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The World's Foremost Amusement Weekly

March 9,
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MISSISSIPPI TAX RETURNS UP

Pa. Showmen Take Steps To Combat Proposed Tax

HARRISBURG, Pa., March 4.—Showmen have started an offensive against an amusement tax bill sponsored by Governor Earle and will bombard members of the Legislature with protests against its enactment.

Allied interests also are getting busy and will supplement the campaign against the measure, which provides for a 10 per cent tax on admission prices to all forms of amusement and recreation.

Managers of fairs declare they will oppose the proposed levy, which also goes so far as to tax dues to country clubs and social organizations.

Chi Theater Guild Planned

Griffin to direct productions—shows to be presented at Goodman

CHICAGO, March 2.—Plans are being formulated for the establishing of a producing and self-sustaining theater organization here to be known as the Theater Guild of Chicago, Inc. According to the announcements, they will open at the Goodman Theater with a recent Broadway success, as yet unnamed, that has not had a previous Chicago showing, to run for two weeks. Four other plays, new to Chicago, are also planned, to be presented at \$1 top admission.

James Bradley-Griffin, scheduled to direct the productions, has been directing various amateur and little theater groups around here for several years and recently was tied up with the organization that proposed to produce *Small Miracle* here. After several rehearsals with a mixed professional and Equity cast, they failed to post bond and the company was dismissed. Later they thought they would do the same play at the Goodman with an all-amateur (See CHI THEATER on page 16)

Actor and Mechanical Unions Co-Operating Closer Than Ever

NEW YORK, March 4.—The theatrical union council idea, which has been agitating labor circles the last few years, moved closer to actual formation this week when various unions worked together on several critical situations. George E. Browne, head of the IATSE, and Ralph Whitehead, secretary of the AFA, were seen several times in conference the last couple of weeks. In addition Browne has been conferring with Tom Phillips, head of the Burlesque Artists' Association, on a working agreement between the organizations.

Equity alone remains somewhat isolated from the mechanical crafts, and this situation was brought sharply into relief by Equity's lone stand against lifting the ban on Sunday shows in Albany last week.

Whitehead, accompanied by Francis P. Fenton, AFL organizer, hurried to Philadelphia Friday, where they conferred with the musicians' union and the Central Trades and Labor Council over the picketing of the Adelphi Hotel by the musicians. The AFA is co-operating with the musicians in this instance.

1934 Receipts From Amusements Almost Double Those of 1933

Tax Commission figures show net of \$283,083 last year compared with \$155,009 in 1933—circuses and carnivals sensation of year, tripling their business

JACKSON, Miss., March 4.—Circuses and carnivals did three times as much business in Mississippi last year as in 1933, netting the State \$31,475 in amusement taxes, according to S. L. Burwell, chief of the amusement tax division of the State Tax Commission. Theaters showed a healthy increase too—58 per cent better than in 1933—and accounted for 81 per cent of the money from amusement taxes, but circuses and carnivals were the sensation of the year, altho they produced but 11 per cent of the total collections. Altogether, Burwell's table shows, the tax netted \$283,083 in 1934, compared with \$155,009 in 1933 and \$94,098 in 1932. Theaters in 1934 netted \$231,178 in taxes, compared with \$133,022 in 1933. Dances brought \$9,700; swimming pools, \$1,274, and rinks, \$151.

Burwell's figures further reveal that since Chairman Al H. Stone organized the Tax Commission under its present setup May 1, 1932, the amusement tax has netted \$532,191, with a steady gain almost every month. In May, 1932, the tax brought only \$12,332, and about the same in June. After a midsummer slump it picked up slightly in the fall, then fell off during the "bank holiday" period of 1933, after which it began a slow pickup, running around \$10,000 to \$12,000 until that fall, when it jumped considerably. In 1934 the smallest collection was \$17,873 in January, and it ranged up to \$35,448 in December.

Circus Crews Battling

HOLLYWOOD, Calif., March 4.—The advance crews of the Tom Mix Circus and Wild West and the Al G. Barnes Circus are waging a battle royal. "Wait" and "Coming Soon" paper has been put up by the Barnes show against Mix's announced dates. Plenty of paper is being used by both sides.

Luna Park May Go Back to Gate Fee

NEW YORK, March 2.—Luna Park, once the pride of the East, is making an attempt to recapture some of its former glory. Last season only a few attractions were open, about half the place having been fenced off and the gate admission dropped, as there were no free acts or music. Idea under consideration now is to charge 10 cents weekends, evenings and holidays, with free admission on week days up to sunset.

Midtown Service Corporation has renewed its lease on the Coney Island playground, and Charles R. Miller returns as manager. His Three Musketeers are William Lombard, Salvatore Merando and John Guelfi. A couple of new attractions have been booked.

(See LUNA PARK on page 63)

N. C. Bill Threatens Still Dates; Quick Action Urged

CINCINNATI, March 4.—Legislation is pending in North Carolina toward increasing licenses for carnivals, which if favorably acted upon would be prohibitive to shows playing still dates in that State.

Jack V. Lyles, general representative Johnny J. Jones Exposition, wired The Billboard Saturday: "Believe same can be handled if showmen will spend a little money, but they must act quickly, as the matter comes up the coming week." Mr. Lyles suggests that showmen immediately communicate with S. C. Brawley, attorney, and Thomas C. Foster, Durham, N. C.

Film Players Delay Strike

Give producers chance to reconsider recognition—extra players are in panic

HOLLYWOOD, Calif., March 4.—The general screen actors' strike scheduled for March 1 has been postponed in order to give producers chance to go into a huddle and agree to a new contract and recognition. The players do not wish to inconvenience the studios but are ready to carry out their threat if results are not forthcoming with the next few weeks.

There is a rumor that the producers (See FILM PLAYERS on page 5)

Equity Administration Is Victor at Stormy Meeting

Elects members of nominating committee against opposition of Actors' Forum—open break is reached—800 attend—Forum platform attacked and defended

NEW YORK, March 2.—In one of the most turbulent meetings in the recent history of the organization, the Equity administration's slate of persons to serve on the nominating committee won out yesterday over the slate submitted by the Actors' Forum, the group within Equity which has been urging more radical measures to provide economic relief for the actor. Over 800 Equity members attended, an unusually large number for a quarterly meeting, and the majority for the administration slate was said to be large. The meeting was held in the afternoon at the Hotel Astor. The meeting was stormy and bitter throat, catcalls and boos being heard from the time the candidates for the nominating committee were named and continuing thru a later discussion of the Forum platform. The administration came out in the open in its attack on the liberal group and the latter replied with explanations of its points and insistence that its aims were no more radical than the Declaration of Independence or the Emancipation Proclamation.

The Forum, last week, had named a slate of nominators which included Sylvia Field, Margaret Wycherley, Clarence Derwent, Millard Mitchell, Alexander Kirkland and Hugh Rennie. Early this week an administration group, led by Florence Reed, Madge Kennedy, Humphrey Bogart and Osmond Perkins, petitioned that a rival slate be selected by the administration. This was done, the slate including Granville Bates, Charles

(See EQUITY on page 16)

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EQUITY STOCK PLEA

Government Loan Asked

Little hope of getting the \$5,000,000 requested to put plan in operation

NEW YORK, March 2.—Altho at present the outlook presents little hope, Equity is pushing its plea for a government loan of \$5,000,000 to save the theater thru the establishment of three-town rotary stock circuits as suggested by Frank Gillmore, Equity president, several weeks ago, and reported here. Each company would play week stands in each of three cities, then returning to its starting point with a different play. Three companies on each of the circuits would keep a continual supply of legitimate stage entertainment on tap in towns which have not had legit shows in years. Prices would be low, just enough to insure the continuation of the project.

According to Gillmore's plan, the cities of each circuit would be within 100 miles of one another, so as to bring traveling expenses to a minimum, and 26 circuits would be called for at first. Later, according to the plan, a circuit of 30 one-nighters would be established. No towns would be included in which legit shows are now customarily shown, thus doing away with the angle of competition with the commercial theater.

Gillmore and Paul Turner, Equity counsel, wrote President Roosevelt, outlining the plan, and urging it as a measure to save the theater, "a dying industry." Later Gillmore went to Washington to confer with Jacob Baker, of the FERA, and was told that the government makes no loans direct. Instead, the money is apportioned to the States, and in the States, mingled with various State funds, it is distributed thru grants

(See EQUITY STOCK on page 16)

Politics Hit Benefit Drive

Theater Authority claims it is hampered by personal efforts of judges, others

NEW YORK, March 2.—The Theater Authority reveals it has been annoyed and hampered in its work by politicians and local officials, especially judges, it says. These politicians are behind many of the big benefits and write personal letters to night club proprietors, theaters, producers and actors. The night club proprietors, in particular, are afraid to say no, and usually ship whole floor-shows to benefits. The Theater Authority reveals that even after it arranges for benefit promoters to buy talent, these politicians contact stars direct and try to get them to augment the paid show. The Authority once more asks performers to refuse to play free shows unless they first contact their organizations.

The Authority had trouble with a show put on by "The Old-Timers of the American Stage" on Washington's Birthday at the Ritz Ballroom. The promoters had guaranteed payment of

(See POLITICS HIT on page 16)

Homeward Bound!

PARIS, Feb. 25.—Mediocre actor who was putting his audience to sleep with "imitations," queried: "What bird would you like to have me imitate?"
Voice from the audience: "A homing pigeon—going home."

Change in Local 306 Personnel

NEW YORK, March 2.—Harland Holmden, IATSE vice-president, in charge of Local 306 pending a reorganization, will put another man in his 306 spot until he is able to reorganize the Chicago operators' local. Holmden will be in Chicago indefinitely. Before leaving this week he told the membership of 306 that elections of an executive body of 11 will be held "shortly." The IA would have veto power over the board, however.

The union signed up the revamped Roosevelt and the Venice theaters this week. The local also pulled its men out of the Apollo burly theater Friday, supporting the strike of Local 802 musicians.

Theater Wins Skirmish In 10c Admission Fight

Attorney Sider tries to break Chicago monopoly and claims local film board unfair—judge denies motion for dismissal—further hearing April 8—long fight seen

CHICAGO, March 2.—The first skirmish in the battle between the Public Theater and various distributors and circuits here for the right to show pictures at 10 cents admission and the privilege of exhibiting double features has been won by the Public Theater. A coterie of some 16 lawyers, representing the numerous defendants, tried without success to have the case dismissed in the Federal Court and motioned that the complaint should be exercised before the local Grievance Board of the Code Authority. Morris Sider, representing the theater, proved to the court's satisfaction that inasmuch as the charge entered was one of conspiracy to prevent the theater from getting film and monopoly on the part of certain theater circuits, the case was not an NRA one but should be tried under the Sherman anti-trust law.

Sider, in answering the defendant's motion, contended that the personnel of both the local Grievance and Clearance and Zoning boards were made up of members who were either directly connected with defendant companies or had some indirect tieup and were controlled by

American Ballet Opens With Brilliant Success in New York

NEW YORK, March 2.—The American Ballet, which has been rehearsing for two years, more or less, to give America an indigenous and permanent ballet troupe, opened with marked success last night at the Adelphi Theater, where it will continue performances, with changes of program, thru Thursday. An ermine and bejeweled audience pounded its palms off in rapture, and dancers in the final of the four ballets were summoned back for 10 calls.

Edward M. M. Warburg is director of the company and George Balanchine, maitre de ballet. Alexander Merovitch, of the Musical Art Management, is booking the company on a nation-wide tour.

Iowa Bank Night Decision

CEDAR RAPIDS, Ia., March 2.—When "bank nights" are conducted by amusement places in Iowa and customers are not required to purchase tickets in order to participate in a drawing, such a plan does not constitute a lottery in the opinion of Edward L. O'Connor, attorney-general of Iowa. A communication to that effect has been received by the county attorney here.

If the public is required to register by coupon or otherwise, after first buying a ticket of admission, then the practice would be a violation of law, O'Connor said. He also held that a "reasonable length of time" must elapse for the holder of the winning number to claim the prize. Heretofore the winners had to be present or another number would be drawn.

The ruling was made because many theaters in Iowa have been advertising "bank nights." If the prize for some particular night was not claimed the money went into a jackpot for the next drawing. In several instances the sum accumulated reached more than \$200.

O'Connor originally ruled that the plan was illegal, but supplemented his views later with the modified statement.

the defendants, thereby prohibiting them from giving a fair decision. He argued that a court of competent jurisdiction must hear the sort of evidence he proposed to uncover in his client's charge of conspiracy and monopoly. Judge Charles E. Woodward intimated that when a charge of this kind was made against certain people and the defense is that they must take the case before the NRA Board and the answer by the plaintiffs (See THEATER WINS on page 16)

Making the Deadline

SARANAC LAKE, N. Y., March 2.—Betty Huntington, local correspondent for The Billboard, refused to permit a major operation to hamper her style when the deadline for her weekly column approached. Despite a high fever and pain, four days after the operation was performed, she had the nurse prop her up in bed and managed to get her column thru in time. Betty is a guest at the NVA Sanatorium.

Shows All Off, Says Cochran

Cancel productions in contract break with British Equity—Equity firm

LONDON, March 2.—A new bombshell fell in London's theatrical world this week when C. B. Cochran announced that he was calling off all future productions as a protest against the British Equity contract which has been upheld by the Ministry of Labor. There were six productions on his books.

The dispute arose originally between Equity and the management of the Drury Lane, when Equity, in its fight for a closed shop, insisted that the closed-shop clause be retained in all contracts. Conferences were called between actors and producers by the Ministry of Labor, and the result was a compromise that virtually amounted to an Equity victory. A standard contract was agreed upon, subject to the approval of both managers' and actors' organizations, an arbitration board was established, and it was further agreed that no actor be employed who was not oke'd by the official machinery. This, tho a compromise on the surface, means an actual closed shop, since only Equity members get the oke'd.

When Cochran returned from America, where he had been for the American opening of Elisabeth Bergner in *Escape Me Never*, he denounced both Equity and the Ministry of Labor compromise, refusing a place on the joint council and announcing that he would call off his plans to produce Beverly Nichols' *Mesmer*. Equity had objected to the contracts he offered for that play, claiming they were not in accord with the agreement.

Cochran's latest action was precipitated by the closing of his current revue, *Streamline*, which folds tonight. He gathered the cast, and tried to persuade them to sign on his own terms for future productions, asking whether they owed their allegiance to Equity or to him. Equity replied by sending telegrams to the cast, saying that if they signed they would be expelled from the organization—which under the agreement would mean that they would be barred from working.

Cochran then announced abandonment of all his production plans. The proposed shows include, besides the Nichols play, an English version of Schnitzler's *Liebertel*, a London production of *Anything Goes*, A. P. Herbert's *Jubilee* (revue), Barrie's new play written for La Bergner and a large continental musical.

In answer to Cochran's statement, Godfrey Tearle, president of British Equity, wired him a reply. "Equity believes," it said in part, "in constitutional (See SHOWS ALL on page 16)

TEDDY BREWER

This Week's Cover Subject

TEDDY BREWER has been in the show business 15 years, the first 10 years of which he spent as featured saxophonist in various orchestras. For the last five years he has been leading his own band. His musical accomplishments rank high and he can play a total of 25 instruments.

He has appeared in vaudeville throughout the country, especially in the Middle West, where he played the RKO and Stanley circuits. In 1932 he was elected to membership in the Academy of Radio Arts, and was selected as the favorite orchestra leader on the air by the 1932 class of New York University. He is now appearing in hotels, clubs and ballrooms under the direction of the Continental Orchestras Corporation.

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Auburn Motors Ties in With Olsen-Johnson-Austin Show

Automobile firm sponsoring show's transportation on tour of 70 one-nighters—newspaper ad campaign to plug tieup—"Goin' Places" begins tour at Taft, Cincinnati

CINCINNATI, March 2.—As a means of advertising and exploiting its 1935 model automobiles, the Auburn Automobile Company, Auburn, Ind., has tied in with the 50-people *Goin' Places* revue, featuring Ole Olsen and Chic Johnson, nut comedians, and Gene Austin, well-known tenor, and will sponsor the show's transportation on a tour of 70 one-night stands, starting in Cincinnati and taking the company as far South as Florida and back to the Middle West. All arrangements for the tieup were made here this week by Roy H. Faulkner, president of the Auburn Automobile Company, and Robert Kerr, who with Joseph Griffin is presenting the *Goin' Places* revue. Under the arrangements the Olsen-Johnson-Austin show will make the jumps in a caravan of six 1935 Auburn automobiles. In addition there will be a 32-passenger stream-lined bus, as well as two mammoth trucks to handle the wardrobe and scenery. Personal appearances will be made by the show's stars at the various Auburn showrooms along the line.

In addition an extensive newspaper advertising campaign has been mapped out to plug the Auburn cars and the *Goin' Places* show in the cities played. The Auburn name will also be mentioned frequently during the run of the two-and-one-half-hour show. In a minor tieup arrangement with Firestone, all of the show's motor equipment will be shod with that firm's product. The Auburn advertising will appear in the newspapers along the route in advance and during the show's engagement. Ab Jenkins, who boasts more speed and endurance driving records than any other individual, will travel with the show and will give safety-driving demonstrations in the various towns visited.

Roy H. Faulkner, Auburn president, has a host of friends in the various branches of show business. He recently returned to the Auburn executive staff after a three years' absence. Mr. Faulkner is intensely interested in the Auburn-*Goin' Places* tieup. If the idea pans out successfully there is the possibility that a similar arrangement will be made with other traveling attractions, he said.

The *Goin' Places* revue is the Olsen and Johnson road show, augmented by Gene Austin especially for the Southern tour. Austin is a prime favorite in the South. The show began its extended tour under the Auburn tieup with a two-day stand at the Taft Theater here yesterday and today. All other engagements on the 70-day tour will be limited to one-nighters. The company was met at the Union Station here Friday noon by a caravan of

eight automobiles and escorted to the theater. The parade attracted considerable attention on its journey thru the downtown section.

Featured with *Goin' Places*, in addition to Olsen and Johnson and Gene Austin, are Candy and Coco, Mack Murray, Don and Audrey Elmeres, Cliff Crane, Blanche and Dorla Caron, Ruth Faber, Otille George, June Johnson, Stormy, Ole Olsen Jr., Shirle Rust, Kathryn McKenna, Lief Erickson, Charlie Strong and his 12 Admirals, and a bevy of specialty artists and stooges.

Executive staff includes Robert Kerr, exploitation manager; Joseph Griffin, company manager; Jean de Goveia, press representative; Pat Fitzpatrick, advance; Erma Taylor, secretary; Robert Allen, stage manager; Clarence Marks, carpenter; Jerry Sullivan, electrician; Ab Jenkins, transportation director, and Rose Sack, wardrobe mistress.

The Friday afternoon business at the Taft was fair, but night performance was a complete sellout, the local Shriners having taken over the entire house. The show scored tremendously with the Nobles, their wives and friends. The Olsen and Johnson comedy, the singing and comedy work of Gene Austin, with his musical assists, Candy and Coco, and the numerous blackouts, bits and specialties got over in fine fashion.

The company played to two more good houses Saturday.

Harrison Stricken; To Take 3-Week Rest

NEW YORK, March 4.—The 1,660th performance of *The Green Pastures* went on Saturday afternoon without the participation of Richard B. Harrison, the great Negro actor who previously had not missed a performance in the role of De Lawd. Harrison had been stricken with a heart attack in his dressing room just before the matinee and had been taken to the Fifth Avenue Hospital.

His understudy, Charles Wood Winter, played the role for the first time since the show opened more than five years ago. Harrison, altho stricken, was reluctant to quit the part. He at first insisted upon going on, and when he heard that he could not be asked to speak to the understudy, saying that he would be back in a few days.

Marc Connelly, author of the play, told the matinee audience that Harrison would not appear and admission was refunded to about 250 persons, the rest of the audience stayed and applauded Winter enthusiastically.

At Fifth Avenue Hospital this morning it was said that Harrison's condition is not serious, but that he will need complete rest. It will be about three weeks before he can return to the part.

FILM PLAYERS

(Continued from page 3)

will try every means to pacify the players but cannot see recognition. It is believed that they will be forced to accept the players' terms eventually.

The extra players' situation here is serious. Of 20,000 possibilities but 1,004 names have been retained on the call sheet at the casting office. Just what the unfortunate players will do is a question. The city officials are in a panic, for they feel that none of the players will leave the city, hoping against hope to get their names back on the rolls.

The names have not yet been announced but will be made public some time next week.

802 Opens Fight To End Burly Kickbacks

NEW YORK, March 4.—First steps in the battle being waged by Local 802, AFM, to end alleged kickbacks and scale cutting in burlesque houses were taken last week when stagehands and operators of the Apollo Theater, 42d street, New York, and the Star, Brooklyn, were called out. The grips have joined the musicians in the walkout.

Both houses are using non-union labor, while the actors, members of the Burlesque Artists' Association, are still at work. However, a general BAA meeting is scheduled for tonight to discuss arranging working agreements with the musicians' union.

It is quite likely that the strike will spread to other burlesque houses in New York. That is the feeling at musicians' headquarters.

Ballet Extended

NEW YORK, March 4.—The enthusiasm attending the initial engagement of the American Ballet, which opened Friday at the Adelphi here, and the business coming in have been so great that the management has extended the run thru next Sunday. The ballet was originally penciled in only thru Tuesday and was later extended thru Thursday.

Hollywood's 20c Vaudefilm

HOLLYWOOD, March 2.—The New Marcell Theater here will inaugurate a vaudefilm policy starting Monday. House, managed by Al Herman, Dave Kramer and Albert Galston, will use Jill Dennett and her 15-piece orchestra and Eddie Bush's Biltmore Trio as permanent features, along with specialty acts in for full week. Two feature pictures will complete the program to be offered customers at 20 cents.

Earl Taylor To Produce Musical Under Canvas

CHICAGO, March 2.—Earl Taylor plans to invade the outdoors this spring with a large musical revue under canvas. His company will be heralded as *Earl Taylor's Oo-La-La Continental Extraganza International* and he states that 100 persons will be employed in the show, which will travel by truck and busses. Of these, 75 or 80 people will be performers.

It is planned to use an 80-foot round top with three 30-foot middle pieces as the theater, with a seating capacity of 3,500 to 4,000. Stage is to be 40 feet square and is to be fully equipped as any theater stage in the country, it is said. Loud-speaker equipment will be inside and outside announcements will be carried. Taylor states show will be advanced by two bill cars and six men with 17 styles of special paper and a public-address system. Street parades will be used in each town.

The show will play from one to three days at a stand, the population of the town governing the engagements. Taylor anticipates opening around April 15 and closing late in the fall in Southern territory.

Abbey Players Go West

CHICAGO, March 2.—The Abbey Theater Players of Dublin will finish up a highly successful engagement at the Harris Theater tonight. They came in for three weeks but stayed for five because of the heavy business done, and probably could remain several weeks longer.

From Chicago the players jump direct to Los Angeles, then will play the principal cities up the Coast, including Victoria and Vancouver.

Mr. and Mrs. Charles Stuart Given, handling exploitation for the players, have done much to increase interest in them thru speaking before various organizations in the cities played.

B&K Club To Frolic

CHICAGO, March 2.—The Balaban & Katz Employees' Club will hold a Roman holiday at the Medinah Athletic Club March 11. A buffet supper dance and entertainment with the B & K basketball championship playoff in the gym, a ping-pong championship and other events are scheduled for the evening. Activities are expected to start at 10:30 p.m. and last until 3 a.m. Lew Diamond's Orchestra will furnish the music.

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WANT—People in all lines doubling Piano-Corruption, Sax, etc. No advance. R. C. BRAY, Manager, Rain Bow Players, Columbia Hotel, Grand Forks, N. D.



STRAY SHOTS

REGARDLESS of what one might think of Equity's stubborn stand against the Berg-Neustein Bills for the legalization of Sunday legit performances in New York State, one cannot avoid admiring Frank Gillmore's adherence to his principles. The true test of greatness is the courage to fight all opposition against what we believe to be right, regardless of ridicule, annoyances large and small and alienation from one's best friends. Gillmore has always displayed admirable courage. He waged Equity's early fight for recognition in the face of the greatest possible odds. The fight against the Berg-Neustein measures is child's play to him. But grave issues are involved. We hope that despite his firmness, fearlessness and genuine concern over the welfare of the theater, that this time he can be made to see that he, too, can be wrong; that the important labor factions of the theater have also thought the matter out and if they see in Sunday performances a way to better conditions in the theater there must be merit tied up with their united stand against lonely Equity.

Charles Koerner, RKO's divisional manager in New England, deserves the commendation of performers for his attitude on the desirability of "flesh" in maintaining steady grosses in vaudefilers. In the midst of a conglomeration of picture-minded execs Koerner has not been misled by their ravings and fervent picture patriotism. We realize that in Koerner's kindly attitude toward "flesh" and his actual demonstration of leaning toward "flesh" favorably, sentiment is not a factor of any consequence. Koerner is a business man—and a good one. It is his contention that "flesh" is far more important than the average theater exec of today believes. Time will tell whether

or not Koerner is right, and we hope, of course, that he is. But right or wrong it cannot be said in his case that he is not giving a proposition that involves remunerative employment to thousands of deserving professionals a fair chance.

Our wanderings last week took us to St. Louis, where we sported for a few days with Frank Joerling, our genial office manager in the City Smokier Than Pittsburgh. St. Louis is a great town. It includes thriving and important industries. Normal, amusement-loving people work in its factories, offices, city departments and public institutions. These people have the same desires as the teeming masses in New York. These denizens of a great Midwestern city visit New York and Chicago to see shows that they can't see in St. Louis.

St. Louis, with the exception of shows produced by Fanchon & Marco at the Ambassador, is without stage shows. The St. Louis, RKO's former stand, is dark. Several other houses that can well use vaudeville or book legit shows are also dark. The Chamber of Commerce of St. Louis can do something about this. More than it imagines.

SIDE GLANCES

A MATEUR nights are quite the rage with theater execs who regard vaudeville as a faded relic of the past. . . . These birds ought to be made to answer the question: "How old is the hook?" . . . With all that is alleged to have been done by the radio chains to encourage new talent, the sustaining program proposition is for most young hopefuls still the greatest stall concocted in many years. . . . Those who say the road is dead really mean that it is dotted with "No Thorofare" signs put up by cutthroat competitors. . . . Wherever there are human, civilized beings there is a real desire for stage attractions. . . . Every time a "David Copperfield" is released there's a wave of enthusiasm for the straight picture policy. . . . To change exhibitors' minds—that's why quickies are born. . . . We can't think of any other legitimate reason.

The Broadway Beat

By GEORGE SPELVIN

THE Hebrew Actors' Union benefit at the Bronx Coliseum last Sunday drew 10,000 people. . . . But the mass was uncontrollable, and the stars appearing had to give up hopes of entertaining. . . . Among those who appeared were Ed Lowry, Rudy Vallee, the Four Eton Boys, Paul Yawitz, Ray Noble, Nick Lucas, Do Re Mi and George Hall. . . . Ralph Whitehead leaves, some time around the latter part of May, on a Coast-to-Coast organizing tour for the AFA. . . . Assemblyman Carmine J. Marasco has introduced a bill in Albany making it a misdemeanor for any juror to relate his experiences, or for a jury panel to re-enact a trial, on the stage for profit. . . . Sally Rand has been given six more weeks at the Paradise Rest., making a total of 22, the longest run ever enjoyed by an attraction there. . . . She originally went into the spot for two weeks. . . . Abe Lastfogel and the misus, Frances Arms, returned from the Coast, intending to stay here for about six weeks. . . . Johnny Hyde took advantage of the opportunity to go away on a three-week vacation to Hot Springs, along with Marvin Schenck. . . . Eddie Court is one of the busier floor-show producers. . . . He has shows at Delmonico's, the King's Terrace and the Richman. . . . During one of the bad weeks at the Radio City Music Hall one of the execs of the house called the neighboring Waldorf Theater, which is now a straight pix grind, to ask how business was over there. . . . The guy at the Waldorf said it was good. . . . Whereat the Music Hall exec chirped that he was glad, because he figured the Music Hall might be getting some of the overflow. . . . One of the Spelvin crew tried to emulate the Broadway lurch by acquiring a barber-shop tan—but all he wound up with was a peeling kisser. . . . Just before last week's snow, while the weather was warm, a sure sign of spring appeared on Broadway. . . . The vaudevillians began gathering on the "beach" in front of the Palace—which is a surer sign of spring than anything else, even including the calendar. . . . How about a national holiday to celebrate the day when Hauptmann went off the front pages? . . .

The Friars' Frolic of a week ago Sunday is still the talk of the town. The net was around seven grand, after the take reached \$10,400 from the theater receipts and the sale of the souvenir program. It was an all-stag show on the stage, except for female impersonating of Milton Berle and Bert Frohman. And Eve Sully got into the show by working from a box. Jack Dempsey's appearance, clad in a pair of pajama pants and his native modesty, means long hours of work at the dumbbells and lifting machines for those Friars who brought their wives. Sid Gary stole a march on Eddie Miller by singing *Old Man River*. Clem McCarthy repeated his broadcast of the inaugural Santa Anita Handicap—which brought many a sad face among the boys in the audience.

One of Mr. Spelvin's scouts (Len Traube, if you must know) has just discovered, after all these years, that David T. Wilentz, the Hauptmann prosecutor, is a distant relative on the distaff side. . . . Ever since he found out, claims another stooge, Len's been going around with a splint on his right-hand index finger. . . . Speaking of Flemington, the manager of the county fair there, Major E. B. Allen, was introduced at the banquet of the New York State Fair Association as coming from the most talked-of town in the country. . . . The toastmaster didn't even bother to mention the name of the town. . . . The Rev. John Nicol Mark, of Arlington, Mass., attending important amusement functions thru the East as a guest speaker, has a new version of the moth flying out of a Scotchman's pocketbook. . . . The moth couldn't fly, he says; it was dead. . . .

Chicago Chat

By NAT GREEN

RANDOM RIALTO RAMBLINGS: A Randolph street basement cafeteria is an excellent place to observe the changes wrought by fickle fortune. . . . On a recent evening I dropped in for a scuttle of suds and saw at tables about the place a former *Follies* producer; a songwriter whose melodies have been sung across the country; a man once prominent in the old WYMA; an old newsboy at one time famed as a "dip"; three former big-time vaude stars; an advance man who has been up in the money, and a score of lesser lights who in the "good old days" of 10 to 15 years ago would have died of mortification had they been seen in a "popular-price" lunchroom. . . . But the wheel of fortune—round and round she goes, where she stops nobody knows!

Whatever chance *Sixteen* had of surviving was killed when it was rewritten because Harriet Noble Cain, a high-school girl, "stole the show." . . . The new version, designed to give Shandiel Kallish, the star, more opportunities, took away most of Miss Cain's best material. . . . Sammy Clark off to New York to take over his new job as head of exploitation for Warner Bros. . . . Spent a pleasant hour backstage with the Weaver Brothers and Elviry. . . . Their little "gitup" has some new material that's o. k. . . . A couple of my friends from Tab days—Margaret Little and George Hall—are with the Home Folks, Margaret and Elviry doing a comedy number together. . . . Gene Autry in from the road for a day and reports his *Roundup* unit is going good. . . . Frank (Equity) Dare looking for a program of *The Dybbuk* from the '26 Chi engagement, to check up on the east. . . . Eddie Levin missing all the punk weather we've been having—he's spending two weeks in the West Indies.

Along Randolph street—Sidney Belmont, St. Louis booker, here looking over acts. . . . Jackie (Dynamic) Heller trying to escape (?) from a flock of admiring fems. . . . Arthur (Hagenbeck-Wallace) Hopper popping up from nowhere like Punjab, the giant. . . . Jack Clark, Jimmie Matern's Boswell, on his way to Golden Gloves bouts. . . . Earl Kurtze, who used to book fair attractions, doing very well handling WLS attractions. . . . J. Dwight Funk, of Ripley show fame, and Mrs. Funk off to San Diego, where he'll have a couple of shows. . . . Al Bellen beaming over continued popularity of *Isle of Capri*. . . . Young Art Jarrett (he's only 26) happy over his second Loop engagement. . . . Dennie Curtis in from his successful Minneapolis Shrine show and off to play a St. Louis date. . . . Bert Clinton, local AFA representative, stopped to discuss gypping of performers by agents and producers. . . . Declares conditions are worse than ever before. . . . Incidentally, three shoe-stringers have remarked anent an item in this column week before last: "That was meant for me." . . . O. K., boys, if the shoe fits—

Why doesn't some sponsor grab Jean Tennyson, young blond singer, who scored in the *Vanties* and is now signed for the Chicago Opera Company? . . . On a recent WGN program she registered splendidly, and she's a good bet for an air commercial. . . . Truman (Pinky) Tomlin, lanky Oklahoman who wrote *The Object of My Affection*, in town for personal appearances. . . . Century of Progress offices now on Michigan avenue, and the park board has taken over the old Administration Building.

Radio Educators To Meet May 6-8

NEW YORK, March 2.—Sixth annual institute for education by radio, combined with the fifth annual assembly of the National Advisory Council on Radio in Education, will be held May 6 to 8, inclusive, at the Ohio State University, Columbus. Representatives will be present from college and university stations; commercial broadcasters, including representatives of the National Broadcasting Company; the Columbia Broadcasting System; members of the Federal Communications Commission and other federal government agencies; members of the Parent-Teacher organizations and many other individuals and educational associations.

Program will include an outline of possibilities for the further development of educational broadcasting under the FCC Act of 1934, also the discussions and consideration of better programs for both adults and children. Program committee consists of W. W. Charters, as chairman; Levering Tyson and George F. Zook.

WBS Picks Up Few; Rintoul Tours Texas

NEW YORK, March 2.—World Broadcasting System has picked up several new accounts within the past week or so. First Division Pictures, producers of the *March of Time* news shorts, is taking spot recorded announcements thru World on 26 stations, with 21 more to be added to the list. My-T-Flne, dessert, is likewise taking announcements.

WBS has finished a series of spot talks recorded by Dizzy Dean, baseball pitcher, for the Rice-Snitz Dry Goods Store of St. Louis, which is putting out a Dizzy Dean sweatshirt. Richfield Oil of California has taken out a year's renewal for its five-time weekly broadcast of the Jimmie Allen aviation series going on 10 West Coast stations. Serial is also on in the East, but the time was taken at a different period, with contracts not expired yet.

Stephen Rintoul, stations relations manager for WBS, is in Texas on a tour to sign up stations. WBS hopes to get the Southwest Broadcasting System.

WOR's New Transmitter Makes Auspicious Bow

NEW YORK, March 4.—WOR, Newark, starting use of its new 50,000-watt transmitter today, inaugurated service with a special broadcast tonight at Carnegie Hall, using a raft of radio stars and speeches by various prominent executives, including Governor Lehman and Mayor La Guardia. Service of the new lung power was begun when President Roosevelt touched a telegraph key in his White House office. The special broadcast started at 8 p.m. for three hours.

After the broadcast the station threw a dinner at the Hotel Plaza.

Beatrice Lillie Re-Engaged

CHICAGO, March 2.—Beatrice Lillie will continue to be starred over an NBC-WJZ network thru the spring and early summer, her contract with Borden having been renewed until at least the end of June. Re-engaged with Miss Lillie are Lee Perrin's Orchestra and the Cavaliers Quartet. Warren Hull will remain as m. c. and chief stooge to Miss Lillie.

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.

Thar's Gold in Them Thar Sound Effects Machinery

NEW YORK, March 4.—Programs in need of the CBS sound effects man, one or more, have him booked into the show just as tho he were any other artist. Looking over its figures on Columbia Artists Bureau profits, CBS finds that \$1,500 in commissions were made on the sound effects man. Looks like some programs used up over \$15,000 worth of noise and special effects during 1934.

CBS Auds Original Rodgers-Hart Show

NEW YORK, March 4.—Commercial account is auditioning the Rodgers & Hart original musical idea under Columbia Broadcasting System artists' bureau auspices, with the account likely to buy a half-hour on Friday night. Show also has a nibble for a big Sunday night spot on the CBS chain.

Musical from the same source of prominent musical comedy writers had a whack at the Hudson-Essex account, which, of course, went to Kate Smith, but it is understood that CBS didn't want to slice the budget on the show, which runs into something like a \$7,500 weekly pay roll for talent and material, since a star is to be used and a respective double, etc.

Sosson Contest Winner

CHICAGO, March 2.—When Marshall Sosson, violinist in Billy Mills' CBS studio orchestra, broke his arm several months ago it seemed doubtful that he would ever play again. Marshall came back, but with his self-confidence so undermined he decided to enter the 1935 annual contest of the American Society of Musicians to find out just how good he was. He won the contest by the unanimous vote of the judges and will be heard as guest soloist with the Woman's Symphony Orchestra of Chicago on March 10 at the Studebaker Theater.

Hearst Network Plans Mostly a Puzzle Now

NEW YORK, March 2.—Discussion of the radio plans of William Randolph Hearst, a question that has been puzzling radio circles some time, has led to the conclusion that the publisher eventually hopes to build up his radio holdings whereby he will be in a position to offer combination rates, for both press and radio, to advertisers. This is opinion only, however.

One station and newspaper in the country are already following out this practice, station being WDAF, St. Louis, owned by *The Kansas City Star*, with combo rates being offered. Report is that the plan is working out well.

It has been repeatedly denied that Hearst has network plans for his station. This was again brought up when the various Hearst links started making simultaneous afternoon broadcast of the same program.

M. H. Peterson, of the Blackett-Sample-Hummert agency, joined Hearst Radio, Inc., under Jesse Kaufman this week.

Indie Program Producers Boom; Handling More Shows Than Ever

NEW YORK, March 4.—Independent radio program producers are currently enjoying a sales boom that has surprised practically all of them. Indie men are handling more shows, they claim, at the present time than they have in many seasons. But equally as important is that National Broadcasting Company seems to be showing signs of having picked up in its talent sales within the past few weeks, following the reorganization of its artists' service department.

One of the leading indies, Walter Craig, has about eight programs which he is now handling. Craig's lists include the Kate Smith Hudson auto show, which he takes over today; Coca Cola's Friday night stanza on NBC; Life Saver's show on CBS, which underwent talent changes this week. Edward Nell Jr. and Aubrey Mason coming on the program and the script being dropped;

N. Y. Outlets Indie and Nets Ready for Midnight Curfews

Musicians \$3 a head tax causes numerous hotels and bands to discontinue late hour broadcasts—dance parades chop marathons since they can't afford the tap

NEW YORK, March 2.—A midnight curfew for New York's independent stations, with the chain links in the city signing off at 1 a.m., instead of the later hour broadcasts, will become effective Monday (4) as a result of the \$3 unemployment tax of the musicians' union, Local 802, American Federation of Musicians. Union tax of the musicians, each man in a band broadcasting from a remote spot to be paid this \$3, but the money to be paid directly to the union for an unemployment fund. Tax is aimed primarily at hotels and other night spots, long claimed to be paying under union scale, Thursday (28) the hotel operators in the city met and decided to cease their broadcasts tonight. Immediately after this advice was given to the stations, at least two of them, when queried, stated they would cease broadcasting at midnight. Stations are WOR, which usually went to 1 a.m., and WJZ usually signing off at 2:30 a.m. WJZ is expected to follow suit.

Peter Leaves NBC For New RCA Post

NEW YORK, March 4.—Paul F. Peter, chief statistician for the National Broadcasting Company, has resigned to accept a position with Radio Corporation of America, working in its research department under Henry K. Norton, formerly of NBC and now assistant to President David Sarnoff of RCA. Peter joins RCA on March 15 and will take a two-week vacation in the meantime.

Malcolm Beville Jr., who was Peter's assistant at NBC, will succeed his former chief and he in turn will be assisted by Lee B. Wailes. Fact that Peter went to RCA is considered a healthy sign by the NBC personnel since it indicates that when there is opportunity for advancement, both NBC and RCA are choosing men from its own ranks rather than bring in outsiders.

Utica May Combine Orks For Huge CBS Symphony

UTICA, N. Y., March 2.—Dale Robertson, manager of WIBX, has a worthwhile project on his hands.

While other larger metropolitan areas are struggling to keep one symphony alive, this city has three, the Utica Symphony, led by Edgar J. Alderwick; the Utica Symphonic, led by Nicholas D. Gaullilio, and the Civic Symphony, directed by Berrian R. Shute. Each has a complement of 65 men.

Robertson is attempting to combine the three into one orchestra of more than 200 pieces, which he will try to place on the CBS chain, Utica being a CBS outlet.

Mr. Robertson, who came to Utica from CKLW in Detroit in May, 1934, was instrumental in getting Utica on the CBS. He was elected a vice-president, treasurer and director of WIBX, Inc. this week.

WGH Joins CBS Network

NEWPORT NEWS, Va., March 2.—WGH, local independent station, joined the Columbia Broadcasting System this week. First program to be presented over the station was the Frigidaire show, with Jack Pearl.

Harvester Cigars, to start soon on WOR; the Kansas City Symphony and Liggett drugs on spot broadcasts.

Cleveland B. Chase this week sold one five-time-a-week show and has two more hanging fire. Ben Roche Productions, Inc., is another with a long list of shows, selling, among others, Arthur Tracy, for Dr. Scholl on MBS; Jack and Loretta Clemens, for two commercials; Eno salts show, with Mark Hellinger and Gladys Glad, and same Tasteast program talent. That does not include several other acts Roche has on various commercials. McKnight & Jordan's list includes the Bromo-Seltzer show; Sherlock Holmes series for G. Washington Coffee, Gulf Oil and Warden Lawes (Albodon).

Henry Souvaine, who has the General Motors Sunday night concerts under his wing, has just sold a thrice-weekly show on NBC for an apparel concern.

NBC's program department stated no definite steps had been taken up to yesterday (Friday). Network can, of course, take some bands from outside of New York, but it was pointed out, where CBS has but one network to feed, NBC has two to worry about. On the other hand, CBS, which is cutting its broadcast period a half hour, leaving the air at 1 a.m., is in the position where it books many bands and sells them in conjunction with wires. CBS had already received several notices, including the Hotel Lexington, where Mitchell Schuster plays, and the Cotton Club, with Cab Calloway. Several other spots notified CBS they would continue their broadcasts provided the network gave them a half-hour spot instead of the usual 15 minutes, figuring the increased time was worth the extra costs.

Hardest hit station is WJZW, Newark, which has featured its dance parade running until 4 a.m. every morning. First effect, according to Bobby Feldman, vice-president of the station who built the WJZW parade, was that the station was cutting three hours and going off at 1 a.m.

Earlier in the week representatives of the various New York stations got together to talk over the situation with a view of taking remedial steps. However, the decision was made that about all the stations could do was to await developments, especially since the tax was not aimed at them. Reported that one suggestion was made to the effect that the networks pick up out of town bands and feed them to the locals. Nothing came of it.

Indie stations aren't any too regretful about going off earlier. They point out that the dance sessions are more a public service than anything else and that they cost the stations more than they make on the income from the night spots. Transmission power and salaries, especially overtime under NRA, run the stations' bills up.

The \$3 tax is not a new levy, but one that has been on the union books some time, also never enforced. Some claim was made that the local had injured its own cause, since hotels and similar places had already started cutting the size of their bands.

Situation will be the first time that New York stations will be leaving the air so early in many years. Only favorable reaction is that for those listeners interested in distance, it will be an improvement thru eliminating the local stations blocking out the far-away broadcasters.

NEW YORK, March 4.—Columbia Broadcasting System and perhaps Na— (See N. Y. OUTLETS on page 10)

Autory Unit Going Good

CHICAGO, March 2.—Gene Autry, Oklahoma yodeling cowboy, who has made a name for himself on the air and has appeared in several screen features, is touring the Midwest with his own unit, Gene Autry and his Roundup. With him are "Smiley" Burnett, Frankie Marvin, Benny Ford (formerly with Otto Marv) and the Ranch Girl. Show, which is doing excellent business, consists of instrumental music, singing and comedy.

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

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

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

Broadcasting Via WTIC-NBC.
ERNIE AND HIS ORCHESTRA
 18th 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.

HENRI GENDRON and his AMBASSADORS
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 1619 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.



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

\$3,500,000 Worth of Talent Sold by CBS Bureau in 1934

About \$2,000,000 was in commercial program bookings alone, while lesser divisions all reveal increases—total is approximately \$185,000 above 1933 figures

NEW YORK, March 4.—Columbia Broadcasting System's Artists' Bureau did a gross business in 1934 of approximately \$3,500,000, of which sum a little over \$2,000,000 was strictly commercial program talent sales. Increase over 1933 was approximately \$185,000. Exclusive of the commercial program talent sales, which do not include band, theater or night club bookings, individual increases were noted in net commission profits. Band-booking department of the Artists' Bureau did a net of \$50,000 over the year before; vaude the previous year and the club (private entertainment) bookings showed an increased profit of \$2,000. The band policy of CBS has been one of the special drives of the Artists' Bureau and in the past year additional men were taken on and each concentrated on a different booking angle.

Offsetting the reports that the advertising agencies were doing about all of the commercial program talent bookings is the fact that CBS, which had six people in its Artists' Bureau a little over a year ago, now has a staff of 27 employees. As recently reported in these columns, Columbia Artists' Bureau is now supplying special exploitation and sales promotion material with its band bookings. New brochure is under way now entitled *Best Spots in Town* and will be brought out in the usual CBS sales promotion style of spiral binding and well illustrated in colors. All CBS artists will be listed as well as the rapid strides made by the Artists' Bureau in supplying talent not only to its own chain, but that of competing networks and various hotels and night spots as well as theaters.

It is pointed out that every CBS sustaining act has at least one commercial, many have several, the only unsold sustainer being "Fats" Waller. Waller, incidentally, has been booked for the Cotton Club in Los Angeles, opening there March 16. The NBC commercial show, with Ruth Etting and Red Nichols for instance, is paying commissions to the Columbia Artists' Bureau, which sold the program.

Average commission received by CBS runs around 12 per cent, which would indicate that the CBS bureau's net booking fees must have hit the \$350,000 mark during 1934; possibly it went higher. Sustainers are paying but 5 per cent commission.

Current personnel of the Columbia Artists' Bureau includes: Ralph Wonders, manager; F. LeRoy Wilson, business manager; Tom Neely, commercial radio bookings; Peter de Lima, commercial radio bookings; Paul Ross, theater bookings; Mickey Aldrich, assisting Ross; Albert Zugmuth, orchestra bookings; I.

Bowes Amateur Hour Almost Set for NBC

NEW YORK, March 2.—Negotiations were practically completed this morning between Standard Brands, Inc., and Major Edward Bowes for the latter to step into Standard Brands' 8-9 p.m. Sunday spot on NBC and conduct an amateur hour. Major Bowes' amateur show on WHN was the beginning point in the current amateur craze. Starting date will probably be March 24, a week after the Chase & Sanborn opera condensations end. WHN will continue its own Tuesday night amateur show, but without Major Bowes as m. c.

NBC has been offering the WHN show to prospective clients for some time, but nothing came of it. Chase & Sanborn was satisfied with its opera series, but had to popularize its offering to meet competitive broadcasts.

J. Walter Thompson Company is the agency.

CBS Signs Phil Harris

NEW YORK, March 2.—Phil Harris, orchestra leader and baritone singer, has been signed by the Columbia Artists' Bureau and has been booked to open March 12 at the Netherland-Plaza Hotel, Cincinnati. Leah Ray will be heard with the orchestra as feature soloist, as usual. The Harris dance programs will be broadcast twice daily via WLW.

Becker, contracts; Henry Cox, contracts; Lew Mindling, Zack Zeakon, Harry Moss, assisting Zugmuth in various specific bookings of bands; Maxine Freeman, club (private entertainment) engagements; William Cummins is auditor, and Edmond Supple, doing special promotional publicity for artists. Neil Conklin and two assistants are at the Chicago CBS Artists' Bureau branch.

Radio-Press Bureau Hopes Still None Too Sanguine Despite IDPA

NEW YORK, March 2. — Indications that the newspaper publishers are none too sanguine about the future of the Press Radio Bureau, despite the favorable resolution passed by the Inland Daily Press Association last week, were gathered here this week when a publisher's representative who is a member of the Press Radio committee refused to make any prediction as to the P-R future. It was figured that with the sponsorship of the powerful IDPA other publishers would be frank to express an opinion either way on the news service. The only comment made was that the future of P-R was in the hands of those who had originally designed it—the two chains, the publishers and the wire services.

Despite the fact that the Press Radio Bureau, as the publishers' rep pointed out, has the most complete news coverage in the world thru the Associated Press, United Press and International News Service, it has been put on a spot because of mistakes made by AP correspondents on several important stories lately. Naturally this has led to stations being dissatisfied more than they were in the past.

Press Radio stated this week that the discussions as to its future were, as always, vague. PR also said that a Southern station had notified the bureau that after a test, listeners had advised the

outlet to continue P-R service as being highly satisfactory.

NEW YORK, March 2.—Members of the Associated Press this week received a statement from Kent Cooper, AP general manager, explaining the circumstances surrounding the sending of the erroneous guilty with mercy flash in the Hauptmann trial. Cooper's statement, besides explaining the workings leading to the flash, said that "... there are suspicious circumstances connected with the affair that cannot be recorded here, the investigation of which will be continued." Another fact that aroused interest and contained in Cooper's report was that an operator who had been dismissed from the AP "for cause" was with another operator in the attic room in the Flemington, N. J., courthouse, where AP had set up radio-sending equipment.

This equipment, it was also said, was used without knowledge of any AP exec superior to H. E. Mooberry, chief of the AP New Jersey bureau. Mooberry has been placed on an indefinite suspension without salary, the statement read. The explanation involved several traffic operators for AP, the main point of which is that the operator who sent the wrong flash thought he had received a signal giving him the o.k. This operator has been dismissed.

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LEW REDMAN'S BELL HOPS
 TWELVE COLORED RHYTHMATICS.

AL GOODMAN
 BROMO SELTZER HOUR
 INTIMATE REVUE, 8:30 P.M.
 WJZ, Friday, 8:30 P.M.
 COLGATE HOUR
 WITH OTTO HARBACH
 WEAF, Monday, 9:30 P.M.
PALMOLIVE HOUR
 BEAUTY BOX THEATRE.
 WEAF, Tuesday, 10:15 P.M.
 LIFE BEGINS AT 8:40
 Musical Director, Fred Berrens, New York.

EDDIE PEABODY
 THE INSTRUMENTAL STYLIST
 Now Playing
MARBRU THEATRE
 Chicago, Ill.
 Exclusive Direction SIMON AGENCY
 R. K. O. Bldg. Radio City, New York

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

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. NET. WORK THREE WEEKLY
 Fred Berrens Flying Trapeze Orchestras, Inc., 217 West 57th St., New York, N. Y.

PAUL TREMAINE AND HIS BAND FROM LONELY ACRES

It Helps You, the Paper and Advertisers to Mention The Billboard.

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

EDDIE ELKINS
AND HIS MUSIC
Personal Direction HARRY BERRY, Paramount Building, New York, N. Y.

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

Now on Tour
ANSON WEEKS
NBC Coast to Coast WJZ-WEAF

EDITH MURRAY
The Dramatist of Song
Recent London Lead "Good News."
Featured Star Blue Monday Minstrels.
Exclusive Management CBS Artists' Bureau, Personal Representative, IRVIN Z. GRAYSON, Hotel Roosevelt, New York City.

RUDY BUNDY
Now Playing OSA MADRID, Louisville. Broadcasting Nightly Over WHAS, Featuring MARLINE GILBERT.
Personal Management E. D. PERKINS, 7418 Dellenbaugh Ave., Cleveland, O.

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

THE 4-STAR DANCE SENSATION.
Paul MARTELL
AND HIS ORCHESTRA
FEATURING BILLIE STAR.
ARCADIA BALLROOM
New York's Million-Dollar Dance Palace.
64th Week.

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

Featuring **BUDDY WELCOME** EDDIE RYAN.
AND HIS ORCHESTRA ABE M. FARDOLL, Mgr. His Coast to Coast, WABC.
DIRECTION ORCHESTRA CORP. OF AMERICA.
1619 Broadway, New York, N. Y.

AIR BRIEFS
By JERRY FRANKEN

ALTHO the Campbell soup program, *Hollywood Hotel*, is claimed to be improving its rating, a large show was auditioned for the account this week. Included among the talent were Morton Downey, Bob Crosby, Mills Brothers, Tom Powers and a dramatic cast, the Modern Choir and Victor Young's Orchestra. . . . Shell Oil has taken an hour on NBC for the summer. . . . John Charles Thomas, after he returns from a vacation, will be on the air steadily for Vince, instead of alternating with John McCormack. . . . Babs and Her Brothers, formerly with Fred Waring, and a chorus, will go on the Philip Morris ciggie show shortly. Bab's act was on for Old Gold smokes. . . . Fred Gibbons rapidfires his way back to the mike in April, for the same account, Johns-Manville. . . . Briggs tobacco starts a sports review on NBC April 6. . . . Penn Tobacco Company (Kentucky Winners), is repeating its Boston baseball broadcasts which it had on the air last year.

These touches of spring weather are producing the old lazy fever again. . . . Phil Ducey is working on plans for a Town Hall concert next fall. . . . Friday night will be the big comedy night on the air now that Joe Cook is added to the list. Besides the nonsense comedian, there'll be Phil Baker, Beatrice Lillie, Bob Hope, Tim and Irene (on the same show with Cook) and Pick and Pat. . . . Lester Gottlieb is doing publicity for Herman Schaad (Leading Attractions, Inc.). . . . Amos 'n' Andy take a vacation until April in California. Will broadcast from the Coast. . . . James L. Saphier is now managing Harry Salter. . . . Jules Delmar, of WOR, is seriously ill. . . . Fred Weber, of MBS, is in Cincinnati for a week on sales promotion angles. Any

talk that WIP, Philadelphia, will join MBS is silly. WOR is campaigning to get Philly biz on its own hook. . . . Another radio yarn by Irving Reis, who wrote the *St. Louis Blues* and *Meridian 1212* sketches, is to be produced on CBS March 10. . . . Meant to mention that Beatrice Lillie has been renewed. The Bromo-Seltzer account moves over to J. Walter Thompson.

A new girl singer is due on the Outdoor Girl programs, Gladys Baxter leaving. Richard Norton (Bill Hawkins) joined the show Saturday (2). . . . S. S. S. Co., Inc., starts a commercial or Mutual Broadcasting System March 3. . . . Maurice Barrett is playing the lead in a new Mexican adventure series on WMCA. Personnel cuts expected at most stations in the city as a result of reduced broadcasting hours, now that the dance band periods are being cut down. . . . Fox theaters has tied in for a good hunk of publicity with the Feenamint amateur series on CBS, running amateur contests in five cities, winners to go on the broadcast in New York. . . . The Martha Deane woman's program on WOR is drawing commercials right and left. Picked up four last week. . . . Spot broadcasting proponents claim the latest trend on the part of spot advertisers is to use two or more stations in the same city, instead of just buying one. Comparison is made to the use of several daily papers in key cities. . . . NBC is sending out a promotional brochure on a program idea, titled the *Grab Bag*, developed by Elsie Janis. Scheme is to hire the talent for the broadcast, but not give each act a definite spot, instead of pulling slips out of a bag, a la the kids' game, acts to go on the air as pulled.

CHI AIR NOTES
By NAT GREEN

Amos 'n' Andy shook the slush of Chicago off their feet Saturday, March 2, and boarded a train for Palm Springs, Calif., where they plan to vacation for nearly a month. Their broadcasts for the Peoplet Company from March 4 until March 29 will go on the air from their Palm Springs hotel. . . . Robert F. Hotz has left NBC to go with the Blackett, Sample, Hummert Advertising Agency, replacing L. Petersen, who has gone with the Hearst organization in New York. . . . Dave Nowinson, publicity man, left WIND Sunday, and Al Hollander is handling publicity for both WIND and WJJD. . . . Harold Parkes, CBS announcer, celebrated two anniversaries February 28—his birthday and the completion of his fourth year on the CBS staff.

WLS is planning to start a series of programs on vocational guidance about the middle of March. . . . Anne Campbell will travel more than 1,500 miles each week to do her broadcasts with the Minneapolis Symphony Orchestra. . . . Anne, who has been syndicated in newspapers thruout the country as "the poet of the home," feels that she ought to spend at least five days a week with her children in Detroit. . . . Lynn Cole, George Olsen's tenor soloist, will remain on a Chicago wire for a cosmetic account while the band and Ethel Shutta go on a p.-a. tour. . . . Eddie Allen, after 18 months with WLS road shows, is now on the reception desk at WLS with Check Stafford. . . . Eddie and Check are both harmonica artists. . . . Dorothy Page flew to Hollywood a few days ago to audition for the movies. . . . Golden Gloves champ finals will be broadcast exclusively by WGN the evening of March 8 direct from the ring-side at the Chi Stadium. . . . The *Mary Martin* program will switch from NBC to CBS April 2. . . . A Latin Fiesta, featuring only Latin tunes, is now heard on WMAQ at midnight each Monday. . . . Joan Kay, network dramatic star, joining Tony Wons' supporting cast on the *House by the Side of the Road* series. . . . Lynn Cole, baritone, heard on WBBM's *Be Ready for Romance* series, is the only male platinum blonde on the air.

and Willie program over WBBM March 2. . . . Dan Hosmer, stage performer and radio entertainer, became a member of the WLS staff February 25 and, starting March 11, will commence a series of sketches to be heard at dates to be announced later. . . . He's been working at XER. . . . George Devron and his orchestra, heard over WBBM, opened an engagement at the Urban Room of the Congress Hotel March 1. . . . Prof. George F. Bache, head of the music department of the Prescott (Ariz.) public schools, is conducting a research at WLS for American folk songs, conferring with John Lair, maestro of the Ridge Runners and outstanding folk-song authority. . . . J. Leslie Fox, formerly of WGAR, Cleveland, spending a few days around WLS. . . . Cyril Pitts, tenor soloist on NBC's *Contented* program, is set for a sustaining program on NBC and will be given a buildup. . . . Irene Beasley's book of verse, *Sonnets for a Song*, will soon go to the printers. . . . Homer Griffith, WLS Friendly Philosopher, leaving the station to return to free-lancing. . . . Anne Seymour, star of *Grand Hotel*, making preliminary studies toward becoming an aviatrix, her teacher being Eddie Rickenbacker. . . . Clara, Lou 'n' Em will celebrate their 11th anniversary of their radio roles on March 13. . . . The program was born while the three girls were students at Northwestern University in 1924.

N. Y. OUTLETS
(Continued from page 7)

tional Broadcasting Company also, will definitely decide some time today just when they will sign off for the night. Tentatively it is 1 a.m., but this may be changed to 12 midnight. Definite decision as to either hour if available before going to press—see page 5.
CBS bands which have expressed a desire to stop broadcasting on the late hours are as follows: Scott Fisher; Ozzie Nelson, Roseland Ballroom; Mitchell Schuster, Esther Velas, Dick Messner and Allen Leifer. Those stating that they would continue are: Claude Hopkins, Casa Loma Orchestra, Frank Dalley, Joe Haymes and Little Jack Little. Leon Navarro and Jerry Freedman stated that they would continue if they would be assured of a half-hour period instead of 15 minutes.

BOB HOPE
BROMO-SELTZER
Every Friday—8:30 P.M.
WJZ-NBC
Direction LOUIS SHURR AL MELNICK
CAPITOL THEATRE, New York, Now.

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

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, 7:15 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)
Monday, Wednesday, Friday 7:45 P.M., EST.
NBC-RED NETWORK.
(Courtesy Alka-Seltzer.)

HOWARD NELSON AND HIS ORCHESTRA
Now Playing Hotel Zanel Zanesville, Ohio

Now Appearing **SAVARIN CAFE** Buffalo, N. Y.
ROBERT CELTMAN AND HIS ORCHESTRA "THE ROMANCERS"
On the Air Daily Via WKBN-WGR. R. W. STEVENS, Mgr. Belmont Hotel, Cleveland

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

BOB OPITZ and band, at one time on a nation-wide tour with Mildred Harris Chaplin, recently opened an engagement at Shadyside Gardens Ballroom, Cleveland. The band, with Lou Neft in the spotlight, will have a WTAM wire four times weekly.

GENE BEECHER has lost count of the number of weeks he and his band have been at the Club Lido in Lakewood, O.

MAX RANEY, featured accordionist and pianist with Doc Schneider's Texas Yodeling Cowboy Band, was severely injured while making the automobile jump into Piedras Negras Coah, Mex., where the band is broadcasting.

TED JENNINGS, "The Crown Prince of Rhythm," and his orchestra, recently brought out of Texas under the management of Irish Horan, general press rep for Downie Bros' Circus, is now on location in the Dempsey Hotel, Macon, Ga. Jennings will possibly go east for several resort dates this summer, but Horan is angling for a long-term contract over the Dixie network. Horan recently had the ork with the *Rhythm on Parade* stage unit.

EARL BARR, Midwestern ork leader and radio artist, hopes to be back on the air shortly with his \$300 "Strad."

ROPER'S ARGENTINA Marimba band, new and unusual musical combination, is touring the Cushman circuit with the *Rio Nights* show.

JEAN GOLDKETTE'S orchestra will play for the Brooklyn Masonic Charity Ball March 16. Harry Hershfield, Jack Dempsey and Nils T. Granlund will be masters of ceremonies.

JACK EVERETTE recently left Coon's Rendezvous, Salt Lake City, to make a tour of the Midwest.

ART DUBROW and his Brigadiers are in their 16th week at the Chop House, Hartford, Conn. Combo includes 10 men, with Frankie Pekanus handling the vocals and Joe Taft the comedy tap dancing.

"**CURLEY**" ADAMS, New York songwriter, is reported to be organizing his own 14-piece band.

JETER AND PILLAR'S 11-piece colored combo is in its sixth month at the Club Plantation, St. Louis.

EARL PLATT and his Rhythm Kings continue at the Modernized Cabaret in Harrisburg, Pa., Tommy Koser is tap dancing and assisting Earl with m. c. work.

TED RICHARDS and his ork, touring Western States with the *Hi-Boy Revue*, are scheduled for six more weeks thru Arizona, New Mexico and Texas.

DENNIE TONKEL, formerly with Johnny Hamp and George Hall, is now wielding the baton before his own orchestra.

RED MILLS and his orchestra are replacing Dutch Scheel and his band at the Cactus Club in Austin, Tex., going on the air via Southwest Broadcasting System five times weekly. Ann Neely is vocalist.

HARRY HALL'S Orchestra, lately of St. Paul, Minn., is now at the Hotel Texas in Fort Worth. Broadcast daily on KTAT in that city.

DON RICHARDS, has engaged Lew London, singer, previously in pictures, for the supper room at the Hotel Biltmore, New York, to work with Richards' Orchestra.

BRUCE LAVIN and his orchestra are now at the Sea Breeze Swim Club, Daytona Beach, Fla., as well as playing for dinner-dance at the Hotel Coquina and

the Hotel Clarendon, also in Daytona Beach. Besides doubling at these spots, Lavin took Frank McSherry's place at the Sea Breeze club.

JACK MELERICH and his orchestra are at the Nicollet Hotel, Minneapolis.

BEN AMES, formerly with OCA, is now associated with the Meyer Davis New York office.

IRVING AARONSON and his Commanders opened at the Paradise Restaurant, New York, this week, replacing Abe Lyman, who left for the Coast. Bob Saunders, of Mills Artists, Inc., booked Aaronson.

JERRY JOHNSON and his orchestra is the first band to finish a complete season at the Floridian Hotel, Miami Beach, Fla.

HOWARD NELSON, for more than 20 weeks in the Zane Hotel, Zanesville, O., has been contracted for another eight weeks at the same spot. The orchestra features a "modern string and woodwind combination."

BURTON E. FISCHER, of Fischer's Globe Trotters Orchestra, who was seriously injured in an auto collision north of Detroit February 14, has been re-

turned to his home in Kalamazoo, Mich. Charles Fischer, leader; William Reifsnnyder and Czerl Corbin were less severely injured.

TOM GENTRY has introduced a new tune, *My Leave Home*, to Blue Roomers of the Hotel Roosevelt, New Orleans. Song was written by Joe Mesick, one of the members of the band.

VAN BUREN ORCHESTRA, which provides the music aboard the S. S. President Van Buren, reports the addition of Norman Easley, Wilson Brons and Dick Sorenson.

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

CHESTER, W. Va.—Virginia Gardens, at Rock Springs Park here, which has been used as a roller rink all winter, is being remodeled and redecorated preparatory to the opening of the dance season in April.

INDIANAPOLIS—A bill which would prohibit music or dancing in any room where alcoholic beverages are sold has been introduced in the Indiana House of Representatives.

BALBOA BEACH, Calif.—Contracts were let February 23 for the reconstruction of the Rendezvous Ballroom here, which was recently destroyed by fire.

STATION NOTES

Address All Communications to the New York Office

H. A. HUTCHINSON, formerly manager of KVOO, Tulsa, Okla., and commercial manager of KTUL, Tulsa, now with KOMA, Oklahoma City, in the commercial department.

EFFECTIVE March 17, *Cleveland Entertains* program, originating in WHK, Cleveland, shifts to Sundays at 1:30 p.m., going out on the full Columbia network. Program was given a trial on a Friday night spot and clicked sufficiently to warrant the better placing.

MADCAP PLAYERS, burlesquing old-time mellers, have started a tri-weekly series on Southwest Broadcasting System, originating at KTAT, Fort Worth. Next week *East Lynne*.

WHAM, Rochester, N. Y., broadcasting a commercial for Franklin Brewster, wholesale grocer, is also including in its talent Brewster himself. Script called for a stuttering character, with the business man troubled with stuttering for years stepping into the part.

Jack McCoy, for some time employed by Donaldson, Douglas & Gumble, has gone over to the Broadway Music Company as contact man.

Archie Fletcher Jr., son of Archie Fletcher of the Joe Morris Music Company, has been installed in the New York office of the firm, coming here from the Cleveland branch. Fletcher is a husky-looking chap with a likable personality that augurs well for his popularity hereabouts. He has been associated in some manner with the business for 20 years, altho he only recently celebrated his 23d birthday. At the age of 3 he used to sing songs published by his dad and Mr. Morris at the Steel Pier, Atlantic City, N. J.

DAVID G. EVANS COMPANY, coffee roaster, is sponsoring a Curious Questions contest on KMOX, St. Louis. Prizes are given to listeners sending in questions and answers to the most novel questions.

CLOVER LEAF DAIRY, of Newport, Ky., starts a commercial on WCKY, Cincinnati, on March 15. Talent consists of a male quartet.

WSM, Nashville, Tenn., has returned Paul and Bert and the Delmore Brothers, early-morning acts, to its a.m. schedules.

AL CLAUSER and his Oklahoma Outlaws are on for Peruna on WHO, Des Moines, Ia.

WCOO and **WTCN, Minneapolis**, are booking talent for the Northwest Auto Show to be held in the Municipal Auditorium March 9 to 16. Frank Zdarksky's Orchestra and Jack Malerich and his band are already set, with a variety lineup to be presented nightly.

