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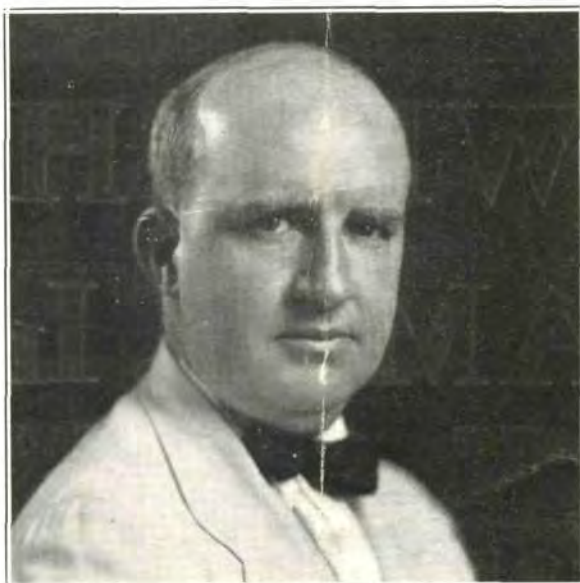
Greater SHOW WORLD

THE VOICE
OF
SHOW BUSINESS

Devoted
to the
Interests
of the
Amusement
World



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Managing Editor



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Chief Executive of the D. D. Murphy Shows.

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GREATER SHOW WORLD



FEARLESS—ACCURATE—PROGRESSIVE

Vol. XI.

APRIL 30, 1930

No. 3

Entered as second-class matter, Feb. 13, 1929, at the Post Office of New York, under Act of March 3, 1879.

LION SAVES TRAINER FROM TIGER

Kokomo, Ind.—Friendship of a lion for his trainer is believed to have saved the life of Clyde Beatty, 25, animal trainer of the Hagenbeck-Wallace Circus, when he was attacked viciously by Trudy, a tiger.

Beatty was rehearsing the "Cat Act" with 32 lions and tigers crowded into the cage when Trudy knocked him to the ground and ripped his right side open from shoulder to waist.

Prince, the lion, sitting on a pedestal, during the attack, sprang across the prostrate body of the trainer and attacked the tiger with a roar and a swirl of lashing claws. Prince tore a large wound in the tiger and sent her spinning across the arena.

Beatty, still conscious, arose and drove the animals from the arena, staggered outside and collapsed.

At the Good Samaritan Hospital at Kokomo, is was reported that Beatty would survive unless infection developed. His home is in Chillicothe, Ohio.

WIDOW OF INCE TO MARRY ACTOR

Los Angeles.—Elinor P. Ince, 45, widow of Thomas H. Ince, one of the best known of pioneer motion picture producers, has filed notice of intention to marry William E. Herbert, 47, screen actor.

Ince died Nov. 18, 1924, leaving an estate valued at \$1,600,000. In his will, which left the property to the widow and three sons, there was a provision against her immediate marriage.

MURDER MOTIVATES FILM

The mysterious killing of Anthony Benson, unscrupulous stock broker, furnishes the theme of Philo Vance's latest investigation in "The Benson Murder Case," which Paramount is filming with William Powell.

SEVILLE FAIR CROWD OVERFLOWS HOTELS

Madrid.—The record crowd of foreigners, mostly English and Americans, which is jamming Seville for the annual fair following Holy Week has made it practically impossible to obtain hotel rooms or other quarters.

One American told of having spent a night in a taxicab, and said two other Americans were forced to rent a room and take turns sleeping on its one cot.

FILM STAR OPERATED ON

Hollywood.—Ken Maynard, film star and producer of western pictures, was reported resting comfortably in the Hollywood Hospital where he underwent an operation for acute appendicitis. He was rushed to the operating room, having been stricken while he and Mrs. Maynard were planning a trip to the Fiji Islands.

PROVIDENCE BARS 'STRANGE INTERLUDE'

Providence, R. I.—Eugene O'Neill's Pulitzer prize play, "Strange Interlude," cannot be presented in Providence, the Board of Police Commissioners decided in refusing request of the Providence Opera House for a permit to stage the drama during the week of May 5.

In announcing the board's decision, Chairman Edward J. McCaffrey stated he and his two associates felt justified in barring "Strange Interlude" under the public law, entitled "Chastity and Morality," which authorizes prohibition of theatrical performances that tend to corrupt the morals of youth.

DOROTHY DWAN TO WED

Hollywood.—The engagement of Dorothy Dwan, film actress, to Paul N. Boggs, Jr., son of a vice-president of the Union Oil Company, has been announced.

The wedding is to take place soon. Miss Dwan is the widow of Larry Semon, film comedian.

FOX'S \$500,000 YEAR SALARY TARGET FOR NEW COURT ROW

A \$500,000 annual salary, even for a man like William Fox who started with a penny arcade and built up a theatrical corporation of many millions, is too much. And especially when it is to be paid to him as a "bonus" for selling control of his properties—for five years.

This is one of the contentions of Attorney Lawrence Berenson, of New York, and his brother, Attorney Arthur Berenson, of the Boston Bar, counsel for minority stockholders of the Fox Film Corporation. They seek a permanent injunction to prevent the payment of the money, and also ask for a permanent injunction to prevent the Halsey, Stuart & Co. refinancing plan for the Fox Corporation, agreed to by Harley L. Clarke and others who recently purchased control of the enterprises from William Fox.

Judge Bondy in the Federal Court, issued a temporary writ, returnable for argument on the permanent injunction application Monday, May 5.

The minority stockholders, among them H. Clay Krebs, of Philadelphia, and Wilhelmina Heymann, of Boston, insist that the court restrain the Fox company from transferring 1,600,000 shares of its own stock plus \$27,000,000 in cash for the acquisition of 600,000 shares of stock of Loew's, Inc. They also would stop General Theatres Equipment, Inc., from acquiring the 1,600,000 shares of Fox Film.

The minority stockholders ask that Fox be enjoined from delivering to Halsey, Stuart & Co. option warrants to purchase 300,000 shares of Fox Film at \$35 per share, and a restraining order to prohibit Fox Film from issuing \$55,000,000 of one year debenture bonds.

MARCH HEADS CAST

Fredric March heads the supporting cast in Clara Bow's new picture for Paramount, "True To The Navy."

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Devoted Exclusively to the Amusement World. Subscriptions payable in advance, \$2.00 per year. Entered as second class matter at Post Office, New York City, N. Y., under act of March 3, 1879.

Published semi-monthly by

Greater Show World Company

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Business and Editorial Offices: 1545 Broadway, New York City
"The Blue Book of Show Business"

Phone Lackawanna 7153

New York, N. Y.

The outdoor amusement season is on—and in full blast. Through the night colorful cities of tents are built in hamlets, towns and cities. Parks, carnivals and circuses are scattered everywhere to afford amusement to the pleasure-loving public of America. With the opening of the 1930 season the "Greater Show World" is taking this opportunity to warn managers to take every precaution in avoiding fires. Most fires are caused by some careless person who throws a lighted cigarette to the winds. Cigarettes are made to burn. When one is lit, it just burns itself out—that is, providing it doesn't burn everything in its vicinity. There are millions of cigarettes sold, and everyone is a distinctive fire agent, thus making every cigarette smoker a potential firebug.

Lighted cigarettes thrown on canvas may cause the loss of the entire show as well as endanger many lives; therefore, park, carnival and circus managers should take every possible precaution in avoiding fires. One of the best methods is to have signs tacked up all around the grounds.

Last season there were numerous disastrous park fires throughout the country. Some of the managers of these ill-fated parks had neglected to have fire insurance. Cases such as this stress the necessity of adequate fire precaution and insurance. The manager who neglects to insure his show or park is like the man who did not need a roof over his house in dry weather and was unable to build one when it rained.

If the thought has slipped your mind regarding the great possibilities of fires and the necessity of precaution and insurance, here is your reminder. Don't forget to place signs all around your show or park in the most conspicuous places.

A few years ago carnival companies featured a delightful and in itself a harmless special attraction, known as "The Girl Show." The performers wore ordinary soubrette costumes, such as may be seen with impunity today in any vaudeville attraction. "The Girl Show" was a money-getter, and gave sob sisters and mendicants the very itch! They could

not boss the thing—they could not grab the receipts! Carnival managers and owners, as well as the auspices under which "The Girl Show" was presented, were sitting too pretty and everybody was entirely too happy to suit the kill-joys! So they heckled and hell-hacked away until "The Girl Show" was covered with mud and had to subside.

But the spirit of youth and beauty never was thus to be squelched. It also really makes much difference **who** shall have the privileges in this age of favoritism—a favoritism also branded with the Dollar Mark! The self-styled Best People eliminate all from their set but those having the Big Bank Account, the Prestige of Control and the sayso in community matters, which somehow have a way of simmering down to one phrase, to wit: "**talk money!**" Baffled in their harmless "Girl Show," the beauties and their friends proceeded to show the kill-joys who was boss, and from the warming pan of a carnival Girl Show they proceeded to grab their liberty and all appurtenances thereto and jump, as it were, "into the fire!"

