present insofar as their transportation problems are concerned. We plan to submit facts and logical analysis of the present situation backed by figures, secured from authoritative sources, and that these conditions are compelling showmen to motorize, and by so doing they are obtaining certain well defined advantages. Mr. Hawkes has also been assured that the ACA request to appear before his committee is a serious one and that unless something is done for the showmen by the carriers railroad shows may be a thing of the past.

Interested showmen continue to write the ACA office with reference to membership, and we look forward to another increase right after the Albany meeting. More news about the Albany meeting anon.

Philadelphia Pickups

PHILADELPHIA, Feb. 23.—The passing of Neil (Whitey) Austin was regretted by his many friends in this city. Whitey had for many years, from time to time, operated his Palace of Wonders in this city. He had closed a three months' successful engagement on Market street and moved to Reading a week before he died. He was a showman who could always come back to Philadelphia and get a permit. His show was clean, and catered to ladies and children as well as men.

Mr. and Mrs. Al Fisher, the latter sister of Mrs. Carl J. Lauther, have joined Lauther's Traveling Museum. Mrs. Fisher is lecturing while her husband follows his business of general typewriter work in cities visited.

Fred X. Williams, handling rabbit journals, was a concessioner at the Philadelphia Poultry, Rabbit and Pet Show last week.

C. W. (Bill) Spence had the eating concessions at the Poultry and Pet Show. He and the missus will be back with the Endy Bros' Shows the coming season, operating the cookhouse and grab stand.

Jack Clifford has closed with Eighth Street Museum and left for New York, where he will present his attractions.

Mrs. Stone at San Diego Fair

CHICAGO, Feb. 23.—Mrs. E. Homer Stone, formerly known in the show world as Mrs. Peggy Moseley, whose whitestone activities reach across the country, has signed up for space at the California Pacific International Exposition. Her booth will be in charge of Jackie Stenley, who also is well known in the outdoor show world. Mrs. Stone, now in Chicago, will open a New York office shortly.

Los Angeles

LOS ANGELES, Feb. 23.—The ranks of the trouper are gradually thinning out, with the opening soon of the several carnivals wintering in and near Los Angeles.

Mel Vaughn paid a hurried visit here.

PERSONS KNOWING PRESENT ADDRESS OF HERMAN BENDER

Or BINDER, Carnival employee, will confer favor by writing ALLAN BENDEL, 2225 East Baltimore St., Baltimore, Md.

M. B. AMUSEMENT CO.

Bookings Shows and Concessions for coming season.
G. WALKER, Manager, General Delivery, Poplar Bluff, Mo.

pleking up canvas and other equipment, and left for Phoenix, Ariz., where the State Fair Shows open February 28. Cal Lipps will take the Flea Circus to that show for six weeks, then will join Conklin's All Canadian Shows for the season. Harry Bernard will have concessions at the Orange Show at San Bernardino. Steffans Superior Shows reported a very good opening at Ingewood.

M. Poluvian sails for South America in quest of rare birds and big snakes.

Johnny Branson, with his rides and animals touring the South. Informs that he will be with Conklin's All-Canadian Shows coming season.

A postcard from Bob Godwin (Mr. Q) from Yokohama, stated he was en route to Manila. Fine voyage reported. Will be with the Tait interests. . . . A card from Eddie Tait states business in Orient very good. . . . Archie Clark getting his shows ready at winter quarters. Doc Hall still in the North looking over territory. . . . O. N. Crafts in town. The Circus Exposition Show at Bakersfield will run 10 days and nights.

Will Wright putting over his promotion. An unusual publicity break given him by the two largest local dailies. Each gave two-column picture spread and story. The novelty of the idea, new to the West Coast, a valuable aid. . . . E. (Pickles) Rickard, general agent Eilderbrand Shows, in and out of town getting locations in spots adjacent to the metropolitan area. . . . Jake J. Davin in town from San Francisco and mingling with the concession and carnival crowd.

Abner Kline, with the Everly Aircraft Corporation, of Salem, Ore., in town. Will make a trip east.

Hugh Fowler, by the time this is read, will be on the seas, en route to Yokohama. In taking 31 people, also rides and concessions, with him. Will go to Singapore before return, where he will be technical director of an animal film to be made in the Orient. . . . Captain Charles Sodderberg building new equipment for his act with Clark's Greater Shows. . . . Otto Tankleber (Flying Dutchman) in town, returned from a trip to his ranch in Mexico. . . . Jack Reilly and Harry Wallace left for Memphis, Tenn. Will join the whale unit managed by W. H. Hutton. . . . California Zoo getting much publicity with a lion ride, two lions drawing wagon with passengers. . . . L. S. Horne, formerly of Horne's Kansas City Zoo, now operating his pet store in Hollywood, is supplying cats and hay animals for studio requirements.

Roy Ludington laying out space for the footage handed by him at San Bernardino Orange Show—everything sold out. . . . J. Ed Brown writes from San Diego that the concession department has had wonderful success, and a novelty to be installed on the Fun Zone at the California-Pacific International Exposition is Children's Fairyland—pony rides, swings, slides, rides and a clown colony.

Warmer days lately have provided much larger beach crowds. There is more activity shown at the beaches than for years. Oceanside making a lot of improvements.

Dee Lang Shows

ST. LOUIS, Feb. 23.—With the management's plans for enlargement for the coming season additional tractors and trailers are being purchased, which will completely motorize the transportation. Moves will be made in parade manner. Work at winter quarters is progressing smoothly. All the properties are being overhauled and repainted and there will be some newly constructed attractions. P. E. (Heavy) Vaughn is ready to install his appliances in the electric trailer. John Sweeny will have a new frame and canvas for his corn game. Rex Howe is getting ready to build a new cookhouse with up-to-date fixtures. Plans are being made for some new show fronts and the others are being rebuilt. All concessions will be newly painted. Work on the rides will start soon. R. (Bob) Hancock had some pugilistic leanings but dropped them because of their interference with his talking and eating arrangements and is now on hand to get his concessions in readiness.

B. W. OBERMARK.

'BIG STATE SHOWS'

(Continued from page 48)

foreman, with Pat Ryan, George Borden and Chris Ross. Tilt-a-Whirl, Dutch Bowden, foreman, with Frank (Shorty) Havens, Eugene (Jelley) Boyer and Morgan Price. Leaping Lena, Eugene Booker, foreman, with Francis Conley,

Dandy Lamneck and Shorty Moore, Baby rides (three), Pete Wilson, foreman, with Marshall Wright, Stanley Turk, George Richardson and Brandy Tarrant.

Shows: Circus Side Show, Marine-Firestone, managers, with 25 people; Claude Boggs, boss canvas; Charles Graham and A. C. Collins, tickets; Clarence Fortier, lecturer. Musical Extravaganza, Frederick Family, managers. Athletic Show, Kid Burns, manager. "Wanted," W. H. Gambien, manager—new idea of crime show. Minstrel Show, Capt. George Farnsworth, manager, with 20 people. Monkey Show, Peto Caridona, manager. Alligator Show, Mel Funk, manager. Smith Bros.' Wild West, Russell Smith, manager. Great Dane Kennel, John Zybysko, manager, featuring performing Great Dane dogs.

Concession row, Madam Odus. William Dearmin, superintendent, with Harry Siedler, assistant, and these concessioners: Charles Foley, Fred Jobe, Bert Coppage, John Cleveland, Wesley Sumner, Frank Boggs, Frank Marvin, Curly Webster, Mrs. Red Rogers, Mrs. Roy Gray. New wrinkle in concession row, William Bartlett's "Hotel Lobby" amusements, including his gold diggers and skill contests—10 people. Ed Rife and son have dining tent near main entrance. The Big State cookhouse, back of scenes—Mary Jones, manager, with six people.

The banner line director is El. White. Charleston (Yellow) Winters is boss porter, with six assistants to look after living cars. By count, 55 living cars on show. Fifty trucks required to transport the outfits. Will probably be in Houston lots until latter part of March.

BIDDING RIFE

(Continued from page 48)

Carper; Morris Miller Shows, Frank Decker. S. A. Kerr was here with Art Lewis. Lee Schaffer with Glick. Max Cohen, of Rochester, attended for the American Carnivals Association.

Small Representation

The eight shows represented mark a minimum at this, the last of the fair meetings. A dozen and up midway organization have always put in an appearance here. Conspicuous by his absence was George W. Traver, owner of Traver's Chautauqua Shows, active only part of 1934. Traver telegraphed from St. Petersburg, Fla., that he regretted missing the Albany meeting for the first time in many years, having always played host to delegates in a suite of rooms on the second floor of the hotel.

Doc Cann, World of Mirth's general agent, and Val Blair were driven down to New York in Oscar Buck's car. Squire Riley motored to Paterson, N. J., with Joe Casper and Harry Heller. W. C. (Bill) Fleming, ex-general agent, now with the show division of H. William Pollack Poster Print, was one of the merriest hosts of them all, his room being crowded more often than not. Mrs. Nellie Coleman received a box of flowers promised her by a certain individual a couple of weeks ago. Max Gould, concessioner, came up "just to enjoy myself." L. C. (Ted) Miller said ditto. He was with the West Shows last year. Riley went from Paterson to New York after putting the finishing touches to a store he landed in the former town for the Palace of Wonders Museum. Location opposite the Manhattan Hotel. Glick entrained for New York and went to Baltimore headquarters on Thursday.

Another absentee was J. Dan Ackerman, director of the State Fair in Syracuse. Ackerman made a business trip to New York and was in the company of Max Linderman, George Hamid and Ralph Hankinson on Thursday.

Details of the meeting appear in the fair section.

MSWC FETE

(Continued from page 48)

Mrs. George B. Davis, Mr. and Mrs. Dick Westbrock, Mr. and Mrs. Sam Lieberwitz, Mr. and Mrs. J. W. Laughlin, Mr. and Mrs. Charles Goss, Mr. and Mrs. Eddie Vaughan, Mr. and Mrs. Bob Hancock, Mr. and Mrs. Dee Lang, Mr. and Mrs. Clarence Schwartz, Mr. and Mrs. P. J. Krez, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Leo Lang, Mr. and Mrs. Karl Tanber, Mr. and Mrs. O. G. Dodson, Mr. and Mrs. M. H. Smith, Mr. and Mrs. Roy Woods, Mr. and Mrs. George B. Jacobson, Mr. and Mrs. E. J. Egan, Mr. and Mrs. Jack Ross, Mr. and Mrs. G. E. Turner, Mr. and Mrs. William J. Koehn, Mr. and Mrs. Edw. Saunders, Mr. and Mrs. Bennie Doer, Mr. and Mrs. M. Feldman, Mr. and Mrs. William Dolezal, Mr. and Mrs. Earl Reibel, Mr. and Mrs. J. H.

Meirant, Mr. and Mrs. Sam Solomon, Mr. and Mrs. Alton Pierson, Mr. and Mrs. Carl Stamm, Mr. and Mrs. J. E. Crouch, Mr. and Mrs. G. E. Leffer, Katherine McHugh, Earl Selnhoff, Catherine Oliver, Florence Parker, George White, Louis Lenton, Art Daily, Larry Hogan, Johnnie Ox, Leo Doakes, Elizabeth Simms, Clifford Miller, Adel English, Bernice Mueller, Angelina Amaroso, Dorothy Weidner, Tillie Johnson, Robert Davis, Daisy Davis, Armen Janzian, Evelyn Carter, Garland Smith, Murray C. Mercer, Louis A. Koeler, Grace Stamm, George Crane, B. J. Beshears, Anna Ray, Tom Tierney, Bob Bradley, Dorothy Barten, Sam J. Gross, Mary Barry, E. C. Moschel, Mabel Pierson, Caroline Pierson, Fred Rex, Swatt Mulligan, Hap Barkley, Ed Reining, Stella Morgan, Morgan Todd, Norma Mochie, Evelyn Gilbert, P. G. Fritschen, Sam Davis, A. J. Reinberg, Virginia McDonald, Phil R. Becker, E. G. Hole, Karl and Mrs. McDauell, Paul and Mrs. Osbourne, Karl and Mrs. Tanbee, Jane Pearson, Maude Staff, Dean Merton, P. E. Vaughan, Leonard Graves, E. L. Walker, Elma Obermark, L. B. Smutz, W. C. Wolzow, Charles E. Dillon, Lena Graves, Ethel Gilbert, Aryle Doctor, Ida Wherling, Harry Moore, Marie Soelman, Pearl Jayne, Patrick Amarro, Millicent Navarro, Barth C. Slattery, Louis Kaufman, Mavis De Jor, Bud Graves, Joseph Amaroso, Mike Amaroso, Marie Brichler, John Amaroso, Ruth Johnson, Delbert Miller Jr., Lucille Henke, A. A. Godd, Fred M. Lettenen, Leon Turyan, Leo Clifford, Ina Smith, J. James Moran, James Turner, Forentine Fallon, C. J. Beyer, B. E. Lutz and Grace Clamm.

UNDER THE MARQUEE

(Continued from page 40)

shows, is bass drummer and xylophone soloist.

ROBERT ATTERBURY and sister, aerialists and tight-wire performers, were with Dennis Curtis at Shrine Circus in Minneapolis. Will be with a motorized show this season. Their father, R. L. Atterbury, will take out a three-ring circus.

A. HENRY, of Stratford, Ont., has completed the building of a model circus train. The material used was empty orange crates and packing boxes. The work was all done by himself without any machinery. The train "travels" in five sections of 16 cars each.

PAUL M. CONWAY, Macon (Ga.) attorney, who was a circus press agent for several years, was active again in show business for several weeks when he was appointed receiver for a musical comedy revue involved in litigation in Superior Court in Macon.

UNICUS TROUPE, flying return act, is conditioning at Revere, Mass., in preparation for another season with Curtis L. Bockus Circus Shows. Will do passing leap, single somersault, one and one-half somersault, forward over, double somersault off the heels and straight double somersault.

EDYTHE SIEGRIST Troupe, flying trapeze act, presented a novelty by working over water, five and one-half feet deep, at Roman Pools, Miami, Fla., instead of using a net. Billy Siegrist and Alfred Arculer are the flyers and Edythe the catcher. Act will be with Bob Morton at Shrine Circus, Atlanta, Ga.

WOOD BROS.' CIRCUS, wintering at Paragould, Ark., recently had a streak of bad luck. It was necessary to kill seven trained dogs and a goat. The white Spitz went mad and bit them, also Owner Blackie Wood. Show will have four trucks, five bucking horses and 10 performers.

LEW GREEN postcards that Legion Indoor Circus, Elwood, Ind., week of February 11 had to buck bad weather, but by working hard all hands broke even. Attractions were Dot Cosgrove's Girls' Revue, Great Granty Mystery Show and Green's Trained Albino Rat Circus. There were a number of concessions.

TOM JONES, former circus billposter, and now in point of service the oldest stagehand in Richmond, Va., is busy arranging for the sixth annual ball of Local 87, International Association of Stage Employees. Jones recalls when he used to make photos of some of his daubs to show Bob Hunting, and says that Hunting used to say he didn't need anybody to ride the routes after him and check up.



MUSEUMS

Lauther's, Traveling

WASHINGTON, Pa., Feb. 23.—Another red one can be chalked up to Lauther's Congress of Living Wonders. Slightly below the population usually played by this organization, this town, with a wonderful drawing power, produced an exceptional business. A merchants' tie-up with the local paper, Haller's Bakery and the Washington Laundry gave the show oodles of publicity, and a feature roller-skating race at the local rink between Jolly Ellen, fat girl, and Duke Edwards, midget, broke the front page of Pittsburgh papers.

This is the home town of Mr. Lauther's brother, who was formerly connected with the outdoor show world, and entertaining was in order, not less than four parties being held during the week's engagement. Mr. Lauther was honored by a visit from Honus Wagner, an old friend and now coach, of the Pittsburgh National League ball club.

A letter was sent to the members of the Palace of Wonders, expressing sympathy with them in the loss of their friend and employer, Waltey Austin.

Mr. and Mrs. Sylvan left for Philadelphia, where they both have engagements for the remainder of the winter. Mr. and Mrs. Al Fisher joined here and Mrs. Fisher is now the official mistress of ceremonies, and Tex Conroy is taking charge of the front. The writer, agent, was back to the show for a flying visit and left immediately for points west and south. Business has been very good for the show the last six weeks with the exception of Monessen.

ROY B. JONES.

Morris Miller's, Traveling

NEW ORLEANS, Feb. 23.—After a movement from Alexandria, La., the museum opened auspiciously here Monday morning on St. Charles street, a half block from Canal street. There were more than 4,000 paid admissions the first day.

The show has been extensively advertised in billing, newspapers and over radio. Morris Miller has not spared expense in heralding the engagement here.

The acts and other offerings are presented on elevated platforms and make a most attractive display.

Van Andam has joined the troupe and is doing nicely with Lady Evangeline (Mrs. Ward) with the mental act.

There have been many visitors and Mr. Miller has been kept busy shaking hands with acquaintances. Fred Miller, of the Fred Miller Shows, is a daily visitor and he and Morris Miller as a diversion have been taking in the race track.

Museum will be here until March 10, including the Mardi Gras season, and will then head northward.

FRANK ZORDA.

Philadelphia Houses

PHILADELPHIA, Feb. 23.—Business has been good at the museums, as the weather has been springlike the past week.

South Street Museum's bill for this week consists of Smith & White Colored Revue; Baby Face Joe, fat man; Nell Johnson, novelty bad puncher; Prof. Villani, magician; Mme. Verona, mentalist, and Capt. Bigford, tattooed man. The annex has a special attraction this week in Edwina Meyers, featuring the Burma Slave Market, along with the dancing girls. Ben Riley is new man on the front.

Eighth Street Museum holds forth with the following: Matiz, torture man; Leonard Treacy, midget sword swallower; Laurelio in physical demonstrations; Girl in the Gold Fish Bowl; Spidora illusion; Jackie Mack, magician. Dancing girls still in the annex. William Kessler is now on the front.

Harden's, Traveling

Marietta, Ga., was the banner spot of the winter season so far for Harden's World of Wonders. Had an ideal location and there was gratifying co-operation by both local newspapers. Rome, Ga., the next stand, week ending February 16, was a bloomer.

Alfred the Lobster Boy, a native of

Georgia, who never had previous experience with a show, joined the roster of entertainers recently. Buddie Neal has replaced Jess Morris as musical director, Morris leaving to get his band organized with the Francis Shows. Elsie-Van replaced Jo-Ann as the annex attraction, Jo-Ann leaving with Morris to be featured in the Side Show with Francis Shows. Bettie Bell Muse, juvenile wonder acrobat and contortionist, is going over big with the ladies and kiddies. Of course, the Webb Family of fat folks, featuring Johnny, is always a big feature. Sailor Harris (better known as the Bible Back Boy) has all the transportation equipment painted and lettered, and it makes a great flash; also keeps the lobbies well decorated.

B. E. (TEX) MUELLER.

BRITON SEES

(Continued from page 42)

despite any depression in trade conditions. In many cities showmen are seeking seven-day privileges and in one or two spots they have secured this.

Mr. Shillan has installed a monster track, 95 by 50 feet, and portable. Several of these will be in use by Easter. He suggests that it would be a good proposition for go-ahead American showmen to visit England. Here they are interested in latest American devices and the many European exhibitions, particularly the Brussels Exhibition which opens on April 21, afford an opportunity for astute American showmen to show their wares.

Mr. Shillan is placing 40 boats in a huge tank, 165 by 65 feet, and 30 cars in the amusement park at the Brussels Exhibition.

POOL WHIRL

(Continued from page 43)

a West 42d street hotel in the heart of New York City begging to be let in to the pool. You see, good ol' Miller forgot to inform me that he didn't know the head of the nudies, but he thought that didn't make any difference. Well, it did and it didn't.

We argued back and forth for a while and finally were admitted into the sacred portals of the clan. I insisted that I just came to watch the proceedings, that I would give them some swell publicity if they would only let me stand around without taking off my clothes. But it was no go and so, with my public's interest always at heart, I disrobed and walked out on the tile flooring of that tank, in exactly the same condition as when I came into this world except, I hope, that when I was born there weren't so many people around watching me. It seemed that every pair of eyes was focused on my unbecoming physique.

Actually there were some two dozen nudists in all, with about four or five of them representing the weaker sex. The natatorium where this session was being held has been mentioned in this department many times.

Frolicking about with the devotees of the undraped art, as it were, I got to thinking—only let me explain here and now that at this particular nude affair there wasn't a single thing immoral. Every person present, with possible exception of the writer, took his nude swimming very seriously. It was just as if they were at any other pool or beach.

The head of the cult explained to me that there are many of these clubs operating during the winter months in indoor pools throuout the country. While the true nudist doesn't really get much enjoyment in jumping about in an inclosed pool, these winter sessions are held so as to keep the members of the various nudist groups together from one summer to the next. The real nudists relish the out-of-doors where they can lie on the beach or on the grass and bask under the sun.

In speaking to the manager of this aquadrome, who participates in the weekly nude sessions himself, I learned that many indoor pools do capacity business on otherwise poor nights by renting out the tanks to nudies for private parties.

Of course, 'twill be many years before nude swimming will be popular in public, if ever, in our generation. But there's no question whatsoever that

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RUBIN GRUBERG

BOX 52, MONTGOMERY, ALA.

Both shows open early in April.

LAST CALL NEW DEAL SHOWS

Opening March 15, Strong Auspices, Uptown. (No Gate). WILL BOOK Motormime, Grind Shows, Fun House, Ride Show, Tom Britt come on, Mr. Heiler, acrobat, Tilt-a-Whirl and Merry-Go-Round. Will pay half of transportation after joining. WANT People for Musical Show, Singers, Dancers and Musicians for White Bird Show, all girls, young and talented. T. C. Jefferson wants White Musicians for Band. Merchandise Concessions only. Popcorn, Hoop-It, etc. All replies to: COL T. L. DEDRICK, Mgr., Columbus, Miss.