H. R. GROSS, newspaper man, is now with WHO, Des Moines, as news editor. Station makes three news broadcasts daily, sponsored by Phillips Petroleum Corporation, which Gross is now handling.

WHK, Cleveland, has assigned a once-a-month spot, after a test, to the Bedford High School in Cleveland. The school's chorus, as well as instrumental soloists selected from the students, will broadcast.

AMERICAN PACKING COMPANY, St. Louis, meat dealer, has started a series of morning news broadcasts on KMOX, St. Louis. Harry W. Flannery, newspaper man, is handling the show.

MUSIC NEWS

A change has been made in the personnel of the Jack Mills Los Angeles branch. Jack Archer has supplanted Bobby Gross as general manager. Mills further announced that he has purchased from the Lawrence Wright Company, English music publisher, one of the reigning hits across the Atlantic right now. It is called *My Kid's a Crooner*, written by Marion Harris, American vocalist, well known here as a radio and vaudeville headliner.

Betty Donnelly, composer of *In the Shade of the Pine*, has entered the ranks of night club entertainers. Prior to taking up the song-writing game Miss Donnelly was well known in vaudeville and club circles as an artist of exceptional ability. Judging from reports regarding her work, she evidently has not lost any of her personal charm or popularity.

There is much rejoicing among the rank and file of Tin-Pan Alley owing to success of the Professional Music Men's benefit show held at the Majestic Theater, New York, recently. The organization is composed of contact men associated with the various firms publishing songs, and this was a first show. With revenue from a special journal, along with the receipts, less expenses, about \$12,000 was realized.

Considerable credit for the success of the entertainment should go to Joe Santley, Benny Bloom, "Nemo" Roth, Harry Lieberman, Harold Wall, Al Campart, Jules Von Tilzer, Micky Addy and others. President Mose Gumble of Donaldson, Douglas & Gumble sent all concerned a fine letter of appreciation.

Following a severe shaking up and number of bruises as a result of an automobile accident at Staunton, Va., three weeks ago, Herb Marko, general manager of Sherman, Clay & Company, has returned to his desk.

? FR ?

HILTON SISTERS

World Famous Siamese Twins

NOW ON TOUR

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

JERRY JOHNSON

AND HIS ORCHESTRA

Floridian Hotel, Miami Beach, Fla.
ORCHESTRA CORPORATION OF AMERICA.
1619 Broadway, New York, N. Y.

JOHN F. MURRAY **LARRI WMCA**
Presents

 **GYPSY LEE**, Accordion.
 **And His**
 **VIOLA BURT**, Harp.

HOTEL PICCADILLY ORCHESTRA, N. Y. O.
Personal Management FRANCIS GORDON.

Sheet-Music Leaders

(Week Ending March 2)

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. Fare Thee Well, Annabelle.
3. Good Ship Lollipop.
4. Blue Moon.
5. I Believe in Miracles.
6. When I Grow Too Old To Dream.
7. Clouds.
8. Sweet Music.
9. Tiny Little Finger Prints.
10. Ole Faithful.
11. Every Day.
12. Lullaby of Broadway.

HAVLIN HOTEL

Vine and Opera Place, Cincinnati, O.
Right in the Heart of the Theatrical District.

MODERN ROOMS.

Special Rates for Professionals.

"GULF HEADLINERS" •

FRANK 7:30-9:30 P.M.
WABC-CBS

MUSICAL DIRECTOR

T

"THE GREAT WALTZ"

• Center Theatre, N. Y.

Morris Agency. One-Dayers

Amos Andy and Joe Penner success makes 1-day tour attractive

NEW YORK, March 2.—In view of the success of Amos 'n' Andy and Joe Penner on their recent one-day percentage tour of theaters, the William Morris Agency is contemplating going into that sort of booking on a large scale. It is lining up a number of other "names" to make this one-day tour as an additional outlet for their services and frequently a more profitable one than just playing week stands on a guarantee for the circuits.

Among those now being considered for this one-day tour are Morton Downey, Jack Pearl, Block and Sully and Frank Parker. Their success would mean throwing many more "names" into the tour. The tour takes in the Wilmer & Vincent houses, indie houses in Pennsylvania, the Wilby-Kinney Circuit in the South and also the major circuit houses. The theaters are all straight picture stands.

Amos 'n' Andy on their recent tour played as many as nine shows on the day, which is in accord with the idea of doing as many shows as the business requires. Last year they did 13 shows in one day in Atlantic City. When playing Huntington, W. Va., recently the team did \$3,000 on the day, and they played to the same gross in Richmond, Va., in a 1,500-seat house.

In playing this one-day tour of "names" the house has very little extra expense. The booking is strictly on a percentage basis, and there's no need for extra musicians or stagehands in view of the fact that it is strictly a personal appearance. Tour is confined to the hinterlands, for the office has determined that the most dough for personal appearances lies in that territory.

Deny Reports of Mastbaum Losses

NEW YORK, March 2.—S. L. (Roxy) Rothafel returned from Philadelphia and one of the first things he did was to denounce stories in the dailies that the losses of his operating the Mastbaum, Philadelphia, were around \$250,000. Roxy operated the Mastbaum 10 weeks and insists the maximum loss was only \$30,000, including rent.

Roxy says the average budget was kept within \$24,000 and that the average gross was \$27,000. The gross went once as high as \$43,000 (Jack Benny week) and was once \$37,000 and another time \$28,000. Roxy points out that the rent for the 10-week period was \$58,700, which put the house into the red.

Roxy blamed the theater's business on the ban on Sunday shows, the Cardinal's order against movies and the fact that he had to come here three days a week for radio work. He also stated that he is returning to the Mastbaum in the fall.

Joseph Bernhard, Warner theater operating head, verified Roxy's insistence that the Mastbaum's losses were not as bad as reported. He added that if Roxy had been able to give all his time to the Mastbaum, Warner would have permitted the house to remain open.

Chi Agency Changes Hands

CHICAGO, March 2.—Hal Lawrence has acquired the Davis & Davis Theatrical Agency and changed the name to the Hal Lawrence Theatrical Exchange. The agency was established by Davis & Davis in March, 1933, and in September, 1933, Lawrence joined the organization as manager. He books 14 vaude houses in Illinois, Iowa and Missouri, besides several night club spots.

CHICAGO, March 2.—Al Borde leaves for New York Tuesday on business in connection with the Benny Meroff unit. Meroff, who has been playing in this territory for several months, is headed east and will open at the Academy of Music March 12, with other Eastern tours and a European tour to follow.

Music Hall Singer Hurt Badly in Fall to Stage

NEW YORK, March 2.—Beatrice Joyce, singer, was seriously injured late Tuesday afternoon during a performance at the Radio City Music Hall when she fell to the stage from a floating bluebird prop in full view of the audience. It was in the finale of the show that the accident occurred.

Miss Joyce was rushed to the Gotham Medical Center, a private hospital, where it was stated today that her condition is improving.

New "Chez Paree Follies"

CHICAGO, March 2.—The new edition of the *Chez Paree Follies* opened recently at the Paramount Theater, Omaha. After its swing around the Balaban & Katz time the show was revamped by Will J. Harris, with new settings by the Eclipse Studios, new costumes by Madame Lenore and new people in the cast. Show in its present form has the Clymans Troupe, who were re-engaged; the Three Byrons, Meri-Belle, Lewis and Van, and 16 chorus girls. Art Weintberg is stage manager. Harris is putting the show out as the first production of the Production Center of America in partnership with Mike Fritzel and Joey Jacobson, of the *Chez Paree Cafe* here.

Dows Book Three More

NEW YORK, March 2.—The Dows have resumed spotting shows into the Binghamton, Binghamton, N. Y., Thursday to Saturday, beginning this week, and the Capitol, Williamsport, Pa., Saturday to Tuesday, beginning today. Fifi D'Orsay is heading the first Williamsport bill. Both houses operated by M. E. Comerford.

Dows also booking the Strand, Altoona, Pa., split week. The Boswell Sisters headed the opening bill.

Tex McLeod Fined By English Court

NEW YORK, March 4.—Wire reports from Liverpool, England, have it that Tex McLeod, American performer, was arraigned in magistrate's court Thursday, charged with using indecent language while performing at the Shakespeare Theater two weeks previously. McLeod protested that "This is the first complaint I have had in the show business."

The magistrate studied the police report of McLeod's comedy lines and remarked that some of them might be offensive to the people mentioned but that he did not consider them indecent. Nevertheless, McLeod was fined 5 pounds.

New Auto Insurance Bill Puts Spotlight on Actor Accidents

NEW YORK, March 4. — The Berg-Sheldrick Bill to make automobile accident insurance compulsory in this State, now being aired in Albany, will affect vaude if it passes. Hundreds of acts being booked out of this city have to make the jumps in their own or other people's cars, and any added cost to operating these cars will affect them seriously. Not only that, but the nation-wide campaign to reduce auto accidents and the agitation for new safeguards as a result of the shocking bus fire last year, all serve to put the spotlight on a deplorable condition in vaude today—the dangerous and irresponsible transporting of acts by private cars.

With vaude budgets lower than ever and bookers giving preference to acts with cars, a greater number of acts than ever are now making their jumps by private cars. And with icy and snow-bound roads the number of accidents involving performers has mounted alarmingly. Showmen cannot recall another year when so many acts were caught in auto accidents.

There are many reasons for this situation. Producers sending out acts prefer not to use their own car or bus, believing that in this way they shift legal liability in case of accident to whoever owns the car or bus used. I. Robert Broder, attorney, points out that if the act-owner (or the producer) arranged

Units Tie Up Vaude Books; Outlook Same Next Season

Comprise more than half of major circuit bookings—close to that figure in indie field—demand is being met—expect units to be more dominant next season

NEW YORK, March 4.—The unit vogue has caught on to such an extent in vaude that nowadays regulation vaude bills are a rarity. In a checkup of the books of RKO, Loew and Warner and the various indie bookers for next week and those to follow it has been ascertained that units take up more than half of major circuit bookings and pretty close to that figure on indie books. This is due to the demand by the operators, the circuits playing the units on guarantees while most of the indies go for them on percentage. The demand is being met by the producers and now standard acts are seeking troupes with bands and others to do units. In view of this unit demand so late in the season, it is said by bookers and operators that it will carry over more so the next season.

Detroit Bookers Have Pet Squawk

DETROIT, March 2.—M. Wesson Dickinson is the new superintendent of Private Employment Bureaus for Michigan, succeeding Claude Carney. Dickinson is reorganizing the department. Actual administration will be entirely separate from that of the Department of Labor and Industry.

Dickinson called a meeting attended by several local bookers this week. Just an informal get-together. One leading objection voiced by bookers at the meeting was the practice of a few agents to locate their official offices in a suburb in order to avoid the \$200 license fee. In the small cities the fee is only \$50 annually. Local bookers are demanding that suburban bookers of this type should not be allowed to book acts within the city limits.

Jones Has Cincy Shubert

CHICAGO, March 2.—A. Warren Jones, booking manager of the RKO office here, has the Shubert, Cincinnati, which opened yesterday with stage shows, on his book. For the time being, units will be used, three of them already having been set. A. B. Marcus' *Continental Revue* is the first show and will be followed by Larry Rich's *Broadway Nights* on March 8 and Count Berni-Vici's *Spices of 1935* March 15.

Lombardo at \$11,500

NEW YORK, March 2.—Guy Lombardo and ork have been booked by RKO for one week, with a possibility or more to follow. The ork goes into the Fox, Detroit, April 19 at \$11,500 for the week. Ferd Simon did the agenting.

Kenosha Vaude Switched

CHICAGO, March 2. — The Gateway Theater, Kenosha, which has been dark since December, reopened today. Vaudeville shows that have been playing the Kenosha Theater each Saturday and Sunday have been switched to the Gateway effective today. The Kenosha reverts to straight pictures.

Most of the trouble arises when acts travel in private cars. In case of an accident the actor discovers he can hardly sue the car owner, as the car owner may disappear overnight. Even if the actor wins a judgment, he will discover that the car owner is broke and was barely eking out a living transporting acts. Longacre Square is full of car owners who hang around the indie booking offices and the shoe-string vaude producers. These car owners usually have no office, but just pick up any work they can grab.

Their work is really illegal, as they carry passengers, scenery and baggage, and this automatically makes them bus operators who should be licensed and bonded. In many cases they operate stolen cars, and in case of accidents run away without waiting for investigations or lawsuits.

Acts who are forced to travel in this way by their employers or the bookers really take their lives in their hands.

(Another article on this deplorable situation will appear in the next issue.)

Belle Baker Returns in March

NEW YORK, March 2.—Reports reaching here from Europe reveal that Belle Baker will head back for home about the middle of this month. She went abroad last October for a supposedly short engagement, but her success prompted numerous bookings which stretched her run to about six months.

Vaude in Miami

MIAMI, Fla., March 2.—The Olympia Theater has added stage shows, booked by the Stanley Willis office here. Last week's show included Ray Teal's Band, Arline and Norman Selby and a line of girls.

Irving Yates is producing a new Gus Edwards unit, opening in Bridgeport for Loew March 15.

IRVING YATES is producing a new Gus Edwards unit, opening in Bridgeport for Loew March 15.

TOMMY MARTIN
 "A Young Man To Be Watched."
 now playing
CHICAGO THEATRE
 Chicago

Palace, New York
 (Reviewed Friday Afternoon, March 1)
 (First Show)
 Three cheers for booker Arthur Will, for this week he's got a vaude show at the Palace that is a vaude show. Each of the five acts is a humdinger, guaranteeing big mittings and two of them certain to show-stop at practically every viewing. Runs a snappy 64 minutes, and the customers are certain to walk out thinking a whole lot more of vaude. So it's possible to book a good vaude show. Screen the b.-o. Leslie Howard in the *Scarlet Pimpernel*, and there should have been more business than just the

three-quarter lower floor at this show. Grace Du Faye, heading a new flash, gets this show started in a big way, as fine a warmer-upper as you could want. Act packs sock talent, and the five performers sport tasteful costumes of which there are plenty. Miss Du Faye is going places with her exceptional acrobatic dance talent. She does tricks seldom seen before. Then good assist is turned in by Eddie Stuart, who does a novel piano dance, and Dot, Don and Teddy, three girls, who do nice song-dance work.

Eddie White goes over well also with his routine of songs and chatter. He has a refreshing personality, meaning much to the success of his act. Sells his gags all right, but for the most part they're old wheezes. His singing is good, and he'd make that *Cucaracha* parody more of a sock if he'd get punchier lines.

Buster Shaver, with the darling midgets, Olive and George, now carrying film reps, show-stop in the trey spot. An act that's always entertaining and sure-fire with the audience, no matter how many times you see it. You can't help taking to the talented Olive, and George is no slouch either. Shaver paces the act well.

Buck and Bubbles, next-to-closing, are the second of the show-stoppers. They, like the midget turn, bear down on audience after audience with the same routine yet the audiences never tire of them. It's their talent plus their salesmanship, both forceful and certain of providing a most entertaining 14 minutes.

The Great Yacopis, eight men and Miss Yacopi, give the show the right finishing touches. It's an eight-minute breath taker, and that's a long time for the audience to hold its breath. They do a load of daring Risley stunts to three and four-high perches, with difficult somers to chair and shoulder catches thrown in. Never let up a minute and heavy applause dots each of their stunts. **SIDNEY HARRIS.**

CARDINI
 THE ORIGINAL
 Now Touring
LOEW'S DE LUXE THEATRES
 With The Casino de Paroo Unit.

JACK JOYCE
 Watch for Him! March 2, State-Lake Theatre, Chicago, Ill.
 Personal Rep.: **BILLY JACKSON**, Palace Theater Bldg., New York, N. Y. The Monoped Singing Dancer, Talking Comedian.

TRULY the ACE OF ALL MENTALISTS

HARRY KAHNE
 Washington Star, Nov. 10, 1934: "Harry Kahne is worthy of headlining any bill on any stage."

FRED SANBORN
 The International Comedian



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 AND THEIR "HOME FOLKS"
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WILLIE MAUSS
 Direction HARRY A. ROMM
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NEXT WEEK, LOEW'S PARADISE, New York.
 Dir.: NED DOBSON

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 & **CO.**
 Presenting Her Original Rhythmic Dancing Entertainment.
 RKO Palace, New York, Week Starting Friday, March 1.
 Direction **LEDDY & SMITH, HAL SANDS.**

Loew's State, New York
 (Reviewed Friday Evening, March 1)
 State's show is first-class entertainment this week, leaning heavily to the comedy side. With the exception of the opener and closer there are laughs in each act. Picture is *Devil Dogs of the Air*, and business was light at the supper show.

Rector and Doreen are a good opening act, featuring the iron-jaw work of the man and the acrobatics of the woman supported by him as he hangs downward. They have several routines, best of which is the whirling the woman does on a strap held on a long bar which runs parallel to the stage and which is held from above thru a jaw strap.

Three Fonzals, deucing, open their comedy acro turn with a too rapidly sung song, the words being absolutely unintelligible. After this, tho, they get going for a fast six minutes of knock-about that went over handily.

Frances Arms, back from the Coast, drew laughs right along with her monologs, which lean to the blue side. Repertoire includes ghetto characterizations, including a Hebe, wop and Irish woman. Sure-fire stuff, especially in the nabes, with the material provocative of laughs at a good pace. House didn't mind the singing and sent Miss Arms off to a first-class hand.

DeRoze, altho properly classed as a (See *LOEW'S STATE* on page 16)

Capitol, New York
 (Reviewed Friday Evening, March 1)
 Bob Hope dominates the stage show this week, with *Biography of a Bachelor Girl* (MGM) on the screen. The picture

THE GREAT YACOPIS
 WORLD'S OUTSTANDING ACROBATIC TROUPE
 Our entire routine, used here and in Europe, fully protected. Imitators and copyists are warned that they will be prosecuted to the fullest extent of the law.
RKO PALACE, NEW YORK, NOW.

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Yes Report On Sundays

Senate committee's favorable decision—must still be put to vote

NEW YORK, March 2.—Sunday shows in New York State came one step nearer realization this week when the committee on labor and industry of the State Senate decided to submit a favorable report on the Berg Bill, which would provide for local option on the question. The committee, so far as could be discovered here, has not as yet actually handed up its report, and the bill has not yet been placed upon the calendar, but the favorable report was decided upon Tuesday.

There is still a long pull for the Sunday show adherents. The bill must, of course, pass the Senate, which, although likely, is still in doubt. Last year a similar measure introduced by Senator Berg was favorably reported out of committee, and then overwhelmingly defeated when it was put to a vote. This year the chances are far better, since organized labor has come out overwhelmingly in favor of the bill, and all theatrical factions, with the single exception of Equity, are urging its passage.

Meanwhile the Neustein Bill, the similar measure introduced in the Assembly, has not as yet been decided upon by the Assembly committee. If it is favorably reported it must pass the Lower House, and both bills must be signed by the governor before they become law. Small hitch is expected in the signing if they once go thru the Legislature.

The bills would authorize cities to decide for themselves whether or not they wanted Sunday shows, and they also provide that the actor is to be given one day off each week, thus spiking one of the chief arguments against Sunday showings. Equity, in the hearings before the joint committees of the Senate and Assembly last week, was aided in its fight to down the measures by the Lord's Day Alliance and other blue-nose religious bodies. The State Federation of Labor has come out strongly in favor of the bills.

American Academy Students Present Four-Acter, 'Chains'

NEW YORK, March 2.—At the Empire yesterday afternoon the senior students of the American Academy presented their ninth matinee performance of the season, Elizabeth Baker's four-acter, *Chains*, a new one to this reporter. It deals with what *Iolanthe's* peers so perceptively describe as the lower middle classes, and seems to be an argument against early marriage and in favor of a wife urging her husband on to adventure and chance-taking in his daily work—tho that, of course, would negate entirely a woman's reason for marrying. It also, tho it probably doesn't know it, presents a powerful argument for unionization of the white collar classes. So far as can be gathered from Miss Baker's play, England's lower middle classes spend their time working, complaining about it and singing. Practically the entire second act is taken up by interludes of homey song, and there are a couple of hymns sung in the third. About all that was needed was a camp director to get the audience in on it. The pace that Miss Baker provides would make a hearse seem like Kaye Don's newest model.

A competent cast did its best. Marc Daniels, as the lad who wants to break away from it all, did sympathetic and convincing work, while Marion Whitney, as his loving but hampering wife, was amusing and believable. Aleta Rodin acted as a clear mouthpiece for Miss Baker's views; Gilbert Ralston and Leslie Scott showed their usual stage presence and grasp on character in a couple of small parts; Lynn Hampton and Paul Kendall were easily adequate in a couple of smaller parts; Hall Kennedy was pleasant as a lad who does break away, and Janet Pyle managed to be very funny in an over-burlesque of a scatter-brained ingenue. Kathleen Milliken was finely effective as a hide-bound mother, and Robert Williams gave a minutely detailed and highly amusing characteri-

zation as a very middle-class father. It's a pity that Mr. Williams doesn't happen to be a Russian. When Russians give such minutely thought-out performances they're hailed as great art; when mere Americans give them they're dismissed as over-detailed.

A fine cast—Robert York, Barbara James, Marcelle LaRose, Williams, Ethel Korosy, Thayne Landers, Ralston and William Korn—appeared in the first act of *Captain Applejack*, which was used as the curtain raiser. It would have been better, perhaps, if they'd played all of it out. Many fine performances studied the playing, notably those from Williams, Miss Landers, Ralston and Korn. Miss Korosy's glamorous pretending again gained its full and fine effect.

Incidentally, one of the many songs in *Chains* (if it were a professional production one would be tempted to strike out the "H" to indicate its ultimate abiding-place) was the *Resident Dymn* affair from *The Sorcerer*, very well sung by Ralston. It might be fun for the kids to get together in one of the G&S travesties after their season's over.

EUGENE BURR.

OUT-OF-TOWN OPENINGS

"Gallows Glorious" (PASADENA)

Gilmer Brown, director. Cast: Rosamond Pinchot, Janet Scott, Betty Jean Miller, Hugh Hipple, Herbert Rooksby, Houseley Stevenson, Murray Yeats, Hobart Bosworth, Onslow Stevens and 40 others.

Story: Based on the life of John Brown and his efforts to free the South of slavery in 1859, *Gallows Glorious* is one of the most outstanding productions ever offered at the Playhouse. In the chief role Hobart Bosworth convinces that John Brown was not a madman obsessed with a prejudice, but a conscious, deliberate martyr for a great

THE NEW PLAYS ON BROADWAY

NATIONAL

Beginning Monday Evening, February 25, 1935

TIMES HAVE CHANGED

A play adapted from the French of Edouard Bourdet by Louis Bromfield. Staged by Aurio Lee. Settings designed by Stewart Chaney, built by Vail Scenic Construction Company, and painted by Joseph De Luca. Presented by Feodor Rolbein.

Hester Pentland, Wife of Forbes PentlandThais Lawton
Phyllis Pentland, Wife of Morgan PentlandJane Buchanan
Mrs. Pentland, the Head of the FamilyCecilia Loftus
Sates, a ButlerHenry Vincent
Melanie Burnham, a Neighbor of the PentlandsMary Sargent
Bob Burnham, Her SonEric Wollencott
Forbes Pentland, Oldest Son of Mrs. PentlandRobert Loraine
Morgan Pentland, His SonLucian Self
Dr. William Pierce, Son-in-Law of Mrs. PentlandMaurice Burke
Marianne Pentland, Daughter of Harry and Suzanne PentlandElena Miramova
Peter Pentland, Her BrotherOwen Davis Jr.
Harry Pentland, Second Son of Mrs. PentlandMoffat Johnson
Suzanne Pentland, His WifeFania Marinoff
Rose, a MaidMay Martyn

ACT I—Scene 1: The Pentland House on the North Shore, Massachusetts, July, 1934.
Scene 2: Harry Pentland's Studio, Bridgeport, The Next Day. ACT II—Same as Act I, Scene 1, August. ACT III—Melanie Burnham's House, Park Avenue, New York. Three Months Later.

moral principle. Rosamond Pinchot, under contract to MGM, displays a pleasing personality. Onslow Stevens, Universal Pictures player, had an excellent bit as secretary to John Brown. *Gallows Glorious* is the type of play that would prove a sensation wherever offered.

Blackford.

FROM OUT FRONT

By Eugene Burr

With the unstinted praise of no less a theatrical personage than George M. Cohan, Rita Weiman's novel about the stage, *What Manner of Love*, makes its appearance. It is true that the theatrical atmosphere is occasionally both real and compelling; it is also true that at other times it is woefully false. And there is the further disconcerting fact that Miss Weiman's story of the life and loves of an actress shapes up as nothing much more than another potboiler for the stenographer trade.

Miss Weiman tells of Ruth Temple, daughter of a stern New Englander, who rebels against her father's maniacal bigotry, and goes to live with a successful and middle-aged playwright who has given her both sympathy and love. She wants to become an actress, partly because of the lure of the stage that he has wove about her young red head, and partly because acting will keep her near him. So he puts her under the tutelage of Annie Delano, a grand old trouper, who furnishes what genuine theatrical atmosphere the book contains. Even Annie, at times, becomes slightly synthetic.

Ruth becomes a well-known actress in her playwright's plays, heckled only by what Miss Weiman describes as a young critic on a radical daily. This lad, married, has a yen for Ruth which he takes out by writing of the way she wastes herself on glove-fight roles. They meet, hate and finally love, and Ruth ruthlessly discards her still faithful protector. The critic's clinging little wife commits suicide, thus making impossible any further intercourse between the lovers, and Ruth, at the end, returns to her original, sorrowing swain. For how long, Miss Weiman neglects to say.

There is no attempt to get beneath the surface character of the girl. The author makes much point of going into emotional causes and reactions, but they are merely the expected causes and reactions calculated to satisfy customers used to a magazine diet. There is no probing; merely a desultory examination of the epidermis. Miss Weiman's Ruth does all of the expected things in all of the expected ways. The other characters, including the radical critic who also writes radical plays, are the veriest puppets.

And the writing itself also follows the highblown, mentally sloppy paths of potboiling—potboiling, in this case, that seeks to disguise itself as real writing. Take, as one small example, the phrase, "Ibsen's immortal lines." Ibsen's lines were far from immortal; they were workaday speeches, important only as they advanced the course of immortal plays; yet "immortal lines" is precisely the highblown phrase that would make the shopgirls of the public feel that they were reading literature. It is by long odds the easiest path; yet it seems less savory than out-and-out potboiling.

The actions and reactions ring frequently as false as the dyed hair of Miss Weiman's own Annie Delano. In the first section, in New England, both insight and consistency of character are shown—and a greater amount of interest than is ever again obtained. But the first false note is struck with the visit of the father to the playwright's studio, and from then on they ring about your ears like an *Annie Chorus* sung off key.

As remarked, much of Annie Delano's theatrical wisdom is true and sound—but so astute a theater man as Mr. Cohan must surely have realized that on many, many occasions the theater of Ruth Temple is Miss Weiman's rather than Broadway's. When, for instance, has the young critic of a radical daily had the influence of Miss Weiman's young critic—and how could he conceivably gain such influence? That, of course, is only one example of many. Miss Weiman's Broadway is a pleasant place; this reporter has searched for it for years—but he hasn't yet succeeded in finding it.

Just one more thing, probably prompted by professional pride: it's doubtful if even a radical daily would keep a young critic if he wrote reviews like those quoted by Miss Weiman.

Thanks to a certain amount of theatrical wisdom, *What Manner of Love* probably has more of the real stage in it than most other novels rashly announced as dealing with the theater. But, after all, that's not very much—and even if, as Mr. Cohan and the publishers seem to suggest, it were a great deal more than it is, it would seem a pity to waste so much good theatrical material on so essentially potboiling a novel.

Advertised curtain time—2:30.
Curtain rose at showing caught—2:48.

If it is humanly possible the State Legislature should pass a law forcing all of those who overpraised the Great Bergner ("overpraise," in that connection, seems like redundancy to this corner) to go to the National, where Elena Miramova is playing in her husband's (Feodor Rolbein's) production of *Times Have Changed*. It would also help if Miss Bergner herself could be induced to attend. For Miss Miramova gives a performance of glittering beauty, of bludgeoning power, of tremendous belief and effect. It is in sharp contrast to the heavy and self-conscious overacting that won so many plaudits for the German star. Flowing naturally, with charm and delight, it gathers headway as it pours into the more emotional scenes—and then its flood is overwhelming, drowning the audience in a sparkling, turbulent sea of emotional and dramatic effect.

Miss Miramova, incidentally, is the lass who was once timorously offered as substitute for Eugene Leontovich (who is now giving a performance filled with medieval mawkishness in *Bitter Oleander*) when the latter was playing in Grand Hotel.

And Miss Miramova's performance by no means exhausts the tale of acting excellence at the National. She is surrounded by a great (the adjective is used advisedly) cast. Robert Loraine offers a vicious, corroding burlesque of big business men that magnificently demolishes the breed. Moffat Johnson is honest, believable and finely effective as the one sane person in the play. Cecilia Loftus performs a lovable grand-mamma as only she can. Mary Sargent is lovely and effective as a neighbor; Owen Davis Jr. does nicely the little he has to do; Fania Marinoff overplays only slightly as a French war bride; Thais Lawton is excellent as a snide society matron, and Eric Wollencott is amazingly believable in an extraordinarily difficult role, that of a moronic young man of wealth.

All of which gets us, somewhat belatedly, to what is probably the most important news of all. *Times Have Changed* is an adaptation by Louis Bromfield of a play by Edouard Bourdet, brought by Mr. Rolbein to the National Monday night—and it is the first play of the season which has merit enough to make it live beyond the effective but hollow ephemera of a Broadway cycle. It is a fine and powerful drama—of the stuff of which great plays are made.

It has many facets and many angles—satire, drama, tragedy, high comedy, high aims and the cleansing breath of thought that blows into dark crannies of the human mind. It is a thoughtful play and, more than that, one which will force its audiences to think. Telling of a rich family caught by the crash, from the high comedy of intellectual satire it pitches suddenly into stark psychological tragedy. Chiefly, it treats of the horrible, corrosive influence of imminent wealth—but that is only one of its many angles.

In its tale of the Pentlands and their neighbors, the Burnhams, it presents families composed, it would seem, almost entirely of skeletons without any closets around them. That, of course, is truer than the readers of society columns might believe. The only saving member of the Pentlands is Harry, an artist who married a French wife during the war, and who lives in comparative ease and poverty and positive happiness in, of all places, Bridgeport. When the Pentland corporation is endangered, it is found that he holds the controlling stock, and so his entire family is invited to visit at the estate of those socially right Pentlands who have hitherto snubbed them.

The daughter's charm makes quick conquests, among them a half-witted scion of the Burnham millions. Her hand is sought in marriage, and her overbearing uncle forces the match, since the Burnham millions would save the sagging Pentland estate. And the girl herself is willing, much to her father's horror.

She marries and regrets it, as the play plunges headlong into its grueling psychological horror. It ends on a sardonic note of malign, wry and dis-

bolical humor as the Burnham millions are lost, and the girl finds herself uselessly tied to her drooling, horrible spouse. An intimation of sweetness and light at the end fails to damage the effect, since it is lifted sharply at the curtain by one of the finest interludes of acting, staging and reticent writing that this reporter has ever seen. It must not be missed.

There are weaknesses in the writing, but they are few and unimportant. A bit of suggested allegory at the end of the first act is both useless and obvious; the happy home life of the artist is oonly overdone; beyond such minor mishaps, nothing.

The play is rich with thought, character, depth of philosophy and powerful dramatic effect. Even the tragic romance of the capitalists in the crash is well and touchingly told. Minor personages wrap complete plays in their few, pregnant lines. Times Have Changed, I venture to suggest, will live long after far more popular Broadway effusions have tasted the gusty death of Cain's Theatrical Warehouse.

Auriol Lee directed with sensitivity, understanding and fine effect. Stewart Chaney clothed the play in sumptuous and excellent sets.

In the list of cast credits one player was unintentionally omitted. She is Toto, a young lady dog, who gives Flush a run for his honors.

EUGENE BURR.

MAJESTIC

Beginning Monday, February 25, 1935.

STRANGE CHILD

A modern Soviet farce by V. Shvarkin, starring the Moscow Art Players and featuring P. Pavlov, Vera Gretch, Elizabeth Kedrova. Staged by Miss Gretch. Settings by K. Popov. Presented by S. Hurok. Sergei Petrovitch Karouloff, a Musician... Olga Pavlovna, His Wife... Vera Gretch, Manya, Their Daughter, a Young Actress... Elizabeth Kedrova, Priblief, an Engineer... G. Swoboda, Engineering Students on Practice Assignment: Yakov... A. Bogdanov, Kostya... B. Alkin, Senitshka, a Dental Mechanic... M. Rasoumov, Raya, a Friend of Manya... E. Korsak, Zina, a Young Communist Friend of Manya... N. Tokarskaya, Alexandre Mironovich, Raya's Father... V. Zelitzya, Agrippina Semionovna, an Abortinist... V. Motillova, Rivkin, a Dentist... B. Kremenetzky, The Action of the Play Takes Place in Soviet Russia in 1933, in the Country, near Moscow.

ACT I—Scene 1: The Summer Home of the Karouffs. Scene 2: The Practitioner's Apartment. Scene 3: Same as Scene 1. ACT II—Same as Act I, Scene 1. ACT III—Same as Act I, Scene 1.

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

Strange Child is the third in the series of Russian plays presented, in Russian, by the Moscow Art Players. Unlike the preceding productions, it is a modern comedy, with excellent dialog—according to an interpreter—and an amusing basic situation, plus the superb acting of the U. S. S. R. Company, led by a really great actor, P. Pavlov. In the three plays which have been seen, Mr. Pavlov has had three roles, each far different from the others but each clearly drawn by him.

The plot is somewhat complicated. Manya, daughter of Sergie and Olka Karouloff, has stage aspirations, and while rehearsing her lines, the part being that of an unwed mother, is overheard by a friend, who volunteers to take her to an abortionist in Moscow. Manya

goes to carry out the hoax. While the two girls are in that office, Senitshka, who has asked to marry Manya, is behind a screen, since he is a friend of Agrippina, the practitioner. Stunned by seeing Manya there, he tells her parents in a drunken moment that their daughter is pregnant. She makes no denial, and the grieving parents are overjoyed shortly after when Priblief, an engineer, asks to marry her. He changes his mind when apprised of the condition, while Kostya, whose love for Manya is returned by her, is likewise amply upset and tries to be "modern" and dismiss the enceinte incident.

Later when Kostya has determined he will marry Manya come what may, he is preceded by Priblief, who has been accepted, as the program says, "because he is an enlightened man." But Priblief is shown up as a scoundrel (ibid.) when it is found he knew that Manya was lying, having read her diary. Actually, Priblief is the father of an illegitimate child of Raya, a friend of Manya.

Partly to avenge himself because Manya has turned him down, Priblief insists that the road he is building must go thru the Karouloff property, meaning the destruction of their home. But Yakov, Kostya's friend and fellow engineering student, fools him by writing to the newspapers, in Priblief's name, that he, Priblief, is cutting the road thru his own property. Priblief cannot back down, especially since he has been praised for his fine spirit. Kostya finally manages to ask Manya to marry him.

If the outline sounds complicated or obscure it is probably this reporter's fault. One thing that cannot be left obscure, however, is that the acting is capital. The play itself tapers down towards the end after a good start with a funny first act. Miss Kedrova, as the daughter, is a sexy and attractive lady and a good actress to boot. M. Rasoumov, as Senitshka, is an expert comedian. JERRY FRANKEN.

44TH STREET

Beginning Tuesday Evening, February 26, 1935.

THE GREEN PASTURES

(Return engagement—limited) A fable by Marc Connelly, suggested by Roark Bradford's "Ol' Man Adam an' His Chillun." Starring Richard B. Harrison. Staged by Mr. Connelly. Settings and costumes designed by Robert Edmond Jones. Settings built by Turner Scenic Construction Company, and painted by Robert Bergman Studio. Costumes executed by Helene Theatrical Costume Company and Louis Gutfrent. Presented by Laurence Rivers, Inc. Mr. Deshee... Charles H. Moore, Myrtle... Alice Snyder, Carlisle... Charles Hill, Second Boy... Wilbur Cohen Jr., Third Boy... Roland Jones, Randolph... Lloyd Warren, A Cook... Irene Watts, Custard Maker... Randall Homer, First Mammy Angel... Anna Mae Fritz, A Stout Angel... Laura Anderson, A Slender Angel... Leonora Winkler, Archangel... Allen Charles, Gabriel... Oscar Polk, The Lawd... Richard B. Harrison, Choir Leader... Roy McKinley, Adam... Daniel L. Haynes, Eve... Geraldine Gooding, Cain... Thomas Russell, Cain's Girl... Benveneta Washington, Zeba... Edna M. Harris, Cain the Sixth... James Fuller, Boy Gambler... Jazzipis Richardson Jr., First Gambler... Richard Emory, Second Gambler... Harold Hines, Voice in Shanty... Mary Frances, Noah... Morris McKenney, Noah's Wife... Susie Sutton, Shem... Milton J. Williams, First Woman... Harriet Hoyt, Second Woman... Janet Stevens, Third Woman... Alice Geneva, Fourth Woman... Mildred Allison, First Man... Henry Blake, Flatfoot... Freddie Archibald, Ham... J. Homer Tutt, Japhet... Harry Thompson, First Cleaner... Florence Fields, Second Cleaner... Frances Smith, Abraham... Charles Winter, Isaac... John Charles, Jacob... William McFarland, Moses... Frank Wilson, Zipporah... Mercedes Gilbert, Aaron... McKinley Reeves, A Candidate Magician... Reginald, Fenderson, Paraph... George Randol, The General... Charles Winter, The Admiral... James Lindsay, First Wizard... George Milton

BROADWAY RUNS

Performances to March 2, inclusive.

Table with columns: Dramatic, Musical Comedy, and various play titles with their opening and performance dates.

the Mansfield Theater on February 26, 1930. There are few substitutions and most of those occasioned thru death. The present actors, however, fit magnificently into the finished picture of the naive, delightful, primitive and affecting Negro conception of the Old Testament, and in its return engagement The Green Pastures is still magnificently right.

In the large cast Harrison, of course, stands out; his performance takes its place with the finest of the century. And others who do remarkably good work include Frank Wilson, Oscar Polk, Daniel L. Haynes, Morris McKenney, Thomas Russell and Charles H. Moore. The sets are bright and effective, showing no signs of their long travels. The Laurence Rivers office, which has given the play such loving and excellent sponsorship over all these years, evidently refurbished them for the New York showing.

It seems almost impudent to discuss The Green Pastures in a mere dramatic review. It's not a play; it's an American institution. EUGENE BURR.

MARTIN BECK

Beginning Monday Evening, February 25, 1935.

THE BARRETTS OF WIMPOLE STREET

(Revival—Four Weeks Only) A play by Rudolph Besier. Directed by Guthrie McClintic. Settings and costumes designed by Jo Mielziner. Presented by Katharine Cornell.

Doctor Chambers... Moroni Olsen, Elizabeth Barrett Moulton-Barrett... Katharine Cornell, Wilson... Brenda Forbes, Henrietta Moulton-Barrett... Margalo Gillmore, Arabel Moulton-Barrett... Joyce Carey, Octavius Moulton-Barrett... Burgess Meredith, Septimus Moulton-Barrett... David Vivian, Robert Moulton-Barrett... Robert Champlain, Charles Moulton-Barrett... John Gordon-Gage, Henry Moulton-Barrett... Gilmore Bush, George Moulton-Barrett... Irving Morrow, Edward Moulton-Barrett... Charles Waldron, Bella Hedley... Margot Stevenson, Henry Bevan... John Hoystadt, Robert Browning... Brian Aherne, Doctor Ford-Waterlow... Reynolds Evans, Captain Surtees Cook... John Emery, Flush.

ACT I—Scene 1: The Evening of the 19th of May. Scene 2: The Afternoon of the Following Day. ACT II—Some Months Later. ACT III—Scene 1: Some Weeks Later. Scene 2: The Following Week.

Advertised curtain time—8:20. Curtain rose at showing caught—8:20.

Not one iota of the sterling quality of The Barretts has been lost since it left New York some time ago for a road tour. One or two cast changes—otherwise Rudolph Besier's play about the life and love of Elizabeth Barrett is the same—a slow, but surely rising drama with some of the best actors' parts made available in a long, long time. In the hands of less capable actors, The Barretts might not have been such a much, and it still seems as tho the drama, despite the beauty of its lines, the excellence of its characterizations and the admirable way in which it is built, is not as good as its performers make it.

Certainly the role of Elizabeth is a natural for Katharine Cornell, whose acting abilities and charm make the part one of tingling reality. Led by Miss Cornell, a superb cast delivers excellent performances, from the inconsequential brothers right up. Charles Waldron nearly steals the show in an acting job that belongs in the books. Waldron's deftness of characterization shines all the more when compared to the picture made of The Barretts, in which Charles Laughton played the father. Laughton fell into the natural trap the part carries—making Edward Moulton-Barrett a mustache-curling villain of the Dion Boucicault school. Waldron's interpretation is a restrained masterpiece, altho he does not, by any means, lessen the brutal and ominous qualities of the tyrannical father. Another splendid performance is that of Margalo Gillmore, as the rebellious Henrietta. Hers is a character that could easily be spodd by screaming hysteria.

John Hoystadt, one of the cast newcomers, and Margot Stevenson, also a replacement of the original, likewise do very well in their somewhat Dickensian parts of the bridegroom-to-be of Barrett's niece and the niece. Burgess Meredith, as Octavius, played by John Halloran in the original, does okay. It's a far cry from his Red, Davis role in radio. Brenda Forbes is still Wilson, the maid, and she, too, performs with the same qualities of the others. After 700-odd performances, Flush seems a little tired.

JERRY FRANKEN.

Alviene SCHOOL OF THE Theatre

40th ANNIVERSARY.

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MPTOA IN UNEVENTFUL MEET

McCall Bill Would Close 600 Houses

ALBANY, N. Y., March 2.—Opponents of the McCall bill were given an opportunity to be heard here this week when motion picture officials and representatives of labor organizations demanded the bill be killed or it would force 50,000 persons in this State to lose their means of livelihood.

The bill calls for stricter censorship, high licenses for theaters and a censorship of every theater advertisement appearing in any newspaper in the State. The bill would place a cost of \$10 on every ad, however small, to cover the cost of censoring it. Thus if a small theater placed an inch ad in a small newspaper at a cost of \$1 it would be required to pay the State \$10 for censoring it.

Charlie O'Reilly represented the theater owners and stated that if the bill goes thru it will mean the immediate closing of 600 houses and probably the ruin of the others. He estimated that 50,000 would be thrown out of work.

Charlie Pettijohn, of the Hays office, claimed that pictures are the cleanest form of entertainment and should not be taxed out of business.

Vincent Ferris, of the Allied Printing Trades Council, stated that the bill would drive all motion picture printing out of the State.

This bill is causing more comment at the State capital than any piece of legislation this session.

Roxy-Mastbaum Closes After Heavy Losses

PHILADELPHIA, March 2.—Roxey announced the closing of the Roxy-Mastbaum, 4,800-seat de luxe Stanley-Warner house, the closing to take effect today.

"Certain developments in connection with prior obligations make it impossible for me to be constantly present here, and since I cannot successfully supervise the theater under my own name from a distance, even if it is only a hundred miles, I feel it only fair to my friends and patrons here to discontinue this enterprise until such time as I am free to be present on the ground in person," Roxy stated. He will return to New York.

The Roxy-Mastbaum reopened December 24, 1934. It will have been in operation in this, its third opening, for nine weeks when the curtain is rung down.

The cost of operating the house for the past nine weeks is said to have been \$40,000 per week. It only hit this figure once.

Columbia Wins Academy Awards

HOLLYWOOD, March 2.—Columbia Pictures went to town here last night when the five highest honors in the motion picture business were awarded. At the annual dinner of the Academy of Motion Picture Arts and Sciences the gold awards for the best acting, picture, director and writer are made and this time Columbia cleaned the field.

The following awards were announced: Best performance, actress—Claudette Colbert in *It Happened One Night*.

Best performance, actor—Clark Gable in *It Happened One Night*.

Best production—*It Happened One Night* (Columbia).

Best direction—Frank Capra, *It Happened One Night*.

Best original—Oliver Garrett and Joseph Mankiewicz for *Manhattan Melodrama*.

Best adaptation—Robert Riskin for *It Happened One Night*.

Best short subjects—*The Tortoise and the Hare* (Disney), *La Cucuracha* (Pioneer-Radio) and *City of Wax* (Educational).

Best song—*The Continental*, by Con Conrad and Herb Maglisson.

Best art direction—*The Merry Widow*.

Best photography—*Cleopatra*.

Best sound recording—*It Happened One Night*.

Realism

LANSING, Mich., March 2.—Shades of Buffalo Bill and gunmen of the old West. A 12-year-old boy, armed with a .38-caliber revolver, threw the evening audience of the Plaza Theater into a turmoil here Sunday evening when he fired two shots into the ceiling.

It was a tense moment, as the customers sat quietly viewing Earl Carroll's "Murder at the Vanities." Many of them scrambled from their seats and made for the nearest exits, while other sat frozen in their places.

The young gunman was quickly apprehended by police officers, and the audience returned to their seats to witness the climax of the murder mystery play.

Delaware Exhibs Fight Dog Racing

DOVER, Del., March 2.—Warner Brothers, Loew's and the Independent Motion Picture Theater Owners' Association of Delaware and the Eastern Shore of Maryland are co-operating and forming a united front in opposition to the bill introduced in the House of the Delaware Legislature legalizing dog racing with pari-mutuel betting. The measure will cut deep into the box office in event it becomes a law.

The bill, introduced by Representative Henry C. White of New Castle, will permit dog racing thruout the State, each of the three counties being allowed 90 days. The same group which operated dog racing in New Jersey, particularly around Atlantic City and which was driven from the resort by theater men there in co-operation with business men of the city, is reported behind the bill here.

Delaware Incorporations

DOVER, Del., March 2.—Saenger Theaters Corporation was incorporated here to conduct and carry on the business of theatrical properties. The company lists capital stock of 148,000, with L. H. Herman, Walter Lenz and D. O. Newman as the incorporators.

Saenger Realty Corporation was chartered to conduct places of amusement. The corporation listed capital stock of 2,000 shares, no par value.

J. E. Rose, Inc., was incorporated to operate theaters, amusement parks, play houses and dance pavilions. The company lists capital stock of 500 shares, no par value, with C. V. Deidel, C. M. Johnston and J. B. Ullman as the incorporators.

Detroit Board Rules Contracts May Be Altered at Discretion

DETROIT, March 2.—The Detroit zoning and clearance board ruled this week that an actual contract between exhibitor and distributor may be altered by order of the board when the evidence in a case before it so demands. A similar ruling has been hitherto issued in the case of a zoning plan affecting every theater in the territory upon the assumption that all stood to derive some benefit, but this is the first time such a ruling has been issued by a board affecting only specific theaters.

The decision, hailed as "of epochal significance" by E. S. Kinney, secretary of the board, was granted to I. J. London, owner of the Beacon Theater, protesting against E. L. Kilbride, F. A. Wettsman, D. J. Lewis and Louis Mitchell, owners of the Strand, Linwood-LaSalle, Oriole and Century theaters, respectively. London claimed that these houses had unreasonable protection over the Beacon, and the board allowed that in the case of the Century and Strand. In the other two cases London's protest was dismissed, as these houses are more remote in zone.

The Century and Strand were ordered to play releases on an open booking

Rosenblatt Urges Operators To Continue Motion Picture Code

Convention resolutions favor code authority reorg to include more power for local boards and government prohibition of radio theater broadcasts

NEW ORLEANS, March 2.—Re-electing all officers with the exception of Secretary Levy, and substituting therefor Morris Lowenstein, of Oklahoma City, the Motion Picture Theater Owners opened their 15th annual convention for a three-day session at the Hotel Roosevelt. "The Legion of Decency, which made movie producers, directors and exhibitors tear their hair when it was formed, is aiding in the salvation of the motion picture industry," was the comment of Earle W. Hammons, president of Educational Pictures Corporation. He continued: "While it is the general opinion that the League of Decency compelled the movie producers to make cleaner pictures, the movies were in reality trying to clean up themselves before the legion was formed and that the new organization was a great aid in completing their reformation. The makers of movies have taken one of their biggest steps forward, one that they were compelled to do because of the lack of suitable story material for pictures, rather than by any so-called reformation. And they have found that the public is more hungry for good pictures, smart pictures without the smut of two or three years ago and without sex flung in their faces from every angle than they ever were for the 1933 so-called sensations."

North Carolina Faces New 10% Theater Tax

RALEIGH, N. C., March 2.—Motion picture theaters in this State would be taxed 10 per cent on all gross incomes above \$1,000 under the terms of a proposed amendment to the North Carolina biennial revenue bill. Sponsors of the amendment estimate that this tax will produce \$530,406 annually.

Theaters in this State now pay 3 per cent on gross incomes as provided by the general sales tax.

Allied States Ups Operating Budget

WASHINGTON, March 2.—Directors of the Allied States Association at a meeting here yesterday decided to increase the operating budget this year by \$6,000. The total will be \$21,700 for the current year.

Abram Myers, chairman of the board and counsel, stated that five national groups have been brought together to push film legislation here. He wants bills eliminating block booking, blind buying and compulsory advance synopsis on all films.

Rolan With Time

NEW YORK, March 2.—Ralph Rolan, for the past seven years account representative with Batten, Barton, Durstine & Osborn, has joined the staff of *The March of Time* as vice-president in charge of advertising and promotion for the new screen feature. This announcement was made this week by Roy E. Larsen, president of the organization.

policy with the Beacon providing that London maintained his 25-cent evening price and increased the matinee scale to conform with prices at these two houses.

The decision did not go into detail to determine whether the Century and Strand would be entitled to an abatement on their contracts for the extra protection which they contracted for or whether London would have to pay more for that granted him. An appeal is expected on the decision by the theaters affected.

In a second case before the board Jeff Williams, of the Roseville Theater at Roseville, east side suburb, gained a decision over the Ramona, owned by United Detroit Theaters, Publix operating unit. The Ramona was ordered to specify dates on all pictures within 14 days of availability, and any features not dated by that time were to be automatically released to the Roseville.

In the Roseville-Ramona case the theaters are six miles apart, an exceptional protection zone in a metropolitan area. The Roseville, moreover, is two towns away from Detroit but on the same street as the Ramona.

Morgan Walsh, San Francisco, said that neither the movies nor the Legion of Decency had been responsible for the general cleaning of pictures. The public being set up as the real reformer.

E. L. Kuykendall, president of MPTOA, in his annual address, asserted that "block booking is the only economical method by which we can buy pictures." He recommended retention of the system and increase of the exhibitors' cancellation privilege from the present 10 per cent to a 20 per cent figure. "Adoption of individual selling of pictures, instead of block booking, would have several bad effects," he said. "It would destroy this business and the first to suffer would be the old established exhibitors whose life it work is tied up in their theaters. It would foster shoe-string promoters who would bid for the cream of the product. The code administration has made many mistakes, but that the code is the law for this industry to operate under and I believe it will continue to be the law for some time to come. It could be improved and I think we should see to it that certain changes are made in it. Unfair and discriminatory regulation is perhaps the greatest menace we have as an industry. Nearly every State has one or more bills aimed at our industry and there are a large number of bills detrimental to us either already in committee or being held in abeyance by their sponsors at Washington."

Felix Feist, general sales manager for Metro-Goldwyn-Mayer, said: "The use of double features is the greatest menace the movies face today. Double features were started some time ago by theater operators in unfair competition with other theaters and it has spread to such an extent that some theaters are now using three full features to compete with their business rivals. To begin with, one full-length movie is all that any child, or adult, too, for that matter, should try to absorb in one day or evening."

M. A. Lightman, Memphis theater operator and former president of the association, made a forceful plea for tolerance in movies in his talk on Family Night Programs. Mr. Lightman said he believed the movie screen should be permitted to show any picture depicting life truthfully, but that it should not be misrepresented in advertising and exploitation. Pictures not suited for children should be labeled for adult consumption only.

Lupton A. Wilkinson, of New York, speaking for the advertising advisory council of the producers, stated that the way to sell the finer pictures to the public is to sense the public changes and keep various groups in the local community in touch with the kinds of pictures to be shown. The closing of a

(See MPTOA IN on page 20)

VANDERLIP AS PARA HEAD

Banker Will Become Chairman Of Board; Zukor as President

George Schaefer will act as vice-president and general manager—Charles Richardson treasurer—bondholder seen as agreeable to new setup—company ups prestige.

NEW YORK, March 2.—The new setup of the Paramount Publix looks like Frank Vanderlip, of the bondholders' committee, set for chairman of the board of directors; Adolph Zukor, president; George Schaefer, vice-president and general manager, and Charles Richardson, treasurer. It is understood that the bondholders have the greatest confidence in Vanderlip's ability to pull the organization out of its difficulties and give the bondholders a break. Vanderlip is one of the country's leading bankers and has a working knowledge of the motion picture business. He will agree to accept only on the condition that the job will not interfere with his many other interests.

Paramount is now nearer financial stability than in years and there is a feeling of optimism among the bondholders. Heretofore they have fought most of the reorganization plans, but it now looks as though they are in complete accord.

The company has shown a good record in the past year and it is believed that with proper leadership and unloading of unprofitable houses it will soon regain its former standing.

Chi Grievance Board Busy Clearing Docket

CHICAGO, March 2.—Several cases were on the docket at the meeting this week of the Grievance Board. The Liberty Theater, Chicago, was successful in having a cease and desist order issued against the Embassy Theater for running Screeno and raffling sets of dishes. This is the first complaint against Screeno in some time.

The Avalon, Chicago, won its complaint against the Elston for showing pictures at admissions less than those stipulated in their contracts. Five premature advertising cases were held up pending further information sought by the board as to what the code permits in premature lobby advertising. These cases represented the Southtown vs. Capitol; Tivoli vs. Piccadilly; Pantheon vs. De Luxe; Tower vs. Jackson Park, and Tivoli vs. Avalon. Complaints brought by the Biltmore against the New Strand and the Berwyn, Berwyn, against the Villas, Berwyn, were adjested.

Harry Brandt Again Heads N. Y. Indies

NEW YORK, March 2.—Harry Brandt, local theater owner, was nominated to succeed himself as president of the Independent Theater Owners' Association this week. It is known that Brandt was anxious to retire but finally was prevailed upon to steer the organization for another year.

Bernard Barr and Morris Fleischman were nominated vice-presidents; Maurice Brown, secretary; Leon Rosenblatt, treasurer, and Louis Schnelder, sergeant at arms.

Ives Plans New Chain Of Houses for Michigan

DETROIT, March 2.—A plan to construct an entire circuit of theaters in up-State Michigan cities was advanced this week by Herbert Ives, president of Monarch Pictures Corporation. Ives pointed out that in most important cities of the State, aside from the half-dozen larger cities, the local situation is commonly in control of the Butterfield Circuit, and that there is an opportunity, he said, for the construction of an opposition house to give these towns more pictures than they have hitherto been able to use.

Ives is primarily interested in the project as an outlet for pictures. He proposes to interest capital in the plan and may seek the aid of public utilities and other corporations which would benefit from the erection of new theaters. Ives projects the 500-seat house as the idea type of building for these towns.

100 Per Cent Seating

DETROIT, March 2.—One hundred per cent theater seating capacity claim is put forward by Fred Blumer, owner of the Community Theater at Lincoln, Mich., who recently opened the house. The town now has a population of 250 people and the theater seating capacity is exactly the same number. Blumer is hoping none of his customers have quintuplets.

Missouri Kills Two Important Tax Bills

JEFFERSON CITY, Mo., March 2.—Exhibitors of this State are heaving sighs of relief as the result of the State Legislature killing two tax bills aimed at the box office. One bill called for a 10 per cent tax on theater tickets and another 5 per cent sales tax, which would also have applied to admissions.

It is believed that the hard fight put up by exhibitors was largely responsible for the measures being killed. It was pointed out to the law-making body that conditions as they now stand would not make it possible for the smaller theaters to remain open if the taxes were applied.

It is likely that the present sales tax of 1½ per cent will be continued.

Delaware Labor Is Opposed to Censorship

DOVER, Del., March 2.—Sunday movies and amusements and film censoring were the targets for bills introduced in the Delaware Legislature just before the deadline for new measures. Of the new bills, three are for Sabbath movies and amusements and another for the creation of a State Board of Motion Picture Review for the censoring of all films shown in the State.

Early action on the part of theater men against Representative Leo J. Dugan's censorship bill introduced in the House is reported to have killed the measure in committee. Protests against the bill were received by the State Federation of Labor, Motion Picture Machine Operators' Union No. 473, International Alliance Theatrical Stage Employees, the Wilmington Advertising Club and several other State-wide organizations.

GSTOA Seeks More Equality on Board

NEW ORLEANS, March 2.—The Gulf States Theater Owners' Association went on record here as opposed to the present setup of the Grievance Boards, claiming the representation is all in favor of the producers. They have appealed to Sol Rosenblatt, but it is expected that the lineup will stand as is.

This organization feels that it should be permitted to draw up its own code, claiming the situation in the Gulf States is such that what governs other districts should not apply here. It was also suggested that the Grievance Boards should come under the public service commissioner and the members be chosen by the State.

Flint Owners Will Kill Dual Features

DETROIT, March 2.—An agreement to eliminate double billing of pictures was made this week by all Flint, Mich., exhibitors, following two years of effort to reach agreement. About a year ago a similar announcement was made, but the later opposition of some who had originally agreed to the proposal wrecked the plan. Negotiations have continued until the present. Flint exhibitors have displayed a degree of desire to co-operate which has not been possible hitherto in the larger Detroit area, and ultimate enforcement of the new schedule is looked for.

The schedule, however, will not go into effect until November 1, largely to allow disposition of existing product contracted for by the various exhibitors. There are two loopholes under the proposed plan as well.

Loew Ready To Invade Chicago

CHICAGO, March 2.—It is practically definitely decided for Loew to enter this city with a chain of houses. The decision has been reached owing to the fact that Metro has had difficulty in selling its product here. Loew believes it the only move possible to give Metro the break it deserves in the Windy City.

Efforts will no doubt be made by theater owners here to stem the invasion on the grounds that the city is now oversaturated and additional houses will greatly complicate the situation. It is possible that an agreement may be made whereby Metro will get an outlet without the threatened invasion. The final decision will rest entirely on what sort of a break Metro gets within the next few months.

It is understood that Loew men have been in the city studying the situation and have already chosen their spots for houses. Not alone would the Loop find competition, but the neighborhoods would be affected.

American Films Click Heavily in Argentina

WASHINGTON, March 2.—The dominant position held by American motion picture films in Argentina is revealed in a report to the Commerce Department from its Buenos Aires office.

Of the 477 films released in that country during 1934, the report shows 353 were of American origin. Of the American films 341 were productions by the major American companies.

In point of number German films ranked second in the Argentine market in 1934, a total of 32 being exhibited; French pictures numbered 26; Spanish, 22; British, 14, and Italian, 4.

Argentina ranks after the United Kingdom as the most important foreign outlet for American motion picture films, it is pointed out, taking approximately 15,000,000 feet of film in 1934. For the most part American pictures are shown in Argentina with Spanish words superimposed on the films.

Gordinier Theater Manager

CHICAGO, March 2.—Clyde Gordinier, known in the Middle West as a dramatic stock manager, becomes manager tomorrow of the Marshall Theater, North Manchester, Ind., which has been added to the V. W. Young Circuit. House runs straight pictures.

MPTOA IN—

(Continued from page 19)

motion picture theater in a town is as serious as the closing of a school, he told the delegates.

Resolutions introduced included: Reorganization of the Code Authority to provide for more equitable representation and greater authority to be delegated to the various local boards; opposing the entry of the United States into the international copyright union; against the showing of pre-release films to members of the army and navy; against the practice of exchanges in releasing films to non-theatrical institutions; lauding producers for their efforts at self-regulation favored block booking; suggested home rule for code boards against outside interference; suggesting refraining distributor selling to non-theatrical competition; opposing audiences attending and asking the government to prohibit radio stations from broadcasting entertainments staged in theaters; favoring family night programs as often as possible; declaring against score charges and asking the code administrator to incorporate said prohibition in code; opposing designation play dates by distributors; demanding that the Fire Underwriters ramp downward premiums for fire insurance; opposing the showing and distribution of sex pictures; lauding the National Film Carriers' Association, and opposing the giving of premiums.

Highlight of the closing session was the address of Sol Rosenblatt, Deputy Administrator of the NRA, who defended the movie theater code and urged operators to continue it.

The convention closed with a banquet in the Tip Top Inn. Twenty acts of vaudeville were featured.

NATIONAL GROSSES SAGGED BADLY IN MOST KEY SPOTS

NEW YORK, March 2.—Grosses throught the country were below average this week, with few standouts. Price cutting in several spots is keeping grosses down to a certain extent, but it is believed this situation will be clarified soon.

Pictures this week were mostly so-so, with better box-office names next week. A government survey shows the picture business up about 8 per cent over last year and gaining momentum.

New York

The Big Street showed average takes this week. There are no outstanding hits but all houses did fairly well and offer no complaint. *Sequola* at the Capitol piled up nice business. The Musis! Hall can get by on its elaborate stage show. The Paramount, with *Rhumba*, was not so heavy. Naborhoods got a fair play from the fans.

Philadelphia

Cut-rate admissions are still keeping grosses down in this town. The Roxy-Mastbaum has given up the ghost. It was said to have lost \$20,000 a week for nine consecutive weeks. Its closing will not help the other houses. There is little optimism as to an increase in prices here. The naborhoods are doing nicely.

Chicago

A bad break in the weather caused grosses to sag here this week. Pictures were just fair and the fans stayed home and listened to the radio.

Pittsburgh

Loew's Penn led in box-office receipts this week with *Wings in the Dark* on the screen and Ted Lewis' strong engagement on the stage. Nothing exciting at the Stanley, where Rudy Vallee's *Sweet Music* resulted in mild grosses, and at the Fulton, where better results were expected of the English-made *Iron Duke*. The neighborhoods fared better than last week, for the heavy snowstorms kept the downtown theatergoing trade near at home and most of them wandered into the nabses.

Newport News

Two local theaters did big business last week, crowds necessitating one-day holdovers of *Devil Dogs of the Air* at the Paramount and *The Gay Divorcee* at the Warwick. *Gay Divorcee*, incidentally, was in its second run here.

Lincoln

After a terrific pace on the opening of all pictures here, a sharp setback was recorded by a sudden turn to frigid temperatures and about seven inches of snow over the eastern portion of Nebraska. Here *Gilded Lily* opened at the Lincoln with a standee start, and the Stuart's *Little Colonel* began grabbing the shekels a day later. With a shift of the cold wave, a big improvement in pace is assured. The Orpheum, with a big stage bill, was hitting on all fours and did five shows one day. The Varsity's *Whole*

Town's Talking was on the build. Business everywhere in this territory has been consistently up. Soil condition is good and there's enough moisture to make the 1935 outlook optimistic in this area.

Portland

Holdovers were again the rule during the past week, with *David Copperfield* leading the first runs in a big third week at Parker's Broadway. *Sequola* was held for a second week at Parker's United Artists. *The Little Colonel* at the Paramount, however, took high honors, registering upwards of 25 per cent over a 100 per cent normal. *Broadway Bill* was held for a second Portland week at The Mayfair, following a big first week at the Paramount.

Providence

REKO-Albee will hang up a season record this week with *Bowery Music Hall Follies* unit on stage and *Murder on a Honeymoon* on screen, the flesh attraction packing 'em in. Loew's State, with Gable in *After Office Hours*, will double average week's take. Fay's, with vaudeville and films, will get two-and-a-half times usual week's gross; Majestic one-and-a-half, with Rudy Vallee's new flicker, *Sweet Music*, and Arlliss at Strand will draw in considerably over the 100 per cent mark. Modern, which opened as a "fine arts" film house last Monday with *Man of Aran*, got off to a good start and hit around the \$3,000 mark on the week, two school children's morning shows helping considerably to swell the tally. Victory's second amateur night last Tuesday showed good buildup over previous week and that house grossed double usual figure for the week.

Detroit

Extra shows were the order of the week here. The Fox Theater, besieged by turn-away crowds on Friday, put on two extra shows, one each on Saturday and Sunday. This kind of schedule extension has not been used at the Fox since the bank holiday two years ago. Stepin Fetchit, appearing on the stage, was given a large share of the credit, while the rest was shared with James Melton, radio singer, and the film, *The Little Colonel*. At the Adams, another first-run house, a policy of Saturday midnight shows has been put in, drawing late patrons. The Saturday midnight was a favorite show in Detroit about three or four years ago, but has not been tried as a regular feature since the bank collapse two years ago.

Seattle

Holdovers were again the rule for the week ending February 23, with *Broadway Bill* in the lead for its fourth big week at the Liberty; *The Good Fairy* registered a good average week at the Music Box; *Devil Dogs of the Air* continued strong in its third week at the Blue Mouse and *David Copperfield* was also good for a second continuous week at Evergreen's Fifth Avenue.

Convention

The Motion Picture Theater Owners of America convention, in New Orleans, is over, and we are still wondering what was accomplished. No fireworks developed and although many things were asked of producers from the speakers' rostrum, nothing was done about it. It all ran true to form and everyone is satisfied. It was just another pleasant social gathering and a good time was had by all.

The lack of accomplishment is not going to do much to increase the membership of the organization. There were present at the session many silent independents who have been waiting to see just what the group would do, hoping that for once they could feel that paying dues was not just for the upkeep of a "yes" outfit. Many independent State organizations had their eyes on New Orleans and were ready to join if they could see any benefits, but they looked in vain and are now content to fight their own battles unhampered by affiliated members.

There were almost as many film salesmen present as delegates and the air was stifing with colossals, epics and mightiests. They went on an orgy of adjectives that left everyone intoxicated with superlatives. It was a Roman holiday for the film boys and they made the most of it.

This session has proven more conclusively than any other the need for a new national organization or the purging of the present one. With the stage all set for getting somewhere, everything was muffed. The discussions were beautifully steered out of troubled waters, and when the independents get back home and think it over, they will discover that the affiliated boys dominated the meeting and were true to their producer affiliations.

In the early days of the MPTOA, conventions were looked upon as an opportune time to plan for exhibitor rights and members had the courage to come out and say what they thought, even tho they accomplished little. The producers at least knew where the exhibitors stood on various questions and some concessions were granted.

With the present affiliated lineup the conventions are now little more than outings for producer managers. It is a nice thing for the producers to be able to send their theater operators on conventions, but it does not help the independent who must pay his own freight.

As far as actual accomplishments are concerned, we believe the MPTOA is a dud. As a social organization it is a huge success. Every independent member should take time out and decide whether or not his business can be operated on a social basis, or whether he should join an independent organization and get some results.