The girls proceeded to give apparent cause to their mentors for seeking to interfere with their innocent exhibitions! They systematically violated the "prunes and prisms" edicts—they put off more and more unnecessary apparel until they had the kill-joys in cataleptic fits! To make a long story shorter, like the vanishing skirts and petticoats, "just look at 'em now!" Well, at that, they're better than in the days of "The Girl Show." The brief, healthier, prettier and simpler styles of today are but a proof of the daring of youth and beauty and the good behavior of men all the while!

Nevertheless, there is a disgraceful side to this history—the Moving Picture barons proceeded to capitalize the fervor of the youthful revolt and to cash in on it big. Their magnates browbeat the town boards and local committees, and soon we saw the golden harvest going into the coffers of a few movie barons; the shameful exhibitions of immodest dress (or undress) on the screen; the spiriting into movie shows of children unchaperoned in disregard of the age ban, because they had the money with them to swell the H. O.; the display of erotic screen scenes of all manner of "prohibited" (?) illicit love-making—oh, yes—it makes much difference whose ox is gored!

GREATER SHOW WORLD

Its foundation was laid "not for a day, but for all time," and stands "four square to every wind that blows."

It is

**BIG ENOUGH TO BE STRONG
STRONG ENOUGH TO BE SAFE
SAFE ENOUGH TO BE TRUSTED**

and

**SMALL ENOUGH TO KNOW
YOU PERSONALLY**

BURLESQUE BITS AND BLACK-OUTS

By Julius Roth.

The activity centered by reform bodies upon the class of entertainment offered by the stock company at the Irving Place Theatre had a tendency to greatly increase the box office receipts, due to the great amount of newspaper publicity which classed the presentation as the "Hottest show in town." Investigators from the Police Department and the District Attorney's office after witnessing a number of performances reported the shows within the law. The members of the cast at the Irving Place Theatre are capable and efficient performers and need not resort to smut or any lines with double entendre to put a show across. The property is owned by District Attorney Thomas Crain and his two sisters, and its affairs are handled by a realty company. . . .

Gladys McCormack suffered a bad attack of intestinal indigestion while the "Get Hot Co." played Williamsport. . . . Mae Brown opened at the Empress, Chicago. . . . A light fingered chorine lifted seventy dollars from the purse of another chorine while their show played the Star, Brooklyn. . . . The druggist and doctor know more about chorines than the minister. . . . Billie Rae closed at the Irving Place. . . . Frank Scannell will pass another milestone on May 7. . . . Dotty Reed, formerly featured with "Sugar Babies," is at the Music Box Cafe, located in Addison Hotel, Detroit. . . . Bessie Davis, Bernie Green and Joan Collette closed at the Gayety, Brooklyn. . . . Babe Harper can be found at the Queensland, Brooklyn, a popular night club where members of the profession congregate. . . .

Earl Carroll and a party of friends witnessed the performance at the Gayety, Brooklyn, on April 24. . . . Virginia "Prima Donna" Greene opened at the Russian Palace. . . . Artie Lloyd passed his 20th week at the City. . . . Harry "Maryland Hotel" Reynolds is motoring to the coast. . . . Syd Burke filled a week's engagement as added attraction at the Gayety, Seranton. . . . Billy Delaney was laid up in bed with a bad cold. . . .

Rumors on Dream Street regarding the separation of Charles "Tramp" McNally and La Villa Maye are entirely unfounded. . . . Mary "Get Hot" Swan opened at the State Congress, Chicago. . . . Shirley Corkin is a Coffee Cliff Jave Girl. . . . Saxie Seidel, formerly with Count Bernivici, is motoring

to Lake Louise, Banff, Can., to spend the summer. . . . Celia Healy opened at the Harlem Apollo. . . . Claire Moran celebrated a hangover at the Stanley. . . . Cleo Pennington opened at the Gayety, Brooklyn. . . . Mildred Franklin, formerly featured with "Hello Parree," opened at the Orpheum, Paterson. . . . Charles Leroy resigned as producer at the New Columbia.

Gladys McCormack and Alice Du Val opened at the Hudson, Union City, on April 7. . . . Buddy Abbott will close at the City on May 2, and will open at the Loop, Detroit, on May 4. He will be accompanied by his better half and the latest addition to the Abbott family, a Scotch terrier that they found in the city of churches. . . . Who is the former Columbia dancing doll that will fill a bassinet shortly? . . . Mabel White and Vic Cassell opened at the City. . . . Dolly Davis wishes to be remembered to all of her friends, states Mildred Cozierre, who is in receipt of a letter from the famous tassel manipulator. . . . Fay Stone is the proud possessor of a Boston bull pup. . . .

The marital bonds of Olive and Lee Kraus were melted by a judge on April 21. Olive, who is an Abbott, will resume her maiden name. . . . Larry Abrams will leave for Los Angeles on May 6 to attend the convention of the I.O.T.A.S.E. Larry has bought a new Chevrolet for the trip. . . . Nadja, the dancer, is now doing club work and likes it much better. . . . Chorines have made the study of anatomy more interesting, since strip numbers have been in vogue. . . . Watch for the "Hall of Fame" issue in the "Greater Show World" which will be released on May 31. . . . Solly "King of Tabs" Shaw has moved from the Strand to the Tango Building. . . .

Lew Le Roy and Olive Abbott jointly celebrated the passing of another milestone at the Stanley Hotel on April 26. Among the guests and visitors to offer felicitations were, Claire Moran, Irene Franklin, Solly Shaw, Eddie Madden, Buddy Abbott, Babe Abbott, Betty Abbott, Aunt Tillie, Uncle Martin E. Smith, Larry Abrams and Julius Roth. . . . Harry "Hats" Capman and Ben Tracy have returned to the Broadway Gardens. . . . Johnny "Rags" Ragland is rehearsing for a new vaude act with Joe Bonomo, the strong man. The act opens in two weeks for R.K.O. . . . Harry Klex reopened at the Loop, Detroit, on May 4. . . . Frankie Hart visited in town for a few days. . . . Roy Van Graffin, Amer-

ican League Umpire, presented Charlie Abrams with a baseball autographed by Babe Ruth and Lou Gehrig. . . .

Operative K-23 was presented with a summons by a courteous police officer for parking his car in a restricted area. . . . Most electricians in burlesque houses have a shocking job. . . . Mabel Paulson and Gay Dean opened at the Trocadero, Philadelphia. . . . A new revue was presented at Coffee Cliff's on April 28. . . . Tommy Craddock returned to town from Richmond, Va., and opened at the Gayety, Brooklyn, on April 28. . . . Midgie Brandon joined the Murphy Bros. vaude act tabbed "Rhythm and Taps." . . . Mrs. Mannie King and son will spend the summer at Lake Hopatcong. . . . Fay Tunis opened at the Hudson, Union City. . . .

Who is the father of the male twins that was seen riding with in a blue Nash sedan? Hilda "Step on It" Takula and her two sisters were in an automobile accident outside of Paterson, N. J. Fortunately for the girls, none were seriously injured. . . . Lou Murray, in a letter to one of her friends, states that there will be a sudden migration of chorus girls from the west to the east due to the low salaries that are being paid in the midwestern cities at the various stock houses. . . . Charlie "Irving Place" Burns and Harry Silverman visited the Yankee Stadium on April 27 to see the Yanks play the Red Sox. Although the Yanks lost the game, Charlie won a Stetson because he bet Harry that the "Bambino" would hit a home run during the course of the game, and the "Bambino" did. . . . Al Ferris and Dolly Davis opened at the Gayety, Milwaukee. . . . Melva Lenzi states that she had to attach the show property at the Jacques, Waterbury, in order to collect her salary for services rendered. . . .

The \$1000.00 prize offered by the management of the Howard, Boston, to the operator of the best show on the Mutual wheel for the 1929—1930 season will be awarded from the stage of the theatre on May 1. The winner will be announced in the next issue. . . . Virginia Jones will reopen at the City. . . . Dolly Morris will henceforth be known as Operative K-24. . . . Chuck Callahan will open at the Empire, Toledo. . . . Bobby Leonard opened at the Orpheum, Reading. . . . Margie Pennetti was operated upon for appendicitis at the Hahnemann Hospital, Baltimore. . . . Lillian Thomas and Happy Manefield

were secretly sealed on April 26. . . . Hindu Wausau will appear as added attraction at the Irving Place. . . . Alma Montague will close at the American. . . .

Miss Elinore Sylvia Abrams made her debut at the President Hotel on Saturday evening, April 26. . . . Ruth Gibbs, in a letter from Los Angeles, states that Bob Carney is doing very nicely in pictures. . . . Don Bailey, who at present is on tour with George White's "Scandals," will motor to Lake Hopatcong to spend the summer with his wife, after the show closes. . . .

"What's a 'Burlesque', daddy?"—"A take off, son."—"Take off what, daddy?"—"Son, better study your geography."—"But, daddy, I know the lay of the land." . . .

Charles Dryden, foot juggler, is wintering at Wichita, Kansas.

George and Betty Bradley are sojourning at their home in Denver.

Clay Hibbart, harmonica player, says he will be with Guy Bros. minstrels.

Joe Smith, the minstrel man, is working club and radio dates in Chicago.

Kafka, Stanley and Mae, aerial trio, opened on the Loew time.

Jake Vetter, well known advance agent, met with an accident near San Antonio, Texas.

Jim Burbridge and Charlie Kindt are wintering at Sarasota.