SHOE TRUNKS In Good Condition. 10, \$2.00 Ea.; 10, \$3.00 Ea.; 10, \$5.00 Ea. PRESWEVER BROS. TRUNK CO., 1003 Lucas Avenue, St. Louis, Mo.

more and more indoor pools, and even outdoor ones, are going to cash in on the nudist idea, be it a fad or not, by turning over their establishments to nudies on slow days and nights. As related above, many pool men have already found it profitable. I can't take sides one way or the other, since the practice of nudism is at present considered illegal, altho a certain New York pool man who was recently arrested on a nudist charge was freed because there really is no set ordinance for or against it.

Instead of rendering my opinion at this time, I should like to hear the views of pool men on the subject. Do you think you would consider catering to nudists on certain days if it were legal in your State and, if not, why not?

DOTS AND DASHES—Kathleen Karr, featured singer at the exclusive New York night spot "The House of Lords" has won many medals and cups in swimming and spends most of her leisure time swimming at the Shelton tank near her club. . . . Philadelphia claims the honor of being the most enthusiastic swim town in the country, the local dailies sending sports scribes all over the country to whatever meets Philly swimmers enter—Thelma Lanzner is back at Park Central pool. . . . And Andy Wolf, known as Wolandi from South America, a high diver of no mean ability, writes that he's knocking 'em dead in Ohio.

NAAPPB

(Continued from page 43)

hand experience of seeing the New England resorts under actual operating conditions. Learning how the other fellow does it is no small part of an education in any industry. Then the valuable friendships and acquaintances are alone worth the trips.

This year their annual convention is in the old city of New Bedford, once America's greatest whale fishing port. It's down at sea level, presaging a descent from the higher altitudes of a summer joy ride, where they will get down to hard facts in their usual practical way.

In Washington, D. C., not long ago among the men in public life we very frequently heard the remark, "But, gentlemen, we must be practical." This should become our 1935 slogan. It points the only way out. There is no time for fine-spun theory.

Danny Bauer rightfully expects to get something out of this meeting in his home city to help his park there this year. All of us know more than any one of us, and while there can surely find some practical things that can be done. We owe it to him and his good wife for their marvelous care and kindness to the Will White children during the illness and death of Will up there. Mrs. Bauer could not have been more sympathetic and helpful to her own.

It was so unusual it can and will not be forgotten. Bring all your worries to us, Danny, and we will do our best for so deserving a member. Incidentally, some of his problems are also yours, so you cannot afford to absent yourself.

Chicago and parts of the West are ready to push off. The South shows new signs of life. Let's put New England aboard before the gangplank is raised for the 1935 trip.

Boat Show Sets Pace

The 30th annual Boat Show in Grand

Central Palace, New York City, was the greatest and best since 1929. Their longer experience is valuable to us. They had to get out of the rut to sustain interest. This they did with a surprise. There were exhibits made by Maine, Vermont and New Jersey showing their outdoor recreational, camping, hunting, fishing and touring that made visitors go home admiring and appreciating.

They told their friends who went and paid to see what these States wanted them to know. New England has not yet played her trump card—not effectively as it can be done. The man who says this would not help New England parks and beaches is surely cockeyed. At the Boat Show we camped in New England. We actually saw the trout swimming and eating. The wild life of Maine was there. They "brought them in alive"—a bold venture, but just what it needed.

As soon as the place of the 1935 convention is determined we are going to start on a campaign for a new and greater exhibit. Don't tell us it can't be done until you know what it is that we shall try to do.

O'Malley's Pencil Working

Vernon Keenon was in from Ridgeway, Ont. He had charge of the installation work of the Flying Turns last year at Steeplechase, Coney Island, N. Y. He reports that Norman Bartlett is installing a modified Turns at The Chutes at the Beach, San Francisco.

In Latin America trade-marks belong not to first users, but to first registrant. His right becomes absolute unless protested within a specified time limit under the law. Example of today's practice: A clerk learned of an ordered importation not yet registered. He made registry in his own name and successfully compelled the importer to settle with him. It is the law.

H. F. O'Malley is good with his pencil. Ivy must be shaded in winter to survive. Instead of buying and transporting spruce boughs at a nice cost he used his superfluous marsh grass near at hand in abundance and free. The hand-painted decorations on his Colonnade and some fronts that have been reduced to stencils so that one ordinary workman can renew them instead of using several artists at high cost doing it by hand. A big saving for Playland (Rye) Beach, with no loss in beauty. Look around and see if you can't make a big saving and yet maintain front.

BOWELL, Mich. — Fire destroyed Howell Recreation Building on February 17, two hours after a crowd had left the dance hall on an upper floor. Damago was estimated at \$25,000.

DEMONSTRATORS



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By GASOLINE BILL BAKER (Cincinnati Office)

A. B. (ZIP) HIBLER . . . unburdens himself of the following bit of philosophy: "My New Year resolution lasted about as long as a snowball on a hot plate. I resolved to be as much of a gentleman as possible. Right off the reel I said good morning to what I thought was a friendly policeman and he said, "Rats." Evidently he knew my profession and thought I didn't amount to much. So I decided then and there to not be the first to say good morning hereafter. My next stop was a butcher shop, where I stood listening to the butcher telling a meat salesman that non-consumption is the source of our trouble and that we needn't look for prosperity until the people are more able to consume. When the salesman went out and I had a chance to speak to the butcher, he immediately flew off the handle and said he wouldn't spend a dime with a peddler on a bet. Because, he said, we are all humbugs and fakers. One can only stand for so much, so I told him if he felt that way about it and all the other merchants in his city felt the same way it wouldn't be long until he would make a non-consumer out of me. My opinion—if I'm entitled to one—is that the real question is 'suppression' and not depression. And that such saps as friend butcher are responsible for it. So your boys can see from this that New Year resolutions are hardly worth while and that each year, as far as man is concerned, is pretty much the same."

W. G. WHEATLEY . . . "A lot of postcards from Mullins, S. C.: "A lot of water has run under the bridge since I last shot in a pipe. That 40th Anniversary Number of *The Billboard* was a wham. Still reading it. Saw a bluebird in my backyard yesterday. Spring must be here. I had 41 letters and cards from the last pipe I had in *The Billboard*. Drove 38 miles in Louisiana to buy a copy one time. Thanks to all of them. Am still hibernating. Max White, of the Maxey show, is here."

"THE POULTRY, RABBIT and pigeon show running here from February 12 to 16 was a total blank," tells Fred X. Williams, Philadelphia. Everyone seemed to be sitting around looking at each other. Not much of an attendance. Just a promotion and many people in the concession line were really disappointed, to say the least. I grossed only a little over a fan in five days. Show was held at 69th and Market streets."

"HAVE ORIGINATED AND am copyrighting a unique amusement idea which will be the only entertainment of its kind in America," pipes Lucy Long Haley, Spokane, Wash., daughter of George R. Long and niece of Harry K. Long, well known to circudom. "I plan to build these amusement spots in principal cities soon as patents are issued."

JEFF FARMER . . . last week. Jeff has visited the "desk" of the winter in Louisville and info that the boys there have formed a club which is known as the United Vendors of America, with headquarters at 237 South Second street. All passing that way are invited in for a session at cutting up the old Jackpots. Members to date include Doc Brummitt, Jeff Farmer, Charley Hamilton, Art Belyea, Garfield Jones, Cyclone Hill, Bill Schuler, Charley Fain, Dick York, William P. Danker, Grover Dickens and Thomas Clausen.

"THOUGHT I HAD better write in or some people will start looking for me in the Final Curtain column," pipes Sunshine Rogers, Smithfield, N. C. "I quit playing schools in Georgia to take out a revue. Well, I did. But I was like Doc Speagle with his circus. I changed my mind. I have produced a lot of shows and worked in many, but I couldn't perform miracles. If you know what I mean. We didn't

make much money, but we sure had a good time. At present I'm booking another show. So far so good. But I won't say who it is until I see how things turn out. I see where Doc Kerr, of South Carolina, is saying good things about pitchmen of the old school. Now let me say something about Doc. I wanted to start a med show and needed advice. Doc Kerr gave it to me. He even took me around to spots he said he was going to work, turned 'em over to me and took other spots himself. That was my first experience with my own med show. I made money my first two stands. Thanks to Doc Kerr for his advice. He is a trouper and a showman. Wonder why Ed Cook, of the Cook show, doesn't pipe in. Give us some of that comedy of yours, Ed. The Pipes department needs a little comedy now and then to cheer some of these pitchmen up a little. Also am calling for pipes from Mansfield Ardis, Less Williams, Doc Cooper, Doc G. W. Stoefel, H. E. Foxworth and Doc Marshall."

"FRANK P. (DOC) CORCORAN . . . died paperman of the old school, died Wednesday, February 13, in Lafayette, La., at St. John's Hospital," tells word from Bob Lilliston, Port Arthur, Tex. "Doc was born in King County, Ireland, and came to this country while still a young man. Doc was in the Klondike gold rush. He is survived by his wife and four-year-old daughter."

A. C. (ART) COX . . . and William J. Allen were visitors at the Pipes desk Thursday. Art, just back in "the States" from a long sojourn in Canada, info that biz on the upper side of the line is very good, with plenty of long green in circulation. Art is working darners and Bill is getting by nicely with curiers. The boys are headed for New England territory, with Boston as their immediate destination. Art wants more of the oldtimers to pipe in and especially asks for pipes from Tom Kennedy, Silk-Hat Harry and Jimmy Miller. Art also hands the gold embroidered petunia to Soapy Williams for the swell pipe he had in last week's issue.

SMOKY PITTMAN SHOOT'S . . . in his first pipe since last June from Gore, Okla.: "I opened my own show the middle of last October and played to fair biz all winter, making Southwestern Arkansas and Eastern Oklahoma. The roster has Mary Alice Hendricks, ingenue, leads and song and dance specialties; Margot Valure, characters and songs; Little Bobby Rose, characters and piano; Harry Valure, my business partner, does straights and singing specialties, and I am still doing cork and dancing. The show plays them all, big and little, and we sure try to leave them satisfied and open for the next show. Recent visitors were Happy O'Curran, Hanlon, and his new wife and daughter, Mary, of the St. Charles Hotel, Fort Smith. Others were Toby Stafford and Ted Guen. How about pipes from Billie and Helen Vandsandt, Boob and Frosty Kelly and Slim Andrews?"

RIGTON . . . Barnum of the Sticks, writes from Enigma, Ga.: "Our show is having things pretty much our own way in this territory now. Most of the shows have gone in. At our last stand, Brookfield, Ga., the Sunnyland Picture Show had been laying up a week on account of rain. We arrived okeh from Lakeland, nearly a 50-mile drive over impossible roads. We arrived in a downpour and it has been raining steadily since. Sure cuts down the gross. But we are moving along regardless of weather conditions. Otto Willington is the manager of the Sunnyland show and a fine fellow. Mr. and Mrs. Peck are also in the personnel—all fine, friendly folks. We are on a three-day stay here in Enigma. It's still raining in Sunny Georgia, as usual. From here we go to Alapaha, our first show there in years. The Georgians seems to be show hungry. Show will take on a

circus atmosphere soon. Have four people joining Sunday, with dogs, monkeys, etc., all are aerialists. Sun just peeped out for the first time in a week. Can you beat it."

"HAD AN ODD PENNY and thought I would shoot a pipe," cards Robert (Blades) Cook, Lewiston, Me. "Am back in my old stamping grounds, again. Failed to see anything of Hoot McFarland's pitch store here. Ran into the famous New England Jack Murray. He was up near the Canadian border writing sheet. Am still working blades and sharpeners. More about conditions here later."

JULE SMITH WRITES . . . that Atlanta is open to private property on a small reader. "Pencil Whitely kept the crowds in an uproar here for a few days. Dutch Anderson, old-time pitchman, is laid up in a hospital here (Atlanta). Hightower, pen king, camps around town. Morris Kahntroff is seen quite often. Kid Mapple is down Miami way."

DOC ARLOW PIPES . . . "Here are a few lines from the frozen South. Cold and rainy weather has rapped the tribes and keister business pretty hard down here this winter. Most of the boys have managed to make a winter's work between showers, but no large b. r.'s were scored. Will go north with the bloom of spring. Pitchdom has been well represented in Tennessee this winter. I have seen a great many of the boys and girls here at the tobacco markets and on court days. Last week at Jacksboro I met that queen of America's saleswomen, Mary Ragan. It was the first time I had seen

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her since we were both working vaudeville years ago on the Pacific Coast. The only change I could notice was that she had seemed to acquire more charm and power—what a lecturer! And what a passout! She doesn't seem to have suffered much from the depression. Had a new car and all the trimmings, including a husband. A pitchman and a very likeable chap, Chet Wedge. More power to you, Mary. Saw Doc Dewitt Shanks and Doc Mack. Met 'em at Livingston, Tenn., last week. Both were doing well. The courts are about over now and most of the folks are getting ready to go north. Am en route to North Carolina, and then on north. Doc Frank Hauer topped all the med men in the State this winter with three separate units. One in Abingdon, Va.; one in Tazewell, Tenn., and one in Greeneville, Tenn. The latter was handled by the genial Doc Hauer in person. And he really gathered in the shekels. All three units played the tobacco markets, and while the malcontents were grumbling, Doc and his efficient staff were hustling for business."

JACK PART . . . who works under the name of Raymar with his combined med and mental lectures, pipes in from Toronto, Ont., where he is working his second winter over CFRB, Canadian Columbia outlet: "To my knowledge I was the first in Canada to combine a mental and med pitch over the air. Radio keeps me going from

Pitchmen I Have Met
By SID SIDENBERG

Tom Dean said: "Right after you pass the country club, it is the second brick house on the right." He also informed me that the people who lived in that particular house were the finest in the world and that Dr. Hubert D. Potter, who was the head of the house, was the finest man in the State of Arkansas. Tom was right until he told me the last, for I think that Potter is the finest man in the United States.

The house, without a doubt, has housed more showmen and pitchmen than any one particular house in the nation. When I arrived there on my way south while passing thru Arkansas, to be exact, about one mile north of Blytheville, I found just exactly seven circus people, five carnies, four pitchmen and their wives, besides myself, at the family table partaking of a roast pig, candy yams and all the trimmings that go around a 20-pound squealer. And after the dinner—the refreshments.

Potter has been in show business 35 years. While in the show game he studied pharmacy and is a registered druggist in 22 States.

At the present time he has two med shows on the road and is contemplating putting out a 15-truck circus, playing the small towns in Missouri, Arkansas and Tennessee.

When only 12 years old this veteran was stricken with the wanderlust and hied away from Memphis, the old home town, and joined out with the John Robinson Circus as a candy butcher. When the management found out that Potter was only 12 they gave him the directions that led to Memphis. That didn't deter Potter, for he stayed on the road and made himself a berth on Harry Wright's carnival and went to candy butchering again, when he ran across the Norris & Rowe Circus when playing a town day and date.

He remained with the latter until he was about 25 and promoted his own carnival, which was known as Potter's Greater Shows. Too many plasters and bad weather folded that outfit and he joined out with a med show, where he soon became the head lecturer and office man. During that period is where he got most of his training in mixing the fluids that latter got the degree to mix for the patients M. D.'s prescribe for. Potter, in addition to show business, has owned and operated as many as 10 drug stores at one time.

Today he is part owner in a drug store at Blytheville and sole owner of a store in Paragould, in addition to his activities in Pitchdom.

Mrs. Lucille Potter is the manager of the old homestead, while Elaine (Snookie), 13, is the boss.

Potter is now 47 years old (that's what he claims), is a member of the American Legion, Mason, Knight Templar and a Shriner.

November until the birds sing. Things are rushing along here at the well-known snail's pace. Too cold for outdoor work. I am doing a fair biz due to the number of people I have to talk to. Am looking forward to spring, but haven't yet decided just what I am going to do. At this very late date I offer my congratulations on a very fine anniversary edition with special kudos to Pipes."

T. A. (SLIM) RHODES . . . "Saw pipes in from Wilmington, N. C.; "Saw in the February 16 issue of The Billboard where our old friend Doc Jack Dorsey passed away. All the boys who knew him personally will feel as I do, that one of the family is missing. For if there ever was a real friend to the boys of Pitchdom it was Jack Dorsey. I want to say that he was one of the most beautiful workers I have ever seen. And I want to extend the deepest sympathy to his wife and family. The last time I saw Doc Jack make a pitch was in Boston early last summer in Dock Square. It was a beauty. Had the kind of passout that we all hope for but seldom get. He was working tooth powder. I was working on the same lot and he would never start a pitch until I had finished. And I did the same with him. And most of my pay that day was what Jack taught me. He was always delighted to be helping someone. Jack closed up that day and couldn't find the man to pay for the spot. So he stayed around and came back the next day in order to pay the man and not burn up the spot for the next fellow. That was Doc Jack. Wonder how many of us boys do things like that for the next fellow. I know of another fine fellow down in Baltimore who must have felt sorry to hear of Doc Jack's death. I refer to Doc Sloman. He and Doc Jack were the closest of friends. Others who will miss Doc Jack's tall stories are the keys of the Glimmick Club, at Jake Fox's store in Boston. I have been here in Wilmington for the winter and expect to stay at least 30 days longer. Have an apartment here and a good-sized coffee pot, which is always welcome to any of the boys passing this way. What's the matter with Hoot McFarland. Is he snowed under up there in Maine. Maybe he is doing so much business with that new store he doesn't have time to shoot the boys a pipe??? Come on, old boy. Let's have one. We would all like to hear from you."

"HERE WE ARE . . . pipes Doc George M. Reed as he begins a long one. Doc continues, "We left Springfield February 4 and spent three days in Columbus on old High street, where I met my old friends, the Byers brothers and Barber. They were getting money, but remarked that it was 'tough sledding.' Earl B. Wilson is not on the street any more, as he has a position with the State and is 'sitting pretty.' I am certainly glad to learn that . . . more power to you, Earl. Bob Hector is taking it easy in his house on wheels. At this point I want to say that Bob has one of the niftiest house trailers I have seen in a long time. I had a short visit with my old friend, H. T. Maloney, and one with the boys at the DeVore Manufacturing Company. My old friend, P. R. DeVore, had just returned from a trip to the Southwest and looked the picture of health. That prince of good fellows, Joe Irwin, was all smiles. Jay Hobson says there is gold in them thar ore hills if one handles the Ohio line. I also visited the General Products Laboratories . . . They are a mighty fine group of boys and they deserve the breaks. And last, but not least, I visited my old friend, Chief Mexes. It was good to see him so busy. He is located in Columbus for the entire winter and works under the name of 'The Indiana With 1,000 Secrets.' From 10 a.m. until 3:30 p.m. daily his office is crowded, and it took me three calls before I was able to see him. He sends his regards to all pitchmen and says that he will be back at it when the sun shines on both sides of the streets again. Mexes is one of the best, if not the best, in the business and is a real friend of all pitchmen. What a world this would be if there were more like him. Columbus is still open to doorways and lots, plus walking permits on the street. It is always good for coffee and cakes but no big money. I failed to see my friend Jack Thomas, but was told that he is getting his share of business. The shops in town are working fairly good, some even exceptionally good, but with porkchops 40 cents per pound you can readily see why the public does not have

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much left to spend with us. So, boys, again I implore you to work clean and give the people value received for their money and be sure to have your sales-tax reader and collect the tax. I was awfully sorry to hear of Jack Dorsey's death. Jack was a real pitchman and one of the best toothpowder workers who ever worked a street. The last time I met Jack was in 1925 at Harrisburg, Pa. He and Bill Holcomb and I worked Broad Street market up until Christmas evening. I note with sorrow that many of the oldtimers made their final pitch in the last year. So, boys, let's all remember that we, too, have to make the same pitch some day. Let's hope that when we do the ones who remain behind will be able to speak a good and kind word for our life."

HERE'S ANOTHER . . . from the pen of Zip Hibler: "It seems to me," said Elmer Jones, "that life is all the bunk. That men are envious to the core, and nothing else but punks. They like to put the pip on me, but when they find they're stung they rear around and chew the rag until the day is done." "I'm sure surprised," said Si to him, "that you just found this out. You've dealt with them for many years and dragged your dogs about. I never claim to know it all, but I'm inclined to think the only time you're on the square is when you are just asleep." "I will confess," said Jones to Si, "I have no sense to spare. But I can see the drift of things and know it's all hot air. The lousy dollar is their god and even that they don't respect. In consequence most of us are flat upon the bricks." "If that's the case," said Si to him, "then you're not in the swim. You must be short of brains and spunk and can't keep up with them. So what's the use to chew the rag and waste our thoughts on them. When we might stand behind our joints and sell them glues and pens."

JIMMIE McQUAGUE . . . working toss-up novelties in and around Opelika, Ala., pipes: "Am trouping with George Cox and Bud Fair. Let's have pipes from Bud Heffington, Pat Breems and Charles Jay Gramlick."

JOHNNY (CHIEF) VOGT . . . "I have been hitting the ball with oil and herbs every day that the weather permits in this territory. I have been here for the past three weeks and am beginning to feel like a homeguard. Most of the pitchmen in these parts seem to be working med. The region is not entirely virgin for me, but business has been satisfactory considering the weather. I saw Frank Vail in Detatur Saturday working solder and Doc Peterson working med. Doc James is also working the territory with med. Fred Cummings, how are things with the Southern boys? What's the matter with Frenchy Dorais and Doc A. L. Rice? Are the passouts so good in Texas that you cannot take time out once in a while to drop a pipe? Are the Northwestern boys, those in Spokane, Portland and Seattle, frozen out? Let's have some news from some of the gang."