There is no business in the world that needs a united, courageous organization as much as does the picture industry. The producers have an iron-bound setup, but the exhibitors are willing to permit themselves to be talked into quietude and ingeniously maneuvered into a harmless position. As it now stands the producers have two organizations—the Hays outfit and the MPTOA. This is an ideal setup.

It is now up to every independent theater operator to join an independent State organization and get some action. There are many things that can be accomplished by concentrated yelling and the producers' ears are strangely susceptible to squawks.

When the headache wears off, we believe the membership of the MPTOA will show a decided falling off, and justly so.

Len Morgan.

PERSONALS

Simpson and Phillips have purchased the Palace Theater at Clearwater, Neb., from H. Vinker.

Ensley Barbour has remodeled his Orpheum Theatee, Joplin, Mo., and installed new sound and other equipment of the latest type.

Rita Theater, Enid, Okla., is installing Trouco Washed Air equipment, built by Trout Sound & Theater Equipment Company, Enid. New model directional speaker has also been installed.

C. E. Goodman reopened the Opera House at Lenora, Kan., March 1.

It is reported that a modern picture theater will be erected in the near future in Anthony, Kan.

W. E. O'Brien is the new skipper of the Valencia Theater at Macon, Mo.

The Dream Theater, Russell, Kan., has been revamped and new refrigeration equipment installed.

The Leeds Theater, Leeds, Ia., recently opened under the management of Ellis

and LaRue. New equipment has been installed.

The Roxy, Perry, Okla., has installed new wide-range sound equipment and chair cushions.

Arthur Hopkins Productions, Inc., was incorporated at Dover, Del., to operate theaters and other places of amusement. The company lists capital stock of 100 shares, no par value. Howard E. Reinheimer, Hilda Goldman and Anne Glaterman, of New York City, are the incorporators.

Frank Nolan, assistant manager of the Fox-Eckel, Syracuse, has been named manager of the newly opened State at Hamilton, N. Y., and took over his job last week.

Jack Broder, theatrical concessioner at the Colonial Theater, Detroit, has registered his business as The Broder Concessions.

Screen Broadcasts, Inc., was chartered at Dover, Del., to carry on the business of radio broadcasting and motion picture (See PERSONALS on page 22)

FROM THE BOX-OFFICE POINT OF VIEW

"The Whole Town's Talking"

(COLUMBIA)
Music Hall, New York

Time—93 minutes.
Release Date—February 22.

Chalk up another hit for Columbia and Edward G. Robinson. In this epic, *The Whole Town's Talking*, there is a whirl of clean exciting fun that will make this feature one of the outstanding of the season. It has been a long time since Robinson has been handed a vehicle that so nicely fits his histrionic ability.

In a dual role Robinson is called upon to impersonate a time-clock type of clerk and a killer gangster. It is the case of mistaken identities that form the basis of the story. Jones is a hard-working clerk who is unfortunate enough to resemble public enemy No. 1. He is forever trying to explain the situation to the police, while the killer does his evil work as Jones. There is a mild romance, but the action centers entirely about Robinson and his hectic activities.

Jean Arthur, Arthur Hohl, Donald Meek and J. Farrell MacDonald are well cast and work hard to make the picture an outstanding hit.

John Ford directed and didn't miss a trick. The story is by W. R. Burnett, who wrote *Little Caesar*, and Robert Riskin, who adapted *It Happened One Night*, treated the story for the screen. Your fans will go for this one in a big way.

Morgan.

"Great God Gold"

(MONOGRAM)

Previewed at the Pantages, Hollywood, Calif.

Time—70 minutes.
Release Date—April 15.

Worthy only of the neighborhood houses and suburban theaters, this Monogram feature, based on the stock-market crash of 1929, is mild entertainment. Story is weak and direction is slow. The idea behind the picture is good, and with proper dialog and the omission of several unimportant incidents the picture might have been a bell-ringer.

Sidney Blackmer, who plays hunches, has won a fortune in the stock market

and has a reputation world-wide as an honest man. When the crash comes two shyster lawyers, Edwin Maxwell and John T. Murray, induce him to join with them in plunging prominent businesses into receivership. Once in the swirl of dirty business Blackmer stops at nothing to accomplish his purposes, and when the prominent Excelsior Hotel is thrown into receivership its founder commits suicide. Determined to revenge the death of her father, Martha Sleeper obtains a position with Blackmer and sets out to gather information and data that will place Blackmer and his lawyers behind bars. Aided in her campaign by Regis Toomey, a reporter, she gathers sufficient information and on the night she is to get from him a paper that will involve the lawyers she finds Blackmer dying in his apartment from a bullet wound inflicted by one of his investigators who found Blackmer playing with his wife. With lead in his middle Blackmer goes sorry and gives her the papers to clean up his musty past.

Miss Sleeper is far from home in the role given her. Blackmer, with a smirk and grin, handles the part of the honest man quite capably. Regis Toomey is excellent as the reporter. In a minor role of stenographer Gloria Shea gunchews a few cracks.

Blackford.

pecting the glamorous star to attend a premiere with Rafael Storm, a bogus prince. Miss Michael turns the cards on him by having Lyle Talbot, a taxi driver, who saved her Pekingese for her and didn't have brilliantine on his hair, escort her to the theater under the guise of protecting her jewels. The prince, not to be completely turned down, gets Heather Angel to attend the theater with him impersonating a film celebrity. At the theater the quartet meet, a famous diamond of Miss Michael's is stolen and things happen in rapid succession.

Miss Michael's performance is acceptable, altho a bit affected. Heather Angel is delightful as the jealous phone operator who pinch-hits for the prince. Talbot scores as the chauffeur and O'Connell mops up in a role made to order for him.

Blackford.

"Mississippi"

(PARAMOUNT)

Previewed at the Wilshire, Beverly Hills, Calif.

Time—85 minutes.
Release Date—March 8.

Altho March 8 is set for the release date on *Mississippi*, there is every reason to believe that the picture will not be ready for exhibitors until April 1. Following this preview Bing Crosby

boy from Durant, Okla., who has Hollywood at his feet thru his authorship of the prize tune of the day, *The Object of My Affection*.

While plenty green behind the ears Pinky doesn't do so bad. He sings his own ditties okeh and in the role of a sapper he is jake. His *Objects* is interspersed thruout the picture, and in addition Pinky sings his latest hit, *What's the Reason I'm Not Pleasing You*. In addition MGM slips in a little plug for his new song number which will be used in his next picture, entitled *I Love You, I Think*.

Story is topnotch. A rich and slightly crooked sportsman dies and leaves his various enterprises to his daughter. The managers of his enterprises plan to defraud her of her interest by painting a poor picture of the business being done and get her to sell out at a small part of the actual value of the various businesses. Taylor, manager of her night club, is in with the gang until he develops a love for the gal, then turns the cards on the crooks, sells her out for \$300,000, plunks it in a trust fund for her, marries the girl, and the two grab a boat.

Exhibitors have plenty to offer their patrons with this picture and the first screen appearance of Pinky Tomlin should mean extra revenue.

"The Casino Murder Case"

(METRO-GOLDWYN-MAYER)

Previewed at the Uptown, Los Angeles.

Time—90 minutes.
Release Date—March 8.

In a role that would have been peaches and cream for William Powell, Paul Lukas blunders thru as crude a Philo Vance impersonation as this reviewer has ever slept thru. Completely lacking the sleek, smooth manners generally associated with the great screen detective role, Paul Lukas doesn't fit in the scheme of things and as a result his work is more of the polished parlor boy type.

Story was prepared for the screen by Florence Ryerson and Edgar Allan Woolf from the book by S. S. Van Dine. Edwin L. Marin is credited with directing and supporting Lukas are Alison Skipworth, Donald Cook, Rosalind Russell, Arthur Byron, Ted Healy, Eric Blore, Isabel Jewell, Louise Fazenda and Leslie Fenton.

Entire cast are all members of the Llewellyn family, an assortment of crackpots. Somewhere in the dim distance the founder of the family was a lunatic and a strain of the unusual courses thru the veins of all of them. A letter is received threatening something unusual and Philo Vance enters the picture. That night Louise Henry, Cook's wife, is murdered and at the gambling casino Cook himself falls victim of a strange disorder. He recovers, however, and aids in the search for the murderer of his wife. As in all detective screen stories, everyone is suspected. Reasons are worked into the story for the average fan to be suspicious of every one on the screen. The super mind of Vance finally solves the mystery and pins the murder of the woman to Donald Cook, her own husband.

Picture is just an average mystery yarn. Louise Fazenda has the only comedy role in the film. Highlights of the picture are mild ones and selling this one will mean playing up the S. S. Van Dine angle plus the cast, which looks okeh on paper.

Blackford.

PERSONALS

(Continued from page 21)

producing, listing a capital of \$10,000. J. L. Mulhall, Leo T. Wagner and Charles E. Seidner, of Chester, Pa., are the incorporators.

Morris Dudelson, of United Artists booking staff in Detroit, has returned from Florida. Harris Silverberg, of National Screen Service, is convalescing in Florida after his injuries in a fire.

W. D. Ward, Cleveland RKO salesman, has been temporarily assigned to Detroit.

Colin G. O'Dell, sound expert, has joined Harry W. Mason as partner in Detroit Sound Engineering, which has just remodeled the main office and opened a branch under the direction of Earl C. Graser.

Arthur E. Koch, owner of the Fredro Theater, Detroit, is running for Judge of Common Pleas Court at next week's election.

CURRENT BROADWAY FILMS

	Issue Reviewed.
Biography of a Bachelor Girl (MGM)	Capitol December 29
The Whole Town's Talking (Columbia)	Music Hall Current
Murder on a Honey-moon (RKO)	Roxy February 9
Red-Hot Tires (Warner)	Mayfair January 19
Holdovers	
Rumba (Paramount)	Paramount—2d week February 16
Folies Bergere (UA)	Rivoli—2d week February 23
Sweet Music (Warner)	Strand—2d week March 2

"It Happened in New York"

(UNIVERSAL)

Previewed at the Alexander, Glendale, Calif.

Time—75 minutes.
Release Date—March 11.

As a program of top rank, *It Happened in New York* should cash in with satisfactory grosses. Smartly directed, nicely developed and presented, the picture is a worth-while satirical comedy. Picture should be a feather in the hat of Director Alan Crosland.

Gertrude Michael, a prominent movie star, arrives in New York determined to slip thru multitudes, rest a bit at a hotel and then hop a boat to Europe for a deserved vacation. However, her manager-press agent, Hugh O'Connell, has different plans and has a steady program of teas, receptions, press gatherings, premieres, etc., lined up for the tired lady. O'Connell has the city all on edge ex-

stormed Paramount and demanded revisions on certain parts of the picture and such revisions are now before the cameras.

As previewed the picture is highly entertaining, altho somewhat under the average Crosby picture. Crosby has little to do and walks on and off from time to time while W. C. Fields, in a role of captain of a Mississippi showboat, has a part rich in material for his particular type of comedy and he delivers solidly. Fields steals every inch of the picture from Crosby.

Story fails to follow a straight course and jumps from place to place and from scenes to scenes with little or no continuity. Crosby has the part of a boy who sings his way to success thru three numbers: *Soon, Easy to Remember and Down by the River*. Tunes are not exactly the type best suited to the Crosby personality and plainly show they were written for Lanny Ross and not Bing Crosby. Joan Bennett, playing opposite, is in for the first 15 minutes of the picture and then fades until in the closing shots. Gail Patrick, as the girl who married a neat maniac, is excellent, and Claude Gillingwater, as the father of the two girls, fills the bill remarkably well. John Miljan has his usual type of "heel" role and gets over nicely. Queenie Smith, Paramount's new rave, doesn't get a chance to demonstrate her abilities thru the small part assigned.

Retakes of the Crosby parts will no doubt improve the picture and make it a highly acceptable program picture.

Blackford.

"Times Square Lady"

(METRO-GOLDWYN-MAYER)

Time—69 minutes.
Release Date—Not set.

This is a gem of a picture destined to bring Robert Taylor right up into the first ranks of screen popularity and likewise do as much for beautiful Virginia Bruce. MGM has handed both of them a swell story and they deliver plenty. Taylor and Bruce make a perfect double for romantic leads. In the supporting cast are Helen Twelvetrees, Isabel Jewell, Nat Pendleton, Jack LaRue, Henry Kolker, Raymond Hatton, Russell Hopton, Fred Kohler, Robert Elliott and the first screen appearance of Pinky Tomlin, the

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Nat Burns Stock Folds; Early Reopening Planned

DETROIT, March 2.—Nat G. Burns' dramatic stock company at the Drury Lane Theater closed Saturday, contrary to previously announced plans. Burns is planning to recast the company and establish the productions in another house here. Regular booking of road attractions in the established legitimate houses is nearly at an end and the company will be practically without competition for the rest of the season after that.

The reason for closing was the small size of the theater, according to Burns. The house is of the strictly intimate theater variety, with an official seating capacity of less than 500. As a result, with a fairly lavish scale of production expenses for a stock company, the theater could not make sufficient money to keep on. The house remains leased until May 15 and the lease will probably be retained, Burns said.

Kansas City Jottings

KANSAS CITY, Mo., March 2.—Don and Lucille Howell, last season with the Toby Nord Show on the West Coast, will leave here March 4 to join the Augier Bros.' Company in Minnesota. Lucille spent the last few months at her home in Hobart, Okla., while Don was at Station KVOO, Tulsa.

Sid Snyder has closed with the Chic Boyes Players in Nebraska and returned to this village for several days' rest, after which he will leave for Southern Missouri, where he will be identified with the Famous Family Players. Pierce Hall and Nell Kempton also joined that company.

Chick Madden is a recent arrival. He was formerly with the Thousand Pounds of Harmony (quartet).

Blanche Bradley arrived last week after a season in Denver with a musical tab company.

Tip and Bess Tyler recently joined the Sid Kingdon Players in Oklahoma. Daisy Boyington Johnson is in her seventh week with the same company and going strong. Business good on the show.

Ray Bash continues with his circle around Hastings, Neb.

Wayne Placements

KANSAS CITY, Mo., March 2.—Recent placements made by the Wayne Theatrical Exchange, this city, include Don and Lucille Howell, with Augier Bros. Company; Pierce Hall, Nell Kempton and Sid Snyder, with the Famous Family Players; Carl Grandi, Blanche Forbes and Elton Hackett, with the Christy Obrecht Players; Hal Barber, with the Jack Collier Comedians; Bill and Bess Thebus, with the L. Verne Slout Players.

Play leases include *Kentucky Thoroughbred* and *Are You a Democrat?*, to Hazel Hurd Players; *Are You a Democrat?*, to Christy Obrecht Players; *Sweet Papa Toby*, to Colliers Comedians; *Where's the Elmer?*, to Brasfield Players, and *Mother O'Mine*, to Wallace Bruce Players.

Floum 'Drunkard' in 25th Week

PITTSBURGH, March 2. — Jerry Floum's production of *The Drunkard* is now in its 25th week here and still going strong. A few changes made recently by George Sharp leave the following players in the cast: Irene Cowan, Mary Alice Yaste, Edward Blaine, William Roos, George McCalmon, Peggy Dougherty, Norman Porter, Tim O'Shea, Marilyn Pearlman, Leon Ward and Chuck Nelson. Between-the-acts specialties staged by Regis Joyce feature in addition to a number of cast members Joanne Douglas, Berty Layton and Virginia Brooks. The play will be continued as long as the customers show an interest in it, and from present indications the closing date is a long way off.

Pruitt Players for Circuit

RICH HILL, Mo., March 2. — Walter (Pappy) Pruitt is organizing a circle stock company, with headquarters here, to open March 4 and to be known as Pruitt's Famous Family Players. Company, now in rehearsals, includes Walter (Pappy) Pruitt, Ruby Pruitt, Midge Hyatt, Carl Parks, Sid Snyder and Hall and Hall. It is the plan of the management to continue the circle until late spring and then launch a repertoire company under canvas for Missouri territory.

Rep Ripples

KARL F. SIMPSON, Kansas City theatrical agent and playbroker, announces that he has sold more plays so far this season and that more prospective lessors are in the rep field than at any time since 1929. Simpson is representative of the Robert Sherman plays. A recent Sherman release, *Romance of Hop Bottom*, has been leased to John J. Justus, Toby Nord and "Skippy" LaMoore for the 1935 season.

H. RAY SNEDEKER, of the California Players, writes from Shickshiny, Pa.: "On our ninth week here now and business continues to hold up well. Last week's offering, *Dr. Jekyll and Mr. Hyde*, with yours truly doing the dual role, went over great. Have leased *St. Elmo, Unmarried Mother, Sweetheart Days* and *Graustark* for early presentation. Will be here for six more weeks, then back to Northern New York for summer stock. At present am organizing a second company to play a circle in this territory. People are flesh-hungry and things are looking up."

TOMMY PIATT and Bill Lowther are staging several shows in and around Athens and Gloucester, both in Ohio, using the wardrobe and scenery of the Hollywood Comedians, now in quarters at Parkersburg, W. Va.

FRANK BARTON, of the Spaun Family Show, is recovering from an illness at the Veterans' Hospital, Huntington, W. Va.

WORCESTER, Mass., March 2.—Guy Palmerton's Manhattan Players will open at the now dark Worcester Theater March 11. Stock company's first offering will be *Your Uncle Dudley*. Frank Lyon, known to this city from his days with various Poli stock companies here, will play the male leads and direct the productions.

FRANK BARTON, of the Spaun Family Show and formerly on the Bryant Showboat for many years, is confined at the Veterans' Hospital, Huntington, W. Va. He will be pleased to hear from old friends.

JIMMY AND EDITH ERLIXON postcard: "Visited recently in Topeka, Kan., with trouper friends. Caught R. J. McOwens at the Capitol and the theater was well attended. It was a deserving performance. A number of rep folks in Topeka."

AL S. PITCAITHLEY and wife, Jane Allardt, have joined the Davis-Brunk Show, which rehearsed recently in Oklahoma City and which opened February 25 in Pauls Valley, Okla.

J. G. BOWSER, who trouped for many years with various repertoire organizations in the Middle West and with his own med shows east of the Mississippi, is now operating the Ponca Drug Company, drug brokerage firm in Ponca City, Okla. Bowser quit the road in 1932 when he felt show biz going to the bow-wows. "We see M. E. Bybee, of the old Bybee Players, every once in a while when in Larned, Kan.," Bowser writes. "Also see Pop Sherman there. At Tulsa we visited that A-1 ex-leading lady, Agnes Geyer, and her mother, Mrs. Anna Geyer, of the old Geyer Stock Company. Saw Al Martin, sax player, not so long ago, and Billy Switzer, drummer and ballad singer, used to come over from his home in Fairview, Okla., to sing on our programs when we were advertising over the local radio station. His untimely death was quite a blow to us all."

McKay-Blackburn Opens

NUYAKA, Okla., March 2.—C. W. McKay and Guy Blackburn, formerly of the circus world, opened their dramatic show here last week. Despite adverse weather conditions, more than 150 people attended the opening. Company is presenting a four-act Western comedy with the following in the cast: Lucian and Clara Pig, Jimmie DeLangley, J. G. and L. M. Wheeler, Dick Merton, Oliver Ramsey and several others. Walter Fickle has the advance. Mr. Blackburn had a severe wind force to overcome in presenting his "Whirl of Death" here, but the act was well done and was excellently received.

Allerita Loomis Players On Tour in New Mexico

HATCH, N. M., March 2.—After a month's layoff, the Allerita Loomis Players are again on the road, playing school auditoriums and theaters thru New Mexico. Business is reported as satisfactory. Company will again play its old territory in Colorado this summer.

Allerita Loomis has gone to El Paso, Tex., for a short rest, and her sister, Rosemary, who has been in Hollywood the last three months, has taken her place.

Roster now includes Rosemary Loomis, ingenue leads; Thelma Walrath, leads and general business; "Merk" Foster, leads; "Bot" Schaffnitt, comedy; Lew Walrath, heavies and general business; Glen Loomis, advance, and "Nuis" Walrath, mascot.

Billroy Show Briefs

VALDOSTA, Ga., March 2.—Now that the fourth week at winter quarters has come to an end one can easily see that plenty of labor has been turned out with results that will make the public sit up and take notice.

Eddie Meilon has done himself proud in the manner in which the trucks have been built (all for flash) and Johnnie and Sam Finch have decorated them so they will be something new to the tent shows.

Five trucks are already completed and ready to roll, with others coming in from the factory standing by waiting to be dressed for the spring.

The canvas was in A-1 shape at the end of the season, so that didn't call for any work, but all poles and the blues have been painted.

A card from Jimmie (the Kid) Stone says that Benny (the Biz), upon hearing that prosperity was just around the corner, exclaimed: "What, no gals?"

Understand that Daisy Mae Murphy has returned to her home in Quitman, Ga., after a sojourn in Miami. Say, Daisy, "you must come over some time."

A few people I have seen that haven't seen me during my stay here: Roscoe Henke, Al Barte, Little (Red) Mack, "Rube" Perkins and Bud Davis. All working and looking well.

TOM HUTCHISON.

Mal Murray Claims Record On Eastern Kansas Circle

OLATHE, Kan., March 2.—Mal Murray Players, now in their 18th week of circle stock in Eastern Kansas, have run up what Mal says is a record. Opening in October with six towns on the week sponsored by local merchants, Mal has not lost a single merchant in any one of the towns. They have remained with him, by him and for him.

The Murray cast has remained the same, too, and he has just purchased two trucks to transport his tent-show equipment for the coming outdoor season. To brother showmen, Mal says: "Always ask the merchant if he has anything special for you to tell the folks about him and then never forget to say it. Also get around and see the merchants yourself. They like the personal contact and admire your interest."

Fire Hits Hollies Tent

DUNCAN, Okla., March 2.—Fire destroyed the tent of the Hollies Comedians here last week. According to Gene Gorman, the trunks, scenery and wardrobe was not damaged by the flames. Company carries 18 people, including an eight-piece orchestra. A. J. Hollingsworth, manager and owner of the show, is headquartering his people here, pending the arrival of a new tent.

JACK ROBERTS, completely sobered from his Pittsburgh *Drunkard* experience, is playing clubs in Jacksonville, Fla.

Stock Notes

ROSE ADELLE, character woman with the Drury Lane Players at the Drury Lane Theater, Detroit, recently struck by an automobile while en route to her hotel after the show, has settled her claim out of court and returned to Chicago to rest for several weeks.

THE DRAMATIC GUILD, Flint, Mich., selected Johnny Yuhasz's *You Saw Him Die* as its first production of the season last week. The play is in three acts and six scenes. Yuhasz is polishing off another script, *Lawyer for the Defense*, which will be put into rehearsal next month.

Saranac Lake

By BETTY HUNTINGTON

Harry Gordon, who is well known in connection with dance-flash acts and who has played the RKO and Loew time for the last 10 years, arrived here February 21. He is getting acquainted nicely and says he likes it here.

Rosalie Sussman is improving her vocabulary and diction with the aid of that capable person, Ruth Hatch, as her teacher. Rosalie is getting in trim prior to her leaving here the end of March.

Louis (Poet) Rhinegold had a birthday a short time ago and remembered everyone with a piece of his birthday cake. Louis claims he's getting younger and that after 30 one must stop counting.

Olga Gaier (one of our old patients) is doing nicely in Hollywood, Calif., and in her spare time has taken to pen and ink sketches and water colors, which she finds quite profitable.

At last little Angela Papulis has found peace. She passed away quietly February 22 at Northwoods Cottage. For details see Final Curtain in this issue.

Some of the lucky patients having visitors last week were Doris Gascoigne, (See SARANAC LAKE on page 25)

PLAYS—CIRCLES—\$10-\$40.
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Broadway Burly War Continues

NEW YORK, March 2.—The opposition war between the burly houses in the Broadway area continues vigorously. Latest move was made by the Eltinge, which opens its doors at 8:30 in the morning at a 15-cent admission.

The other theaters, taking in the Republic, Apollo and Gaiety, are still running 25-cent matinees up until about 6 p.m., and in some instances passes are handed out.

GEORGE BROADHURST has given up komicking to peddle broilers and hot dogs and ballyhoo with his miniature circus from a spot on the Sunrise highway, near Freeport, L. I.

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Warning!!! Joe Dokes, please lay off.
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101 PER CENT R. A. A.

Burlesque Review

Irving Place, New York

(Reviewed Tuesday Afternoon, Feb. 26)

This show at the 14th streeter was staged by Benny Bernard, in Allen Gilbert's absence. Not a half-bad layout, but it suffers by comparison with the Gilbert shows. If the first part of the show was like the second half it would have been a world beater. Bernard did a darn good job of the second half. Business was fair at this viewing, with lots of the women in the house, and the show ran two hours and two minutes, not including the 16-minute intermission.

Show uses 13 principals, altho one, Connie Ponslow, was out at this catching because of illness. There are 18 chorines, as good-looking a troupe as you could want yet oftentimes not up on their "off to Buffalos." Six show-girls also and they're stunners. One thing about the shows down here is that they know how to light them to the best advantage. Don't stint either on costumes and scenery.

Comics of the show are Vic Plant, Herbie Faye and Charlie Goldie. They are a good trio of laugh makers, but like most burly comics are shy on material. They're always on their own without the help of sock material. Plant is a nifty fun maker, his style reminiscent of Al Trahan. Faye, who was a vaude next-to-closer for a long stretch, also is a splendid board trodder for tickling the ribs, and Goldie does okeh by his work, too. The straight jobs are turned in by Harry Cornell and Jess Mack, both clever, with Mack responsible for book producing also. Dean Blake and Bob Snyder, singers, round out the male section of the cast. Blake has okeh pipes and delivers vigorously, while Snyder should never warble without a mike. His voice means much more with amplification.

Show's feature is Countess Nadja, "a royal surprise" for the folks. This exotic-looking lassie has plenty on the ball. Her stripping is not just another parade affair but is a distinct novelty. Then, too, she does a good selling job of a song and also gives out with sterling dancing, such as in her Russian number. Other strippers are Mary Joyce, Jean Lee and Margie Lee, and they parade out their stuff in good fashion. The customers were cold at the first half, but they soon warmed up to the gals. The three of them help out at bits, and then there is cute Barbara Janis working in the bits. A couple of the girls from the line step out for effective specialties.

Production numbers in the early portion of the show are *Old Names of Old Flames*, an all-nations affair; the wedding number and *Theif of Bagdad*. All are in the just fair category, but those two numbers in the second half, the South Sea Isle and dragon items, are deserving of plaudits for fine handling. SID HARRIS.

BAA Tieup With Unions Not Set

NEW YORK, March 2.—Despite the rumors that the Burlesque Artists' Association had made a working agreement with the stagehands' and musicians' unions, it is reported from authoritative sources that such is not the case. The executive board of the BAA met on the matter last week, but is reported not to have reached any definite decision. They preferred to leave the matter for the general body, and a meeting will probably be held this Monday.

Tom Phillips, president of the BAA, was in Philadelphia most of this week and could not be contacted for a statement. He was originally approached by the IATSE, the stagehands, with a request to sign a working agreement, such as exists between the stagehands and musicians.

If the BAA accepts a working agreement, it is likely that it will be confronted with a strike situation in view of the controversy between operators and musicians. The BAA's tieup with the labor crafts would fortify the latter's position as the operators would be compelled to close down in the event of a strike.

Minsky-Weinstock for A. C.

ATLANTIC CITY, March 2.—Minsky-Weinstock are reported to be negotiating for a site here to play burlesque during the summer months. If successful they would be in opposition to the Madden-Rudnick combo, which has been operating at the Globe here the last several summers.

BAA Seeks Philly Adjustment

PHILADELPHIA, March 2.—Tom Phillips, president of the BAA, was here several days this week in an attempt to clear up the situation as concerns the Lyric Theater. House was to have opened last month, engaging its cast, but did not because of some license difficulty. Phillips has been conferring with the NRA authorities here in an effort to obtain some settlement for the performers who accepted booking at the Lyric but did not open.

Prather in Youngstown

YOUNGSTOWN, O., March 2.—Henry Prather, well-known tab and burly manager, is producing the show at the Princess here, which reopened last week with a policy of burlesque and vaudeville after several weeks of darkness. In the Princess cast are George (Buttons) Fares, Bud Brewer, Jenny O'Hara, Ray King, Jack Foley, Elizabeth Wiley, Helen Morgan and her girls, and Adri Ann, featured dancer.

U-NOTES

By UNO

EVELYN FOX (Mrs. Leonard Kramer), thoroly recovered from a severe illness, will leave her Youngstown (O.) home for a few days to travel with her husband when Foster and Kramer leave the star, Brooklyn, to rejoin the Indie Circuit.

GEORGE YOUNG, manager of the Roxy, Cleveland, writes that since February 22 shows began alternating between the Roxy and Gaiety, Detroit, and Gaiety, Buffalo. Roxy cast includes I. B. Hamp and Gertie Beck, Dome Williams, Harry Scott, Chicquita Garcia, Mary Woods and Gale Parker. Added feature the Four Harmonizers. Heading the Buffalo cast are Ann Corio and Billy Arlington. Detroit's itinerary comprises Bob Ferguson, Harry Levine, Bob Sanborn, Sid Gold, Joe Miller, Mary Murray, Ann Valentine, Ruth Wilson and Jerry Meyers. Added feature, Kitty Ellis.

BILLY TANNER, former burlesk comic, celebrated with a grand opening his new roomy and popular-priced restaurant and bar at 118 West 48th street, New York, which brother Jimmie is sponsoring and where Sid Carroll, another ex-burly funster, is entertainer.

CHICUITA CORTEZ is another new find for Jack Beck as a stripping principal, soon to appear at the Bijou stock in Philly.

CAROLINE ROSS, former burlesque principal, now a dancer in Sam Wagner's museum on East 14th street, New York, threw a party January 31 for her son, George Tripp Jr., lecturer, unattached at present, wedded that day to Dale Barnett, chorine, late of People's, New York.

MAE DEVOE, not long ago a stripping ingenue at the Oxford, Brooklyn, now with *Lady Fingers*, a Supreme Circuit show.

HERBERT BARRIS, III with a severe cold and out of the cast of *Lady Fingers* at Minsky's Brooklyn February 22, afforded Johnny Kane, stage director, a chance to sub thru all the scenes. Harry Katz Fields, comic in the same show, nursing a swollen foot because of an infection. Ever reliable Markie Wood, straightening, stripping and singing ingenue, is a new face in the cast for a valuable strengthener.

MICKEY DALY is the chorus captain at the Gotham, New York, and Ethel Gaston and Betty Lowell officiate in the same capacity for the two Wilner shows.

ALLEN GILBERT, his teeth repaired and his health and general appearance refreshed after a Bermuda vacation, back to producing for the Wilners and with Bennie Bernard co-producing.

SID STONE, Irving Selig and Harry Shuffle LeVan joined *Puss Follies* February 28 at Minsky's Brooklyn to allow Diamond and Fay and Russell Trent and Lillian Murray to leave that Thursday for *Minsky's Follies* in Miami, Fla.

DOROTHY ROBERTS, back at the Cafe de Paree, Los Angeles, near her home at 1213 W. 54th street, doubled last week in the *Crazy Show* at the United Artists Theater.

BOB SNYDER, crooner for the Wilners, loaded with gifts from co-workers on his marriage February 18 to Bea Sahl, a non-pro, from Niagara Falls.

JIM BENNETT and Sam Micals, ex-burlesque impresarios, together with Harry Bentley and Max Coleman, comprised four Koshor Comics, all in one Indie Circuit show, *Babes in the Woods*, (See U-NOTES on opposite page)

Burly Briefs

MARTY AND NANCY and Jack Coyle have gotten together to play vaude and club dates. . . . They're now around Philly. . . . Evelyn Myers closed Thursday night at the Eltinge, N. Y., and Dorothy Ahearn stepped in. . . . Harry Clexx, with three more weeks still to go, for Supreme, got off on a mutual understanding and opens this Friday at the Gaiety, New York. . . . Rose La Rosa was ill and out of the cast of Minsky's Brooklyn last Wednesday. . . . Junie and Margie White have rejoined the Indie Circuit. . . . Margie tumbled in last week to replace Betty Rowland in Boston. . . . Sultana closed with the Supreme Saturday in Boston. . . . Nora Ford jumped from St. Louis to the Gaiety, Washington, D. C., Sunday as added attraction. . . . Harry Stratton went into the Star, Brooklyn, for a week and then goes on the Indie Circuit.

the Star, Brooklyn. . . . Joe Quitner, one of the Eltinge, New York, owners, is mourning the loss of his father. . . . Ken Rogers and Fred Clark remain as the only producers for Supreme now that Pal Brandeaux has gone over to the Shuberts. . . . Dolores Green and Lew Lewis replaced Dorothy Weeks and Bob McManus at the Gotham, New York. . . . Maxine Holman, blond dancer, into New York from Minneapolis, remained one week at the Irving Place.

DAVE COHN had a good week last week. . . . His bookings included Cell Vendell, Dorothy Ahearn, Stella Novak, Peanut Bohn and Kenza Vinton for the Eltinge, New York; Mary Joyce, Fred Binder, Charlie Harris, Jack Rosen and (See BURLY BRIEFS on opposite page)

BELLE RIGAS was painfully injured in an auto accident a week ago Saturday near Newark. . . . She was returning from a visit to her illing son at military school. . . . Virginia Jones, Mildred Clark, Jack Tiny Fuller, Bert Grant and George Tuttle went out of

MEET THE BUNCH AT **BILLY TANNER'S**
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HOME OF THE B.A.A.

Hauk, Metzger Die in Crash

Prominent tab manager and theater man crushed when auto hits bridge

HAWKINSVILLE, Ga., March 2.—Two men identified as Arthur Hauk, of Springfield, O., and Dean Metzger, of Lima, O., were instantly killed about 8 a.m. today when their car struck a bridge rail on the highway on the outskirts of Hawkinsville.

The car was practically demolished, the engine being forced back into the seat. Both men were crushed in the wreckage.

Identity was established thru papers found in their pockets. The papers showed both men had been engaged in various show enterprises. In the car was found a shipment of posters advertising a donkey baseball game to be held in Miami.

The bodies were removed to the Clark Funeral Home in Hawkinsville and efforts were being made to locate relatives.

Arthur Hauk, whose death is reported above, was one of the oldest and best known tabloid managers and producers in the business. After leaving the vaudeville stage in 1915 he organized his *Sunshine Revue*, which played theaters for many years in the South and Middle West, booked thru the Gus Sun office. At one time he had several tabloid attractions on the road. He was also well known to fair men in the Middle West, where his attraction was featured as a grand-stand show during the outdoor season. He quit the road in 1932 and settled in Fort Wayne, Ind., where he engaged in various theatrical activities. At the time of his death he was in advance of a donkey baseball unit.

Dean Metzger, who died in the same crash, was a theater manager at Lima.

Burly Dancers Are Fined, Altho Judge Doubts Guilt

FORT WAYNE, Ind., March 2.—On a charge of public indecency, Nan Bennett and Paula Lewis, dancers with the burlesque company at the Strand Theater here, were fined \$5 and costs by Judge William H. Schannen in City Court this week. A policeman who made the arrest testified the girls appeared on the Strand stage "in a near-nude state."

Judge Schannen stated that he doubted if the regular patrons of the show were "offended," as must be proved under the statute on public decency for conviction. "Inasmuch as the most spectacular of the defendants' performances seem to follow only after encores, it would appear that the patrons were anything but offended by the dancing and undress," the Judge stated.

"The court has seen nudeness in motion pictures fully as complete as that described as occurring in this case, and has knowledge that it is called art; but apparently the same exhibition in the flesh is not art."

Nichols Denies Stock Rumor

BALTIMORE, March 2.—Hon Nichols denies the rumor that his Gayety Theater here is to go into a burly stock policy. He states that the house will continue to play the Independent burlesque shows until the close of the regular season, which should be around June. The house then will be remodeled entirely, including a new stage, lighting equipment, lobby and front. Nichols has made Gus Flaig general director of his enterprises.

Syracuse May Get Burly

SYRACUSE, March 2.—It is expected that a burlesque policy will be installed in one of the theaters here soon to tie in with the American Bowling Congress Convention. Pleas by the town to have vaude during the convention went unheeded, and now plans are being made to get burlesque. If successful, there will be a six-week and possibly longer run of the policy.

Tab Tattles

JOHNNIE KNOTT, of tabs and burly, is confined at a Fort Wayne, Ind., hospital, seriously ill with heart trouble. Johnnie, who with his wife, Nan Bennett, has been working the Strand, Fort Wayne, for the last several weeks, has been having trouble with his ticker for some time. Friends may write to him in care the Strand Theater. . . . Billy Leicht, veteran producer of tab shows, has just launched a brand-new unit, *Continental Flashes*, featuring LaFollette, magician and quick-change artist. Balance of the show is made up of Grindell and Esther, Parker Brothers and Lynn, Franklin and Wally, Margie Wright, Dorothy Adrien, Velma Kelly, Johnny Stevens, William Leicht Jr. and a nine-piece ork. Company played three spots in New Jersey last week, is current in Pennsylvania this week and on March 11 opens in North Carolina for a swing thru the South. . . . Hal Hoyt, who has been confined at the City Hospital, Springfield, O., as the result of a broken leg sustained some months ago in Batavia, N. Y., has been removed to his quarters in the Arcade Hotel, Springfield. Doctors are to remove the cast from his leg this week. . . . Ethyle McDonald, whose last engagement in tabs was with Bill Martin's *Buzzin' Around*, piloted by Max Golden, now has her eight Beefy Babies at the Gay Nineties Night Club, Chicago. We had the pleasure of spending several pleasant hours with Ethyle at the Windy City club recently. Her novelty act clicked handsily with the patrons there. . . . As we write this comes a flash from Macon, Ga., telling of the death of Arthur Hauk, one of the best known tabloid producers in the business, and G. W. Ritzler, also well known in the tabloid field, in an auto accident near Macon, Ga., Saturday morning. Further details on this page and in The Final Curtain this issue. . . . Margaret Lillie, who with her hubby, George Hall, for many years operated their own tabs thru the West and Middle West, is back again this season with the Weaver Bros. and Elviry in vaudeville.

WINTON and Boone, male dance team until recently with "SeaBee" Hayworth's *Broadway Novelties*, have separated. Winton is now dancing with his sister, Arlene, in and around St. Louis, and Boone has taken as a partner Helen Taft. They are working the Nashville territory. . . . Sunshine Rogers has closed his *Variety Revue* and is now booking Mr. Lenhart and his movie dog, Kapitlan, in theaters and high-school auditoriums thru the Carolinas. . . . Billy Cullen, for many years featured comedian with Arthur Hauk's *Sunshine Revue* and for the last 14 months emcee at the Berghoff Restaurant, Fort Wayne, Ind., is now in Hamilton, O., rehearsing Eddie Mason's new fashion show, slated to open at the Paramount, Hamilton, this week. Billy will serve as emcee for the unit. Other tabsters slated to be featured with the new glad-rags opry are Billy (Boob) Reed, comic, and Wally Brennan, hoofing juve. . . . The Pearl Fern Trio, which closed recently with "SeaBee" Hayworth's *Broadway Novelties*, is currently playing vaude dates in the Detroit area. Jeannette Fernando, of the trio, is busy lining up her acts for the coming fair season. She conducts a booking office in Portland, Me., and says that things look very favorable for the New England fairs this year. . . . J. O. Strain, formerly with the Four Bars of Harmony quartet and now handling the advance for Bob Davis' *Varieties of 1935*, and Betty Ward, of the Ward Sisters, with the same show, are that way about each other and rumors have it that the wedding bells will peal very soon. . . . With Charlie Mack's *Avenue of Happiness*, which opened recently at the Riviera, Knoxville, are Myles Bell, emcee; Nan Bedini, comedienne; the Three Whirlwinds, skaters; Fred Hughes, tenor; Stanley and Macklin, tap and eccentric dance team; and Beth Carr, fan dancer. . . . Jack Stubbs, who trouped for many years with various tabs, is now an operator at the Rialto Theater, Dayton, O. Jack was a visitor at the tab desk the other day, but unfortunately for us, we were out when he was in. However, he left a note, giving the low-down on the Dayton house. It reads: "Marshall Walker closed at the Rialto after boosting business, leaving Bob White and daughter Bebe; Ray McClelland and May Clark to handle the scripts. The Morralls opened Wednesday. Do a nice specialty. Chorus the same fast, peppy bunch: Eva and Helen Sowers,

Jimmie Hodges Back on Road

ATLANTA, March 2.—Jimmie Hodges, well-known tab producer, who was forced to take his *Follies of 1934* off the road several months ago due to illness, has fully recovered and is back on the road again with a brand-new unit, titled *Miami Nights*. The new Hodges tab had its opening February 21 at the Bijou, Savannah, for Lucas & Jenkins, and is current this week at the Capitol here for the same office.

Gene Christian, erstwhile newspaper man, who was press agent for Hodges' 1933 *Follies*, is working in advance of the new show. He has the company routed thru Tennessee, Kentucky and Ohio, with an eye on further time that would take the *Miami Nights* to the West Coast.

Among the features with the company, besides Jimmie Hodges, are Jerome and Riano, the Magdison Twins, Schaefer and Nelson, Irma Davis, Donald Gray, a stage band and an attractive line of girls. The production is in charge of Iris Hodges.

Mack's "Cordially Yours" Gets Started in Knoxville

KNOXVILLE, March 2.—Charlie Mack has put together one of his best shows in the new tab unit, *Cordially Yours*, which started out at the Riviera here this week. Bright and snappy thruout, it has an unusually pretty chorus line and loads of informal audience appeal.

Curtis Coley emcees in a smooth manner, and Mack has two good specialty acts in the comedy team of Edison and Louise and the balancing and muscular control turn by Inez and DeWynn. Little Miss Joan, with imitations and singing and dancing routines, also does well.

Two girls of the line, the Brodel Twins, do a harmony song and dance. Other girls are Marion LaPlante, Bea Koach, Jackie Goodlett and Lou Eva Reeves. Seven are in the orchestra: Corliss Roth, leader; Jimmy Wilkiss, John Gott, Hersh Day, Wilbur Rule, Hobbie Ney and Owen Lasendes.

Marcus Clicks in Cincy

CINCINNATI, March 4.—A. B. Marcus' *Continental Revue*, current at the Shubert Theater here this week and, incidentally, the first stage attraction in there under a new flesh-picture policy, got away to a flying start in the Queen City. Despite the opposition of balmy, spring-like weather, the Olsen-Johnson-Austin show at the Taft Theater Friday and Saturday and an unusually strong picture fare at the various downtown theaters, the Marcus show pulled large crowds to the Shubert the first three days of the engagement. Indications are that the last half will be just as heavy.

Mary Keller, Grace Kirk and Laureth Morrell." The next day we received the following postcard communication from Stubbs: "I forgot to tell you that we have another member of the company whom I forgot to mention. He's our piano player, known to the gang up here as DeWitt (Garlic) Kirk. He's not in so good with the girls backstage. The boss runs him out of the office and the seats are not selling so well around the pit. So what?"

LUPE BALLARD has closed with her husband's company at the Strand, Fort Wayne, Ind., to go to St. Louis to work as added attraction for Mr. Pickens.

Chicago Rialto Reopening

CHICAGO, March 2.—Opening of the Rialto Theater has been postponed for a week and will definitely get under way March 22. Milt Schuster is casting the show. Mary Sunde will be featured.

BURLY BRIEFS

(Continued from opposite page)
Jimmy Rosen for the Wilners; Jacqueline for the Oxford, Brooklyn; Barbara Blakely and Bebe Tobin for the Gotham, New York; Bert Carr, Iona O'Donnell, Helen Green and Irene Austin for the Variety, Pittsburgh, and Jean Bodine for the Star, Brooklyn. . . . Also bringing back Maxine DuShon for the Wilners and lining up added attraction dates for Georgia Sothern and Countess Nadja.

U-NOTES

(Continued from opposite page)
in Union City week of February 25, plus Frank X. Silk. Coleman and Bentley left the end of the week to start rehearsals with Tommy Bozo Snyder for another indie show.

HARRY ROSE, comic, returned from a lengthy stay in Florida, where he went to complete a health recovery, is ready to make a comeback before the footlights.

SARANAC LAKE

(Continued from page 23)
Tommy Kerns, Sal Ragone, Joe Dabrowski and Sylvia Abbott.

Mother Morris has left us again. We hope not for long, as we all miss her.

Tommy Brady, NVA employee, is now the proud father of a baby girl who was christened Olive Catherine by Father Collins in St. Bernard's Church last week. Ida Wentworth acted as godmother and Larry McCarthy as godfather.

Please write to those you know in Saranac Lake.

WANTED BURLESK PEOPLE
ALL LINES.
Chorus Girls, Comics, Feature Women, Sou-brettes, STRAIGHTS, SINGERS AND DANCERS.
Now Booking Three Theatres.
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WANTED BURLESQUE PRINCIPALS
And Chorus Girls for RIALTO THEATER.
Opening March 22.
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36 W. Randolph Street, Chicago.

AT LIBERTY—Young Man, 31, with 12 years' experience, modernization. Can manage or work along these lines, also play small Bits or Dance routine if needed. Prefer hearing from Burly or Tab Shows. Write GORDON WOOD, 518 N. 28th St., Billings, Mont.

WANT
Sack Novelty Act—Clean Young Comic—Singing, Dancing Sister Team—Other Useful People. Must be able to step in fast company. This unit is working now. Write, do not write, ART MINER, Smart Set Revue, St. Mark Hotel, Oakland, Calif.
WANTED—A-1 Light Comic, Modern, for Presentation. Also good Adagio Team and Sock Comedy Act. Enlarging show. Send late photo, state lowest salary, details, booked solid. Reliable. Money sure. Write or wire MANAGER, STAGE SHOW, Ben All Theatre, Lexington, Ky.

WANTED AT ONCE, Artists in All Branches for SOCIETY CIRCUS EXPOSITION
SEASON'S WORK. BEST OF TREATMENT. OPENS APRIL 15 FOR 10 NITES, WINSTON-SALEM, N. C. REHEARSALS APRIL 10. ORIENTAL MUSICAL FANTASY—60 GIRLS IN REVUE ON STAGE.
Hear from Girl Band, Lady Musicians, Sister Teams, Singers, Dancers, All-Girl Revue, Fast-Stepping Chorus Girls. Must be able to Model and Style. Must have good Figures, Wardrobe, Professional. Give full description with photo; same will be returned. All-Week to Three-Week Stand. Hotel, transportation after joining.
WANTED—Real Phone-Program and Exhibit Writers. Season's work to live wires. Cities only. Promoters. CAN PLACED Demonstrators, Sheet Writers, Eats, Drinks, Novelties, any legitimate Privileges. Merchants-Manufacturers' Auto Show, Products Expo, 10 Affiliated Civic and Fraternal Organizations, 100,000 advance sale. Norfolk, Roanoke, Washington, D. C.; Columbus, Cleveland, St. Louis. Others to follow. Address all communications to SOCIETY CIRCUS EXPOSITION, Zinzendorf Hotel, Winston-Salem, N. C.

WANTED—Karl J. Walker Wants
FOR DODSON'S WORLD'S FAIR SHOWS:
Capable, Experienced GIRL SINGERS, Clever SISTER TEAM, STRAIGHT MAN that can sing. Stan Stanley writes. Capable, Young Male MUSICIANS for STAGE BAND, PIANO AND CALLOPE PLAYER, Clever STRIP ARTIST, Useful BURLESQUE PERFORMERS. Write or wire ALEX SAUNDERS, Billy Tyrel writes. Opening St. Louis, Mo., April 14.
PERFORMERS WORKING FOR THE GAY NEW YORKERS, INC.
Elite Theatre Bldg., Defiance, O.

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

Wedding Jams 'Em At Talbott Walkie

MISHAWAKA, Ind., March 2.—Hugh Talbott's Race of the Nations walkathon, which has passed its 700th hour, is beginning to click in real style. The new style human sprints, coupled with conditioning sprints, have captured the imagination of the patrons.

On Friday evening the marriage of Budde Kingdon and Bobby Reagan proved a real magnet for the fans and the house was sold out long before the wedding. The bride and groom have been very popular with the fans.

Tonight the fans again stamped in early to watch Eddie Jamieson as he was frozen in a three-ton cake of ice. It was a sensational stunt and went over in a big way.

Starting with 25 couples on February 2, the following contestants still remain: "Fishmouth" Schaber and Mary Young, Spud Kelly and Mary Janowiak, Tubby O'Reilly and Babe MacKay, Charlie Baldwin and Wilma Chamberlain, Harmon Peters and Helen Rhodes, Carl Swetzer and Lola Newell, Larry Rock and Ginger Heath, Art Nyes and Jacklyn Rhodes, Curley Croak and Billy Baird, Laverne Burgess and Doris Ross, Kenny Bird and "Smiles" Rogers, Budde Kingdon and Bobby Reagan, and Johnny Johnson, Al Rossi and Stanley Morgan, solos.

Richards-Miller Win Out at Union City Walk

UNION CITY, Tenn., March 2.—Jimmie Dye's show here closed to a turn-away house at the end of 1,054 hours, with Eddie Richards and Louise Miller running into first money. Jackie Mure and Louise DeBols were placers. The show started January 2 with nine couples and five solos, with Jimmie Dye and Jerry Whaelen on the emcee stand; Dubb Albritten, day judge, and Buddie Dye as "sour puss" and floor manager.

Pa Stribling Fires Macon Opening Gun

MACON, Ga., March 2.—The Ray C. Alvis Macon tent unit opened Wednesday night before an enthusiastic audience that braved the blasts of the most frigid winds that have visited Georgia in years. The natives are as proud and sensitive where their weather is concerned as Californians are popularly supposed to be.

"With characteristic lack of sportsmanship," stated Ray Alvis, "the local theaters aided, and in all likelihood probably led, a campaign to prevent the opening of our show. Instead of meeting competition in a fair and honorable way, by giving the public better programs and augmenting their pictures with stage presentations while the Alvis show is in town, the underhanded course is chosen. That of conniving and

(See PA STRIBLING on page 31)

Staff Briefs

MICKEY RAY, youthful emcee, writes he is vacationing at his home in Huntington, W. Va., and wishes Denny Becker a speedy recovery.

JERRY MARTONE is working as a trainer at the Jackson, Mich., show.

FRANK TRENER, of Frank and Lee, "the Carioca Kids," is emceeing at the McKeesport, Pa., show.

BOB LEE writes that his creation, the new Human Derby and conditional sprint idea, is going over in a big way and has been adopted by several other promoters.

LUMAN J. BEEDE and the missus are visiting Mrs. Beede's family in Miami before departing for the North. Jackte Watts accompanied them.

MICKEY ROSENBERG is planning a short vacation in Miami immediately after the Tampa show.

Louisville Over 600

LOUISVILLE, March 2.—The show just outside the city limits here, which started pulling 'em in with a super contest starting last Saturday night, has Leroy (Snuzzle) Snyder holding down the top emcee post, with smiling Billy Willis assisting. Derbies are the order nightly, with rest periods being cut and time on the floor added.

Comedy entertainment and heat are being applied in generous doses. Music is by Snyder's Walkathonians. The original amateur contest was down to six couples and two solos at 600 hours.

Ross Bell, Calif., Walk Has Excellent Prospects

BELL, Calif., March 2.—The second Hal J. Ross Amusement Company show opened here with an elaborate setup about 10 days before the Long Beach unit closed and started off to good business. Located in a center of population of over 2,000,000 people, within a 15-mile radius, this show should do well.

Contestants remaining at the end of eight days are Charlie Taurus, Ida Mae Poulos, Joe Weiss, Nelle Saylor, Pat Packard, Margie King, Hughie Hendrixson, Margie Lingo, Eimer DuPree, Connie Mitchell, Sonny McNeil, Lou Bentley, Marvin Hobo, Patsy Hobaugh, Dave Anderson, Velma Fredericks, Edmund Moniga, Jane Harper, Frenchy Botsjolle, Ronnie Cassidy, Stan West, Fern Burke, Ray Holbrook, Dixie Lee, Russell Bradford, Doris Bradford, Cecil Johnson, Buddy Lee, Andy Berkenkemper and Iris Toft.

Staff consists of F. F. Filloon, director; R. M. (Dick) Edwards, manager; Red Norton, night manager; Edwards, Gable and Adams on the mike; Dick Layer, head floor judge; Walter Grafsky, day judge; Tom Day and Nick Redding, head trainers, with Dick Sullivan and Joe Day,

(See ROSS BELL on page 31)

Swartz Opens Third Elmwood Show

CINCINNATI, March 2.—The third local walk-a-show, under management of Mrs. Guy H. Swartz, opened Thursday night at 5600 Vine street, Elmwood Place, here, with 42 couples answering the starting gun.

Eddie (Voice of Endurance) Brown is heading the stand. He performed in good style at the previous Elmwood show.

Floyd R. Hayes is night manager and will see to it that "night owls" find the action to their liking.

Charles Smith is the show dietitian and at the same time will supervise the German Village.

Harrison Clark is the dope-sheet supervisor and Wayne Schroer and Randolph Mayer are trainers. Judges are Harry Green and Harold Perry.

The show is being operated under National Endurance Amusements Association regulations. Guy Swartz is a member of the board of directors of the association.

Four and Two Left On Fort Smith Floor

FT. SMITH, Ark., March 2.—The General Amusement Company's walkathon, managed by Charles F. Noltimer, was down to four couples and two solos at 975 hours and has been averaging SRO houses three times weekly. Saturday night has turned them away weekly in spite of all the bad luck possible for a show to have. Altho the original tent setup would accommodate 2,500, it was necessary to send for a 165-foot top to take care of attendance.

Sprints are running one hour in length and are handled by Maxie Capp as floor judge, assisted by Ray Watson. Trainers are Bob Wilkins and Harry Simons. Nurses are Cora Tracy and Helen Moore. Publicity and dope sheets being handled by Doc Roberts, with Gene Montgomery in charge of concessions and purchasing.

Contestants still on the floor are Duffy and Tillie Tarantino, Harry Hamby and Bugs Moon, Van Mills and Jeanne Zaleski, Emery Hamby and Ruth Keller, Joe Gruber and Tony Berthelot solos.

Show looks like it will go for another 10 days at least. Much opposition was experienced from theater managements in town, but the walkathon has managed to win out. To the splendid radio work of Jack Hayes much credit for the show's success is due.

Leo Seltzer Chi Units Drawing Steady Houses

CHICAGO, March 2.—Both Chicago units of the Seltzer organization are drawing nice houses, with the White City, South Side, show in its fifth week and Arcadia Gardens closing its 12th week. Eleven couples and two solos are still going on the North Side floor, with 24 battling away on the South Side.

Bob Hawks, well-known sports announcer, is handling the broadcasts over WCFB, with capable assistance from Gordon Whitney on the late evening spot.

Contestants still going at Arcadia include Dick Mitchell and Judy Sermanyak, Tony Borus and Helen Cross, Al Ostrow and Edna Gowack, Mike Gouvas and Marion Kirk, Jimmy Gregory and Lillian Norman, Case Miller and Johnnie Hammond, Basil Steinhoff and Ruth Keiper, Douglas Wilson and Cookie Ross, Max Rovick and Blanche Getz, Fred Sansone and Babe Harland, Sam Lipari and Rene Casper, and Marge Tulder and Tiny McDowell, solos.

St. Joseph Down to 16 Teams and 1 Solo

ST. JOSEPH, Mo., March 2.—The J. B. Steinel-Johnny Harrigan show started treadmill elimination races Wednesday at the 600-hour mark, with 16 teams and one solo on the floor after a week and a half of sprints. Sprints cut contestants from 23 teams.

"Papa Duff" Davidson has been added to emcee staff, with Harrigan still doing the honors at tops, getting big hands from the fans for skits he's putting the boys and girls thru. Ray Pickett has replaced Lefty Craig as night judge.

Show is turning 'em away Friday (See ST. JOSEPH DOWN on page 31)

Contestant Notes

BOBBIE REGAN, walking in the Waukegan show, would like to know the whereabouts of Frenchie Lehman, of Milwaukee.

EDDIE ROBERTSON attended the opening of Guy Swartz's Cincinnati show on his way to Cleveland. He would like to hear from Cloris Wears.

BILLY (PA) HARRIS, ex-contestant, is resting between shows at his home in Los Angeles.

WALTER GROSS is a contestant at the St. Joseph, Mo., show.

EDITH AND CHARLIE, of Brooklyn, would like to get in touch with Hughie Hendrixson.

CLIFF AND MARY MAJOR announce the arrival of a nine-pound boy. Both mother and "junior" are doing fine.

Cellophane Wedding Is Featured at Tampa Show

TAMPA, Fla., March 2.—Last Tuesday Corlis Cooley and Mickey Grove were married in a very beautiful cellophane wedding at the Wigwam, the big top which houses the Tampa show. Costumes were very gay and credit is hereby given Eddie Gilmartin and Fred Crockett for their assistance and material aid in (See CELLOPHANE WEDDING page 31)

WALKATHON DEADWOOD, SO. DAK.

Contest Opens March 14

Contestants Wanted

Wanted, Billy Baldwin and Bob Berinstien.

T. H. SCHMOKERS, Mgr.

CONTESTANTS WANTED

COMMUNICATE

C. M. HAYDEN

AMBASSADOR HOTEL, SAN FRANCISCO, CALIF.

WANTED CONTESTANTS

Who can entertain and take it. No collect wires or phones. Best floor money in country. Want to hear from Bobby Gilbert. All useful people who know me come on. Opening March 14. Two more spots in State following. Wire or come on.

MICKEY HOGAN

212 Central Ave., GREAT FALLS, MONT.

WALKATHON

OPENS THURSDAY, MARCH 14, TRENTON, TENN.

WANTED—Contestants who can take it. Short, Snappy Show. Contestants formerly connected with Jimmie Dye come on. Good Floor Money and Sponsors assured. Frankie Wagner please wire. No collect wires or transportation. JIMMIE DYE, Manager.

\$25.00 Per 100 — Government Flags, for List, WEIL'S CURIOITY SHOP, 20 S. Second Street, Philadelphia, Pa.

RED LEINEN WALKATHON

OPENING SOON AT THE BEAUTIFUL COLISEUM IN DOWNTOWN CLEVELAND
VIRGIN CITY—SEATING CAPACITY 5,000
Contestants wanted with good wardrobes and able to entertain. No transportation. No wires. No phone calls. Don't come unless you are sent for, as only a limited number will be accepted. Write only to RED LEINEN, Allerton Hotel, Cleveland, Ohio. See next week's Billboard for opening date.

WANTED WALKATHON

FRANKFORT, KY
IN HEART OF CITY
OPENING MARCH 14

Contestants who can take it and entertain. Good wardrobe required. Also want Emsees, Trainers, Judges, Nurses.

Bill Humphrey, Rubber Legs Hagen, Leon Peyton and Wife, Pop Meeker, Mike Johnson, get in touch immediately. No collect wires or transportation.

CARL L. BESS, Capitol Hotel, Frankfort, Ky.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

YNALEB, Hindu fakir, and his company are playing an indefinite engagement at the Theater Albert Ier in Paris.

CARDINI has signed with John Golden and Al Woods to play the lead in a mystery melodrama they will produce on Broadway soon. Cardini will do a few sleight-of-hand tricks in the play, of course. Meanwhile he continues as a feature of the *Casino de Parea* vaudeville unit now playing for Loew.

DUNWORTH THE MAGICIAN is writing a weekly column called "Magic Tricks and How To Do Them" for the new weekly, *The Boys and Girls Newspaper*, published by Parents' Magazine Affiliated Press, New York. Dunworth's initial column explained the Hindu string trick.

"JUST CAUGHT Mystic Courtney's show at the Warwick High School, Pottstown, Pa.," postcards Jack Hinton, "and to say the show is good is putting it mildly. He has a style all his own and held about 800 kiddies spellbound for an hour and a half. Courtney has one of the best one-man shows in these parts. His pigeon vanish is a honey and he really can work kids."

RECHA, Russian illusionist, is with the Cirque Amar Freres in Paris.

WESTERN CONNECTICUT Assembly No. 20, SAM, held its February meeting recently at the home of the national secretary, Royal Vilas, in Westport, Conn. President Mark Train was absent, his wife still being on the sick list. Ted Seaman also was unable to attend due to illness.

HARIO AND MARIO are now playing night clubs in the Milwaukee area, doing magic, mentalism and knife throwing. George Kruzo is the agent.

HARRY OPEL, the suitcase magician of Toledo, O., postcards as follows: "A man came in the other day and said: 'Harry, we are putting on a father and sons' banquet at the church Friday night. I don't know who the magician is, but we're paying him \$2 for his act.' And then they wonder what's wrong with magic in Toledo."

MYSTIC DE CLEO infos that he's finding business satisfactory in the school auditoriums, beer gardens and lodges thru Central Ohio. He reports things a heap better than last season.

MAX REYWILS, illusionist, is at the Cinema Theater in St. Amand, France.

PAUL DUKE has turned down three offers to play the Roxy Theater, New York. His appearance at Leon and Eddie's Cafe, New York, forbids doubling into vaude houses.

THOSE WHO SEE *The Little Colonel*, featuring Shirley Temple, will see Roland Hamblen produce and vanish a fresh egg for the amusement of America's little sweetheart.

JOHN NORTHERN HILLIARD, Howard Thurston's right bower for many years, is in Cincinnati in advance of Thurston's show, which opens at the Taft, Cincinnati, March 8, for a week's stand.

C. THOMAS MAGRUM, youthful magician, has just finished a tour of 23 CCC camps in the Black Hills region of South Dakota and has a school route lined up which will keep him busy until

June. He was recently featured at the Rapid City (S. D.) Auto Show and at the State Sheep Herders' Convention at the Alex Johnson Hotel in the same city. J. L. Magrum is working in advance.

JOHN MULHOLLAND was chosen as "the fall guy" at Wednesday's monthly meeting of the Circus Saints and Sinners Club in the Gotham Hotel, New York, last week. As the first magician so honored by the club, Mulholland came thru with some swell entertainment. After the club had tricked him into an electric seat, John retallied by completely baffling the club members with a rope-cutting trick and two slick card feats.

D. G. HANNA, magician, is now using the billing of Tarcomeda, the magician.

THE FEBRUARY ISSUE of *The Sphinx* contains some extremely interesting articles on cigaret manipulation, penetrating coin, confetti and milk tricks and so on. The publication also announces the third contest for *The Sphinx* award for the best tricks submitted by amateurs.

VIRGIL, illusionist, is still working his show in the West. With his six people and tons of equipment he has been covering the same territory as last season, only in a more minute fashion. He is playing six and seven days a week and in some instances two towns in a day.

LA FOLLETTE, quick-change artist and magician, is heading a new unit, *Continental Flashes*, produced by Billy Leicht, well-known unit and tab show producer. LaFollette is emceeding the show, directing the nine-piece band, doing several mystery scenes as well as the protean travesty, *The Arrest*, in which he plays all the parts, making the changes with lightning-like rapidity.

CHEPALO the Magician is at the Corso in Zurich, Switzerland.

ERNIE A. ANDERSON, secretary-treasurer of Mystic 13 League of Magicians, Minneapolis, writes under date of February 28: "Since Le Paul was here in December we have had a number of magi playing here. King Brawn at the Palace, Harry Bjorklund up-State on a Lyceum tour, Mack Murray and Don White (our local professional) at the Orpheum with Olsen and Johnson, Hadji Ali at the Palace, and next week Hy Harris, of the Harris Road Show, will be at the Palace in a mental and hypnotic act. Henry Gordien has opened a magic school here as has Kay Green. Kay has published two books, one *Here's How* and the other *Cheating Cheaters*. Alvin T. Simonson, another local professional, has been working thru the Northwest since last October and, as I understand, has 16 more weeks to go on the Veterans' organization circuit. The rest of us are just hitting here and there."

EDGAR BERGEN, with his clever vent act, *The Operation*, was held over for a second week at Loew's Warfield, San Francisco, last week. He was the only act on the bill held.

CHARLIE HOFFMAN, of Hollywood, has just concluded a successful three weeks at the Embassy Club, one of San Francisco's better night spots.

AT THE LAST STATED meeting of the Magicians' Association of Cleveland, officers for the ensuing year were installed as follows: George A. Holly, president; John M. Lathrop, vice-president; Webster H. Mandell, treasurer; Stuart P. Cramer, secretary; George J. Eidman, William T. Symes and George V. Holland, directors. Meetings are held the second Monday and the fourth Tuesday of each month in the Penton Building, Cleveland. Visiting magicians are invited to attend.

MARCOWINI, illusionist, is at the Moulin Rouge in Strasbourg, France.

MYSTIC 13 LEAGUE of Magicians, Minneapolis, will hold its second Magical Conclave in Minneapolis for two days, March 14 and 15. On March 14 there will be a program of magic, debates on the working code, registering of magicians, display of new magic by magic dealers
(See *MAGIC* on page 31)

EDITORIAL DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 Broadway.

For FILMS

REX O'MALLEY—legit actor now appearing in Shaw's *The Simpleton of the Unexpected Isles* for the Theater Guild. A light comedian of marked charm and ability who can also carry dramatic parts with ease and assurance. His comedy work is suave and excellent, something that films could use very easily.

PHOEBE BRAND—legit actress now appearing in *Awake and Sing!* at the Belasco Theater, New York. Young, charming and easy to look at and possessed of real acting talent. Does excellently in her present show and also stood out in the cast of last season's *Men in White*, in which she played the nurse. Should certainly be worth a try in pix.

JANE BUCHANAN—young legit actress at present appearing in *Times Have Changed* at the National, New York. Very pretty, she should screen beautifully. Also has definite talent.

For VAUDE

RAY NODLE—conductor, composer and arranger, formerly of London, heard on WEAF-NBC network Wednesdays at 3 p.m. and 10:30 p.m. Should be an excellent bet as guest conductor at big movie palaces, doing a series of popular tune arrangements, as well as some of the classics dressed in fox-trot tempo, etc.

For NIGHT CLUBS

COUNTESS NADJA—striking brunet now appearing in burlesque. One of the theater cabarets could use her with excellent effect. Has a delightful Russian personality, can put over a song nicely, has real dancing talent and does a routine certainly daring enough to satisfy the dining drinkers. A distinct novelty to offer night-club audiences.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

ARTHUR CRAWFORD is in Chicago playing the night spots in and around the Windy City. He can be seen at his modern housecar in back of the Performers' Club.

FRITZ GARTELLE, of the Gartelle Brothers, has entered the rooming-house business in Chicago.

EDDIE LEAHY jumped into Detroit last week after closing with "SeaBee" Hayworth's tab unit. Eddie is working the night spots around the Motor City.

BOB MACK, veteran minstrel star, postcards from Baltimore under date of February 28: "Am meeting up with old-time friends here this week. General business okeh."

RAY (NEMO) IRDAN, black-face comedian and tuba player, late of Max (Sambo) Trout's Minstrels, has just finished an engagement at the Tampa Fair and is set to play several indoor cruises in that territory with Lee's Royal Misourians orchestra.