Manilla Trio are working radio and club dates in Cleveland.

Marion Grey, oriental dancer, is a big hit at the Flotilla Club, Pittsburgh.

Hayes and Hayes, ring act, have signed with the Al Wheeler circus.

Vandevere & Company, now with Fanchon & Marco unit, will play fairs this summer for BC.

Joe B. Webb has signed with Orton Bros. circus for coming season.

Jack Sampson will be side show manager with Gentry Bros. circus.

The Homer Hobson Troupe riding act have signed with Robbins Bros. circus.

Fred Lewis, the one-man minstrel, is playing club dates around Cleveland.

The Broadway producer who is paying for the love nest and this and that of a "sweet thing"-little blond chorus in Dayton, Ohio?

HAS BROTHER ROLE

Skeets Gallagher takes the part of Nancy Carroll's brother in Paramount's musical romance, "Honey." Miss Carroll is starred.

HOOSIER HAPPENINGS

By L. T. Dorsey.

Indianapolis, Ind.—Well, they are off. Riverside Park is in the lead in getting away, and at a merry clip too. During the winter many changes have been made. The skating rink has been torn down and a pony track has taken its place. This is a miniature of a real racing plant; new mounts are on hand for the entertainment of the youngsters, new features have been adopted in the resort. From Coney Island comes what Easterners term "Mechanical Brainstorm"—it is the Tilt-A-Whirl, combining numerous and puzzling features; another is the Pretzel ride. The new rifle range now includes a duck pond of real water. The Topsy House with its numerous illusions supplants the Haunted House.

On an evening of last week at the Indiana Theatre, Johnny Corriden, manager of the Indianapolis Baseball Club, was made a member of the Pawnee tribe of Indians in an impressive ceremony. Chief Joe Shumatona at the head of the U. S. Indian Reservation Band officiated. Corriden donned the headdress and the Chief placed a band of beads around his shoulders, while the members of the Indian Band, now playing the theatre, grouped around.

Broad Ripple Park management is busy getting things in ship shape for the opening, altho the date has not been set as yet.

Manager M. K. Gable at the Circle Theatre has every reason to rejoice this week. Business was big. The screen showed "Ladies Love Brutes."

Indiana Theatre with its stage presentation belongs to the Vaudeville class; the general manager, Cullen Espy, represents the imputation.

Lyric Theatre lays claim to being the only vaudeville house in the city, and it shows also a class of superior talking pictures. On the screen was a pleasing cinema called "Tiger Rose," featuring Lupe Valez and a most excellent cast. One of the best pictures of the season, Viola Dana, charmed her admirers in a playlet titled "The Inkwell" and is the same admirable actress we have praised.

The vaudeville also contained Francis and Harry Usher in a good act. The Four Kennedys won hearty approval. Alice Mack and Fay had the audience laughing and applauding for them all during their act.

Loew's Palace Theatre managed somehow while manager J. F. Flex attended the Loew Convention in Cleveland. The Palace did good business with a photoplay entitled "Montana Moon" with Joan Crawford as star and a strong supporting cast. Manager Flex was complimented highly on the wonderful business showing he has made during the year and he is, as he should be, highly elated.

Mutual Burlesk Theatre withdrew from the wheel and established a stock company which is doing big business. Special midnight show being given every Saturday to SRO. Kitty Warren and her Whoonee Girls with talented principals furnish the fun. The roster is—Sidney Preston, Maurice Perry, Elinor Devere, Claude Mathis, Florence Gaffney, Ed Butler, Nora Ford is the extra "IT" Girl. Manager Block is giving a good burlesk show and is pleased with the selection of this attraction which is packing his house and bringing in the shekels.

Rialto, now Kane Bros. Burlesk, has crowds in attendance and "Bare Knees" in evidence, featuring Buddy Kane and

Bonnie Mack. Special nights are Garter nite on Tuesdays and Midnite show on Saturdays.

We hope to see these folks in the Hall of Fame Burlesk pages of the "Greater Show World." For particulars write to Julius Roth, Burlesk Editor, 1545 Broadway, New York City.

SPILLMAN HAVING WONDERFUL SEASON

News comes from the Spillman Engineering factory at North Tonawanda, N. Y., that they are enjoying an excellent volume of business, making shipments of Lindy-Loop rides, Ridee-O rides, Hey-Dey rides, Fun-on-the-Farms and carouselles to practically all points in the United States and Canada, as well as several foreign shipments.

A Ridee-O ride was recently shipped to Antwerp, Belgium, and the firm is in receipt of advice that it arrived in perfect condition and has been erected and is doing a most satisfactory amount of business for its owners. A carouselle is being shipped next week to Ind'a, and a Lindy-Loop ride is being constructed for delivery in England.

A great number of Lindy-Loop rides have already been delivered to various parks and shows all over the United States, and up to the present time the following is a list of Lindy-Loop exhibitors:

Coney Island, Cinn., Ohio, J. C. Weer, Playland Park, South Bend, Luna Park, N. Y., Bill Lynch shows, Rainbow Park, Cinn., Fairmount Park, Kansas City, Foley & Burk shows, O. N. Craft shows, Lakeside Park, Denver, Venice Pier, Cal., T. D. Tidwell shows, Morris Miller shows, Sol's Liberty shows, Morris & Castle shows, Rubin & Cherry (Aristocrat) and Model shows, Neptune Beach, Niagara Falls, Beckman & Gerety shows, Columbia Park, N. J., Glick's shows, A. W. Gooding, Royal American, John Francis, Dodson's shows, Johnny J. Jones, Palisade Park, N. J., Rocky Point, Conn., Revere, Mass., Recreation Pier, N. J., Ben Williams, L. J. Heth, Olympic Park, N. J., Abner K. Kline, Woodside Park, Phila., W. G. Wade, Wm. T. McNally, California shows, John T. Wortham, S. W. Brundage shows, Bodnar Bros., Sea Breeze Park, Rochester, N. Y., Fair Park, Dallas, Mid-City Park, Albany, F. E. Gooding, A. W. Howell, Erie Beach, Buffalo, Lachman-Carson, Melville-Reiss shows, D. D. Murphy shows.

DEEP SEA WONDERS AND CURIOSITIES for Pit Shows, Store Shows and Museums, Stuffed Fish and Alligators, assorted collection, \$10.00, \$20.00 and \$30.00. No two specimens alike. Send for catalog at once.

JOSEPH FLEISCHMAN, 1105 Franklin, Tampa, Florida.

CURIOSITIES FOR SALE—Sea Serpents, Mermaids, Devil Child, Two-Headed Giants, King Tut Mummies, Two-Headed Chinese Palucts, Six-legged Pollymozukes, Devil Fish and others, with or without Banners, ready to ship, new list free. NELSON SUPPLY HOUSE, 514 E. 4th st., So. Boston, Mass.

CIRCUS BLEACHER SEATS

Fifty lengths ten-tier-high Blues, fifty lengths 10-high with foot rests. Stored at Jacksonville, Fla.

PENN BLEACHER SEAT CO.
207 West Thompson St., Philadelphia, Pa.

TALKING PICTURES—AND NOTHING ELSE

Inasmuch as we hear on all sides—talking pictures, it appears that there is no other form of show business than talking pictures; so let's get this thing thrashed out once and for all.

If there is no other show business BUT talking pictures—and all one hears is "Hold Everything for Warner Bros.," "Save all for Paramount," Radio heads have gone cuckoo—it has reached a point where we will bow to the inevitable and concede that there is no other show business than the Talking Pictures.

This Editor has interviewed Tramp Friedman and is now on his way to consult other celebrities and prominent figures in the show business—that was—and ascertain their opinions of this new-fangled fad or fancy of the people by a few people for the people; and, take it or leave it, they will get it whether they like it or not.

The fact that we have the unanimous endorsement of John the Barker urged us on, and we have firmly decided that the Talking Picture is the only form of amusement, indoors and outdoors; that it is the only kind of show business. Therefore, from now on we will have the Talking Picture Parks, Circuses, Carnivals, Show Boats, Dramatic Plays, Musical Comedies, and Burlesque. Of course it will require a great number of people to produce these pictures, but inasmuch as tens of thousands of people are found at Hollywood, California, studios each day, anxious to work for \$7.00 a day, just so that they can boast they were in a picture with so-and-so, it will cut down the cost considerably; and then again we will eliminate the presidents receiving salaries of \$500,000.00 a year and we will make it a point to make the outgo less than what actually comes into the office treasury.

We will tear down all the theatres and shooting galleries and appoint some one like Ben Moss to erect in their stead Talking Picture Theatres, for the present structures are not adapted for this form of entertainment, which we are going to present as they should be presented.

Oh yes, you see after we get the pictures all filmed and recorded we will not have any more need of the performers, thus allowing the Stars to return to their wives and husbands, and allow them the same privilege enjoyed by working people, to get acquainted with one another. It will also give them time to spend the five or eight thousand dollars which they have saved, and that will put one and all right back where they starved from—wherever that was,

Our presentations will be distinctive, inasmuch as we will open the program with one of the celebrated orchestras playing the overture from Dizzy Dames Night Club and then present the first number, a former Broadway musical comedy, then the feature picture, a circus, then taking the audience into an amusement park, then showing a night club and its blase revue, then back again to the show lots, showing one of our foremost carnivals on the midway, then onto the show-boat, then back again to the outdoors, showing the old country fairs and state fairs, with aeroplanes in the skies, then last but not least a burlesque show of the days of yore, only a bit faster and hotter, and that closes the show. It is our aim to give the Talking Picture show at each performance, and feel that the patrons are getting their money's worth; the price of admission not to exceed 50 cents for the best seat in the house for a 14-hour show.