"THIS IS MY FIRST PIPE . . . but I think that I have something to say that will interest many a pitchman," writes D. P. McLean from Crossville, Tenn. "Most all of them need help and so do I, altho I don't like to admit it. I have just had the dullest week I have gone thru in many moons. Whose fault? Why, no one's but mine. I was here at Crossville about two weeks ago to make a court and so were approximately 10 others, including Mary Ragan. Business was about as usual; that is, a bit slow, and every pitchman I conversed with had the growls. I have met more pitchmen in the last two weeks than I have in that length of time in my entire

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career, and they all seem to have nothing more to talk about but the present depressed times as compared with pass-outs they made in the good old days. Hooy on that noise! That is just exactly what is wrong with the business. We tell that story so many times ourselves and hear the same thing practically repeated word for word by others over and over again that we cannot help believing it. I know that is what has happened to me. That is the cause of our downfall, my friends, and in the same breath I am going to include the cure. Buckle up and listen to this: Times actually are not half so good as they once were. To overcome this it is logical to assume that we must work

twice as hard and do twice the amount of work than we formerly did. I know that I can do it and that when I do it won't harm me in the least. On the contrary, it will do me good. And after the day's work is done I will be able to sleep better and I will have a better appetite. I will be 'on the go' from dawn to dusk and will certainly have very little time to visit the other fellows' joint to belly-ache about the tough times and those wonderful days that are gone forever. Boys, let's turn over a new leaf; let's open our eyes to realities. A new season is upon us and everyone is preparing for it. Let's not be bothered with thoughts of the old days. Let's be too busy to be bothered. Don't think that you must work the same items that you always have. Get something new, put your head down, your weight forward and pitch into the new year with everything you've got. Cheer up, Pitchdom! Let's make 1935 a big one."

J. J. Page Shows

JOHNSON CITY, Tenn., Feb. 23.—Activity at winter quarters is in full swing, in charge of Roy Fann, his sixth season. Blue and white will be the color scheme this year, and everything is receiving its coat of paint. Fann is now building all new fronts, having completed new ticket boxes and a new arch for front gate. Rance Boyd has two assistants in the paint department. J. A. Montgomery is expected in by March 1 to repaint his equipment. His Ferris Wheel is already repainted, the seats being in white and gold. A new 35x70 top has been contracted for the Minstrel Show. The writer and J. J. Page made the fair meeting at Nashville and were successful in contracting dates. The band again will be a feature and one high free act will be carried. Billie Clark advised from Florida that he expected to be in quarters soon. He will again be legal adjuster and assistant to J. J. Page. Says it hasn't been all sunning in Florida this winter. His photo outfit did fair in spots, and he has added an enlarging machine and says he will build an entire new outfit for 1935. Frank Goins will again handle the Merry-Go-Round—has been in the coal and wood business this winter.

There have been many visitors from the Soldiers' Home at quarters. Quite a number of showfolk spending the winter there. C. D. and Babe Scott visited from Knoxville. Owner Page is away on a business trip, including the booking of spring dates. The show will open about April 1 and will have 8 rides, 12 shows and about 25 concessions. R. E. SAVAGE.



OCCASIONALLY we are called upon by readers to expose thru our columns people charged with absconding with receipts, accepting money under false pretense and other offenses. Upon being asked if any warrants have been issued for the arrest of the individuals concerned, or any complaints filed with local police against them, the answers from those making the charges invariably have been "No." Yet these same complainants expect us to do exactly what they frown upon doing, and that is, "turn copper," to use a bit of slang. Nobody would like to see all bogus representatives, cheats, ticket cadgers, etc., chased from the various amusement fields more than *The Billboard*, but we must not be expected to do this without the proper co-operation from the complainants. We are most willing to do our part if the complainants will do theirs. And their part is to see that warrants are issued for the arrest of the alleged culprits, or complaints filed with the local police. If this is done and we are furnished with copies of the warrants or the complaints filed with local police, space will be gladly given in our editorial columns to such cases.

If you are concerned in matters of this kind, you must do your part if you expect us to do ours. In other words, if you won't "turn copper," don't be unreasonable and expect us to. Then, too, news of this kind does not really become "privileged" matter until you have taken action publicly. But once this action is taken, you can rely on us spreading the news.

By following this procedure there is less apt to be libel action taken against the complainants or the publication.

Michigan had 10 more fairs in 1934 than in 1920, still some people would have you believe that fairs are passing out of the picture.

DUFOUR & ROGERS are sure getting their share of the "big stuff." Their new letterhead has listed thereon three world's fairs: A Century of Progress, Chicago, Ill., 1933-'34; Brussels, Belgium, World's Fair, 1935; California Pacific International Exposition, San Diego, Calif., 1935.

Trains seem to be too slow for Lew and Joe, at least for making certain trips. Grabbing a plane last Friday morning in Chicago, they left for San Diego, from which point they will go to Los Angeles for two days, then back to San Diego to remain until March 1. They will return to Chicago on or about March 4, in time for the Showmen's League Theatrical Night at the College Inn that night.

Frank Shean and the missus and Lopez sailed for Brussels on Monday of last week in the interest of the Dufour & Rogers attractions at the fair there. Looks like Cash Miller will also be going over soon in a hookup with Harry Traves at the fair.

If a clown is really funny he does not need many props. Take Otto Griebling for instance.

RECOLLECTIONS of the days he spent with the Barnum & Bailey Show were brought back to Ernie Anderson, erstwhile Joey, when sitting in the seats watching the Detroit Shrine Circus, in which Fred Bradna, Orrin Davenport, the Picchianis, Aerial Smiths, Charlie Siegrist and Paul Jerome were engaged. All of these folks were with B & B 25 years ago. *Tempus* (sure does) *fugit*, says Ernie, who adds:

"If the Cole Bros. and Clyde Beatty put on a show like the one in Detroit they will not have to worry about opposition. Beatty indisputably has the greatest drawing name of anyone in Circusdom—deservedly so. He not only works like a Trojan all the time he is in the cage, but is a splendid showman and sells his stuff. With his name and a substantial show, plus a lower spot on the program, Cole Bros. cannot fail to go over with a big bang."

By the way, did you read Ernie's "OI

Pagllacl" article (in defense of the clown) in last week's issue? If you didn't, better get a copy. Ernie also has an article, headed "Circulation," in the Parks-Resorts-Pools Department of this issue. It is directed mainly at parks, yet can be applied to other fields. Be sure to read it.

Getting back to the Cole Bros. Circus, a flashy blotter, printed in three colors, has just come to hand from the show. Shows a clown speaking thru a megaphone: "We will see you this season, bringing to you the big, all-new railroad show, Cole Bros.' Circus with Clyde Beatty, Greatest wild animal trainer of all time." Following names at bottom: Jess Adkins and Zack Terrell, proprietors; Floyd King, general agent; E. F. Partello, legal adjuster. Opening date, April 20, at Coliseum, Chicago, also given.

One of my correspondents who saw Mickey King work in the Detroit Shrine Circus now refers to her, because of her strip number, as "the 'baring' young girl on the flying trapeze."

THE BEER garden has proved quite a revenue producer for many fairs. When good beer returned some secretaries hesitated a bit about installing a garden, not knowing what the public's reaction would be, but as far as this commentator knows, those who tried it out are convinced that when operated on a high plane beer gardens are okeh.

Mighty Sheesley Midway

STATESVILLE, N. C., Feb. 23.—Preparations for the new season for Mighty Sheesley Midway are going forward admirably. Mr. and Mrs. John M. Sheesley have an attractive suite at the Vance Hotel, including a conference desk when Manager Sheesley meets with General Agent C. W. Cracraft occasionally on route matters and dictates letters to Secretary-Treasurer Charles H. Pounds. Mrs. Minnie Pounds has all new canvas for her large eating emporium and lunch stands. W. H. (Bill) Davis has new canvas and banners for his show. The Clarks have all their freak animals in good shape for the season. Colorado Mack works his ponies at quarters each Sunday and local kiddies enjoy taking rides. Willie Zeldman has the Twin Ferris Wheels, Merry-Go-Round and Kiddie Ride all painted and ready to operate. Hilton Hodges has been working a sideline in this section this winter and his wife (formerly Lucille Pounds) is working cosmetics and perfume in drug stores. Charles E. Sheesley is indulging in his favorite pastime, hunting, in the Harrisburg section of the State. John D. Sheesley and his family are at present at Mayport, Fla., visiting his aunt and uncle, Mr. and Mrs. Tom Martin, and his uncle, Harry Cramer. The writer, mail man and salesman *The Billboard*, is resting easy at the Vance Hotel, and thru the courtesy of Manager Sams of the Playhouse Theater takes in the movies and vaudeville.

WARD (DAD) DUNBAR.

Knepp & Dehnert Shows

COVINGTON, Ky., Feb. 23.—The Knepp & Dehnert Shows this year are the combining of interests of C. B. Knepp and Col. J. P. Dehnert. Work on the paraphernalia at winter quarters is progressing nicely by Charles House and his assistants. Colonel Dehnert, who is proud of his twin Ferris Wheels, advises that the painting and decorating of the seats will be an entirely new idea and that the "duplex" will be brilliantly illuminated. The management also informs that the show the coming season will feature a large tent located at the main entrance which will house merchants' exhibits, among which people must pass when entering the midway, as every engagement of the regular season is planned to be an "Anniversary of Progress" or "New Deal Fair."

The management is not yet ready to announce all its fairs contracted to date, but among them are Raeford, Rockingham, Laurinburg and Elizabethtown, N. C. F. M. WOODS.

R. H. Work Shows

INDIANA, Pa., Feb. 23.—Work is being started in winter quarters at Cheraw, S. C. Manager R. H. Work returned to quarters after an extended trip thru Texas, Oklahoma, Missouri and Florida, and is now ready to start preparations for the coming season. Mr. and Mrs. Elmer

Equipment and Supplies

Manufacturers—Distributors—Jobbers.

SAUL GOLDFARB, of the Goldfarb Novelty Company, is on an extended tour thru the West which will eventually land him on the Pacific Coast. He is visiting manufacturers, jobbers and customers. While passing thru Ohio he conferred with the Miller Rubber Products Company at Akron and the Oak Rubber Company at Ravenna, then jumped to Chicago and attended the coin machine men's convention. During his absence Phil Goldfarb is in charge of the business on Park Row, New York.

FLOYD E. GOODING is showing unusual optimism for the coming season by placing an order for two Loop-the-Loop rides, and possibly the third, with Spillman Engineering Corporation. The order was received by George H. Cramer, of the Spillman firm, on a visit to Cleveland, where he had the pleasure of meeting Gooding. The United Shows of America have also placed an order for a Loop-the-Loop ride, Cramer says that the Loop-the-Loop with Royal American Shows went over in a big way at the Florida Fair, Tampa, so much so that the show has ordered two more units, making eight all told. Royal American management informed Cramer on his visit to the fair that it is one of the best repeat rides on the midway.

ONE OF THE most popular all-wood folding chairs on the market is manufactured by the Tucker Duck and Rubber Company. "The fattest person can sit on this chair with ease and complete peace of mind. There is no danger of the chair breaking down or tilting over, and there is ample comfort with the wide seat and back," said E. O. Staton, sales manager of the company. "We have long featured the Tucker Way for its strength and toughness. It opens and closes with the foot, folds flat and stacks easily. It has no sharp corners and contains no metal stampings. The chair is made in regular and juvenile sizes and comes single or in sections."

United Shows of America

SHREVEPORT, La., Feb. 23.—Splendid progress is being made in winter quarters. All of the rides have been moved from the buildings and set up and are being conditioned, getting ready for the paint crew, the repairs being superintended by Oscar Halverson, who is in charge of that department. The old reliable, Jack Rhodes, is, as usual, in charge of the carpenter shop. Tom Adams, electrician, is making things buzz in the electrical department. L. Stone is rapidly rebuilding the Merry-Go-Round. Homer Gilliland will again handle banners and is due to arrive next week. Roy E. Jones will again be in charge of publicity and exploitation. Mr. Jones has been handling publicity for Carl Lauther's traveling museum and will arrive with Mr. Lauther and his aggregation shortly. C. L. Nogle is among the late arrivals and has begun renovating his arcade. Rae Adams, daughter of Mr. and Mrs. T. E. Adams and who is affectionately known as "Skeezix," is making satisfactory progress with her first year of school work and is in doubt if she wants to quit school for the road. A gloom was cast thru winter quarters on learning of the passing of Gene Demontreville, of Memphis, who numbered his friends by the thousands in the carnival and fair world. Mrs. J. B. Rhodes is rapidly recovering from her sprained arm. Mrs. John R. Castle has returned from a visit to California and is glad to be home again. John R. Castle and Robert L. Lohmar are both on booking trips. Mr. Castle will have returned by the time this goes to press. All of which is from an attache of the show.

Cohan, who will have the Mickey Mouse Show this season, are making plans for the new show of that name. The writer enjoyed a two months' visit with her parents and sister, Mrs. C. J. Walpert, who came from California, in Smithville, Tex., also her brother and family in Denton, Tex., and is now ready to take up the office work. HAZEL REDMOND.

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The Late Ernest Haag

AMONG the thousands of circus troupers who knew the late Ernest Haag and, having known him, mourn his loss the more deeply, one is C. E. Duple, the Jeffersonville (Ind.) windjammer and frequent contributor to this column. Duple was on the Mighty Haag Show years ago, both the railroad and the wagon outfits piloted by the departed impresario. Haag once said to Duple: "I remember you with my railroad show. You were a good boy and I liked you." There was a simple statement that does more to sum up Haag the man than a columnful of eulogiums. "I liked you"—there is a line that the youngster Duple treasures.

In 1912 the general agent of the show sent a consent of advertising paper on to Fredericton, N. B., Can., early in the season. For customs purposes the paper, a declared the paper to be rags. After the customary lapse of 30 days the paper had not been claimed, so the bundles were put on the auction block by the customs authorities. The general agent maneuvered it so that a couple of his advance men reported on the auction seems to put in bids on the alleged rags. They say that not more than \$2 was the winning bid—and the advance boys were the victorious bidders. In that way they evaded imposition of heavy duty.

The next day the town was heavily plastered with Haag paper. The newspapers called it a dirty trick, or words to that effect. They even say that the press went so far as to term it a blasted Yankee machination. As for me and Duple, we liked it.

Lovers of the tasty brown bean will be interested to learn that Haag had his own brand of fine coffee which he shipped on to the show regularly from Shreveport, La. It was called "Haag's Circus Blend." It was just another Haag touch. I like that, too.

Ed Kelly's fine lists of circus and pageant photographs have been obtained by the New York Public Library for the pictorial collection.—Frank Braden, of the Ringling-Barnum publicity staff, is due to entrain for Sarasota, Fla., any minute now. F. Beverly Kelley, p. a. of Hagenbeck-Wallace-4-Paw-Sells, left for his home in Oelaware, O., to work on stories. Delaware is only a short jump from winter quarters in Peru, Ind.—Elmer J. Walters, promoter, is now affiliated with the Eldredge Lithograph Company in Brooklyn.—Lottie Mayer and Ken Warfield, of Lottie Mayer's disappearing ball show, write from Tokyo that the diving girls are now disappearing in Jap water, having appeared at the Nippon Cekkio (theater to youse guys) for six weeks at the time of writing.—Talking about the Orient, W. E. (Bostock Red) Delorey may move off for the Nippon station in April. Most troupers from this side worry about how they'll get back, but Delorey wonders how he'll get there. Won't be long before the Roosevelt Line will carry him to the land he loves.—The March issue of The American Magazine has a story on the Gainesville (Tex.) Community Circus labeled "Three Ring Town." It's by Webb Waldron, a newspaperman.—A. Morton Smith, city editor of The Gainesville Daily Register, not to be outdone, wrote "Circus Stars Never Grow Old" for the mag section of Scripps-Howard papers. Publication date is March 3.—Harry Robettas is in from Boston. He's listed for the Billy Rose show, slated for the spring.

Sol's Liberty Shows

CARUTHERSVILLE, Mo., Feb. 23.—There is plenty of activity at winter quarters and there is assurance that everything will be in readiness for the opening about the middle of April. All riding devices are being overhauled and repainted, and all trucks and trailers painted by Herb Meyers, painter of the show. Work completed so far by Leonard Whitman, construction foreman, includes a new office, on a 24-foot trailer; new corn game, 24-foot trailer; a new closed semi-trailer job for the Merry-Go-Round. The funhouse (formerly

Fun on a Farm) is being rebuilt and will have a new front and title. E. H. McClellan has a new 35-horsepower unit and an Eli trailer that he has closed in and will use as a kitchen for his cookhouse. Earl Haltsbeek and his brother are overhauling and painting the Lindy Loop and Kiddie Auto Ride. Mrs. Sam Solomon and Mrs. Sam Liebwitz are having a new 24-38 corn game built, which will have 60 leathered upholstered seats for players. At present there are about 20 people working in winter quarters. Bill Solomon arrived from the South last week and prepared to leave in a few days to attend to matters of interest to the show. The color scheme this year is ivory and red on all closed jobs and circus blue on all open trucks. Tom Berry, electrician and lot superintendent, is getting the electric equipment in shape. The show will sport a new marquee at the entrance this year. A. R. MAXWELL.

Tilley's Amusement Co.

LADD, Ill., Feb. 23.—The writer after a year off the road is now with Tilley's Amusement Company in quarters, where four men are working. The Merry-Go-Round is being redecorated, including the horses and inside pictorial work. Bert F. Williams, artist, and the writer, show artist, doing the painting. Mr. Tilley is busy with lining up the show's route, as also is Earl Bentley, agent. John Bowman has been spending the winter at quarters and reframing his lead gallery and other concessions. Michael J. Leo is in charge of the keys and oversees almost everything. The show is slated to open about the last week of April. The writer is not certain he will travel, coming to quarters only on the Merry-Go-Round work. GEORGE E. MOON.

Royal Palm Shows

Fort Myers, Fla. Week ended February 16. Southwest Florida Fair, auspices American Legion. Weather, ideal except rain on Saturday. Business, increase over last year.

Roster: Transportation—Eleven trucks and trailers, two 70-foot baggage cars. Staff—Bernie Smuckler and R. L. Millican, owners-operators; Mrs. Mario Smuckler, secretary-treasurer; Robert R. Kline, general agent; Joe Redding and Lou Hoffman, special agents; Harry B. Saunders, general manager; Tom Salmon, general superintendent; A. L. Paul, electrician; Otis Silver, superintendent trucks and transportation; Arthur Alexander, mechanic and superintendent rides; Robert Dickinson, artist and banner painter; Peter Hendricks, brass canvasser; Dock Walsh, commissary wagon; William Judkins Hewitt, press.

Shows: Two Franciscos—Presented by Francis Leslie and Norman Wolf; Elsie Wolf, ballyhoo; Leo Bryant, tickets. Mickey Mouse Circus—O. M. Stillman, manager-talker-tickets; Luella Stillman, lecturer; Edward Horgan, properties; Gilbert Cornelous, canvas. Midget Mother and Children—Presented by Princess Margurite (Mrs. E. L. Wyatt); Andre Wyatt and Rose Marie Wyatt; R. L. Wyatt, manager-talker-tickets. Monkey Motordrome—Josephine Bordinan, owner-manager; O. W. Bordinan, talker; Arthur Paxton, mechanic and announcer; Mrs. G. W. Bordinan, tickets. Python Snake Jungle—Tom Salmon, manager-talker; J. B. Lamb and Mrs. L. B. Lamb, lecturers; Bernice Lamb, tickets. Amusement Arcade—Mr. and Mrs. J. L. Murray, managers; Fred Fredricksen, mechanic and operator; John J. Kelly, cashier. Two-Headed Baby—William E. Hegeman, manager-talker-tickets; Mrs. William E. Hegeman, lecturer; John Hood, canvas. Mabel Mack's Mules and Wild West—Mabel Mack, director and talker; Lyman Dunn, manager and announcer; Bing Hildebrandt, callopper; Bill Johnson, properties; Bob Cobb and Bills Cobb, rope spinners and whip crackers. Harlem Polles—Richard Scott, manager and producer; J. E. Mahoney, talker; Morris Kaplan, tickets; Richard Mackie, canvas; 20 colored performers and musicians. Side Show (illusions, freaks and novelties)—Patrick Delaney, manager-talker; Tommy DeLong, tickets; Marlon Delaney, illusions; Bud Foster, magician-lecturer; F. C. Carl, glass blower; Beatrice Griffin, armless and legless performer; Charles McCoy, Indian fire worshiper; Dock Fleming (colored); Si Kl, hog-face boy; Levitation; "Fu Manchou," "Where Do the Birds Go," Cremation and four-legged girl illusions. Rides: Auto Speedway—Sol Nuger, operator; Jewel Nuger, tickets; Wayne

Meyers, mechanic. Miniature Railway—L. W. Perry, operator-tickets; Ronald Smuckler, engineer; R. B. Wendt, mechanic. Pony-Go-Round—Patrick Beerbower, operator; Fred Beerbower, assistant; Jessie Beerbower, tickets. Loop-o-Plane—Frank Ruff, operator; Lester Clarke, mechanic; Mrs. Frank Ruff, tickets. Carousel—L. B. Miles, superintendent; Arthur Bechard, assistant-tickets. Kiddie Automobiles—Berton Matheny, superintendent. Merry Mix-up—Charles Gatlin, superintendent; Wilbur Little, tickets-assistant. Duplex Big Eli Wheels—No. 1, William Morgan, superintendent; No. 2, George Desak, superintendent; Mrs. J. E. Mahoney, tickets. Whip—Layman Morgan, superintendent; Henry Rivoir, assistant-tickets. Tilt-a-Whirl—William R. Pink, operator; Delmar Dilkey and Chet Holland, mechanics; Syble Wright, tickets. Free acts: Aerial Bauers and Sensational Zorsky augmented the rodeo front of grand stand. Among concessioners: Eddie Brenner, Sam Applebaum, Kate Murray, J. L. Murray, Peter Pullman (cookhouse) and Eddie Madigan (luncheonette).

Endy Bros.' Shows

SELMA, N. C., Feb. 23.—Jack Bradley is in charge of winter quarters. The writer is painting and refinishing the Merry-Go-Round, and it will look like a new machine. Bob Youngmaster, mechanic, has much of the equipment finished and is starting now on the Whip and the Twin Ferris Wheels. There are five men here now building new fronts. The new Minaret and Revue fronts are works of art, both being 50 feet wide, each having 500 lights. Manager David B. Endy paid a visit to quarters recently and will return here March 1, when additional work will start. The show this year is to be larger than ever before, carrying 10 rides and 12 shows. A circus will be featured, carrying 10 acts, and two free acts will be on the midway. A new Chevrolet truck has been purchased for the calloper for street advertising and will be painted the show's colors—red and white. Bill Spence, who will have the cookhouse, is expected here soon to rebuild and repaint same. It is planned to enlarge the cookhouse in order to feed all working people on the show. JACK BRADLEY.