"LET'S GIVE John R. Van Arnam all the credit these days. He's the only owner and manager left who is operating a professional all-white minstrel troupe." So writes Kenneth (Doc) Haines, "old-timer minstrel of Oneonta, N. Y." Haines was with Van Arnam for nine years. Haines continues, "and worked practically 40 weeks out of the year. In the summer John R. usually works under canvas, but in the winter he operates exclusively in theaters. He books his own show and pays off every week regardless of how poor business may be. He is a live wire from beginning to end. At present his show is playing the Sparks Circuit in Florida. In short, he has conducted his minstrel show successfully for more than 15 years: so what's the answer? Give him credit, I say."

TOMMY DIXON directed an old-time minstrel show presented by a cast of 150 amateur and professional talent at the Epiphany Roman Catholic Church, Pittsburgh, February 25 and 26. Leads were taken by Helen Wantuck, Ivaline Foley and Jean Donova.

National Minstrel Players and Fans Association

By ROBERT REED, Secretary

The next annual meeting of the NMP&FA is to be held at Cleveland September 1 and 2. Members planning to attend the meeting are asked to forward notification as early as possible. Special railroad and bus rates are available from all sections during the Labor Day week.

H. W. Lenox, of Round Lake, N. Y., is vacationing in the Southland. J. Austin Trainor, of Charlottetown, Prince Edward Island, advises that several minstrel shows are to be presented in that area during the early spring months.

Welcome to our membership is this week extended to John Smith, of the Smith & Motz Company, Philadelphia, and Merle Evans, veteran bandmaster of the Ringling Bros.-Barnum & Bailey Shows.

Accumulated correspondence is being taken care of as rapidly as possible, and it is to be hoped that within the next two weeks all will have been cleared up.

The new membership committee has set its goal for 100 new members before time for the next annual meeting. All of our members can help out in this drive for new members. Let us hear from you and learn that you have done your bit in securing a new member.

Cleveland members and their friends will gather early next month for another of those gala dinner parties. There will be plenty of entertainment and visiting members will be welcomed.

A Riot of New Fun for Your MINSTREL SHOW

America's unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current 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.

Mt. Holly, N. C.
I have just been advised by the revenue department, in reply to my query, that the State license tax on traveling theatrical entertainments in North Carolina is \$25 per day and \$150 for a half year. No unit or show can possibly afford such a daily tax or \$300 per year for a reader in these times of enforced small admission prices. True, there are many small vaudeville acts, circus units, magicians and small stock companies playing schools, but some of them have been stopped or forced to close because gross receipts would not warrant this excessive tax.

Excessive Tax As Reason for Unemployment

Some school professors have told me they were willing and glad to book in professional entertainment for charitable purposes but that the law would not allow it. So what? Does this look as tho this State wanted people to make a living in the one profession in which they are skilled? Do they want to force us to secure aid from CWA or other charitable organizations? It is charity, when you consider that we are willing to work if we can. People and taxpayers are crying, "Stop this dependence on CWA relief, etc." Seems as tho any State really interested in such a situation either would forget such a law or co-operate with a reasonable tax.

However, some shows are getting by in schools, etc., but the minute a picture show manager enters a complaint down comes the State tax collector and demands \$25 (maybe you've got \$20 gross in the house) so, rather than dig up \$5 and work for nothing, you close and perhaps throw four to eight people out of work. I started out with eight people and have had to cut to four to keep working. I am getting out of North Carolina—sales tax, tax-tax and tax-tax. I hope to leave some of them behind.

GLENN NEWTON.

Los Angeles, Calif.

I have read with great interest letters in The Forum, especially those pertaining to one of our oldest and most beloved amusements, the circus, and, as I was an aerial performer a good many years and a real trouper, my greatest desire has always been to have the folks outside of the circus world know and understand us and know us for what we really are, just like other folks in any other vocation.

Old Trouper In Thanks to Circus Fans

I feel that desire is being fulfilled by one of the grandest organizations ever formed, the Circus Fans, which, thru their efforts to keep the circus alive with interest, will inspire each and every performer to do his or her part in performing their most outstanding work and by so doing will help keep the greatest of all amusements clean and wholesome for both young and old.

I have seen several motion pictures supposed to depict "circus life," the most recent being the *Mighty Barnum*, and if the great showman was alive he would not feel very proud in viewing the production which could not be connected with anything in reality. It was an utter disgrace, for which the only excuse is that the producer attempted something that he knew nothing about.

There is no reason why the real truth cannot be used nor any reason why exact replicas of circus life cannot be portrayed in motion pictures—only that producers and technical directors on such stories "don't know what it's all about" and favor giving the public the wrong impression of the circus, which is not appreciated by any real trouper or lover of the circus as an institution.

Motion pictures are wonderful when produced according to facts, but few productions live in the memory for more than one day and then are on the shelf. But the circus as a production will never be put on the shelf—a new coat

of paint, new costumes, fresh spangles and a new bag of tricks, and the circus goes on forever, always set to give the circus fans a grand show.

MA BELLE CHIPMAN BENNETT.

Louisville.

It has been noted in the press and in *The Billboard* that Jimmy Durante is being sued for \$5,000 by a Pittsburgh woman and her husband on the ground that she was publicly humiliated. According to published reports, Durante during his performance rushed from the stage, placed his arms around the woman, kissed her and then returned to the stage and, for a punch line, said, "Boy! I can't forget that gal!" When Durante was informed that he would be sued for his actions it is no wonder that he answered by saying, "I'm mortified."

No Gag Worth \$5,000, Opinion In Durante Suit

The composing room foreman, a veteran typographer, handed us a piece of department store copy he had just received and wearily remarked: "What do you think of that?"

It was done in pencil, on brown paper, with several inserts hanging from pins to the edges. It was the work of an amateur, rough and careless. There were many opportunities for a printer to go wrong, for the written characters were sloppy.

This advertisement was to cost the store something over \$250. The purpose was to generate public interest in a sale of women's expensive coats.

We had this thought about it: Judged by the circulation of the newspaper serving the advertiser in question, the advertisement would be read by at least 35,000 people in the community. Yet it was treated in routine, careless, half-hearted manner. We wondered how that merchant would act if he were to be invited to appear in person before 35,000 people of his city, assuming that such a vast audience could be assembled to listen to a sales talk. Would he permit an unskilled writer to dash off a few reckless items on a sheet of brown paper, pinning up an array of inserts so carelessly that the reader must puzzle his brain to determine their place and meaning? Or would the merchant see to it that the best copy writer worked up the most interesting and convincing sales argument within his power of expression? Without question, the advertiser would take a lively personal interest in his appearance, make the best possible presentation.

Because the newspaper audience is unseen, it is none the less real. The day by day representations an advertiser makes in newspaper space give form to public opinion concerning him and his institution. Wise merchants are as scrupulously careful in their newspaper copy as in their window dressing.

The above editorial is reprinted from Editor and Publisher. Altho it concerns department store advertising, it can be well applied to advertising of some amusement enterprises and equipment and supply dealers.—THE EDITORS.

In my opinion, this case should be thrown out of court, dismissed for the simple reason that no gag is worth \$5,000. Durante is not the type of performer to insult an audience or anyone in it. He is and always was a clean comedian, and, remember, it is difficult to be very funny and yet not be risqué.

I believe that all that is needed in this case is a form of apology. If the woman in the case feels that she has been insulted she is entitled to her belief, but I am quite sure that a court case is quite unnecessary.

In a recent Broadway production in which Durante starred another incident, not exactly like but similar to this case, occurred. During Jimmy's performance he threw a pillow into the audience; the pillow struck a woman in the face.

Durante continued his performance, but during the intermission he went right to where the woman was sitting and presented her with a 5-pound box of chocolates and a hearty apology. The woman in this case felt perfectly satisfied and so should the other woman feel the same way. I repeat that an apology is all that is necessary in this case.

ALBERT D. SMITH.

Oneonta, N. Y.
I cannot agree with what Chet Springer wrote about trouping in The Forum of February 23. I have spent about nine years with minstrel shows, indoor circuses, carnivals, etc., and have found not one pleasant thing worth mentioning regarding trouping. There is one round of continual uncertainty all the time—long jumps from one city to another, bad theaters, forced irregularity of sleeping, eating restaurant food, layoffs and many more things I might mention. Mr. Springer's letter mentioned "little get-togethers," etc., but what do they amount to? Just a few drinks and the farewell of "See you next season."

Thinks Trouper Trials Not So Bad on Circus

They are apparently so pleased to see you when you arrive in a town, but the majority of one's so-called "pals" are simply fair-weather friends who are not even on hand to bid you good-by when your engagement is closed. No, I can't see it. In short, a trouper has no home, no true, substantial friends outside of

Reckless Advertising

41st YEAR The Billboard

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Vol. XLVII. MARCH 9, 1935. No. 10

clowns, a sort of "King of Joys," if you please. We must stick together. That is the only way in which we can accomplish anything for our betterment and, if we use the right tactics, we will have the managers looking for us.

The following would form a fine nucleus for an organization which might be called the White Face Club or something similar: Silvers Johnson, Paul Jerome, Earl Shipley, Roy Barrett, Kinko, Curly Phillips, Bones Hartzell, the three Hart brothers, Dave Clark, Bill Tafe, Bill Caress, Danny McAvoy, Jack Harris, Billy Lorette, Ab Johnson, Abe Goldstein, Joe Lewis, Joe Coyle, Harry Bayfield, Tom Plank, Jimmie McCoy, Mal Bates, Spader Johnson and others.

I have been contemplating authorship of a book which would include photos and biographies of all old-time clowns. Come on, boys, let's get together and see what we can do for ourselves. How many agree with me about Arthur Borella as leader?
JOHNNIE ROSELLI.

Cincinnati, early moving picture shows in Cincinnati were employees of *The Billboard*, going as far back as 1908. The first moving picture operators' local here was organized in 1905. The workers who secured the charter were Louis Hahn, George Homer, Ed Kirsch, Harry Schwartz, Ed Kelly, M. Meyer, Harry Ross.

A. Diesel, John Palmer, George Raywood, Bill Thornton and Fred Berry. First union cards were issued on February, 13, 1909. A new charter was granted on July 21, 1932. One of the first Cincy movie houses, known as the Crystal, was owned by I. Frankel, who later opened another nickelodeon near by. In the pioneer days operators worked from 11 a.m. until 11 p.m. with a half hour for supper. A few years later Mills' Edsonia, a second-floor theater, was opened in Fountain Square by M. Mills and I was engaged as operator. Shortly after I had taken hold Marcus Loew bought this, his first theater venture. This theater was changed with a new idea, "A Trip to California," and was also known as the Vaude Theater. Harry Schwartz, Harry Macomber, Arthur Fix, Ralph Finnegan and myself became the operators.
MITCHELL MEYER.

The Billboard Added Fans to Early Movies

Ludwig Launching Tent Rep
CARROLL, Ia., March 2.—Charles C. Ludwig, veteran Iowa theater man, will launch a tent repertoire organization early in the spring to tour this State. Ludwig's plans are to purchase an entirely new outfit. He operated his own rep shows years ago and also had his own picture theaters in various parts of the State.

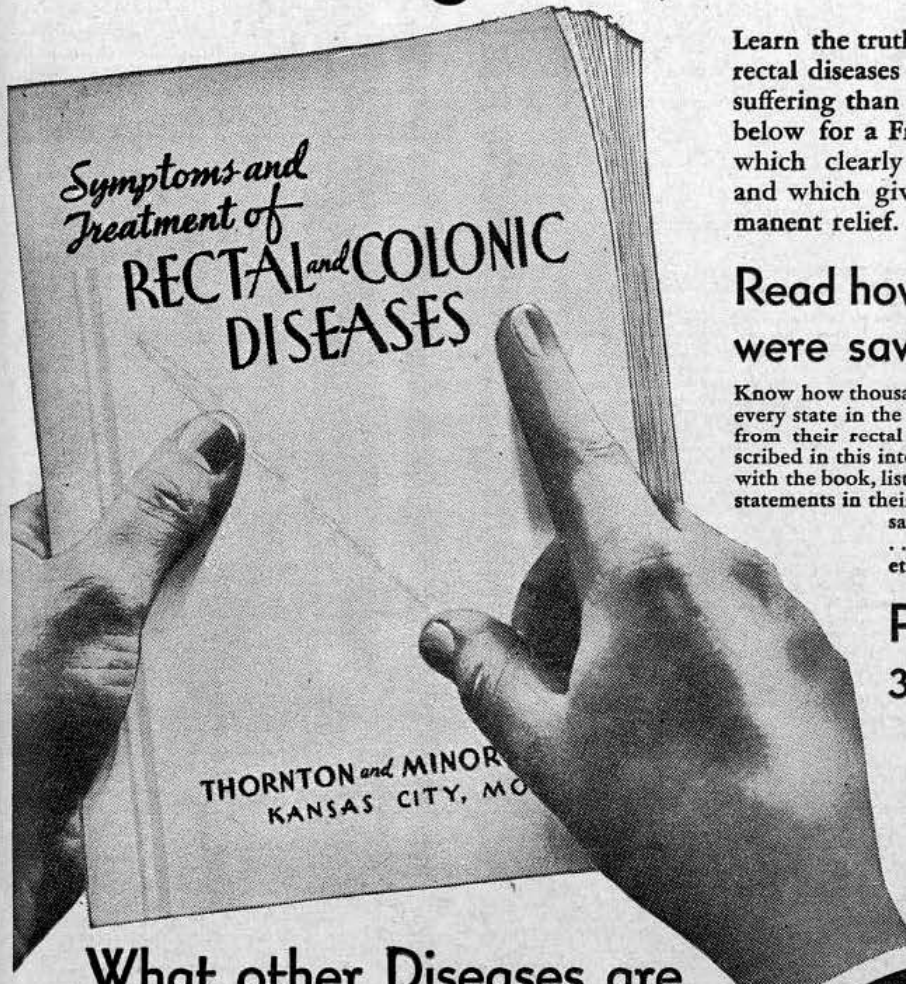
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Spielmann, Louis
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Tersip, Norman
Toler, Joe
Trucker, Art
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Spangler, Mrs. Helen
Warren, Helen

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Kling, Raymond
Lambert, D. J.
Lester, Frank
Linn, Billy
Lort, "Doc" Ray
Lindsay, Alex
Maire, Prince

MAGIC

(Continued from page 27)

and plenty of free beer and lunch will be served. This meeting will be held at the hall of the Gluek Brewing Company, thru the courtesy of Louis Gluek, magic enthusiast. The March 15 session will be at the clubrooms of Mystic 13, 1628 East Lake street. There the magi will endeavor to fool one another with new tricks. At the Gluek Brewing Company's Hall only 80 men can be accommodated so reservation will be necessary. Magi wishing to attend who are not members should write to the secretary, Ernie A. Anderson, 4637 Ewing avenue, South, Minneapolis. There will be an amateur contest March 15.

Stanley Cose and Ella Williamson, Nick Petrovic and Bee Bourinville, Don Naylor and Dinah Howard, Jack Harlan and Hazel Norris, Buddy Kaye and Pat Heins; Doran Herbert, solo.

ROSS BELL

(Continued from page 26)

assisting; Jo Jo Laver and Lois Bell, head nurses; Mrs. Helen McLaughlin, auditor; Al Flech, publicity; Singer Fisher, properties, and Harry McLaughlin, dietitian. The Bell unit is sponsored and morally supported by the Bell Chamber of Commerce, which thoroly investigated the company's operations over the past several years and went on record as being well satisfied with the entire setup, personnel, etc., of Ross organization.

PA STRIBLING

(Continued from page 26)

putting this over as one of the most beautiful ceremonies of its kind ever performed.

The wedding party, aside from the bride and groom, had Jean Andrews as maid of honor, with Evelyn Thompson, Helene Mills and Madge Brecht, bridesmaids. Ernie Gilbert was best man. King Brady gave the bride away. Better than 2,800 people turned out for the ceremony. Jimmy Mullin's little girl was ringbearer and the Reverend Snipes, member of the Tampa Administrative Board, performed the ceremony.

Mickey Grove, the bride, was dressed in white cellophane. The bridesmaids in different colors, with picture hats and cellophane bouquets. Both G. E. Michaelson and Harry H. Cowl, of International, were on hand for the wedding.

Immediately after the ceremony, still using the whole wedding party, except the bride and groom, one of the funniest mock ceremonies ever put on was witnessed, with the three Ryan boys and Eagle Miller doing the comedy and King Brady taking the part of the parson. When the part came for one of the boys to come on as the "irate father," with the big shotgun as an accessory, and when a house went into hysterics, and when a few minutes later another of the boys came on nearly as he was when a week old, with one of those big horseblanket safety pins holding the sheet in place, everything had to be held up for several minutes before King Brady could go ahead with the ceremony.

Four couples and only solo are left, consisting of Corlis Cooley and Mickey Cooley, Bill Garrison and Evelyn Thompson, Bobby Allen and Helene Mills, Ernie Gilbert and Jean Andrews, with Bobby Madison as a solo.

CELLOPHANE WEDDING

(Continued from page 26)

Jack Freeman, of course, heads the emcee staff. Harry Jarke affords the comedy relief, while "Chuck" Payne does a swell job of vocalizing. Freeman persuaded Mickey Thayer, who had dropped in to say hello, to share the responsibilities of overseeing the floor with Bob Perry.

Thirty couples and seven solos took the mark when "Pa" Stribling fired the starting gun. Stribling is one of the most beloved persons in all Georgia. He is the father of the late W. L. (Young) Stribling, boxer and aspirant to the heavyweight crown. He is a close friend of Ray Alvis, dating back to the days when Alvis was a manager of boxers. Alvis at one time had four world's champion boxers in his "stable."

ST. JOSEPH DOWN

(Continued from page 26)

nights, when customers can see Eagles' wrestling card along with contest at no price advance. Bank night Tuesdays and farm night Wednesdays also drawing well.

Chet Naylor and Dimples Houser, Des Moines team, said "I do" before Justice of Peace Luke Balch night of February 21 with good house and still are in the running. The other remaining contestants: Nick Pappas and Flora LaVoy, Louie Festa and Sophie Boc, Ray Wilson and Mildred Hanlett, Wallace Baird and Mary Honack, Johnny Baird and Jennie Rowe, Cecil Vanderwalker and Lee Studvyn, Jimmie Zimmerman and Vera Melching, Ernie Dowling and Bobbie Shelton, Walt Gross and Margie Knowles, Tex Nelson and Marion Walker,

Richardson, Peter
Rogers, Pat Wor.
Savage, Eddie
Scanlon, Doc
Sharma
Shaw, Phillip
Sheehan, H. A. J.
Shiv, Angus
Snell, T. B.
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Stearns, Al
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Toler, Joe
Trucker, Art
Valdeo, Pete
Van Sickle, Roy J.
Walker, William
Walker, Robert
West, Billie
Williams, Hal
Wintlow, Bob
Wood, Ed E.
Zern, Charles
Anthony

ANDERSON—Mrs. Rene, wife of Sam Anderson, formerly of the California Shows, at Mercy Hospital, Springfield, Mass., March 1.

BROWN—Sherman, 69, manager of the Davidson Theater, Milwaukee, for 41 years and in past years assistant secretary of the park board there, February 28 at his home in that city. He resigned as manager of the Davidson in May, 1930, when the theater's ownership changed hands. Survived by his widow, five sons, a daughter and a sister.

BUTLER—Ferrell E., 41, producer of stage attractions and manager of theaters since 1912 and manager of the Temple Theater, Saginaw, Mich., since October, 1933, February 26 in a hospital in that city. He was a nephew of Annie Oakley and was connected with the Butterfield Theater Circuit for seven years. Survived by his widow, father, son and daughter.

COOMBS—James, 65, former grand opera singer, character actor and lately in radio with S. L. Rothafel (Roxy), in New York February 23. For years he was with the Savage English-Speaking Opera Company, which toured the country 35 years ago. After he graduated from Brown University in 1897 he coached football at Worcester Academy in Massachusetts and football and track at the University of Maine. After the Spanish-American War he toured with the Savage troupe, then going to the New York Hippodrome doing grand and comic opera work for R. H. Burnside. In 1919 he joined the Roxy Gang, singing with that group until it disbanded recently. He was known as Daddy Jim in the Roxy Gang. While with Rothafel he sang at the Capitol and Roxy theaters, New York, and later at the Radio City Music Hall. He also wrote lyrics, one of his works being the Indian operetta *Onton's Bride*. Surviving, besides his widow, are two daughters and two sons.

COSGRIFF—Ed, 75, former president of Cedar County (Iowa) Fair Association, February 1 at his home in Clarence, Ia. Born in Tipton, Ia., and interested in fair work many years.

CRANE—Roy H., 32, at San Antonio, February 17. He was a high-diving clown and attraction manager with carnivals for years, last season with Rubin & Cherry. He was a native of Kansas City, Mo. Surviving are his mother, Mrs. R. M. Foster, Los Angeles, and a sister, Mrs. J. S. Frazier, San Antonio. Burial in Mission Burial Park, San Antonio, February 19.

CULLUM—Oliver Clayton, 42, shipping clerk for the Fox Film exchange, Memphis, suddenly at his home there recently. Cullum had been with Fox for seven years. His widow, Opal, is employed at the RKO exchange in Memphis. Burial in Forest Hill Cemetery there.

DAY—Holman, 69, author and scenarist, February 19 at Mill Valley, Calif.
DENK—Joseph A., 29, dance-band leader, in Rochester, N. Y., February 20 as the result of injuries sustained in an auto crash February 12. He leaves his wife, one son, his parents; three brothers, Henry, Clarence and Frank, musicians, and six sisters. Two of his sisters formerly appeared in tabloid and burlesque as the Denk Sisters. His widow

Arthur Hauk

Arthur Hauk, 48, one of the best known tabloid managers and producers in the business and a pioneer in that type of stage entertainment, was instantly killed Saturday morning, March 2, when the car in which he was riding with Dean Metzger, theater man, of Lima, O., struck a bridge rail on the highway on the outskirts of Hawkinsville, Ga. Metzger was killed in the same crash.

From 1912 to 1915 Mr. Hauk appeared in vaudeville with the Four Musical Kings. Later he organized the "Sunshine Revue," which he operated over the Gus Sun Time until 1932. Since quitting the road he has been located in Fort Wayne, Ind., where he was engaged in various theatrical activities.

His revue appeared for a time at the Riley Theater in Fort Wayne, and later Mr. Hauk engaged in club booking work in that city. At the time of his death he was advancing a donkey baseball unit.

Mr. Hauk is survived by his widow, residing in Kendallville, Ind., and one brother.

THE FINAL CURTAIN

is the sister of Floyd Halicey, burlesque performer.

DESMOND—Mary, prominent in operatic circles for the last 45 years, in Boston February 23 after an illness which forced her retirement last year. Born in London, she had appeared as soloist in command performances before King Edward VII, King George IV and Queen Mary. She also gave many performances in the United States. For several years she was head of the vocal department of the College of the Spoken Word, Brookline, Mass.

EAGLE—William Ogden, after a two years' illness of heart trouble, at his home in Thomasville, N. C., February 16. He formerly was a show operator and concessioner with carnivals, among them Cetlin & Wilson, David Christ, Ajax United and Bunts shows. His widow and three children survive.

ENOCH—Thomas J., 75, retired circus and vaude performer, in Indianapolis February 23. Burial in Crown Hill Cemetery there. He was billed as Tom Leo and performed with three of his brothers, known as the DeVaro Brothers, on the horizontal bars. He was a member of the Elks' Lodge, Seattle, and the Showmen's League of America. Survivors are three brothers, Marshall and Charles, who were in the troupe, and William Enoch.

FICK—Charles F., 65, recently at Topeka, Kan. Before moving to that city 20 years ago he was with the Ringling Bros.' Circus. For a number of years he worked for Jerry Mugivan and Bert Bowers. In his last years in show business he did contracting work. He was a Shriner. Survived by his widow, two daughters, three sisters and a brother.

FITZ-ALLEN—Adelaide, 79, long a well-known legit actress and more recently in radio, February 25 in New York of bronchial pneumonia. She created the part of the witch in *The Witch's Tale*, popular radio serial on the air four years. After studying in New York and Paris and in Dion Boucicault's school she made her debut in Frank Mayo's 1888 production of *The Three Musketeers*. Later she played with Kate Cameron in *The Two Orphans*, and then was in the company of Mlle. Rhea for several years. She toured both America and Europe, appeared with Ellen Terry and was generally recognized as a leading actress of her day. Other noted players with whom she appeared were Arnold Daly, Alexander Salvini, Alice Brady, Walter Hampden and Bruce Bairnsfather. Her plays included *Lights and Shadows*, *Romeo and Juliet*, *The Nordeck*, *Davy Crockett*, *Miss Nell* and others. Her sister, Mrs. Mary W. Schmidt, survives.

FRANKLIN—Mary M., 64, wife of John R. Franklin, former circus aerialist, at Memorial Hospital, Richmond, Va., February 25. Burial in Oakwood Cemetery there. Survived by her husband and a half brother.

FREEMAN—Charlene Ritchie, 3½ years, in General Hospital, Kansas City, Mo., February 23. Burial February 26 in Kansas City. She was the granddaughter of Bob Romola, operator of medicine shows in the Midwest for many years. Her mother was professionally known as Roberta Romola.

GORDON—Isabella F., 82, formerly prima donna with the Emma Abbott Opera Company and who sang the leading soprano role in the opening opera at the Tabor Opera House, Denver, in 1881, in that city February 26.

HANNA—Charles, 68, father of the Hanna Triplets, at one time well known in vaudeville and who tramped himself for a number of years, suddenly at the home of his daughter, Mrs. L. D. Lowe, near Bristol, Tenn., February 22. Surviving are his widow and six daughters.

HARBAUGH—Wendell, 25, bar performer, past season with the Barnett Bros.' Circus, was killed in an auto accident recently at Sumner, Ill. Survived by parents.

HASTINGS—S. Fielding, 78, many years in amusement business, during his early career operating riding devices and the first to operate a motion picture machine in his home city, Crisfield, Mass., at his home in Crisfield February 20. Two children, James S. Hastings

and Mrs. Bessie Windsor; two brothers, C. W. and Alonzo, and two sisters, Mrs. W. J. Graham and Mrs. Mollie Wright, survive. Burial in Crisfield Cemetery February 22.

JOHNSON—Curtis M., 57, former president of Minnesota State Fair and once Republican candidate for governor, in University Hospital, Minneapolis, of pneumonia February 22. He lived many years in Rush City, Minn., was long active for the State Fair and its head for six years. His widow was too ill to attend the funeral.

KAISER—Mrs. Ida Riemann, 76, singer, widow of Esmar Kaiser and sister-in-law of the late Mark Kaiser, well-known musician, February 24, in New Orleans, following an illness of several months. She joined the choir of Touro Synagogue, New Orleans, at the age of 17 years. In 1893 she was a Louisiana representative to the Chicago World's Fair and sang there on Louisiana Day. Survived by three sons, one daughter and one grandchild.

KINGSLEY—Pierce, 73, veteran actor, in New York recently, as mentioned briefly in last issue. He had been a guest at the Percy Williams Home, East Islip, L. I., since early 1931. He first appeared under the management of Lenhen & Bateman and with the Primrose & West Minstrels. In the '80s he was with J. K. Emmet in *Fritz in Ireland* and with Joseph Murphy, Irish comedian. His widow survives.

KOHN—Morris, 71, pioneer film producer, in Nanuet, N. Y., February 20, as mentioned briefly in last issue. His experience in pictures goes back to the pioneer days of the industry, when he quit the fur business in Chicago, where he had been Adolph Zukor's partner, to enter the nickelodeon field with Zukor and the late Marcus Loew. Before his retirement 12 years ago he had been president of the Realarl Pictures Corporation, subsidiary of Famous Players Lasky Corporation, and also president of Select Pictures Corporation, which Zukor controlled. Funeral was attended by many of the leading picture executives. Burial in Mount Hope Cemetery, Westchester, N. Y.

MCDONALD—Mother of Wallace McDonald, writer and former screen actor, February 22.

MARCHE—Mrs. Gazelle, 42, former picture actress, February 26 in New York of bronchial pneumonia.

MAUDRU—Charles, 76, formerly in charge of the stage of the Theater Michel in St. Petersburg, France, and more recently at the Theater Antoine, Paris, in that city February 17.

IN LOVING MEMORY
of My Brother
CHARLES V. MCCREA
Who Passed on
MARCH 8, 1934
MRS. HARRY DUVALL

MELNIKOV—Mrs. Zacher, 34, who appeared for several seasons with the Milwaukee Philharmonic Orchestra and also played in the Wisconsin Theater orchestra, Milwaukee, as violinist under the name of Edith Persson, February 24 in New York. Besides her husband, she is survived by a son, Miles; her father, Arthur Persson; two sisters and two brothers.

MERA—Edith, 27, vaudeville and film actress, February 24 in Paris following an operation. Miss Mera appeared in Hollywood pictures four years ago.

METZGER—Dean, theater manager of Lima, O., was killed, along with Arthur Hauk, tabloid producer and manager, in auto accident near Hawkinsville, Ga., March 2. Details of accident appear on Burlesque-Tabloid page.

MIDKIFF—Alvin, 68, Shelbyville, Ind., secretary of the Shelby County Fair Association, recently of paralysis. His widow survives.

MOFFETT—Richard, former theater doorman in Rochester, N. Y., recently at the Veterans' Hospital, Batavia, N. Y.

MORROW—Mrs. Theresa, 91, mother of Dottie Reno, of the Great Reno and Company, at the family residence in St. Joseph, Mo., January 17 of influenza.

PAMPLIN—John M., 60, colored magician, juggler and knife thrower, of a heart attack in Danville, Ill., February 26.

PAPULIS—Angela, 23, daughter of a Midwestern theater owner and a patient of the NVA at Saranac Lake, N. Y., for six years, at Saranac Lake February 21. Body was cremated and sent to her home in Steubenville, O. Her parents, two sisters and two brothers survive.

PETERS—Frederick C., 59, father of Carole Lombard, motion picture actress, at University Hospital, Ann Arbor, Mich., February 19 following an operation. Survived by two sons, one daughter, three sisters and three brothers. Funeral services in Fort Wayne, Ind., and burial in Lindenwood Cemetery there.

POTTER—Ray (Slim), 52, of a cerebral hemorrhage at the home of his mother in Coffeyville, Kan., February 11. He operated eating stands at fairs and with carnivals for many years. Survived by his mother, Mrs. Mary Potter, and sister, Mrs. Clara Dial, both of Coffeyville, in which city funeral services and burial were conducted February 14.

PREUSSER—Otto, at Milwaukee, February 14, after a five days' illness of pneumonia. He was connected with the Clarence A. Wortham Shows in 1920, and previously was with shows on the Pacific Coast. His widow, Anna, and son, Ervin, survive. Interment in Milwaukee February 16 in charge of Odd Fellows.

PRUITT—R. T., 59, circus billposter and father of Virgil and Vestal Pruitt, billposters with the Barnett Bros.' Circus, was killed in an auto accident while en route from Brazil to Carbon, Ind., his home. He had been off the road the last two seasons. Funeral services at Virgil Pruitt's home in East Brazil, Ind. Interment at Pleasant Valley Cemetery there.

RANDOLPH—Clate, father of C. R. LaMont, of LaMont Bros.' Circus, February 10. Burial in Defiance, O. (Anyone knowing whereabouts of C. R. LaMont is asked to notify him of the death.)

ROBERTSON—Cecilia Reynolds, 65, mother of Ralph Robertson, advertising manager for the Paramount Film Corporation, at the Hollywood Hospital, Hollywood, February 20. Mrs. Robertson was society editor of *The Washington Post* for 16 years. Two sons survive.

RUSSELL—Raymond E., 36, newspaper man and press agent with carnivals, among them Christ United Shows last season, at the home of his parents, Mr. and Mrs. W. E. Russell, in Dennison, O., February 28, of heart trouble. Survived by his widow, Rosalie, and three children, Flora Lee, Mary Jane and Virginia; his parents, five brothers and two sisters.

IN MEMORY OF A REAL TROOPER,
James Scotland
Stage Troupier, N. J. State Troupier,
Wilson-Aubury Trio, James Scotland.
Who died in the performance of his duty
Tuesday, February 19, 1935.
HARRY BURNS. DOUG LEAVITT.

SACHSENMAIER—William, 61, former president of the Universal Film Ex-
(See *FINAL CURTAIN* on page 65)

A. P. Sandles

A. P. (Put) Sandles, 64, notable figure in Ohio fair circles and State politics, died at his home in Columbus, O., February 26. For many years he had spoken at conventions of the Ohio Fair Managers' Association there and missed the 1935 meeting only because of illness. He was a pioneer in county fair organization and was active in the former association, the Ohio Fair Boys.

His eloquent oratory and pungent pen made him popular in many Buckeye activities. He did much for agriculture as secretary of the State Board of Agriculture in the administration of Governor Judson Harmon. He was three times candidate for the Democratic gubernatorial nomination and a former State civil service commissioner. In December he resigned from the board of directors of the Federal Farm Bank because of a heart ailment.

He was a native of Ottawa, Putnam County, O., where the family maintained a home. Surviving are his widow; a son, Bryan P. Sandles, manager of Ohio State Junior Fair, and six daughters.

PAWNEE BILL SHOW TO H-W

Bill Penny To Manage Concert

Wild West troupe also to appear in spec—to report for Chicago opening

SARASOTA, Fla., March 2.—The entire Wild West show for the Hagenbeck-Wallace-4 Paw-Sells Bros.' Combined Circus will come from Pawnee Bill's Ranch at Pawnee, Okla., reporting for the opening in the Stadium at Chicago on April 20, it was announced today by General Manager Sam W. Gumpertz of the Ringling interests.

Major Gordon W. Lillie, known as Pawnee Bill and one of the last of the old Indian scouts, is now readying the aggregation, which will bring its own stock and props. The troupe will include 20 Pawnee Indians, Cossacks, cowboys and other performers. Bill Penny will be in charge.

The Pawnee Bill show will give a 25-minute concert and will appear in the spec and in the mid-show bally for the concert. At least 40 people will be with the troupe.

Oyler To Manage Russell Side Show

ROLLA, Mo., March 2.—J. H. (Doc) Oyler will be in charge of the Russell Bros.' Circus Side Show. Doc has been with the big ones and will be valuable addition to the staff. He is at his home in Duncannon, Pa., where he will remain until opening of show.

Because the Russell show has adopted the rule of not engaging acts that are booked at fairs, the Morris troupe will not be with the show as stated last week. The management insists that all acts engaged by it must remain the season.

Ray Blankenship and James Webb will again be in charge of the new office wagon, the former as treasurer and the latter as secretary.

Ray Swan will again greet the holders of passes at the pass gate.

Wheeler Ties Up With Hunt Show

WASHINGTON, March 2.—A deal has just been consummated whereby the Hunt Circus acquired the equipment, animal acts, etc., that last season formed a part of the Almond & Conley Circus, as well as trucks and other property that was used by Al F. Wheeler on Schell Bros.' Circus season of 1934. The Hunt show will be further enlarged by the addition of three more new trucks, a new callope and several new parade floats, as a street parade will be featured. Wheeler will have charge of side show and concessions, and Dixie Green has been engaged to take charge of advertising trucks.

Bombayo to London

CINCINNATI, March 2.—Kannan Bombayo, bounding rope performer, will leave New York on March 22 for London to open with Mills' Circus.

Performers Rated First

NEW YORK, March 2.—The Forest Hills Post, local weekly paper of the exclusive residential section of the New York smart set and millionaires, located on Long Island, has just held an Inquiry Questionnaire as to who are the most famous residents of the community.

In more than a hundred answers the first five mentioned as published in the completed list included two performers of international reputation. The first was Fred Stone and the second May Wirth. The others in order named were Burns Mantle, dramatic critic and columnist of The Daily News; Helen Keller and James Stewart, the New York City merchant prince.

25th Tour for Atterbury

DAKOTA CITY, Neb., March 2.—Atterbury Bros.' Trained Animal and Three-Ring Circus will take the road in April for its 25th annual tour. Show is being enlarged and a junior Parker Merry-Go-Round will be carried. There will be new canvas. Shorty Lorch is superintendent of canvas. Bill Woodcock will have charge of elephant and other animals. Trucks have all been overhauled.

Recent visitors were Max Gruber and Charles Coughlin.

Vera Bruce Under Knife

LONG BEACH, Calif., March 2.—Vera Bruce was operated on for appendicitis last Saturday at a local hospital and is reported doing nicely. She gave a performance on February 21 at the Desert Circus, Palm Springs, Calif.

Mascoe's Mother Dying

CINCINNATI, March 2.—Information has been received by The Billboard that the mother of Fred Mascoe is dying and wants to see him. Her address is 117 Lippincott street, Toronto, Ont., Can.

Mascoe was with Gorman Bros.' Circus last year and then with Joe Rossi on a carnival. Readers knowing of his whereabouts are asked to bring this to his attention.

DeBarries With Barnett

CINCINNATI, March 2.—W. E. DeBarrie will have the side show with Barnett Bros.' Circus, and his wife will present her cockatoo act. They have been on West Coast all winter playing Paramount and Orpheum theaters with their act, "Birds in Joyland"—18 cockatoos and macaws.

Four New Coaches For the Cole Show

ROCHESTER, Ind., March 2.—With the color scheme definitely announced for rail equipment, paint and repair men have started work at Cole headquarters here. Coaches will be red, with gold trim and lettering. Flats, stock and elephant cars will be in aluminum, with bronze-blue lettering and trim. Arrival of four new coaches this week practically completes the train equipment.

The New York Mirror, issue of February 24, devoted a page in colors to Clyde Beatty under the title "When a Lion Bites Beatty It Is Always News."

Al Dean, superintendent of commissary, is assembling kitchen and dining equipment for the road. Provision is being made to accommodate 1,080 people, which it is reported will compose the show's personnel.

Walter Ralrdon and Earl Lindsay will be in No. 1 ticket wagon, and Arnold Malley will have charge of No. 2 wagon.

Vic Robbins, band leader, left Friday for Columbus, O., to confer with Rex de Rossell, producer of spec, The Serenade From Spain, which will prelude the Cole show. Robbins will compose several scores for new extravaganza.

Walter Grebb, head chef, has returned to quarters after a visit with relatives in Binghamton, N. Y.

Lewis Bros.' Show Playing Indoors

CINCINNATI, March 2.—Lewis Bros.' Circus played in Windsor, Ont., week of February 11, under auspices of the Tuberculosis Veterans' Association. Engagement was a success, it being necessary to give two shows Friday and Saturday nights. Ela Feldman rode menage and Carl Romig and son filled in clown alley with Carney McFee, Sammy Waterfield and Carl Davis.

Manager Paul M. Lewis will again put on his show at National Guard Armory, Ft. Wayne, Ind., March 28-30, auspices of the Grotto. This will be third consecutive year that the show has appeared for a winter engagement in that city. Lewis states that he has one more indoor date before outdoor season gets under way.

Lewis further states that he has booked the following for outdoor season: Moreen troupe of five, teeter board and aerial numbers (act managed by Will G. Morris Jr.); Atterbury Duo, Riddle Family, Carmen and Crowley, Three Ortons, Madame Bernard's dogs, Pauline King, Grant Sisters; Earl Lewis and wife, latter prima donna and working elephant; Capt. Smith, working lions; Biddie O'Brien, working dogs and ponies; Alice Comstock, aerial numbers.

Midget in Arena

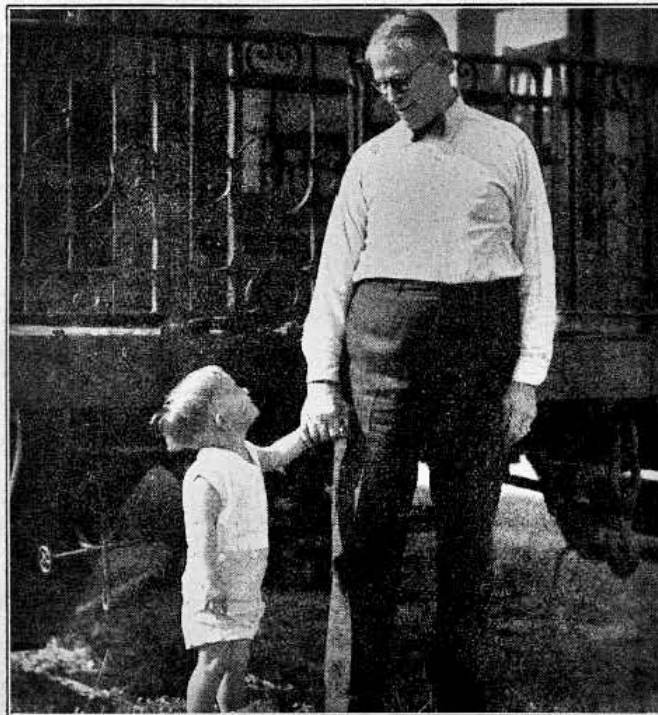
CLEVELAND, March 2.—Margaret Ann Robinson, midget, feature side-show attraction at the Grotto Circus here, proved a strong drawing card.

Abe Tavlin, tour and exhibit manager, hit upon the idea of presenting her in the arena immediately following each performance. This plan worked most effectively for Abe, as approximately 100,000 persons paid their dimes to see her.

Ingalls' Float Cops

SARASOTA, Fla., March 2.—A big hit of the Pageant of Sara de Sota here last week was the baby parade, a Saturday afternoon attraction that drew upwards of 25,000 spectators who saw a circus group carry off the grand prize for originality and beauty.

Clyde Ingalls, Ringling side-show manager, was responsible for the float which was labeled "Sarasota Sunshine." It was in the form of a rickshaw, with the two Ingalls youngsters, Jane and John, riding in palm-bedecked seats. Pulling the rickshaw were Estelle Butler and Theol Nelson.



THIS PICTURE of Sam W. Gumpertz, general manager of the Ringling Circus interests, was taken the other day at Sarasota, Fla. With Mr. Gumpertz is John Louis Iwerson, of Sarasota, who has been chosen as the "typical American boy" for the circus. The lad's picture will be used in circus publicity all over the country this year.

Sam W. Gumpertz Looks for One of the Greatest Seasons

SARASOTA, Fla., March 2.—The American circus today is facing one of the greatest seasons in the history of the amusement world, a season that will bring new records and new thrills to the circus-going public.

This is the studied opinion of Sam W. Gumpertz, vice-president and general manager of the Ringling Circus interests.

Mr. Gumpertz bases his opinion on the reports of general agents who have been busy for weeks studying the business situation in scores of key cities throughout the nation.

Another basis for his opinion is the more than 100 per cent increase in attendance at the Ringling quarters here since the middle of November. Last year upwards of 50,000 persons passed thru the gates, and the figures so far this year indicate more than 100,000.

Pat Valdo, one of Mr. Gumpertz's assistants, recently returned from a long jaunt over Europe and many new faces

will be seen with the shows. It costs "big money" to bring these acts from Europe and to maintain them while in the States, so an indicated poor year would not justify the outlay.

But this bringing in of European acts does not mean that American performers are being given the run-around. They are being shifted around among the three Ringling shows, with new faces in new territory. Tim McCoy, movie cowboy, is coming with the Ringling show. Upwards of \$300,000 has been spent in the Ringling Circus quarters here. Innovations will include solid aluminum cage wagons for Emir, large tiger, and for lions and lionesses; pneumatic rubber tires on circus wagons, etc.

From his office car here Mr. Gumpertz directs the activities of the other two Ringling shows, Hagenbeck at Peru, Ind., and Barnes at Baldwin Park, Calif.

At the quarters here the hum of activity resounds thruout the 700-acre plant.

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With the Circus Fans
By THE RINGMASTER

President, CFA. Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. Norwich, Conn. (Conducted by JOHN SHEPARD, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

The Harry Atwell Luncheon Club had following in attendance at daily meet in Coffee Shop of Hotel Sherman, Chicago, on February 21: Atwell, Nat Green, Arthur Hopper, Floyd King, Harry Bert; Bert Wilson and John Shepard, both CFA, and Dorothy Helmer.

A. Morton Smith, CFA, of Gainesville, Tex., is program chairman of the Fine Arts Festival to be given at Cooke County Fair Park in April.

Guy Toombes, CFA, manager of Davenport Hotel, Spokane, will assume management of Hotel Utah in Salt Lake City. On February 25 the Spokane CFA tendered Toombes a farewell dinner.

A framed set of pictures of the Cranbrook elephant stampede was recently added to Circus Room of Davenport Hotel, Spokane.

Sverre O. Braathen, chairman of W. C. Coup Top, Wisconsin, sent us a catalog of Third Annual Adult Hobby Show held in Madison January 18 to 21. He exhibited a fine lot of circus programs and pictures.

Among recent visitors at Hotel Cumberland Circus Room in New York were Bert Cole, James D. Barton, Charles Robinson, Kenyon Nicholas, Bert Merrill and wife, Mr. and Mrs. La Rue Dietz, A. Arthur, Doc Cann and Burns O'Sullivan.

Our chaplain, Rev. James W. E. Airey, is now located in Houston, Tex., and is rector of St. Andrew's Episcopal Church. Was formerly in Longview, Tex.

James B. Tomlinson, CFA, formerly a resident of Portland, Me., is now at Wyman Park Apartments, Beech avenue, Baltimore, Md.

Bernard J. Walsh, 1306 Bidwell street, Vancouver, B. C., Can., is a late addition to membership.

C. Loutzenhiser presented Karl Knecht a fine collection of old heralds and programs, including Sells Bros. in 1894 and Barnum "Jumbo" book, issued in '33.

Frank C. Friedmann, chairman of the Adam Forepaugh Top, St. Paul, attended Shrine Circus in Minneapolis every day during its engagement. He met a number of folks.

Fowler Bros. Being Enlarged

TWIN LAKE, Mich., March 2.—Fowler Bros.' Circus is being enlarged and will be operated as circus and Wild West show this year. A new 20-foot top with four 30-foot middles has been received. Menagerie top will be 60 by 90; side show, 50 by 70, and two padroom tents, 30 by 50. A new light plant has been ordered. Five new semi-trailers were bought last week to handle the extra equipment that is being built. Fifteen more lengths of blues, 10 more lengths of reserves and 10 animal cages, which will be used in parade and menagerie, are being built.

Show will open in Southern Indiana first of May. Melvin Elliott will have charge of canvas, Ted Nash in charge of seats and Professor Zahradka will have eight-piece band.

A tract of land was purchased in Florida while Mr. and Mrs. Fowler were vacationing there, and show will go into new quarters next winter.

Street Playing Theaters

ST. MARYS, O., March 2.—Capt. Street's Animal Circus, wintering here, has been playing schools and theaters to good business since closing summer tour. The show runs one hour and 45 minutes, using dogs, ponies, goats and monkeys. Feature is "Pochie," dog with human brain. Happy Jack Wilson is doing clown numbers.

The personnel: A. H. Schurr, manager; Captain Frank Street, owner; Dick Sheaks, publicity; Had Morris, superintendent props; Mrs. Jack Wilson, tickets and sound.

Show is transported on two trucks and three trailers, using a sedan and sound truck on the advance.

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CALL AL. G. BARNES CIRCUS CALL

25th Season Opens at San Diego, Calif. SATURDAY, MARCH 23rd

All persons engaged report at WINTER QUARTERS, MONDAY, MARCH 18, at 10 A.M. unless otherwise notified by letter. Kindly acknowledge this call at once by mail as follows:

BIG SHOW PERFORMERS—Robt. Thornton, Equestrian Director.

BIG SHOW BAND—C. E. Redrick.

SIDE SHOW PERFORMERS—Mel Smith.

CANDY BUTCHERS, Etc.—Chester Petke.

BIG TOP CANVAS—W. H. Curtis.

DRIVERS, Etc.—Jake Posey.

COOK HOUSE MEN—Geo. Tipton.

ELEPHANT MEN—Walter McClain.

ANIMAL MEN—Eddie Trees.

MECHANICS—J. O. Forbes.

TICKET DEPARTMENT—Harry Bert.

SIDE SHOW BAND—Prof. H. Marshall.

USHERS—Al Moss.

CROOMS—Merle Rittenour.

ELECTRICIANS—Edw. Versteeg.

TRAINMEN—Judd Bullock.

SIDE SHOW CANVAS—Jersey Schanck.

WARDROBE—Geo. King.

CAR PORTERS AND DINING CAR HELP—Wm. Denny.

S. CRONIN, Manager, Winter Quarters, Baldwin Park, Calif.

WANTED FREAKS and SIDE SHOW ACTS

FOR SUMMER SEASON 1935

Wonderland Circus Side Show, Surf Ave., Coney Island, N. Y. Highest salary paid to Attraction with best box-office appeal. Can also use convincing Talkers. Must be able to turn them in. State salary and enclose photo in first letter.

Write DAVID ROSEN, 3780 Surf Ave., Sea Gate, Coney Island, N. Y.

New Seats for Seal Show

FREDONIA, Kan., March 2.—A thousand turtle-back seats are being made for Seal Bros.' Circus. Side Show will have new double-deck banners, 12 in number, also six-piece colored band. W. F. Wilcox, with three trucks and six men, will blaze the trail with new special paper.

Among those who will be with show are Matsumoto troupe of six Japs, Correll troupe of six, Henery Duo; George Jenner, clown; Clifford Brooks with band of eight pieces. A new callopie has been received. Marie Henery will be callopie player with band. John J. Lynn will be boss canvasman and Bob Holliday assistant; Harley Dolle, electrician; Lorn Dolle, buyer; James Riley, mechanic; Blackie Bowman, in charge of menagerie animals; Bert Rickman, equestrian director. Bud Anderson is owner-manager and his wife secretary-treasurer.

Recent visitors were Mr. Irley, of Tulsa, Okla., who is building a motorized circus, and Major Gordon W. Lillis.

Seils-Sterling Advance

MT. VERNON, Mo., March 2.—Roy Roberts, brigade agent of Seils-Sterling Circus, recently signed Joe Quackenbush, veteran Austrian biller, making advance complete and ready for opening early in April. Others engaged are C. L. Thornton, Ralph Bliss, Elmer Shrader, Willis Roop, Milt Phillips, billers; Pop Jackson, pastemaker and porter; Roy Roberts, in charge of car, and Art Miller, press agent. Equipment will consist of big semi-trailer storage truck and office and three smaller trucks, two for country routes and one for town billing.

Acts at Charity Circus

PALM SPRINGS, Calif., March 2.—The Palm Springs Desert Charity Circus on February 21 drew approximately 10,000 people. Among the performers were Vera Bruce Codona, aerialist; Four Bell Thazers, gymnasts; "Peg" Michell and Vivian Rosard, web; Montie Montana and his horse, Spot, trick and fancy roping. Cliff McDougall handled publicity.

Braden at Sarasota

SARASOTA, Fla., March 2.—Frank W. Braden, of the Ringling press staff, reported to quarters here Monday for extensive preparatory work. He will be headquartered with Roland Butler in the latter's big office.

DAN RICE MEMOIRS

BOOK 499 Pages, Illustrated, together with 2 8x10 Photos, JOHN O'BRIEN'S FAMOUS 70-HORSE ACT and MABEL STARK TIGER ACT, for \$4.50.

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DOG RACING IS HIT IN N. E.

Park Men Talk Plans To Battle "Evil" at New Bedford Conclave

Committee is named to report on the advisability of campaign on "serious competition" — membership voted in reorganized NAAPPB, parent body

NEW BEDFORD, Mass., March 2.—New Bedford, in whose waters the whale has been known to arouse fishermen to sensational exploits which have gone down in local history as contributions to man's victories over the elusive mammal, settled down for two days to try the trusty harpoon on the embryo amusement called dog racing. The occasion was the seventh annual convention of New England Section of the National Association of Amusement Parks, Pools and Beaches, held on Tuesday and Wednesday in the New Bedford Hotel. Many of the 60-odd delegates from New England and near-by States, including New York and Pennsylvania, shared in discussing the dog-racing situation and its effect on amusement parks.

Among them were Andrew A. Casassa, former mayor of Revere, Mass., and first president of the association, then known as the New England Amusement Men's Association; Douglas Boyle, Newport Beach, Newport, R. I.; Howard Duffy, Old Orchard Beach, Me.; Daniel E. Bauer, Acushnet Park, and semi-official host here; Fred Fansher, New York, who arranged the program; George Hamid, president of George A. Hamid, Inc., and others.

Most of the speakers branded the canine events with "serious competition," "evil practice," "hotbed of crime" and other picturesque phrases, altho it is well known that one or two park operators are themselves seriously contemplating conducting this type of race when the time is ripe.

Acute in Two States

In the end, after much bickering and reconsidered hasty action, President Arch E. Clair was authorized to name a committee of seven to gather data on the subject and report the findings and experience back to the association for final decision in the matter.

Committee is composed of Mr. Boyle, Mr. Duffy and Mr. Hamid; Fred L. Markey, Salisbury Beach, secretary of the section; W. St. C. Jones, William B. Berry Company, Boston; Frank S. Terrell, Savin Rock Park, West Haven, Conn., and Barney J. Williams, Pine Island Park, Manchester, N. H. Geographically the group is made up from Rhode Island, Maine, New York, Massachusetts, Connecticut and New Hampshire.

The dog-race problem is said to be particularly acute in Rhode Island and Maine. Massachusetts provides for the races in a bill recently passed, but there is some talk of repealing it, which observers say will take three or four years.

Baker Is Speaker

In the closing session on Wednesday the organization voted to become a member of the NAAP-Pools and Beaches, but whether the word "Section" will be continued in the label was not discussed.

With Harry C. Baker, New York, president of the national body, present during the two days and a leading speaker in the opening stanza on Tuesday, the end (See DOG RACING on page 44)

MADISON, Wis.—Three camels from Hall's circus farm, Lancaster, Mo., have been added to Vilas Park Zoo thru efforts of Zor Shrine Patrol. The family includes a male, 7; female, 5, and a colt, 1 year old.

Economy

BRUSSELS, Feb. 25.—Among new cabins being erected at the fashionable bathing beach in Ostend three modern buildings will be for royal bathers, another for "first class" and the third for "sportives." This third or popular-class building will use an interesting system allowing for efficient use of cabins. Customers will not monopolize cabins while they are in the water but only during the time while dressing or undressing. Portable metal wardrobes will be brought to the cabins, and when bathers have placed their clothing in them, they are locked and placed in a special corridor until bathers return to dress.

New Cincy Zoo Body Sums Up Best Year

CINCINNATI, March 2.—"The first year of operation by the Zoological Society of Cincinnati, a corporation without profit, was most successful the Zoo has known," said John K. Rose, secretary of the park commissioners, in the second annual statement of that commission.

Inventory showed: Mammals, 475; reptiles, 60; birds, waterfowl, 841. Attendance for 1934 was 634,199, larger than in any previous year. Cashier's fund, cash on hand and in banks, \$44,253.60; accounts receivable, \$83.58; current liabilities, \$9,666.88; coupon books sold, 1935, \$2,279; surplus for year ending December 31, 1934, \$42,057.34.

For three major projects, Mrs. Lily Fleischmann contributed \$96,413.19. Of that sum \$63,389.31 was spent in 1934. She also has set aside \$26,000 additional for work in 1935. Improvements totalling \$176,524.31 were made possible thru private donations of \$77,369.91; CWA and FERA, \$64,464.60; Zoological Society, buildings and grounds, \$20,627.18; animals, \$2,746.57, and nursery material from park board, \$11,317.05.

Holt Is Avon Lake Manager

PLEASANTVILLE, Ia., March 2.—Paul W. Holt, who has been connected with West Coast resorts, has been made manager of Avon Lake, near Des Moines. Heretofore a dance and swim spot, the resort this season, it is announced, will have rides, concessions, free acts and other attractions, with free busses from the city and extensive advertising and publicity.

SANDUSKY, O. — Vacation season at Cedar Point will start on June 15 and end on Labor Day. General Manager Edward A. Smith announced, following annual meeting here of directors of G. A. Boeckling Company, operator of the resort.

Amusements Ponder A. C. Light Spec's Effect on Their Grosses

ATLANTIC CITY, March 2.—Plans are progressing to insure safe bathing night and day on Atlantic City beaches, with a colorful light spectacle every night. Bathhouse operators are jubilant over the idea, but amusement interests are wondering how it will affect their grosses.

The city assures the latter that it will increase gates by bringing extra visitors here and that if bathers prefer nights for this purpose, amusement people will benefit by matinee pickups and vice versa.

The plan was announced at a closed meeting of Atlantic City Press Club when John Hollinger, one of the operators of a chain of hotels in this resort, declared that so successful was the Festival of Light during the Christmas holidays that the majority of hotel men along the beach front were enthusiastic for repeating it to some degree next summer.



ARCH E. CLAIR, manager of Norumbega Park, Auburndale, Mass., who before he retired as president of New England Section of the National Association of Amusement Parks, Pools and Beaches, appointed a special committee of seven to study the dog-racing problem, which was discussed at the seventh annual convention of the section in New Bedford, Mass., last week.

International Hall Being Set for M.-D. Pier's Acts

ATLANTIC CITY, March 2.—International Hall, a congress of foreign thrill acts, will be one of the ace features of the revamped Young's Million-Dollar Pier. The large ballroom, which last season housed Buck Taylor's Circus, will be done over with artistic drapes, and every country with acts represented will have a special box and program in its honor.

The large hall will be fronted by a spacious lounge and, according to plans of the pier's publicity department under direction of Alvin H. Steinberg, consuls and other notables visiting resort will be guests of honor at performances given by their countrymen, thus creating a European idea of entertainment on this side.

Jersey Spot Is Taken Over

BOUND BROOK, N. J., March 2.—J. H. Wendell has taken over management of Riverside Park here and will make extensive improvements, he says, also adding an outdoor clambake. Plans are for four new rides. Sixteen concession buildings are being conditioned.

PARIS.—T. Jay Quincy and Venie Quinicy, American high diver, have returned to Paris after an extended tour of Northern Africa, Spain and Southern France. Peejay Ringens, American high diver, is headed for Paris from the Orient.

All beach front hotels for the Light Festival installed big floodlights and trick lighting devices on roofs. There are enough of these lights, with extra ones which would be furnished by the city and piers, to keep the beach and ocean lighted up 24 hours a day.

Besides this, the city is planning several innovations for the Boardwalk to give it a brighter appearance. Hotels having cabana colonies along the beach fronting them are also considering colored light strings, etc. In fact, the whole scheme is an innovation in resort planning and other resorts along the coast are said to be uneasy over the fact that the novelty may draw crowds from them.

Steel Pier now is completely outlined with light for its entire half-mile length. Several hotels are installing like equipment. Million-Dollar Pier is planning an illumination project along these lines.

Meyers Lake Outlay Is Set

\$50,000 program is sign of activity in Eastern Ohio — rides are to be added

CANTON, O., March 2.—First substantial amusement park construction in Eastern Ohio in almost 10 years is planned by operators of Meyers Lake Park here, one of the largest in the Midwest. Total cost of improvements, to result in rehabilitation of the park, will be in excess of \$50,000.

General Manager Carl Sinclair said the most ambitious improvement program since the company rebuilt the resort several years ago will be started so that construction can be completed in time for the park opening late in May.

Work will include painting of all rides, concessions and buildings in uniform color, extensive improvements to bathing beach, including moving of the boardwalk farther up along the hill, and space now used for a walk to be converted into additional sand beach; installation of two modern rides, one of which has been definitely decided upon, along the midway; razing the present high-ride front and installation of a modern front and construction of new dips in the high ride and general overhauling of it.

E. Don McKibben will be retained in the excursion and picnic department and is at work lining up 1935 bookings.

Impetus for Sandy Beach Anticipated Thru CCC Camp

RUSSELLS POINT, O., March 2.—Many new features are contemplated in Sandy Beach Park here, which Manager Harry L. Moller said would open for week-end dancing on Easter Sunday. Official park opening will be on Decoration Day. Name bands will be played weekly.

All bands that play week stands in the pavilion, Minnewawa, will compete for first, second and third cash prizes and cups to be awarded at close of the season. Manager Moller predicts a big park season, reporting advance bookings unusually heavy.

An Indian Village probably will be looked, the section being rich in Indian lore. Two more rides may be added to the nine now in the park. An impetus in the locality is expected to follow location and road work of a CCC camp this season.

Steel Pier Exhibit Draws

ATLANTIC CITY, March 2.—Steel Pier will rearrange its extensive movie exhibit layout because of increased interest shown in the new case of Shirley Temple clothes, etc., direct from Hollywood. Pier employees report many requests from patrons at the door as to where the Temple exhibit may be found following press announcements of it. New pieces are being sought for the exhibit, and J. Burlington Jarret, in charge of exhibits on the pier, is preparing for another scouting trip thru the movie studios.

Ackley Firm Has Contract

EAST LIVERPOOL, O., March 2.—Ackley, Bradley & Nellis has been awarded a contract to prepare plans and specifications for a proposed \$60,000 FERA swimming pool in Bellevue, Pa. The firm includes Harry A. Ackley, former manager of Rock Springs Park, Chester, W. Va., and in recent years associated with other Ohio amusement parks.

DECATUR, Ind.—Walter (Joy) Bockman, former well-known life guard at Green Water Park Bathing Beach, sustained a broken hip and severe cuts and bruises about the face and neck in an auto accident. He will be in Adams County Memorial Hospital several weeks.



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

MEN AND MENTIONS

Well, it's been a long time since I tried a column of this kind. . . . Always afraid the stuff gets too boring with too many long pieces. . . . Still those are the kind that get responses. . . . Readers get up on their 'ol soap boxes and go to town. . . . Like from my recent blasts against the AAU. . . . More and more pool men are beginning to see light and are demanding something from the Amateur Athletic Union instead of giving, as in the past. . . . Anxious to learn how the governing swimming bodies act toward commercial tanks on the Continent. . . . Always felt European pool operators were more progressive than those in America. . . . At any rate, all good promotion stunts start first at French or English natoriums, and in many other ways they seem to be more on their toes abroad.

However, I hope to get some good inside info on foreign swimming matters real soon. . . . Larry Hammer, who used to life guard at Cascades outdoor pool, the Bronx, New York, is on a round-the-world cruise. . . . And he's promised to look into the pool situation in every port he reaches. . . . And then write this department thoroughly so the column in turn can pass the data on.

Writing about cruises reminds me that Lillian Garrick, former pro swim star, is working as aquatic instructress on one of those Havana lines. . . . And, funny thing about Lillian, she's only known how to swim three or four years. . . . And now she's making quite a bit of do-re-me at it. . . . She started to learn the art at the Miramar outdoor tank, New York City, where she was a member of a beginners' class. . . . Following summer she helped teach swimming at the same tank. . . . That's quite a story and it's absolutely true. . . . A good thing to tell doubting patrons when they ask, "But can I ever learn to swim well?"

Come to think of it, swimming-pool patrons certainly do ask the funniest questions. . . . Like the one I heard the other night at St. George indoor pool, Brooklyn, N. Y. . . . A mermaid came out of the pool, rubbing her eyes, and she asked over to a guard, querying, "Say, don't you think they have too much peroxide in the pool tonight?" . . . Know any other funny questions of swimmers? . . . If so, shoot them in, whether they were asked of manager, life guard, locker boy, etc., and if I get enough of them I'll run them here. . . .

(See POOL WHIRL on page 45)

Test Lincoln Sunday Closing

LINCOLN, Neb., March 2.—Taking the county Sunday night closing ruling recently passed by the county board of supervisors to court for a test is looked upon eagerly by Sunday night operators of dance places, but the hardest hit, should the decision stand, would be Capitol Beach Amusement Park, which relies largely on swimming and dancing for revenue, with Sunday nights biggest in the pavilion during summer. It is understood the operators have agreed to give up beverage licenses for the right to continue.

Brown Operates in Portugal

PARIS, Feb. 26.—Louis Brown, former American outdoor showman, is operating an amusement park, Park Meyer, in Lisbon, Portugal. Among rides and shows operated by him are Water Skooter, Auto Skooter, Caterpillar, Funhouse, Motor-drome, Over-the-Falls, Football, games and other concessions. The park is open the year round and is doing good business. Mr. Brown, who has offices in Luna Park, Paris, was in town on business. Louis Berni, of Palais Berlitz, has been obliged to postpone a trip to New York and Chicago because of ill health.

SAN ANTONIO.—A male deer arrived in the Zoological Gardens, Brackenridge Park, a gift from William Randolph Hearst's ranch in California. Recently a female deer was presented to the zoo by the publisher.

Heavier Excursion Season Seen by Ohio Boat Owners

EAST LIVERPOOL, O., March 2.—Early season bookings indicate the heaviest spring and summer excursion trade on the upper Ohio River in several years, boat owners said last week. D. W. Wisherd, agent for the excursion steamer Washington, said the season will open in this district on June 1.

The boat will open lower river excursions at Paducah, Ky., on May 1 and travel upstream. Other boatmen said outings have been booked by all large cities and amusement parks along the Ohio shores.

The Washington for several years has brought thousands of pleasure seekers from the Pittsburgh district and lower river points to Rock Springs Park, across the river from here.

Flying Turns for Europe

PARIS, Feb. 25.—Flying Turns ride is in demand in Europe, with several deals pending for erection. A syndicate composed of Louis Berni, of the JAK firm in Paris; J. W. Shillan, British Motor Boat Company, London, and Norman Bartlett has a contract to erect a Flying Turns in Prater Amusement Park, Vienna, one of the oldest amusement spots in the world. Negotiations are under way for a Flying Turns in a big park in Copenhagen. Plans to erect one of the rides at the Brussels World's Fair were abandoned due to lack of time.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: Blue Point Beach crowd's winter reunion at Pavilion Royal, Valley Stream, packed the place. . . . If Patchogue gets that loan from Uncle Sam it will spend \$1,000,000 for construction of a road along Great South Beach. . . . Another headache for pool owners: State parks in Long Island territory may sponsor night bathing.

Four indie beaches have put in applications for loans from Uncle Sam thru the PWA. More expected to follow. . . . Huge Garden Bowl, Long Island City, will most likely be scene of midget auto racing the coming summer. Bowl, more or less of a flop, considering that an average of only three or four events per year have taken place during its existence, has to have something to keep it from going into complete financial distress.

Anti-billboard legislation in the State Assembly is being aimed chiefly at Long Island, where signboards are alleged to be blotting out scenery. Someone who is most rigidly opposed to them hurled acid at a dozen billboards on the Cross Bay boulevard, damaging them sufficiently to make a complete repaint job necessary.

They're starting to put Jones Beach in shape. Jack Gerst says it isn't official because the workers aren't wearing uniforms. . . . Frank (Sunrise) Holly, East Rockaway, was so anxious to get to the South that he boarded an airplane instead of making the trip by boat, as has been his custom so many years. He'll

(See LONG ISLAND on page 45)

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, March 2.—The resort had one of the finest Washington Birthday week-ends on record, with weather clear, thermometer above 45 and a record crowd of near a quarter of a million on hand to escape snow and ice in home cities. Educational convention was one of the best spending conclaves of the year and concessions sprang up over night. Steel Pier with combo pix and vaudeville did three days to SRO. Pin games got swell play after shows at new Arcade, opposite pier.