We concede that Tiffany is at "Journey's End," that Windsor is still the "Unborn Child," that Radio has gone cuckoo, that Warner Bros.' mergers are "A Notorious Affair," that United Artists is Putting on the Ritz, that Columbia is a gem that should be thrown in the ocean, that Metro-Glodwyn-Mayer can sing the Rogue Song, that Laemmle is doing a fade out and "All is quiet on the Western Front," that Pathe's Rooster don't crow as often as he used to, that, win, lose or draw, William Fox will get his—that there is no other form of amusement but **Talking Pictures**, and one and all, including First National, will find that M.G.M. made a sure-fire prediction when they announced and admitted they were "caught short," and to that end and purpose we will wait with anticipation.

BERGER RETURNS HOME

Ludwig Berger, who directed Dennis King in "The Vagabond King" for Paramount, returned to Hollywood this week from a vacation in Europe.

MARCH WITH CHATTERTON

Fredric March plays the male lead opposite Ruth Chatterton in "Sarah and Son," the new Paramount picture.

WHO WAS IT, SAID—?

Well, the movies were a long time learning to talk—and we should be patient with their early attempts to sing.

If you have failed—and failure is only relative—why have you failed?

Are you in the wrong place, deprived of sympathy and fretted by meanness and envy? Then make a change.

Are you doing the wrong thing? Then find the right thing.

Failure is only a wink of opportunity's eye. Presently that eye will open wide—then you will win.

Every big man has part of his mother in him—and a woman always cries. Therefore it is not surprising, nor is it effeminate if a big man should shed a tear or two.

The carnivals and circuses use side walls around the tents and shows—and they prove more alluring to the kiddies than do fences around parks. Kids take delight in going under side walls, but you very rarely see them climbing fences to get into a park; all of which proves that the tented attractions have more drawing power than the amusement parks.

A certain ride owner built a swimming pool, and the only person that went into it last year—was the man that fell into the pool backwards.

By entertaining the world, you keep a lot of people from going nutty. So keep up the good work. Just you pump the vinegar out of their systems and milk the kindness in.

The early bird catches the worm—and the carnival or park that opens early in April—rainy weather.

Some dogs become stars in the movies—while on the other hand some stars in the movies go to the dogs.

Heaven will protect the ball game queen—but who'll pay her privilege money each week if it keeps on raining?

You can't choose the route of travel, if you quit the caravan.

When business is bad—"put up more paper."

Clean up.—We mean the lot.

Anyone that signs as co-maker for a loan company is a sucker—and should have his head examined in the observation ward of a hospital.

All that the concession boys and independent showmen need is—a finance corporation to give them enough money to tide them over this rainy and cold weather spell and arrange deferred payments to the merchandise jobbers for the concessionaires—and us too—you and I.

Show-owners to the B.R. man on the show—Sweetheart, we need each other. Wives of show-owners should guard their tongue carefully. Think how many happy homes would be wrecked if all wives told their husbands what they really think of them.

A winning week in time—will save your show and mine.

You get what you go after. You will get it and then some. Watch the "then some."

Time was, when concessionaires paid six months in advance; now they are six months in arrears.

All the half man-half woman banners are now being used as back-stops at ball games—such is the passing of a once moral and refined exhibition.

The time is now ripe for a certain trade paper to announce another Summer Tap Number! The "Greater Show World" is contented with getting out its regular editions and has no intention of moving to smaller quarters.

ATLANTA NOTES

By George D. Kitzinger.

The Shrine Indoor Circus recently held by the Atlanta Shriners was a success. It was put over by Bob Morton who is well known in the outdoor game, and he certainly knows how to stage a show. On the program were: Nellie Jordan, high wire stunts; Stone, Stone and Stone, comedy acrobats; Bernard and Bernard, perch exhibition; Vivian De Vere, aerial loop; Miss Freda, iron jaw; Spark Plug, comedy mule; Floyd Merrill, slack wire; Steiner Trio, horizontal bar; The Silverlakes, double trapeze; Merrill Brothers and sister, acrobatics; Howard Brothers, comedy acrobats; Miss Florence, contortionist; Conley Trio, hand balancing; Aerial Lakes, Roman rings; Topsy, the elephant, with Mrs. Nellie Dutton; Pearl's Pets, dog act, and the Dutton Equestrian Revue, featuring Mrs. James Dutton and Peggy Price. The Dutton act is one of the most beautiful riding acts in the business. Every act on the program was a top-notch. Comedy was provided by the clowns, headed by F. C. McGuire.

The Neal Sisters, Ann, Lucille and Gwyneth, were a feature of the act of Amerique and Neville, at Loew's Capitol theater. The girls are finished musicians and singers and go over big. Amerique and Neville do some good dancing in the act.

Morris Miller's Great American Shows were at Marietta, Ga., recently. Nice outfit with good flashy midway. Marga, the Mystic, with her magic and interesting collection of deep sea curios and birds and monkeys, and Chief Long Wolf, with his Budda and Indian bead work, were features of the 10 in 1, managed by Buddy Willse. Billy Mack and his "Follies" puts over a girl show that is hard to beat and it goes over good. Other shows were Athletic Human Snake, Georgia Minstrels, Philippine Midgets and Monkeydrome. Bob Gilbright has some concessions on the show. Among the visitors on the lot were Nappi, the popular news stand man, and C. B. McCullar, secretary, and H. W. Hendrickson, vice-president of the Milledgeville Fair.

A new idea was put over by M. Min-day, manager of Loew's Grand Theater, and "yours truly," the Atlanta representative of the "Greater Show World." Noticing that April 24 was the anniversary of the first issue of a newspaper in America, they decided to hold an Unusually Old Newspaper exhibit in the lobby of the theater. A little publicity in the papers brought responses and papers dating as far back as 1712 and down to the last several years were brought in. On the whole it was an interesting exhibit and attracted lots of comment.

REELING ALONG

By Heck.

Press agents, please note: Send all press matter direct to our main office, 1545 Broadway, New York City, in the future. Thank you!

It appears obvious that another Motion Picture magnate allowed the seed to enter his brain that he was another Napoleon, and now that he has corralled all the theatres his heart desired, is "about to meet his Waterloo."

It appears that loyalty, faithfulness and sincerity is NOT in the

When answering advertisements, please mention Greater Show World.

make-up of some executives in the moving picture industry.

James Hall is leaving Paramount, with which firm he has been exclusively connected since entering motion pictures four years ago. He starts immediately in the Warner Bros. production "Precious."

Luther Reed, now directing the Radio special "Dixiana" has found the story and lyrics of same, written by Anne Caldwell, to be worthy followers to those she wrote exclusively in years past for Vincent Youmans, Victor Herbert and Jerome Kerns.

Humphrey Pearson, writer and scenarist for First National, has recently written a new play, "Never Grown Up," which opens at the Assembly Theatre in New York City in April.

Charles Rosenzweig, the "Ace general sales manager" of Radio Pictures Corp., is making a coast-to-coast tour looking over the activities and progress made by his various branch managers. Much of the success of Radio pictures is due to the diplomatic way in which Mr. Rosenzweig handles all Exhibitors and his popularity is due to his fairness and business acumen.

John Sheehan, who plays Doc May, the medicine showman, in "Swing High," Pathe's circus romance, featuring Helen Twelvetrees and Fred Scott, was recruited to motion pictures from Broadway musical successes, in which he was the outstanding comedian for several seasons.

James Whale, director of Tiffany's talking picture version of the internationally famous war play "Journey's End," which will have its world premiere at the Gaiety Theatre, April 8th, not only directed the first stage production of the story in London,—he also unwittingly selected the ten leading men of the first stage companies producing the show.

It is rumored that since Lew Brown arrived at Hollywood his head has swelled to such a size that his hats do not fit him any longer. Lew should remember the old adage. "What goes up, is bound to some down."

FOR SALE, REFRESHMENT STAND, Complete. Also High Striker, best made, and Ball Game. Address, GUS BRUHN, 1322 14½ Street, Rock Island, Illinois.

**Another Spring Doings
that means Dollars \$\$
NEW ROCHELLE
New York**

MAY 12TH to 24TH

Wanted Legitimate Concessions of all kinds.

Few more choice stock wheels open.

Address: MIKE ZEIGLER,

Monarch Exposition Shows, Inc.

510 West 170th St. New York City

LOS ANGELES, CALIFORNIA, Beach Managers, write LINGERMAN, The World's Greatest Ventriloquist, Carlin's Million Dollar Park, Baltimore, Maryland.

FOR SALE, PENNY ARCADE COMPLETE, 44 Machines and Nickel Piano, also Tent 20x40. Can book with Carnival. Will sacrifice for \$850.00 Cash; is worth \$1500.00. Address, J. H. BURNLEY, 2600 E. FRANKLIN ST., RICHMOND, VIRGINIA.