Smith's Great Atlantic Shows

Wagener, S. C. Week ended February 16. Weather, cold and rain. Business, poor.

This show has been out all winter and has had its ups and downs with the severe winter. Mr. and Mrs. Alabam Storey, with their six concessions, are still with the show. Mr. and Mrs. Jack King are busy with their cookhouse and are starting to build a new pop corn and candy apple concession for the spring opening. Sammy Hyson, with his girl show, has been getting his share of the business during the frigid weather. Letter from Pop Erbe stated that he will join next week to take charge of the Athletic Arena. Freddie Wright, who has been under the weather for quite a while, is back to work. R. H. (Bob) Work has his Chairplane booked with the show under the management of Cecil Westover. Mr. and Mrs. Mike Demco are here with two concessions. Jack Doty is here, there and everywhere these days. After a few more weeks the show will go to winter quarters in Darlington, S. C., to get things ready for the spring opening. M. L. BARTLETT.

Mendelsohn Re-Engaged

CINCINNATI, Feb. 28.—George J. Mendelsohn, well-known circus press agent, is returning for the coming season to the Lewis Bros.' Circus as general press representative. He has reported already at the show winter quarters at Jackson, Mich., to start his work on entirely new and very elaborate press material for the coming season.

Kaus' United Shows

NEW BERN, N. C., Feb. 23.—Everyone busy with painting and repairing. Last year, with the show changing from wagons to a gully, it wasn't possible to build fronts for every attraction, but this season will see a panel front at every show. Stars for the twin Ferris Wheels have been completed, each wheel carrying 396 lights in its star. A new transformer truck is being built. W. G. Kaus just bought a new Chevrolet. Ray McWehty bought a new Dodge truck to transport his bingo and ball game. Floyd R. Matter bought a truck and is rebuilding his living trailer. Fred Newman will be back again this season. Sammy Lewis has booked his Chocolate Revue, and Harry Hall with Lindy Loop and Hollywood Revue. The show has contracted for the following fairs: Kinston, Greenville, Williamston, Woodland, Elizabeth City, Beaufort and Warsaw, N. C.; Norfolk, Lexington, Galax and Woodstock, Va., and Ford City, Pa. The show will open about April 6. LEONARD DUNLAP.

Crowley's United Shows

RICHMOND, Mo., Feb. 23.—Work was almost at a standstill the last two weeks as nearly all connected with the show wintering here have had influenza. All are now on the road to recovery and things are again resuming normalcy. Mr. and Mrs. Crowley were ill at their home but are both recovered. The show is almost ready for the road, with every department putting things in tip-top shape. A shipment of large flags arrived that will grace the midway in the new decoration scheme to be carried out this year. Roy Goldstone has a crew building new frames for the concession department as well as rebuilding and repainting the old ones. Recent visitors were J. W. Laughlin, R. B. Thompson, Myrtle Starling, H. R. Hopkins and Helen Burton. Plans now are that the show will open in April and head north. WALTER DALE.

CINCINNATI, Feb. 23.—E. S. Corey, of Corey Greater Shows, advised The Billboard this week that his bookings for this year include the following fairs: Aoshkie (N. C.) Fair; Tidewater Fair (colored), Suffolk, Va.; Martinsville (Va.) Fair and Brookline Fair, Kilmarnock, Va.

Oldtime Showmen

Appears on Page 33

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1935 Convention

The 1935 Coin Machine Exposition held at the Sherman Hotel, Chicago, February 18 to 21, may be briefly described as breaking all previous records. This covers annual exhibitions of coin-operated machines for a period of about 10 years. The 1935 convention exceeded all previous shows in attendance, number of exhibitors, number of booths, number of new machines and products, newspaper publicity and in banquet attendance. It was the first convention under the auspices of the National Association of Coin-Operated Machine Manufacturers and the fourth with "Colonel" Joe Huber as convention manager.

The conclusions to be drawn from the exhibits of machines show no trends that might be revolutionary or startling. The pinball table games were again the leading item on exhibit in all varieties of improved design and ingenuity in playing features. A few models of counter-size pinball games were exhibited and automatic payout models made the largest increase in any variety of the pinball games. Automatic phonographs staged a real comeback; diggers and cranes were well represented; the counter type of machines, such as dice and racing machines, were shown in the usual wide variety; merchandising machines were shown in the varied lines of penny merchandisers, candy venders and other machines; cigaret venders were a specialty in the merchandising field, shown in very modern designs; automatic pop-corn machines were a new novelty shown for the first time; scales dropped again, but the heart-beat scale, a new novelty, was shown. Novelty and premium firms increased their showings and there was an increase also in the number of exhibitors supplying materials for the building of coin machines. No new departures in the use of merchandising or service machines were shown.

Organization was again the big theme and back of this was pressure due to legislative and tax threats from various parts of the country. With legislatures in session in most of the States reports of bills galore affecting coin machines were current, most of them adverse. Reports also indicated that bills sponsored by coin-machine groups or firms are being introduced as never before.

The National Association of Coin-Operated Machine Manufacturers now has to its credit the greatest convention in the history of the industry. This organization also has back of it the prestige of the Code Authority for the manufacturing industry, a powerful factor in securing members and also in securing the payment of membership contributions. The operators' codes were not approved by the NRA, which has been a serious letdown for this important division of the trade. A national organization of operators depends upon finding some successful means of financing the work. Much enthusiasm for a national organization of operators was again shown at the 1935 convention and the nucleus of a national group was also formed. Its success in the long run, however, will depend upon finding some workable means of financing organization work.

The operators and jobbers voted to ask that manufacturers add an extra charge to the selling price of machines, the proceeds to be given to a general legal and public relations fund. This plan has been proposed in previous years, but was said to have been rejected by the manufacturers. No official report was issued by the manufacturers during the convention on

this proposition. Following this refusal, the operators proceeded to lay plans for promoting a national organization by voluntary contributions from individuals and organizations. The reason for the action of the manufacturers in declining the plan is not known, as their meetings were not open to the press as were the meetings of the operators and jobbers.

It is understood that the manufacturers have plans for meeting threatening conditions as they may arise in various States, but details of the plan have not yet been made public. Aid will be given, it is understood, in forming operators' organizations in cities and States when requested to do so. Three or four States have already availed themselves of this privilege. It is apparent that much will depend upon local organizations in every city and State and that some means should be found for financing local work.

While organization work was reported to be making progress in many States, it was also made known at the convention that operators in many sections resented what appeared to be an attempt to use State and local organizations for selfish purposes. In some cases it was said that a firm might seek to get control of an organization and use it to promote firm's own interests. Reference was made to an article which appeared on page 155 of *The Coin Machine Journal*, February, 1935, which says:

"Donohue Active in Association Work. D. W. Donohue is a man who has been with Mills Novelty Company for 10 years, and his fine legal training has helped him prove of tremendous value to the company, as well as to solve many problems for operators in all parts of the country. Mr. Donohue is an expert at organization work and has been a moving spirit in forming the National Association of Coin-Operated Machine Manufacturers, as well as in the direction of all organizations that pertain to this business. . . . Many of the operators and jobbers in the pin game and amusement game fields, who are now getting a lot of headaches and other minor troubles from involved legislation, which is appearing in some parts of the country, can find assistance in consulting with Dennis Donohue."

It would be much better for the industry and also prevent a lot of resentment among the operators if the representative of a slot machine firm refrained from participation in promoting local organizations. The temptation to use these organizations to "cover up" for slot machines is too strong and too serious a matter. It is easy to foresee how a firm might gain control of enough State organizations to seriously embarrass the pinball and skill games cause and even to threaten and intimidate the trade publications in the field.

Our conviction on organization work is that no organization, at the present stage of public opinion, should defend slot machines and similar devices. It would be slapping public opinion in the face to do such a thing. If we can gain the clear right to operate straight pinball and other skill games in all the States for the time being, we will all have something to depend upon for a living. Mr. Donohue and the firm he represents are too closely allied with slot machines to actively participate in organization work over the country. The comment of the Hearst papers on James Mangan and the Mills Novelty Company in connection with the Chicago convention indicates what reaction the newspapers and public sentiment will have. Slot machines have as much right to existence as the liquor trade, playing cards, the stock market, racing, etc., but they should not be allowed to embarrass the present pinball movement by being brought into the work of city and State operators' organizations.

This is one of the problems that came to the front at the convention. It was a great show, the manufacturers are to be complimented, and we are all looking forward to a still greater show in 1936. Some definite things have been found which will aid in defending pinball games, such as petitions signed by merchants and voters and the friendliness of newspapers here and there. Local organizations, unhampered by selfish interests, will have many tools with which to work between now and the next convention.

SILVER SAM.

Manufacturers Elect Code Authority and Officials

Record convention sponsored by National Association of Coin-Operated Machine Manufacturers—report of secretary indicates vast program for good of industry

CHICAGO, Feb. 23.—Meeting of the members of the coin machine manufacturing industry officially opened the 1935 Coin Machine Exposition at 10 a. m., February 23. The meeting was for the purpose of electing the Code Authority for the ensuing year. Present were Walter Gelle and T. M. Simpson, of the NRA office in Chicago. Mr. Gelle stated briefly that representatives of the NRA were present simply as friendly visitors and to obtain a sympathetic understanding of the industry. Enforcement of the NRA principles has now reached that stage where it will be carried to the industries rather than to Washington. C. L. Maltby, attorney, and in charge of the legal and advisory service of the manufacturers' association, was introduced to the group.

The report of O. D. Jennings, treasurer, was read and approved. Then the nominating committee, A. E. Gebert, chairman, reported recommendations for the Code Authority. The following were selected: W. E. Bolen, Northwestern Corporation, Morris, Ill.; D. W. Donohue, Mills Novelty Company, Chicago; W. G. Gray, American Sales Company, Chicago; Ray T. Mooney, Bally Manufacturing Company, Chicago; William Rabkin, International Mutoscope Reel Company, New York; F. H. Vogel, Columbus Vending Company, Columbus, O., and T. L. Wall, California Games Company, Los Angeles.

The question of conflict as to claims to a games idea was brought to the floor, but explanation was made that such complaints should be submitted in writing to the proper committee of the National Association of Coin-Operated Machine Manufacturers.

The meeting for election of the Code Authority was adjourned and the members of the NACOMM went into a closed session to consider matters of business pertaining to the association. The report of C. S. Darling, secretary of the association and to the Code Authority, was read and approved by the body, as follows:

"The association by-laws require the secretary to prepare for the annual meeting a report upon the activities of the association for the year, its membership and other matters of importance to the association."

"During the first four months following the annual meeting on February 20, 1934, no association work was done except co-operation in the administration of the industry's code."

"During June, 1934, two important association meetings were held. At these meetings the following actions were taken: Approval of the policy to broaden the scope of association activities. Establishment of a Credit Interchange. Provision for formation of divisions within the association. Approval of the proposal that this association direct the annual show."

"Temporary chairmen were appointed for five divisions within the association. The Amusement Table Division has proceeded to organize and elect a permanent chairman. Several important meetings of this division have been held."

"During January, 1935 two more important association meetings were held. At these meetings a definite stand was taken against contributions by individual manufacturers to groups or associations of operators for any purpose whatsoever and arrangements made for the referring of all such requests to the association for investigation and recommendation."

"At these January meetings plans were also perfected and action taken which has resulted in the establishment of a Legal and Advisory Bureau under the direction of a committee of members and with a full-time attorney as a member of the association staff in charge of this work."

"Thirteen new members have joined the association during the year, and the present membership includes 31 companies in good standing."

"Members of these advisory committees are as follows: Credit Bureau Committee, D. C. Rockola, chairman; C. R. Kirk, N. Marshall Seeburg. 1935 Convention Committee, N. Marshall Seeburg, chairman; W. E. Bolen, D. W. Donohue, C. R. Kirk, W. A. Tratsch. Legal and Advisory Committee, D. W. Donohue, chairman; D. Gottlieb, G. D. Jennings, D. C. Rockola, W. A. Tratsch. Nominating Com-

mittee, A. E. Gebert, L. W. Gensburg, E. G. Johnson, C. R. Kirk."

In addition to his work as secretary of the NACOMM, Mr. Darling has completed one year's service as secretary to the Code Authority of the manufacturing division. His work has included much creditable service in assistance to operators' organizations and in developing a legal advisory service that are not fully apparent in the report.

The session closed with the election of the following officers of the NACOMM: Fred L. Mills, Mills Novelty Company, president; N. Marshall Seeburg, J. P. Seeburg Corporation, vice-president; O. D. Jennings, O. D. Jennings & Company, treasurer; C. S. Darling, secretary. Directors: A. E. Gebert, Advance Machine Company; D. Gottlieb, D. Gottlieb & Company; C. R. Kirk, Exhibit Supply Company; Walter A. Tratsch, A. B. T. Manufacturing Company.

Wurlitzer Simplex Party a Gala Affair

CHICAGO, Feb. 23.—The Wurlitzer Manufacturing Company, manufacturer of Simplex phonographs, banqueted and entertained its operator-customer wives, friends and sweethearts Tuesday evening during the convention at the Eal Tabarin, exclusive banquet hall of the Sherman Hotel.

The Wurlitzer delegation to the convention was complete, including Fanny Wurlitzer, president of the firm; General Sales Manager Homer Capelhart, Assistant General Sales Manager Ernie H. Petering; Advertising Manager Bob Norman, L. Cooper, E. Hunt, Carl Johnson, C. N. Deverall and the entire selling organization, comprised of R. G. Kramer, Harry Payne, Fred Fields, R. S. Bleckman, M. Madsden, Walter Gummershimer, M. H. (Rosey) Rosenberg, W. F. Merchant, M. J. Lockwood, W. C. Mossbarger, Al M. Mendez, G. F. Kramer, Sam T. Cass, W. E. Simmons, J. A. Darwin, H. G. (Gerry) Hyde and Harry Drollinger.

More than 250 people assembled to partake of a delicious dinner and to enjoy the festivities. A band was provided for the occasion and there was much excellent music and group singing. The outstanding song of the evening was *Let Me Call You Simplex*, Homer Capelhart, respected and beloved sales manager of the organization, made a brief address of welcome and assured everyone present that it was to be an evening of pleasure, not to be marred in any way by speech making. From then on Harry Drollinger, Sam Case and Harry Payne took command and things began to hum. Drollinger did himself honor as a band leader and Sam as song and cheer leader, ably assisted by Harry (See WURLITZER SIMPLEX on page 62)

Senator Smith, of Iowa, followed a few days later by introducing a similar bill hitting every machine except peanut vendors, scales, etc. He said they were planning to fight these bills, and it appeared that at the present time they had the situation well in hand. Nevertheless, he wanted to impress on everybody that the present situation was an emergency which should be coped with by operators, distributors and jobbers, and he felt that it was a 50-50 proposition between the manufacturers and the operators. He said there was not time to perfect a plan, but they should meet the present emergency by contributions. He urged close co-operation between all interests involved. Also there should be a national organization.

The chairman then asked that everybody please confine their remarks to the legal aspect.

A delegate from Philadelphia suggested that the manufacturers should create a fund consisting of a tax of \$1 per machine and that they should not tax the operators. It would be better this way than to wait for trouble and have to spend a large sum of money as had been necessary in Philadelphia.

Another speaker said the big problem was to get good legal counsel instead of getting an attorney who did not know anything about the questions involved. He thought the manufacturers should take the initiative and suggested that the meeting should appoint a small committee to meet with the manufacturers and work something out.

A speaker from Alabama said the manufacturers realized that the operators must be assisted. He thought everybody should help to raise a fund—even the trade papers. He emphasized the need of educating the public to the realization that this is a legitimate business and not a racket.

Mr. Blatt, of New York, said they had tried in every way to raise funds and that they had found that the worst way was to place a tax on each machine. He thought the best way to raise funds was to have the jobbers in any particular State raise money their own way, whether it be by means of a tax of \$1 per machine or any other way. The best way was to provide money when it was not needed so that it would be there when it was needed. He suggested an organization of jobbers in every large city in each State and that they charge the operators so much per machine and let each State take care of its own individual troubles.

Another suggestion was to employ a big-time publicity man to create favorable sentiment. This was agreed with by another speaker, who pointed out the moving picture industry as being a parallel case.

Mr. Cohen said each State had its own problems and they should take care of them themselves. First get your States organized and then go to Washington.

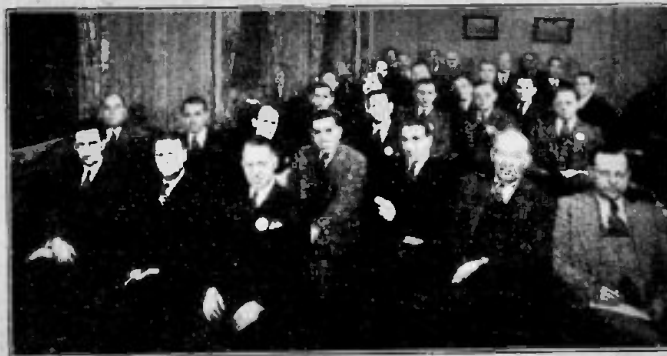
Dave Robbins then made the motion that the jobbers and distributors go to the manufacturers and ask them to contribute to a national fund a minimum of 25 cents for each machine they sold. Also that a committee of three manufacturers, three jobbers and distributors and three operators be formed to supervise the best use of this money.

The chairman wanted the motion to be limited.

Mr. Robbins therefore limited the motion to the effect that the manufacturers be taxed 25 cents minimum on each machine sold. The motion was seconded, but before it had time to be put to the meeting an amendment was made to the motion that it was not equitable because of the different prices of machines and calling for the 10 per cent excise tax to be repealed so as to make it available for the fund.

The chairman suggested that a committee be appointed and that the ideas brought up at the meeting be discussed with the manufacturers. This was done, and the chairman named a committee of S. L. Stanley, William Marmer and Max Hurwich. The committee was instructed as to procedure in their meeting with the manufacturers and that they should report the result of their meeting the following day, when another meeting of distributors and jobbers would be held.

Blatt, New York attorney, said there was no law in any State which made the giving of prizes illegal. He pointed out the difference between a pin game and a slot machine. As a plan of action he suggested that the manufacturers add 25 or 50 cents to the cost of each machine. This money should be turned over to State organizations for their funds. He further suggested that *The Billboard* loan the services of Leslie G. (See JOBBERS on page 64)



MANUFACTURERS ELECT CODE AUTHORITY—General meeting of coin-operated machine manufacturers at 1935 Coin Machine Exposition for election of Code Authority.

Jobbers and Distributors Discuss Aspects of Trade's Legal Problems

CHICAGO, Feb. 23.—Jobbers and distributors at a call meeting on opening day of the 1935 Coin Machine Exposition discussed the various angles of the legal problems confronting the pinball and skill games division. Dave Bond, of Boston, presided and about 75 members of the influential distributing section of the industry weighed chiefly the problem of financing those plans necessary to keep the business going steadily forward.

Many jobbers and distributors offered comment, criticism and suggestions in the present situation, with the final result that a committee was appointed to carry a definite recommendation to the manufacturers. Mr. Bond stated in opening the meeting that it was to be informal and was called in the spirit of co-operation with the manufacturers. He had observed a note of pessimism about the convention, he said, with some saying that the coin-machine industry had only six months to survive.

Somebody from the floor asked the definition of the terms "distributor" and "jobber" and asked why a distributor was entitled to a better price than a jobber. The chairman said the real thing that confronted the meeting was the legal question.

He was asked from the floor what the manufacturers were going to do to cooperate with the distributors and job-

bers. The chairman asked for ideas as to what the manufacturers could do. He said the distributors and jobbers must settle among themselves what solution they had for this problem and go to the manufacturers with that solution and ask for their co-operation.

It was stated that what had prevented the manufacturers from getting together was jealousy and personal feeling. This had barred them consulting on a plan that would benefit the entire industry. A speaker suggested that the best way to eliminate these evils was for an outside committee to straighten them out, and this said committee should be composed of big executives who are above party politics, such as representatives supplying glass, carbon, paint, etc., to the industry. He would have a fund, handled by a nationally known firm of accountants, co-operate with this committee. As to the methods to be employed to raise this fund, the most feasible would be to tax each machine and attach a label to each shipment.

The secretary of the Iowa Operators' Association said that petty jealousy existed not only among the manufacturers, but in all phases of the industry. The legal problem was foremost. Their plan was to put pin games under a sales tax. A bill had been introduced in the lower House to eliminate all games which contained any element of chance.

Banquet Is Big Climax

Guests swell ballroom and overflow into two big rooms

CHICAGO, Feb. 23.—Good food and excellent floor show and dancing were enjoyed by the 1,635 people who attended the annual banquet during the 1935 Coin Machine Exposition. The crowd began filling the Grand Ballroom of the Sherman Hotel at 7 o'clock Wednesday evening and soon it was necessary to use the West Room in addition to seat the dinner guests. The West Room was filled and another large dining room was then made available and soon half-filled.