Usually regarded as an indication of the approaching season, size of holiday crowds cheered resort business men and several new amusement ventures will be launched on strength of this showing. Quarter-million figure announced by Harry Resnick at city press headquarters. Million-Dollar Pier put on a special sports program with a 2,100 gate and addition of 300 seats to accommodate crowds. Eddie Morgan doubled between M.-D. Pier and Chelsea Grille.

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Meritorious Shows, Rides and other Attractions suitable for the World's Greatest Amusement Park.

HAVE FOR RENT a Large Building suitable for Walkathon or Similar Type Attraction. Also several Buildings suitable for Sportlands.

OPERATORS OF CHINESE RESTAURANTS ON A LARGE SCALE—We have a wonderful proposition for you.

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ON INDIAN LAKE

HARRY L. MOLLER, MGR.

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Something new—no rackets—Have open fully equipped Lunch Room, Drink Stand, Candy Stand, High Striker, Scales, Bozo Novelties. Fine location for Motordrome. Have largest Dance Pavilion in Central States, playing Recognized Bands, changing weekly. **YOU'LL MAKE MONEY HERE!**

Much Better Conditions Prevail in This Territory. NOTE—A C.C.C. Has Also Been Assured for Indian Lake!



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WATER SKOOTER.

NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

Some of our finest delicacies were discovered in times of great stress and want. In the memorable war with Prussia, France suffered a scarcity of meat. The tall of the "critter" had always been considered of no use. It was used for cat meat. Once given a trial, oxtail soup has always claimed an important place on the menu. Truffles and mushrooms were likewise discovered in a time of food scarcity.

When rubber went to \$1.25 per pound we sat up and took notice. Otherwise nothing would have been done on synthetic rubber. Now the imitation far surpasses the real thing in our strenuous use of rubber in transportation. We were using 60 per cent of the world's rubber supply. The producers of crude rubber made a fatal mistake in pushing the price so high as to lose the market.

True Values Return

Some fairs had permitted off-color midway games so long that the fairs were running in the red from loss of attendance. Necessity compelled a clean-up, with justifiable results wherever tried last year. A park hurt a new ride last year by overcharge.

In this, as in all other business, we must deliver the goods for a reasonable charge. We must render service, and there are undiscovered services yet to be developed.

Beach pajamas and canvas-trouser bathers can be induced to use lockers at a reasonable charge. Better take the fast nickel rather than the slow dime. If they refuse to buy a dinner and bring one with them, better sell hot coffee by the quart or gallon at a rate than to get nothing and often drive them elsewhere.

Many places have not yet learned the drawing power of an abundance and variety of flowers. You can have them blooming all season. Try the procession of the flowers and convince yourself. It put Elitch Gardens, Denver, on the map nationally and internationally. As

PARK MEN! CARNIVAL MEN!

See Our Ad Inside Back Cover

ALSO WRITE FOR COMPLETE INFORMATION ABOUT SPORTLANDS & PLAYLANDS

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Free Acts for the coming season. Only acts of merit write.

EASTWOOD PARK AMUSEMENT CO. EAST DETROIT, MICH.

ATTENTION, PARK AND RESTAURANT OWNERS—General Experience Refinement Commission Manager desires position. Owned and operated concessions at Riverside Amusement Park, Motor Speedway, Indianapolis, and Restaurant for 18 years. References. Open for proposition. C. F. LAUGHNER, 3025 North Illinois St., Indianapolis, Ind.

a permanent drawing card, it beats sex stuff 40 ways. We are returning to true values. In the end beauty and better morals will always win.

Many Opportunities

In the Greater New York City area there is an amusement park which has gone into decay. It once did a very lucrative business. Well located with many natural advantages, it was first allowed to get tough. For a time it looked as if they were right and we were wrong. When it started to slip it never stopped until sold for taxes. The swimming-pool water was only make-believe filtered.

(See NAAPPB on page 45)

SARASOTA FETE A FIXTURE

Pageant, Fair Are Given Color

Circus atmosphere features parades—clean midway is praised by officials

SARASOTA, Fla., March 2.—About 20,000 persons paid a dime a head to pass thru gates of Sarasota County Agricultural Fair here last week, while nearly 40,000 saw Saturday's events of the Pageant of Sara de Sota, according to Thomas L. Glenn Jr., president Junior Chamber of Commerce, which sponsored the week's activities.

Preparations having already started for a similar pageant and fair next year, efforts will be made to make the events of permanent nature.

Starting with cool weather on February 19, the fair, on property owned by Mrs. Charles Ringling, four blocks from the heart of town, showed to about 2,000 on the first day, while each day showed an increase. Saturday topped the week with more than 6,000. The Saturday pageant, with baby, Shrine and feature parades, fireworks, air show and golf matches, did not cut the take at the fair gates; fair and midway had the biggest play after 10 o'clock Saturday night when more than 3,000 entered in two hours.

Mr. Glenn said the junior chamber had found the Krause Greater Shows and the owner, Bennie Krause, on the midway, "one of the finest and cleanest aggregations we ever dealt with, and we have already opened negotiations for the 1936 fair and pageant, with Krause holding the edge for the contract."

Orville P. Stewart, of the Ringling Circus organization, who was director general of the pageant, received plaquards on the full list of events and principally because the parades moved and passed the judges' stand on time. A group of Tommy Atkins' riders from the circus enticed Friday night's float parade and on Saturday night several circus units were in line. One of the hits Saturday night was the aluminum rubber-tired cage wagon carrying Emir, huge tiger from the big show. This wagon had 10 horses, handled by uniformed teamsters. Circus men, mounted, kept everything moving on time.

Spanish-costumed riders were mounted on Ringling saddle stock, and Indians and cowboys from the circus were scattered up and down the line of march. John Ringling, recently returned from New York somewhat improved in health, viewed the parade from a spot near the judges' stand.

E. Clay May was general manager of the fair. George Dorman, Krause Shows' secretary, said the week was a "red one" for the show, exceeding many other Florida spots. Junior chamber, thru the pageant and fair secretary, Jack Gurnett, made it known that plans for a 1936 show will be laid immediately.

State Edifice in San Diego

SAN DIEGO, March 2.—Assurance of a \$90,000 California State building at California-Pacific International Exposition, opening on May 29, was received from Frank Y. McLaughlin, State administrator of the SERRA, to John L. Bacon, county administrator. Outstanding feature of the building is that its space will be available, without cost, to counties of the State for exhibits, the California display to be in a predominant place. State Senator Ed Fletcher, who headed San Diego's delegation urging State participation, expressed gratification at the culmination of plans for a State building.

SMITH'S Superba Band, opening in first week in August in the East, has contracts for six weeks of fairs for Eastern Carolina Chamber of Commerce, Inc., and at fairs in Marion and Galax, Va.; Shelby, Hickory and Mebane, N. C., and Orangeburg and Anderson, S. C.



T. GILBERT WOOD, Roanoke, re-elected president of Virginia State Fair, Richmond, which post he assumed in January, 1932, succeeding Former Governor Westmoreland Davis. He has long been active for industrial and agricultural development in the Old Dominion.

Reorganized Nebraska Board Is Demanded of Legislature

LINCOLN, March 2.—Open hearing on Senate File 156 and 242, relating to abolition of the present State Fair board, before a legislative committee assigned to the bills, was a stormy session. E. N. Van Horne, president of a local bank, asked that the fair be removed from politics and put in charge of a showman who could run it at a profit.

Blaming mismanagement, too much indebtedness and unshowmanly procedure, H. E. Gooch, prominent Nebraska financier, also asked that the board be abolished and reorganized with new blood.

Total abolition of passes, "from the governor to the exhibitor," was asked.

Readying Mich. Indoor Expo

DETROIT, March 2.—Final plans for entertainment bill at Detroit and Michigan Exposition, March 9-17, are being completed. A number of name bands are booked. Show opens with Lanny Ross in person for a four-day booking. Excursion rates have been arranged by railroads, with the object of making this the biggest indoor event ever staged in Michigan.

Crowds at National Orange Show View Pioneers in Making of West

SAN BERNARDINO, Calif., March 2.—Ideal weather prevailed for opening on February 19 of the 25th annual National Orange Show, which from an unpretentious start has grown until the immense buildings that now house it are barely able to give space to exhibits.

Decorations have changed each year; an Italian motif prevailed this year, and it gave opportunity for fine displays, replicas of Venetian bridges, done in oranges, grapefruit and tangerines; ranch homes, Dutch windmills and historical landmarks done in citrus fruits. The historical musical extravaganza, *The Hands of Time*, depicting highlights of American history, the work of Cecil Jefferson Stewart, was divided into periods and each day on the big stage episodes were presented, with a superb orchestra and splendid talent in the big company twice daily.

A Horse Show proved fine entertainment and strong box-office draw. Governor Merriam and staff, in attendance

Governor Whittles Funds in Wyoming

CHEYENNE, Wyo., March 2.—Week before last, the Wyoming Legislature voted an appropriation of \$30,000 to put on the first State fair in Douglas since 1882.

Gov. Leslie A. Miller has since whittled it down to \$6,800, the sum he had originally recommended in his message to the solons.

It is expected that most of this will go to much-needed repairs on the fairgrounds.

New Free One in Georgia

ROSSVILLE, Ga., March 2.—Tri-County Fair Association, representing Catoosa, Walker and Dade counties in Northwestern Georgia, was organized on February 26, with offices at Lake Winnesauk, where a free fair will be held on September 18-21. Additional buildings will be erected for exhibits. Officers are J. T. Kellerhalls, president; Rev. J. L. Hall, vice-president; Mrs. Evelyn Dixon Huskins, secretary-treasurer; George Ketter, chairman of live stock; Ray Williams, agriculture; Mrs. A. E. Miles, women's work; Mrs. H. B. Evans, flowers; Mrs. J. T. Kellerhalls, poultry; Mrs. Carl O. Dixon, advertising and grounds.

Three Pushed as Candidates For Ackerman Syracuse Job

SYRACUSE, March 2.—While Peter G. Ten Eyck, Albany, new commissioner of agriculture and markets, was announcing that New York State Fair will be expanded to become one of the biggest on the continent, Syracuse Democrats held a conference and placed three names on a list for appointment by Mr. Ten Eyck as fair director to succeed J. Dan Ackerman.

The commissioner has hinted that Mr. Ackerman must go, and the naming of three Onondaga County candidates is seen as a backfire against the drive of John H. Greenman, chairman of Cortland County Democrats, for the \$7,500 job.

Attractions Tilted in N. B.

WOODSTOCK, N. B., March 2.—An attraction program which will cost twice as much as that at the 1934 Woodstock Fair will be arranged this year. The fair will follow St. John and Fredericton fairs instead of preceding them and will run five days instead of three, September 16-20, an advancement of about three weeks. More money will be spent on outdoor attractions than in any of the past five years. W. G. Hay, president, and R. W. Maxwell, secretary, are both on the managing committee of nine men, six from the fair body.

77 Years Nonskip

STANLEY, N. B., March 2.—John Douglass, honorary president of Stanley Fair and many years president of the annual fall exhibition, was recipient of a gift from the association in honor of his 84th birthday anniversary. He has not missed a Stanley Fair in 77 years, starting this record at the first fair in 1858. He has been active on committees 63 years. Among directors who called on the veteran in the home he has occupied since he was born were J. C. Thorburn, president, and T. A. Best, secretary-treasurer.

Four Groups of Amusements Are Laid Out in Brussels

PARIS, Feb. 25.—For the World's Fair in Brussels at least four plots have been set apart for amusements. One of these will be occupied by the Old Brussels Village, others by Dufour & Rogers, Thompson group and a group headed by Louis Berni, Paris, and J. W. Shillan, London.

The latter park is near main entrance of the fair, and rides and attractions are already being installed. Among the rides and attractions being installed by Mr. Berni are a big Scenic Railway, Midget Cottage, Shimmy Slide and Captain Marck's Lions. Scenic Railway will be done in mountain scenery with a series of grottoes, where rifle galleries and games will be installed.

J. W. Shillan, of the British Motor Boat Company, will install a huge metal basin, 165 by 65 feet, in which he will have 40 Scooter boats. Mr. Shillan is also constructing an auto race course, 160 by 62 feet, on which he will place 30 midget autos.

Crowds Are Good in Tucson

TUCSON, Ariz., March 2.—Southern Arizona Mid-Winter Fair closed here on February 24, after having attracted good crowds. The free fair was managed by Harold Collins, assisted by T. E. Heady, Charles Beach, E. L. Scott, Frank Bolce, Frank O'Reilly, H. O. Jaastad, B. J. McKinney, Rukin Jekis, J. C. Kinney, Jack Weadock, A. H. Condron, Fred Ronstadt and E. B. Stanley. Judges were W. L. Ellzard, Oklahoma A. and M. College; A. H. Holderness, University of Arizona, and B. J. McKinney, Tucson.

Annual Moved to Greenville

GREENVILLE, S. C., March 2.—Greenville County Fair, which has been held in Greer, S. C., for seven years, will be held this year in this city, the county seat, announced Secretary-Manager C. A. Herlong. Property has been bought for a permanent plant on Hendersonville highway near city limits. Buildings will be erected. American Legion Post is handling a 100,000 merchants' ticket sale. Mr. Herlong said more free acts will be used this year. Mighty Sheesley Midway and Ohio Display Fireworks Company have been given contracts.

Boonville, N. Y., To Try Its First Night Event

NEW YORK, March 2.—Boonville (N. Y.) Fair will have a night show for the first time in its history. A revue, band and B. Ward Beam's Congress of Dore-Devils have been booked from the George Hamid office.

With a profit of \$3,000 from the 1934 event, society is going after more, having been reorganized in several departments. Event is headed by Clayton A. Musser, president; Donald Ryder, secretary, and Parley S. Babcock, premium list secretary.

FLYING MELZORAS opened the season of Florida fairs in Sanford, followed by Sarasota, Fort Lauderdale and a celebration in Miami week of March 4.

FLYING HOWARDS, aerial trampoline, ended engagements in Merritt, Fla., February 11-16 and Central Florida Fair, Orlando, February 19-23.



By Claude R. Ellis

ONE SLANT on the vast difference between figures on total admissions and total paid admissions at fairs in Pennsylvania, recently reported in *The Billboard*, is forthcoming from B. H. Patrick, Philadelphia representative, who remarks:

"I noticed this great difference and, upon inquiry as to why, I found out that most of the Pennsylvania fairs account for it in this way. On Children's Days children are admitted free. As some fairs have two Children's Days, one on Tuesday and one on Friday, this would account for considerable difference. Most of the fairs in question use turnstiles and all help passes thru the 'stiles. No matter how many times a day employees pass thru, each entry is classed as an admission, as the total count of turnstiles is taken and recorded.

"I think this will show why there is such an amazing difference in the two sets of figures. Altho it would seem somewhat absurd to publish the figures in such a way, I understand that the State requires admission figures to be compiled and published in this manner."

FAIR secretaries who have been bothered with that morning-after taste, when their fairs have ended and the midways have been dismantled, may be interested to know how many nice things are being said about the Sarasota (Fla.) Fair, which signed the Krause Greater Shows with a guarantee of a clean midway.

A FAIR is a festival; it must have the spirit of joyousness. There must be entertainment, features that make for fun. A so-called fair without these is as much a misfit as a gloomy-faced blueseater at an Elks' picnic.

FOR A NUMBER who have requested it, here is the tribute paid to fairs and expositions by President McKinley at the Pan-American Exposition in Buffalo: "Expositions are the timekeepers of progress. They record the world's advancement. They stimulate the energy, enterprises and intellect of the people and quicken human genius. They go into the home. They broaden and brighten the daily life of the people. They open mighty storehouses of information to the student. Every exposition, great or small, has helped to some onward step. Comparison of ideas is always educational and, as such, instructs the brain and hand of man. Friendly rivalry follows, which is the spur to industrial improvement, the inspiration to useful invention and to high endeavor in all departments of human activity."

IT IS notable that complaints regarding fairs being on the wane are a rarity in territory where fair managers believe in keeping up the amusement quota of their events. Where fairs are allowed to drift into purely agricultural exhibitions their appeal is not strong enough to draw all the elements needed for adequate gates.

FILLUPS: Pari-mutuel bills striking snags in several Legislatures . . . better to kill 'em than have had ones that won't help fairs or anyone except a few promoters. . . Signs of the times. . . Wyoming State Fair coming back; also the annual in Laurel, Miss. . . Add women active in fairdom.—Mrs. C. A. Herlong, president and treasurer of Greenville (S. C.) Fair, to be moved from Greer. . . Total attendance figures in Pennsylvania don't mean much when all the in-and-outers are counted. . . Terre Haute (Ind.) boosters start out like they mean the new fair to be a real one. . . Overselling game commissions on midway only invites grief in large gobs. . . The weatherman gave the National Orange Show a break, but it will hardly be appreciated in Florida. . . If the issue on Nebraska State Fair boils down to politics versus showmanship, the answer should be easy. . . except that most legislators also are politicians. . . There are some live wires behind that new string of fairs in Michigan. . . Passing of A. P. (Put) Sandies in Ohio ends a career rich in value for fair interests and public service. . . Charlotte, N. C., which should have a fair, probably will have one this year. . . Another joins the no-money-or-controlled-games class—Vancouver Exhibition.

Sacramento Is Dolling Up

SACRAMENTO, March 2.—For California State Fair in 1935 elaborate improvements have been ordered. The main exhibit building will be redecorated and additional pari-mutuel betting equipment installed. One hundred permanent concrete and wooden benches, installation of 20 ice-cooled drinking fountains and additional shade trees are on the program. Directors voted \$10,000, increasing prize money to \$65,000, an increase of nearly 40 per cent in the last two years.



Fair Grounds

HARRISBURG, Pa.—Despite zero weather, 240,000 attended the 19th annual Pennsylvania Farm Show. There were 10,035 entries in the 25 competitive departments, compared with 8,873 a year ago. Departments which showed great increase were milk, corn, potatoes, apples and poultry. Entries were turned away in the live-stock department due to lack of space. It is believed that over \$30,000 of prize money will be shared by at least 2,000 exhibitors representing every county in Pennsylvania.

HOLLAND, Mich.—The 1934 exposition of American Legion Agricultural Fair Association made profit of \$464. Plans are on for this year's fair.

MEMPHIS.—Frank D. Fuller, secretary of Mid-South Fair, has been elected a member of the "Plant to Prosper" committee for Shelby County.

WOOSTER, O.—Wayne County Fair directors adopted a \$20,015 budget for 1935, according to Secretary W. J. Buss. Expenditures in 1934 were \$22,831.03, including debt payments of \$6,500.

SAN DIEGO.—More than 1,000 vessels of the United States Navy, yachts, fishermen's boats and watercraft will participate in a pageant in San Diego Bay on June 29, one of the major features of California-Pacific International Exposition.

SPRINGFIELD, Mass.—Widespread interest in the first national rug contest sponsored by Eastern States Exposition last year has resulted in its continuance this season, with cash prizes for hooked rugs, braided rugs and scenic hooked rugs suitable for wall hangings. Entries will close on July 1. Rugs received at Storowton, New England Colonial Vil-

lage on the exposition grounds, not later than August 1, will be judged prior to September 1 and winners will be announced on opening day of the exposition, September 15. Last year more than 600 rugs, drawn from practically every State and two Canadian provinces, were entered.

PARIS.—The fair season got under way with the 11th Annual Fair of Nice on February 7. Most important fair of France is the International Fair in Lyons on March 7-17, followed by the Spring Fair in Marseille on March 30-April 14.

CHARLOTTE, N. C.—Councilman J. F. Boyd said he would propose to city council and county board of commissioners the advisability of holding an annual fair for Mecklenburg County, to be jointly sponsored by city and county.

LANSING, Mich.—George A. Prescott, Tawas City, appointed secretary of Michigan State Fair board of managers, will take office on April 1. Appointment was made upon resignation of James C. McCabe.

MADISON, Wis.—On recommendation of its finance committee, Dane County board appropriated \$1,000 to be used by the agricultural committee in 4-H Club work at Dane County Fair.

DETROIT.—A committee of seven members to operate Michigan State Fair here was to be appointed by James R. Thompson, commissioner of agriculture. However, according to instructions of Governor Fitzgerald, the commission would be purely honorary, serving without salary.

PORTAGE, Wis.—Guarantors of notes against Columbia County Fair Association voted to offer to sell the buildings on the fairgrounds to the city for \$3,000. Unless association indebtedness is cleared up soon possibility of holding a 1935 fair appears remote.

LA CROSSE, Wis.—A committee of five council members will be named by Mayor J. J. Verchota to co-operate with a committee of the county board to consider advisability of taking over operation of La Crosse Interstate Fair or making appropriations of \$2,500 each to guarantee payment of bills should the fair association be unable to meet obligations.

GRAND-STAND shows for these fairs, Lincoln County, Tyler, Minn.; Stevens County, Morris, Minn.; Henry County, Mt. Pleasant, Ia.; and Marshall County, Marshalltown, Ia., have been contracted from Williams & Lee.

Agricultural Conditions

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

LEAN FOR LIVE STOCK

Thruout the North, where the live-stock industries loom large, it is fortunate that the earlier part of the winter was not as severe as last month. The mild earlier weather together with reduction in numbers of animals and government emergency measures eased the critical feed situation that had been anticipated. But last month was a hard one.

Live-stock men are now living thru the real aftermath of the drought. The feed supply is short. One has only to glance at the figures of stocks of grain on farms January 1 to get this feeling. Farm stocks of corn amount to 800,000,000 bushels, which is about 300,000,000 bushels under the shortest supply previously recorded. Then it also appears that from October thru December less than 580,000,000 bushels of corn have been used in this country, as compared with about 920,000,000 bushels used in the same period last year. That gives an idea as to how the feeders have tightened up. Of course, there are fewer pigs to be fed. But men everywhere are feeding with one eye on the granary and mows and the other on the calendar.

A typical result of the tight feed situation shows up in the figures on milk production. Last month the production per cow for the entire country was the lowest of which this bureau has record: 10.88 pounds compared with a January 1 average of 12.13 pounds. A decline of 2 per cent during December contrasted

sharply with the usual increase of 2 to 5 per cent in that month. Dairymen generally report that they are feeding about 20 per cent less concentrates than a year ago.

BRIGHTER FOR DAIRYING

Speaking more broadly of the dairy situation, however, one can see some daylight ahead—for those who can hold out. More than 1,000,000 cows were disposed of last year, the greatest reduction in the 55 years recorded. The proportion of heifers in the herds is unusually low. In other words, the herds have been drastically reduced; milk-cow prices are at the low point of the cycle (the last peak in that cycle came in 1929); with more normal crops, milk cows will be good property once more, and feed prices will be lower in relation to milk and butterfat.

The poultry industry is another which has had to tighten its belt this winter. Many a farm flock ceased to exist last fall. For the country as a whole, the number of hens and pullets per flock average 78.4 compared with the five-year average number of 88.9. The average farm flock in the Central States was producing 15 eggs last month as against 19.3 eggs per flock a year previous. But here again there is daylight in sight for the long pull. Stocks of eggs in storage are down. The number of hens in the country is down. Hatchings are likely to shrink still further this spring. Feed is likely to become cheaper later this year. The hardest problem is to get thru a bad winter.

Fair Elections

GARLAND, Tex.—Garland Community Fair Association elected Charles Lyles, president; Raymond Hamilton, vice-president; Oscar Harris, secretary; Heyward White, treasurer; R. B. Cleveland, superintendent.

GREENVILLE, S. C.—Greenville County Fair Association named C. A. Herlong, secretary-manager; Mrs. C. A. Herlong, president and treasurer; C. L. Clark, Mrs. T. M. Grooce, superintendents; Mrs. Julia Stebing, home demonstration agent.

RENSSELAER, Ind.—Jasper County Fair Association set August 27-30 as dates for the 1935 fair. George Reed was named temporary secretary to serve until Congressman Charles A. Halleck, former secretary, returns from Washington. Rollin Stewart, Ira Huntington and Fred Frazer were named to the executive committee.

KENTLAND, Ind.—Newton County Fair Association re-elected Rolland Ade, president; Howard Myers, vice-president; A. M. Schuh, secretary-treasurer.

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No raff, controlled or racket games of any kind, or shows for men only will be allowed on the Western Canada B. Circuit of Fairs. Anyone expecting to operate anything of the above nature is warned not to visit the Circuit.

WESTERN CANADA FAIRS ASSOCIATION

WANTED—MERCHANTS' EXPOSITION, March 26, 27, 28. Good Acts of a real organized Revue. Notably Acts preferred. Address M. E. BYBEE, Sec'y, Chamber of Commerce, Larned, Kan.

WITH THE Trotters

By EDWIN T. KELLER



This is about the most important period of the early season to all harness horse followers, for the coming four weeks will bring announcements from race secretaries as to what they will have to offer to campaigning horses in the way of stake and purse races.

Secretaries everywhere are showing more than the usual amount of activity; to date there have been several important announcements. Secretary Milton Danziger, of the historic Bay State Circuit of the East, is out with programs for the six weeks of racing thru that loop. Kansas and Oklahoma Circuit is out with the most ambitious program it has given in a number of years. Two Grand Circuit members are out with their stake programs, and last week came welcome news that interested horsemen have been successful in re-organizing the Great Western Circuit, which a decade ago was ranked along with the Grand Circuit.

Support to Flint

Heading opening of the Great Western Circuit will be Flint, Mich., just about the best news trotting horsemen of the Central States have had this season. Last year Flint, thru efforts of William Veit, leading business figure of that city and for years a liberal patron of trotting, and Art Butterfield, one of the best known figures in Michigan boxing and wrestling circles, brought back early season racing to Flint after an absence of 20 years.

Veit and Butterfield secured the old fair plant in Davidson, a few miles east of Flint, spared no time and expense in transforming it into a model half-mile racing plant, and in mid-June gave one of the banner half-mile track meetings of the year, with liberal stake and purses races featured. That the track is one of the best half-mile ovals to race over is seen in the fact that horses raced in 2:05 over it, and Baldwin, 2:02½, Canadian bearcat, tore off three first quarters from a standing handicap start in better than 30 seconds, one being as fast as 29¼, something seldom if ever seen in the speed line over any half-mile track.

Flint will race on about the same dates as last year, week of June 17, when a program even bigger and better will be featured. Coming as it will right before the Grand Circuit opening in Toledo, it is a foregone conclusion that it will receive hearty support from campaigning horsemen.

Outlook Is Better

Ohio will have four meetings in the new racing chain. Toledo is the first point the first week in July. Berea, the beautiful little racing plant just outside of Cleveland, will drop in right after with a full week; then Columbus will come with either five or six days of racing, after which the circuit clans will move west for meetings thru Illinois and Missouri, racing in that section until August 24, when Columbus will give a second circuit meeting in connection with the State Fair, with the circuit to wind up with meetings in Indianapolis, Louisville and the grand close in Lexington final week in September.

There is also an important announcement from leading meetings of Western New York Fair Circuit, Batavia, Hamburg and Dunkirk, each of which will again feature a series of eight stake races at their meetings, with outstanding attraction a \$1,000 free-for-all pace. It has been some years since the fair secretaries featured free-for-all stakes,

FAIR CIRCUIT For AUGUST 1935

LAWRENCEBURG, KY., Frank Routt, Sec'y.
SPRINGFIELD, KY., T. C. Campbell, Sec'y.
SHELBYVILLE, KY., T. R. Webber, Sec'y.
These Fairs offer a three weeks' engagement to Shows and Concessionaires.
Correspondence Invited by Each Secretary.

GOOD, CLEAN CARNIVAL WANTED

FOR HOME-COMING WEEK, JULY 15 TO 20.
J. T. ATKINSON, Post Commander American Legion, Freeport, Pa.

but a return to this policy is being made in a good many sections this year. Another to list such a feature is Rutland, Vt., which will headline a \$2,500 stake for a week of racing in September.

From all reports it is evident that campaigning horsemen are going to have more race meetings to race at and will have more money to shoot at during 1935 than they have had in any year since 1930. The 1934 season saw nearly 50 more race meetings than in 1933, and 1935 will undoubtedly show another gain as great; so, all in all, campaigning horsemen have every reason to feel elated over the outlook.

Young Contracts Nashville

CHICAGO, March 2.—Ernie Young recently returned from Nashville, Tenn., where he secured the contract for grandstand attractions at Tennessee State Fair. He also has the contract to present the Ernie Young Revue at South Dakota State Fair, Huron.

CARTHAGE, Mo.—Professional talent for the floor show is coming from Kansas City during a Trade Exposition here on March 11-16, under auspices of American Legion Drum and Bugle Corps, promoted by Walter McNutt and under management of C. O. Smith.

DOG RACING

(Continued from page 40)

tire body of park owners, operators, managers and executives pushed for affiliation, thus bestowing a direct compliment upon the popular president, who attained the position at the Toronto conclave last November and has been a diligent reorganizer ever since.

Still another head of a kindred organization attended, Maurice Piesen, National Skee-Ball Company, Coney Island, president of the American Recreational Equipment Association, formerly known as the Manufacturers and Dealers' Section of the NAAAPPB. To supplement the list of allied interests present was the Massachusetts Agricultural Fairs Association, which sent its secretary, A. W. Lombard, veteran official in the Department of Agriculture. From that point of view and for other reasons, the meeting was one of the most spirited in years, topping the parley held in Providence five years ago, in the opinion of many.

Markey Is Re-Elected

Arch E. Clair, the stalwart manager of Norumbega Park, Auburndale, Mass., stepped down as president amid lively applause and a standing vote of appreciation, in favor of the newly elected E. R. Enegren, Lake Pearl Park, Wrentham, who, with Mrs. Enegren, opened the hospitality of their spot for the summer meeting of the section two years ago. Danny E. Bauer was elected first vice-president; Douglas Boyle, second vice-president; C. F. Chisholm, Revere, treasurer, and Fred L. Markey, secretary, re-elected, and Howard Duffy, member of the executive board.

The work done by the national association in code, insurance, legislative and other fundamental matters was reported by President Baker as he entered a strong appeal for larger membership. Mr. Lombard urged that parks maintain inducements for the spending class, the people between 50 and 60. He advocated reaching out for people outside the immediate community, for better acts better presented, arousing of curiosity and proper exploitation. "Arouse curiosity, satisfy it and cater not to the few," he declared.

For Floral Displays

Barney J. Williams, past president, outlined a plan for drawing more picnics, giving personal contact with committees as the key to the situation.

Hubert Standeven, the past season manager of George Hamid's White City Park, Worcester, Mass., now back at Old Orchard Beach, Me., started a long discussion on special days, having Procter & Gamble events specifically in mind, while Dave Stone, owner of Paragon Park, Boston, urged use of more free acts and taboo on liquor for minors.

Mrs. Enegren said that beautiful floral displays not only enhance parks pictorially, but bring in people. She had a pair of supporters in Herbert F. O'Malley, director of Playland, Rye, N. Y., who suggested floodlighting on floral displays "to bring out their beauty," and Richard F. Lusse, Lusse Bros., Philadelphia, who said devices should be subordinated to floral and electrical displays and fountains. "Devices will get the money, but beauty will bring them in to spend it." Back from a European trip, spending a good deal of the time in Brussels in advance of the exposition, he said that a record

number of American manufacturers and showmen are represented there.

An interesting study of Chicago World's Fair lighting was presented via color slides by C. M. Snyder, illuminating engineer of the General Electric Company. Sylvan Hoffman, publisher, made progress his theme and toyed with the possibility of semi-scientific exhibits in parks. He stated that in his opinion water rides are the coming thing in parkdom.

Fansher Reads Letters

Fred Fansher, handling the meeting capably, read a number of letters from people in strategic parts of the country in which the consensus was that dog racing is a menace to the community and a problem for parks. These communications, as well as leading opinions voiced at the meeting, will appear in an early issue of *The Billboard* as a means to determine just how far the alleged situation has progressed and what action should be taken, if any, to combat it nationally, as well as in New England thru the section and its affiliated interests.

Frank Terrell reported on the tercentenary celebration to be held in Connecticut. Maurice Piesen cited remarkable growth of pin games in New York, Washington, Baltimore and other parts of the East, stating that parks are overlooking a good bet in sportlands.

Andrew Casassa, recently elected president of the Mayors' Club of Massachusetts, and who, both at the sessions and banquet, was a leading speaker, recommended that the section ask the Federal government for funds with which to rehabilitate parks. The Tuesday session ended with brief remarks by E. E. Foehl, Willow Grove Park, Philadelphia.

Jones Is Toastmaster

The banquet was a pleasant affair. Danny Bauer brought in local talent and professional attractions were supplied by George A. Hamid, Inc., represented by Mr. Hamid and his Boston manager, Paul Denish. Wallace Jones was toastmaster on the dais and Mr. Hamid master of ceremonies, both functioning in their well-known expert manner.

Acts included Eileen Kitney, soprano; Fred Butterworth, tenor; Charles Buck, impersonations of celebrated dancers; Rodolphe Masse, accordion; Miss De Mar, singer; International Trio, dancers, a knockout; George and Roland, hand-to-hand balancing; Bill Blomberg, of Bill Blomberg's Circus and Alaskan Huskies fame, who stepped out of character to tell a few jokes; Leon L. Cassidy, Bridgeton (N. J.) device man, who played the piano while Mr. Hamid tumbled and danced, and Paul Morris, Playland, flashed some pictures; Bell Bros. and Grace, who topped the bill with singing, dancing and acrobatics, one of the girls giving every promise of becoming a stellar stage attraction, doing difficult ballet and contortion dancing to stop the show.

Speakers were Andrew Casassa; Capt. John J. Johnson, commander of Fort Rodman, situated next to Acushnet Park; Major P. F. Healey, supervisor Massachusetts Bureau of Sunday Amusements; Alderman John Stitt, representing the mayor of New Bedford, Charles S. Ashley, and a number of local Representatives and Senators in the Legislature. Governor James M. Curley greeted the body in a message read by Toastmaster Jones. The late Stuart Kollins was made the subject of a glowing tribute, Mr. Kollins having been manager of George Hamid's Boston division. Another tribute was given to the memory of Travers D. (Tip) Carman, manager of *The Billboard's* office in the same city, and the publication was thanked for its co-operation with parks the past year.

Press Relations Set

Closing business meeting on Wednesday brought out a variety of topics pertaining to legislation, coin machines, Sunday licenses and other subjects. R. S. Uzzell, R. S. Uzzell Corporation, New York, spoke on the life of P. T. Barnum. Paul Morris, publicity director of Playland, did yeoman work in landing stories in local newspapers, as well as pictures, bringing along his camera. He also lined up three groups for photographs after the meeting.

It was voted to carry members in arrears for the years preceding 1934 if they remitted for current dues.

A press relations committee was formed which will work closely with Paul Morris, who offered his services without cost. Mr. Morris has been working on national association publicity with Harry Baker. The registry, specialties and other information will appear in the next issue, along with the first of a series of articles on the dog-racing question.

Krasner, New Denver Head, Concessioner for 17 Years

DENVER, March 2.—Sale of Lakeside Amusement Park here on February 21 to Benjamin Krasner and associates recalls that Mr. Krasner has been the park's principal concessioner 17 years, and he is known as a thorough showman. Purchase price was not disclosed but is understood to have been around \$150,000.

Park was opened in 1908 after more than \$1,000,000 had been spent in construction the previous year. It embraces 160 acres and a large lake. Physical property includes a large indoor swimming pool; ballroom, featuring big-time bands; big theater, cafe, outdoor movies and a soft-ball field. Rides include Derby Coaster, Lindy-Loop, Scooter Cars, Pony Track, Star Ride and fast speed boats. The park also claims the world's longest miniature railroad.

The spot was thrown into receivership two years ago and was operated by bondholders in 1933-34. Mr. Krasner's purchase puts the entire park under his control, with no liens or encumbrances on the property, it is said. He plans extensive improvements before opening on May 25. Changes will include new rides, planting of beautiful floral effects and a good dousing with paint.

A. C.'s Biggest Convention Year Angured in Bookings

ATLANTIC CITY, March 2.—The greatest convention year in its history will be enjoyed by Atlantic City during 1935. It was revealed last week by A. H. Skean, director of the resort's convention bureau. Majority of the conventions will be new ones for Atlantic City and amusement interests are counting heavily on them for attendance increases.

Record attendance at the National Educational Association convention during sessions indicated that registrations are again getting back to 1929 levels. Among larger units booked are American Medical Association, American Federation of Labor, Canadian Medical Association, American Gas Association, International Association of Police Chiefs, American Hotel Association and National Recreation Association.

According to a new estimate, 82 larger groups are scheduled, with June the top month, 26 conventions being booked. These figures do not include smaller bodies booked thru hotels.

With the Zoos

CINCINNATI. — News that Admiral Richard Byrd planned to stop at Discovery Inlet on his homeward journey to trap penguins gave hope to authorities of Cincinnati Zoo that the explorer expected to fill the penguin order placed with him 17 months ago as he sailed for Little America. Penguins are desired by Cincinnati Zoo because it has been found out that these clownish birds make amusing exhibits second only to a cageful of monkeys. A penguin exhibit in St. Louis Zoo is rated as chief attraction.

DETROIT.—John W. Ireland, director of Belle Isle Zoo, and John T. Millen, director of Detroit Zoological Park, believe some hoodoo has come over their polar bears. Three died suddenly in the past month. One was killed in a free-for-all fight, a second slipped on ice and a third, known as Patsy, dropped dead recently at Belle Isle. The remaining bear at Belle Isle Zoo will be transferred to the new park for remainder of the winter.

KLAMATH FALLS, Ore.—Death and the stork came together in Moore Park Zoo. A cub was born to Mr. and Mrs. Bruin at about the time one of the cougar kittens was dying. The kitten made advances thru a fence to the park coyote and received a bite on the foot which became infected and caused death.

FITCHBURG, Mass. — A bill in the Massachusetts Legislature, sponsored by the Society for Prevention of Cruelty to Animals, would prohibit the keeping for public exhibition of wild animals at pay-side gasoline stands and lunchrooms. For many years wild animals in cages have been so exhibited in this State. Advocates of the bill declare that those in charge of such animals know little about their care, that dens are too small, not properly protected from sun and are unsanitary.



By CLAUDE R. ELLIS
(Cincinnati Office)

BASKETBALL on roller skates is an innovation proving a real business stimulant in Faith's Grove Roller Skating Rink, Johnstown, Pa. Two trained teams engage in these games, which get under way evenings at 9 o'clock. Admission is 10 cents. Regular skating sessions are continued after the basketball battles.

THE FOUR WHIRLWINDS, American roller skaters, are at Gaumont Palace in Paris. For the 11th time Sonja Henie, Norwegian skater, won the world's championship for fancy skating in Vienna on February 10. Cecilia Cooledge, England, won second place, followed by Vivian Hulton, Sweden, and Hedy Stenuf, Austria, a 12-year-old skater of great talent. Carl Schefer, world's champion figure skater; Hedy Stenuf, Austrian fancy skater, and Adolph Witt, comedy skater, took part in a big benefit ice gala for theatrical artists of Paris in Palais des Sports Rink, Paris, on February 23.

DRUMRIGHT (Okla.) Roller Skating Rink has been taken over by W. McMahon as manager, who is planning to cater to private parties. Rink is half a block south of Broadway in Drumright.

A **ROLLER** relay team has been formed in Rayen-Wood Roller Rink, Youngstown, O. Squad includes C. Congaware, D. Papy, J. Morgan, C. Yozwick and Al Ritchie. Management plans to stage relay races with teams from near-by towns every Monday night. First opponents will be the Edgewood team, Cortland, O.

EAST LIVERPOOL, O., roller-skating basketball team won from the Chester (W. Va.) quintet in Windland Auditorium Rink, East Liverpool, 32 to 2. Chester's score came in the last quarter. Basketball on skates will be featured in the East Liverpool rink every Wednesday night with the local team playing out-of-town opponents.

RESULTS of the first racing program in Van Cortlandt Roller Rink, Bronx, N. Y., under sponsorship of the Interboro Club, are reported by Isiah Freger as follows: Class A amateur men's 2-mile race, Dick Mare, Interboro, first; Harry Belson, Belleville, N. J., second; time, 2:47.4. Class B, amateur men's one-mile, Joe Coon, Interboro; William White, Interboro; time, 3:02. Girls' half-mile amateur, "Baby" Mary Hennings, Interboro; Tessie Dolgas, Linden, N. J.; Margy Cless, Irvington, N. J.; time, 1:36.4.

IN THE first professional race of the season in Carman Rink, Philadelphia, on February 16, a half-mile was won by Jimmy Boyle, former Philly amateur champ, who turned pro to skate in the 21-day race in Newark, N. J., last year. Mike Peters was second; Ervin Sketchley, third; time, 1:43. Half-mile free-for-all was won by Bill Campbell; Bud Trender, second. An amateur half-mile was won by Charley Breslin; Jimmy O'Brien, second, leading the field for 8 of 9 laps. Jesse and Malcolm Carey, heads of Carman, report big fair for the times and look for a comeback in racing. Malcolm

expects to bring leading skaters from New York, Chicago, New Jersey, Delaware and Maryland to race his new pros., while his old skaters like Bill Holland, Joe Kyle, Jimmy Hansen, Cy Minch, Harry Gentsch, Marty Collins, Jack Delaney and some new faces will be seen in the amateur lineup. Marty, Honey and Ben, well known as the Flying Demons, skating act of Philadelphia, having split up recently, the act is now under the name of Honey and Marty, who are doing a double.

HOCKEY team of Bock Skating Rink, South Bend, Ind., is practicing nightly and is in the field for games, advises Manager Eugene W. Bock. The team is using a maple block, 3 by 3 inches, and one inch thick, with corners sanded, and report they find it lively and better than a ball or rubber puck. Five nights are reserved for parties and two for public attendance. Some parties are booked ahead until May 31. Discipline is strict and the management has received letters of commendation from the Chamber of Commerce and others for the manner in which the rink is conducted.

A **RECORD** crowd of 1,200 attended exhibitions in Coliseum Roller Rink, Escanaba, Mich., night of February 17, reports Manager Richard O. Flath, who says biz has been good since opening. Grand march was led by Mr. and Mrs. A. S. Syverson, Escanaba, known to have one roller skater longer than anyone else in the city. They also presented graceful waltz and two-step numbers. William Moras, vet skater and former manager of the rink when it was known as Peterson's, did some clever stilt skating, and Manager Flath gave a comic demonstration of his first attempt to skate. An exhibition of straight and fancy skating was put on by Pearl Brandt and Howard Dufour.

A **REUNION** of roller rink employees and former managers gathered in the Tuller Hotel, Detroit, recently, and a delightful evening was spent going over the "happy days," advises Peter J. Shea. It was the first time the group had met in more than 20 years. Among those present were Art and Walter Rawling, Greenville, Mich.; C. J. Melody, president, National Skating Association; George Snyder, Norm McVittie, Libby Roseback, Cal Spickett, James Williams, Arthur Johnson, Wilber Smith and Mr. Shea. It was decided to make the meeting an annual affair and to invite others who are or were connected with roller skating. "If a gathering of only a dozen oldtimers had such a nice time that it impressed everyone present, what would a real gathering of hundreds of old-time managers, exhibition professional skaters and members of various skating organizations mean?" remarked Mr. Shea. "It would be the first gathering of its kind. Ballroom, park and other amusement enterprise managers have conventions, meet every year and exchange ideas, a sort of school combining business and pleasure. Well, here's hoping."

NEW banked track, 600 feet around and with 12-inch banks on turns, was thrown open in Belleville (N. J.) Roller Rink on February 24 with races which drew a good crowd. Results: Half-mile girls' amateur race, Mary Hennings, New York; Tessie Dolgas, Linden, N. J.; time, 1:29.1; two-mile Class B amateur, Howie Merral, Bloomfield, N. J.; Pal Brenner, Eddie Hill, Belleville; time, 5:44.3; three-mile Class A amateur, Pop Bresler, Elizabeth, N. J.; Dick Mare, Louis Hraban, New York; time, 8:32.3.

JACK, EARL AND BETTY, roller-skating act, joined N. T. G.'s Paradise Cafe Revue, which opened a road tour at the Stanley in Pittsburgh.

SIXTH speed race in a series of 10 is scheduled in Bell's Rink, Lincoln Highway, east of Fort Wayne, Ind. Erwin Beyer is leading in points, closely pressed by Jesse Biesieda, Bill Hines, Johnny Becker, Bud Jehl and Leonard Shank.

BIZ in Coliseum Gardens Roller Rink, Mansfield, O., has justified adding Thursday night to the weekly schedule, says Merrell A. Wood. There are now sessions Monday, Thursday and Friday and addition of Thursday was exploited by promotions, including a Country Store, Kiss Night and Crazy Night, so pleasing patrons that the added night is now riding right along with the others. Mr. Merrell advises there has been a pickup in East Liverpool (O.) Rink since the opposition closed in Chester, W. Va.

On Rollers In England

By CYRIL BEASTALL

I have been endeavoring to arrange a world's championship meeting for non-stop endurance roller skating between Walter W. Miller, Portland, Ore., and Billy Wetherall, Warrington, England, who are definitely the topnotchers on their respective sides of the Atlantic in this branch of roller skating.

Walt Miller, American marvel, skated non-stop for 112 hours, 41 minutes in 1933, at the advanced age of 74 years and today is keen to take on all comers, including the English champ, who has recently put up a record of exactly 127 hours, and, as I write, Wetherall is in the midst of an attempt to do even better at the Rollo Rink, Tunstall, Stoke-on-Trent, England. I was in conversation with Billy Wetherall, our diminutive champion, on February 2, and we discussed possibilities of a meeting over here, between Miller and himself. Wetherall is confident he can do better than his aged American exemplar, which is only natural, I guess. Anyhow, Forest Gate Rink, London, appears to be the most likely venue for such an event and management of that rink has been approached in the matter.

Some confusion would seem to have been caused by a recent announcement that Arnold Binns, Hedden Bridge, England, had skated non-stop for 204 hours. To clear any possibility of misunderstanding in respect to the non-stop endurance record, I will state that Binns has no claim to a non-stop record. He certainly holds a record for endurance skating, but it should be mentioned that Binns rests for quite a considerable time during his performances, whereas Wetherall and Miller are actual non-stop men, a notable distinction. Wetherall informs me he has been approached by Victor Shute, Philadelphia, regarding an endurance test. I should be interested to hear what Shute has done in this particular branch of our pastime.

NAAPPB

(Continued from page 41)

For a time the patronage fell for it, but not long.

The chief function of the dance hall was to sell booze. Now there is no one to dance or buy the drinks. The place has been overlooked and passed by. All of its natural advantages are there, with added ones. A big reward here for someone with vision and a sense of proportion. Scoop out the old reputation, paint and clean up, put in flowers and decorative lighting of approved modernistic tones, police strong enough to drive away the old gang which caused the trouble, as revived Rye Beach did, and the laurel wreath of victory is yours. America today affords many similar opportunities.

New Ideas Incubate

A builder modernized a house this winter. He made a job of it. For each \$300 spent he got approximately \$1,000. This beats sitting in the corner saloon and damning the country and the building business. His old associates told him he had a pipe dream.

Our business is not done, nor will it ever be. The rewards came last year to the enterprising and not the croaker. You can tell us where they will go this year. Certainly not to the one who does nothing.

Benjamin Krasner and associates, of Denver, have organized a company which has taken over Lakeside Park, brought from the receiver for the bondholders. Mr. Krasner has been a concessioner of that park since 1917. His 18 years' experience should show him the value of Denver's park on the lake. His efficient management of his concessions there and at other parks presages the same successful management of the entire resort.

There are several new ideas incubating that should bring results. John A. Miller is making new designs. The National Skee-Ball Company is building a skee-roll now with chimes on it. With a bank of these games going the chimes will surely attract the crowd. It is surely something new. The one nearing completion is a beauty.

POOL WHIRL

(Continued from page 41)

Ought to be lots of fun, for some bathers I've met can ask the silliest things. . . . Maybe that's because pool patrons haven't been wised up as much as other amusement seekers. . . . That is to say, your average theatergoer knows more about the theater he or she attends or show business in general than your average swimmer knows of his or her favorite tank. . . . Wonder if that's good or bad for swimming business. . . . Seems to me if patrons knew more about the water in which they swim, how it's chlorinated, etc., they wouldn't ask so many questions. . . . But there's always the danger of playing up the water sanitation angle too much and as a result leave doubt in the minds of swimmers as to whether it is safe to swim in pools.

Surprised not to see more Florida swimming-pool pictures this winter. . . . With exception of a big publicity campaign at beginning of the season, the Miami Biltmore and Rooney Plaza tanks, down Miami way, seem to have gone to sleep. . . . Or are they just resting? . . . Well, they better hurry up or else the season will be over, as it will anyway in a handful of weeks. . . . Glad to see the Bermuda tanks going in for the good of 'buildup. . . . Even the ships to and from Bermuda are plugging their swimming facilities on board.

With Luna Park, Coney Island, N. Y., to be open full blast this coming summer the swim tank there will swing back into its own. . . . And I mustn't forget to get out to the Island before the winter's over, as I've always wanted to take a look-in on the indoor pools which operate there all year round. . . . Like Silver's, Parkway and others. . . . Silver's, incidentally, is doing a nice picnic business this winter, according to reports. . . . The Turkish baths are, of course, the redeeming feature, for an inclosed tank, operated by itself, would never go in winter at Coney. . . . Or do you think differently? . . . If you do, write me your opinions, for one of the biggest thrills I get is opening letters containing readers' ideas on swimming matters.

LONG ISLAND

(Continued from page 41)

promote annual dinner of Long Island-Francis Society there.

Winter fires took three w-k. spots in Broad Channel and mar by for a damage toll of around \$100,000. . . . It's about time they got wise to that racket, which would make you believe that every second house in Suffolk County is Walt Whitman's birthplace.

ROCKAWAY BEACH: Hotel Prince, which went up in flames to the tune of \$250,000, will not be replaced. Wreckage has yet to be removed. Prince will operate the bathing pavilion and other amusements unscathed by flames. Tip to scale men: There are a number of good spots for scales and a boodie of coin for ambitious ones. . . . With all the good locations right in Rockaway, the crowd here giving a testimonial dinner to John Burton went to Valley Stream for it.

LONG BEACH: Uncle Sam is keeping the result of Long Beach's application for a couple of millions to fix up the beach and Boardwalk a secret, it seems.

Watch the sportland craze grab Long Beach this summer. There's been some big negotiatin' for choice locations. Heading the gang back from Florida are Doc Sellman, Willie Balkin and "Good-Time Charlie" Haines.



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RAIL-CHARGES HEARING SET

ACA Allotted Half-Hour Time

Cohen presenting brief to Trunk Lines Association at New York City meeting

NEW YORK, March 2.—N. W. Hawkes, chairman of the general freight committee of the Trunk Line Association, has granted a hearing on carnival rates and demurrage charges, definitely set to be held in the TLA office, 143 Liberty street, March 5 at 2 p.m.

A half hour has been allotted for presentation of a brief and other business. Brief will be presented by Max Cohen, general counsel for the American Carnivals Association. Max Linderman, manager of World of Mirth Shows; Matthew J. Riley, general representative States Shows Corporation, and other showmen are expected to attend.

Mr. Cohen is scheduled to arrive here on Monday and will be headquartered at the Victoria Hotel.

Robert Babbs Recovering; Injured in Fall in Drome

CINCINNATI, March 2.—Robert Babbs, who with his brother, Speedy Babbs, has been riding in the Slidrome with the E. K. Fernandez Shows on Hawaiian Islands, is recovering from injuries received in a mishap in the drome February 11. Another rider, Clair Verhaar, has been pinch-hitting as a feature stuntist.

Robert, who is 16 years of age, received a double fracture of the left arm, just above the wrist, also cuts about the face, elbows and knees. The accident occurred during the "Race of Death"—three riders on the wall—when one of the tires on the young rider's motorcycle had a blowout.

Grubergs to Quarters; All Fairs Contracted

MIAMI BEACH, March 2.—Max Gruberg, general manager Gruberg's World's Exposition Shows, and his wife and daughter, Nancy, who had been spending a month's vacation here, left early this week for the winter quarters of the organization at Sallsbury, N. C., where it is slated to open its season April 16. Mrs. Gruberg has recovered from her recent operation.

Mr. Gruberg advised that all fair dates for his show this year have been contracted and that his general agent, Percy Martin, has been gratifyingly successful in the booking of spring and summer engagements.

West Coast Shows Get Vancouver Exhibition

VANCOUVER, B. C., March 2.—Rides, shows and game concessions for the Canada Pacific Exhibition this year have been awarded to the West Coast Shows by the Vancouver Board Association.

The Exhibition Board has banned all money, card, dice and operator-controlled games and fortune-telling concessions.

The arrangements made for the concessions are believed to be the best for many years.

Page Shows Add Fair

JOHNSON CITY, Tenn., March 2.—An executive of J. J. Page Shows states that the Tusculumbia (Ala.) Fair has been added to that company's list of fair dates for this year. Also, the show has contracted with the Ohio Fireworks Company to furnish a pyrotechnical display nightly during its still date season.

CINCINNATI, March 2.—Manager K. F. Smith of the Smith Great Atlantic Shows informs *The Billboard* that the State Colored Fair at Columbia, S. C., has been added to his dates for this year.



JOHN F. REID and William G. Dumas, owners-managers Happyland Shows, Detroit, are vacationing this winter in Florida.

Marks Crashes Into Richmond

RICHMOND, Va., March 2.—After conferences during several months Manager John H. Marks, of Marks Shows, Inc., has completed negotiations for an opening spot in "the heart of Richmond," being the first showman to crash the regulations within the last four years. Richmond has not been as good as usual the last few years due to the zoning requirements placed on shows, but bids fair to be one of the best spots of the season this year for this show.

Around winter quarters things are stirring. The new office has been completed and installed with the latest in equipment. The remainder of the new canvas has been shipped by the manufacturer, Kenny Moore, and several of the new fronts have been finished. At present Tex Stewart is decorating the front of the new Athletic Show. Al Palmer and his assistant, Slim Wyman, are rebuilding the Mirth House. Frank Higgins has been signed to direct the music for the free acts, which will this year be carried all season and in the circus hippodrome, which will be presented twice daily in the new 80x160-foot top recently purchased.

Two more major events have been announced by Manager Marks, these being the Bluefield (W. Va.) Labor Day celebration and the Marlinton (W. Va.)

(See MARKS CRASHES on page 51)

Show Changes Title

MEMPHIS, March 2.—The title of the former Famous Dixie Shows has been changed to Wallace Bros. Shows. Manager E. E. Farrow and Jack Oliver have made several dates; booking trips this winter. Mr. Farrow has had a crew of men working at winter quarters and the rides and show outfits have been overhauled and repainted.

Mrs. Speroni Recovering

ROCK FALLS, Ill., March 2.—Mrs. P. J. Speroni, of P. J. Speroni Shows, who underwent an operation February 18, is reported as satisfactorily recovering.

Ladies' Auxiliary Has Birthday Dinner

KANSAS CITY, Mo., March 2.—The Ladies' Auxiliary, Heart of America Showman's Club, gave its 15th anniversary dinner the evening of February 22 at the Phillips Hotel.

The decorations and favors were carried out in crystal, symbolic of 15th wedding anniversaries. The place favors were crystal candle holders with lighted candles, also the center decorations were of crystal. A lovely basket of roses was sent by the men's club and other decorations were furnished by the hotel.

After the dinner bridge was played. First prize was won by Myrtle Dunoon,

Crafts Open Auspiciously

Start at San Bernardino—have notable increased organization for this year

LOS ANGELES, March 2.—Crafts 20 Big Shows had a most auspicious opening engagement at the 25th National Orange Show at San Bernardino. Ideal weather prevailed and tremendous throngs were on the midway. The crowd was cosmopolitan in its makeup. Governor Merriam and staff and other State executives and national officials visited the amusement zone and a little of about all the races that reside in this section as well as foreign visitors swelled the attendance. A new arrangement was three entrances to the midway, the whole layout in fan shape.

Materially Enlarged

The show is materially enlarged this year. For transportation there are 82 trucks and trailers and a great deal of privately owned motorized equipment. The Crafts color scheme of orange and black is much in evidence, with some most attractive picture work on several of the trucks and trailers. There has been added six new 33-foot semi-trailers, one new transformer trailer, designed by Elmer Hanscom. There are now three large transformers, also an addition of two search and floodlights and at night the lighting effects add much to the appearance of the show. Business, Mr. Crafts and Roy E. Ludington stated, was much above the same date last year.

The Roster

The staff: O. N. Crafts, owner and general manager; Roy E. Ludington, manager; Charles F. Curran, general agent; Tommy Myers, auditor; Elmer Hanscom, legal adjuster; Bill Fisher, publicity agent, with John Lamont, assistant; Ed Smithson, special agent and banners; Samuel

(See CRAFTS OPEN on page 49)

Hunsaker Equipment Burns

LOS ANGELES, March 2.—The rides, tents and other equipment operated by the late Walter B. Hunsaker, which since his death were stored in South Los Angeles, were destroyed by a fire that consumed the building late last week. A total loss with no insurance. Mrs. Ida Hunsaker has been handling rentals of equipment for movie studios and special events. A housecar recently completed by Jack and Cliff Smith was also destroyed.

Hurst and Morris Launching New Show

FORT WORTH, Tex., March 2.—R. E. (Bob) Hurst, formerly with Bill H. Hames Shows many years, and Tom Morris, formerly with Hagenbeck-Wallace Circus, the Hames Shows and Francis Shows, have organized the Morris & Hurst Shows, which are scheduled to open their season in April.

Hurst is manager and Morris secretary-treasurer. It is planned to carry 6 shows, 6 rides and about 20 concessions.

My Trip Abroad

By AL G. HANSEN

Since putting the Al C. Hansen Shows in winter quarters in Macon, Ga., last December I have enjoyed my first real vacation in about 17 years of trouping. I have realized a dream of many years—a return to my old home in Denmark—and I have learned and observed a great deal about European conditions that one on this side might never actually know.

In short, I have completed a 12,000-mile tour that included Denmark, Germany, France, England and Ireland. Altho the trip was made in midwinter, it was altogether enjoyable and very little bad weather was encountered.

As a "punk" 15 years of age, I left my home in Copenhagen, Denmark, and came to America. My first job—when I could speak only a few words of English—was as a candy butcher with the John Robinson Circus. Two seasons of this and I joined the American Army forces in France. After the war, back to America and into the carnival business.

For many years I looked forward to a visit to my old home and when I landed in Hamburg I began to see familiar sights. Everything was vastly changed from what it had been. It was just before the Saar election and the Hitler supporters were parading many times daily. Twice that first day I was "bawled out" by angry Nazi troop officers for not giving the Hitler salute. In fact, I avoided arrest and serious trouble only by explaining that I was an American. In passing, I might say that I was an American doughboy in the war and saw service in France and Germany, but I saw more uniformed and armed men in Germany this trip than during the days of the World War. There was a great deal of new war talk.

When my train passed the Danish frontier I bought a Danish paper, but to my surprise I could not read it. I could not recall my native language well enough to understand it. Then, too, when Danish customs men questioned me I could not understand them, so finally we had to dig up an interpreter who could talk English.

In Copenhagen I rushed to my old home and found my father. It was a surprise visit. He had not been expecting me. He did not recognize me and neither did I recognize him, but my

(See MY TRIP on page 51)

Dufour & Rogers About Ready for Construction

SAN DIEGO, Calif., March 2.—Lew Dufour and Joe Rogers arrived in San Diego this week, flying here from Chicago, and immediately began accepting bids for construction and equipment of the four shows they will stage at the California Pacific International Exposition. They plan to have their buildings under construction within a week.

Dufour & Rogers have ordered a quantity of beautiful five-color paper from H. William Pollack, including 24-sheets and eights and cards. Their total investment at the California Pacific International Exposition will run over \$100,000.

Bee Has Springfield, Ky. Fair

CINCINNATI, March 2.—F. H. Bee Jr., of the F. H. Bee Shows, phoned *The Billboard* yesterday that another show has claimed a fair engagement for this year for which his organization has contract. In confirmation, Secretary T. C. Campbell of the Washington County Fair Association, Springfield, Ky., wired as follows: "Have sold all concessions and rides to F. H. Bee Jr. for 1935 exhibition."

Acts With Bockus Shows

CINCINNATI, March 2.—*The Billboard* heard from two acts slated to be in the free acts list with the Curtis L. Bockus Circus Shows this season. One of them is the Unicorn Troupe, three-man flying trapeze, slack wire and other turns. The other is Ben Beno, the well-known aerialist, known as "The Man on the Chair in the Air."

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 CAN PLACE for season Brides, also Shows of merit. Will furnish outfits to capable Showmen. WANT Banner Men, Promoters. WANTED—Cook House. PLACE all kinds of legitimate Concessions. WANTED—Electrician and Rig Help. All addresses LOUIS J. BERGER, Suite 812, Garrick Theatre Bldg., 64 W. Randolph St., Chicago, Ill.

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MIDWAY CONFAB
 By THE MIXER

IT'S MARCH! Your feet "itchy"? Some have already "scratched" 'em.

EARL DAVIS has booked his frozen custard outfit with Blue Ribbon Shows.

A POSTCARD from Cooney Brown, Houston, states that he will be back with Hennies Bros.' Shows this season.

C. W. CRAACRAFT has been a busy g. a. in interests of Mighty Sheesley Midway.

E. B. BRADEN is slated for business manager with Gruber's World's Exposition Shows this year.

J. C. McCAFFERY, of the Rubin & Cherry show interests, was in Chicago on business early last week.

Apparently some opposing business interests at Savannah, Ga., have pulled the strings against special-date and traveling shows so long and heavily the local favors have begun to snap.

DEWEY THOMAS, pop-corn concessioner, will not be on midways this season, instead will take care of his father at McLouth, Kan.



MRS. CATHERINE OLIVER, owner Oliver Amusement Company, who is this year's president of the Missouri Show Women's Club, St. Louis.

LYOYD WIBBLE, stone man, who will be with Bright Light Shows this season, owns a dairy farm in Muddensville, Pa.

BILLIE CLARK will not have his photo gallery with J. J. Page Shows this season, but will have his other concessions with that company.

MR. AND MRS. TOM MEHL, who had Minstrel Show with Krause Shows last two seasons, are spending the winter with Mrs. Mehl's mother, Mrs. J. M. Roberts, in Chattanooga.

CLAY M. GREEN, former carnival general agent, makes his winter home in West Palm Beach, as does Joe Redding, of the Rubin & Cherry interests. The latter for 10 years.

BROWNIE PAYTON says that, altho many showfolks are preparing to leave Miami for Northern climes, he will remain there for a while. Apparently he will later be with Crowley's United Shows.

DOT KEMPF (Dot X, mechanical doll)—was with Streets of Paris at Chicago World's Fair has visited with Judge and Mrs. (Marie Hartwick) William

Carnivals wanting some reprints of the editorial on the first page of the carnival department in last issue ("Carnivals Spend Millions for Food Alone in Season"), also individuals wanting a couple of copies of it to counteract the opposition propaganda "carnivals take the money out of town," make request on a postcard addressed to Carnival Editor, The Billboard, Cincinnati, Ohio.

Devaney in Saginaw, Mich., while Kempf Brothers played some dates in Ohio with their Model City.

When L. Clifton Kelley's attention was called to the "carnivals spend millions for food" editorial in last issue, and someone said, "They do spend a lot of money just to eat, don't they?", Clifton replied: "Spend a lot! Why they spend all they can get!"

BINGO RANDOLPH and wife (Billie) passed thru Cincinnati recently while en route from Youngstown, O., where they were located a few months, to McGehee, Ark., to again join Greystone Shows with their concessions.

J. H. BRUCE (Bruce Greater Shows) is reported convalescing nicely from his recent operation at University Hospital, Charlottesville, Va., and with his wife and daughter may soon return to St. Petersburg, Fla., for a short rest.

CARROLL MILLER, last season with Coleman Bros.' Shows, info that he will have his own Ten-in-One outfit this year, with a novel front and new banners, and has booked it with O. J. Bach Shows.

HAMDA BEN and the missus have been in New York City this winter. Mrs. Ben is recovering from a two months' illness. Hamda (the veteran girl show operator) is working in a museum on Sixth avenue.

JAMES K. LEARIE is in Veterans' Administration Hospital, Oteen, N. C., Mrs. Learie informs from Florida, and would appreciate letters from his acquaint-



LOU (PEEZY) HOFFMAN, well-known agent and promoter of Model Shows of America, who spends winter seasons with Royal Palm Shows.

ances to relieve the monotony of the confinement.

RELATIVE to an item in The Savannah (Ga.) Evening Press, which was referred to in a recent issue, a few days later The Press carried a far different reading article. But it wasn't given front-page placement, as was the other one.

HARRY C. DUVALL, package candy worker, last season with Rubin & Cherry Exposition Shows, recently arrived in Cincy from Chicago for a couple of weeks' stay. Will make several visiting stops while en route to Rubin & Cherry quarters at Montgomery, Ala.

J. FRANK BURNS and Irene recently left Denver for the Zeiger United Shows' winter-quarters city, El Paso, Tex., and are working at the Hollywood night club, Frank as emcee and manager club and Irene presenting her dances.

GERALDENE-GERALD info of being still abed at home in Glens Falls, N. Y., but recovering from injuries received in a fall from an automobile while Christmas shopping last December 18. Lonesome and would appreciate letters from acquaintances.

WILLIAM JUDKINS HEWITT in his versatile manner has been producing an abundance of newspaper publicity in connection with Royal Palm Shows' winter engagements in Florida.

CARL J. LAUTHER'S Big Side Show is planned to be at the United Shows of America quarters at Shreveport, La., early in April, also Roy B. Jones, press representative for the USA, who is doing publicity for Lauther's traveling museum this winter.

MRS. JOHN TOFFEL advises that her husband, John Toffel, of the Toffel Bros. Shows, is in the Belmont Hospital, Chicago, recovering from injuries received in an auto accident on February 2. He will be laid up for several months, she says, and will be pleased to hear from acquaintances.

MRS. HARRY G. MELVILLE and Nate Miller have been operating a Lusse Bros. Skooter and a Kiddie Auto-Go-Round in the heart of West Palm Beach this winter and have done good business. L. Louis Peyer is associated with them and regrets their early departure from the present location.

A VETERAN showman, W. B. York, who has passed his 75th milestone of life, is reported ill and as having his ponies and other animals on his hands at Ava, Mo. He was visited recently by John T. Hutchens, from Cassville, Mo., who secured a doctor and some medicine for him. Mr. York would appreciate letters from acquaintances.

CHICK WAGNER, athletic show operator, last season with J. C. Weer Shows, this winter a taxi driver at Port Wayne, Ind., was stuck up and his cash receipts taken by a bandit recently. Wagner stated that upon entering the taxi the customer (?) poked an automatic into his ribs and told him to keep driving and later drove away with his cab.

Berney Smuckler values the work of press agents and the power of the press. He himself has had much experience handling newspapers during his long and varied career in show business. Mr. Smuckler says "Advertising doesn't cost—it pays."