BARGAINS—MACHINES for theatre, traveling, churches; films, balopticons, stereopticons, slides, cameras and projectors, sold, exchanged. NATIONAL EQUIPMENT CO., Duluth, Minn.

**PHOTOGRAPHS
REPRODUCTIONS**

FROM YOUR OWN PHOTO

8x10 ——— \$9 per 100

Post Cards, \$22.50 per thousand.

—Special Prices on Quantities—

**American Flashlight
Photographers**

121 West 42nd St. New York City

500 GUMMED LABELS, your name, business address, 30c. WASH MOORE, Martinsville, Indiana.

FOR SALE — VENTRILOQUIST and Punch & Judy figures, very reasonable. AJAX, 7 Stern Walk, Coney Island, N. Y.

ZINC CUTS, 2x3, \$1.15; 3x4, \$2.25; Banners, 4x20 ft., in colors, \$3.00. PERRY COZATT, Danville, Illinois.

ATTENTION — Carnival Men!

Big flash. 10 Mirrors, size 3½ feet wide, 6 and 7 feet high, valued \$1,200.00. Laughing Mirrors, the kind that get the play. \$500.00 takes complete set of 10 heavy glass.

PUEPPKE BROS.,

38 Main St.

Oshkosh, Wis.

Trunks for Sale!

OF ALL KINDS—SLIGHTLY USED FOR SHOW PURPOSES
CASEY TRUNK CO. 28 West 31st Street NEW YORK CITY

FAIRS

AUTHENTIC FAIR LIST FOR 1930 FAIRS

The most authentic of any Fair List ever published. This style does not appear in any other show trade paper but the GREATER SHOW WORLD.

CANADA

Quebec Prov. Exhibition, Quebec. Georges Morrisset, Secy. Dates, Aug. 30 to Sept. 6. Gross attendance in 1929 was 161,129. Day-night fair. Midway attractions furnished by Greater Sheesley shows. Free acts, Wirth-Hamid.

St. John Exhibition, St. John, N. B. H. A. Porter, Secy. Dates, Aug. 30 to Sept. 6. Attendance in 1929 was 77,980. Day-night fair. Midway attractions furnished by Ben Williams shows.

IOWA

Iiwa State Fair, Des Moines. A. R. Corey, Secy. Dates, Aug. 20—29. Attendance in 1929 was 435,385; was 68,159 greater over 1928. Day-night fair. Midway attractions furnished by Morris & Castle shows. Free acts, Barnes Carruthers.

Burlington Tri-State Fair, Burlington. H. M. Ofelt, Secy. Dates, Aug. 4—9. Attendance in 1929 was 50,000. Day-night fair. Midway attractions furnished by Rubin & Cherry shows. Free acts, Barnes Carruthers.

Central Ia. Fair, Marshalltown. Vann McGrew, Secy. Dates, Sept. 8—12. Attendance in 1929 was 46,000. Day-night fair. Will book carnival company. Free act program furnished by Earl Taylor Enterprises.

VIRGINIA

Staunton. C. B. Ralston, Secy. Dates, Sept. 1—6. Attendance in 1929 was 75,000. Day-night fair. Midway attractions furnished by Bernardi Greater Shows. Free acts by Wirth-Hamid.

Bedford. J. C. Brown, Secy. Dates, Sept. 23—26. Attendance in 1929 was 20,000. Day-night fair. Midway attractions furnished by Cetlin & Wilson shows. Free acts by Wirth-Hamid.

Mathews Co. Fair, Mathews. R. W. Foster, Mgr. Dates, Sept. 2—6. Attendance in 1929 was 15,000. Day-night fair. Will book carnival company. Free act program NOT contracted as yet.

Great Appomattox, Appomattox. Dates, Sept. 16—20. J. C. Caldwell, Secy. Attendance in 1929 was 14,000. Day-night fair. No carnival

booked as yet, nor free act program.

Virginia State Fair, Richmond. Chas. A. Somma, Secy. Dates, Sep. 8—13. No attendance given for 1929. Day-night fair. Midway attractions furnished by Bernardi Greater Shows. Free acts, King Bros. Rodeo.

Giles Co. Fair, Pearisburg. C. R. Adair, Secy. Dates, Sept. 9—12. No attendance given for 1929. Day-night fair. No carnival contracted as yet. Free acts by Gus Sun.

TEXAS

Texas State Fair, Dallas. Roy Rupard, Secy. Dates, Oct. 11—26. Attendance in 1929 was 963,074. Day-night fair. Midway attractions furnished by Beckman & Gerety C. A. Wortham World's Best shows. Free acts, Barnes Carruthers.

Free State Fair, Wills Point. J. C. Wills, Secy. Dates, Sept. 17—20. Attendance in 1929 was 12,000. Day-night fair. Midway attractions furnished by the Williams Amusement Co. of Waco.

Central E. Texas Fair, Marshall. B. Blalock, Secy. Dates, Sept. 22 to 27th. Attendance in 1929 was 125,000. Day-night fair. Midway attractions furnished by Dodson shows. Free acts by Barnes Carruthers.

Ellis Co. Fair, Ennis. J. F. Castellan, Secy. Dates, Oct. 6—11. Attendance in 1929 was 100,000. Day-night fair. Midway attractions furnished by Dodson's shows. Free act program not yet awarded.

Little World's Fair, Yorktown. P. A. Schmidt, Secy. Dates, Oct. 15—17. Attendance in 1929 was 15,000. Day-night fair. No carnival booked as yet, no free acts.

Comal Co. Fair, New Braunfels. F. A. Staats, Secy. Dates, Sept. 19—21. Attendance in 1929 was 15,000. Day-night fair. Midway attractions furnished by Roy Gray shows. No free acts this year.

TENNESSEE

Tenn. State Fair, Nashville. J. W. Russwurm, Secy. Dates, Sept. 15—20. Attendance in 1929 was 126,000. Day-night fair. Midway attractions furnished by Johnny J. Jones Exposition shows. Free acts by Robinson-Villa.

Appalachian Dist. Fair, Johnson City. C. E. King, Secy. Dates, Sept. 8—13. Attendance in 1929 was 76,000. Day-night fair. Midway attractions furnished by L. J. Heth shows. Free acts, Gus Sun.

Gibson Co. Fair, Trenton. J. R. Wade, Secy. Dates, Sept. 2—6. No attendance given for 1929. Day-night fair. Midway attractions furnished by Mad Cody Fleming

shows. Free acts booked independent.

Henderson Co. Fair, Lexington. Paul Parker, Secy. Dates, Sept. 24—27. Attendance in 1929 was 10,000. Day-night fair. Midway attractions furnished by Tennessee Amusement Co. No free acts, but uses fireworks.

Lawrence Co. Fair, Lawrenceburg. A. R. Braly, Secy. Dates, Oct. 7—11. No attendance given for 1929. Day-night fair. Midway attractions furnished by Hugh W. Hill shows. Uses free acts.

MISSISSIPPI

South Miss Fair, Laurel. E. P. Ford, Secy. Dates, Sept. 29—Oct. 4. Attendance in 1929 was 90,000. Day-night fair. Midway attractions furnished by D. D. Murphy shows. Free acts, Gus Sun.

Mississippi Fair & Dairy Show, Meridian. A. H. George, Secy. Dates, Oct. 6—11. Attendance in 1929 was 135,000; greater over 1928 by 7000. Midway attractions furnished by the D. D. Murphy shows. Free acts, Gus Sun.

NEW YORK STATE

Afton Fair, Afton. H. Houston, Secy. Dates, Aug. 19—22. No attendance given for 1929. Day-night fair. Midway attractions furnished by Mike Buck shows. Free act program by Wirth-Hamid.

Orleans Co. Fair, Albion. Dates, Aug. 20—23. Attendance in 1929 was 40,000; bad weather. Day-night fair. Desires to book a carnival company. Free acts by Stanley and John B. Rogers.

Albany Schenectady Co. Fair, Altamont. R. F. Peugh, Secy. Dates, Sept. 8—13. Attendance in 1929 was 80,000. Day-night fair. Midway attractions furnished by Coleman Bros. shows. Free acts, Wirth-Hamid.

Dutchess Co. Fair, Rhinebeck. B. R. Frost, Secy. Dates, Aug. 26—29. Attendance in 1929 was 50,000. Day-night fair. No carnival booked. Free acts by Wirth-Hamid.

Jefferson Co. Fair, Watertown. W. H. Green, Pres. Dates, Sept. 1—5. Attendance in 1929 was 20,000. Day-night fair. No carnival booked. Free acts furnished by Wirth-Hamid.

NORTH CAROLINA

High Point Fair, High Point. W. C. York, Secy. Dates, Sept. 23—28. Attendance in 1929 was 31,000. Day-night fair. Midway attractions furnished by Greater Sheesley shows.

Catawba Dist. Fair, Hickory. J. Robinson, Secy. Dates, Oct. 7th to 11th. No attendance given for 1929. Day-night fair. Midway at-

tractions furnished by Krause Greater Shows. Free acts, John C. Jaeckel.

IDAHO

Twin Falls Co. Fair, Filer. H. W. Greene, Secy. Dates, Sept. 9—12. Attendance in 1929 was 25,000. Day-night fair. Midway attractions furnished by C. F. Zeiger shows. Free acts not yet contracted.