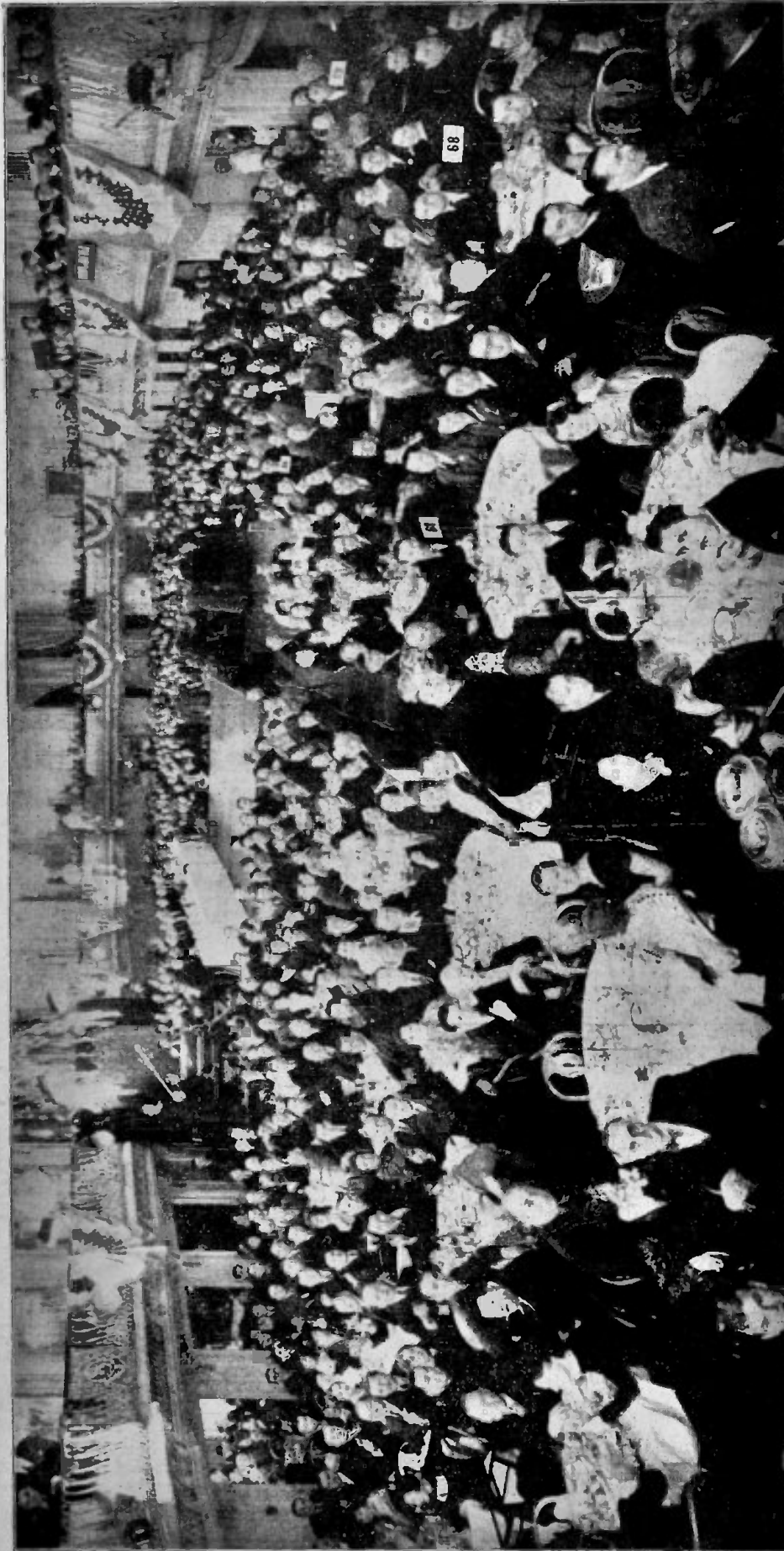
A show that sparkled with talent held the floor of the banquet room for almost an hour. At the suggestion of Joe Huber, convention manager, the entertainment was cut several minutes in the running time compared with last year, with the result that the show was a speedy affair. Several of the acts, particularly those that used talk, were handicapped by the din of revelry at the tables and a loud-speaker system that couldn't be stepped up high enough to reach above the noise. Paul Ash, whose office supplied the talent this year, was listed as master of ceremonies, but had no chance to be heard under the circumstances.

The show opened with the Eight Vandas Girls in a rhythm tap and were followed by Ray Sax, clever youngster whose playing of two saxophones at one time in a novel manner won him much applause. Audrey and Severin, a classy and graceful ballroom team, did a beautiful waltz to the strains of *Sitney Moon* and encored with a musical comedy routine. Cleve Johnson, prima donna, sang two numbers in good voice before the appearance of Arthur Turrelly, who was one of the acts handicapped by the inefficient loud-speaker system, who played various harmonicas, one of which was four feet long and said to be the largest in the world. Marie Hollis almost stopped the show in the next spot with her marvelous aerobic dancing and left the floor to heavy applause. The Vandas Girls did another number and were followed by the Two Daveys, comedy jugglers, the brunt of the work being done by the man of the act, who worked against odds because his comedy chatter could not be heard. Despite this they chalked up one of the hits of the evening. Audrey and Severin returned for two more numbers and the Vandas Girls closed the show with a strut. Lou Blake and his orchestra furnished the music for the show as well as for dancing later on.

The show was booked by E. Willard Cox, of the Paul Ash office, with George W. Konchar handling the staging, lighting and costume details. They also furnished the instrumental and singing trios and the quartets that strolled thru the aisles of the exhibits during the convention.

The following persons were present at the annual banquet of the 1935 Coin Machine Exposition and registered on the cards at each plate provided by *The Billboard* for this purpose:

—A—
Harry H. Abrams, International Sales Co., Kane, Pa.; Merrill V. Alders, Games Operating Co., Tampa; H. C. Armstrong, Lombard, Ill.; B. Fredericks, Arrow Novelty Co., St. Louis; L. G. Anderson, *The Billboard*, Cincinnati; Mr. and Mrs. Joe B. Akers, Denton, Tex.; Mr. and Mrs. H. E. Andrews, Jacksonville, Tex.; J. W. Atkinson, Atkinson Novelty Co., Berring Spring, Mich.; Louis Atlas, Royal Specialty Co., Louisville; Ray and Mildred Abbott, H. & H. Amusement Co., Berwyn, Ill.; Gus Adler, A. B. T. Mfg. Co., Asheville, N. C.; M. Angott, American Automatic Vending Co., Detroit; Knute Andersen, Wausauke, Wis.; J. M. Abraham, J. M. Novelty Co., Youngstown, Oh.; George W. Alcorn, Alcorn Novelty Co., Tampa; J. E. Abraham, United Amusement Co., Kansas City, Mo.; Herbert M. Adler, Adler Shoes, New York; Sam E. Ayo, Lone Star Music Co., Houston; Hazel Albert, Pace Mfg. Co., Inc., Chicago; William J. Amos, Chicago; A. G. Hintze, Chicago.
Mary Lou Abram, Garrett, Ind.



ANNUAL BANQUET 1935 COIN MACHINE EXPOSITION, which exceeded all previous attendance records and came as a fitting climax to the "biggest and best" annual convention.

Charles Alshan, Chicago; Carl Ames, A. B. T. Mfg. Co., Chicago; Charles Aronson, Brooklyn Amusement Machine Co., Brooklyn; James Aubrey, American Novelty Co., Detroit.

Mr. and Mrs. E. A. Blackwell, Blackwell Novelty Co., Rock Hill, S. C.; C. J. Barnett, Schenectady, N. Y.; Mary M. Brennan, Capital Novelty Co., Erie, Pa.; W. A. O. Breen, Mutual Sales Co., Akron, O.; J. F. Baker, Baker Novelty Co., Quinton, Okla.; A. T. Ballo Jr., Badger Novelty Co., Fond du Lac, Wis.; John J. Bertucci, United Novelty Co., Biloxi, Miss.; S. J. Bertucci, Gulfport, Mo.; L. G. Bower, Mansfield, O.; E. O. Ball, Rockville, Ind.; Irving A. Blecher, Manhattan Novelty Co., Brooklyn; Maxine Brown, Gardner & Co., Chicago; George H. Beighan, Beighan Co., Chicago; Herb Besser, Besser Novelty Co., St. Louis; Eric Bjornander and George Balo, Western Equip. & Supply Co., Chicago; Harry J. Batt, Playland Corp., New Orleans; Morris Berger, H. M. Sales Co., Duluth, Minn.; George D. Barok, Barok Co., Columbus, O.; Victor H. Bloom, Chicago; Irving Bromberg, Los Angeles; Jim Buckley, Bally Mfg. Co., Chicago; E. T. Barron, E. J. Barron & Co., Minneapolis; P. J. Buckley, Buckley Mfg. Co., Chicago; Conrad Birgboer, Milwaukee; Mr. and Mrs. A. F. Bathrick, Hastings, Minn.; Mrs. Emilie Bural, Chicago; Louis Blatt, Atlas Coin Machine Co., Boston; Charles G. Bennett, H. P. Donlon & Co., Utica, N. Y.; G. J. Browne, Paramount Specialty Co., Poughkeepsie, N. Y.; Sidney Basch, B. D. Lazar Co., Scranton, Pa.; Mr. and Mrs. H. M. Branson, O. D. Jennings & Co., Chicago; Joe Bechtol, A. H. Bechtol and Mrs. Louise Bechtol, Daytona Beach, Fla.; Mrs. Helen Brichetto, Chicago; Martin L. Brennan and John A. Brennan, Erie Wedemeyer, New York; Barney Blatt, Atlas Coin Machine Co., Boston; Mrs. J. B. Brichetto, Chicago; Mrs. Gertie Brichetto, Chicago; H. E. Becker, H. C. Evans & Co., Flint, Mich.; W. H. Butterworth, Exhibit Supply Co., Chicago; D. G. Byington, Wichita, Kan.; J. T. Bauer, North Platte, Neb.; Robert G. Benson, Digger Mfg. Sales Co., Madison, Wis.; Mr. and Mrs. Frank Baumgartner, Chicago; Lawrence G. Bennett, Gary, Ind.; A. H. Baumgart, L. T. Newlin, Tulsa, Okla.; C. E. Brown, Brownes Coin-Operated Amuse. Co., Baltimore; Mr. and Mrs. John Buckley, Buckley Mfg. Co., Chicago; Ike Bloom, Cicero, Ill.; J. O. Bates, Pace Mfg. Co., Inc., Chicago; A. G. Bradt, G. M. Laboratories, Inc., Chicago; Marian Burke, Imperial Amuse. Machine Sales, Salem, O.; H. L. Balero, Pace Mfg. Co., Inc., Chicago; M. Barton, Chicago; D. C. H. Broser, Tennyson Mfg. Co., Chicago; Jack Blanchard, Dexter, Mich.; Mr. and Mrs. E. S. Boxwell, Boxwell Merchandising Co., South Bend, Ind.; L. B. Bernham, Rock-Ola Mfg. Co., Chicago; Beatrice Burnham, Rock-Ola, Chicago; Dale J. Bordner, Oakshire Juniors, Chicago.

Mr. and Mrs. Joe Barnes, Int'l Mutoscope Co., Inc., New York; Harry B. Becker, Dayton, O.; Mr. and Mrs. William Betz, W. B. Specialty Co., St. Louis; Mr. and Mrs. F. A. Blalock, F. A. B. Amuse. Co., Pensacola, Fla.; Mr. and Mrs. Theodore Blatt, New York; Walter M. Bloughton, A. B. T. Mfg. Co., Chicago; J. C. Bohan, Gaylord Coin Machine Corp., Chicago; David S. Bond, Trimount Coin Machine Co., Boston; Arthur Brichetto, Genevieve Brichetto and Catherine L. Brichetto, A. B. T. Mfg. Co., Chicago; James Bunn, Dearborn, Mich.

M. L. Cunningham, Capitol Novelty Co., Erie, Pa.; Mrs. Nilsa Carson, Berwyn, Ill.; J. R. Cohn, Marlon Amuse. Co., Chicago; Charles E. Cooper, Anderson Sales Co., Anderson, Ind.; Fred Chandler, Des Moines Novelty Co., Des Moines, Ia.; Eugene F. Cole, Asheville, N. C.; D. Coplan, Morgantown, W. Va.; Mrs. David Caplan, Morgantown, W. Va.; Mr. and Mrs. J. E. Cobb, Louisville; Dan Cohen and Mike Cohen, Royal Specialty Co., Louisville; Tony Corwin, Capitol Novelty Co., Erie, Pa.; B. E. Cochran, Elmhurst, Ill.; Herb Cohen, Modern Scale Co., Dorchester, Mass.; A. V. Cooley, Mills Novelty Co., Chicago; J. Clemmens, Wisconsin Novelty Co., Chicago; P. N. Covallini, Finn & Gene, Moccasin, Pa.; E. E. Collison, Exhibit Supply Co., Chicago; Irene Cort, A. B. T. Mfg. Co., Chicago; C. E. Curkendall, King Pin Game Co., Kalamazoo, Mich.; Roy Collard, McCormick Vending Co., Greenville, N. C.; A. C. Case, McCormick Vending Co., Greenville, N. C.; B. M. Carnylick, McCormick Vending Machine Co., Preville, N. C.; H. R. Collard, John Gabel Mfg. Co., New York.

Francis Campinose and Catherine

Campinose, A. B. T. Mfg. Co., Chicago; James Cante, W. J. C. Vending Co., New York; H. E. Capehart and S. T. Cass, Wurlitzer Mfg. Co., North Tonawanda, N. Y.; Claude Clark, Seeburg Corp., Columbus, O.; Rudolph Clemens, Chicago; J. W. Clemens, Chicago; S. P. Cook, Nosza Dist. Co., Fairmount, Ga.; Mr. and Mrs. Lawrence Cooper, Rudolph Wurlitzer Co., New York; Bennie Cotita, F. A. B. Amuse. Co., Pensacola, Fla.; K. R. Craft, J. P. Seeburg Corp., La Porte, Ind.

M. G. Dewey and Art Dewey, Dewey Sales Exch., Norfolk, Neb.; Louis L. Diekmann, Diekmann Bros., Waterloo, Ia.; Henry Doelger, Sunset Novelty Co., San Francisco; John Donahue, Mills Novelty Co., Chicago; F. M. Davidson, Peerless Novelty Co., Rice Lake, Wis.; Arthur E. Davis, H. & L. Sales Co., Knoxville; Bennie Daniels, State Amuse. Machine Co., Minneapolis; Jack Devine, United Machine Co., Minneapolis; M. R. Duff, Ace Exhibit Co., Blackstone, Ia.; E. E. Diekmann, Diekmann Bros., Waterloo, Ia.; William P. Donlon, William P. Donlon & Co., Utica, N. Y.; Bertram B. Davidson, Morris & Davidson Agency, Chicago; M. D. Dewees, Watling Mfg. Co., Houston; Mrs. L. Dewees, Watling Mfg. Co., Houston; L. C. Dewees, Watling Mfg. Co., Houston; M. D. Douglas, Tupelo, Miss.; D. G. Davis, Toledo, O.; Lawrence DeFlavie, Torrington, Conn.; C. H. Diedrick, Chaska, Minn.; A. Duboff, Standard Coin Machine Co., Winnipeg; B. R. Daley, Jacksonville; C. P. Davis, North Platte, Neb.; A. S. Douglas, Daval Mfg. Co., Chicago; Ben DePazio, Moosic, Pa.

W. D. Davis, National Carloading Co., Chicago; George J. Deeb, Tri-State Amuse. Co., Panama City, Fla.; J. H. Dennard, Tri-State Sales Co., Henderson, Tex.; Mr. and Mrs. H. L. Drollinger, Rudolph Wurlitzer Co., Houston.

Mr. and Mrs. Charles L. Ewing, Automatic Amuse. Co., Evansville, Ind.; Mr. and Mrs. Roy Engstrom, Kelley & Engstrom, Red Wing, Minn.; S. O. Elkins, Gardner & Co., Chicago; Mr. Elum, Massillon, O.; W. R. Evans, A. B. T. Mfg. Co., Chicago; Mr. and Mrs. H. R. Ettelson, Crown Amuse. Co., Chicago; E. W. Evans, The Billboard, Cincinnati; E. J. Errico, Tennyson Mfg. Co., Chicago; N. C. Evans and A. C. Evans, E. & K. Sales & Service Co., South Bend, Ind.; Max Eisen, Ind. Amuse. Machine Co., Chicago; Mr. and Mrs. J. T. English, Forsyth, Ga.

Jess W. Frazier, Great Western Champagne Co., Chicago; E. A. Freedman, York Vending Co., York, Pa.; E. A. Freedman, York Vending Co., York, Pa.; John G. Fitzgibbon, Bally Mfg. Co., New York; Harry Fournaky, Berwyn, Ill.; A. Fleig, Indianapolis; Mr. and Mrs. H. J. Fisher, A. B. T. Mfg. Co., Chicago; Fortino, Omnium Automatic, Marseille, France; O. K. Fischer, Fischer Inventions, Inc., Chicago; Phil Fischer, Fischer Coin Machine Co., Chicago; Mr. and Mrs. B. L. Fry, St. Louis; C. B. Fuller, De Land, Fla.; Henry Fox, Birmingham Novelty Co., Birmingham, Ala.; Joe Fitzgerald, Groetchen Tool Co., Chicago; Bill Frey, Miami; Jerry Prazen, Chicago Novelty Co., Chicago; William Florence; E. D. Purlow, Electro Ball Co., Dallas; Mr. and Mrs. D. J. Poppario, O. D. Jennings & Co., Memphis.

M. Forman, Watertown, N. Y.; J. M. Fredgant, Curtis Novelty Co., Wahpetan, N. D.; M. G. Friedmarc, Montrose, N. Y.

Paul Gerber, Gerber & Glass Dist. Co., Chicago; Mrs. E. Gotthelf, G. J. L. Sales Co., St. Louis; Irving M. Goff, Madison, Wis.; W. Gumersheimer, Wal-Bill Novelty Co.; St. Louis; Harry Goldberg, Toronto; W. J. Grady, Mill Tavern, Montgomery, Ill.; William Gross, Sohig Specialty Co., Philadelphia; Dorothy Gleesner, Gardner & Co., Chicago; Ed George, Akron, O.; Marie Gould, Gardner & Co., Chicago; Thomas Grendahl, Globe Mfg. Co., Chicago; Eidle Gensberg, Atlas Novelty Co., Chicago; Mr. and Mrs. C. A. Gerlach, Pan Confection Co., Chicago; W. C. Gilbert, Rowe Mfg. Co., New York; G. A. Gill, Advance Machine Co., Chicago; H. E. Graseck, H. E. Graseck Sales Co., Detroit; Helen Goldberg, H. E. Graseck Co., Detroit; Herb Geiger, Milwaukee; R. Groetchen, Groetchen Mfg. Co., Chicago; Lorraine and Herb Geiger, Co., Chicago; Charles Gallot, West Allis, Milwaukee; Mr. and Mrs. F. W. Gerling, North Muskegon, Mich.; Frank Germack, Detroit; N. O. Gandy, Sloan Novelty & Mfg. Co., Philadelphia; A. Greenberg, Genco Coin Machine Co., Chicago; E. E. Gugget, Freeport, Ill.; Gust Georges, Western Pennsylvania Vending Co.,

(See BANQUET IS on page 70)

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Mills Goose Neck Visible Reserve Bell Silents 285,000 up. All in A-1 shape. Keep up by our expert mechanic. Will close at

\$40 LOTS OF 5 **\$42.50 SINGLE MACHINES**

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USED MACHINES THAT CAN BE USED

WORLD SERIES	\$ 4.50	FLEET	\$10.00
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SELECTEM (Gum Model)	8.00	BIG BERTHA	15.00
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Operators' Meetings Hold Limelight at Annual Show

Organization and finance are big topics of discussion—operators' group makes protest against scheduled program—ask for meeting conducted "by and for ops"

CHICAGO, Feb. 23.—Operators' session held the limelight again at the 1935 Coin-Machine Exposition with pressure to form a national organization of operators as the moving spirit. With the largest number of operators ever present at a national convention, reports were brought from many sections as to threatening legislation of an adverse kind. Individual operators were moved to seek the aid of a national organization and also to invoke the aid of the manufacturers in meeting unfavorable conditions. The program committee for the convention had called a meeting for operators, jobbers and manufacturers at 10 o'clock on the second and third days of the convention.

A. E. Gebert, Advance Machine Company, presided at the Tuesday morning session. Operators, led by the New York delegation, immediately started a protest that they had been promised "an operators' meeting, but this was not so in fact." A walkout of operators followed while James Mangan, of the Mills Novelty Company, was attempting to address the body. Mr. Mangan spoke in eloquent terms of how the "manufacturers sweat blood and lie awake at nights trying to furnish the operator with machines that are beautiful and that will be efficient." He also deplored the fact that trade publications had not done anything constructive to aid the industry. His address was characterized by protesting operators as "an insult to their intelligence."

James L. Donnelly, executive vice-president of the Illinois Manufacturers' Association, discussed the problems of legislation affecting the industry. Mr. Donnelly spoke from much experience in this field and, aside from an uncalculated attack on the New Deal, he made a very informative address. In substance he said that the trend of the future would be that federal laws would not affect the business much, but that State laws would be more important in their effect on the business. A new industry is a particular target for new legislation. There is a serious need for organized action against legislation affecting the business. If operators are going to be successful in combating adverse legislation they should get to know the members of their legislative bodies. Business men generally are poorly informed and take very little interest in public affairs and legislative matters. However, this condition is improving. The reason of

bad bills and adverse legislation is because of the indifference of the average business man to legislation and public affairs.

Leverone Speaks

Nat Leverone, head of the Automatic Canteen Company, then related his experience in building a better appreciation of the industry. Before entering the merchandising machine field, he said, he and some of his friends had thoroughly investigated its possibilities. Everybody had said that it was a racket, and if they had been easily discouraged they would have passed it up, but they decided that if cheating was so profitable there was a good opportunity for an honest man. Vending machines are an old business—older than many of the flourishing industries of today—but it got off on the wrong foot and had to fight against prejudice. He referred to the psychology of the average human being who will cheat with slugs, and yet not think of doing any other dishonest action. A lot of prejudice was caused by faulty machines and empty machines—a condition which could not be helped, and yet did not help the cause of the industry. But yet, other industries were in the same boat at their inception as regards public prejudice. For instance, the automobile business even had ministers against them. Autos were just as unreliable—or even more so—than the early vending machines. Manufacturers and distributors lied about the performance of the autos. Service was bad. And all this caused legislation against autos. Then somebody became wise. Instead of knocking each other they boosted each other's products. If everybody said his auto was good the thought was created that

there were no bad ones, and this took the curse off the industry and killed the prejudice. The same thing happened in the oil business. Instead of freezing out the small man they protected him, and fixed a fair price so that everybody could afford to buy gasoline and oil freely. The chain-store business was very similar to this business. Windows were smashed, just as some operators' machines were smashed by competitors. Then the chain stores got together and co-operated to the extent of dividing locations. Then they ran into competition and this made too many chain stores. They got wise, and now they are helping each other, each one merchandising in its own particular way.