FRANKIE AND JOHNNIE (Johnnie Crane), after spending the last two years in Texas, playing club and radio engagements, have booked with Marine & Firestone's Side Show to be with Bill H. Hames Shows, opening at Fort Worth. Frankie will present her guitar specialties in the musical act. They will use sound system, a microphone on platform and two loud-speakers in front.

IN HOUSTON Mrs. Capt. Carl Thornton gave a bridge party and luncheon

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THE NEW KIDDIE AIRPLANE SWING
 Suitable for Parks and Carnivals.

Seating capacity 15 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

WANTED—Side Show Acts, Flat Girl who was in Hawaiian Show at Monroe, Okla., La., Write MAJOR JOHN (Frog Boy), care Billboard, Kansas City, Mo.

Happyland Shows

GIBSONTON, Fla., March 2.—Work on the 1935 edition of the Happyland Shows is progressing. A crew at winter quarters in the North, under General Superintendent L. E. Dickey, is putting the finishing touches on several new and novel show fronts and scenic and lighting effects for the rides. Two new rides are planned for this year, which will make a total of eight.

This locality (Gibsonton) seems to be a gathering place for members of the Happyland Shows. At some time or other this winter many of the personnel have spent some time here. At present: Mr. and Mrs. William G. Dumas, who have their home here and whose guests are John F. Reid and Robert Buckley, secretary of the Bad Axe (Mich.) Fair. Mr. and Mrs. Harry Boyles, concessioners, who are putting the finishing touches on their new home. Eddie LeMay, formerly of Happyland Shows, has a large tourist camp, with cabins and restaurant. Mr. and Mrs. Ray Tayhash, cookhouse owners, are located in one of the cabins, and Mr. and Mrs. V. L. Dickey and son are spending their vacation in their house trailer at the camp. Mr. and Mrs. Ben Matteson and daughter, Florence; Mr. and Mrs. Ed Matteson and George Spangler, shooting gallery owners, are at present with Royal American Shows, but will have one of their galleries with the show the coming season. Mr. and Mrs. Bahnsen are at present in Sarasota. Speed McGinis, show electrician, is fishing at Fort Myers. Charles Roberts, Ferris Wheel operator, is spending the winter with friends on the East Coast. H. O. Walters, of the United Novelty and Supply Company, is also here. William Dumas and John Reid, owners-managers the shows; Bob Buckley and the writer made a five days' tour of the southern and eastern part of the State visiting shows and fairs. A surprise birthday party was held February 2 for Mrs. Anna Dumas at Eddie's Hut. A delicious chop suey supper was served, prepared by Tommy Allen and Mrs. LeMay, and was topped off by an angel food cake baked by Mrs. Gracie Johnson. Mrs. Dumas received many gifts. After the supper there was dancing. Among those present, Mr. and Mrs. Dumas, Robert Buckley, John Reid, Mrs. McDaniels, Mr. and Mrs. Matteson, Florence Matteson, Mr. and Mrs. Johnson, Mr. and Mrs. Dickey, Mr. and Mrs. Boyles, Mr. and Mrs. Tayhash, Mr. and Mrs. Allen, Mr. and Mrs. Seltzer and Mr. and Mrs. LeMay.

V. L. DICKEY.

Beckmann & Gerety's Shows

SAN ANTONIO, Tex., March 2.—Harry Illions has about completed repairs on his rides and is now repainting all his wagons. His Magic Carpet, which was sent to Laredo for the George Washington Celebration, with Kent Hosmer in charge, did a nice business. Mr. and Mrs. William F. Floto, of Wichita, Kan., spent a day visiting in San Antonio on their way to Laredo. Mrs. Fred Beckmann and her niece, Dorothy Hanna, accompanied Mr. and Mrs. Floto to Laredo from here. Mr. Beckmann and Trainmaster Arkie Bradford spent a couple of days at Laredo visiting with the Loos Shows and taking in the sights across the border. Mr. and Mrs. Arkie Bradford arrived from their home in Missouri and Arkie intends starting work on the train in the near future. Mrs. B. S. Gerety, Mrs. C. A. Wortham and Mrs. Henry Knight left for Tampico, Mexico, on an extended motor trip thru the southern republic. Ted Webb advises from South Orange, N. J., that he will be starting for winter quarters soon to remodel his frozen custard concession, which will be on the show again this season. Johnny Weatherick and the missus had their cigaret shooting gallery at Laredo and reported very satisfactory business. Paul Hunter and Myer Myers are frequent visitors at winter quarters, and are always welcome as they are both well posted and add a lot of zest to the various discussions indulged in.

EDGAR T. NEVILLE.

Reid Greater Shows

DENMARK, S. C., March 2.—The show is slated to open here on March 16 and after playing spots in South Carolina for four weeks will head northward. Mr. and Mrs. Earl Reid and daughter have returned to quarters after spending a few months in Florida. A new Minstrel Show top has arrived, also a new top for the Monkeydrome. At present the 15 men in quarters are whipping things into shape. The Merry-Go-Round is being gone over, also with all the other rides. The quar-

ters locality looks like a tourist camp, with house trailers, living tops, etc. Among those here now are Mr. and Mrs. Klien and son, Art; Mr. and Mrs. Virgil Klien and family, Eddie Harris, Bill Macdonald, Charley and Bert Brown, Henry J. Denny, Ted Mundorff; Mr. and Mrs. Ralph Duval, who will have the casting act as the free act; James Paden, Mr. and Mrs. Stuart; Jerry Burrell and wife, with their Wild West Show—15 head of stock and 20 people; Dink Akin and his Big Ape Show, Bill Pough and his Deep-Sea Show, and others whom the writer has not contacted yet. Manager Reid has been looking after the painting of the front and the special scenery for the Minstrel Show. The show will move on trucks, carry two free acts. Miss Helyne purchased new top for her concession. Harry Harris is expected in now any time with two shows. Art Peters reports that he will be here for the opening date with his Everglades Show. The writer has charge of quarters and will have his photo booth and make himself useful on the midway.

HARRY C. DALVINE.

Johnny J. Jones Exposition

AUGUSTA, Ga., March 2.—With the arrival of Manager Walter A. White two shifts, numbering 60 workmen, are busy in winter quarters. The season will be inaugurated the first week of April.

Mrs. Hody Jones, after spending a few days on the show, returned to Florida to rejoin her son, Johnny J. Jr. New arrivals at quarters include Mabel Kidder, with her vaudeville unit, who completed her winter tour at Savannah, Ga., and who is supervising the building of her new Temple of Mystery illusion show, a pretentious presentation. Col. W. E. Welliver arrived and will have the giant reptile show. Five huge pythons and boa constrictors are en route to quarters and the show will be a beautiful palm tree front and a new tent. Andre Anderson, veteran animal trainer, arrived from New Orleans with his chimpanzee, King Tut, one of the largest and best-trained simians. He was formerly owner of Little Hip and Napoleon and Major Willis (Pug) Crowe, assistant trainmaster, will again be with the show. Joe Allen is one of the busiest men at quarters. Elmer Cohan, Brownie Smith, O. J. Beatty, Carl Parsons and wife and Elmer E. Perdue were visitors. Jennings Grey, Lightning Harrison and Shirley Cade are in charge of the Pullman sleeping cars, Cade chauffeur of the "Royal Coach." The H. William Pollack Poster Print is getting out a line of printing for the advance, with 12 styles of special posters. The show train will receive its final coat of paint and varnish this week. One of the coaches will be named "Augusta" in honor of the winter-quarters town. The writer was a speaker at the weekly luncheon of the Exchange Club last week and announced that the show press wagon will be a traveling headquarters for the club while on tour.

WALTER D. NEALAND.

Royal Amusement Co.

Mendenhall, Miss. Nine days, ended February 23. Location, center of business section. Weather, cool to moderately warm. Business, good. Auspices, Fortnightly Club.

This spot was the first of a number of Mississippi towns to be played following the show's Louisiana engagements, which included Kenner, Lutecher, Good Hope, Luling and Harvey. The opening at Mendenhall was delayed from February 11 until February 16 because of bad weather. Among concessioners who joined here were Harry Banta, Dutch Ward, K. A. Becker and B. W. Norman. Other concessioners on the midway were R. O. Lewis, three; Leonard Wells, one; Jolly Lamb, one, and Mrs. Verna Mae Wells, one. The shows are Snake Illusion, owned by J. E. Clayton, managed by Joe Sherman; Hawaiian Nights, owned and managed by Charles W. Ecker; Athletic Show, owned and managed by Ted Sharkey, and Mickey Mouse Circus, owned by B. W. Norman, managed by Dutch Sperlick. The rides, Manager J. E. Clayton's Merry-Go-Round, of which Jimmie McKee is foreman, and Chairplane, with Jim Gill as foreman; Gus Elsner's Midget Automobiles and the Kiddie Auto Ride. The executive staff includes J. E. Clayton, owner-manager and contracting agent; R. O. Lewis, assistant manager and lot superintendent; Mrs. R. O. Lewis, secretary-treasurer; Jim Gill, electrician.

J. B. ELLIOTT.

Royal Palm Shows

West Palm Beach, Fla. Week ended February 23. Auspices, Elks Charity Frolic. Location, adjoining West Palm Beach County Courthouse in heart of city. Weather, Monday lost because of rain. Business, good.

The show presented its shows, rides, 47 concessions and two free acts—featuring Capt. Jimmie Jamison, fire high diver, and Dare-Devil Cramor, high pole aerialist. Monday night some of the rides and concessions opened for a few minutes, but were closed during the day due to a devastating downpour of rain. From Tuesday noon perfect weather prevailed and attendance and business increased daily—Saturday night crowds remained after midnight. Berney Smuckler in seeing that every item of the show's contract with the Elks was lived up to added much to his already good reputation as a showman-business man.

There were many visitors. Among them were Max Goodman, of Goodman Concession Company, accompanied by Bill Bartlett, of Miami Diggers Company, and Murray Zand, of New York, who came with three autos filled to look the show over the closing night. Robert E. Kline, general agent, accompanied by Mrs. Kline, came in from Kentucky. Mr. Kline will remain with the show for the balance of the Florida dates.

James Grimwood, well-known promoter of special events in the East, assisted by Mrs. Grimwood, handled the Frolic.

WILLIAM JUDKINS HEWITT.

Rubin & Cherry Exposition

MONTGOMERY, Ala., March 2.—The weather here of late has been like spring and the painters are busily changing the wagons to their new color. Eddie Marconi, with two helpers, is doing the pictorial work on the fronts and ride cars. The steel flats have been returned from the railroad shops and Trainmaster McLane started his crew on the new decking. Josie Nagata and his crew are working overtime to complete the rides. Superintendent Bert Miner is all over the grounds, checking here and there. The cookhouse is taking care of about 35 people at present.

Rubin Gruberg, after spending two weeks in Montgomery, left for Miami Beach, where he is now taking sun baths. All hope to see him return in three weeks feeling 100 per cent well. Mrs. Rubin Gruberg and their daughter, Edith, are scheduled to arrive in New York on the Italian ship Roma on March 7. Jack Wish, well-known concession man, and his bride stopped off at Montgomery Monday. They were married last Saturday in the North. The midway spread this season will be way ahead of the last few seasons. J. C. McCaffery and Bill Breese (contracting agent) spent a couple of days here in consultation with President Gruberg before Mr. Gruberg's departure south.

FRANK S. REED.

Peerless Exposition Shows

PITTSBURGH, March 2.—It is the plan of management to have everything ready for the opening the middle of April. The Carousel horses are now being repaired and repainted in winter quarters at Waynesburg, Pa., also a large four-wheel trailer being built to carry the horses and organ of that ride. Capt. Floyd Worley has been booked for the free acts. The show will carry four major rides, two kiddie rides, a pony track, seven shows, and 20 concessions. Sparton Brothers Circus Side Show with Orlo Wach as manager has joined. All truck and other rolling equipment is ready for the opening. All which is from an executive of show.

Frederick Amusement Co.

HOPE, Ark., March 2.—Work is progressing at the quarters here. The show is stored in a building 150x150 feet and there is plenty of room to overhaul the show. At present there are five men working and everything will be in tiptop shape for the opening, about March 20. Have completed a new drive for the Merry-Go-Round. A new motor and all gears have been assembled in one frame, a nice piece of work and will save time in setting up. Also putting a motor on the No. 12 El Wheel, and all trucks and rides will be painted. Harry Blair and wife have their new housecar nearly completed, finished with oak on the inside and leather outside. Mr. and Mrs. Ed Graham and Mr. and Mrs. Ed Slatter

were visitors at quarters. The Slatters will have the corn game again this year, and the Grahams will have three concessions. Bert Frederick and wife will soon be back from Nebraska. They have spent some time at North Platte visiting with Mrs. Frederick's parents. Oswald Reichle with trained dogs and the Sinclair musical troupe spent a week at quarters and while here they played at four schools. As usual the show will use the balloon and parachute leaps and will carry one other free act. All of which is from an executive of the show.

Sunset Amusement Co.

DANVILLE, Ill., March 2.—Winter quarters in Keokuk, Ia., will not be open until the last of this month. As has been the policy the last few years, the show will not open until the first week in May. Otto R. Strohmaler was a visitor in Danville last week while on a business trip thru Illinois selling premium ribbons to fair associations. He has booked his corn game and screened-in cookhouse with the show for his third consecutive season. Also with the show for their third season will be Mr. and Mrs. Olin Laughead with their pitch-till-u-win and bowling alley. A two-channel loud-speaker system has been secured to produce music on the midway and at the same time conduct grand-stand programs of a different nature at fairs. This system will be in charge of Ivan Merrick, radio technician, who has booked his photo gallery, stum spindle and hi-striker. Mr. and Mrs. John Kolb will again have their fishpond on the show. John has been in charge of a bowling alley in St. Louis this winter. Rube Liebman has taken over the advertising and merchants' ride-coupon job. He is at present working on the booking of Iowa fairs. As last year, the merchants' ride coupons will be used without a pay gate. Among other concessions contracted are Ernie Zeeck, country store, and Joe Mann, pop corn, both with the show last season; Orlando Tiedemann, penny pitch; Frank Korizek, cigaret gallery and milk bottles, and F. Kirkpatrick, long-range shooting gallery. Jack Sanders (Texas Terror) will be back after an absence of one season to take the Athletic Show. This will be his fourth season. From Texas he will bring a girl revue. Teddy Wells' High Brown Minstrels have been booked, with a five-piece band. Babb's Mechanical Circus Parade and Orlando Tiedemann's Snake Show will be in the lineup of shows. Mr. and Mrs. Ralph Bouge will again have their Arcade on the midway. The show will carry seven shows and seven rides. F. M. FLORA.

Yellowstone Shows

ALBUQUERQUE, N. M., March 2.—Work has started on the general overhauling of rides and trucks under the supervision of William Farrar, master of transportation. Mrs. W. S. Neal, secretary-treasurer, has purchased three new show tops, also leather for reupholstering the seats of the Ferris Wheel. W. S. Neal, owner-manager, and Eddie Lynch, general agent, have returned from a five weeks' successful events booking trip, including thru Colorado, Wyoming, Montana, Nebraska, Kansas and South Dakota. A Tit-a-Whirl and two new semi-trailer trucks will be added to the equipment next week. Opening is scheduled for the first week in April, with 8 shows, 6 rides and 22 concessions. Don M. Brashear, advance man for Western States Shows, was a visitor for four days, along with Harry Hunter. Besides Mr. and Mrs. Neal, Eddie Lynch and William Farrar, the executive staff includes Slim Simmons, electrician, and the writer, banners and publicity.

WILLIAM M. SUTHERLAND.

West Bros. Amusement Co.

SIKESTON, Mo., March 2.—Preparations for the coming season of this organization are going forward nicely. There will be a seven-piece band with the Minstrel Show. The girl-show outfit has gone thru the paint shop. A new top was received for the corn game. Mary Bowen parked her cookhouse outfit at quarters. She will have three other concessions. All her paraphernalia has been overhauled and repainted. Billy Macon and Joe Howard have completed a new panel front for the Side Show. Orville (Bud) Valler has his Lols girl show booked, third season. The writer will take a week off and go to Hot Springs, Ark., before the show opens, the work at the home office here being nearly completed.

DOC DECKER.



OAK Brand BALLOONS
NEW DANCING CLOWN

Balloon head and accordion crepe paper body. Manipulated by string attached to head he dances amusingly. Coming! Another new novelty next week.

At Leading Jobbers.

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By GASOLINE BILL BAKER (Cincinnati Office)

"IT IS SOME TIME . . ." scribes Tom Waters from Herndon, Pa. "My last previous pipe informed you that the Pomeroy-Waters show was folding at Matamoras, Pa., the second week of last October. The reason was that we leased a huge auditorium at Herndon, calling the place The Showman, and holding the grand opening November 15. And here we are carrying on. We have a dance floor 145x70. We are midway between Sunbury and Millersburg. We cater to the public and have a well-appointed restaurant, bar, etc. Have had visits from a number of troupers, including John L. Kearney and Charles F. Edwards. Am adoring one wall of my smoking room with photos of all my friends and fellow Thespians. Stella is well."

"ARRIVED BACK IN . . ." from the old home town four weeks ago from Dallas," tells Stanley Anderson, Jersey City. "Was marooned by floods outside of Jackson, Tenn., for 24 hours (on the road). What a jump that turned out to be. Worked varnish, along with George Bartley (of corn punk fame), here in Jersey City last week. Next week will take over Mike Jarrett's peeler stand in a local chain store. Saw K. S. (Knife Sharpener) Adelman at a downtown Newark corner last week. Frank Libby and Red McCullough were holding 'em tight inside the Hudson Terminal station across the river. Had dinner with Hazel and George Shean last week. Pat, the boy who did well with tapes on the Maine falls last summer, was on hand. How's for a quick pipe from Blackhawk."

DOC GEORGE BLUE . . . from La Fayette, Ind.: "Spring must be here, as I saw Kid Carrigan working on Washington street last Saturday. Business is good. Depression is in the mind, not in the purse. You only have to work harder and boost—not cry."

BOB FREDERICKS . . . who describes himself as excellent on either the humanitone or the flat tin whistle, writes from Brooklyn that he is very anxious to hook up with anyone pitching any kind of a whizlet.

W. J. CONNOLLY . . . writes the following from Knoxville, Tenn.: "First of all, I am what some might call a j. c. l. Oh, how they love to use that term! J. c. l. of what? I will tell you. J. c. l.'s of the new order of business—j. c. l.'s of progress. We are men who have the farsightedness to see and to recognize the trend of events; the march of progress. We are men who know and who are willing to acknowledge the passing of the old order. We are at the dawn of a new era. J. c. l.'s—bah! It's disgusting, this silly raving by o. h. b.'s (Old Has Beens), who think they own the great outdoors, the sunshine and man's free and untrammelled right to make a living in our good old U. S. A. Yes, I am a j. c. l. and I am proud of it. I am less than six years in the business of selling on street corners, but if any o. h. b.'s think they own the United States, or think that they have a better right to it than I, let them start the fireworks. I will be on the firing line with every dollar I possess. And, Mr. O. H. B., I am not broke by any means. Furthermore, a large portion of that which I have made in the past six years has come from the 'lowly' dime. I also have merchandise ('stock' to you, o. h. b.) that I sell as high as \$1. I plan to continue to set my prices to suit myself. It is my own personal business and no o. h. b. is going to stop me. When and if he does try to stop me there will be more fireworks in the air than he ever knew existed. I have been favored with an education that I am proud of, and the only reason I am not practicing my profession is that my health compelled me to seek the open air. When an 'old has been' tries to tell me how I must run my business it makes my blood boil."

Why is it that the smartest men in pitchdom do not give advice? When I say smartest men I mean the boys of the jam. Yes, it does take nerve to make a jam pitch—worlds of it. But it also takes something else—BRAINS! Let that soak in, Mr. Old Has Been. B-R-A-I-N-S. I will attempt to enlighten you briefly why the jam pitchman never gives advice. It is this: He has too much sense. It is the true statements that the pitchmen find hard to take. And so, Mr. O. H. B., a man should not appoint agents. And if a pitchman should see another pitchman appointing agents to expand his business he should stop it immediately. That's what you think! I have in three States—Kentucky, Tennessee and North Carolina—close to 100 agents working and every one of them is making money for me. Furthermore, it is my intention to hire as many more capable people as I can. And I hereby extend to you an invitation to try to stop me in any manner you see fit. But when you start prepare to meet the United States Supreme Court. I shall continue selling merchandise at 10 cents or any other price I see fit, according to its blind value and appeal. Ten pennily yours—"

WILLIAM McKENNY . . . and wife are working sales in and around Aurora, Ill.

DOC FRANK KEITH . . . and wife, of Baraboo, Wis., are enjoying fair success with their med show in Northeastern Arkansas.

F. H. THOMPSON . . . Lincoln Cottages, Aurora, Ill., thinks Hoot McFarland and wife could do well in those parts with blades, as they haven't hit the section for some two years.

ROBERT BURNS . . . pens from Pittsburgh: "Have seen most of the new items, but about the best dressed gummy package was that Ted McFarland and Tom Kennedy were working in a Philadelphia store. The boys were really getting the folding green. Speaking of cut-price tactics, here is one that wins the prize. A fello was here working glass-cutting tools for 10 cents. Another was working blades, five for a nickel. Such fellows should be placed in one of the conservation camps. If every pitchman and demonstrator would keep his price up and work clean it would be a lot better for everyone else."

RUTH AND SUNSHINE ROGERS . . . piping from Wilson, N. C.: "Just read a pipe from the Kelly family. Had been wondering where they were. Closed our Variety Revue a month ago. Am booking another act in schools and theaters. It is very interesting and profitable. And quite a bit less work. And best of all, I don't have to wash the black out of my ears each night. The act has 47 schools and seven theaters to its credit so far this month (February). This act is a real flash and I am finding that something good is not hard to sell. Pipe in, Kellys."

DAVE ROSE . . . Dave pipes from McGehee, Ark.: "After spending three months in the sunny South without any sun, I have finally decided to head north. I worked up and down Mississippi and found it just about the poorest State I have pitched in for many a year. And to make conditions worse, Old Man River had to make a visit to most of the folks in that territory. The temperature here is 30 degrees at present. I think I will try to sell some ear muffs . . . they should go like hotcakes. It will be practically impossible to work Louisiana from now on due to the new ordinances, and I understand that Mississippi is following Louisiana's footsteps. These States would be good territory for high-powered men. I wonder if Soapy Williams remembers the time his tip was ruined

by some stench bombs. How about some contributions from my old friends Jackie Andrews and his partner, A.; Joe Morris, Morris Davidson, Beeman Yancey and Doc Hubert Potter. I am working on a real pipe for the next issue of *The Billboard* and I hope all the boys and girls read it carefully."

FROM HARTFORD, CONN. . . . Frank M. Connolly pipes: "Gone but not forgotten, say stanch friends of Doc Jack Dorsey. We truly sympathize with Mrs. Lou Dorsey and her daughter. We will miss the Doc this coming season. Associates from the East and Middle West respect his memory. A few of these true friends include Mrs. Mary Barrows, Thomas Barrows, Joseph and Mrs. Ruby Kerwin, Charlotte Woods, Eva Krauss and Joe, Harold Woods, Mrs.

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LA PETITE HAIR ROLLER
ONE Makes a Million Curls, Demonstrators grossing \$40 to \$50 a day in stores everywhere. Easy and simple to hold the crowd—the fastest, newest seller today. Send 25c for Samples and Prices.
G. E. Wymer Products Co., 126-134 N. St. Olaf St., Dayton, O.



Mary Lithgow, Mr. and Mrs. LaBeau and William Sullivan."

C. W. MEADOWS (Charley the Pencilman) and his wife have been spending a gala winter's vacation in and about Miami. Charley has developed into quite a fisherman, getting one sailfish that measured over seven feet in length and weighing 69 pounds. Charley is having the prize mounted and will exhibit it in his Detroit drug store. Big crowds are reported, but not much money circulating.

WALKER AND COZY the Hav-a-Laf team, write from Guy, Tex., that they have joined Mae Goodwin's Tate-Lax unit. Walker says they are playing halls to good biz. "Mother" Goodwin does the lecturing. Others on the show include Dad Goodwin and his daughter, Clara, and Ray Hegwood.

SID SIDENBERG writing from Fulton, Ky., tells of initiation last week into the local Fulton Lodge No. 1142, of the Benevolent and Protective Order of Elks. Sid says he is one proud boy, as he has long cherished an ambition to some day be included in the BPOE membership.

"I TAKE MY automatic pencil in hand to write of a few of the many things happening in Chicago," pipes Earl Pixley. "Giltstrap is still holding forth. Doc Cunningham has been sick, but is improving, though he has lost quite a bit of weight. He is a fine old gentleman and square and honest with the pitchmen. Ed Pearson, of flukum fame, died recently in the Oak Forest Infirmary. Vogel and Myers are still with me here. Jensen argues constantly on political economy, it being his pet subject. Most every night we play a four-handed game of pinochle.

Harassed by men and by weather, Shifting from spot to spot, Pitching his wares in doorway, Sidewalk, alley or lot; Trying to beat the system, Stoically fighting the fight; Smallest of all great merchants, Such is the pitchman's plight.

Now that I have that out of my system I feel better. Expect to do a little work tomorrow. Probably make six bits or a buck, after running about town for five or six hours. The Count was on Maxwell Market last Sunday. I did not work there. Just went down and looked it over with Vogel, of the Vogel Supply Company. Here's some more 'poultry': When things seem bright, And a fair living in sight, Something always ups and shatters hope; But when some new article comes out You can hear the peddler shout—I'll now make some money, buy things I need, And supply the wholesaler with plenty of feed."

GEORGE M. REED writes: "Who should come in the store today to see me but Art Cox and the missus? Doc George is in Wheeling, W. Va., currently. "These two very clever, and certainly mighty fine people were on their way to Erie, Pa., and they looked extremely fit and prosperous. The chain store here looks like a midway on a fair-ground. When first you enter you come across an inhaler worker (I did not learn his name), next to him is Joseph Nichols, of Newark, with varnish. Next is Luther Dinges and his wife, with rad, and then comes yours truly with oil and corn remedy. Yes sir, we cure their coids, we varnish their furniture and remove spots from their clothes, we free their feet from corns and we take their picture. And frankly, we are getting some that it takes to buy porkchops with. We are a mighty nice, jolly bunch and the store employees and manager are the acme of courtesy and co-operation. We are all just like one big happy family. The weather has been bad, rain and snow for 10 days now. Hattie Spencer Cantrell, daughter of that old-timer, W. H. Spencer, writes that her father, who has been ill for several weeks, has not responded to treatment too satisfactorily and will be compelled to remain in bed for some time to come. The veteran pitchman, who is known to all oldtimers as the pen doctor, has pitched and worked and repaired pens for many, many years. At one time he was in the medicine business. For 25 years he has made Columbus, Indianap-

Pitchmen I Have Met By SID SIDENBERG

When the Sun Bros.' Circus pulled stakes, loaded the wagons on flats and rolled out of Charlevoix, Mich., one day about 31 years ago, a brand-new baby, born under the big top during the show's stand in that town, was loaded on the train, too. That baby was none other than Joe Sinette, one of the cleverest lightweight soap workers known in the business today.

As a general rule lightweight soap is either worked by a demonstrator in a store or when it is worked outdoors the workers usually make a ring pitch standing on the ground where it is easier to make the demonstration. But Joe makes his pitch high and his passouts usually come the same way. During the winter months, when water is too hard to work with outdoors, Sinette switches to coupon deals, working in stores with pens, razor blades and perfumes. From the way I have seen this boy perform he is one in the game who is not missing his allotted share of the long green.

Lately the lightweight suds-maker has not been moving as is expected and Joe has been working thru a tieup over some of the large radio broadcasting stations and is being announced as the "Psychic Wonder" and is putting out astrology in letter form and I mean this boy is garnering a real-sized b. r. off the deal.

While Joe is working towns and cities the missus is operating a mitt camp on the outskirts or at some tourist camp, and you can rest assured that the better half of the company is doing her part in filling the family cash box.

Sinette and the missus are always one of the attractions at the big Toronto doings every season. The Sinettes have been making the big Canadian event for the past 15 years.

Sinette claims that he originated the first Cannibal Village, which was first shown on the Bernardi Greater Shows.

Sinette and the missus call the United States home and their permanent address is The Billboard.

olls and Louisville regularly. I believe that without a doubt he is one of the best in the business. On February 22 he reached the age of 77 and last year made his usual visits to Columbus, Indianapolis, Louisville, the State of Tennessee and South Carolina. In November he returned to his home in Washington, where he has been since then. Hattie informs me that he would enjoy immensely hearing from his old friends, especially Harry Rose and Charles Rappaport. I have just read a letter from Pat R. Goonan, in which he tells me that Doc Rosenberg has been in very poor health."

"HAVE BEEN IN New York since Christmas," pipes Frank Libby from the Big City. There seems to be fewer pitchmen here per capita than in any other section of the country. (It figures 1,000 to 1. Meaning a thousand peddlers to one pitchman.) Here it's a case of a pitch and then a walk. In order to get any money at all you have to do about an 18-hour marathon. I took note of Soapy Williams' pipe on a rehearsal of the organization question. Seems to me he has his wires crossed a little on many questions. To start with he undertakes to describe the kind of organization we had on the Coast as a sort of social group. Social organizations, Mr. Williams, don't employ legal aid to the extent that was done by the Coast organization of pitchmen. To start with we retained one high-class attorney, with a fee of \$500, to carry a case to the Supreme Court of the State. We won that case, too. And that, Brother Williams, was the reason you were able to work that time you were in California. And another thing a social organization doesn't do is to employ two attorneys at the same time, as we did out there. And you don't pay those fellows off with flukum, either. I can't recollect that at any time I ever claimed to be the organizer for the organization. I was the secretary, taking over the office from George Silvers. Soapy seems to be a little misinformed all the way around as to what actually took place. We sent out organizers all

right, but only three of them. And we got results, as some mighty good men had those papers. I take it from Soapy's pipe that he was in Chicago at the time we sent them the charter. But about all the NPSPA got out of Chicago was the original \$10 charter fee. And if Soapy was a charter member of that Chicago bunch his share that was included in our general fund was around \$1. The senior individual members on the Coast laid out as much as \$50 apiece. Oh, well!"

EDDIE DELOY shoots in from Oklahoma City to tell us he has contracted with Little Doc Roberts to produce and manage his Big City Shows in Oklahoma City the coming season. This is the third season for Little Doc on the same lot. Eddie will embellish the program with a number of novelties.

GEORGE KIEL and the missus had good weeks at Dayton, O., and Detroit and are now at Aurora, Ill. They will be working Chicago suburban towns for the next three months.

WORD FROM JOHNNY McLANE tells of the death recently of Ed (Swede) Pearson, 52, flukum worker, in the Oak Forest Infirmary, Chicago. Johnny writes: "Let it be said of Edward that he spent his earthly endeavors in an attempt to brighten things for others. Ed could take an old brass spoon and in one minute plate and polish it to look like glittering silver out of Tiffany's. His soft musical voice, Swedish accent and honest, homely face formed a combination that seemed to enchant his hearers. May he rest in peace!"

A PIPE FROM DALLAS off the pen of Buster (Mickey Mouse) Robertson, reads: "After looking over recent pipes it seems as if the entire country is staging a funeral dirge. If the average pitchman would only open up and tell the truth many parts of the country would be open. For the past few weeks I have been working towns that pitchmen said were closed. Strange to say, I have had some top weeks, too. Jack LaMore and wife are here. Jack is still putting rad over to tips that are held spellbound, etc. Ivan Leo, astrology and mental act, is getting in some excellent work. Neal Chanel and Stanley (Bat) Nelson are putting their joints over to good tips in chain stores here, working food products. Ed Schery is here in another chain store with corn punk. And his b. r. is more than equal to any in town. The boys all seem to cut up jackpots at our room every night. Maybe the attraction is our dog, which Tom Sigourney named Pipes. My wife and I are going as well if not better here in the local chain store than we have done for a long time. Houston is open. Also Dallas. Would like to read pipes from Tom Sigourney, Earl Davis, Jerry Coates, Ned House, Eddie Schiero and Tommy Matthews."

RED ROGERS cards the following from Corydon, Ind.: "I helped in a home-guard play last night and sold out of a goodly supply of Union Concession Company candy. The way I feel today I can hardly wait until the bluebirds begin to sing. It won't be long now until the old opry is open. Good luck to Dave Rose and the missus."

EVA KRAUSE writes: "Doc Harold Woods and his entire company were under contract this past season with the Keystone Camp in Miami, Fla. Harold was emcee and furnished vaudeville and dramatic shows once a week besides leading his orchestra three times a week for dances. Because of the entertainment and general good times planned and supervised by Woods, the camp was crowded to capacity all season. Doc and Mrs. Bert Clayton and their daughter, Doc and Mrs. Ross Dyer and Doc and Mrs. Ed Silvers were regular visitors. Bert Clayton won the prize for best dancer and Ed Silvers was awarded a cup for fancy diving at the Miami Biltmore Water Show. You just can't keep the old birds down. Andy Woods won the shuffleboard championship. Doc Dyer gave one of his famous barbecue parties where the cup of cheer flows freely. The party was in honor of Messrs. Irwin and Burns, DeVore Manufacturing Company executives. (See PIPES on page 54)

CANDY DEALS

"HERSHEY'S"—"BABY RUTH BARS"—"PEANUT MAID"—AND OTHER FAMOUS CANDIES! FREE GIFTS! ANDERSON'S 2ND ORDER, \$250.00. Sell Wholesale to Grocers, Candy Stores, Drug Stores, Taverns and Stands—All Big Buyers! Best long profit dealer but all we have had in the past and they were the best of the times. You make double profits now. Attractive free gifts. Self-selling counter display renders. Punch deals, Bulk and deal candies. Fast Quick repeat. Dealer can't remove from anyone but you. (You're "on the spot" to make money faster than ever before.) Finest best known candies—Hershey's and Baby Ruth Bars, Catherine Specials, O'Henry Carmels, Peanut Maids, others. Some deals pay 100% profit, unheard of commission in this business. Send for FREE details. New Plan—a gold mine for salesman and distributors. CATERINE BROTHERS, Dept. AE, 1916 Sunnyside Ave., Chicago.

NEW FORM FITTING BUMPITS Every Beer Dispenser, Cafe, Drug Store and Home Wants Them. Protects glassware, stops chipping and breakage. Made in two sizes to fit all beer and water faucets. New improvements make all former types obsolete. Come in Red or Black. Furnished with or without filter screens. Sell Bumpits with Filter Screens 20c each, or 2 for 35c. Sell Bumpits without Filter Screens 15c each, or 2 for 25c. Be first in your territory to sell these new ideal Bumpits. Two samples with screens, 20c—1 dozen, \$1.00—100 for \$4.00—With no screens, two samples, 15c—16 for \$1.00—100 for \$5.00. Quantity prices on request. BURKE-ATWOOD COMPANY, Dept. D-25, Minneapolis, Minn.

NEW WAY TO SMOKE Touch A Button! LIGHTED CIGARETTES Come Out of Magic Case Imagine this! You take a beautiful case from your vest pocket! Automatically, a cigarette and flame appear. You puff... and a LIGHTED, ready-to-smoke cigarette is delivered right between your lips. Smokers crowd around when you use the Magic Case... they gaze in wonder every one of them want it. Make Up To \$16 a Day Let me send you a Magic Case for 15 days trial at my risk. Just show it... and watch smokers reach for it eager to buy. It's a selling sensation. Agents are collecting money fast. Write quick. MAGIC CASE MFRS., Dept. C-4489, 4224 Corcoran Ave., ST. LOUIS, MO.

AGENTS — Look at these Prices 8-Oz. Imitation Vanilla. Doz. \$1.10 60 Razor Blades. 40 30 Box 12 Aspirin Tablets. Doz. Boxes. . 30 Fix-All Liquid Cement. Doz. 75 Ice Box Odor Absorber. Each. 12 Bowl Deodorizers, Cellophane. Doz. . . 50 Send for Complete List Over 150 Products. DREXEL, 715 Kent Ave., Brooklyn, N. Y.

SOAP PLAIN, PRIVATE LABEL OR STOCK. Write for Prices. NUTRO MEDICINE CO. 16 South Peoria Street, CHICAGO, ILL.

MAGIC KNOT TIE THE PERFECT TIED TIE—SELLS ON SIGHT. COMPETITION WRINKLING PRESSING NO NO ELASTIC MAGIC KNOT TIE CO. 3343 East 55th Street, Cleveland, O.

MEDICINE SHOWS WANTED to handle "Old Indian Remedy" Products. Write for price list on these established Remedies. PONCA DRUG COMPANY, Ponca City, Okla.

IT'S NEW—IT'S HOT Goodrich Shear Home Take a pair of shears—a few strokes—zip they are sharp—the sale is made. Also sharpens pocket knives and stainless steel kitchen knives to a razor's edge. Large 3" stone made of sharp electric furnace abrasives. Sample, 10c; Doz., 50c; 18 for \$1.00. WRITE FOR CATALOG. GOODRICH CO., Est. 1884, 1502 W. Madison, Dept. SB-3, Chicago.

WILLIAM GLICK EXPOSITION SHOWS, INC.

"The World's Best"

THE FINEST FLAT CAR SHOW IN THE EAST WITH WAGONS FOR EVERYBODY

Can place two more Shows of merit, also Penny Arcade and Fun House;

Will Buy or Book Waltzer or Ride-O, also will place a Double Loop-O-Plane.

Can place Cook House and Crab. Harry Johnson, wire. All Games and Wheels open, including Corn Game. Will also book Palmistry, Scales, Shooting Gallery, etc. Waffles, Fairy Floss, Pop Corn and Peanuts still open. Write or wire

WILLIAM GLICK, GENERAL MANAGER,
MADISON HOTEL BALTIMORE, MD.

WORLD OF MIRTH SHOWS

Fourteen (14) big fairs, including State Fairs, booked in the East. You know them all. Can use one or two high-class shows that are new and different and will furnish outfits if you have what we want. Also want to hear from Ira Watkins and all money-getting showmen with new ideas. Dan Montgomery, trainmaster, wants to hear from his crew in the spring. Address him at winter quarters, 3516 West Broad Street, Richmond, Va.

I want Talkers, Grinders and Working People to get in touch with me early April. We are in the market for something new in rides.

CONCESSIONS—Can use Guess-Your-Weight Scales and Waffle Stand. Show opens last week in April in Richmond. Fair route starts first week in August and ends November 9. Address

L. H. (DOC) CANN General Agent
MAX LINDERMAN General Manager
William Byrd Hotel
Richmond, Va., or
1560 Broadway, New York, N. Y.
Room 1512

STRATES SHOWS CORPORATION

Opening in Corning, N. Y., April 28 First-class route of still dates and celebrations to follow, plus

14—FAIRS—14
WANT

Any Meritorious Shows. Nothing is too big for this show. Will furnish wagons and outfits. Also want Motordrome. Only legitimate Concessions being booked.

We will positively travel on our own train of cars. Address

MATTHEW J. RILEY
and
JAMES E. STRATES

Box 494, Elmira, N. Y.



HAAG SHOW WANTS

Party with Stock for Wild West Concert.

Have for Sale, Female Russian Brown Bear.

Address Marianna, Fla.

WOLF GREATER SHOWS
Now booking Concessions, Rides, Shows. Sell Tilt-a-Whirl, 9-cars. Book same. Address P. O. BOX 2725, Bloom and Lake Sts., Minneapolis, Minn.

Thank You for Mentioning The Billboard.



"SUNNY SOUTH!" B-r-r-r!! To show what chance tent shows have had so far this winter in the "Sunny South," or at least certain parts, James Heron, manager of the Famous Robbins Circus, sends a clipping of a story under a Macon (Ga.) date line telling about a man (of no concern to showfolk) being found frozen to death on the street.

Jimmy also says a carnival has been playing on the outskirts of Savannah and it is his belief that the show has been open only two nights in three weeks due to bad weather.

"And Savannah," comments Jimmy, "is warmer than most of the towns in Georgia, being right on the Gulf Stream."

ALTHO Cleveland always has been rated as a good indoor circus city, there doesn't seem to be any doubt that it is better today than it ever was. The Orrin Davenport circus unit, sponsored by Al Sirat Grotto, just closed a two weeks' engagement at the Public Auditorium there, and the ticket sales were tremendous. More than 270,000 general admission tickets were sold up to early Monday morning of the second week and none after that time, due to inability to handle the crowds by closing time of the engagement. As a matter of fact, it was necessary to give two performances Sunday, March 3, for general admissions only to avoid disappointing advance ticket buyers. The Al Sirat Grotto execs attempted to hold the show over for a third week, but this was impossible because of other engagements. Thousands were turned away at both matinee and night performances during the two-week period, and serious consideration is now being given to the

(See BROADCAST on page 66)



By LEONARD TRAUBE
(New York Office)

HAGENBECK-Wallace-4-Paw-Sells Circus is booked to play Johnstown, Pa., on June 11, but the Cole Bros.-Clyde Beatty outfit gets in there on May 22.—Irish Horan, the genial and capable press agent for Charlie Sparks' Downie Bros.' Show, will handle practically all of the advance with the aid of a story man, there having been a shakeup in the advance department. Will Jerome T. Harriman again be Sparks' general agent? I don't know, so I'm asking.—With a newly elected set of politicians on the pay roll, San Antonio is putting on the morality act for a 60-day engagement.—When Mal Fleming, the Fryburg (Pa.) banker and friend of circuses, was a boy he lived across the street from John H. Sparks, went to school with several of the children and saw Sparks' opera when it was a one-car show, then watched it increase to two and three cars.—Talking of Hagenbeck-Wallace, S. W. Gumpertz, director-general of the Ringling carnivals, intends to have the show play many of the Ringling-Barnum 1934 dates, including the July 4 engagement in Bradford, Pa. Johnny J. Jones Exposition day and dates it about half a mile away.—Frank H. Kingman, secretary of Brockton (Mass.) Fair, will attend the Pat Stock Show in Fort Worth, Tex., week of March 16 to look over rodeo stock.—John T. Benson sends greetings from Cairo, Egypt, the Nashua (N. H.) animal trainer and showman being on the last leg of a trip thru the Orient to pick up stuff for American consumption. While in Germany he sustained minor injuries in an accident, was treated at a hospital in Venice and is now okeh. Will arrive back here this month.—Aside to Wilmer Jay O'Brien, a man's man and a

(See OUT IN THE OPEN on page 67)

Kaus' United Shows

NEW BERN, N. C., March 2.—There has been much activity around the winter quarters lately, with one side of the warehouse being decorated for an indoor circus and auto show sponsored by the local Firemen and promoted by Ed Eggar and Doc Reh. W. C. Kaus, J. E. Kaus Jr. and Floyd R. Matter returned from Atlanta, Ga., where Manager Kaus purchased a special-built living trailer for "Mother" and Tillie Kaus, also a living truck for A. J. Kaus and himself. The opening date has been set for April 6. General Agent W. C. Kaus is sending out two small units of four or five rides this week to play several weeks around New Bern. Pearle and Griffin have booked with Ten-in-One. Bill Baridge has booked with his custard machine. W. C. Kaus has contracted the American Legion Fourth of July celebration at Oneonta, N. Y. LEONARD DUNLOP.

PIPES

(Continued from page 53)

tives. Gert Dyar entertained with her guitar and Audry Cayton recited. Everyone had a glorious time, altho they all missed Charlotte Woods. We are now at Doc F. Williams' home in Ormand, Fla. Doc has a beautiful place here with tropical gardens and fish pools. Visitors from many near-by points come daily to see his beautiful flowers. Doc has provided an open fireplace, oyster roast and dance pavilion on an adjoining lot for visitors. Fred and Mrs. Owens have just arrived. How the boys are cutting them up! I hear that William Sullivan is taking out his own animal show this year with his educated bull as a feature. Everyone is happy here as well as optimistic. Here is hoping that we all have a good season."

HOT SHOTS

BLUE STEEL RAZOR BLADES, Double Edge, First Quality, 5 to Box, Cellophane, 100 Blades. 40c

- 1 SHAVING BRUSH.
- 1 BOX SHAVING SOAP.
- 10 DOUBLE EDGE, FIRST QUALITY BLUE STEEL BLADES.
- 1 JUMBO STYPTIC PENCIL.
- 1 GLASS BALL BLADE SHARPENER.

COMPLETE 12 1/2c
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FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume. Cellophane Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pass-Out on the Market. Per Combination 5c
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BIG PROFITS FOR YOU!



Carded Aspirin, Laxative, Blades, Goggles, Prophylactics, Soap, Shaving Cream, Moth Cakes, Feather, Darts, Big line Household Necessities. EXTRACTS—Vanilla and Lemon, 10-oz. Pitcher Style Bottle, Doz., 80c (No less Doz., 19 lbs., sold). Above cash; with order, plus post.

OHAMPTION SPECIALTY CO.
814-K Central Street,
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SELL Sparkling SIGNS
Easter Greeting, Mother's Day, Father's Day, Graduation, President Roosevelt. Clean up this season. Start Early.
400% PROFIT.
Cost 40c; Retail 250c. Sample and Catalog of hundreds of other fast money-makers FREE. Write Today. L. LEWIS HENDLEY, Dept. B, 8 W. Broadway, New York.

MEN'S FANCY SILK HOSIERY—Guaranteed Perfects, \$1.50 per Doz.; Silk Irrig., \$1.00, 80c, 65c per Doz. Spring Assortment of Neckties, \$1.00 per Doz. Ladies' Pure Silk Fashioned Binglees, \$2.00 per Doz. Postage extra. E. LEWIS HENDLEY, 418 S. 17th St., Reading, Pa.

New Deal Shows

BEST ROUTE IN OUR HISTORY.
WANT NOW Wild West, Motordrome, Sideshow and Fun House. Starkville, March 11-16; Columbus, 18-23; Tupelo, 25-30; Corinth, April 1-6; all Mississippi. Wire COL. T. L. DEDRICK, Manager, Starkville, Miss.

ROUTES

(Continued from page 35)

Eugene, Bob, Troupe (Coliseum) Columbus, O.
F
Fanchon & Marco Revue (Fox) Philadelphia.
Pelovis (Valencia) Jamaica, N. Y.

G
Gaby, Frank (Academy of Music) New York.
Gale & Carson (Star) Newark, N. J.

H
Harlem Black Birds (Strand) York, Pa.
Harmony Co-Eds (Albee) Brooklyn.

J
Jackson, Jigsaw (Marbro) Chicago.
Janis, Ray (Orph.) New York.

K
Kanes, Three (Penn) Pittsburgh.
Kay, Jack (Olmos) San Antonio, Tex.

L
Lambert, Eddie (Loew's Orph.) Boston.
Lanti Trio & White (Rox) New York.

M
McCabe, Sara Ann (State-Lake) Chicago.
McFarland, Helen (Tower) Kansas City.

N
Nash & Fately (Academy of Music) New York.
Nolan, Paul (State) Chicago.

O
Olsen, George (Mich.) Detroit.
P
Parker, Frank (Chicago) Chicago.

R
Radio Rubes (Albee) Brooklyn.
Ray, Martha (Fox) Detroit.

S
Samuels, Rags, Cocktail Hour (Boston) Boston.
Santry, Henry, & His Soldiers of Fortune

Slate Bros. (Orph.) Minneapolis.
Smith, Bert, Show (Globe) Bridgeport, Conn.

T
Talent & Merit (Riverade) Milwaukee.
Taylor & Moore; Picayune, Miss.
Tomlin, Pinkie (Oriental) Chicago.

V
Vermillion, Irene (Orph.) Minneapolis.
Vox & Walters (Valencia) Jamaica, N. Y.

W
Walsh & Arden (Olmos) San Antonio, Tex.
Walton, Bert (RKO Albee) Providence.

Y
Yacopis, Great (Pal.) New York.
Youthful Rhythms (Penn) Pittsburgh.

DRAMATIC AND MUSICAL

Abbey Theater Players (Biltmore) Los Angeles 4-16.
Ah, Wilderness! (Shea) Bradford, Pa. 7; (Shea) Jamestown, N. Y., 8; (Shea) Erie, Pa. 9.

'Everything—Most Interesting' The Billboard Publishing Co., 25 Opera Place, Cincinnati, O. Please enter my subscription to The Billboard, for which I enclose \$..... Name Address City State One Year \$5 Two Years \$8 Ohio Subscribers 3% Sales Tax Additional. Rates in Canada and Foreign Countries Upon Request.

Roberts, (English) Indianapolis, Ind., 5-7; (Hartman) Columbus, O., 9-9.
Sailor Beware (Cass) Detroit 4-9.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
b—ballroom, c—cafe, cb—cabaret, cc—country club, h—hotel, nh—night club, ro—roadhouse, re—restaurant, and t—theater.

(Week of March 4)
A
Adams, John Q.; (Rendezvous Gardens) Dayton, O., re.
Acock, Jack; (Open Door Cafe) Philadelphia, re.

B
Barron, Duke; (King Cotton) Greensboro, N. C., h.
Barial, Jeno; (Ambassador) New York, h.

C
Caggin, Len; (Lang's North) Buffalo, re.
Cato's Vagabonds; (Riviera) Daytona Beach, Fla., nc.
Cavallo, Ralph; (Palace Gardens) Chicago, c.

D
Dedworth; (Colonial) Boston 4-16.
First Legion (Harris) Chicago.
Hollywood Holiday; (Plymouth) Boston 7-16.

E
Eggle, Sam; (Piazza) New York, h.
Cornelius, Paul; (Swiss Garden) Cincinnati, re.
Cortez, Carmen; (Conte Cristo) Chicago, nc.

F
Fairchild, Cooke; (Algonquin) New York, h.
Penton, Ray; (The Cave) Union, N. J., nc.
Ferdinando, Angelo; (Great Northern) New York, h.

G
Gentry, Tom; (Roosevelt) New Orleans, h.
Gello, George; (Club Rieckoff) Chicago, c.

H
Hall, George; (Taft) New York, h.
Hall, James; (Club Havana) Chicago, nc.

I
Hart, Hal; (Michielob Inn) Chicago, c.
Hill, Teddy; (Ubangi) New York, h.

J
Jennings, Ted; (Dempsy) Macon, Ga., h.
Johnson, Johnny; (Commodore) New York, h.

K
Kane, Allen; (885 Club) Chicago, c.
Kassel, Art; (Bismarck) Chicago, h.

Goodman, Al; (Winter Garden) New York.
Guthell, Manfred; (Monte Cristo) Chicago, re.
Grant, Bob; (Beach & Tennis Club) Miami, Fla., re.

L
Lamb, Drexel; (Cass Loms) South Bend, Ind., nc.
Lane, Eddie; (William Penn) Pittsburgh, Pa., h.

M
MacFarland, Frank; (Beaux Arts) New York, c.
Maddaford Ensemble; (The Homestead) Hot Springs, Va., h.

N
Nance, Ray; (Club Morocco) Chicago, nc.
Navarra, Leon; (St. Moritz) New York, h.

O
O'Hare, Husk; (Fontenelle) Omaha, Neb., h.
Olman, Val; (Reno Merry-Go-Round) New York, nc.

P
Pablo, Don; (Lido Club) Dayton, O., nc.
Paige's Band; (L'Algon) Chicago, c.

Q
Quay, Walter E.; (Plant Haven) Mass., h.
R
Raban, George; (Michigan) Detroit, t.

S
Savo, Jimmy; (State) New York.
Sax, Ray; (Oriental) Chicago.
Sayer, Jay; (Fox) Detroit.

T
Talent & Merit; (Riverade) Milwaukee.
Taylor & Moore; Picayune, Miss.
Tomlin, Pinkie; (Oriental) Chicago.

U
Uhlen, Fred; (Central Park Casino) New York, nc.
Uhlen, Fred; (Ochop House) Hartford, Conn., re.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Organized Effort

Organization was certainly an important theme at the 1935 Coin Machine Exposition. It is due in part, naturally, to the threat of adverse legislation and the need for measures of defense. It is in part also due to the fact that the coin-machine industry has grown to be a real industry.

No other agency in the industry has given more repeated and consistent support to the idea of organization than The Billboard during the last three years. But that does not mean we agree with everything done by organizations or that we foster and support any particular organization. There are many ways in which organizations can be misused and their power abused. If general conditions were not as they are, it might be better to do without organizations of any kind.

But things are not so simple as they once were. The industry has grown large enough to attract attention and the very size of the business means that it must be organized to defend its rights. The industry is now large enough to attract attention as a source of revenue and many propositions for taxing the industry and its products will be made. No industry should expect to escape paying its just share of the tax burden of carrying on the government of the country. But it has been shown time and time again that an industry may easily be taxed out of existence unless it is organized to defend itself.

A new industry is liable also to be misunderstood as to its right to existence. As leaders in the trade have mentioned, practically all new industries have had to go thru a period of adjustment when unfair regulations and taxes were imposed. Other industries have been compelled to organize for the purpose of explaining their right to existence as well as correct certain wrongs within their own membership. The coin-machine industry will have to do the same thing.

The problem now before the industry is what form organization will take and how the work will be supported.

Fortunately for the industry, the National Association of Coin-Operated Machine Manufacturers is well organized and now has a year of very constructive work to its credit. Out of that year of experience has also grown a number of constructive plans that will prove their benefits to the trade as time goes on. An efficient group of workers has been brought together under the leadership of C. S. Darling, executive secretary. Leadership in the industry must in its national sphere come from the manufacturers and they have already demonstrated their ability to carry out an organized program.

The distributing division of the industry is naturally too scattered in numbers to maintain close contact as a unit. Jobbers have only been able to maintain organized groups in such large centers as New York. The National Automatic Distributors' Association confines its work to a limited number of firms and will be very instrumental in maintaining distributing standards. But the most effective general work of jobbers and distributors will undoubtedly be in co-operation with local operators' organizations. Experience has shown that the co-operation and support of jobbers is practically necessary to maintain local organizations of operators, except in the very large cities. The jobber and distributor is

situated between the operator and manufacturer, as it were, and by nature of his position will act as liaison or connecting link to aid in greater co-operation between the two groups.

The consensus of opinion in the trade seems to be that many of the problems facing the industry originate in local politics and must be handled by local organization. So the work of the industry centers at present upon organizing effective local working units which will be made up largely of operators. The hitch in getting operators together locally seems to be in many cases a lack of some successful means of financing the local work. This is a real problem and all plans that can be devised and given a fair trial will be that much toward finding a successful method of financing operators' organizations. Some method of assessment on each machine bought by the operator seems to be accepted as the final way out, but an agreeable means of collecting this assessment has not been generally accepted.

A lot of constructive work that can be done by local organizations of operators has already been found, the various organizations over the country contributing ideas from what they have learned by experience. Paid advertising in local papers, getting favorable publicity in local papers, explaining the facts concerning the industry to local officials and newspapers, have all been tried and found very constructive in getting a square deal for the machines. A few associations have tried the plan of accepting location owners as honorary or associate members of the local group without dues and this promises to be an unusually effective method of impressing local authorities. Petitions signed by merchants and business men and voters are also being used with telling effect. These things have all been tried and have proved their worth. What has been done by one operators' group can be done by any working organization. More live organizations are needed to put these ideas to work and get the trade on a solid footing.

There is so much constructive work to be done that it is unfortunate when abuses of organization creep in. With a big program for local and national work, and with closer co-operation between operators and manufacturers, the year 1935 should prove a wonderful year. The State legislatures will all be ended by early summer and that will bring relief.

The chief caution is to prevent any organization from getting into the hands, or under the control of selfish interests. We are all human and liable to make mistakes, but there are some people who try to use organizations for selfish purposes. That is why we have frankly told the trade of the organization activities of some members of the Mills Novelty Company. We have spent our hardest efforts to get a clear right for pinball and other skill games in all the States. With pinball, music, merchandising, diggers, cranes and other devices saved from unfair tax and regulation, then every operator will have a chance to make a living. The group of men that compose the Mills Novelty Company could be of immense help in this work if they would drop secretive methods, come out in the open and help carry on a clean campaign. There are many people in the trade that question just what they mean to do about skill games and it is up to them to take a forward step. There is too much of a temptation for them to try to dominate the smaller manufacturers, and smaller manufacturers would prefer to talk with them rather than with their attorney. The pinball games business has reached its present stage by methods that are different to the promotion of slot machines. The great body of distributors and jobbers over the country deserve the same respect from the Mills firm that other manufacturers give their organizations. To forget the old "secret methods" of the days gone by would help the skill games' cause a lot at the present time.

SILVER SAM.

OPERATORS! JOBBERS! Your **RUSH ORDERS** on

"TIME"

are being shipped to you **IMMEDIATELY!** A Tremendous National Demand has forced us to **TRIPLE PRODUCTION** on this Amazingly Popular Game. Naturally So—for "TIME" with its **ALL-SKILL PRIMARY** Play and **SECONDARY SYSTEM** of Scoring—**CAPTURES** the INTEREST of **EVERYONE!**



SIZE 20"x40" Just Right for Every Location

"Time" Now for Immediate Deliveries! Write! Wire! Today!

PACIFIC

AMUSEMENT MANUFACTURING CO.,
4223 W. Lake Street, Chicago, Illinois
1320 S. Hope Street, Los Angeles, California

Jury Favors Skill Games

Important case in Milwaukee decided by jury in favor of games

MILWAUKEE, March 2.—Whiffing, or pinball, is an art and a game of skill. A municipal court jury of seven men and five women, returning a sealed verdict February 21, so held in the case of Dion Condos, operator of a cigar store, and acquitted him of a charge of possessing a gambling device.

Condos was found guilty January 22 in the district court and was fined \$25 and costs by Judge George E. Page. The same evidence was presented by the city in the municipal court as in the district court.

After the verdict William Quick and Arthur Hellerman, assistant city attorney, disgruntled over the victory of Joseph A. Padway and Michael Klein, defense counsel, challenged them to a round at the Condos whiffle board. Quick argued that no skill was required in operating the machine to secure a high score, and he and Hellerman played the board their way. Padway and Klein used science in their playing and won, doubling their score over the city attorney's.

Bill To Be Redrafted

DETROIT, March 2.—A plan to legalize slot machines was discovered at Lansing by Harry S. Toy, attorney-general, this week. The rider comes in a bill introduced by Representative Earl Munshaw, of Grand Rapids, to legalize keno games, as formerly reported in *The Billboard*.

The attorney-general examined the bill and ruled that this would probably legalize slot machines on the ground that it legalizes any "assemblage" where a prize is immediately awarded, thru a

Won by a Hare

Before Mr. and Mrs. N. M. Welch, of Parkersburg, W. Va., left their home to attend the 1935 Coin Machine Exposition, Mrs. Welch tucked a rabbit's foot in her purse and also slept with it under her pillow every night after arriving in Chicago.

She was about to doubt the power of the rabbit's foot to bring good luck, but on the third day of the convention a drawing was held in the booth of the Rock-Ola Manufacturing Corporation to give away one of the new Multi-Selector phonographs made by the firm.

The drawing was held for persons who had registered as visitors at the booth. When the eventful drawing came—Mr. Welch held the winning ticket. They left Chicago swearing that the rabbit's foot was responsible for their luck.

Music Division Formed at Show

CHICAGO, March 2.—Manufacturers of coin-operated musical instruments met February 18 during the 1935 Coin Machine Exposition to form the musical instrument division of the National Association of Coin Operated Machine Manufacturers. Various matters of mutual interest were discussed at this meeting. Ed Johnson, sales manager of the J. P. Seeburg Corporation, was elected chairman of the division.

The musical instrument division will operate along the same lines as the skill games division of the NACOMM as units of the national association. Automatic phonographs staged an impressive comeback at the 1935 show and prospects for this branch of the industry appear very promising.

license from the State racing commission. Another bill before the Legislature apparently also legalizes the pinball game machines thru a proposed tax.

Toy stated that it was not the intent of the Munshaw bill to legalize slot machines and the bill would be re-drafted before it is passed.

Code Authority Elects Officers

CHICAGO, March 2.—The newly elected Code Authority was chosen at a general meeting of members of the coin-machine manufacturing industry Monday morning, February 18, during the 1935 Coin Machine Exposition. Members of the Code Authority consisted of W. E. Bolen, D. W. Donohue, W. G. Gray, Ray T. Moloney, William Rabkin, F. H. Vogel and T. L. Wall. The body met February 20 to elect officers and the following were chosen: D. W. Donohue, Mills Novelty Company, chairman; Ray T. Moloney, vice-chairman; C. S. Darling, secretary-treasurer.

The trade practice complaints committee, appointed by the previous Code Authority, was reappointed.

A cash refund of 25 per cent of the amount of code assessments paid by members of the industry whose assessments are paid in full was authorized, provided that no refund would be made in cases where the refund would reduce the net payments by any member below the sum of \$10.

Marshall-Lemke Plan To Start in Manufacturing

DETROIT, March 2.—Marshall-Lemke, Inc., distributor, is making a second expansion following the recent organization of the new firm. The entire second floor is being taken over in the present building. With the balcony over about one-third of the store, this will give three floors and a basement for sales and office purposes. The upper floor will be used largely for a paint shop and light manufacturing plant.

Lemke will recondition machines here and will also do some manufacturing, particularly upon a special design of pool table, which was formerly put out by Ben Marshall. The new model will be designed for home use. Lemke is looking for a new type of machine for manufacturing and will build machines upon a royalty basis. With this addition to the space the firm is adding 10 employees to the present staff.

WALTHAM-ELGIN

MEN'S WRIST WATCHES, O. Size, 7-Jewel-REBUILT, 1 in New Chromium Case, Strap and Gift Box. In Lots of 6, Each, \$2.95 Same in 15-J, Each, \$3.95
15-J POCKET WATCHES, 16 Size, Rebuilt, New Round Chromium Case, Open Face. In Lots of 6, Each, \$3.15 Samples, 50c Extra
SEND FOR 1935 CATALOG. 25% Deposit Must Accompany All Orders, Balance C. O. D.
PILGRIM WATCH CO., 155 Canal St., N. Y. C.

"REBUILT MACHINE CLOSEOUTS"

MAJIK KEYS, JR. (44x22) \$19.50 (Like New)
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CHICAGO CLUB HOUSE \$7.50
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Write, Wire or Phone Today. THEY WON'T LAST LONG AT THESE PRICES.

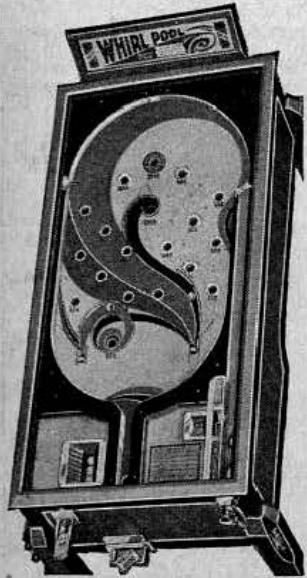
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WHIRLPOOL
TICKET GAME
THE GREATEST WONDER
IN PIN TABLES TODAY



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See Your Jobber
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4222 W. LAKE ST., CHICAGO

Prize Issue Is Raised in New Jersey Pinball Cases

Big rally brings plans for test case to decide point—enthusiasm for perfecting State organization marks meeting—newspapers report big session

NEWARK, N. J., March 2.—Spurred by official opposition to the giving of merchandise prizes with pinball games, 150 representatives of the coin-machine industry met at the Mosque Theater Sunday, February 24, and took steps to form an effective State organization of coinmen, as well as to arrange for a test case on the issue of giving prizes with pinball. The meeting came as a result of the arrest of some location owners because of awarding prizes. Public Safety Director Duffy, of Newark, led the opposition to the giving of prizes. He is said not to be opposed to the games, but contends that the awarding of a prize makes the games illegal. Legal counsel for the operators suggested a test case which might be carried to the Court of Appeals and Errors at Trenton for a favorable decision, if necessary.

Among the speakers who addressed the gathering were George Ponsler, of the George Ponsler Company, Newark distributing firm; Joseph Fishman, secretary of the Amalgamated operators in New York, who told of the work in his organization and how they raised the necessary funds, also the work which they have done since and how they are continuing to protect themselves.

Also appearing before the assemblage were Benj. H. Haskell and Theodore Blatt, New York attorneys, who have been working in the interests of the New York operators for many years. They also agreed with Attorney O'Brien regarding the test case to be brought before the

tions since the Jersey jobbers and distributors contributed to the New York cause when the call came thru.

Mr. Ponsler, in his position as president of the new organization, stated that every stone would be uprooted in an effort to settle the matter of prizes.

Publicity

Newark newspapers reported the news of the operators' meeting and the steps toward a State-wide organization in generous style. Said one daily:

"A State organization to institute legal proceedings to prevent police authorities from interfering with the awarding of prizes for high scores in bagatelle games was formed yesterday at the Mosque at a gathering of 150 representatives of vending machine companies.
"Another meeting will be held soon at

Missouri Ops

ST. LOUIS, March 2.—Inspired by the enthusiasm at the 1935 Coin Machine Exposition, Missouri operators are planning to complete their plans for a State-wide organization. A special meeting will soon be called and operators in Missouri are asked to watch for announcements in The Billboard.
They may also get in touch with the Missouri Coin Machine Operators' Association, or write Carl F. Trippe, Ideal Novelty Company, 3003 Lemp avenue, St. Louis, for further particulars.

it was operating a legitimate business, that thousands were employed in the industry and that storekeepers depend on the vending machines to help pay rent. Ponsler said he did not believe the public realized the size of the industry.

"Theodore Blatt and Theodore Haskell, New York lawyers, explained how the machines were operated in New York. They said New York City passed an ordinance permitting the giving of prizes."

Another Newark daily said, in reporting the meeting, that: "The awarding of prizes on bagatelle machines is banned in Verona, West Orange, East Orange and Irvington, and the machines themselves are banned in Orange and Montclair. Belleville is now considering an ordinance licensing the machines and Nutley is awaiting decision on the test case before invoking a ban on the awarding of scoring prizes."

State Org Plan Pushed by Ops

MINNEAPOLIS, March 2.—The Minnesota Skill Game Operators' Association elected new officers February 14 and is embarking on an aggressive campaign to enlist all operators in the State. Much exemplary work is being done in Minneapolis also that will likely prove suggestive to similar organizations in other cities. The good-will advertising carried by the organization in local newspapers has already attracted wide attention. The advertising is paid for by two local jobbing firms, but the advertising is published in the name of the association.

Officers elected were Don J. Leary, president; A. J. LeBeau, N. Bernstein, A. Magnusson, vice-presidents; Phil Moses, secretary; William Cohen, treasurer. Directors include the above officers and H. H. Greenstein, A. E. Rockola and Jack Carter.

The organization plans to extend its activities to all parts of the State as fast as operators align themselves as members. A fine record of accomplishments has been made locally. Stickers have been printed that warn merchants not to allow minors, CCC workers and persons on relief to play the machines. These stickers have had a wholesome effect, it is said. They convey the idea that persons should not play the games who cannot afford it.

Another progressive step has been the enlisting of location owners as associate members without dues. Many of the merchants have subscribed to the association's general fund and a definite plan is now under way to secure their aid. Merchants have shown enthusiasm for the plan. Petitions are also being placed in stores for the merchant to have his customers sign in favor of pinball games. These petitions will be presented to public officials and before courts to indicate what voters think of the games.