Cassia Co. Fair, Burley. L. H. Sweetser, Mgr. Dates, Sep. 16—18. Attendance in 1929 was 8,000. Day-night fair. Midway attractions furnished by Joyland shows. Free acts contracted partly.

Eastern Idaho Dist. Fair, Blackfoot. Clark B. Moon, Mgr. Dates, Sept. 29—Oct. 2. Attendance in 1929 was 40,000. Day-night fair. Midway attractions furnished by Pacific States Kline Shows. Free acts not yet contracted.

This list compiled by Johnny J. Kline, with the aid of the various Fair officials throughout the U. S. A. and Canada.

The next issue will carry another big list. This is the ONLY show trade publication in the WORLD supplying a Fair list in this manner. Style is copyrighted. We hope you like it; may we have your opinion of this style of publishing a Fair list? Thank you.

WHO IS, I WONDER—

The moving picture star with a circus—that is NOT drawing flies?

The high wire walker who is going to put a radio on the top of one of his poles?

The carnie owner who has a good midget show in France?

The theatre owner who would not give anybody any money—unless so demanded by the Chief of Police of his city?

The former grocery clerk who is now manager of a park ride company in Massachusetts?

The former carriage maker who is now salesman for a ride company?

The showman who will be crowned "Carnival King" in 1931?

The performer who has a watch that a certain young lady artist presented him with, not so many years ago?

The little lady who discovered the possibilities of the Dodgem ride?

The park owner who purchased the first Dodgem?

The leading independent concessionaire in the carnival business today?

The owner of the largest number of riding devices in the carnival business this season?

The carnie owner that thinks he has a right to play the same Fair fifteen years or more, or as long as they remain in business?

The Fair that allows a family to conduct the affairs of the Fair—until same finally goes into bankruptcy?

The showman who will not give the concessionaires the route of the show a week in advance so he can order merchandise for the next town?

The showman that will get top money in the Canadian National Exhibition midway this year?

The show owners who will close the season in the Red—and whose pictures will appear in our publication "Hiding behind the 8 Ball"?

The motion picture exhibitors who are going out of their way to keep the carnival out of their towns?

The carnie that will furnish the midway attractions for Brown, of Bedford, Virginia, Fair?

The carnie and circus owner who likes all "Yes Men" in his employ?

The biggest operator of independent shows this season, and how many shows is he operating?

The most popular showman in the carnie business, known as "Good-time Charlie"?

The manager of a carnie who was formerly called the "Silver-tongued Free Act Salesman"?

The fastest stepping and highest salaried general agent in the carnie business?

The ball game queens who will wear colored wigs this season, just to be different?

The concessionaire who is living way beyond his means?

The show or ride operator that will bring the most money into the wagon this season?

The Editor of a show trade paper, who, when he got to the end of his rope, spliced it, and kept going?

IF YOU WERE TO ASK—

Bert Lahr, star of George White's "Flying High," who gave him his first job on Broadway with a school act, he would say—Johnny J. Kline, now Managing Editor of the "Greater Show World."

John Ringling what the salary list of the Ubangi Savages was each week, if he would care to say—it would be \$1600.

The Ubangi Chief how many wives each male is allowed, he would say two.

The Japanese Concessionaires at Coney Island, N. Y., how much they have contributed to the welfare of the community, or any of

its charity causes, they would say—Nothing.

Terry Turner who has the Ubangi Savages signed to a contract, he would say—HE HAS.

Mark A. Luescher, of the RKO, who he turns his correspondence over to when he is too tired, he would say—Carroll Pierce.

The Publishers of circus magazines how they get so many ads, they would tell you—if they would—in exchange for merchandise. And then what is done with the merchandise, they would say—It is SOLD to department stores and drug jobbers.

Johnny J. Jones is there any truth to the report that he owes a certain showman's estate a large sum of money, he would say—NO. And rightfully so.

The Little Miss in the "Little Orchid Annie" show at the Eltinge Theatre, New York, to sing the song that she does in the show, you would hear her croon—"It ain't gonna rain no mo; I ain't gonna smoke no mo; I ain't gonna drink no mo; But I'm gonna get me a nice young man and sin, sin, sin."

Lady Eleanor Smith, author of "The Red Wagon," a circus novel, why the Committeemen in Scotland will not allow her books to be distributed in libraries, she would reply—Because they object to my treatment of the love incidents in the book. Lady Eleanor is 28 years old and the daughter of Lord Birkenhead.

Milton M. Morris what is his candid opinion of the Morris & Castle shows this season, he would say—It is the most beautiful show we have ever had.

A Certain Manager of a Certain Carnie the name of the book he is writing, he would say—"Only saps work."

L. M. Brophy who is the greatest carnival showman living today, he would say—D. D. Murphy.

Larry Boyd why he does not answer his mail, he would say—I'm too tired.

Harry G. Melville who is the dearest, sweetest and best woman in the world, he would say—"My wife."

Parney Gerety who is the smartest showman in carnival business, he would say—Fred Beckman.

Rubin Gruberg (the Carnival King) who is the best general agent in the business today, he would say—William Jennings O'Brien.

Eddie Madigan who is the foremost carnival owner of the present era, he would say—Johnny J. Jones.

ON AND OFF THE LOT



"We demand for the carnival business the respect it deserves."

The Monarch Exposition Shows, Inc., Mike Zeigler, general manager, will be the first show to play West New York, New Jersey, in seven years.

The Johnny J. Jones Exposition Shows open the Fair season at Toledo, Ohio, August 4th, instead of August 18th—the date being set back to enable the Jones show to play another big State Fair week of August 18th.

The American Legion of Norwich, New York, are seeking a carnival for their celebration week which will be held July 4th week.

The Martin-New York Tent & Duck Company has the handling of the Capt. Sorcho estate, and here is a wonderful attraction for any carnival, and would prove a money-getter at any Fair, including the Canadian National Exhibition.

J. D. Wright, the fast-stepping general agent of the Melville-Reiss shows, was on Broadway prior to a trip to Chicago to visit his dad.

190 R.R. cars of show property will invade Pittsburgh, Pennsylvania, within a period of 5 weeks. Statistics are not available as to how many cans of film will be exhibited in that city for a like period; however, that will be plenty.

Carnival and Circus showmen are all wet—that is, insofar as prohibition is concerned. Prohibition was something that was promised us, in 1919, by the Democrats, and up to now the Republicans are not in a position to tell us when it will go into effect.

The Greater Show World feels highly gratified that the eight outstanding carnivals accepted its suggestion to raise their standard for 1930. In proof that they have done so—is revealed the fact that they all now have "Acting Dogs"; as far as the unemployment situation is concerned, the dogs have nothing to worry about.

W. H. (Bill) Rice still has water on the brain. He is now planning to engage a tug boat and play the Seaboard Cities and exhibit a Whale in the water, with a chain harness on the Whale. It's a whale of an idea—but will he do it?

Doc Waddell advises that C. G. Dodson was awarded contracts for the "Battle of Flowers," San Antonio, Texas, for 1931.

A guy that works a big six is a low talker.

Joseph H. Hughes, as announced in another trade paper, will manage a park at Worcester, Mass. This is NOT so—for Mr. Hughes will operate a concession with a carnival playing here and there around New York City.

The Traver Chautauqua Shows opened the season at Plainfield, New Jersey, to a T.B. and decided to stay over another week—the second one being even worse than the first, if that were possible.

The Marks Greater Shows are playing Richmond, Virginia, the show consisting of six rides, 56 concessions, 9 shows, 10-piece band and free act. Among the concessionaires are, Ben Weiss, Hal Roberts, Bingo Randolph, Pete Smith, Harris & Blakely, Fee and Sullivan, H. A. Hewkins, P. O. Augustine, A. E. Arnold, Howard McIntyre, J. E. Jordon, Pat Perrotta, H. Arnold, Pete Hoffman and C. A. Worton. Ralph Lockett, Sec'y and Press Representative. This is the best organization that Mr. Marks has ever been at the head of, and all point to a successful future under this popular showman.

A racket cannot be called a business; and a business cannot exist long, when it becomes a racket.

Concessions are grossing \$2.00 and \$3.00 a night, and rides are doing as bad. Carnie owners are now renting concessions around Detroit, Michigan, at 2 for \$25.00.

Did WE say in our last issue that Neumann Tent & Awning Co. of Chicago, Illinois, was slipping? Well, in this issue it grieves us to say that HE HAS SLIPPED and has gone the way of firms who try to do business without advertising their products—into the hands of the Receiver. The sad part of the affair is that showmen who can least afford to lose the money which was sent to Edward Neumann are the losers. WE warned one and all last November what was coming, but the wise ones laughed at our predictions. The moral of this fiasco is—Deal with firms that are as safe as the Bank of England, and you will have no regrets—for example, The Martin-New York Tent & Duck Company, Arthur E. Campfield, sole representative, and you get two dollars worth for one, and a fair and square deal is assured you.

The Strayer Amusement Co. has left the bad territory for the good, and will play thru Indiana, Illinois

and Michigan, picking choice spots. Happy Reitz and his better half are doing well with the side show. The office wagon has been rebuilt and is an asset to the show. The outfit consists of 10 cars carrying 8 rides, 12 shows and 3 free acts.