Failure of service, not giving value for money received and so forth disgusted the public. They should get together and give good service and honest value. This would gain the confidence of the public and do away with the reason for adverse legislation. The trouble was the poor judgment of operators by cutting prices against each other. On the principle that the laborer is worthy of his hire a business man is entitled to a fair profit. The trade newspaper men know the trouble and are always telling their readers what it is all about, but no attention is paid. They keep fighting among themselves. The only solution is to organize in some way, but we would not suggest how they should organize. He thought progress was being made in the right direction. There are good men who are ready to help, but they must have your co-operation. It is easy to be a leader. Just watch which way the crowd is going, then run like hell and get ahead of it and they'll think you're leading it! A railroad man he was talking to said he would sooner see his son in hell than in the vending-machine business. Then he said: "No—I could get him out of the vending-machine business!" The public thinks everybody connected with the vending-machine business is a crook. He called for fair play and honesty in the business. This was very necessary. The industry has to have a good housecleaning. The Indiana Tax Board said there was no leadership in the industry, and pointed out advertisements where profits of \$300 a week were promised. They finally based the tax on the same principle of taxing a local store. He advised that they form an association and be loyal to it. He pleaded with them to forget their bitterness and rivalry and to play fair and pull together. The other fellow is the same as you are, and has the same problems, so why fight each other? You will find a man as you want to find him. The industry needs leadership, but progress is being made. The business is being made a respectable woman. Have good will and be proud of your business. Joe Huber announced an operators' meeting for 10 a.m. Wednesday, with Fred Mann as chairman. Manufacturers, distributors and jobbers were invited.

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Peanut Vending Machines are a source of steady and reliable income provided your equipment is constructed for years of service.

Our Customers Say:
Your shipment of twelve VENDEX Machines was received promptly. They are very attractive and I hope to give you a good report of their net earnings in my next letter. I have had very much experience with vending machines, and I wish to tell you that your VENDEX Machines are the clearest, mechanically and the most compact I have yet seen. (Signed) Ernest Shearer, Hamilton, O.

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Protect Your Investment on Your New Machines With Our New, Snappy Flash Novelties.

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WURLITZER SIMPLEX—

(Continued from page 59)

Payne. Sam Cass, the strolling toastmaster, mingled among the tables spotting the various prominent operators of musical instruments. Altho every State in the union was represented, it was not possible in the limited time to honor each State delegation separately. Many State songs, however, were heard and enjoyed. Homer Capehart made a few brief remarks in closing, explaining in an easy-to-understand way the three reasons why Wurlitzer Simplex phonographs and the Wurlitzer firm are so successful. The Billboard representative, who was an invited guest, feels there is a fourth reason—Homer himself.

At the conclusion an invitation was extended to adjourn to the 12th-floor headquarters, where the festivities were resumed and continued on into the wee wee hours.

10,000 DOZEN SILK! SOX!

Men's Rayon-Plated, Fancy Silk Sox, very slight irregularity, sizes 10 1/2 to 12. Special \$18.00 Dozen, \$18.00, express prepaid. Sample Dozen sent to you prepaid upon receipt of \$1.50.

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ARDELL Heavy Duty D. E., 20-5's to carton 1.50

ARDELL Auto-Strop Type, 20-5's to carton 1.35

ARDELL Gem-Type, 20-5's to carton .85

ARDELL Gem-Type, 20-4's to carton .80

TON-SOR D. E., 25-5's to carton .140

REVELATION D. E., 20-5's to car. .80

1/3 deposit Fifth Ave. Notion House on C. O. D. 801 Fifth Ave. PITTSBURGH, PA.

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Looks Like A \$5.00 Value To Sell For 99c

No. D40 DEAL, consisting of 2 pairs of Ladies' Hosiery, 320 needle construction; 1 Package of Face Powder and Perfume wrapped together, and 1 Genuine Rock Crystal Necklace. New plan helps you to sell 75 to 100. Desires a day.

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1935 Convention Exhibitors

The list of firms exhibiting at the 1935 Coin Machine Exposition is published herewith for reference purposes. The names of representatives with the exhibits and also products shown are given. Due to the unusually large attendance it was very difficult to get exact information on each booth. Many of the exhibitors were so pressed that they did not have time to fill out report cards. Omissions in this list will be corrected upon request. The information service of *The Billboard* is available to any reader who does not find listed here the firm or product he may be interested in. Write Silver Sam, *The Billboard*, 54 West Randolph street, Chicago:

A. B. T. MANUFACTURING CO., Chicago. Games: Auto-Dart, Auto-Winner, All-Star Football, Penguin Big-Shot. Attendants: Walter Tratsch, Jack Bechtold, Henry Fisher.

THE AD-LEE CO., Chicago. Games: Keavator, Zip, Spin Em, Kings Horses. Attendants: J. W. Wertheimer, Art Amelta, Ray Spechal, Lee Felsenthal, W. W. Woollen, W. Parrish.

ADVANCE MACHINE CO., Chicago. Vistascope, Selecteria Apple, Cigaret, Peanut, Gum, Sanitary Napkin, Post Card, Match, Electricity, Selecteria machines and merchandise machines. Attendants: F. C. Cook, G. A. Gill, A. E. Gebert.

AMERICAN CHICLE CO., Chicago. Five Star ball gum. Attendants: Hecht Nielson, D. Charvat, Jack Oppenheimer, William Boyd.

AMERICAN NICKELOID CO., Peru, Ill. Bonded Chrome Metals. Attendants: C. C. Hasee, Miss M. Lawrence.

ANSSELL-SIMPLEX TICKET CO., Chicago. Manufacturing of tickets for all types of machines. Attendants: E. S. Zieber, C. M. Koch.

ARCADE AMUSEMENT CO., Minneapolis. Automatic sales venders. Attendants: O. R. Hermanek, C. H. Bleidistel.

ATLANTIC & PACIFIC MDSE. CO., New York. Importer, distributor, manufacturer of premium goods. Attendants: Herman Sher, B. Josefberg.

AUTOMATIC AGE, Chicago. Attendants: C. E. Vetterick, R. Mosoriak.

AUTOMATIC POPIT CORP., Chicago. Popit. Attendant: Harry B. Wolper.

AUTOMATIC WORLD, Ft. Worth. Publisher. Attendants: Julius Dodge, H. J. Tompsett, H. Lambert, H. Schetnitz, Mrs. T. Murray and family, Oscar Branch.

BALLY MANUFACTURING CO., Chicago. Showing Planetellus, Ranger, Sambo, Traffic, Imp, Tunnels, Sparkler, Klix, Frisky. Attendants: Herb Jones, James Buckley, G. W. Jenkins, Ray Moloney, C. H. Gillett, Charlotte Lausen.

BRUNSWICK RECORD CORP., Chicago. Phonograph records. Attendants: Harry Neu, Herbert Allen, Jack Hein, Jack Leach, W. E. Pugh.

BUCKLEY MFG. CO., Chicago. Diggers, DeLuxe, Treasure Island, Jewel Box, Pilgrim Vender, Puritan Vender, Puritan Baby Bell, Baby Shoes. Attendants: F. H. Parson, P. J. Buckley, John Buckley, Mrs. Frances Johns, Robert K. Gibbs, Helen Buckley.

CAILLE BROS., Detroit. Dough Boy. Attendants: F. M. Williams, A. MacLachlan, V. Christopher, A. Spillum.

THE CAPEHART CORP., Ft. Wayne, Ind. Orchestrope, Model A. Attendants: H. L. Wilcox, F. E. Gigax, C. W. Emley, B. H. Boucher, I. O. Hunter, Howard Cushing, W. R. Deaton, P. W. Palmgren.

CENTRAL DIE CASTING & MFG. CO., INC., Chicago. Die Castings. Attendants: A. Schek, L. Schek, A. R. Keene, C. E. Boyer, F. T. Fay, E. M. Murray, Miss H. E. Hamilton.

CENTRAL PATTERN & FOUNDRY CO., Chicago. Castings exhibit. Attendant: Charles Zint Jr.

CHICAGO COIN MACHINE CO., Chicago. Times Square, Wagon Wheels, Lucky Eyes, Pop-Eye, Snake Eyes, Sensation Special. Attendants: Sam Wolbert, S. H. Gensburg, Lou Koren, S. Hoffman.

CHURCHILL CABINET CO., Chicago. Model of plant and eccentric mirror. Attendants: Ole Gullicksen, Spencer Gullicksen.

COIN MACHINE JOURNAL, Chicago. Attendants: D. Dolling, Harvey Carr, Paul Blakony.

THE COLUMBUS VENDING CO., Columbus, O. Peanut and merchandise machines.

CORBIN CABINET LOCK CO., New Britain, Conn. Maker of locks. Attendants: C. S. Bradley, R. M. Cruise.

DAVAL MFG. CO., Chicago. Rex, Chicago Express, True Dice, Match-a-Ball, Seven Come Eleven. Attendants: A. S. Douglis, D. Helfenbein, W. Shafron, Ramona Gregory, Harriet Wysocki, A. Levy, W. G. Harrison, A. Levine, J. Harrison.

DECCA RECORDS, INC., Chicago. Phonograph records. Attendants: S. C. Schultz, W. M. Glaseman, Judith Lehman, Paul Cohen, Miss M. Kraft, Ed Croker.

DIETZ GUM CO., Chicago. No report.

DUDDLEY-CLARK CO., Chicago. Live Power, Top Flite, Top Flite Lighting. Attendants: Ben Mittlefan, J. J. Ruttenberg, B. J. Horlick, I. M. Good, Ben Furman.

C. F. ECKHART & CO., Chicago. Wahoo, Hole in One. Attendants: Mr. and Mrs. Eckhart, Henry Eckhart, I. F. Kelly, Margie Buchholz, Jack Bosenbecker, Louis Neimcheck, J. Wagman.

H. C. EVANS & CO., Chicago. Darby, Rainbow, Hardway, Kings of the Turf, Crack Shot, Saratoga Sweepstakes. Attendants: W. Darling, Antha Snodgrass, Eleanor Page, R. Copeland, C. M. Seagraves, John McMahon, R. W. Hood, Rex Shriver, Roy Berthoff, Herman Becker.

EXHIBIT SUPPLY CO., Chicago. Whirlpool, Ticket Game, Star Lite, Rapid Fire, Rebound, Radio Station, Horse Shoe, I-O-U, Select Em, Booster. Attendants: Claude Kirk, Pere Smith, Bruno Radke, Leo Kelly.

FAIRBANKS MORSE & CO., Chicago. Heartbeat machine. Attendants: William M. Hynes, James Hill.

G. M. LABORATORIES, INC., Chicago. Builder Upper. Attendants: A. J. McMaster, C. E. Parson, A. G. Bradt, J. G. Wells.

Color, Counter Machine, Salesboards. Attendants: Mr. Feitler, Mr. Pearlman, Dorothy Glessner, Mr. Koller, Mr. Secore, Mr. Kur, Mr. Elkins, Mr. Eyerly, Mr. Podolsky.

GENCO, INC., Chicago. Subway, Score-a-Lite, Criss Cross, A-Lite, Grid Iron, Klever-Lite, Ticket and automatic payoff. Attendants: Helen Simon, Myer Gensburg, Lou Gensburg, Harvey Heise.

JOHN N. GERMACK, Detroit. Red Lip Pistachio Machine. Attendants: Frank Germack, John Germack.

A. GORRETTA & CO., Cleveland. American Cigaret Machine Co., seven-column cigaret vender and Nuyay peanut vender. Attendants: Lou Golden, Samuel Strahl.

D. GOTTLIEB & CO., Chicago. Match-Play, Cyclone, Par-Golf, Jungle-Hunt, Turn-Tabls. Attendants: Dave Gottlieb, Al Dalkin, Meyer Schwartz, Phil Schwartz, William J. Summers, M. Gottlieb, Sol Gottlieb.

GOUDY GUM CO., Boston. Ball-gum machine. Attendants: R. G. Devlin, R. J. Resch, P. F. Cohen, L. E. Paddock, H. J. Keller, G. M. Farnsworth, E. P. Belarline.

GROETCHEN TOOL & MFG. CO., Chicago. Turf-Flash, Four-Some-Dice, 21 Vender, Dice-o-Matic, Dandy-Vender, Gold-Rush, Silver Comet. Attendants: Karl Klein, Richard Groetchen, Joe Fitzgerald, Albert Marzec.

JOSEPH HAGN CO., Chicago. Jobbers. Attendants: Willard Hagn, Herman Brodhagen, Gerald Ferris.

HANSON SCALE CO., Chicago. Penny weight scale. Attendants: O. A. Sidenleus, Anne Kruse.

HARLICH MFG. CO., Chicago. Salesboards. Attendants: Leo Lichtenstein, Mr. and Mrs. E. V. Finson, Ann Cooper, Jay Zelle, Sidney Lewis, Sidney Harrison.

THE HARRIS CO., Chicago. Wrist watches, cutlery, leather goods, novelties, clocks, cigaret cases and lighters, radios. Attendants: Jack Harris, H. R. Harris, Charles Harris, D. M. Harris, O. Harris.

HOT POP CORP., Chicago. Pop-corn venders. Attendants: William J. Casey, H. B. Tyler, C. A. Pippenhagen, J. J. Heyman, William E. Marsh.

INTERNATIONAL MUTOSCOPE REEL CO., INC., New York. Checkers, Electric Traveling, Shootomatic, Magic Finger. (See 1935 CONVENTION on page 67)

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RANGER Electrical Phil- lial			CRISS-CROSS A-LITE 3 Coin Slots	RKX Automatic Pay Out
TUNNELS 3-Ball Auto- matic Payout	RAPID FIRE	CYCLONE		
MOTORLESS DIGGER	RADIO STATION		SCORE-A- LITE Ticket Game	MATCH-A- BALL Gum Vender Counter Game
IMP Automatic Pay- out Counter Game	REBOUND	PAR-GOLF		
PRESTO Totalizer-Rec- ording Game	HORSE SHOES		SCORE-A- LITE Automatic Payout	SEVEN COME ELEVEN The New Silent Counter
KLIX 4-Coin Pin Game	SELECT 'EM	JUNGLE HUNT		
SPARKLER Light-Up Game	BOOSTER			TRUE-DICE The Counter Game Mill
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Special Beautiful Green Coronnations. Our Best Selling Number. Gross, \$2.50. Miniature High Silk Flax with Staffs. Gross, 60c. Silk Shamrocks with Clay Pipes. Gross, \$1.00. Silk Shamrocks with Clay Hats. Gross, \$1.00. Blow-out. Large Size. Gross \$1.50. Green Cricket Noise Makers. Doz., 40c. Green Crepe Paper Hats. Per 100, \$2.00. Flexible Green Wood Snakes (Very Realistic). Doz., 80c. Green Crepe Paper, 22" Wide. Doz. Rolls, 75c. Green and White Serpentine Confetti. Doz. Pkgs., 80c. Order today from this ad. 25% with order. Balance C. O. D.

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SPECIAL CLOSE OUT MILLS Single J. P. Bells, 5c, 10c, 25c, \$14.50
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LIGHTNING 10.00
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Cost 4c! Retail 25c. Sample and Catalog of hundreds of other fast money-makers FREE! Write TODAY! L. LOWY, Dept. B, 8 W. Broadway, New York.

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PLAIN SHAMROCKS. Gr. .75
SHAMROCKS WITH HAT OR PIPE. Gr. 1.25
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GREEN MINIATURE MATS (5 styles) Doz. 2.50; Gr. 2.50
GREEN Buttons (large size). Doz. 25c; Gr. 2.50
GREEN BLOWOUTS. Doz. 15c; Gr. 1.25
Rush your order today. Immediate service.
% deposit, balance C. O. D.
GORDON NOVELTY CO.,
333 Broadway, New York, N. Y.

Operators Renew Move To Form a National Society

Ralph T. Young elected to head pre-organization committee—plan to call convention within 60 days—plans for financing work subject of much discussion

CHICAGO, Feb. 23.—Following the protest of operators' delegations at the Tuesday morning program, a call meeting for operators was held Wednesday at 10 a.m. during the 1935 Coin-Machine Exposition. Joe Huber, popular convention manager, welcomed them to the meeting, "at which they could discuss their own business," and also introduced the temporary chairman, Fred A. Mann, popular president of the Organized Operators of Chicago and elected head of the tentative National Automatic Merchandisers' Association at the 1934 convention. Mann was immediately elected to be permanent chairman. Under his trained leadership the session immediately moved to consider the business problems at hand.

Mann announced that a plan had been brought before the manufacturers by a committee of operators, which asked that the manufacturers add \$1 to the selling prices of amusement machines to apply on a general fund. Seventy-five cents of this would go to local organizations and the balance kept in the general fund. The fund would be supervised by a committee elected jointly by operators and manufacturers. Three things were much in need, he said, which were publicity, education and a legal bureau.

Then followed a spirited discussion of how best to administer the plan and how to secure the co-operation of the manufacturers in meeting some of the present-day problems. Ralph T. Young, president of the Automatic Merchandisers' Association of Ohio, suggested that funds collected by the plan should only be distributed to recognized State associations, which could in turn best render aid to local situations within the State.

Many other men prominent in local and State organizations of operators expressed their ideas on the general subject. The session had aroused so much interest that the entire assembly hall had been filled to overflowing.

Jack Nelson, manager of the Chicago office of *The Billboard*, announced to the meeting that the legal advisory service which the publication has rendered to operators for two years would be greatly enlarged at once. The increased service will be given at no increased cost to the industry, he said. The plan includes applying 50 per cent of all money received from yearly subscriptions in the coin-machine industry to the fund and also 2 per cent of receipts on coin-machine advertising.

A committee to confer with the manufacturers on common problems was then selected, consisting of Ralph T. Young, Ohio; Mr. Morris, Missouri; H. I. Drollinger, Texas; Mr. Leary, Minnesota; Saul Kalson, Brooklyn; Fred A. Mann, Chicago; Fred K. Chandler, Iowa; and Charles Hughes, Indiana. A rising vote of thanks was extended to *The Billboard* for the offer of increased legal advisory service, and the session adjourned until Thursday morning.

Thursday Session

Fred A. Mann again presided at the morning session and announced that the operators' committee was still in conference with representatives of the manufacturers. While waiting for the return of a report, another spirited session of discussion was held. Finally, the committee of operators returned and Ralph T. Young, chairman, made the report. It was a complete refusal, he said, and that one manufacturer had characterized the operators as "suckers."

The committee report of the manufacturers' declining to agree to the dollar plan stirred the body of operators to proceed toward laying plans for a national organization of operators. Mann proposed calling a convention within 60 days and that a committee to work out details be selected. A committee of three was chosen as organization committee to plan details for a convention. Ralph T. Young was made chairman; Charles Hughes, vice-chairman, and H. I. Drollinger, secretary-treasurer. Funds were then raised by voluntary contribution to finance the preliminary work of organization. Publications were also authorized to announce that contributions would be welcomed from individual operators and organizations and that such contributions would be sent to Ralph T. Young, 5517 Warren avenue, Norwood, O. More than \$700 toward the fund was raised at the meeting, it was announced. The election of Mr. Young to head the

organization committee recalls an operator who was formerly head of the national organization of operators for two years. He is said to be an operator of 15 years' experience in the business and in former days belonged to an operating quartet consisting of himself, Joe Huber, Burns Watling and David C. Rockola.

TEXAS CENTEN

(Continued from page 3)

was retained by Cline as consultant on the exposition's master plan. He will get \$100 daily plus expenses while in Dallas, and \$50 per day while in his Philadelphia office.

DIVORCES

(Continued from page 33)

mer stage actress, from Ronald Colman, screen star, February 18 at London.
Tootsie Reese from Chester I. Reese at Little Rock, Ark., December 13 last.

Late Deaths

(The following items were received at press time. More details in the next issue.)

EDMONDE—Edward, 72, veteran actor, at his apartment in New York February 24 after a long illness.

JOBBERS AND

(Continued from page 53)

Anderson to the industry to go from State to State and form State organizations. He explained the Equivocal-Robinson bill, which made every machine receiving coins illegal. In this connection he told the story of a man who went into a telephone booth to make a phone call and got the wrong number. He thereupon (on the strength of the bill) called a police officer and had the telephone torn out of the store because it was not predictable that he would get the right number when making the call, which introduced the element of chance!

The meeting was then adjourned until 10 a.m. Tuesday. This meeting was later postponed until 4 p.m. and then canceled.

NASH BLADES
Blue Steel. 45c
100 Blades. Quality Blades.

SHAVING DEAL 6c
5 Nash Blades,
1 Blade Sharpener,
1 Shaving Soap, Bored,
1 Styptic Pencil.

FACE POWDER-PERFUME COMBINATION, Gaiophano Wreathed. 4 1/2c

WORLD'S FAIR NEEDLE BOOKS. Brightest Flash on Market. Dozen. 70c

BROADWAY LIGHTS NEEDLE BOOK. Exceptional Value. 40c

LEAD PENCILS. Banded in Dozens. Gross. \$1.08
SEND FOR NEW CATALOG.

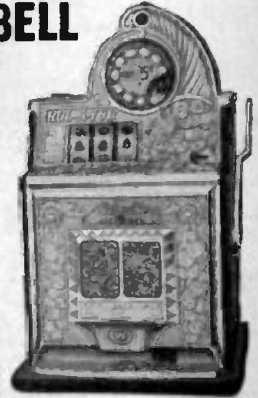
UNIVERSAL MERCHANDISE COMPANY
123 S. WELLS ST. CHICAGO, ILL.
512 CANAL ST. NEW ORLEANS, LA.
14 E. 17th ST. NEW YORK, N.Y.