WELCOME FOR NEW YORK DELEGATION—First special train to arrive in Chicago, delegates from New York and other Eastern centers to the 1935 Coin Machine Exposition were given a rousing welcome.

Court of Appeals and Errors, and offered their complete co-operation in all matters. They explained just how they have proceeded with important cases in New York and suggested that this information could be used by the New Jersey men when their case came up for hearing.

At this meeting a board of trustees elected, consisting of Sam Broudy, Eddie Handler, Charles Polgaar, D. M. Steinberg, Ernest Clark, Mrs. J. Silverman, Bert Lane, Harry Radler, John Morrel and L. Rubin. There was also a nominating committee named by George Ponsler as chairman, consisting of Murray J. Saltzman, Union County; Charley Polgaar, Essex County; Louis Bloom, Mercer County; Max Spreckman, Passaic County; Archie Kass, Essex County; L. Shapiro, Morris County; A. A. Seeger, Ocean County; J. Burke, Union County; L. Barer, Ocean County, and A. I. Orenstein, Essex County.

The nominating committee met after the regular meeting and recommended the following officers for the first term of the new State organization: George Ponsler, president; Murray J. Saltzman, vice-president; Archie Kass, treasurer; Mrs. Jack Silverman, secretary; Max Spreckman, sergeant-at-arms. The following were added to the board of directors of the new association: Bert Lane, Theodore Rubin, J. Morrel, Ernest Clark, D. M. Steinberg, Charles Polgaar, Ed Handler and Harry Radler. The committee report was approved.

Funds were immediately pledged at the meeting at the Mosque Theater. The jobbers and distributors immediately contributed \$200 each as well as the leading premium firms. Such firms as Adler's Shoes contributed to the general fund. Operators pledged from \$15 to \$100 each. It was also stated that this matter would be taken up with the Metropolitan Jobbers' Association for further contribu-

15 East Runyon street, where a name will be selected and plans formulated to organize county units.

"Officers elected were: President, George Ponsler, Newark; vice-president, Murray Saltzman, Rahway; treasurer, Archibald Kass, Newark, and secretary, Mrs. Sue Silverman, Newark. The board directors will consist of the officers and Charles Polgaar, Harry Radler, Bert Lazowick, D. M. Steinberg, Theodore Ruben and Samuel S. Broudy, of Newark; M. C. Morrill, of Union, and Edward Clark, of Elizabeth.

"James F. X. O'Brien was retained as counsel. The association was formed as the result of raids by Prosecutor Wachenfeld's men to test the legality of the awarding of merchandise prizes.

"Ponsler, who presided, said the object of the State body was to show the public

KENTUCKY AMUSEMENT CO., INC.

226 WEST WALNUT ST., LOUISVILLE, KY.

Pacific Distributors, Featuring Newest Games—TIME, NEONTACT, ROTOLITE, CHIEFTAIN, LITE-A-LINE.

SENIOR REBOUNDS in Stock. Now selling bigger than ever. BEACONS, CROSS-A-LITES, BARREL-ROLL, and All Late Games.

SPECIAL IN USED GAMES—Baby Contacts, Best Counter Game on Earth, A-1 Condition, \$10.00, 4 for \$29.50. Electro Hoists, Cranes and Iron Claws. Liberal allowance on Jack Pot Bells. Send them in for appraisal.

THE HOUSE THAT CONFIDENCE BUILT

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone Wabash 5464

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Write at Once for Prices on Army & Navy Machines. Our New List of Used Machines Now Ready. Write for it. It is to Your Advantage To Buy From Us.

Pre-Convention Party of Pace's Races Is a Big Hit

CHICAGO, March 2.—Ed Pace, known as the "prince of good fellows" and head of the Pace Manufacturing Company, set the pace for convention entertainment in a pre-convention banquet at the Congress Hotel Sunday evening, February 17. It was known as "Pace's Races Banquet" to do honor to the racing machine which the firm recently placed on the market and which has met with a very favorable reception.

Present as guests of Mr. Pace was the following list of prominent distributors from all parts of the country who are helping to put the racing machine in every town on the map: C. E. Armstrong, Indianapolis; James Ashley, American Novelty Company, Detroit; Louis S. Blatt, Atlas Coin Machine Company, Boston; Herbert Besser, Besser Novelty Company, St. Louis; H. B. Brinck, Butte, Mont.; Herb Cohen, Boston; C. P. Davis, Budd Sales Company, North Platte, Neb.; J. H. Dimon Jr., the National Agency, Columbus, Ga.; Philip Frank, Chester, Pa.; E. D. Furlow, Electro Ball Company, Inc., Dallas; E. Haneklau, Besser Novelty Company, St. Louis; S. C. Ide, Automatic Industries, Inc., Buffalo; Babe Kaufman, New York; Al Koolish, K. & S. Sales Company, Chicago; W. P. Kelley, Automatic Coin Machine Company, Springfield, Mass.; J. Kaufman; S. H. Lynch, Electro Ball Company, Dallas; L. J. Mehl and associate, Atlas Sales Company, Aurora, Colo.; F. S. McCoy, Automatic Vender Company, Mobile, Ala.; L. J. Monckton, Quincy, Ill.; M. M. Marcus, the Markopp Company, Cleveland; C. D. Odom, American Sales Company, Dallas; N. A. Nigro, Big State Novelty Company, Ft. Worth; D. H. Perry, Nashville; W. K. Reihstein, Banner Specialty Company, Philadelphia; E. V. Ross, Oriole Coin Machine Corporation, Baltimore; William Piel, J. T. Bauer, North Platte, Neb.; E. J. Shelby, E. L. Stanley, Automatic Amusement Company, Memphis; William C. Seff, Specialty Sales Company, Sioux City, Ia.; Harry Steiner, Indianapolis; W. F. Schmidt, Wisconsin Novelty Company, Fond du Lac, Wis.; Monte Tillotson, Yorkville, Ill.; Pete Wright, Missouri Valley, Ia.; Nate Weisenberg, Miami Beach, Fla.; K. F. Wilkinson, Chicago; Tom Wrenn, Electro Ball Company, Inc., Oklahoma City; Eddie Schatz, Brenham, Tex.; F. Yordi, Fond du Lac, Wis., and S. Adrian, Fond du Lac, Wis.

The reception was held in the gorgeous hotel apartment of Mr. Pace, where beautifully gowned young ladies from the office force of the firm, under the supervision of the lovely Miss Pace, daughter of Ed Pace, served cocktails to the tune of merry conversation. Mrs. Alma McHugh, H. L. Baker, J. O. Bates, T. S. Harley and H. R. Masser served as reception committee.

Following the reception a delicious dinner was served in a private dining

room, and greetings and felicitations were made by many prominent members of the trade. Among the speakers were Cy Lynch, Dallas; T. L. Smith, Fond du Lac; Babe Kaufman, New York; Al Koolish, Chicago; C. D. Odom, Dallas; J. F. Bauer, Ed Pace, H. L. Baker and J. O. Baker, Chicago.

The entertainment following the dinner was in the form of a floor show under the direction of Joe Wallace, who acted as emcee. Lulu Bates, singer; Dolores, "World's Fair dancer"; Priscilla Holbrook and others entertained. A parody by one of the distributors, *You Can't Go Wrong With Pace's Races*, served as a theme song for general singing. The affair was said by distributors to be one of the finest they had ever attended.

Airport Suite Popular

CHICAGO, March 2.—Among the many special attractions arranged by manufacturers at the Sherman Hotel during the 1935 Coin Machine Exposition was the Airport suite by the Pacific Amusement Manufacturing Company, where the firm presented a show all its own. In a story given to the press it was stated that "jobbers and operators who passed the Pacific booths on the mezzanine floor were directed up to the Airport suite, where a veritable galaxy of extraordinary and different games offered an unusual display. Jobbers and operators from all parts of the country met in Pacific's private rooms, whence they came in large numbers.

They came to see Pacific's new Chief-tain game, with its variety of action and interesting performance. They were struck with the multitude of operators who manifested such intense interest in Time, another smart Pacific creation, and Neontact, with its brilliant array of neon letters and progressive methods of scoring. Many compliments were given to Fred C. McClellan, president of Pacific, who designed Neontact, for the game has every earmark of becoming as popular a game as Contact, the machine that played an integral part in making Pacific a leader in the industry. Then Roto-Lite, equally as attractive as all the rest, was continuously surrounded by attentive operators who marveled at its brilliant, flickering colored lights dancing around in a myriad array of scoring arrangements. Yes, Pacific was well represented at the big show, and having enlarged their engineering and production facilities to a vast degree, soon shall have the new Baby Lite-a-Line keeping pace with some of the larger games mentioned, for it, too, created a stir of excitement on the part of many operators who in the past have found the large Lite-a-Line one of their leading profit performers.



H. L. BAKER, vice-president and general manager of the Pace Manufacturing Company, Chicago.

Shefras Given Welcome On Recent Visit in Chi

CHICAGO, March 2.—Morris Shefras, of Shefras Automatics, Ltd., London, English distributor, paid a flying visit to Chicago and O. D. Jennings & Company recently.

His many friends on this side of the ocean are always happy when Morris with his Clark Gable smile appears on the scene, and we believe friend Shefras enjoys this occasional reunion as well. We know he was thoroughly enthusiastic about the new coin machines developed by the O. D. Jennings & Company and displayed at the show.

At a special preview of the outstanding numbers, Mr. Shefras said, as he placed his order for a large quantity of machines: "My trip across the ocean was more than worth while. This is the finest collection of money makers I have ever seen assembled, and I know new roads will open up to the industry as a result of their creation."

New York Papers Report

NEW YORK, March 2.—The New York newspapers, thru the regular news services, featured the convention held at Chicago recently. Operators here report that there was much comment from merchants regarding the news and that they are awaiting the new games to see if they are as wonderful as related in the press.

The general comment was very favorable, and the belief is that the industry has been brought into a more favorable light in the amusement field than ever before.

APRIL FOOL JOKE & TRICK NOVELTIES

- WHIZ BANGS (Original), Gro., \$9.50; 90c Doz.
- SHOOTING STORY BOOKS—25c Item, Complete with Caps. Doz. 50c
- SHOOTING PLUGS (For Cigarettes or Cigars), Doz. 35c
- EXPLODING MATCHES—No. 200. 12 to Box, Doz. 35c
- SHOOTING BOOK MATCHES—No. 800. Front Row Explodes, Back Perfect. 35c
- LAUGHING TISSUES (Toilet Rolls), Doz. \$1.00
- SHIMMY DANCERS (Your Chico—West, Hula Hula, Play Girl), Gro., \$3.00; 30c Doz.
- POO POO CUSHIONS—Doz. 75c
- DOGGINIT (Dirt Novelty), 1 to Box. 75c
- EXPLODING CIGARS—Cellophane, Wrapped: 50 to Box, Per Box \$1.90

25% Deposit, Balance C. O. D. SEND FOR MOST COMPLETE CATALOG OF TRICKS AND JOKES.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

CAMEO RINGS FOR MEN

New Fast Seller for Demonstrators. Ideal for Digger Machines.
Chrome \$27.00 Gr.
Gold \$36.00 Gr.

Send \$1.00 for 4 Samples and Free Catalog.
HARRY PAKULA & CO.
Largest Distributors of Rings of All Descriptions,
5 North Wabash Avenue, Chicago, Ill.

ALL GOOD AS NEW

Rockets, \$35; Penny Draws, \$4; Lightnings, \$12; Golden Gates, \$15; Buy-Back Electros, \$17.50; Master Contacts, \$12.50; Pennants, \$5; Mills Officials, \$5; 25c Straight Belts, \$10; Mills Single Jacks, \$15; Jennings So. Dukes, \$27.50; Fields Penny Five Jacks, \$5. J. H. WAGNER, 258 Highland Drive, Cedar Rapids, Ia.

Modern Featuring Three

NEW YORK, March 2.—Nat Cohn and Irving C. Sommer, guiding lights of Modern Vending Company here, will feature three games at one time in their spacious showrooms. The games are the Chicago Express, the Star-Lite and the Castle Light. Two of them were shown at the Chicago show and created fine comment. The Castle Light game was not shown on the floor and will come as a complete surprise to the men here.

Another feature of the Modern Vending Company at this time, Nat Cohn reports, will be the Multi-Selector coin-operated phonograph of the Rock-Ola Manufacturing Corporation. Nat and Irving are all enthused over the new coinphono and claim that it will be an outstanding hit in this territory. They report that they have so many orders for the instrument that they are asking the factory for special delivery.



PACE'S "RACES" BANQUET at the Congress Hotel, Chicago, February 17, given to jobbers and friends of the Pace Manufacturing Company, by Ed Pace, president. The dinner was to celebrate the success of the racing game manufactured by Pace.

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Form National Sportland Assn.

CHICAGO, March 2.—A national association for sportland owners was formed during the 1935 Coin Machine Exposition. The movement was led by representatives of the Amusement Men's Association, Inc., of New York, the first organization of its kind in the world. The organization is made up of men who own or manage the modern amusement centers and works for the betterment of their interests. The launching of a national organization was hailed by them as a great step in advance to popularize these centers. The movement has already spread to a considerable extent along the Atlantic seaboard.

The New York offices of the AMA will serve as headquarters of the national organization, Murray Goldstein, secretary, 2126 75th street, Brooklyn. Henry I. Nagin, president of the New York organization, explained the purposes of the association and the need for a national group. Mr. Goldstein gave a resume of the management of sportlands and future possibilities in this field. L. G. (Andy) Anderson, of *The Billboard*, was given a vote of thanks for his cooperation in this field.

Ten new members pledged their help and support to the organization. It was decided that the dues for sportland owners would be \$25 and associate members would be assessed \$10. Among members present from New York were Dave Simon, Ted Mittle, Henry Nagin, Murray Goldstein, Max Weiss and Dick Steinberg. Herb Adler, of the Adler Shoe Company, who has done so much to aid the use of merchandise premiums in sportlands, was also present. Mr. Goldstein, secretary of the national organization, will conduct a regular column of news and announcements for the organization in the Sportlands division of *The Billboard*.

Sportland License Will Be Issued in New York

NEW YORK, March 2.—Sportland licenses are again being issued by the city, and operators are now more enthusiastically than ever coming in to be

accommodated by the Honorable Paul Moss, license commissioner of the city.

A new ruling has been placed into effect by the license commissioner of refusing to license sportlands less than 500 feet apart. It is believed that this rule will help prevent the type of competition among sportlands which has been apparent in this city for the last few months.

Sportland operators here believe that this new release of licenses in the city will help to generally benefit everyone interested in sportlands.

New Yorkers in Favor of National Sportland Assn.

NEW YORK, March 2.—New York sportland owners, members of the AMA here, have been advised of the creation of a national sportland body and have shown their enthusiasm for the movement.

It is the belief of the majority of the men here that the movement will foster greater sportland development than ever before. One of the local sportland men explained that since the sportlands have won their case in Chicago, the big coin-machine city would see why sportlands have been so popular in the East.

It is the belief of the sportland owners here that with these amusement-center gift shops spreading thruout the country the many large industries will be attracted to the field and that their support will be invaluable to the industry as a whole.

Others stated that the fact that the national headquarters for sportlands is in New York will be of great aid to many who intend to open these spots. It is the belief that prospective sportland owners should be invited to make an inspection tour of the New York spots. This tour would prove invaluable in launching sportlands elsewhere.

The sportland men also hope that the manufacturers will bring out games which are better suited for sportland use. They explain that at present many of the games that are purchased for sportland operation have to be greatly changed before they can be placed into action. However, with a large number of sportlands in existence the manufacturers may place special stress on the games for the sportland owners' benefit.

Display Changes Necessary

One of the greatest attractions of the Sportlands is their large and unique displays of merchandise. In the past year these displays have been as well arranged as the displays of the large department stores. Modernism in the trimmings of the display windows and cases and expert trimmers have been employed by the various Sportlands. The firm of Adler's Shoe Stores has sent free of charge on request to the Sportland firms one of its expert window trimmers, who has helped with displays.

It has been noted by observant spectators that the Sportlands arrange their displays according to seasonal merchandise. But it has also been noted that many of the Sportland owners allow this display to remain for too long a period of time. They do not change their displays as often as they should.

To continue public attraction and public interest the Sportlands must forever be on the alert. Since the greatest single factor the Sportlands enjoy at this time in attracting the public's attention is the window and case displays, then these displays should have the attention of the owners concentrated upon them in such manner that constant change is adopted.

Dave Simon, in his Broadway and 96th street Sportland, has adopted the idea of constantly changing his displays. He has been greatly helped by Adler's Shoe Stores. One week a pair of size 24 shoes was shown as a public attraction, the next week a pair of shoes so small they would fit on the small finger of a child was displayed. These shoes are perfect fits. They were especially manufactured for the firm. Simon is following along this line every week. He is giving the passers-by something new to attract their attention.

Schorck & Schaffer in their 52d street and Broadway sportspot have been using unique displays for a long time. Every so often these Sportland kings will change their entire layout. The machines are moved about to new positions as well as the display of merchandise. Every week new merchandise makes its appearance in this spot. This merchandise is flashed to the public in a most attractive manner.

Nat Faber in his 53d street and Broadway Sportland has now adopted the policy of rapid change to keep interest at high level. Nat is using some of the most expensive premiums in the city and he is flashing these to the public in the most attractive manner possible. Nat claims that from now on he will have a constant changing display, for he has learned that display captures public interest.

All Sportlands have been constantly reminded by experts in the business, who have made it their business to carefully psychoanalyze the public's viewpoint, and also to mingle with the public and learn just what attracts them to the Sportland, that the most important item of showmanship they now have is effective window and case displays, well lighted, well ballyhooed and also so arranged by points that the public can win the items most interesting to them.

In fact, it has been stated that a high score weekly or daily item in conjunction with the regular points would attract the public and keep the nickels flowing into the machines. This would be along the line of combination deals such as used by various large chain stores.

But to get the necessary attention the Sportland owner must realize the value of neat and attractive display. Lessons in display of merchandise can be learned from the windows of any of the leading department stores in any city. This is the showmanship which is necessary to first capture public attention. The followup is the entertainment, the skill and the ease with which the items can be had, which should also be featured by placards back of the items in each Sportland front-window display.



HY-GRADE Radio Corporation
127 West 17th Street, NEW YORK CITY.

PRICE SMASH

We now produce a Sensational Bargain by volume production and you are in luck. Now you can have the set you've always wanted at the price you want to pay.

NOW \$6.25
Doz. Lots.
SAMPLE \$6.80
F. O. B. N. Y.
25% Dep.

AN R C A
Licensed Radio With
4 RCA Lic. Tubes

Beautiful walnut finished Cabinet—measures 10" wide, 7" high. Set and Tubes guaranteed 6 months. Snap them up—they'll go fast. Money-back guarantee.

Expect Record Crowd At Sportland Dinner

NEW YORK, March 2.—The sportland dinner to be held at the Casino De Paree the night of March 12 is expected to be the largest affair of its kind ever held in the history of coin machines in this city. Murray Goldstein, business manager for the AMA here, reports that the entire mezzanine has been taken and reservations have been made for many of the lower floor tables.

He believes that the crowd which will jam the Casino for that evening will be the largest of all times. The co-operation of leading firms here, such as the Adler shoe stores and others selling premiums to the sportland men, has resulted in a record number of reservations. All the larger distributors and jobbers will be present, and it is hoped that many manufacturers will be there. There will be no speeches, although general introductions will be made. Many of the allied industry manufacturers will get to know each other for the first time.

Most promising, Mr. Goldstein explains, is the unanimous acceptance of the leading national manufacturers of merchandise now being used in the sportlands. He believes that with this extra attendance promised and with all the sportland and other coin-machine

Sportland Squibs

The sports spots are going classy these days. Nat Faber now has a liveried doorman in front of his Broadway and 53d street sportshop and it has attracted a great deal of attention from the general public. We believe it's another good showmanship sign on Nat's part.

Here's one old-time sportland that will go on and on. The ping-pong and table tennis games were in full blast and the checkers and chess tables were crowded. That's the spot at 43d street and Eighth avenue, one of New York's original sportlands. Lighting system is bad. Prize display gets zero. And general ballyhoo can be greatly improved.

On 42d street they did open that new sportshop. It's 261 West 42d street and is called the Rex Sportland. Attractive spot and in line with the leading burlesque houses on that side of the street. They were getting an increasing crowd when your reporter visited there. The only missing item was a flashing neon (See *Sportland Squibs* on opposite page)

men bringing their families the affair will exceed any other ever held in this district.

★ "Sportland Equipment Headquarters" ★

We have outfitted the largest Sportlands in the country. Tell us how much space you have—and we'll tell you the rest!

Write for New Valuable Booklet giving you Actual Facts and Figures about how to Equip and Operate a Sportland successfully.

INTERNATIONAL MUTOSCOPE REEL CO. 516-20 W. 34th St. INC. NEW YORK CITY



LITTLE NUT and NUT HOUSE

Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell you an income.) With a fleet of these you will be independent. Small investment. A proven success and as up-to-date as tomorrow.

LITTLE NUT VENDOR COMPANY
Lansing, Mich., U. S. A.




(Pat. Pend.)

Mdse. Machines Well Displayed

CHICAGO, March 2.—The automatic merchandising equipment displayed at the 1935 convention attracted the attention of all visitors. The machines were unusually beautiful and introduced new and modern designs. The manufacturers displaying automatic merchandising equipment were greater in number during this convention than at any other in the last four years.

It was also noted that more practical features were incorporated into the machines than at any other time. There was displayed an unusually large number of selective multi-venders for the popular breath pellets, peanuts, smaller candies and chewing gum. There was also an unusually large display of cigar merchandisers. One of the most outstanding features of the merchandising division were the pop-corn vending machines.

Among the many displays which were present at the show some of the following created the greatest attention. It is to be noted that in these displays the manufacturers proved themselves capable of bringing about greater confidence in their equipment by their unusually beautiful designs, as well as the practical working features of the machines.

There were five different types of cigar machines displayed at the 1935 show. Among the leaders were Rowe Manufacturing Company, Inc. and Stewart & McGuire, of New York; National Vendors, Inc., of St. Louis. Stewart & McGuire again captured the attention of the operators with their one-cent gum merchandisers.

There were many small nut and candy venders of unusual beauty and practical mechanical workmanship on display. Among the most interesting of these were the new machines of Columbus Vending Company, Simmons Company, Northwestern Corporation and Advance Machine Company.

A sensation was created by the new automatic pop-corn vending machines. Operators from all over the world displayed great enthusiasm for this equipment, and the general belief was to the effect that the pop-corn vending machines would prove unusually profitable during the coming outdoor season.

Operators also expressed the belief that automatic merchandisers will once again become the outstanding machines of the industry. The general reaction from the industry as a whole towards this type of equipment was found to be unusually favorable owing to the fact that automatic merchandisers were more than ever proving themselves not only profitable but long-lived.

Columnist Sees Games

NEW YORK, March 2.—Says Louis Sobol in his daily column, "The Voice

Florida Ops

Every operator in Florida is urged to attend an important meeting set for the San Juan Hotel, Orlando, March 14, at 2 p.m.

Important matters, vital to every operator, will be considered and constructive suggestions will be appreciated. D. W. Donohue, representing the National Association of Coin-Operated Machine Manufacturers, will help in starting a State Association. The Florida boys will have the benefit of his wide association experience. Come early and get acquainted before the actual session starts.

of Broadway," in *The New York Evening Journal*:

"Broadway is still game-mad. . . . Any hour of the day or night—even in the hours butting into dawn—you'll find men and women at the machines sending little balls scurrying into the pockets. . . . The machines with the trick devices which move a ball automatically from one pocket to another if you hit the right combination seem to be the most popular. . . . Even the night clubs have installed them—these mechanical outgrowths of the ancient game of bagatelle. . . . One restaurant, in fact, has several dozen lined up against its long bar. . . . Popular, too, are those machines with the traveling cranes into which you insert a nickel and try to pick up a camera or a lighter or a vanity case. . . . Every club seems to have these machines, too, and most of the drug stores."

Governor Vetoes State Bill To License Slots

CHEYENNE, Wyo., March 2.—Governor Leslie A. Miller recently vetoed the measure, passed last week by the State Legislature prior to adjournment, which would have legalized virtually all forms of gambling and placed a license fee on them for the benefit of local governments.

What reaction the governor's decision may have on the operators of coin machines, which have been doing heavy business in the principal cities of the State with the tacit recognition of local officials, remains to be seen.

Operators who had been wearing broad smiles over the belief the ups and downs of their business in the past would now be on an even keel are confident the present status of machines will be unchanged. None feel that the governor's veto will prompt elimination of the business.

French Coinman Plans To Open N. Y. Office

NEW YORK, March 2.—N. H. Hermann, known throuout Europe under the firm name of Hermann's, has made his fourth trip to the United States

— SHIRLEY TEMPLE DOLLS —
 ORDER AT ONCE TO INSURE DELIVERY.
 18", \$3.75 Ea. Packed 12 | 22" \$5.00 Ea. Packed 6 | 27" \$8.50 Ea. Packed 4
OPEN A SPORTLAND IN YOUR CITY
 Cannot Miss—Assured Success—Modern Business—Specialize in Equipping an Entire Sportland.
 Tremendous Variety of Premiums—Lowest Prices.
 WRITE US FOR FULL DETAILS.
 Our New Catalogue will be ready for mailing April 1. Many new surprises. Every item new. Send for Catalogue—everything new but the name.
HORROW NOVELTY CO. 215 MARKET STREET PHILADELPHIA, PA.

SENSATION OF THE SHOW—"TRAFFIC LIGHT"
 CONVENTION CLOSE-OUTS IN USED MACHINES.

Tee-Off \$40.00	Hockey \$30.00	Dannon Fire, Jr. \$47.50
Auto Bank 39.50	Mills Q. T. Pay Table 65.00	Major League, Sr. 35.00
Shooting Star 17.50	Plg Skin 17.50	Major League, Jr. 25.00
Belmont, Jr., Race 5.00	Puritan Vender 6.00	Grand National 27.50
	Spark Plug 20.00	Register 14.50
		21 Vender 7.00

IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.

"MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR BALLY PRODUCTS."

Rush Your Orders To Your Jobber Today
the New SENSATION Special \$44.50
 EXCLUSIVE DISTRIBUTORS FOR METROPOLITAN NEW YORK, STATES OF NEW JERSEY AND CONNECTICUT.
GEORGE PONSER CO., 11-15 East Ruynon St., Newark, N. J.

within one year. Due to the duty on cranes and pin games being very high Mr. Hermann intends to open a buying and export office in New York. Mr. Hermann hopes to be able to take personal charge of this local office, but in the event this cannot be done he will have a European man familiar with export conditions take charge.

On his last trip Mr. Hermann brought with him a mechanic who will stay here for a certain period studying the technical makeup of all types of amusement machines.

Mr. Hermann also visited the 1935 Coin Machine Exposition in Chicago and made a careful study of all the machines on exhibit there.

SPORTLAND SQUIBS

(Continued from opposite page)

sign. Suggest that this be remedied as soon as possible. Otherwise spot looks like it will be one of the most popular.

Schorck & Schaffer, the sportland kings, have revamped their new footage in the Sports Palace so that the crowds are getting bigger and better. "John's Pub" will be the name of the restaurant in conjunction with this spot and it is believed that it will be a hit. Schorck & Schaffer are displaying large electrical washing machines in their front windows and they're attracting the attention of the women that pass this Broadway hot spot. And, by the way, the boys have hied themselves away for the week-end to Bermuda with Bill Rabkin, Mrs. Rabkin and their wives in tow. Not so bad an idea.

And Archie Struhl has broken loose again. This time he equipped two new

St. Patrick Novelties
 Full and Complete Line, Prompt Service

SHAMROCK With Pipe or Hat. Gross \$1.00
Plain Silk Cluster SHAMROCKS. Per Gross75
Large Size GREEN CARNATIONS. Per Gross 1.75
Small Size GREEN CARNATIONS. Gro. 1.25
IRISH BOW PIN FLAGS. Gross90
Flexible Wood GREEN SNAKES. Doz. 45c; per Gross 4.50
Assorted GREEN ORE PE PAPER HATS. Gro. 2.50
Assorted Green Cardboard MINIATURE HATS. Per Gross 2.50
No. 7P GREEN BALLOONS. Gross 1.25

Send \$2.50 for a Complete Assortment of 200 Articles Suitable for a Party of 50 People. 25¢ Deposit With Order, Balance O. O. D. 200-Page Catalog Free.

M. K. BRODY, 1116 S. Halsted St., CHICAGO. In Business 24 Years.

sportspots in the past week. Archie is a bear for outfitting the spots complete and is getting to be known as an expert in this field. The new spots are over at 86th and Lexington, to be known as the 86th Street Sportland, right in the heart of Yorkville. The other is in Peekskill, N. Y., and right on Main street, to be known as the Peekskill Sportland.

Another ballyhoo shot that will floor them is the fact that one of the larger sportspots will use a full-page ad in one of the leading papers here. When the ad appears it is believed that the general reaction will warrant continuance.

And, by the way, after Bill Rabkin has been sitting up all these days and nights with his ad men he reports that the sportland booklet is now almost ready for the press. The rest is up to *The Billboard*, where all men can get 1¢ free of charge.



WURLITZER "SIMPLEX" OPERATORS' PARTY, Bal Tabarin, Sherman Hotel, during the 1935 Coin Machine Exposition. Interest in music machines is shown by 275 guests present.

Liberal Opinion Prevails in Ruling On Pinball Games in Texas Court

HOUSTON, March 2.—A liberal opinion here expressed by the court in a case involving a pinball game has established a new approach to the legality of these modern games. The charges were constituted in three cases, Nos. 39046, 39047 and 39048, in the County Court at Law No. 2, Harris County, Tex.

The written court opinion is as follows:

OPINION

Before a decision of these cases I may be pardoned for this digression:

Mr. Tigner should be complimented and commended for his able and diligent presentation of a most difficult matter. The same commendation should be extended to counsel for the defendant. The court feels indebted to all of you gentlemen for your earnestness and sincerity. You have aided me in reaching a conclusion in these cases. But before presenting that conclusion I am going to digress further and say that I yet do not understand the most unusual conduct of the district attorney acting thru his assistant, Mr. Foreman, in filing a motion to dismiss these cases, unless I am led to believe they did not want a decision.

The defendant stands charged by information, containing four counts, first: The exhibiting of a lottery. The next three with establishing, or aiding in the establishment of a gambling house, in that certain marble machines were therein placed by him. I am of the opinion that the evidence does not sustain the last three counts of the information. This court certainly is not prepared to hold that the many thousands of mercantile establishments thruout this country exhibiting these marble machines constitute such establishment a gambling house. On the other hand I believe it does not.

Deciding the first count in the information, I have reached the conclusion that the operation of these marble tables does not come within the law denouncing lotteries. We have not one comprehensive definition of a lottery to be found in Texas cases; comprehensive enough rather to embrace these devices.

Admittedly the game thereon played is one of both skill and chance, and where the individual case has reached our higher courts they were either found to be skillful devices or chance devices. The combination of the two has not been decided by our higher courts. There is a certain doubt in my mind as to whether or not the evidence raises the fact that chance predominates. On the other hand the weight of the evidence seems to be that skill predominates, while chance is still there. Therefore, believing that the law does not cover these cases and the facts do not warrant conviction, I find the defendant not guilty in all three cases.

If I were to convict the defendant and the higher courts were to decide in three or four months that I was wrong about it then an injustice would have been done a citizen.

If the Legislature decides to outlaw these marble machines they may do so in a short space of a few days and no injustice will have been done anyone. If the Legislature decides to prohibit the operation of marble machines and so legislates I am firmly convinced it will do so.

The Legislature has legislated on practically every form of human endeavor. They have regulated the length of our bed sheets. They have, or attempted to, legislate on how many babies a woman can have, and there is a hue and cry over the country for such legislation. We had just the other day a bachelor member of the Legislature who presented a bill affecting motherhood. The Legislature has said how long you can stay out at night and what you can do while you are there. They have regulated our appetites, our love, what sort of medicine we can take, how much liquor we can drink, if any, and, in fact, the whole field seems to have been covered, and in a matter of such apparent importance as these marble machines if it meets with the disapproval of the Legislature they can say so in a dozen words. Practically every State in the Union, including the Federal Courts, have said that these marble machines do not constitute a lottery under the old law. Practically every trial court in Texas that has had a case presented to it has also held as I am now holding. The Attorney-General of our State

agrees with my decision as well as the Attorney-Generals of corporation counsel and Alabama. All have said that I am right about it, and I am filing herewith a list of authorities sustaining my position.

Says Show Was Greatest

CHICAGO, March 2.—Ray Moloney, president of Bally Manufacturing Company, goes on record to say that the 1935 Coin Machine Convention was by far the greatest show ever staged by the industry. "We are particularly satisfied," Ray stated, "with the reception given our new machines. Traffic, in particular, was one of the recognized hits of the show and orders booked during the convention convince us that this combination payout-ticket-light machine is in for a long and spectacular run.

"Traffic is offered to operators in three different models. One model has both the payout and ticket vending features; another model is equipped with the payout only, while the third model is a regular pin game with neither payout or tickets. All three models are alike in playing principle and the light-up feature. Traffic is said to be unique in that the lights are actually on the playfield, instead of on a separate scoreboard—and are in the form of miniature traffic lights, which light up when balls

Inquiry Range

"We have just made connections with a distributing firm in Buenos Aires, Argentina, thru our Billboard advertising. It may interest you to know that to date we have received inquiries and made contacts with France, England, Scotland, Czechoslovakia, Australia, New Zealand, Mexico, Canada, Hawaiian Islands, Alaska and Puerto Rico, not to mention of course every State in the Union.

"Speaking truthfully, while the actual volume of export business we are doing is not large as yet, with the exception of Canada, due to coinage difficulties, it is interesting to note the wide range of inquiries originating from The Billboard.

"THE VENDEX COMPANY,

"1129 Tremont Street, Boston.

"February 21, 1935."

are placed in corresponding pockets. Glass marbles are used, together with a new ivory-type pin, which gives an unusually lively action to the board, while suspense is added by the ever-popular out ball return feature."

Stutz Makes New Crane

BROOKLYN, March 2.—The Stutz Machine Corporation, with its offices at 133 East 95th street, and factory at Pawtucket, R. I., is now in production on the new model Yankee Crane, which will be ready soon. The officers of the Stutz Corporation are Bernard H. Weinberg, president, and George Stutz, treasurer.

Greet Foreign Visitors Here

CHICAGO, March 2.—Great interest centered in the number of visitors from other countries who were present at the 1935 Coin Machine Exposition. Following a year of mutual trade relationships, American coinmen and members of the trade from other countries have grown to be close friends. The following list of visitors from other countries, who registered during the convention, was released by the manufacturers' association:

CANADA: J. P. Campeau, Boris Elias, M. A. Pine, Harry Goldberg, M. J. Loebl, Jack Schwartz, W. G. Thom, J. E. Turcot—Montreal. Ernest Card, P. T. Card, Ernest M. Marck, Harry Wilson—Hamilton. J. W. Drouillard, William Goldberg, V. L. Maxwell—Windsor. Ben Lerner, H. Phillips, Mitchell Steinman, Maxwell Steiman, Sol Zeriff—Winnipeg. Mr. Gordon, Norman Laporter, Joe Moscoe, L. Rosenberg, Samuel Schneider, H. H. Thompson—Toronto. Thomas S. Halpin, Peter Sansone—London. L. J. Bickerton, J. Casuetti—Amhurst. W. Garrett—Ridgeway. J. J. Hughley—Brampton. I. Mintz—St. John. J. Mintz—Halifax. E. V. Ramey—Ontario. G. L. Tye—Simcoe. R. L. Zerit—Vancouver.

ENGLAND: Al Adickes, A. Gasparro, Morris Shefras—London.

FRANCE: Marcel Wallace, N. H. Hermann—Paris.

HAWAII: E. K. Fernandez—Honolulu.

SPAIN: Pedro Gomez—Madrid.

Says Humorist Liked It

CHICAGO, March 2.—The L & R Manufacturing Company exhibited its first pinball game at the 1935 Coin Machine Exposition. As an incident in its reception at the show, the following story was related by a representative of the firm:

When Mr. Average Man stops to play a pin game it isn't news. But when a nationally famous personality singles out a pin game from a whole convention hall of pin games that is news.

One of the unannounced visitors to the recent coin-machine convention at the Hotel Sherman in Chicago was the renowned humorist, Will Rogers. After taking in the sights and walking around the convention hall, Will stopped at the booth of the L & R Manufacturing Company, of Chicago, and started to play the Globe Trotter pin game. After a half-hour or so Will was still playing the game, obviously enjoying himself and getting a big kick out of it.

The Globe Trotter is the first game of the L & R Manufacturing Company, of Chicago. The game is exceptionally clever. Horses race down a track. A light flashes as soon as a horse crosses the finish line.

Committee Approval of Indiana Bill Withheld

INDIANAPOLIS, March 2.—Sponsors of a bill in the Indiana Legislature on slot machines are expressing concern because the Senate judiciary committee has not yet brought it out with a recommendation to the upper house. Although the bill was passed 10 or more days ago by the House, the Senate committee has not acted formally on it.

Alan W. Boyd, attorney for the Indiana Amusement and Vending Machine Association, said this week that there are no operators of slot machines in the association and that his organization, which has been watching legislation closely, is not concerned with pending bills that might be inimical to such operators.

He said members of the association he represents operate pinball machines and machines that vend peanuts, gum and other articles of merchandise, not on a gambling basis. The only interest, he said, that the association has in pending slot-machine legislation is to see that it is so worded that non-gambling machines can in no way be construed to be governed by it.

Ohio Specialty Has Opening

CINCINNATI, March 2.—Ohio Specialty Company, H. H. Cohen, president, opened its new and spacious showroom at 129 West Central parkway here yesterday. Mr. Cohen had his new Wonder Bar going full blast and entertained numerous local and out-of-town visitors. The party lasted until the early hours of the next morning.



COINMEN TRAVEL WITH CUBS—J. D. Lazar, Pittsburgh; Abe Chapman, Frank Koinsky, Los Angeles, and Paul Gerber, Chicago, all members of distributing firms, left Chicago with the Cubs baseball team en route to points west February 25.

Will Rogers Visits Convention

CHICAGO, Mar. 2.—Will Rogers, goodwill ambassador at large, rubbed elbows with members of the coin-machine industry during the 1935 Coin Machine Exposition. He stopped over in Chicago for part of two days and took an observation trip thru the exhibition hall to see the displays of products. The coin-operated hobby horse, in A. B. T. Manufacturing Company's booth attracted his attention, but he would not mount the steed because it was made in Chicago rather than in Oklahoma.

The next day members of the industry gasped with delight at Will's syndicated column appearing in newspapers all over the country, which was devoted entirely to the coin machine convention. To Will they are still slot machines, but his comment was read publicly at the meeting of operators and provoked laughter and applause.

Here is what Will Rogers says: What would you say was the biggest and

most prosperous convention held in Chicago, it's not autos, steel or bankers. The only industry that has never asked for government relief.

"Frank Bering, manager of the Sherman Hotel, says it's the only convention that paid their room rent since '29. It's the slot machine convention. Manufacturers and operators of those games where you put in a nickel, pull a lever and play marbles with yourself. It's replaced golf, bridge, Kelly pool and the New York Stock Exchange for exercise and gambling.

"Your next ambassadors and senators are coming right from this business for they got the political campaign dough.

"They are showing 'em here that have lunch wagon attachments. Where you can play 24 hours a day. We will win the next war in a walk if they let us shoot marbles at 'em. Yours, WILL."

(Copyright McNaught Syndicate.)

Newspapers Tell Of Coming Show

PITTSBURGH, March 2.—The 1935 Coin Machine Exposition in Chicago, February 18 to 21, was given advance publicity by *The Pittsburgh Sun-Telegraph*, local Hearst daily. It praised the latest types of machines, and added: "The game of skill has come to the front as the greatest lure of the spare coin. Delegates have, or intend to have, any skill one might want tested. Known as the pin or skill game, these machines have had their number increased by an estimated 100 varieties in the past year."

Publicity to Newspapers

CHICAGO, Mar. 2.—Advance publicity of the 1935 Coin Machine Exposition in daily newspapers was accorded the industry this year in greater quantity than for any previous convention. The publicity department of the Hotel Sherman prepared news announcements of the convention and contacted the Chicago newspapers, while *The Billboard* staff furnished the news announcements to daily newspapers in the various cities over the country. A larger number of papers used the release this year than did for the 1934 convention.

The Minnesota State organization of operators also secured the co-operation of a Minneapolis paper in giving generous advance publicity to the Chicago convention.

The following news announcement, prepared by Miss Maxine Smith and Miss Hardesty, of the Sherman Hotel publicity department, was released thru *The Billboard* to city dailies all over the country:

"Business recovery is here as far as the coin-machine industry is concerned, according to officials of the National Association of Coin-Operated Machine Manufacturers, which will hold its annual convention and show at the Hotel Sherman February 18 to 21.

"A half-billion-dollar industry, the coin-operated machine business has increased output and sales each year during the depression. The 300,000 machines manufactured annually in the United States take in an estimated \$500,000,000 annually from the public.

"In 1934 the volume of export business done by coin-machine manufacturers increased by 275 per cent over the previous year. Eighty per cent was credited to the British Isles, where machines are redistributed to English colonies all over the world.

"It has been estimated by officials that approximately 75,000 persons are directly employed annually by the industry, and many times this number find employment in the production of glass, cabinet work, glass and steel marbles, machinery and other products used in the machines.

"All types of new coin-operated machines will be displayed at the convention and show at the Hotel Sherman. One innovation will be a machine that features a heartbeat counting device which is attached to a scale. The customer upon depositing a coin may obtain a card showing his weight, height and pulse count."

City Lowers Scale Tax

LONG BEACH, Calif., March 2.—The city council has started making some reductions in the high taxes voted on coin machines last November. *The Long Beach Press-Telegram*, local paper, says that "A change in the whims of the public was the indirect cause of action by the city council. Because people have become more conscious of the bread line and have pretty much forgotten about the waist line, the council changed its license ordinance.

"It reduced the license fee on weighing machines from \$6 per year to \$2 per year. This was done because folks have ceased to take interest in what they weigh, thereby causing the weighing-machine business to go to pot or wherever it goes when it fails to come in. At least that is what a representative of a concern operating several scales in the city recently told the council."

The tax passed in November provided for \$4 quarterly on amusement games of skill, \$12 per year on merchandise vending machines and \$6 per year on scales. All these fees are considered far above the standard, and the recent reduction in the tax on scales may be the beginning of further reductions to a more reasonable fee.

Eastern Chatter

Nat Cohn and Irving C. Sommer, of Modern Vending Company, placed one of the largest individual orders on record at this show. They ordered 3,000 of the new Star-Lite games from the Exhibit Supply Company. They also ordered four carloads of the new Chicago Express games from Daval Manufacturing Company. Irving tells us that the largest orders were for games which haven't yet been shown. He hints that Modern Vending Company will have the outstanding surprises within a few short weeks.

Bill Blatt, of Supreme Vending Company, Inc., also had some unusual announcements for his many friends. He stated that when he gets back to New York he will be able to deliver some of the finest equipment that has yet been seen in the biz.

George Ponsler, of Newark, N. J., where all the good Indians come from, was seen wandering around the floor with orders that ran into four figures from some of the outstanding distributors at the show. George claimed that he would be able to satisfy the demand of the New Jersey Indians for the games they liked best.

Mac Perlman and Sol Wohlman, of Acme, had the greatest time of their lives in Room 339. Sol is still wondering what he will ever do with that bit of aluminum he so prominently displayed that evening. Sol proved himself to be

also the Ys and Zs. He will be going back to the Southern ops with some of the greatest games of the show.

Another premium firm that did tricks were the A. & P. boys, "Big" Ben Josefberg and Hermie Scher.

Even Goudey Gum, of Boston, brought down its big boss, R. G. Devlin, as well as Phil Cohen, A. J. Wagner and many others, to roll those balls of Goudey Gum into the machines, using them displayed at the show.

Joe Huber greeted the New York boys when they came to town and it was found that not one of the New York boys could measure up to Joe from head to toe. Joe so towered above the New York gang that everyone present was forced to look up to him.

Naturally the boys brought along their own legal protection, and these austere gentlemen were Benj. H. Haskell and Theodore (Teddy) Blatt. But after *The First Night* the boys were forced to enter into the maelstrom of convention activities without knowledge of whether their acts were legal or illegal.

Herbie M. Adler received so many scented letters during the first few days that the boys used them for atmosphere in the many rooms wherein the big affairs were being discussed. It is said that Phyllis was unusually lonesome with Hoible away in the big, bad village, where drifting winds make daring men, as Dave Simon is happy to testify. Even Murray Goldstein used the envelopes to scent attention to his brand-new suit.



LONG LINE OF PINBALL GAMES—Exhibit Supply Company booth at 1935 Exposition shows big line of table games and diggers.

one of the greatest sports of the 1935 show.

Dave Robbins, who hails from the wildest section in America, Brooklyn, was able to do this and that with the manufacturers he represents and believes when he gets back to town he will have everything the boys ever want. Dave also reported that three carloads of Beacons had already been shipped to Irving Mitchell, the dynamic mechanical salesman, while he was wandering about Chi.

Charley Lichtman, of New York Vending, learned that slots were THE THINGS that the ops wanted. But he claimed that if he had to sell them at the price asked he would be losing more than even he could afford.

Mike Munves, Hymie S. Budin, Sam Gettin and some of the other New Yorkers were forever doing things every moment of every minute that they spent in Chi.

Eric Wedemeyer, James C. Gaffney and all the Vikings were hard at work demonstrating the complete line of Viking products to the many visitors who came to their booths and they created a great premium merchandising hit at the show.

Eddie Ross, of Oriole Coin Machine Corporation, of Baltimore—the Suthen Cunnel of the Show—is stated to have taken away not only every good X, but

Milt Green, of American Vending Company, took in an ice hockey game Sunday before the show and backed the wrong team. It isn't often Milt picks a loser either in hockey or pin tables.

Herman Budin, of Budin's Specialties, dragged a valise of stones from New York to Chicago. Just a gag that reversed on the practical jokers. They had to carry the bag all over New York before the train left.

Babe Kaufman, of Babe Kaufman, Inc., as usual, was the best dressed woman at the show. In addition, Babe was the most prolific dresser, showing three or four gowns a day.

The exhibit of Morris Struhl was handled by Sadie and Lottie Struhl (the only booth at the show run by women). The girls did an exceptionally fine job of dressing up the exhibit and also were quite busy writing orders.

Frank Hart, of Eastern Machine Exchange, almost missed making the trip to the show due to a death in the family, but like all live-wire jobbers Frank simply had to go. It was well worth while.

LUNA PARK

(Continued from page 3)

One is the Sky Rocket, seen at the Chi Fair, and another the Loop-the-Loop,

ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel.: COLumbus 2770.
Cable address "WATLINGITE" Chicago

\$1.60 STARTS YOU IN BUSINESS

BIG MONEY—ALL YEAR ROUND
Our Guarantee of Best Quality at Lowest Prices Beats Any Competition.

SILK LINED TIES

\$16.50 GROSS—\$1.60 SAMPLE DOZEN—New Gorgeous Colored Knitted Silks, Pure Crepes, Jacquards, Weaves, Pinks Dots, Plaids, SELLS ON SIGHT! BIG PROFITS!

NEW BOUCLE WEAVES! \$19.50 GROSS—\$1.85 SAMPLE DOZEN—Finest Celanese, Satin Stripes, Foulards and Pure Woven Cloths. THIS YEAR'S TIE CREATION!

SLYDE-ON Ready Tied Ties. Newly Patented. Big Sensation.

COMPLETE LINE MEN'S NECKWEAR! MEN'S HOSE—SHIRTS—TIES TO MATCH, and Other Novelties.

Send for Our ILLUSTRATED CATALOGUE and See for Yourself why OUR MEN Are the BIGGEST MONEY MAKERS!

25% Cash, Bal. C. O. D. Money Refunded.
BOULEVARD CRAVATS
22 West 21st Street, Dept. B3-9, New York.

FREE! 3,000 FAST SELLERS IDEAL PRIZES AND ATTRACTIVE PREMIUMS ARE SHOWN IN SPORS CATALOGUE.

All articles possess high quality—yet are priced low. Be sure to send for a FREE Copy of Spors Wholesale Catalog TODAY.



SPORS CO.
335 Superior Street, LE CENTER, MINN.

USED NATIONAL CIGARETTE MACHINES

4-Column and Match Column, \$20.00 Each.
1/3 Deposit, Balance C. O. D.
ST. LOUIS AUTOMATIC CIGARETTE CO.,
2135 Market St., St. Louis, Mo.

which made a hit at the Canadian National Exhibition in Toronto.

The Sky Ride, another World's Fair scorer, is being talked of for construction in Luna. Negotiations are going on with W. L. Hamilton, the inventor. Facilities in the swimming pool are expected to be enlarged with athletic units. Looks like free dancing, and the traditional combo ticket plan will reappear.

100% SATISFACTION AND WE GUARANTEE We Are Never Undersold or Will Sell For Less.

- Remember—Established 1916 TAKE NO CHANCES 35c Tube SHAVING & DENTAL CREAM... 4c \$1.00 Box FACE POWDER AND PERFUME... 4 1/2c 25c 6-Piece MANICURE KIT... 4 1/2c

Merchandise for Side Line Salesmen, Sample Boxes... 55c Deposit on All C. O. D. Orders, 116-Page Catalog FREE with All Orders.

MILLS SALES CO. 981 Broadway, 27 South Wells St. NEW YORK CITY, CHICAGO, ILL. 85 ORCHARD ST. NEW YORK, OPEN DAILY, INCLUDING SUNDAY

Concessionaires NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORM GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TISPESANOE CITY, OHIO

ANDERSON-SRADER SHOWS, Inc. New Booking Shows and Concessions. Will also book Loop-Up Plans. Have for sale cheap, reliable Calliope and Monkey Motordrome. Address all mail to Concordia, Kan.

REAL VALUES IN ALL NEW AND USED PIN TABLES BOWLETTE, Like New... \$29.50 ADVANCE 2-Column, 15c. Cigarette Machines, Factory Reconditioned, Ea. \$10.00

ANOTHER NEW YORK SPECIAL CLOSE-OUT! MILLS 25c Single Jack Pot, Bell... \$14.50 JENNINGS FOOTBALL, Like New... 25.00

CONCESSIONERS—OPERATORS GET PRELISTINGS FOR YOUR OPENING Thousands of Items At Reduced Prices Please Mention Business When Writing.

The Great Superior Shows WANT—For opening, Augusta, Ga., heart of town, March 18th, Ten-in-One with own outfit. Will furnish complete outfit for Hill-Billy Show.

R. H. WORK SHOWS OPENING LAST OF APRIL IN WESTERN PENNSYLVANIA. Will book flat ride with own transportation. Want to hear from one or two more high-class shows.

Business Reports

Guaranty Trust Company of New York reports that the American banking system is in a position to not only finance normal recovery but an unprecedented business rise.

The increase in bank deposits since the banking crisis of March, 1933, was attributed to the government spending program.

The federal reserve bank reported that upward trend in industrial output continued thru December, January and early February. Industrial production was 90 per cent of the 1923-26 average at the end of January.

The Machinery and Allied Products Institute reports that a pent-up demand for new machinery accumulating since 1929 would require new machinery installed in factories to the amount of over \$18,000,000,000.

Report of Standard Statistics Company, February 23, covering 500 industrial companies for 1934, shows a 41.8 per cent increase in aggregate profits as compared with 1933.

Recent government report shows that pay rolls are now about 60 per cent of the 1926 level, and that corporate earnings have shown a 150 per cent increase over the 1926 level.

ROUTES (Continued from page 55)

- Pancho: (Pierre) New York, h. Farfall, Al: (Bessemer) Harrisburg, Pa., h. Parker, Ray: (Avalonian) Chicago, c. Biloxi, Miss, h. Parker, Bert: (Nut Club) Little Rock, Ark.

- Saber, Mel: (NRA Grill) Sunbury, Pa., c. Sammarco, Gens: (Hendrick-Hudson) Troy, N. Y., h. Sanders, George: (Club Caricoa) Chicago, c.

- Tate, Erskine: (Arcadia Gardens) Chicago, c. Teter, Jack: (Wisconsin Moor) Milwaukee, b.

- Vagabond, Charles: (Edwards) Jackson, Miss, h. Velasco, Emil: (Waldorf-Astoria) New York, h.

- Wagner, Sol: (Via Lago) Chicago, nc. Wagner, Buddy: (Stork) New York, nc.

SUPREME BURLESK Harem Scandals: (Republic) New York, 3-8. Lady Fingers: (Park) Boston 4-8.

INDEPENDENT BURLESK Baby Vamps: (Trocaadero) Philadelphia 4-9. Breivites: (Gayety) Washington 4-9.

REPertoire Billroy Comedians, Billy Wehle's: Valdosta, Ga., 4-9.

MISCELLANEOUS

- Alexander Players: Medford, Minn., 4-9. Bell & Grey: (Euclid Club) Bay City, Mich., 4-9.

- Marine-Firestone Co.: Waco, Tex., 4-9. Mel-Roy: (Marlboro) Bart, Ore., 6-7.

CIRCUS AND WILD WEST

- Barnes Production Co.: Johnson City, Tenn., 4-9. Fisher Bros.: Parker, Ind., 6; Huntington 7.

CARNIVAL COMPANIES

- Bar-Brown: Webster, Fla., 4-9; Center Hill 11-16. Blue Eagle: Fayetteville, Tenn., 4-9.

WEST BROS. AMUSEMENT CO. Open Saturday, March 16, Two Saturdays, Sikeston, Mo. WANT Stock Concessions, Shows, Painter-BOX ST, Morley, Mo.

CATERPILLAR OR LINDY-LOOP Want to book. Good percentages. Best Route in East for Fairs and Celebrations. ENDY BROS., FOUNTAIN, Pa.

TILLEY SHOWS WANTS Snake Show, Mechanical Show, Fun House, Concessions of all kinds. BOX #35, Ladd, Ill.

Sunset Amusement Co. Booking Shows and Concessions. Address P. O. Box 388, DANVILLE, ILL.

SOL'S LIBERTY SHOWS, Inc. NOW BOOKING FOR SEASON 1935. Address P. O. BOX 223, Caruthersville, Mo.

Committee Approval of Minnesota Bill Given

ST. PAUL, March 2.—The Senate general legislation committee this week recommended for passage a bill to license slot machines and it looks fairly certain of passage.

The bill was introduced by Senator J. L. McLeod of Grand Rapids, who told the committee it "was designed to permit municipalities to tax these machines which police apparently are unable to keep from operating." The bill fixes a minimum license fee of \$50 annually for each handle on a machine, with local governments authorized to increase the fee to any amount.

While this applies only to slots, some of the senators have an idea this plan could be applied to pinball and other games, which are extremely popular in Minnesota, and furnish considerable revenue.

Beg Your Pardon!

The names of the following exhibitors at the 1935 Coin Machine Exposition were omitted from the list which was published in *The Billboard*, March 2 issue:

AMERICAN CIGARET MACHINE COMPANY, Cleveland. Exhibited American cigaret vender, New-Way vender and American match vender. Represented by S. Strahl, L. Golden, Andrew Gorretta.

BRANDT AUTOMATIC CASHIER COMPANY, Watertown, Wis. Exhibited coin sorting and coin counting machines, including Brandt auto-cashiers, Abbott coin counters and packing machines. Represented by C. E. Lehman, H. H. Doroshaw.

Notice

There has been some misunderstanding regarding the advertisement of the Supreme Vending Company, Inc., 557 Rogers avenue, Brooklyn, N. Y., in the Convention Special issue, February 23, where the firm states that for "\$4 each Brand New Puritan 3-reel Ball Gum Vendors" can be had. This does not include the following machines as brand new. It was believed that the comma separating the 3-reel Puritan Vendors from the rest of the machines was sufficient and that the operators would realize the pin games listed are used machines. The firm wants it known that in the \$4. box these are all used machines except the Puritan 3-reel Vendors, which are brand new.

FINAL CURTAIN

(Continued from page 32)

change, Philadelphia, February 23 at his winter home in Miami. At the time of his death he was president of the Larkwood Silk Hosiery Mills, Charlotte, N. C.

SALVINI—Mario, 50, musician, in New York February 26.

SANDQUIST—Hans, stage and picture actor, in Long Island City, N. Y., February 23. He was born in Stockholm, Sweden and came to this country in 1911.

SCOTLAND—James, New Jersey State trooper and formerly in vaudeville with the Wilson-Asbury Trio, acrobatic act, was fatally injured in an auto accident near Columbus, N. J., and died in Mercer Hospital there February 19. He worked in the act with his father and a brother, who is now in pictures, and Scotland's father later continued the act with two other partners. Deceased was a member

of the Nutley (N. J.) American Legion, which sent a 100-piece fife and drum corps to the funeral. Col. Norman Schwarzkopf, head of the Jersey troopers, also attended. His widow, his father and brother survive.

SEIFERT—A. B., 69, February 16 at Peru, Ind., following a heart attack. He was formerly an attache of the Col. B. E. Wallace Circus for 29 years. Services February 19 and interment in Mt. Hope Cemetery, Peru. His widow, two sons and a brother survive.

SHIMA—Frank, 10 years a concessioner in Sandy Beach Park, Russells Point, O., following a short illness from pneumonia in Elyria, O., February 20. He was a native of Japan and has been in concession business in this country many years.

SHUMWAY—Cecil H., World War veteran and brother of Zeke Shumway, well-known motordrome operator, at Legion, Tex., February 22. Burial was at his home city, Dallas, February 25.

STONE—Ruth, member of the J. B. Rotnour Circle Stock Company, of pneumonia February 20 at Richmond, Ill. Funeral services February 28 in Chicago. Body was cremated and the ashes taken to Los Angeles.

WANDREI—Gustave, 63, veteran stage manager, February 25 in Detroit after a brief illness. He has worked in Detroit theaters for the last 30 years. Before that he was with the Barnum & Bailey Circus in charge of transportation and erection of the big top. He made a number of contributions to theater lighting and settings and in late years designed a new type of theater with less stage and auditorium depth but of improved acoustical power and seating capacity. He was sergeant at arms of Local 38, International Alliance of Theatrical Stage Employees, at the time of his death. Survived by a son and a daughter. Burial at Woodlawn Cemetery, Jackson, Mich.

WILLIAMSON—Robin E., 45, actor and director, at his home in Hollywood February 21 after a brief illness. Williamson began his career in 1894. He later became a stage director and producer. Going to Hollywood in 1916, he directed the first films in which Stan Laurel, of Laurel and Hardy, appeared. He also aided Ben Turpin in getting a start. Funeral services February 25 at the Hollywood Cemetery Chapel and cremation followed. He leaves his wife.

WOODS—Denleigh W., 37, Los Angeles county fireman, was killed February 20 when he fell from a burning building in Hollywood. Funeral services February 23 at the Wee Kirk of the Heather, Glendale, Calif., and interment was made at Forest Lawn Cemetery there. His widow, Esther Mae Woods, motion picture studio wardrobe employee, survives.

MARRIAGES

BRANDYBERRY - MARGOLIES—Marion Margolies, night-club hostess, and Randolph Brandyberry, of Decatur, Ind., February 16.

CONKRITE - McLEROY—Lewellyn F. Conkrite, of Fort Worth and Kansas City, and Pauline McLeroy, of Alvarado, Tex., last week announced their marriage, which took place November 3 last at Cooper, Tex. Conkrite is a pianist and composer, and Miss McLeroy is a student of the drama and a teacher of music and expression.

HILLMAN - CHARLTON—Davis Hillman, theatrical agent, to Betty Charlton at Los Angeles February 21.

JONES-HENRY—Jamie Lee Henry and Ted Jones, soloist and saxophonist, respectively, with Buddy Fisher's Orchestra, now playing the Peabody Hotel, Memphis, in that city recently. Fisher treated the couple to a champagne dinner party.

McCULLOUGH - WILLIAMS—George McCullough, screen actor and stand-in for Joe Morrison, stage and screen player, to Mary Jane Williams February 23 Los Angeles.

MORE-OLDHAM—Charles Church More III to Jean Oldham, daughter of Vera Oldham, writer of *Chandu the Magician*, motion picture story and national network serial dramatization, February 26 at the Methodist Church, Westwood Hills, Calif.

NEFF-GALLIHER—Woody Neff, orchestra leader, of Fort Wayne, Ind., and Wilma Gallier, of Huntington, Ind., February 26 at Ye Olde Tavern, Fort Wayne night club, where Neff and his orchestra are playing.

RIDENOUR-OLSON—Baxter Fay Ridenour, professionally known as Fay, Mystery Man, and Ellen Ingeborg Olson, on

**OPERATORS ATTENTION!
GLOBE TROTTER**



Famous WILL ROGERS Selected This Game To Play When He Visited the Show.

Yes, Sir! He picked the GLOBE TROTTER . . . after seeing all the other games THAT'S the game he selected to play! The GLOBE TROTTER is the kind of a game EVERYBODY wants to play! Here's a real money maker!

GET YOURS FIRST ORDER NOW!!

ONLY **57⁵⁰** TAX PAID AND WELL WORTH IT

L & R MFG. CO.
1636 N. HALSTED ST. CHICAGO, ILL.

AGENTS! BIG PROFITS! Buy Direct From Manufacturer
COMBINATION OFFER

1/2 DOZ. **SILK-LINED TIES.** 6 Different Patterns, Jacquards, Satins, Silvertones, Moires, Etc. Big Selection.

Both for **\$1.50**

1/2 DOZ. **MEN'S SILK HOSE.** Latest Spring Styles and Designs! Large Assortment. Mention Size Wanted.

Send Money Order. Postage Prepaid. Money-Back Guarantee.

FILBE MFG. CO., 40 West 32nd Street, Dept. B., NEW YORK CITY

the stage at World's Museum, San Francisco, February 23.

SWISHER-HARN—Ralph Eugene Swisher, Peru, Ind., and Athelene Harn, February 18 at Marion, Ind. Swisher is caster with the Peerless Potters, aerial troupe.

TABER-RYDEN—Kenneth Taber to Alyss Ryden, musician and director, February 22 Pasadena, Calif.

VAN DYKE-MANNIX—W. S. Van Dyke, Hollywood director, and Ruth E. Mannix, niece of Edward Mannix, general manager of the Metro-Goldwyn-Mayer studios, in Gretna, La., February 25.

BIRTHS

To Mr. and Mrs. George Whitlinger a 7 1/2-pound daughter February 20 in Los Angeles. Father is an executive with the Metro-Goldwyn-Mayer studio art department and mother is a sister of Allen Simpson, theatrical agent.

A daughter to Mr. and Mrs. Otto Pierce February 22 at the Cedars of Lebanon Hospital, Hollywood. Father is a cameraman at Paramount studios.

A son to Mr. and Mrs. William Cronenweth February 20 at Hollywood. Cronenweth is a film cameraman.

Pauline Wagner, former screen actress, and her husband, Michael Lally, film director, are the parents of an eight-pound son February 25 at the Hollywood Hospital, Hollywood.

To Mr. and Mrs. George (Burt) Miller of the Smith Great Atlantic Shows, a 10-pound boy February 20. Mrs. Miller was formerly a dancer on the Celin & Wilson Exposition Shows, where Mr. Miller was assistant superintendent of construction.

A son to Mr. and Mrs. James Super February 18. Father was formerly with the Davidson Bros.' Shows.

JOBBER AND DISTRIBUTORS WANTED!!

The Most Complete Line of Attractive MOTH PREVENTATIVES is Now Being Offered to a Few Select Jobbers for Exclusive Territorial Distribution.

Complete Set of Samples with Exclusive Jobbing Price Will Be Sent FREE Upon Request.

The Largest Jobbers in the East Are Featuring This Line Now. ACT QUICKLY. As the SEASON HAS ALREADY STARTED.

NOTE: Agents and Canvasers—Please do not write.

UNIVERSAL SPECIALTY CO.
Largest Manufacturers of MOTH PREVENTATIVES in the East.
60 WEST 23rd ST., NEW YORK CITY.

A 1c POST CARD

Will bring our new Free Catalog of MOTH PREVENTATIVES, WM. A. WOODBURY FINE BLADES, HANDKERCHIEFS, NOTIONS, ETC.

DEPT SALES CO., New York
31 East 20th.

April Foolish Jokes

MR. MERCHANT—The Most Complete Line of Foolish Jokes Now Listed in Our New Foolish Catalogue. Send 1c for One and We Will Include a New "RED-HOT JOKE"

Free. Or Send \$2.00 for Samples of 50 Best SELLING Items.

THE ELGIN MOVEMENT. A New Red-Hot "SHIMMIE" Dancer. WHAT A MOVEMENT. Per Doz. \$0.65

How Am I Doing? " 1.25

"FEET" A Bedtime Action Story. " .35

SPINNERS, 4 Kinds. Funny. Spicy. " .35

RUBBER FRUIT. Very Natural Ass. " .35

Snake Whiskey Trick. Best Make. " 1.75

Smokehouse Slogans, 12 Kinds. " .35

Know Thy Age (Spicy Folder). " .20

ASTRA Fortune Telling Cards. " 2.00

OH-Hhh. YOU NASTY MAN. " .20

MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

It Helps You, the Paper and Advertiser to Mention The Billboard.

LEADER TIE

The Tie with the Ready-Made Knot holds its shape for a lifetime. Fast seller. Repeater. Large Assortment of good Colors always on hand. Also Solid Colors.

\$2.75 PER DOZEN IN 6-DOZ. LOTS. PREPAID.

Send \$2.90 Money Order for One Dozen Samples.

We also carry a full line of Zip-on-Ties at the same price.

M. LEVINE, INC.,
13 N. 13th St., Phila., Pa.

TRICKS & JOKE

WHIZ BANGS (Original). Doz. 90c

SHOOTING PLUGS. Doz. 35c

SHIMMY DANCERS. Doz. 35c

SHOOTING STORY BOOKS, 25c Seller Complete with Cards. Doz. 50c

PEPPERED CANDY. Per Lb. 45c

LAUGHING TISSUE (Toilet Rolls). Doz. \$1.00

SNAKE LIGHTS. Doz. 35c

EXPLODING MATCHES. Doz. Boxes. 35c

POO POO CUSHIONS. Doz. 75c

RUBBER FRANKFURTERS. Doz. 35c

1/2 Doz with Cards. Balance C. O. D. SEND FOR NEW LARGE TRICK AND JOKE LIST.

GORDON NOVELTY CO.
933 Broadway, New York City.

OUR LATEST —
—Double Edge Blade
"BLUE CROWN"

At the Low Price of



4.00
Per
Thousand

B9386—FIRST QUALITY, Etched, Blue Steel, Keen Edge Blades. Do not Confuse With Inferior Goods Being Offered. 5 in Package, 20 Cellophane Packages in Carton.