Fitzie Brown and Sammy Lawrence have a nice string of concessions, and all the agents are waiting for now is paper money.

Rice Bros. shows played Rome, Georgia, to a winning week, being favored with ideal weather and a choice location in the heart of the town. Playing day and date with the Sparks Circus on opposite lots made the date a red one. The staff of the show—Cecil C. Rice, Sole Owner and Manager; Walter Stanley, Asst. Mgr.; Edward A. Sabath, Sec'y-Treas.; Blackie Ogilby, Gen. Agt.; J. A. (Jimmy) Winters, Press Agent; T. O. Moss, Lot Supt.; Mrs. M. O. Smith, banners; Arthur Frazier, trainmaster; C. E. Lane, Supt. lights, and Jeff Allen, billposter.

Jack V. Lyles made a short trip south in the interests of the West World Wonder Shows and will again be north to complete the route of the show. This week the show is exhibiting at 67th & Ellsworth Sts., Philadelphia. George Marr, Asst. Mgr. and Secretary, feels quite at home and says the West shows this year excel in appearances all other years.

The Traver Chautauqua Shows opened the season at Plainfield, N. J., and the attraction that was patronized was Allan Herschell's Leaping Lena, the other rides and shows not grossing enough to pay salaries; concessions may just as well not have opened. The top money was in a bucket game which was \$8.00.

It is with sincere regret that we announce the death of Mr. Herbert W. Selner, of the Selner Mfg. Company, builders of the famous Tilt-a-Whirls, who passed away on April 22nd, at Faribault, Minn.

The Oscar Buck Shows opened the season at Jamaica, Long Island, N. Y., to good business. The midway consisted of a brand new Spillman Eng. Carouselle, Mangels Whip, Eli Bridge Ferris Wheel, and about 12 concessions.

The Rubin & Cherry (Aristocrat) Shows will play Old Exposition Park, Pittsburgh, Pennsylvania, for two weeks beginning May 19th to 31st.

As predicted by this publication, Tom Singleton is back again with Otis L. Smith shows, which by the way grossed \$19.10 in the big top on opening day, at Peekskill, N. Y.

CARNIVALS

AND TENT SHOWS

PACIFIC STATES KLINE SHOWS

Abner K. Kline will have finished his 17th consecutive day in El Paso Sunday night on the lot. By the time he has finished the engagement, which originally was six days, he will put in a month, lacking a couple of days, under the auspices of the Central Labor Union.

On Thursday Kline will have to his credit the first time a traveling show aggregation has played a joint celebration of the Nation. The El Paso and Juarez City government have joined in paying homage to the Kline Shows. The cities on both sides of the international border were gaily decorated in colors of the United States and Mexico. With appropriate pomp, the officials of each municipality bid their people to make merry on the Kline midway. This is a reversal of form to the sentiment of the people. The wisecracks of this section were loud in their expressions against the wisdom of Kline playing El Paso after the stench had arisen to great heights from a show that played this date in former years. It was regarded as great temerity on Kline's part to come into the city on the heels of the racketeer show, but undaunted however thru unusually straightforward publicity handled by Joseph Pazen, who had been a Ferrari Bros. carnival publicity man and more recently doing editorial work on Arizona dailies, the people were told of the merits of the Kline attractions and especially the absence of the graft and off color shows. When the show opened, a record attendance of 25,000 people wended their way to the midway from noon to midnight. The Evening Herald, the Post and Times carried editorials lauding the Kline show, as well as did the city and county officers; as was heard to pass from the lips of one of the city officials, the Kline shows will reap the benefit of having decency and art on their midway.

THE ROYAL AMERICAN SHOWS

R. A. S. for 1930 goes into its Canadian tour the last week in June with 30 cars—there being an added five cars to the show train—the regular number of 25 being augmented for their tour of the Class B Circuit of exhibitions.

This year this growing enterprise makes the entire B Circuit in addition to the Canadian Lakehead Exhibition at Port Arthur, Ontario, a total of 13 Dominion Fairs. And 13 has no terror for this fast-stepping organization—8 of these exhibitions being made at the rate of 2 a week, the balance being one-week stands. Carl J. Sedlmayr, general manager, promised the officials of the Class B Circuit at their meeting in Winnipeg that he would give them the largest, the most elaborate and the most brilliant midway that has ever come to their Fairs, and the indications are that he will carry out his promise to the fullest extent.

The growth of the Royal American shows has been little short of phenomenal. It was organized in 1922 in a small way, and it opened its 1930 season at the Florida State Fair, Jacksonville, Florida, with a 25-car, all-steel train, placing on that midway 24 distinct shows and 10 rides. Whatever success has been achieved by Mr. Sedlmayr's associates, the Velare Brothers, same might be attributed to the policy of not attempting more than they could masticate. Of course they have adopted policies and ideas that have proven successful on other organizations, modified, enlarged or developed as the case may be to fit their own plans; then again they have succeeded in cultivating the good-will of the public and of their fellow showmen and their entire personnel, the answer being that the R. A. S. have placed themselves, in the opinion of the Editor of the Greater Show World, as one of the eight outstanding carnivals of America, and we therefore are not reticent in "Giving credit where credit is due."

RUBIN & CHERRY SHOWS AT LOUISVILLE

By S. D. Weinberg.

With a well exploited town in advance the show train of the Rubin & Cherry (Aristocrat) shows arrived in Louisville, Ky., to play a two weeks' engagement.

The guiding genius, Ruben Gruberg, who was termed the "Carnival King of 1930" by the "Greater Show World," is at the head of this organization, traveling in a private car with Mrs. Gruberg and her mother.

Your correspondent was shown thru the private car of the Gruberg's, and he adds that they may well be proud of this show train.

In the higher-up positions we find J. C. McCaffery, general manager; Wm. Jennings O'Brien, general agent; Wm. Hilliar, press department chief—the latter landing front-page notices and stunts and tie-ups that place him as outstanding in his profession.

The weather is the usual spring rain and cloudy, which perhaps did much to keep the crowds away. The show opens each evening with a concert by Don Fingerhut and his band in front of the main entrance. Plenty of illumination and attractive show fronts along with the rides present a beautiful sight.

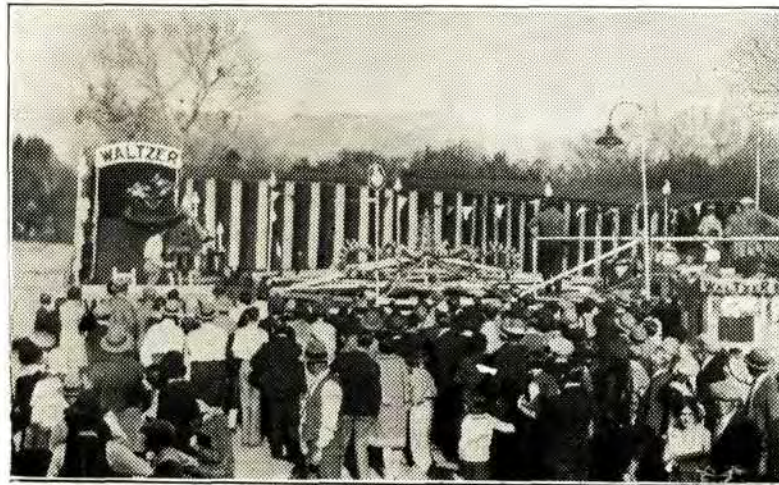
The Hamid Bey show is a very clever mystical act, Hamid doing the buried alive in water stunt, assisted by Jimmy Parrish.

"Wild" Bill Snyder from over the Falls is still with the big show and the Magic Carpet. Al White is here with his Hollywood Studio and his bullet-shape camera. "Silver King," Arthur Butler's Wonder Dog, is the featured attraction and, due to the great amount of publicity he receives, is proving a drawing card. Arthur is a showman who can sell his attraction at the highest price; he is deserving of a great deal of credit. Prof. W. E. Wellier of the Detroit Zoo is here with a Big Snake. The Minstrel Show with Richard the Great should prove a winner on the season. Lew Dufour's Unborn Show, managed by Jack Milton, is a credit to the midway. The frame-up and front shows the craftsmanship of a showman. At the J. E. Rodio show Jim Eskew carries off all honors; it was at this show that the writer met a visitor, Carlo Myers by name, the man who threw targets for old Col. Cody years ago. This show is very fast moving and carries 40 head, which includes buffalos, cows and horses, and real cowboys and cowgirls. The Hereafter show is in the hands of F. T. Thomas. The Coney Island side show, managed by Slim Kelly, has a fairly well balanced show, but could be improved on. The Rabbit Game is getting the play, and in a big way too. "Alpine," the Florida fat girl, is looking prettier and fatter than ever and is getting her share of on-lookers. Ben Holt's International Revue could be improved upon. Harry Gilman's Wonder Girl is under the supervision of Bob Leight. Cliff Wilson is here on the lot with the Big Houses. The water show is being presented by Helen Suba.

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Parks and Beaches



The Jamaica Sea Airport is preparing to open Jamaica Beach, Long Island, N. Y., as "Whoopeland," a new amusement park, and will install rides, shows and concessions.

Charlie Bloom has rented several booths at Long Beach, Long Island, for the coming season, where he will bid for public patronage.