GUARANTEED
WALTHAM ELGIN, E. \$2.50
16 S-7 J. Nickel-plated more like new. Open face, new engraved chrom-plated or Indian Head Yellow Cases. Minimum quantity 4 Doz. Same in 15 J. \$3.50; 17 J. \$4.00. 25c deposit. Bal. C. O. D. Money refunded in 5 days. Sample, 50c Extra. Send for Special Circular. PATTER & SMITH, INC., 110 Trinity Pl., N. Y. City.



OPERATORS' GENERAL MEETING on Tuesday, February 19, during the 1935 Coin Machine Exposition. Interest of operators in the problems to be discussed filled to capacity the Louis XVI Room in the Sherman Hotel.

ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play
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5000
DOUBLE ENAMEL COMPACTS
\$1.00 doz.

B440—They can't be made for this money, but we purchased a factory closeout of these smart little square Compacts complete with Rouge and case Powder, with Puffa G and unbreakable Mirror. Doz. **\$1.00**
B441—Polished Nickel Style with Inlaid Enamel Design, worth twice this price at least. Dozen **\$1.35**
25% Deposit on All C. O. D. Orders. Catalog Free on Request. State Your Business.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. 88,
223 W. Madison St., Chicago, Illinois



Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy
Per Dozen, **\$2.25**
Five Dozen for **\$10.00**

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Wholesale House, Chicago.
223-25 W. Madison St.

CANADIAN OPERATORS!

SUBWAY, New, \$46.50; GRIDIRON, New, \$47.50; LIVE POWER, New, \$45.00; MERRY-GO-ROUND, New, \$35.50; SENSATION, New, \$45.50; SUBWAY, Used, \$27.50; GOLDEN GATE, Used, \$29.50; SENSATION, Used, \$29.50; WORLD SERIES, Used, \$18.50; MILLS COLLAPSE STANDS, \$2.75.
1/3 Deposit, Balance C. O. D.

We carry a complete line of New and Used Pin Tables and Slots. Write for List.

ROXY NOVELTY COMPANY
312-318 Adelaide St., W., Toronto, Canada.

WATLING 1c. & TWIN JACKPOT BELLS AND VENDERS, \$35.00; 1c Jennings Little Duke Jackpot Bells or Venders, Latest Coin Chute, \$17.50; Mills & Double Visible Lion's Head Jackpot Balls, \$17.50; 1/3 Deposit. Get our prices on New and Used Latest Model Machines. **HINKER NOVELTY CO., 1219 E. 99th St., Chicago.**

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Remarkable
New Up-
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Score Board—"Clicks
the Score Before
Your Eyes."
No Batteries—
No Electricity.



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SALESBOARD OPERATORS

2,400 Ice Sale Takes in \$24.00, Nets \$17.60 after Cigarettes and Cash Payout. Sells Outright to Retailer for \$8.00.
PRICE—SAMPLE \$4.25; lots of 5, \$4.00; lots of 10, \$3.75
We Carry a Large Line of Penny and Nickel Boards, Complete with Merchandise. We manufacture Blank Boards, a Complete Line of Cut-Out Boards—in fact, Any Kind of Board You Want, at the Right Price.
WRITE FOR SAMPLES AND PRICES.

GENERAL SALES CO.
121-4th Avenue, South, Nashville, Tenn.

LAST CALL GREYSTONE SHOWS LAST CALL
OPENING POSTPONED UNTIL SATURDAY, MARCH 16.
NOTICE—All people contracted with this Show for 1935 season, the opening has been postponed until SATURDAY, MARCH 16, account impossible to complete winter quarters' work for March 9. WANT for opening and balance of season. Coach Brown that cater to show people, privilege in tickets, as office ones all rides (7) this season. WANT Philadelphia, Pitch-Tilt-Win, Merchandise Wheel, Frozen Custard. Good proposition to party with Wheels. WANT Merry-Go-Round Foremen and other experienced Ride Help. WANT A J Banner Man. CAN PLACE any small Grand Shows not conflicting. Have new outfit for Hill Billy Show with Carnival experience. WANT Dog and Pony Show, with or without outfit. WILL BOOK small Motorhomes for season. Bingo Randolph wants Concession Agents. CAN USE Coupon Men for Bowling Alley. Walter Fox write me. This show positively plays fourteen Fairs and Biggest Fourth July Celebration in Middle West. Address: MANAGER, Box 211, McOhee, Ark.

WANT: L. J. HETH SHOWS WANT:
OPENING MARCH 11, STREETS N. BIRMINGHAM, WITH FIVE WEEKS TO FOLLOW.
Shows of merit. Fairish complete outfit for capable Ride Show. Organized Minstrel Show with Band. Relay and percentage Athletic. FLY Show, Miniature City, Bloodring. Have liberal proposition. Smitty write. Kiddie Rides, one Flat Ride, experienced Carrousel and Swooper Foremen, Electricians, Hawaiian Dancers. Mary Murphy and Dot Cosgrove write. Experienced Corn Game Man, take full charge. Happy Photo Gallery, Fishpond, Devil's Bowling Alley, American Fantasy. Still exclusive on Ball Games. Big Fourth of July Celebration, with 12 Pairs to follow. Address all communications: L. J. HETH SHOWS, North Birmingham, Ala.

WEST BROS. AMUSEMENT CO.

OPEN MARCH 16. TWO SATURDAYS, UPTOWN LOT, SKESTON, MO.
WANT Concessions of all kind. Shows. Capable Athletic Showman. Pop Dyer write. Doe Sprague come on, to handle Minstrel Show. WILL BOOK Motorhome, Penny Arcade, Wax Show, Monkey-Dance, Monkey Circus, Mickey Mouse. Have complete Pit Show Outfit for capable Pit Show People. Our Fairs and Celebrations start in June. Johnnie Johnson wants swinging Bell Agents and Grand Show Agents. Write BOX 57, Morley, Mo.

BUNTS GREATER SHOWS

OPENING WINNABO MILL, S. C. MARCH 30-APRIL 6. TWO SATURDAYS. GREAT FALLS S. C.; LANGASTER, S. C.; AND MARTINSBURG, VA. ALL CONTRACTED TO FOLLOW.
WANT legitimate Concessions of all kinds. Good Feature Shows that don't conflict. Man to take charge of Athletic Show, Sam Patricia write. People for Minstrel Show, or will book organized Minstrel Show. A few more openings for Ride Help. Address: W. J. BUNTS, Crystal River, Fla.
P. S.—FOR SALE, one 25 K. W. Light Plant, mounted on G. M. C. Truck, all in good condition.

America's Oldest Distributors — Est. 1895 — 40 Years of Service
REBOUND, \$39.50—RADIO STATION, \$39.50—SKYSCRAPER, \$47.50—ARMY & NAVY, \$44.50—CRISS CROSS-A-LITE, \$44.50—CANNON FIRE, \$42.50—RED ARROW, \$69.50—CHAMPION, \$49.50—BOWL-LITE-A-LINE, \$69.50—BEACON, \$39.50—C. O. D., \$39.50.
Other Latest Games of All Makes—Too Numerous to Mention.
All Makes Slot Machines in 1c, 5c, 25c and 50c Play.
Write for our prices on any new and used machines in which you are interested.
SICKING MFG. CO., Inc., 1922 Freeman Ave., CINCINNATI, O., 618 First Street, LOUISVILLE, KY.

ROUTES
(Continued from page 37)
Long, Leon, Magician; Miami, Fla., 25-March 2; Bonstead 6; Coconut Grove 7.
Lucy, Thos. Elmore; Boone, Ia., 2; Des Moines 3; Centerville 4; Albis 5; Keosauqua 6.
MacDonald-Harris Show; North, S. C., 25-March 2.
Marine-Firestone Co.; Houston, Tex., 25-March 2.
Mel Roy, Magician; Ellensburg, Wash., 28; Wenatchee March 1; Spokane 2; Lewiston, Ida., 3.
Rilton's Show; Pearson, Ga., 26; Axson 27; W. Green March 1-2.
Schneider's, Doc, Texas Cowboys; (Station XEPN) Eagle Pass, Tex., 25-March 2.
Turtle, Wm. G., Magician; (Club House Tavern) Portland, Ore., 25-March 2.
Uncle Joshua's Fiddlers; (Station WTKJ) Trenton, N. J., until March 30.
Van Arnam's, John R., Minstrels; Waycross, Ga., 27; Thomasville 28; Jacksonville, Fla., March 1; Orlando 4-8; West Palm Beach 6; Port Lauderdale 7.

REPERTOIRE
Billroy Comedians, Billy Wehle's; Valdosta, Ga., 25-March 2.
Blahop Tent Show; Round Oak, Ga., 25-March 2.
Bothe Players; Greenbackville, Va., 25-March 2.
Harvey Comedians; Miller, Neb., 28-March 2.
Hull Players; Carthage, Tex., 25-March 2.
Lewis, H. Kay, Players; Elgin, Ark., 28; Ft. Huachuca March 1; Elabee 2; Wilcox 3; Safford 4.
Princess Stock Co.; Alto, Tex., 25-March 2.
Russell, Bert, Players; Nahant, Va., 25-March 2.
Sadler's Own Co.; Big Spring, Tex., 25-March 2.
Stone, Hal, Show; Natchitoches, La., 25-March 2.

CARNIVAL COMPANIES
Banard; Philadelphia, Miss., 25-March 2.
Bar-Brown; Wildwood, Fla., 25-March 2; Webster 4-9.
Blue Eagle; Huntsville, Ala., 25-March 9.
Blur Ridge Am. Co.; Biloxi, Miss., 25-March 2.
Carolina Am. Co.; Pendleton, S. C., 25-March 2.
Christ United; Elaville, Ga., 25-March 2.
Classic City; Macon, Ga., 25-March 2.
Crafts 20; San Bernardino, Calif., 25-March 2.
Great Southern; Savannah, Ga., 25-March 2.
Greater Expo.; Houston, Tex., 2-9.
Krause Greater; Ft. Lauderdale, Fla., 25-27.
Martin Bros.; Greensboro, Ga., 25-March 2.
Mohawk Valley Expo.; Daytona Beach, Fla., 25-March 2.
Price Am. Co.; Helena, Ga., 25-March 2.
Reading United; Camilla, Ga., 25-March 2.
Rogers & Powell; Dermott, Ark., 2-9.
Royal Palm; (Fruit) Bowling Green, Fla., 25-March 2.
Plant City 4-9.
Royal Amusement Co.; Weason, Miss., 25-March 2.
Ward, Johnnie; Picasune, Miss., 25-March 2.

CIRCUS AND WILD WEST
Eames Production Co.; Greenville, Tenn., 28-March 2; Johnson City 4-8.
Carnival; Wild West, Loris, S. C., 25-March 2.
Fisher Bros.; Windfall, Ind., 27; Elwood 23; Miami March 1; Lincoln 2; Greentown 4; Albany 6.
Polack Show; Rochester, Minn., 25-March 2.
Texas Ted's Wild West; Stockbridge, Ga., 25-March 2.

Additional Routes
(Received too late for classification)
Alexander Players; Medford, Minn., 25-March 2.
Avery, Gertrude, Diamond Revue; (Colonial) Lancaster, Pa., 1-4.
Counie & Dolly Show; Webb, Ala., 25-March 2.
Darwin, Magician; Capac, Mich., 25-March 2.
Pee Shows; Montrose, S. D., 27-March 1.
Pelton, King, Magician; Albany, Tex., 25-March 2.
Frye, Minstrel; Imperial, Neb., 27; Kirk, Colo., 2; Pueblo March 1; Castle Rock 2; Rocky Ford 4, Johnstown 5; Brush 6; Franklin, Neb., 7.
Greystone Show; McOhee, Ark., 25-March 2.
Johnston, Mac; (Royal) Wilmington, N. C., 28-March 2; (Savannah) Savannah, Ga., 4-6.
Laver Show; Horatio, S. C., 28-March 2.
Lang & Lee; (Curly's Night Club) Minneapolis 25-March 2.
McBride, Lewis, Magician; Martinsburg, Mo., 27; Columbia 28.
McNally & Craig Show; Ohltons, Va., 25-March 2.
Nash & Paley; (Proctor) Troy, N. Y., 1-4.
Puri, Marie, Unit; (Indian) Marietta, Ind., 28-March 2.
Princess; Nashville, Tenn., 4-8.
Pregson, Ginger; (Ambassador) St. Louis 22-28.
Roylotes Concert Co.; Greensburg, Ind., 25-March 2.
Sunnyland Picture Show; Douglas, Ga., 25-March 2.
Thompson & LaMonte Show; Trio, S. C., 25-March 2.
Tranger, Don, Orch.; (Colonial) Lancaster, Pa., 1-4.

A REVELATION!
LATEST
VACUUM FILLING
DROP INDICATOR
RECORD INK IN
BARREL SHOWS
WHEN PEN
REQUIRES
REFILLING
FILIGREE
BAND
SURPRISINGLY
LOW PRICES
ON PENS, PENCILS,
COMBINATION
SETS
COMPLETE ACQUAINT-
ANCE ASSORTMENT.
\$1.00 PREPAID
JACKWIN PEN CO.
44 W. 28th St., New York, N. Y.

Concessionaires
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, PARKS, COON GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

BAR-BROWN SHOWS
CAN PLACE a few more legitimate Grand Stock Concessions, especially Cigarette Gallery, Pitch-Tilt-Win. Also Popcorn and Apples. WANT one Kiddie Ride, Write or Wire C. E. BARFIELD, Wildwood, Fla., this week. Webster, Fla., next week.

WANT TO BUY ELI FERRIS WHEEL
In good condition. Must be No. 5 Wheel.
FOR SALE—LINOY-LOOP.
In first-class condition. Address
WM. YOUNG, Hagerstown, Md.

SCOTT MACK INDOOR CIRCUS
WANTS AT ONCE People doing two or more Acts, Single and Double Traps, Iron Jaw and Acrobatics. Also Clowns. Four or more weeks' work. Salary must be right. Hagerstown, February 25 to 27; Greenville, February 28 to March 2; Johnson City, week March 4; all Tennessee, Bristol, Va., Fair week March 11.

ROYAL AMUSEMENT CO. booking legitimate Concessions, Shows and non-conflicting Rides, Illi Dyer, Art Gark, Shorty Babst and McGinnis write. J. E. CLAYTON, Mgr., Weason, Miss., this week followed by McComb, Brookhaven, and Hazlehurst.

TILLEY SHOWS WANTS Snake Show, Mechanical Show, Fun House, Concessions of all kinds. BOX 435, Ladd, Ill.

WANT Shows with own outfit, 25% Agents for Bingo, Lead Gallery, WANT Palmist and Diggers. Open March 16. McLELLAN SHOWS, 109 So. Main, North Little Rock, Ark.

ALL AMERICAN SHOWS
Now booking Shows, Concessions, Ride Help and Colored Performers. NIP BUTTS, 109 Clinton Street, Abilene, Tex.

Sunset Amusement Co.
Booking Shows and Concessions.
Address P. O. Box 388, OANVILLE, ILL.

MINER'S MODEL SHOWS
Now Booking Shows and Concessions.
WANTED — Auto Kiddie Ride. Address 161 Chamber Street, Phillipsburg, N. J.

SOL'S LIBERTY SHOWS, Inc.
NOW BOOKING FOR NEARON 1935.
Address P. O. BOX 223, Caruthersville, Mo.

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

1935 CONVENTION

(Continued from page 63)
Attendants: Earl Winter, Joe Barnes, William Rabkin, Grace Baron.
INTERSTATE NOVELTY & TOY CO., INC., New York. Premium merchandise for sportlands and digging machines.
Attendants: J. Goodman, A. Boulger.
O. D. JENNINGS & CO., Chicago. Sportman, Skyway, Empress, Topsy Turry, Football, Century, Duchess, Little Duke, Little Merchant, Cord Machine, Black Jack. Attendants: Bill Ryan, Ken Morley, Rollo Smith, Hugh Burras, George Bezak, Bert Perkins, Hymie Branson, Frank Hoffman.
KALAMAZOO AUTOMATIC MUSIC CO., Kalamazoo, Mich. Kazoo Dice, Kazoo-Zoo Dice, Seven-Come-Eleven, Little Silent Poker. Attendants: E. C. Kincaid, W. E. Waddell, Fred Stenquist, James Underwood.
J. H. KEENEY & CO., Chicago. Quick Silver. Attendants: A. Holmes, Mr. Madke, H. E. Keeney, L. B. Mallard.
KELLEY SALES MACHINE CO., Madison, Wis. Kelly cigaret vending machines. Nos. 6 and 7. Attendants: Victor H. Kelley, S. A. Woldenberg.
KING EQUIPMENT CORP., Benton Harbor, Mich. King Stands, Prince Slot. Attendants: M. L. Ross, J. S. Minary, L. B. Ryno.
L & R MFG. CO., Chicago. Globe Trotter. Attendants: N. Robin, R. Robin,

Ruth Robin, Mr. Gould, Miss O. Weiss.
B. D. LAZAR CO., Pittsburgh. Merchandise Master Novelty Venders, Hamilton line of salesboards. Attendants: B. D. Lazar, J. D. Lazar, Sidney Baach.
LINCOLN NOVELTY CO., Chicago. Salesboard assortments. Attendants: A. L. Koolish, D. Zittenfeld, A. E. Meyers, N. E. Landfield, J. Law, V. Morris.
LOTION DISPENSER CORP., Chicago. Jergens lotion dispenser. Attendants: F. D. Cerf, A. L. Myers, G. B. Cullen, Mrs. H. Bechtel, L. A. Singer, E. Dittman.
MONARCH AUTOMATIC MFG. CO., Chicago. No report.
NATIONAL CARBON CO., Chicago. Eensation, Put-'n'-Take, Autobank, Skyscraper, Beacon, Subway. Attendants: J. E. McCrady, R. R. Smith, R. H. Murphy, J. J. Burke.
NATIONAL VENDORS, INC., St. Louis. National cigaret venders, Midget individual cigaret venders. Attendants: J. A. Camp, B. F. Powell, B. W. Fry, I. M. Treacy, B. L. Fry.
NORTH CENTER METAL PRODUCTS CO., Chicago. Solo Sr., Solo Jr., 1-Ball Payout. Attendants: W. J. Ufer.
NORTHWESTERN CORP., Morris, Ill. Penny and Nickel, penny merchandise. Model 33, Model 33 Jr. Attendants: W. E. Bolen, W. R. Greiner, Miss Penny Merchandiser.
PACE MFG. CO., Chicago. Paces Races, scales, regular line of slots, automatic payout, unit for World Series and other baseball games. Attendants: W. F. Strickfaden, H. R. Moser, Harold Baker, Tom Sharkey, J. O. Bates, Mrs. A. E. McHugh.
PACIFIC AMUSEMENT CO., Chicago. Roto-Lite, Chieftain, Bonus, Triple Joker, Maribo. Attendants: Paul Gerber, Max Glass, W. J. Kennedy, Lafe McClellan, W. J. McCarthy, Fred C. McClellan.
PACIFIC COIN MACHINE REVIEW, Los Angeles. No report.
PAN CONFECTION FACTORY, Chicago. Hard-shell candies. Attendants: C. A. Gerlach, Mary Jane Nichols, Hannah Peterson.
PARIS BEAD & NOVELTY HOUSE, Chicago. Premium novelties. Attendants: Harold Ruben, Max Bressler.
PEANUT SPECIALTY CO., Chicago. Peanut and candy vending machines.
THE PHOEBUS AMUSEMENT CORP., Chicago. Rayolite Rifle Range. Attendants: D. D. Bell, E. J. Rogers, Ogden Johnson Jr.
PIERCE TOOL & MFG. CO., Chicago. Target, Pix-It. Attendants: A. L. Koolish, D. Zittenfeld, A. E. Meyers, N. E. Landfield, F. Morris, J. Law.
PRECISION SALES CO., Chicago. Ace of Hearts. Attendants: James T. Michel, W. O. Bechtold, T. Rosequist, R. M. Cobb.
RCA-VICTOR CORP., Chicago. Victor and Bluebird records. Attendants: J. B. Elliott, E. S. Maraniss.
ROBOT VENDERS, INC., Brooklyn. Cigaret and gum vending machines. Attendants: M. Wiener, Leo Willens, M. O. Warnock.
ROCK-OLA MFG. CORP., Chicago. Rock-Ola Multi-Selector Phonograph, Army-Navy, Jig-Saw, Hold and Draw, Pkash, Gold Rush, World Series. Attendants: M. Swanstrom, R. Harper, Mr. Hutter, Mr. Smythe, Mr. Crossdale, J. M. Johnson, M. Siffen, Mr. Burnham, Mr. Schweigert, Mr. Strahl, M. Davis.
ROSATTO-BARRY-STREET CO., Philadelphia. Poker game. Attendants: George Nartzik, Sol Rosen, Rose Rosen.
ROWE MFG. CO., INC., New York. Cigaret machines. Attendants: R. Z. Greene, Jack Kelner, Walter Gilbert.
J. P. SEEBURG CORP., Chicago. Selectophone, Symphonola, Grand Champion, Hockey Game. Attendants: Ed Stern, Reed Crawford, Jack Yaeger, Earl Holland, S. E. Mendelson, Ed Johnson, Nels Nelson.
N. SHURE & CO., Chicago. Digger merchandise, premiums, novelties. Wholesale distributors and manufacturers of specialty merchandise. Attendants: Walter Rust, Joe Shure, Charles Tevenan.
SIMMONS COIN MACHINE CO., Chicago. All merchandise venders. Attendants: Allan Simmons, Larry Kurska, Elinor Christensen, Madeline White.
SPECIALTY COIN MACHINE BUILDERS, Chicago. Match, peanut, ball gum, breath pellet venders. Attendants: J. H. Austin, Evelyn Novak, Con Tindahl.
STAR MFG. CO., Bronx, N. Y. Electro Holst Digger. Attendants: E. Fish, Harry Rankow.
STARVED ROCK NOVELTY MFG. CO., Ottawa, Ill. Goll-o-Dice. Attendants: Elmer D. Wolfe, Ed Barton.
STEWART & MCGUIRE, New York. Cigaret, gum, nut machines. Attendants: L. L. Paul, J. H. Martin, O. H. Feinberg.
H. J. STOCK CO., Milwaukee. Flying

Chicago EXPRESS

THE SENSATION OF THE SHOW!
As Predicted—The Sensational Playing Features of Chicago EXPRESS created the greatest sensation of the 1935 Show! Operators from ALL OVER THE WORLD have acclaimed Chicago EXPRESS!