Remit \$4.00, and Postage, per Thousand, for Quantity Needed and Get Going in the Greatest Blade Business You Have Ever Had.

St. Patrick's Day Novelties

- B93N15—SILK SHAMROCK. Per Gross 60c
- B93N21—SHAMROCK with Hat. Per Gross 90c
- B93N20—SHAMROCK with Pipe. Per Gross 90c
- B3N501—ROSE PIN. Per Gross 50c
- B93N40—IRISH FLAG, 1 1/2 x 2 1/2, on Brass Pin. Per Gross 60c
- B5N10—AMERICAN F L A G, 1 1/2 x 2 1/2, on Brass Pin. Per Gross 60c
- B93N9—GREEN CARNATION. Per Gross 2.00
- B93N23—ST. PATRICK'S DAY HAT ASSORTMENT Green. Per Gross 2.75
- B93N26—ST. PATRICK'S DAY PAPER HORNS, with Tassels. Per Gross 3.30
- Per Dozen 30c
- B93N24—ST. PATRICK'S DAY ASSORTED WOOD NOVELTY HORNS. Per Gross 3.60
- Per Dozen 30c
- B93N25—ST. PATRICK'S DAY BLOWOUTS with Wood Mouth-piece. Per Gross 2.25

N. SHURE CO.
Adams and Wells Street,
CHICAGO

Notes From France

Louis Berni, of the amusement machine firm JAK, has been forced to cancel his trip to the coin-machine exposition in Chicago on account of ill health. Berni still plans to visit New York and Chicago in search of new amusement devices and games as soon as his doctor gives his consent. The JAK firm has placed several new machines and attractions in its big arcade in the Palais Berlitz Building on the Boulevard des Italiens in Paris.

The police department of Paris is deliberating on new regulations covering the operation of all types of amusement machines, in particular the various forms of cranes and digger machines. Up to the present the diggers and cranes are not molested so long as they have no "dead" spots—that is, it must be possible for the crane to lift candy or prizes from any spot within range of the crane—and the locater must really operate.

Thieves are becoming active around coin-machine arcades and showrooms. Recently the showrooms of Oscar Yeni, in the Rue Grignan at Marseille, were broken into by thieves, who carried away several late models of American-made machines. A penny arcade on the Boulevard Clichy, in the Montmartre cabaret belt of Paris, was also visited by thieves, who broke open the cash drawer and the cash boxes of several machines, making a haul of several hundred dollars.

Oscar Yeni, distributor of several American-made coin machines in Marseille and Southern France, reports that digger machines are enjoying a real boom in that part of France. Yeni distributes and operates a large number of Novelty Merchants and other products of the Exhibit Supply Company, of Chicago.

Louis Brown, amusement park and coin-machine arcade operator, is at present operating Park Meyer at Lisbon, Portugal. Brown reports that no coin-operated amusement machines of any type excepting weighing scales are permitted in any part of Portugal. Brown has been forced to put in storage all the amusement machines which he brought into the country. Brown who has an office at Luna Park, Paris, is in Paris in search of new amusement devices and games.

which is likewise true of the canvas circus as well as the other outdoor amusement enterprises that go in for flesh attractions with public appeal. In line with this I present an article on the flesh situation, contributed by Ernest Anderson, who has been thru the mill and knows whereof he speaks: Says Ernie:

"A few hundred years ago a showman who was running a 'rep' show in Merrie England wrote a play about a store-keeper in Italy. The plot revolved around a carnivorous bird who was always shrieking for his pound (or at the present rate of exchange, \$4.90 worth) of flesh.

"The showman was yclept Bill Shakespeare. He was a good writer, too!

"We still have showmen, we still have Shylocks, but now they are in the form of movie magnates, who control vast circuits of vaudeville houses. They have taken their 'pound of flesh' and, heedless of the hungry cry of their patrons, have left them fleshless.

"It is an odd quirk of fate that the men who originally conceived and erected these gigantic amusement palaces—Keith, Proctor and Albee—were all ex-circus men, alert, far-sighted showmen. They took their 'pound of flesh,' but they were smart enough to realize that without the presentation of flesh their tremendous circuits could not exist, and when these men passed on the flesh also passed from the houses they had built up, leaving the patrons disgruntled and hungry.

"But what an enormous field it has opened up for outdoor showmen thru-out this great country of ours, with its teeming millions avidly awaiting the appearance of flesh.

"Wise park men, fair secretaries, carnival owners and even pool owners are answering wisely and alertly the ever-increasing cry for flesh. But the ones that will really reap the big harvest of this enormous demand will undoubtedly be the circuses. The number of tented hippodromes slated to take the road this season is ample proof of that.

"The wise showman always senses the need of his public and never attempts to jam too much applause down its throat, for after all John Q has a ticklish palate and is paying hard-earned jack for entertainment.

"The circus is cleanest of all forms of flesh shows, due no doubt to the fact that a bedroom scene would hardly be seen in a three-ring show.

"There are people who refer to the circus as 'just a show for the children,' and that is precisely what it is, 'just a show for the children and grownups.' All over the world the circus is still being patronized by Presidents and Kings.

"A few years ago when the B. & B. Show played Washington, D. C., the late Woodrow Wilson, just prior to his reelection, was going thru the 'back door' to his seat in the show. In crossing the arena he took his hat off and saluted it into the center ring, and did the crowd cheer!

"And what an audience it was!

"Vaudeville in the old days gradually recruited acts from the circuses until a greater vaudeville was achieved. Then the shortsighted Shylocks of the screamies turned the flesh back to the circuses. The result is, the moguls of the movies are giving outdoor showmen the greatest break they have ever had, an opportunity to satiate the ever-increasing desire of a flesh-hungry public.

"And boy! Are those circus chaps taking advantage of it!"

Mrs. Ruby Velare still is confined to her home in Tampa with influenza. Jack Guthrie, manager, and John F. Mays, president of Florida Orange Festival, Winter Haven, were visitors, as were Mr. and Mrs. P. T. Streider and their daughter, Elizabeth, of the Florida Fair and Gasparilla, Tampa. The show returned to winter quarters at Tampa to make final arrangements for spring engagements beginning early in April.

JACK DADSWELL.

Hennies Bros.' Shows

HOUSTON, March 2. — Just winding things up and awaiting orders to load up for the opening March 16 is how things stand in the quarters of the Hennies Bros.' Shows. Among arrivals recently were Daniel MacGugin, who rules over the show's office wagon in a big way and who visited in Kansas City after leaving his home, Davenport, Ia., before coming to Houston. Joe Crouch, the automotive mechanic of the show, came from his home in San Antonio and has been checking over the 33 trucks of the show, getting them ready for the road. Floyd Clogston is now helping "Big Heinie" with the repairing and putting into shape of the concession frames used last season. The building of the seven new concessions was completed about two weeks ago. Mrs. Noble Fairly will operate the palmistry concession this season in addition to looking after the Fairly rides on the midway. Eddie Phillon arrived with his new truck and trailer. His beautiful van has electric refrigeration. Charlie Roope, talker on Alice Melville's musical girl revue, has been in quarters all winter and assisting Earl Strout in getting ready for the season. Mrs. L. A. Dodson has about completed the wardrobe of some 40-odd little suits to be worn by the little performers in the show's new Monkey Hippodrome attraction. Ray V. Domer, who is to have his Motordrome and Mickey Mouse Circus on the midway this year, has about completed painting both attractions. Pat Athen and Charlie Brott, two of the ride boys, have been busily engaged on their rides. Cliff Jones has completed a wonderful job of relettering the trailers. Joe Carlisle and Ralph Jard, two of the main-most men of Eddie Phillon and Tommy Martin, have done their job well in building and fixing up the new cookhouse. The electric wagon has been entirely rebuilt and rewired, with a new switchboard installed, by Electrician R. C. Borros, who is a mighty proud boy of same. The Athletic Arena for Fred Mortensen is being built. Mortensen and his son and daughter have been engaged in wrestling matches in the South this winter. All of which is from an executive of the show.

BROADCAST

(Continued from page 54)

question of running three weeks next year. Orrin Davenport has already been retained for 1936.

There is no gainsaying the fact that the indoor circus has also been helped by the dearth of theater stage shows,

TIES TAILOR MADE. \$1.00 Dozen; \$11.00 Gross. Sample Dozen, \$1.15. Latest Novelty Patterns. FASHION CRAVATS, 656 Broadway, N. Y. C.

WANTED

KIDDIE RIDES. Percentage. Also strong BREAK to feature. Long season at Beach. **C. F. LARABEE** P. O. Box 202, Newburyport, Mass.

YES—WE ARE DOING BUSINESS

Because We Have the Newest, Always FIRST, and Always Sufficient Games to Take Care of Your Immediate WANTS.
REBOUND, \$39.50; CRISS-CROSS, \$39.50; With Lights, \$44.50; SKYSCRAPER, \$47.50; CANNON FIRE, \$42.50; SENSATION, \$39.50; LIVE POWER, \$34.50; GRIDIRON, \$33.50; SUBWAY, \$32.50; REBOUND, SR., \$55.00; BOWL-LITE-A-LINE, \$69.00; RED ARROW, \$69.50; CHAMPION, \$69.50; RADIO STATION, \$39.50; A. B. T. TICKET MACHINE, \$95.00. All the Late DIGGER MACHINES, \$275.00. Complete Line MILLS NEW SLOT MACHINES. LARGE STOCK DIGGER MERCHANDISE.

MR. EMIL, Formerly with Cincinnati Vending Co., in Charge of Our Repair Department.

Ohio Specialty Co.
129 W. CENTRAL PARKWAY,
Cincinnati, Ohio

FACTORY DISTRIBUTOR. TERMS—1/3 Cash with Order, Balance C. O. D.

WANTED

High or Fire Dive; long season; wire. Will book any Show of merit, also legitimate Concessions. Will book Flat Ride. Phoenix, until March 9; Yuma, week following. Many Fairs and Celebrations.

MEL H. VAUGHT, STATE FAIR SHOWS

Knapp & Dehnert Combined Exp., Inc.

FAIR SECRETARIES WEST VIRGINIA, VIRGINIA, NORTH CAROLINA—WE HAVE SOME OPEN DATES. WE CARRY 8 RIDES AND 18 MERITORIOUS SHOWS, 2 BANDS, 2 FREE ACTS.

WANT High-Class Shows of merit. Will furnish Carriage for same.
WILL BOOK 2 or 3 more Grind or Platform Shows.
WANT Ride Help for Caterpillar, Tilt-a-Whirl, Ferris Wheel.
CAN PLACE Free Act. Must be Spectacular and Outstanding.
This Show booked solid (except five weeks) in territory where mills and factories are working 100%. Our Route includes 18 weeks' Fairs and Celebrations.
Show Opens April 15, at Covington, Ky. Week April 22, Bellaire, O. Big Promotion, Merchants' and Manufacturing Industrial Exposition and Century of Progress Combined.
Address **COL. J. F. DENNERT, 528 Madison Ave., Covington, Ky.**

Royal American Shows

Orlando, Fla. Week ended February 23. Central Florida Exposition. Weather, cool first half, warm last half. Business, good.

This year's increase was 27 per cent greater than last year, according to Carl J. Sedlmayr, general manager. Attendance thru the fair gates was 66,000, which exceeded last year by 7,000. A feature of this engagement was the after-midnight attendance. Children's Day, Friday, broke records in midway gross earnings and attendance.

Carl J. Sedlmayr Jr. and several classmates of Florida Military Institute, at Haines City, were visitors over the weekend. Mrs. Laura Sedlmayr visited the show. Mr. and Mrs. Dan McGowan, of Grand Forks, N. D., were visitors during the week. Mr. and Mrs. Tony Martone, of Kansas City, spent the week visiting with Elmer Velare, business manager.

TURNTABLE

The Game With More Thrills and Action Than Any Machine Offered Operators to Date.

LIGHTS and FIVE KICKERS **\$39.50**

ALL OTHER LATE GAMES
Too Numerous to Mention,
All Make SLOT MACHINES in 1c, 5c, 25c and 50c Play.

America's Oldest Distributors. Estab. 1895. 40 Years of Service.

SICKING MFG. CO., Inc.
1922 Freeman Ave., CINCINNATI, O.

WANTED

Concessions, Shows, Acts, Merchants' and Mfg. Exposition, Rocky Mount, N. C., March 18-23. Can place Show that can frame inside, any kind Concession. Can use flashy Wheel. Indicated attendance, 20,000. Wire, write SHRINE CLUB OR KENTUCKY EXPOSITION COMPANY.

WANTED PROMOTERS

The best in the business. All season's work to the right people, with one of America's Largest Shows. Every spot a celebration. Must be capable of taking full charge of spot. WANTED—Public Wedding Man. Harry Bentum, Harry Burke, William Marcus, G. C. and Rose Gorman, Robert Kobacker, Sam Hunter and others write. BOX D-974, Billboard, Cincinnati, O.

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

BILLBOARD LEGAL DEPARTMENT

Address all communications to W. W. Hurd, The Billboard, 54 West Randolph St., Chicago.

The city council of Long Beach, Calif., recently reduced the annual tax on scales from \$5 to \$2 per year. A drop in business was given as the reason. The Long Beach tax passed in November, 1934, placed tax on pinball, merchandising machines and scales far above the standard. Operators are hoping that the reduction on scales will be followed by reducing other fees to a reasonable level.

The *Billboard* correspondent reports that the bill to tax slot machines at \$50 per year, reported favorably by the committee, is likely to pass in the Minnesota Legislature. The bill has given some senators a bright idea, and the tax is likely to be extended to pinball and other coin-operated machines, it is reported.

The law passed by the North Carolina Assembly, which went into effect at noon February 20, apparently used the Esquirol-Robinson law in New York State as a model. Similar bills have appeared in other State Legislatures. Apparently the North Carolina solons did not learn anything from the experience in New York to amend the bill to permit the definite operation of games of skill. It is not unreasonable to suggest that the American Legislators' Association, National Municipal League and other agencies which sent the New York bill all over the country should also furnish their clients with information and experience that has developed in New York following the passage of the Esquirol-Robinson bill there.

When the Berg bill, designed to permit lotteries in New York State, came up for discussion at a public hearing in Albany February 26 not a single person appeared to discuss the bill. Opposition to the bill had been expected.

Bills to raise 45 millions for relief in Illinois have been introduced. One calls for increasing sales tax from 2 to 3 per cent and another provides for an occupational license. Coin-machine operators were not mentioned.

The anti-slot machine bill in Indiana has not been approved in committee and is generally expected not to be approved.

The decision of a Milwaukee jury in favor of pinball games comes as very encouraging news to operators in that city and also in the State at large.

Legislators' Group in Meeting on Tax Methods

WASHINGTON, March 2.—The American Legislators' Association in session here this week has considered problems of taxation as related to all departments of government. State, county and city

officials, including representatives of more than 25 States, have attended the sessions and contributed ideas. President Roosevelt addressed a message to the body, urging closer co-operation between the federal and State governments in taxing business. Prevention of duplication in tax is a primary concern, he said.

Henry W. Toll is executive director of the organization. The association was instrumental in sending information on the Esquirol-Robinson bill in New York to public officials in all parts of the country about a year ago. Headquarters are maintained in Chicago.

The second interstate assembly of the council of State governments was also in session and heard a recommendation that all State and city business tax laws be replaced by a federal manufacturers' sales tax.

Manufacturers' Tax May Replace "Nuisance" Tax

WASHINGTON, March 2.—Repeal of all existing "nuisance" taxes and enactment of a 3 per cent general manufacturers' excise tax is provided in a bill introduced recently by Representative McLeod, Michigan.

He plans to make a fight for the bill when the House considers extension of \$416,000,000 of miscellaneous sales and "nuisance" taxes.

The 3 per cent manufacturers' tax, he estimated, would yield almost \$400,000,000 a year.

All necessities of life, he said, would be exempted from the general sales tax.

Passage of this bill would replace the present 10 per cent tax on amusement games with a general 3 per cent tax on manufactured goods. A similar measure was introduced during the 1934 session of Congress but did not get out of committee.

The New York City sales tax was held valid by the State Supreme Court last week.

The Tax Service Association of Illinois reports a survey which indicates that taxes in Chicago have increased at a rate six times greater than the population.

The Senate tax investigation committee of Texas, created during the last special session, made its report last week. It recommended a sales tax and also a tax on special kinds of business, including drug stores and theaters. No report is available at this writing as to its recommendations concerning the licensing of coin-operated machines.

U. S. Senate bill S-6, authored by Senator Copeland, is reported as yet not having been sent to sub-committee yet but that it will be soon. This bill affects slot machines and salesboards adversely.

A group of Missouri operators went to Jefferson City March 4 to aid in the presentation of a State bill that would represent the interests of the pinball and skill games division of the industry.

Salt Lake City License

SALT LAKE CITY, March 2.—A license tax of \$10 on pinball games and other games of skill has been levied by the city commission. A \$5 payment is demanded immediately and a short period of time will be allowed to pay the balance.

License Must Be Affixed

NEW ORLEANS, March 2.—House Bill No. 14, introduced at a special session of the Legislature prohibiting operation of pin games or other mechanical games without exhibiting thereon the license due the State or charity hospital, is designed to put the responsibility for payment on the proprietor of the place where the machine is to be used instead of the owner of the machine. Collections would be easier under this plan than under the present, when the machines may be changed from place and lost track. The new bill will require the proprietor of the place to see that the machine is properly licensed before he exhibits it for use.

Yes! THERE ARE OTHER PAY-OUT TABLES but remember . . . THERE IS only one

PUT 'N' TAKE
ON LOCATION BIG PROFITS

ONLY 1 BALL 1 SHOT
THAT WAS PROVEN AT THE SHOW!

OPERATORS CALL IT "THE GREATEST MONEY-MAKING AUTOMATIC PAY-OUT TABLE EVER PLACED ON LOCATION."

IMMEDIATE DELIVERY

\$67.50 ORDER TODAY

WESTERN'S NEW FRONT PAY-OUT DRAWER



DE LUXE SIZE: 19" x 42"

Western Equipment & Supply Co.
850 W. Blackhawk St. Chicago

OUT IN THE OPEN

(Continued from page 54)
promoter's promoter: Sorry I missed you in Albany, N. Y. The clerk at the Ten Eyck Hotel there hasn't anything on me when it comes to eating. I saw him eating a copy of *The Billboard*, so help me!—When B. Ward Beam, impresario of the Congress of Dare-Devils, gets lonesome, he invites people to lunch. I get lonesome so often that if I did the same thing I'd be a fit prospect for the county poorhouse.

Since leaving the meeting of the New York State Association of County Agricultural Societies in Albany Joe Hughes, star act salesman for the George Hamid booking office, has been averaging a contract a day. Just landed Chatham, Fonda and Brookfield, N. Y., all three increasing their budgets for attractions in front of the grand stand. Fonda is one of the oldest fairs in the State, and this year is having a centennial, with the county supervisors aiding the event financially.—George R. Fitts, formerly connected with the New York State Fair, Syracuse, now on the executive committee of the Dairy-men's League, has been made a Kentucky colonel. He once ran for lieutenant-governor on the Al Smith ticket.—William H. Goucher, grand old man of racing, recently celebrated the 40th anniversary of his election as secretary of the National Trotting Association.

in the Walter Reed Hospital, Washington, D. C., recuperating from an amputation of the left leg. Do him a favor and write to him. That goes for Sylvester Sullivan, ex-press agent of the park, whose address I can't discover.—An item from abroad quotes a public museum director as saying that snakes have no ear for music. Then *The Lives of a Bengal Lancer* must be all wrong as a film which struck me as being nothing if not authentic.—*The Debunker*, a syndicated cartoon by John Harvey Furbav, Ph.D., says: "In spite of popular stories of elephants living to be hundreds of years old, the longest that any elephant has ever actually been known to live is 70 years." How about it, you pachyderm men and historiaps?

For the first time in the memory of veteran observers, a mitt camp will appear on the Ringling-Barnum lot, this to come about when the show plays its first canvas date in Brooklyn next May. The palm reader is Madame Zindra, whose husband, Harry Lewison, has been a ticket seller in Clyde Ingalls' Side Show for some years. Madame Zindra will be in the side show.

THE Palace of Wonders Museum, managed by Joe Austin and Prof. Wendel Kuntz, got off to a fine start at Paterson, N. J., last week. It's slated for a four weeks' stay. I think this is the only small town in the country which is playing host to two dimeries right now. Jack Schaffer has had his World Museum in that city for a few years. Both of them seem to be doing well.—Edward H. Choll, president of the Allentown (Pa.) Fair, spent a few days in New York and then right home again.—Courtney Ryley Cooper, the circus story author, was scheduled to leave for Washington, D. C., on behalf of his book-writing business and there's a possibility of a lecture tour for him before the spring comes around.—Rex Billings Jr., son of the park manager, went to Ohio to visit his family, having been granted a two weeks' leave of absence from the Observation Roof in Rockefeller Center.



AUTOMATIC HORSE in booth of A. B. T. Manufacturing Company attracted attention of *Metrotone* news-reel.

Get Your NOVELTIES Now for ST. PATRICK'S DAY

B17—Shillalah Horn, Dozen, 30c. Gross	\$3.50
B18—Pipe Style Horn, Dozen, 25c. Gross	\$2.75
B19—St. Patrick Hats, Dozen, 35c. Gross	\$4.00
B20—Green Balloons, 60 Cm. Gas. Dozen, 30c. Gross	\$2.75
B11—Shooting Books, A Good Seller, Doz., 40c. Gro.	\$4.50
B12—Snake Books, Doz., 55c. Gro.	\$6.00
B13—Skirt or Shawl Dolls, Doz., 20c. Gro.	\$2.25
B14—Plain Shamrocks, Gro.	75c
B15—Shamrock with Hat, Gro.	\$1.25
B16—Shamrock with Pipe, Gro.	\$1.25
B21—Sample Assortment St. Patrick's Novelties, 1 Gross Ass'd. Items, Complete	\$3.25

NOTE—Complete List of "April Fool" Novelties Mailed Upon Request. Deposit of 25% Required on All C. O. D. Orders.

Don't Wait. Rush Your Order Today

LEVIN BROTHERS
Terre Haute, » » Indiana

Operators Seek Better Tax Fee

FLINT, Mich., March 2.—Plans for an ordinance to control coin-machine operation in Flint are under discussion by the city commission. The original proposal would have been highly restrictive because of an excessive tax. G. R. Leonard, president of the Flint Vending and Amusement Association, said this week.

However, the commission is now proposing a more equitable tax. This would include a \$10 operating fee, regardless of type of machine, for amusement machines, and a fee on vending machines ranging from \$1 on penny venders to \$10 on dime venders.

The association is countering with a proposal for a \$25 license for each operator, plus \$5 license for pin games and other amusement machines and 50-cent fee on vending machines.

The proposed Flint ordinance, which was drawn up by operators partially thru assistance supplied by the coin-machine department of *The Billboard*, is based largely on the Detroit ordinance. The essentially new feature is the inclusion of a tax upon vending machines, which are at present untaxed in Detroit.

New Ball Lift Attracts Attention at Exhibit

CHICAGO, March 2.—The rise of the modern pinball games has been facilitated by a succession of mechanical innovations that please the player. Each convention reveals new developments that initiate a new departure in pinball construction. This year an automatic electric ball lift was shown which is recognized as having great promise. Its story is told by a representative of the firm:

Greatest improvement, clever, smooth play! These are a few of the remarks heard around the display of D. Gottlieb & Company at the convention of the National Association of Coin-Operated Machine Manufacturers. The reason for this widespread acclaim was the introduction of the new automatic electric ball lift. Many hailed the new achievement as the most startling innovation in the industry in years.

While explaining the action of the new automatic electric ball lift which was demonstrated on one of Gottlieb's new games, Cyclone, Dave Gottlieb said: "The automatic electric ball lift will do to the coin-machine industry what the self-starter did for the automobile industry."

Altho D. Gottlieb & Company have the patent on this feature, Dave predicted that within the very near future it will become essential for every progressive manufacturer of modern pinball games to incorporate it in all games.

The working action of this new device is simple yet very effective. The first ball is brought into play by the player slightly touching a small electric contact button on the top of the plunger. Each succeeding ball is automatically ejected ready for play as the preceding ball is released. The automatic electric ball lift has been put thru severe tests and has stood up against all sorts of play and treatment.

The addition of this optional feature to Cyclone makes it one of the most beautiful games on the market. No longer is it necessary to have the conventional ball lift protruding from the side of the machine to break up the design of the cabinet. The lines of the

cabinet are carried thru uninterrupted in the modern motif from front to rear. The playing of the game is made much faster by means of this new feature. Eliminating the time usually wasted by fumbling around for the ball lift, the action of the game is speeded up, thus increasing the number of games per hour and therefore increasing the "take" of each game. The player can devote his full attention to the playing of the game because as he plays each ball another ball is up and ready at the plunger.

Jobbers Favor New Plan

NEW YORK, March 2.—Modern Vending Company, captained by the popular Nat Cohn and Irving Sommer, has gained the confidence of its jobbers by the advertisement which was used in the convention special issue of *The Billboard*. Nat Cohn reports that the firm has been swamped with letters of thanks from these jobbers due to the fact that its advertisement was boosting the men who have been responsible for helping it to bring about complete distribution of the products which the firm represents. Nat also stated that there was no doubt within the near future every distributor would have to adopt the same policy, due to the increase in the number of jobbers which has appeared in every important territory in the country.

Police Order Fruit Ban

LONDON, March 2.—Concessioners and club secretaries have been warned by the English police that fruit (bell) machines will not be allowed to operate on such premises after April 1. It is even now an offense to operate a fruit machine in a club or licensed premise, and many owners have discovered this to their sorrow. The order is understood not to apply to coin-operated games in arcades, clubs and other locations.

A census of fruit machines in the West End district of London reveals the fact that there are nearly 800 in use. In most cases operators have placed them with locations on the standard 50-50 basis. Most popular of the machines are the nickel and quarter bells adjusted to accept the English penny and shilling.

C. O. D.
Fast 4-BALL Play!
Takes in \$30.00 TO \$40.00 a DAY!

Only \$39.50
1/3 with Order, Balance C. O. D., F. O. B. Chicago.



SKYSCRAPER
The Original LIGHT-UP Pin Game

WITH AMAZING NEW FREE SCORE DIAL AND BONUS AWARD FEATURE

Price \$47.50
1/3 With Order, Balance C. O. D., F. O. B. Chicago.



Operators! These are the games that are making the big money now. Put out a few more and make some quick cash while you're waiting for the new Show numbers! Also ACTION—RED ARROW—ROCKET—CHAMPION—SPARKPLUG! See them at your nearest jobber.

BALLY MFG. CO.
4619 RAVENSWOOD AVE. CHICAGO, ILL.

NOW DOWNTOWN as well as UPTOWN
ACME VENDING COMPANY, Inc.
448 NINTH AVE. (Near 35th St.) NEW YORK CITY

Sol Wohlman, In Charge, Offers These Opening Specials

MILLS CANNON FIRE, JR. \$25.00	AMERICAN BEAUTY, Latest Model. \$ 5.00
GOLDEN GATES 8.00	MAJOR LEAGUE, SR. 20.00
ELECTROS 10.00	LONE EAGLE 10.00

WRITE TODAY FOR LATEST USED MACHINE BULLETIN!

ACME VENDING COMPANY
1121 ST. NICHOLAS AVE., NEW YORK N.Y.

WE WANT TO BUY:—
Used Triple Slot Lite - A - Lines, BOWL MODELS ONLY. Wire Us How Many You Have and Best Prices.

WILL SELL:—
SELECTEM DICE MACHINES, slightly used, \$6.50 Each.

AMUSEMENT NOVELTY SUPPLY CO.
Elmira, N. Y.

IRVING MANUFACTURING & VENDING CO. INC.
922-8th AVE. NEW YORK Col. 5-4959

LOW PRICES—RECONDITIONED MACHINES

Blue Streak \$ 7.50	Esquire ... \$17.50	Lightning \$11.00
Cannon Fire (Mills) 34.50	Fleet 11.00	Live Power 17.50
Crisp Cross 20.00	Flying Trapeze 20.00	Maj. League, Jr. 22.00
Drop Kick 20.00	Forward Pass, Jr. 12.00	Nº 1, Los. Sr. 25.00
Electro .. 12.00	Golden Gate .. 11.00	Signal ... 17.50
Electro (Buyback) 13.50	Gridiron .. 17.50	Stream'line 7.50
		Subway ... 13.50
		World Ser. 6.50

1/3 Deposit, Balance C. O. D.
ALL NEW PIN TABLES ON HAND.



BABE KAUFMAN AND HER FORCE—"America's only woman jobber" lines up her helpers to be "shot" in New York City.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Tokens From the 1935 Convention

Best story at the convention told by Grace Baron (so it's fit for publication): Bill Rabkin took a bad case of convention blues on the very first day, so wired his wife that he was lonesome. She caught the very first plane and was at his side early the next morning. Bill was in good spirits the rest of the time.

Three other men told Silver Sam stories that were "fit for publication," but in the mad rush of things they were forgotten. Jim Cante, of W. J. C. Vending Company, was one, and I can't remember the other two men. If they will send me their stories I will try to get them published later. Stories told by Perc Smith, Nat Cohn, Jim Buckley, et cetera, were rejected by the Decency League without explanation.

J. O. Bates is now sales manager of the Pace Manufacturing Company and helping to set the pace for the industry with Pace's Races. He was formerly with the Caille Brothers, of Detroit. He said the convention was great and gave him a chance to make friends.

The Bally Boys have been talking variety for a long time, and talk about variety, they had it in their display of machines at the 1935 convention. They should pick up that old slogan, "A machine for every purse and purpose," and tell the world about it. (To Herb Jones—No charge for this advertising tip provided you spread it in *The Billboard*.)

To many members of the trade it was a source of joy to see Jack Keeney right at the front entrance to the exhibits. He was there with his new Quick Silver. Jack has had some tough breaks and his many friends have been hoping with him. This time it isn't only sympathy. You could hear on the sidelines, "I think he's got something." Keeney reported that his business had been the greatest of any show he had attended.

Showmanship in the coin-machine industry! Leave it to "Western" Jimmy Johnson, Western Equipment and Supply Company, to show showmen how. He borrowed an idea from Chic Sale and spread it on thick. His booth was given an air of privacy with an old board fence. Out front stood Put 'n' Take--

Mr. Puit, an eight-foot giant, who was formerly at the World's Fair. Beside him stood a midget less than three feet, also from the World's Fair. They handed out advertising matter and invited visitors to take a peep inside. Near the front entrance was one of Chic Sale's world-famous country restrooms, with a copy of *The Billboard* hanging in an appropriate place. Jimmy says that *The Billboard* is getting to be much more popular than mail-order house catalogs. He also had some excellent machines to show to operators once they got thru laughing at the show.


The largest booth at the convention was said to be that of Exhibit Supply Company and Eric Wedemeyer, which occupied a space extending 80 feet along one side of the exhibit hall. Pinball games, digger machines and a big display of premium merchandise occupied this extensive space.

It was almost an impossible job for a reporter to cover the doings at the exhibit booths due to the pressure of the unusually large crowds. Manufacturers and their attendants at the booths were overworked, and in some cases gave reporters a "piece of their mind" for nosing in when they were busy.

Will it repeat the record of Ballyhoo, Five Star Final, Jigsaw, etc.? The pinball game Criss-Cross. There is a game with a very simple idea but so fundamental in its appeal that it should go on and on. But Silver Sam ventures the guess that there are so many good games on the market now it will be difficult for any one machine to dominate the market as some previous machines have done.

Following the 1934 convention a baseball table game was so popular that it brought a deadlock in the market. But there are too many firms with good machines on the market now for that to happen again.

What will become of all the new and excellent models of pinball games shown at the 1935 convention? That question was asked many times by many people during the show and many answers were given. One supposition was heard on the floor which may express the hope of all: "If each manufacturer finds among



Thanks

coin machine men of America!

Thanks for the whole-hearted enthusiasm with which you endorsed the new Bally machines at the Show.

Thanks, too, for the volume of business you gave us—making this the most successful Show Bally has ever known.

And thanks, above all, for your patience. In spite of the fact that some eight or nine salesmen were in our booth at all times I know that many of our customers could not be given the attention they had coming to them. The crowds packed in and around the Bally booth made it impossible for us to do more than give "wholesale" demonstrations of our machines. Jim Buckley and I both apologize for our inability to see all who had business to transact with us. We did our level best—but the days were just too short and too few!

And so again—from the entire Bally organization—to the operators and distributors of America—our sincere THANKS!

**RAY T. MOLONEY, PRESIDENT,
BALLY MANUFACTURING CO.**

Watch for early release of **TRAFFIC . . . RANGER . . . PLANETELLUS . . . SKILL . . . CIRCLE . . . IMP . . . FRISKY . . . TUNNELS, ETC.**

Local Information Wanted

The following information has been requested by the tentative national association of operators formed at the 1935 Coin Machine Exposition in Chicago. Cards were distributed to operators present at the sessions. The information blank is reprinted here, and any operator who chooses to do so may fill in the blank and mail to Silver Sam, *The Billboard*, 54 West Randolph street, Chicago. The blanks will be turned over to Ralph T. Young, chairman of the organization committee, or whoever may be designated by the committee:

Name

Street..... City..... State.....

Is there an Operators' Association in your locality?.....

Name of Association..... Are you a member?.....

Is there a tax in your State?..... City?.....

Are automatic payout tables legal in your territory?.....

Are prizes on pinball games legal?.....

How many machines do you operate?.....

Remarks

his numbers one good machine that actually clicks with the trade and with the public the business will continue to expand and all will be happy."

One of the comedy statements made by visitors to the show was that of an operator who looked at a machine and said he would not be interested in it because it was already two weeks old!

A. B. T. Company stole the show from a publicity standpoint. Newspaper photographers took pictures of the automatic hobby horse, and the pictures appeared in the dailies, advertising the show and the company. Also, several pretty girls were shown sitting on the horse and showing its operation. Pictures were also taken by the Hearst-Metro News and will be shown in theaters throughout the United States. This was entirely due to Walter Tratsch—one of the most lovable men in the industry.

H. C. Evans & Company had a continuous stream of visitors to the beautiful Bull Fight Room, where it had a special showing of its newest machines. R. H. Hood, the genial host, and John MacMahon, the sales manager, were on tap at all hours to see that everyone partook of the buffet spread and drinks.

"The front cover of the convention issue of *The Billboard* was a real job of advertising our pin games, as good or better than the design last year where you showed a scene of movie stars playing a pin game. Such a picture on the front cover of a magazine with the circulation and reputation of *The Billboard* is bound to make the games better known. We manufacturers owe you a vote of thanks."

A. L. Koolish, Pierce Tool and Manufacturing Company, bobbed up with one for the books. Says he overheard a conversation between an exhibitor and a prospective buyer which ran something like this:

"Are you an operator?"
"No."
"Jobber?"
"No."
"Well, what are you?"
"I'm a distributor."
"Oh, I see, starting in at the bottom."

Ed Johnson, of J. P. Seeburg Corporation, one of the busiest men on the floor, finally had to put on a pair of roller skates in order to cover his multitudinous duties.

The modest Perc Smith, in Exhibit Supply Company display, when asked how they were faring, said they "must have sold all of six or five machines."

ALTHO AS JOVIAL and happy as ever, there seemed to be some change in Al Mendez, the Wurlitzer Simplex salesman of Louisiana, Mississippi, Tennessee and Alabama. The mystery was solved when it was learned that just a month and a half previous Al had formed a new partnership in business. Sorry you didn't bring the new bride with you, Al. Those in the know say she's a charming person. Congratulations, Al.

HARRY MOSELEY, of Richmond, Va., was seen about the convention floor happy as ever, having just recovered from a serious sick spell. His case was so critical that his doctors at one time gave him only six months to live, but he's already gone several days beyond that now and says he's feeling fine. Evidently the doctor didn't know Harry very well when he made the prediction. He was so glad to be among his friends in the industry they had to pull him away at train time.

HARRY PAYNE, who sells Wurlitzer Simplex phonographs in Ohio and Western Pennsylvania, was referred to by his co-workers as the only "Payne" in the Wurlitzer organization. His side of the story is that green-eyed jealousy prompted the statement. Harry was so successful with the ladies that many other gay Lotharios had to admit defeat.

GEORGE AND ALBERT NAVICKAS, Connecticut operators, were on hand and placed a healthy order for the Wurlitzer Simplex machines. The two brothers operate more than 400 musical instruments and 100 pin games.

WAITING 1c, 5c TWIN JACKPOT BELLS and VENDERS, \$35.00; 1c Jennings Little Duke Jackpot Bells or Vendens, Latest Coin Chute, \$27.50; Mills 5c Double Visible Lion's Head Jackpot Bells, \$27.50, 1/3 Deposit. Get our prices on New and Used Latest Model Machines. KINZER NOVELTY CO., 1512 E. 98th St., Chicago.

that's **BEACON** **BIG PROFITS!**
LONG LIFE!
LOW COST!



Stoner's
ORIGINAL
FLASHING LIGHT
CREATION THAT'S
UNIVERSALLY ACCLAIMED
BY ALL OPERATORS!

Place BEACON on location and assure yourself of A LONG TIME BIG MONEYMAKER.

YOUR LOCAL
DEALER HAS IT
READY Now!

DELUXE SIZE
21" by 41"

\$39.50

STONER CORPORATION 328 GALE STREET
AURORA, ILL.

NICKEL ANTE
A REAL MONEY MAKER

1,000-Hole. Form 3197.
Takes in \$50.00. Pays out average \$23.37.
Size 10 1/2 x 10 1/2 inches. 25 to Square inch.
PRICE COMPLETE WITH EASEL AND
COUNTERFEIT PROOF NUMBERS.

\$3.45

Plus 10% Federal Tax.

Chas. A. Brewer & Sons

Largest Beard & Card House in the World,
6320-32 Harvard Avenue, Chicago, U. S. A.

NICKEL ANTE

5 CENTS PER GAME
LAST PUNCH IN EACH SECTION RECEIVES PRIZE IN CITY

Seen as Echo of Mills' Meddling

NEW HAVEN, Conn., March 2.—Echoes of the appeal taken by the Mills Novelty Company, of Chicago, against the present slot machine law were revived here recently when Milton L. Moore, once called the "slot machine king of Connecticut," was indicted on charges of evasion of income tax payments.

"Moore, as head of the amusement companies in this city, with offices in New York, was active as a distributor of slot machines here and thruout the State prior to the passage of the State law which made them illegal. An appeal was taken to the Federal Court here by the Mills Novelty Company, of Chicago, manufacturer of the machines, on the ground that the State law was unconstitutional.

"However, the three judges sitting here as a constitution court ruled that the law was valid," said *The New Haven Evening Register* on February 15.

Wurlitzer Combines Sales Convention With Coin Show

CHICAGO, March 2.—All factory representatives of the Rudolph Wurlitzer Manufacturing Company, North Tonawanda, N. Y., were in Chicago last week for the mammoth coin-machine show, thus enabling the firm to hold one of its regular semi-annual sales conventions at the same time of the big show.

Previous to the opening of the show a number of meetings were held in the Sherman Hotel, attended only by the field men and executives from the manufacturing plant in North Tonawanda.

Plans were laid for closer co-operation with operators handling the Simplex automatic phonograph. Facts and figures on the benefits operators derived from the direct mail campaign to locations were given. It was pointed out that operators everywhere were appreciative of the efforts of the Wurlitzer company to help them secure more and better locations for the Simplex instrument.

At the organization banquet held Sunday night of the convention in the

Crystal Room of the Sherman Hotel prizes were given to the field representatives who attained or exceeded the quotas assigned to them for the six weeks' period previous to the opening of the show. Eleven of the 16 field men present received prizes for exceeding quota, some of them selling as much as five times the quantity set for the period.

Grand prizes were given to the three highest salesmen and the prize winners in the order of first, second and third were: H. I. Drollinger, Houston; R. S. Bleekman, Chicago, and S. T. Cass, Syracuse, N. Y.

Robbins Praises Beacon

BROOKLYN, March 2.—Following the 1935 exposition in Chicago, Dave Robbins still insists that the table game Beacon is one of the best that the operator can buy today. He backs up this statement by continuing to place quantity orders with the Stoner Manufacturing Corporation for the successful game. Dave believes that Beacon should prove a popular number with all the jobbers, particularly because most of the games shown at the recent Chicago convention were higher than Beacon. Dave is highly enthusiastic about Tick-a-Lite, new ticket-vending pin game, which will be ready for delivery in several weeks. D. Robbins & Company are distributors for the Stoner Manufacturing Corporation in New York, New Jersey, Connecticut and Philadelphia. The firm also distributes Top-Flight, the new Dudley Clark game. There are no batteries or wires in Top-Flight, as this is a strictly mechanical game. Dave believes it will be a winner and will be as popular as Live Power, Dudley Clark's previous game.

To Open N. Y. Quarters

NEWARK, N. J., March 2. — George Ponser, Newark distributor, reports that his firm will open distributing offices in New York City within a few weeks for the benefit of those manufacturers whom his firm represents in the metropolitan area. George believes that the jobbers in New York need a more centrally located office where they can obtain their machines with less waste of time. The firm will retain its large showrooms and offices in Newark.

BEACON

OPERATOR'S PRICE, \$39.50. IMMEDIATE DELIVERY!
BEACON is Mechanically Perfect and a BIG Money Maker!

COMING

"TOP-FLITE"—A New Fascinating Pin Game by the Manufacturers of "LIVE POWER"—OPERATOR'S PRICE ONLY \$34.50. Ask for Advance Information.

D.ROBBINS & COMPANY - 1141 DeKalb Ave., Brooklyn, N.Y.
METROPOLITAN N. Y. DISTRIBUTORS

SAINT PATRICK'S DAY NOVELTIES

Special Beautiful Green Carnations. Our Best Selling Number. Gross, \$2.50. Miniature Irish Silk Flies with Sticks. Gross, 80c. Silk Shamrocks with Clay Pipes. Gross, \$1.00. Silk Shamrocks with Clay Hats. Gross, \$1.00. Blow-outs. Large Size. Gross \$1.50. Green Cricket Noise Makers. Doz., 40c. Green Crepe Paper Hats. Per 100, \$2.00. Miniature Green Hats. Per 100, \$2.25. Flexible Green Wood Snakes (Very Realistic). Doz., 80c. Green Crepe Paper, 22" Wide. Doz. Rolls, 75c. Green and White Serpentine Confetti. Doz. Pkgs., 60c. Order today from this ad. 25% with order. balance C. O. D.

The Midwest Novelty Co.

KANSAS CITY, MO.

BUY USED MACHINES WITH CONFIDENCE

CANNON FIRE \$25.00 | DROP KICK \$17.50
FLYING TRAPEZE, SR. 25.00 | FLEET, SR. 25.00

CASH WITH ORDER.
Send for List of Other Used Machines.
ALL NEW MACHINES IN STOCK.

EASTERN 350 MULBERRY STREET
NEWARK, N. J.

Minnesota Ops Get Publicity

MINNEAPOLIS, March 2.—The Minnesota Skill Game Operators' Association promises to lead all organizations in the work of securing favorable publicity in local newspapers for the benefit of the industry. A recent local paper has the following to say in the column "As the Editor Sees It":

"Let's have fair play! The reformers are always sticking their blue-nosed snouts into everybody's simple pleasures and the pin-game machines are their new line of attack. Why they should suddenly decide that these pleasurable contrivances are 'illegal' is beyond my comprehension.

"To begin with the games are advertised as 'skill games' and after a certain number of tries a person with a steady hand and keen eye can make the marble balls fall into the correct slots just as a bowler can 'feel' the lay of the tenpins or the billiard player the necessary touch of 'english' to make perfect shots on the green cloth.

"The operators have as much right to post prizes for the most skillful player as has the golf club, the bowling alley, the billiard room and a hundred and one other enterprises. This has been brought before various courts thruout the nation with favorable decisions for the operators.

"In Minneapolis, and the entire State as well, we have been fortunate in having an association of operators and wholesalers whose interest in the legal aspect of this situation has resulted in a series of petitions now being circulated thruout the State. These petitions clarify the situation so completely that thousands of signers have already affixed their signatures to the proposal.

"Besides, all machines operated by the Minnesota group carry this prominently displayed label:

"A GAME OF SKILL,
NOT A GAME OF CHANCE

"A 10 per cent Amusement Tax on this machine is paid to the U. S. Government. We kindly request that persons under 21 years of age and those receiving relief from the government refrain from playing this amusement machine."

"MINNESOTA SKILL GAME
OPERATORS' ASSN."

"As a matter of fair play we believe in the principles of the operators. They have a big investment at stake. They are all interested in fair tactics. All they ask is co-operation from the players and a definite understanding from the proper officials. To that end they are willing to carry their battle to the courts to prove, conclusively, that unlike the so-called 'slot machines' the pin games ARE a game of skill and not a mercenary mechanical device to wheedle pennies and nickels away from the general public."

Tax Order Countermanded As Texas Ops Show Fight

DALLAS, March 2.—Texas tax collectors were ordered this week to begin collecting the \$1 to \$15 tax on coin machines, which operators had successfully

Announcements

FLORIDA—A call meeting for Florida operators and jobbers has been set for Thursday, March 14, at Orlando. Further details will be mailed to operators and also announced thru The Billboard, or write A. H. Bechtol, Daytona Beach, Fla. The meeting is for the purpose of completing the State organization of operators.

NATIONAL OPS—Ralph T. Young, 5517 Warren avenue, Norwood, O., was elected to head the pre-organization committee to form a national association of coin machine operators. Those interested may correspond with him. His committee will cooperate in forming local organizations.

THE LEGAL AND ADVISORY Committee of the National Association of Coin-Operated Machine Manufacturers offers cooperation in legal matters and in forming local organizations. Address C. S. Darling, secretary, 120 South La Salle street, Chicago.

THE BILLBOARD offers the aid of its legal and information service to its readers and to any recognized organization of the trade. Address Silver Sam, The Billboard, 54 West Randolph street, Chicago.

blocked for more than a year, only to have the order countermanded two days later by the State comptroller.

The tax bill was attacked by injunction and by criminal prosecution, and the Court of Criminal Appeals ruled against the operators. The injunction remained in force until recently, however, when the attorney-general's motion to dismiss it was sustained in 98th District Court at Austin. On dismissal of the injunction, State Comptroller Sheppard ordered tax collectors to collect the levy, making collections retroactive.

Plaintiffs in the suit, styled Drollinger et al. vs. Sheppard et al., appealed, however, and posted supersedeas bond, which had the effect of continuing the injunction. Sheppard then had to countermand his order.

All enforcement officers and tax collectors in the State are parties to the suit, based on the operators' contention that the tax was discriminatory as between coin machines, since pay toilets and other coin-operated devices were exempt.

Meanwhile new tax legislation, approved by the operators, is pending before the current session of the Legislature.

Jobber Makes Expansion

WATERBURY, Conn., March 2.—The Connecticut Amusement Machine Company, jobber of coin machines, has recently moved into larger quarters. The firm reports a very successful year in 1934. The expansion includes taking over a large store next door to the present location, which gives it a beautiful display room.

A. Abel, manager, says it will have on hand at all times the latest amusement games, parts and one of the best repair shops in New England. He promises full co-operation with operators and his establishment is open from 9 until 9 in the evening.



HEFFNER AT MIDWINTER PRACTICE—Don Hefner, former Baltimore Oriole star and now scintillating second-baseman for the New York Yankees, in pre-season practice on a Major League baseball table game.

ORDERS
ORDERS
REORDERS
ORDERS
ORDERS
ORDERS

Criss Cross

\$44.50

CRISS CROSS
'A' LITE

Must HAVE BEEN THE LARGEST SELLER AT THE Show

RUSH! RUSH! RUSH! Orders... orders and reorders. That's all we've heard at the show and since the show! CRISS CROSS A LITE is getting the biggest play from operators who have them NOW on location! When a man REORDERS then you KNOW it's a winner!

GENCO, Inc.
2625 N. ASHLAND AVE. CHICAGO

THE WHOLE WORLD NEEDS A BUILDER-UPPER



EXCLUSIVE DISTRIBUTORS FOR MET. NEW YORK, NEW JERSEY AND CONNECTICUT

OPERATORS PRICE \$44.50 F. O. B. New York. RUSH ORDERS!

JOBBERS • OPERATORS

The World—The Nation—The Jobber—The Operator—The Player—EVERYONE—EVERYWHERE NEEDS THE BUILDER-UPPER—"America's Newest Pin Game Smash."
The only REAL Progressing Score Pin Game with a Thrill in Every Play! The PLAY is faster than the eye.
YOU NEED BUILDER-UPPER—It's READY FOR DELIVERY!
TERMS: Full Cash Must Accompany All Orders Less Than \$25.00. Over \$25.00, 50% Deposit, Balance C. O. D., F. O. B. Brooklyn. ALL FOREIGN SHIPMENTS, Full Cash With Order. Cable Address, SUPVEN, New York.

SUPREME VENDING CO., INC.

557 ROGERS AVE., BROOKLYN, N. Y.
BRONX OFFICE: 1416 Webster Ave., Bronx. Marty Rosen, Mgr.

New Vender for Health Product

DETROIT, March 2.—Mechanical Merchandisers, Inc., has been incorporated with a capitalization of 2,000 shares, no par value, as a Michigan corporation. The company is producing an entirely new type of vending machine designed to vend a dehydrated orange product.

The company is headed by A. W. MacFarland and A. M. Williams. R. M. Howitt is general manager. Headquarters have been established at 3512 West Port street.

Williams is well known to coin-machine manufacturers as one of the leading inventors of vending machines. He is a resident of Dearborn and has invented a wide variety of machines.

The new machine will be used for a product sold by the Dixie Cup Company, of Philadelphia, under the name of Orange Calcivita. This is a product supplied by California fruit growers, which it has hitherto been impossible to handle thru vending machines. Oranges not sold at once are dehydrated. Hitherto these have been available only as a hospital product, and the entire production in this country is thru a Kalamazoo company.

Now, however, the output has increased to such an extent that it is possible to place the Calcivita on the general market, and the true value of the coin machine has again been proved in the fact that this method of distribution has been selected. The product, it has been discovered, has a large supply of vitamin D and is of unusual health value. It is possible that this may become an important factor in American diet within the next year or so.

The new machine designed by Williams is a radical departure from similar type machines and with special provisions for handling paper cup products. The coin chute is designed for nickel coins and works automatically upon deposit of coin.

The new Calcivita machines will be placed in industrial locations first. Chicago has been selected for first installations, with rapid expansion planned. The fact that the product is useful as a stimulant for factory help during work hours is considered a good selling point. Williams has also recently completed a new type of bulk vender, penny style, for the Metro-Metal Manufacturing Company.

Keeney Firm Increases Production Facilities

CHICAGO, March 2.—Jack Keeney, of J. H. Keeney & Company, reports that additional manufacturing facilities have been added by his firm as a result of trade response to the Quick Silver table game at the 1935 Coin Machine Exposition.

"I have attended many shows in my experience in the industry," Keeney stated, "and usually had the feeling that there was really little business to be had at such exhibitions. But I changed my mind at the recent convention and am fully convinced that business was actually transacted. The acceptance and actual orders placed for our Quick Silver game led to the immediate necessity of increasing our production. We have done this and appreciate the great response to the machine."

New Lock for Machines

CHICAGO, March 2.—A new pick-proof lock, the application of which is universal, is now being marketed by the Dudley Lock Company, of Chicago. The new lock carries a \$100 Lloyd's policy that the lock is pickproof.

The new lock is opened by a four-edge key, a unique design that prevents spurious duplication. The key is really four keys in one, operating four sets of pin tumbler instead of one in the core. This provides an infinite number of key changes so that no two Dudley locks are alike. Only the original owner can order a duplicate key by presenting his registry tag to the authorized Dudley dealer in his community.

Underwriters Laboratories have tested this lock and proved it to be grip-proof, fileproof, drillproof and jimmy-proof. Its application to desks and to drawers will guarantee protection of valuables and will encourage sales to business men and executives, as well as sales in private homes. It can easily be applied to all types of coin machines.

HORSE SHOES

With Thrills and Pays of the Turf

By EXHIBIT

Plaser selects his horse with "Select or" either 1-2-3-4-5 or 6 which corresponds with numerals on one of the cubes. Another cube indicates WIN—PLACE and SHOW. The third cube quotes the various pay-off odds to WIN—for PLACE and to SHOW. Pays pennies, nickels, dimes and quarters.



\$12.50 1 or 100.
Deposit with Order, Balance C. O. D. Size: 14" Long, 10" Wide, 4" Deep.
"Whether Large or Small, Deal With Electro Ball."
THE ELECTRO BALL COMPANY, INC. Distributors, 1200 Camp Street, Dallas, Tex.

HARLICH SALESBOARD CATALOG
Newest
Advance Issue

Just out! Contains all the newest and hottest numbers! If you operate salesboards—or sell them—you simply can't get along without this big new catalog. Advance copies now ready.
Send for your copy NOW and begin to share in the tremendous profits that are being made everywhere with Harlich salesboards.

SEND FOR IT NOW
HARLICH MFG. CO.
1401-1417 W. Jackson Blvd., Chicago, Illinois

A KNOCKOUT! "GAYEST OF THE 90s"

AT LAST YOUR DREAMS COME TRUE—IT SELLS—REPEATS!

These Fascinating Statuettes are 12 inches high. Cast solid of Reinforced Plastic Compo. Artistically Hand Painted. Six Stunning Colors. Detachable. Feather Trimmed Hat. Sparkling Gown and Shoulder Straps. Rings and Earrings. What an "Eye Filler" with Fan in Hand and that "Come Get Me" Smile.
TRY THIS NEW NUMBER AND WATCH THE MONEY ROLL IN.
\$6.00 per Dozen, \$64.80 per Gro. Assorted Colors. 1/3 with Order. Balance C. O. D. Or Send Full Remittance With Order and Save C. O. D. Charges. Single Sample, Prepaid, \$1.00.



Salesboard Operators—Distributors—Write for the "Low Down" on Our Fascinating Salesboard Deals. Easy Sales—Repeats.
YOU CAN'T GO WRONG. GAI R MFG. CO.
Dept. 223, 1916 Sunnydale, Chicago.

HORSE SHOES \$12.50 I-O-U SELECT 'EM

Latest Counter Games. For a limited time only we will give free 5 Boxes of High-Grade 5-Star Ball Gum with each of the above machines purchased.
W. B. SPECIALTY CO., 2507 Marcus Ave., ST. LOUIS, MO.

REVISED AND UP-TO-DATE MACHINE List mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this List weekly.

KANSAS NOVELTY COMPANY
655 W. Douglas Ave., Wichita, Kan.
"Largest Stock of New and Used Machines in the Middle West."

Send your correspondence to advertisers by mentioning The Billboard.

Large Variety of Designs PILLOWS Beautifully Colored



On High Luster Satin. Dozen.. \$6.00 On Quality Satin. Dozen.. \$3.75 (Size 20x20, Including FRINGE.)

With Kapok Filling, \$2.00 Dozen Additional. FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," Etc. 25% Money Order Deposit Required, Balance C. O. D. For Quick Action, Wire Money With Order.

WESTERN ART LEATHER CO.
1646 Arapahoe St. (Manufacturers), DENVER, COL. P. O. Box 484.



MORE THAN EVER BEFORE YOU ARE NOW SURE TO

••••• **SAVE MONEY** •••••
By Dealing With Birmingham Vending Company
for Complete Details of the NEW WINNERS... TIME-TRAFFIC—STAR-LITE—BEACON—SENSATION—SKYSCRAPER—CHICAGO EXPRESS—TURNTABLE—CYCLOPE—CHECKERS—and ALL the Others. Information YOU NEED Furnished FREE of Charge.

BIRMINGHAM VENDING COMPANY
1902-8th AVE., NORTH • BIRMINGHAM, ALA.



SALESBOARD OPERATOR

Here's a Gold Mine—Brand New and Red Hot!

Our 2000 TICKER penny assortment, 40 package payout, average location will sell one a day. Sells to retailer at \$6.00 each.

Price—Sample \$4.00, lots of 10, \$3.75

Order from this ad and be convinced that this is the biggest hit of the year.

H. G. PAYNE COMPANY
203 Church Street NASHVILLE, TENN.

EXCLUSIVE EASTERN DISTRIBUTORS
J. H. Keeney & Co. "QUICK SILVER." Ad-Lee Co. "ZIP." L. & R. Mfg. Co. "GLOBE TROTTER."
USED PIN GAMES
SIGNAL, DROP KICK, ESQUIRE, GRIDIRON, CRACK SHOT, SHOOTING STAR \$16.90
ELECTRO, GOLDEN GATE, SUPER 9, BUDWAY \$11.90
RELA V. AMERICAN BEAUTY, BLUE STREAK, PUSH OVER. \$8.90
WRITE FOR BABE'S BARGAIN BUYS.

BABE KAUFMAN 455 West 42nd St. Tel. ME 4-1111 3-0468
NEW YORK CITY

TURN TABLE

Spectacular Action Proves Success

TURN TABLE was the smash hit of the show. It is even a bigger hit on location. Operators are already reporting remarkable profits. And here is the action that makes TURN TABLE so sensational: Place a ball in either or both "500 Approach Pockets." A skill shot into "Starter" hole turns bridge... lights flash... ball crosses bridge, and is carried down "Scoring Avenue." It is "kicked" back over lower "Viaduct" into High Score Field to be "kicked" again into a high score pocket. Shots going directly over bridge enter "Center Avenue" to be "kicked" into pocket of Intermediate Scoring Field. The action of TURN TABLE is quick, positive and remarkably fascinating. Like all Gottlieb products TURN TABLE embodies skill, beauty and mechanical perfection. Extraordinarily low priced. The cream of the play is yours—if you place TURN TABLE right away. ORDER FROM YOUR NEAREST JOBBER!



3 Smash Hits of THE SHOW!

MATCH PLAY
AUTOMATIC PAYOUT

CYCLONE
TRIPLE FIELD

MATCH PLAY—\$87.50
Ready for Delivery—MARCH 10th

CYCLONE—\$72.50
with Automatic Electric Ball Lift
The Greatest Improvement in the Pin Game Industry!
Ready for Delivery—MARCH 15th

D. GOTTLIB & CO. 2736-42 N. Paulina St. Chicago, Illinois

IMMEDIATE DELIVERY \$39.50 Size 40"x20"

New York: American Vending Co. 773 Coney Island Ave., Brooklyn; 45 Elizabeth Ave., Newark.

Sole European Distributors: Burrows Automatic Supply Co. 78-81 Fetter Lane, London, Eng.

St. Patrick Novelties

Best Values and Assortments. Guaranteed Savings—Immediate Shipments—Order Now

- SHAMROCK, with Pipe or Hat. **\$1.00**
- IRISH & AMERICAN BOW FLAG COMBINATION (Out Exclusive Item). Gross **90c**
- ENAMELED SHAMROCK BADGE PIN, with Ribbon Streamers. **3.00**
- 5c PAPER HAT ASSORTMENT, 36 Ass'd. Flashy Styles, Gro. **2.50**
- 5c NOISE MAKER ASSORTMENT, 36 Assorted Styles and Noises. **2.50**
- 5c BALLOON ASSORTMENT, Assorted Sizes, Shapes and Designs. **2.50**
- DECORATIVE GARLANDS, Assorted Designs, Dozen. **75c**

Samples of Other St. Patrick Novelties Sent Free with Orders. 25% Deposit with Order, Balance C. O. D.

Write for Our Confidential Price List of Streetmen & Circus Novelties.

GOLDFARB NOVELTY CO.
116 Park Row, New York, N. Y.
THE HOUSE THAT SERVICE BUILT

Florida Ops To Meet at Orlando

CHICAGO, March 2.—Florida operators attending the 1935 Coin Machine Exposition here took steps to complete the formation of a State organization. A State meeting has been called for March 14 to be held in Orlando. Notices will be mailed to all operators in Florida thru the offices of the National Association of Coin-Operated Machine Manufacturers, and notices of further progress will be made thru *The Billboard* each week.

It is considered urgent that all operators and jobbers in the State attend this meeting and a welcome invitation has been issued to all who will come. Problems relating to conditions in Florida will be discussed, but no operator will be urged to join an organization unless he is thoroughly convinced that he will be benefited.

During the meeting in Chicago D. W. Donohue, of Mills Novelty Company; O. D. Jennings, of O. D. Jennings & Company, and C. S. Darling, secretary of the NACOMM, offered their hearty cooperation to assist the completion of the Florida organization. Mr. Donohue expects to join the boys at the Orlando meeting and lend his assistance in getting the organization started.

Present at the Chicago meeting were Mr. Alders, Games Operating Company, Tampa; George Alcorn, Tampa; Bill Frey, Bill Shayne, Miami; C. B. Fuller, De Land; A. H. Bechtel, Daytona Beach; T. V. Williams, Ty Ty, Ga.; R. M. Sparks, Macon, Ga.; A. C. McDonald, B. R. Daley, Jacksonville, and others.

in every important center in the country, the firm is preparing a campaign which it is claimed will pull the nickels right into the phonos.

Unique posters, cards and other matter will be distributed to the ops. Another idea which the firm is considering is the use of leading moving picture stars. The records will be especially constructed for operator use and will have the latest song hits. A regular service telling the operators of the music that is being played all over the country will be instituted.

The Dallas, New York and Chicago offices of the firm have arranged special rooms for the operators, and other Brunswick offices are following suit.

Another innovation of the operator helps which the firm will establish this year will be getting together with the men in the various cities and bringing about a closer understanding. The firm will make special effort to educate the operators in how to choose records.

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 squares. Compacts complete with Rouge and cake Powder, with Puffs \$1.00 and unbreakable Mirror. Doz. \$1.00

B441—Polished Nickel Style with Inlaid Enamel Design, worth twice this \$1.35 price at least. Dozen \$1.35

B442—Gents' Umbrellas, Hook \$8.00 Handle, Durable Covering, Dozen \$8.00

Sample, Postpaid, \$1.00

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Alabama Ops in Statewide Move

BIRMINGHAM, March 2.—In a telegraphic message to *The Billboard*, the Alabama Coin Machine Operators' Association reported an important meeting held at the Tutweller Hotel February 24. Seventeen members were present to lay plans for perfecting the State-wide organization. Representatives of the organization will undertake to marshal operators in every part of the State in order to meet some of the adverse reactions of the recent State Supreme Court decision. Reported that membership of the organization had already been doubled and funds for aggressive action are being raised.

Statutes in Alabama considered as unfair and a legislative plan is being formed to initiate more progressive laws relating to skill games. Next session of Legislature convenes April 30 and definite plans will be completed by that time. Max Horwitch, 1902 Eighth avenue, North Birmingham, is secretary of the organization.

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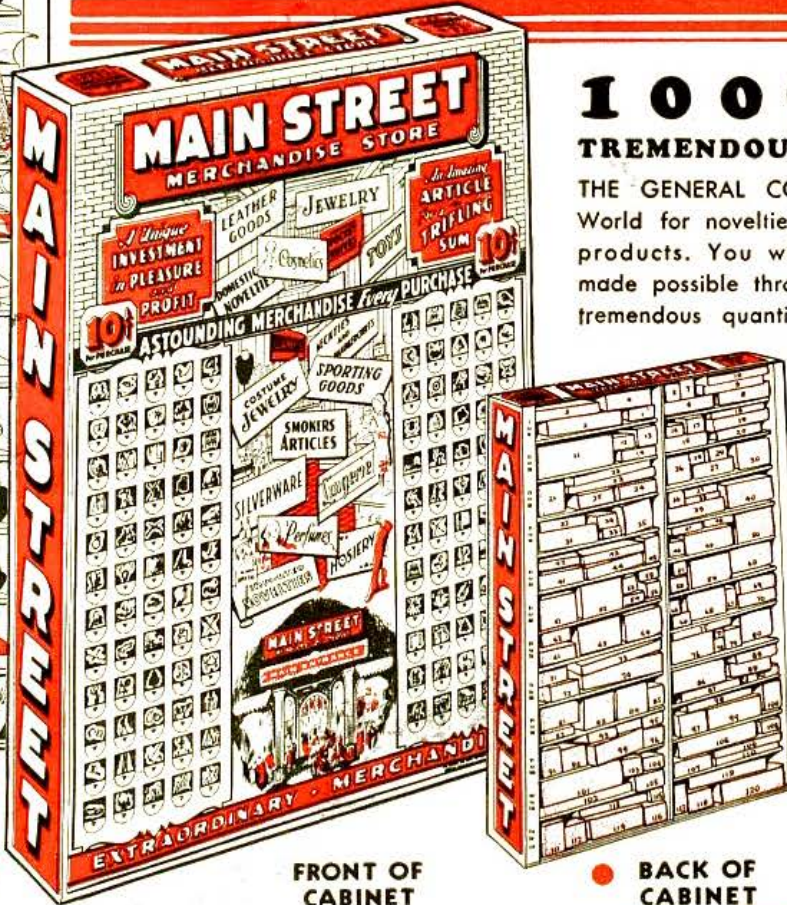
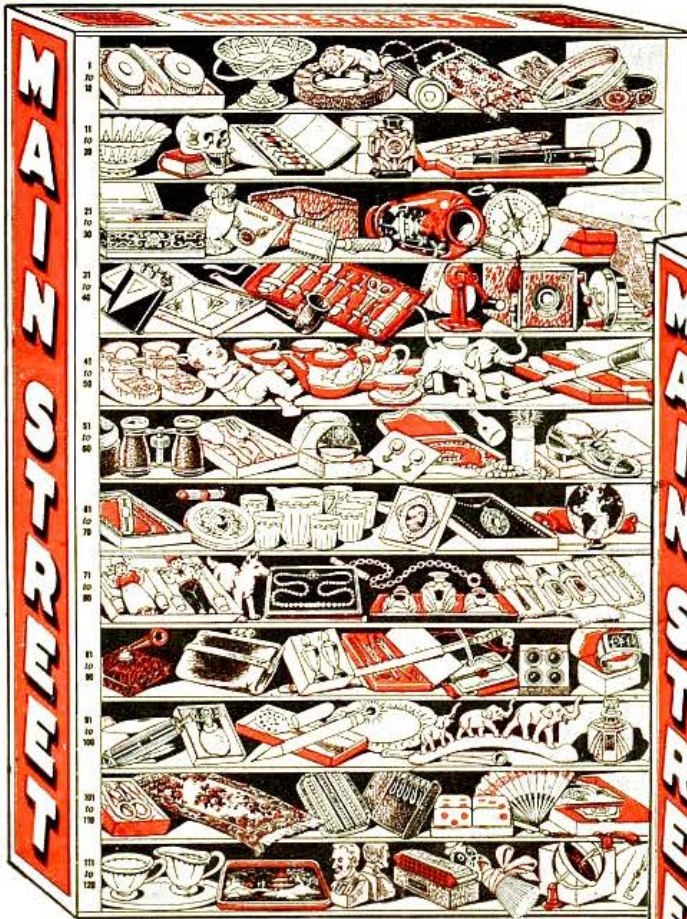


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