Al. Katzen, formerly of the Melville-Reiss shows, is now at Long Beach with a nice doll booth, and, being a capable worker, should enjoy a big season at this resort.

Charlie Ringel paid a visit to Long Beach last Sunday, accompanied by two young ladies, to look over the Fair and Carnival concessions. We hope that Mack Harris did not growl at them as he did at us. Harris should bear in mind that a clerk should smile occasionally to his customers; and that may help his play somewhat.

Sammy Zundel opened his booth early and closed late and enjoyed fair business last Sunday.

Charlie Cohn did not open his Charlie's Lucky Store, as he felt that the newcomers should get some of the shekels that were handed out.

Pete Lockhart seemed displeased — perhaps he had not broken the ice — when we walked up to his store; and that may account for his acting so unfriendly. Next time we come along, we will bring Mayor Frankel — that may help a bit — or Harold Jacobson.

The Merson Brothers are seeking the whereabouts of Robert R. Kline for this reason and that.

The Kirsch Brothers, known as the Personality Boys, get top money, and to watch the way the clerks handle the crowds accounts

for it. They are NOT afraid to say "thank you," and "what can I do for you?", and the customers like that kind of service, and due to that fact they have actually built up a good clientele of regular customers.

Jack Linder, of Diamond Lil fame, will open his theatre at Long Beach the middle of May and will call it Folies Bergere Theatre.

The Skooter opened last Sunday and enjoyed good business on the Boardwalk location.

The wonder ride, The Waltzer, will soon be installed on the choicest location at Long Beach, and it goes without saying the ride will be the top money getter at this resort.

A Philadelphia jobber is figuring on placing ten concessions at Long Beach to compete with the New York jobbers. This promises to be good, and the cutting and slashing of prices in merchandise will start shortly; all in all, the concession boys will get the benefit.

Joe Shubert, the well known concessionaire at Coney Island, N. Y., has the most capable men working this year behind his stores; among them we find, Sammy Karl, Little Red, Coney Island Victor, Harry Steiner, Little Shorty, with Joe acting as manager.

CONY ISLAND, N. Y.

Dreamland Circus Side Show, Namy Salih, general manager. — Attractions all set and arranged under the guiding genius of Mr. Salih. Front is very attractive with a marquee and interior with all the circus atmosphere blended with showmanship and a spirit of good-fellowship prevailing among the performers. The following attractions will be seen this season: Antonio, the human bellows, first time in America; Ed Spike Howard, strong man who can entertain; Francis, the most beautiful armless girl ever seen at Coney Island; Indigo, the Blue Man; Leapoo, spotted boy; Mystery sword box by Helen; Rose Forster, Nature's mistake; Elsie - John, unique man of the human race; Govenda, the lady with the radio mind; Alzoria, the turtle girl; Prof. Bill Hart and his glass works; Prof. Birch, lung testing machine

de luxe; Happy Family Monks and, last but not least, Mortadio, the human fountain. Barry Gray, Asst. Mgr. and lecturer; Russell Fraizzelle, lecturer; Mrs. Barry Gray, custodian; Tickets, Charlie Cohn, Ernest Heinz; Midget clown, Frank Packard. This show, in our opinion, is the best array of talent of educational, instructive and entertainment value seen at any side show in many a season; which proves our contention of last season that Namy Salih IS a Master Showman.

World Circus Side Show, Sam Wagner and L. Newman, owners and managers. — Presenting Billie Rogers playing a return engagement by popular demand with "Snookie Jr.," the Hollywood movie chimpanzee star, presenting and selling this attraction to the public in a show-woman like manner; it would not surprise us if Miss Rogers were here at this side show for an indefinite stay, considering the drawing attraction Snookie Jr. is proving to be. Then we find De Silva, the Hindoo Mystic; Prof. Graf, tattoo artist; Koo-Koo, the bird girl; Zip & Pip, the Peruvian pin heads; Dolly Gever, pretty dimpled fat girl; Prof. De Lenz, magic, ventriloquist; then "Zenda," psycho-analyst, the feature, who presents her offering in a well staged and beautiful setting in orientalism, specially designed by Frank Sterling, displaying his stage craftsmanship. This attraction is truly a great asset to this show, and with the assistance of F. T. Hill making the openings, Mme. Zenda not only holds the crowds, but brings them back to visit the show time and again. This lady is truly an artist in her particular line, and again we feel she is here for many seasons to come. We next find Woo-Woo, the immune man; Leo Annis, the physical culture boy with the air capacity tester; Anna Le Roy Sword Box, Joe Shubert; Belle Bonita, the beautiful snake enchantress; another feature being Floyd Woolsey's presentation of a reproduction of the Death House, with an exceptionally strong lecture and demonstration that makes for wonderful entertainment. Assisting Mr. Woolsey is Jack Brady, who, dressed in a suit of a prison attache, looks the part and gives the proper prison atmosphere. This attraction has broken all records for gross receipts at Revere Beach, Mass., as well as the high-class vaudeville theatres throughout the country. Mr. Woolsey leaves no doubt in one's mind that he is not only an actor and lecturer par ex-

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cellence, but a showman of the class A type. General Manager Sam Wagner has selected wisely in the type of variety attractions that he offers to the public this season and we see no reason why this show should not eclipse in business all previous records, and the records for business done at THIS side show is the talk of the show-world.

At this early stage of the spring season we chanced to walk into the Rosen's Side Show at Bowery and 15th Street, Coney Island, and, much to our surprise, we heard the first complaint of the season, when two ladies, who we later learned hailed from Oklahoma, paid a visit to this show and paid their 10c each, for, as they said, they wished to see the "Girl with the elephant's legs." As the girl is shown as a "blowoff," they were asked to pay the extra fee to view this exhibit, which they refused, and complained to the manager, saying nothing was stated on the banners outside that an extra charge would be made to see this girl. So the ladies shouted, and so did the manager, and he was heard to say that they were no ladies, and they in turn called him a fakir, and the argument grew hotter until finally the manager decided that the easiest way was the best way and refunded the 20c to the ladies. And away they went to see more of the attractions offered at the "People's Playground," Coney Island, N. Y.

UNOFFICIAL MEDDLERS

Coney Island showmen should bear in mind that "They live in glass houses, and should not throw mud or stones."

There are many attractions at Coney Island, N. Y., that would find it very difficult to stand up under a "moral search-light."

It seems strange that when a new show does finally come to Coney Island, a self-appointed body of individuals, consisting of an editor of a paper who allows his mind to be poisoned prior to viewing the attraction, a lady connected with the electric company who without waiting to hear the lecture on the show shouts that she is shocked, a lady connected with a gas company is overcome, and a man who knows nothing whatsoever about shows and their entertaining features, condemns the show just to be sociable. It is all so unfair to the enterprising showman who tries to concentrate upon new ideas in the line of shows, to be discouraged by the attitude of those who claim to have the best

interests of Coney Island at heart.

If it is not permissible to have a show at Coney Island that is and can be seen at any of the museums, why is it permissible to have a hospital at the resort—where, after all is said and done, the lives are at least safeguarded by fireproof buildings? Can certain exhibits at Coney Island stand up under this charge? Suppose, for argument's sake, we call attention to certain fire-traps of so-called exhibits at the resort, what will become of the knockers who are going our of their way to "dig a grave" for a showman new to Coney Island? As stated above, we ask the individuals who are neglecting their own business to butt into another showman's affairs, "not to throw mud and stones, for they themselves are living in glass houses," and the reaction of the throwing may prove a boomerang.

Coney Island is in dire need of high-class showmen, and while the resort can boast of such master showmen as Namy Salih, Sam Wagner, George Tilyou, Sam Gumpertz, this should not suffice, inasmuch as the resort is the largest in the world. It has a crying need for more, and more high-class showmen will come, if NOT discouraged by narrow-minded individuals who may know something of their own business and profession, but know absolutely nothing about shows that are instructive, entertaining, and really worthwhile.

Fifty million people can't be wrong and four or five at Coney Island right! For, inasmuch as the self same exhibit that THEY, the five aforementioned, take it upon themselves to voice the sentiment of the visitors of Coney Island—it is not worth the time taken by the license commissioner to consider the why and wherefore—this, or similar attractions, having been shown at Parks, Fairs, Beach and

Park Resorts, Carnivals, etc., from coast to coast, and no complaints have been made until the show finally arrives at Coney Island, and lo and behold, a man arises and says—This must not be; it interferes with MY show. And the five individuals bow in obeisance.

If we, as former showmen, thought for one moment that a showman was making an effort to place a show at Coney Island, N. Y., that might injure the morals of the men and women who might patronize the show, we would be the first to shout our protest! But knowing the show in question, having seen same exhibit at Parks, Fairs and Carnivals, we feel that the show will prove a credit to Coney Island, or any other resort that can induce showmen to place a show of this character in their park. We fully realize that ONE MAN poisoned the minds of five men and women; but they should at least have the courage to give the showman a fair trial and view his show and lend ear to his lecturer, and then render a verdict, and NOT allow one man to influence their minds and allow the propaganda to float throughout the world that "if it is a show of merit, Coney Island don't want it." But lewd shows would be quite within keeping of their standard if they misrepresent—as has been the case last season.

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