WRITE FOR COMPLETE DETAILS TO YOUR NEAREST JOBBER!
REX

As Predicted... "THE KING OF ALL PAY TABLES"
Rex, "The King of ALL Pay Tables." The greatest feature Pay Table of all history with the NEO-CLASSIC Cabinet that STOPPED THE SHOW! Rush your orders for REX—it's THE Pay Table YOU need!

WRITE FOR COMPLETE DETAILS TO YOUR NEAREST JOBBER!
MATCH-A-BALL
EVERY Operator STOPPED—to try and match the colored ball gum! Just imagine—ALL the Operators are WILD about playing MATCH-A-BALL! The greatest Counter Game Ever Built!

WRITE FOR COMPLETE DETAILS TO YOUR NEAREST JOBBER!
SEVEN come ELEVEN
The FIRST really SILENT counter reel game! Actual dice play with a real counter machine! IT'S DIFFERENT! Appealing, attractive, unusual AND the FASTEST Money-Maker Ever Made!

WRITE FOR COMPLETE DETAILS TO YOUR NEAREST JOBBER!
TRUE-DICE
A Dice Counter Game—so modern—so beautiful—so appealing—with a Million Dollars' worth of play features and big money return insurance. The game that is FOOLPROOF in every detail! Precision Built by DAVAL!

WRITE FOR COMPLETE DETAILS TO YOUR NEAREST JOBBER!
DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO, ILL.



YOU CAN'T BEAT THIS COMBINATION FOR FAST, SURE PROFITS

6 Nationally advertised ZIPPO WIND PROOF LIGHTERS featured in smart department and tobacco stores at \$2.00 offered on a 1,000-Pack Salesboard with 30 Hold-ages of Cigarettes at 2c a punch. Excellent profit for retailers and distributors.

Has a record for instant selling and frequent repeat orders.

Retailers and distributors—WRITE today for complete proposition—a proven success in 30 cities.

ZIPPO MANUFACTURING CO. 25 Pine Street, BRADFORD, PA.

Texas Operators!

We Can Ship You
REX 4-BALL AUTOMATIC \$78.50
QUICK SILVER \$75.50
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Indiana Ops Meet in Chi

More than 100 attend meeting to discuss problems affecting State ops

CHICAGO, Feb. 23.—Indiana operators of amusement games, merchandise vending and similar devices, here this week to attend the National Coin Machine Convention, met in the Crystal Room of the Hotel Sherman Monday morning to devise further plans for their newly organized State organization. More than 100 operators attended the special meeting.

A committee of seven operators has been working the last several weeks in drafting a constitution and by-laws. The new organization has been officially titled the Indiana Amusement and Vending Machine Association. Another committee of seven was selected at the Monday meeting to select among their own number officers for the newly organized group. They are to announce their selections at the association's next meeting. The committee comprises the following: W. E. Slingerland, Indianapolis; F. J. Horuff, Indianapolis; Charles Hughes, Ladoga; E. S. Boxwell, South Bend; John R. Baughn, Warsaw; Lotus Sullivan, Salem, and George Roche, Fort Wayne.

Convention Manager J. O. Huber, Chicago, opened the Monday session. He urged organization and stressed the point that thru the influence of organization many unfavorable bills that come before the State legislatures during the year could be defeated before they became a law. W. E. Slingerland, temporary secretary, followed Mr. Huber and gave a brief outline on the organization's activities since its inception a few

weeks ago. He also outlined the purpose of the organization.

Then followed a general discussion of the problems affecting the Indiana operators. First to be discussed was the matter of finances. Temporary Chairman F. J. Horuff reported that the association's treasury carried a balance of \$100, but that at least \$300 more was needed to pay expenses to date. Herman J. Barr, Ft. Wayne, started the ball a-rolling with a \$20 donation, and kept it going by tossing in another \$5 a little while later. The various operators present paid their dues, other paid their dues in advance and still others made voluntary donations. In that way a goodly sum was realized to fight the operators' battles in the State.

The next discussion centered about House Bill No. 122, which recently passed the Indiana House and which is now before the State Senate. The bill, if passed by the Senate, would outlaw from the State every type of coin-operated game, skill or otherwise. W. E. Slingerland reported on the matter and stated that he could positively assure the Indiana operators that the bill would never pass the Senate. He refused to divulge the source of his information and said that he had nothing further to report on the unfair and discriminatory bill. Mr. Horuff bore out Mr. Slingerland's statement that House Bill No. 122 would never get past the Senate. The operators present were somewhat relieved by the announcement, but it seemed that they wanted a guarantee rather than an assurance.

The matter of out-of-State competition was next discussed, but no definite plan was suggested whereby this form of competition might be eliminated.

Jack Stone, Gary, then took the floor and urged that the operators present approach the manufacturers for financial aid in combating unfair legislation in Indiana. It was decided to appoint a committee to meet with the manufacturers, then in session just across the hall. Herman J. Barr, a veteran of the business, advised the gathering against such action, and the matter was dropped for the time being. However, it popped up again a few minutes later. A pro-

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- 1 JUMBO STYPTIC PENCIL.
- 1 CLASS BALL BLADE SHARPENER

COMPLETE DEAL 1 2 1/2c

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proposal was made and a committee was appointed to meet immediately with the manufacturers.

The committee comprised Jack Stone, chairman; Charles Hughes, Frank Banister, E. S. Boxwell and George Roche. They met with the manufacturers' group with the suggestion that the latter place a 25-cent fee on every machine sold to the State of Indiana, this money to be turned over to the State organization for the purpose of exploiting the pin-game business in the State and for use in fighting any unfair legislation that may spring up.

The committee reported back in a few minutes with D. W. Donohue, of Mills, Inc., of the manufacturers' group, who stated very briefly that the manufacturers would gladly co-operate with the operators. He failed to state, however, in what form the co-operation would come. He said that he couldn't promise anything definite until the manufacturers had time to discuss the matter further.

Order LIVE POWER TO-DAY FROM YOUR JOBBER!

Chicago Newspapers Give 1935 Show Big Publicity

Newsmen present every day at the convention—regarded as indication of growing importance of the industry—NEA Service may run feature story of trade

CHICAGO, Feb. 23.—Chicago newspapers were generous in their news publicity of the 1935 Coin Machine Exposition in comparison with the attention given previous conventions of the trade. Representatives of the press were present at the exhibits during every day of the convention. The publicity department of the Hotel Sherman, in conjunction with *The Billboard*, rendered good service to the industry in calling the attention of city editors to the importance of the convention. Reporters from all the city dailies visited the exhibition on the opening day and the City News Bureau, a local news gathering agency serving all the daily papers, had a representative visit the show every day.

With a two-column heading, "Coin Machine Makers Show Newest in Penny Catchers," *The Chicago Daily News* gave the story of the opening day. "If it's a coin machine, they've got it. In fact, they've got the largest collection of coin machines ever displayed in this country—slot machines, pinball tables, peanut machines, musical contraptions operated by coins, traveling cranes, marble games, etc. And it's natural that they should have such a large collection, for Chicago is the center of the coin-operated machine manufacturing business."

"You can see all these new devices at the annual Coin Machine Convention on the mezzanine floor of the Hotel Sherman."

"One of the newest devices is the cardio meter, which shows you your own heart in action. You stand on a little platform, drop a coin in the slot and then look thru a small opening in the machine. Your heart can be seen as it beats rhythmically and you can determine whether it has a normal beat by means of a watch and a chart."

"There's no end of new ideas in pin tables—those ball and pin tables that you see in stores, restaurants, hotel lobbies and poolrooms. One of the newest and most entertaining of these is 'Kings of the Turf,' a pin table with race horses and everything on it."

"The mezzanine floor of the Sherman looks and sounds more like a big-time carnival than it does a convention gathering place. Gaily decorated booths are filled with all sorts of glittering machines and devices, lecturers and barkers broadcast their wares and musical machines fill the place with a continual din."

"The coin-machine industry had its birth during the depression," explained J. O. Huber, convention manager. "Small storekeepers and restaurant proprietors installed pin tables and these became so popular with the public that inventors began to get busy on new types. The result is, the manufacture of coin machines has become one of the major industries of the country."

Members of the trade were relieved to find that a conservative daily had decided to use the term "coin machines" and to differentiate between the types of machines.

The Hearst papers were less considerate

of the industry, at least in one news report. The general meeting of operators, jobbers and manufacturers scheduled for Tuesday morning was reported as "Slot Machines' Bill: \$60 Million. Twelve million Americans play slot machines every week. James, of the Mills Novelty Company, told the convention of slot-machine manufacturers and dealers at the Sherman Hotel yesterday. They spend \$500,000,000 that way every year," he said.

This news item gave members of the trade a slight case of jitters. Some felt that it was an attempt to be sensational, while others regarded it as a jibe at the Mills Novelty Company because of its reputation in the slot-machine field.

A story of the walkout of a large group of operators from the Tuesday morning session as a protest against Mr. Mangan on the prepared program also made one edition of local papers but did not have a wide circulation. It also gave a case of jitters to some members of the trade.

Willis Thornton, of NEA Service, Inc., Cleveland, a newspaper feature service for the Scripps-Howard newspapers, was present during the entire sessions of the convention. He made a thoro study of the products on display, talked with many members of the industry and studied the various angles of the trade. It is understood that he will write a feature on the convention and the industry in general for his news service bureau. Mr. Thornton stated that the article will probably appear serially in the Scripps-Howard newspapers and that he "realized the need for an unbiased article giving the facts of the coin-machine industry to the general public since apparently no such article had been written." The average operator impressed him, he said, as an ordinary man trying to get along in the world and not of the racketeer type.

"The very fact that I have been sent from Cleveland to cover this convention is proof that the coin-machine industry has grown large enough to be recognized," Mr. Thornton said.

The newsreel men also visited the exhibit hall for pictures. The coin-operated hobby horse in the A. B. T. Manufacturing Company booth attracted their attention and a newsreel showing a pretty blonde riding this bronk pony at its various gaits was snapped. The picture was released by the Metrotone News and will appear at many theaters thruout the country.

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ENAMELED SHAMROCK BADGE PIN, with Ribbon Streamer. 3.00

Gross 50 PAPER HAT ASSORTMENT, 35 Assorted. Flaky Styles. Gro. 2.50

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 FOR THE CROWDS THAT **RANGER** 'ROUND
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 WHO SAW THE NEW BALLY LINE AT THE SHOW ARE FEELING
 AS **FRISKY** AS A BRIDE GROOM WHEN THE TRAIN
 GOES THROUGH **TUNNELS**...THEY CAN HARDLY WAIT
 FOR DELIVERY! THEIR MOTTO IS "STICK WITH BALLY AND
 WEAR **SPARKLER**S AND MAKE A **BARREL-ROLL**
 OF MONEY!" AND, BELIEVE ME THEY'RE RIGHT OR MY
 NAME IS **SAMBO** AND NOT
Herb Jones
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(Continued from page 61)

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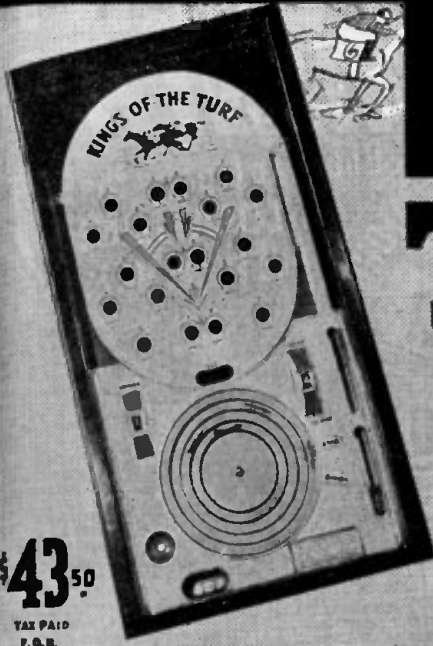
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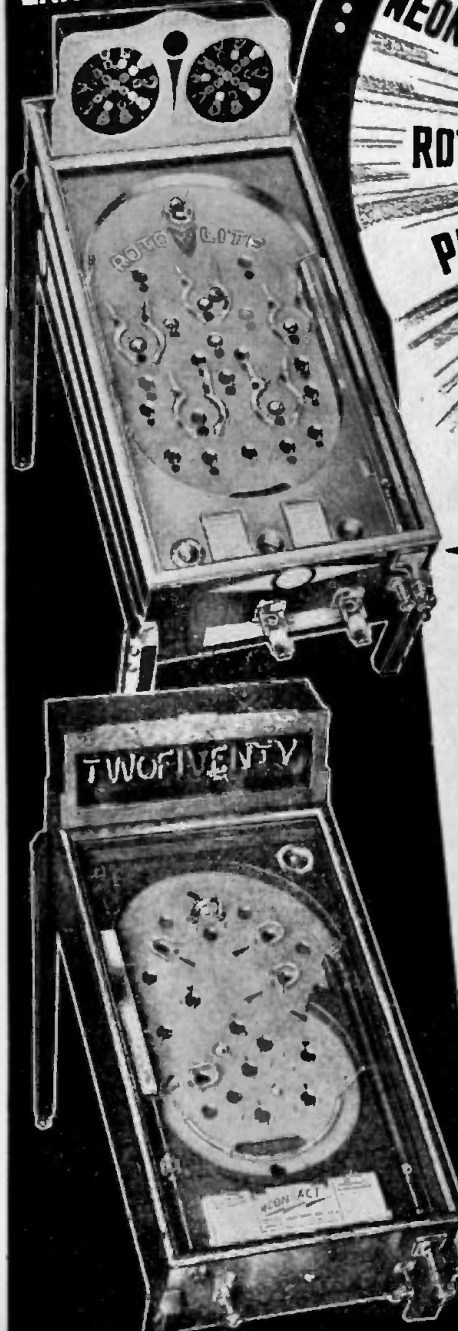
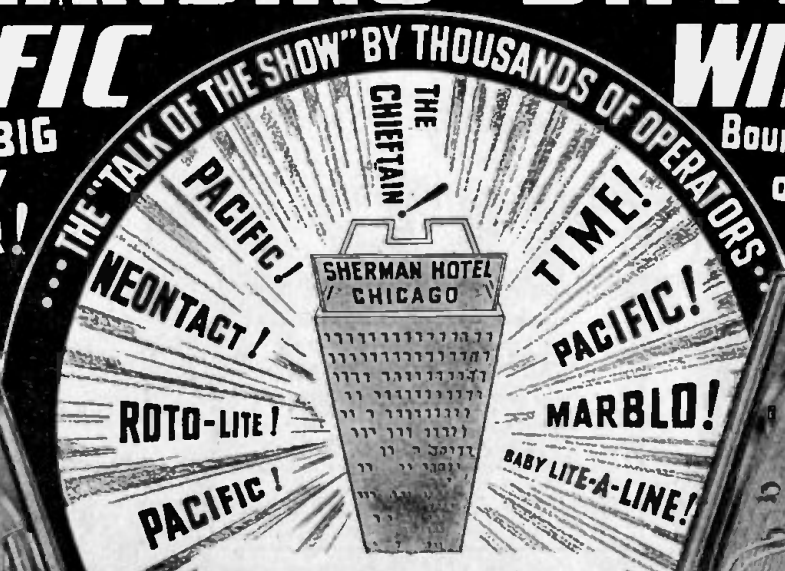
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It's a brand-new 2,500 Sales Assortment—only one of scores of other 1935 numbers. Send for Our Latest Catalog.

Net's \$20.50 After Awards \$10.25 Your Share, on 50/50 Basis.
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"A Valuable Variety of Action!"—exclaimed Thousands of Operators who played the New CHIEFTAIN at the Coin Machine Show. Balls travel Double-Deck Trails—Ride over Rotating Reels—with Colored Lights Matching for Repeat Award Opportunities. All Good Reasons why Countless Alert Operators ordered New CHIEFTAINS at once. They CAME—SAW—and PLAYED the New CHIEFTAIN—Witnessed its Thrilling Play—Believed in the Bright Future the CHIEFTAIN OFFERS YOUR Opportunity, too! Order YOUR CHIEFTAIN games NOW for Deliveries Starting the FIRST of MARCH.

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Players and Locations completely enthused by Brilliant, Flickering, Red—Yellow—Green—and Blue Lights darting around in a myriad array of new scoring arrangements. FIVE Ball Advancing Positions—Double Scoring—Twin Coin Chutes for RICH PROFITS. ROTO-LITE—a game you can't overlook.
 Production Begins the 1st of March.

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1. PRIMARY Scoring—as balls come through the lid of the box, to be taken in hand for a ride 'round the Dial. Progressive Play—with balls passing over occupied holes to "Build Up" Big Scores all around.
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IMMEDIATE DELIVERIES—IT'S TIME NOW!

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More Progressive Scoring—More Genuine SKILL—Light up NEONACT'S Triumphant Arch in resplendent NEON with the first ball played. Then take FOUR optional routes to SPELL Two—Five—Ten—or Twenty in Brilliant NEON Script on the Scoreboard in back. IT'S YEARS AHEAD with REAL CASH EARNING POWER! Order NEONACT Now! Be FIRST!

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SLOT
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**PATENTED
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80% OF AWARDS
REPLAYED
AND LOST**



**REQUIRES
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**ONLY
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SIZE
20" X 40"

**ABSOLUTELY
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PROOF**

1. Requires no attention from merchants—no tedious adding of scores—speeds up play. Skill awards won by player are automatically recorded on free game dial.
2. Pays to player twice the amount of ordinary pin game awards—YET YIELDS OPERATOR MORE THAN DOUBLE THE NET PROFITS OBTAINED FROM OTHER MACHINES.
3. QUICK SILVER liberally proves irresistible magnet to player. Lasts indefinitely on location—a permanent investment for the operator.
4. PATENTED REPLAY FEATURE permits player to replay his awards by operating coin slide WITHOUT INSERTING COIN. Each time this is done one free game is deducted from free game register.
5. BY ACTUAL TEST, QUICK SILVER pays skill awards to players amounting to 70%—BY ACTUAL TEST 80% of these skill awards are replayed—thus tremendously increasing net profits.
6. A separate recorder inside the machine gives accurate record of skill awards paid by merchant—an invaluable asset to all operators.
7. Completely and finally eliminates slug problems. This ingenious feature is fully explained in our circular.
8. Quick Silver LEGALLY performs every function of the slot machine and pay-out pin table; performs every function of the ticket vending game.
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Terms, 1/3 Cash; Balance C. O. D. Write or Wire for Circular

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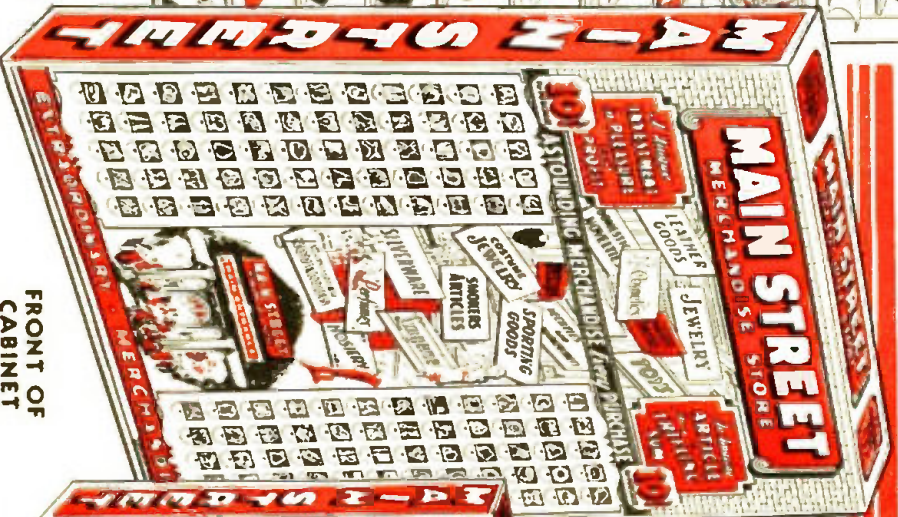
Each case brings \$12.00 to the retailer. Your price to retailer \$9.00 per case. Your cost \$7.00 per case, delivery prepaid. Your profit \$2.00 per case. Average number of new accounts per operator daily . . . twenty. Your profit each day \$40.00 PLUS REPEATS . . . as each of your customers will sell from ten to fifty cases of MAIN STREET, there is created a tremendous volume of repeats that will create a profit figure so great as to astound you.

100% LEGAL TREMENDOUS VALUE EVERY PURCHASE

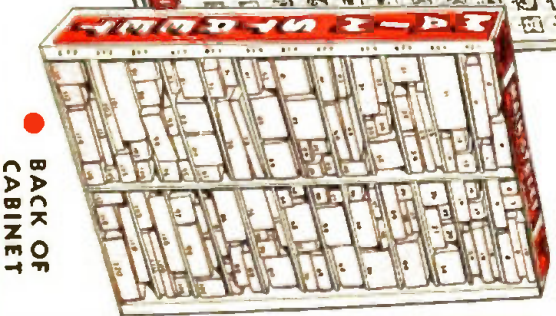
THE GENERAL CONCESSION CORPORATION searches the World for novelties and unique items of merchandise for its products. You will find in MAIN STREET values only made possible through our ability to purchase merchandise in tremendous quantities for cash both at home and abroad.



● BACK OF CABINET
(Each article in individual carton, as extreme right.)



FRONT OF CABINET



● BACK OF CABINET

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Each case of MAIN STREET contains 120 items of merchandise . . . each and every article of wonderful value and merit . . . no two alike (no candy). Articles changed constantly.

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DELIVERED PREPAID
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