

RADIO

STAGE

PICTURES

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OCTOBER 24, 1936

*Page 37 - ...*

# The Billboard

The World's Foremost Amusement Weekly



*Maurice*  
CHICAGO

"JiMae"  
The Mystifier

DIRECTION: MUSIC CORPORATION OF AMERICA

## A Complete, Compact Compilation and a Valuable Reference Work

**F**OR Sixteen consecutive years The Billboard INDEX of the New York Legitimate Stage has been published by The Billboard.

Each season finds the INDEX a more useful book. Each year hundreds of new readers are added to the many who eagerly await their copy of the latest INDEX. Each issue of the INDEX finds the list of regular "standing orders" from public libraries, casting agencies, etc., growing.

### Do You Know? . . .

- What was the outstanding feature of the 1935-'36 season in New York?
- Where you can find the New York Appearances of Leading Players during the last 14 years.
- How many consecutive performances are required for a show to be a "hit"?
- Which film stars returned to the New York Stage last season?
- How many of the new dramatic plays can you name? Musical Shows?
- Do you know which Radio Artists and Film Stars previously played on Broadway?
- The names and addresses of New York Artists' Agents, Representatives (Approved by Equity)?
- Where you can find a complete cast listing of last season's plays, length of runs and a short synopsis of each conveniently arranged for easy reference?
- What per cent of last season's plays were hits?
- What per cent were failures?
- Where you can find a record of past fourteen years stage performances of such leading players as Katharine Cornell, Walter Huston, Eddie Cantor, Jane Cowl, Edward G. Robinson, etc.?
- Which Dramatic Play and Musical Play enjoyed the longest runs?
- Where you can quickly locate the name, address or telephone number of any New York Legitimate Theater, Producing Manager, Dramatic Editor, Ticket or Play Broker?
- Which spelling is correct—Eva LeGallinnie, Eva LeGallienne or Eva LaGallienne?
- What were the principal events of the last theatrical year?
- What was the average length of runs of all productions? Dramatic? Musical?
- Which play enjoyed the longest run? How many performances?
- Was the percentage of hits greater among dramatic or musical plays?
- Where you can find a list of Authors with plays produced, Scenic Designers, Scenic Executors, Lyric Writers, Composers, Librettists, Dance Directors, Sketch Writers?
- Where to find a list of all dramatic or musical players and stage directors of last season?
- What are the names of managers and what plays did they produce?
- How many shows closed within five weeks?
- At which theater were most plays presented?
- The complete cast of any play, the name of theater and when show opened, closed and number of performances.
- During what week were most productions current on Broadway? How does this compare with last year?
- Who were the most prolific Playwright, Producer, Librettist, Composer, Lyric Writer, Sketch Writer, Stage Director?
- During what month were least shows produced?
- How many commercial premieres? Dramatic? Musical?
- How many hits last season?
- How many players were involved?
- Where you can quickly find the names and addresses of New York Scenic Designers, Executors, Contractors and Costume Firms?
- How many theaters were used this season as compared with last season?
- What was the total seating capacity?

Producers, Casting Directors, Dramatic Critics, Motion Picture Executives; in fact, everyone interested in the theater will find the INDEX an almost inexhaustible source of data and information concerning the record of plays and players.



### Contains Important Address Lists

In addition to valuable statistical data the INDEX contains lists of names and addresses of Managers, Artists' Agents, Music Publishers, Play Brokers, Supply Firms, etc.

The pertinent facts of the 1935-'36 season are analyzed and tabulated in the INDEX. How many theaters were used? Number of people involved? What percentage of shows were hits? Failures? Who played in most productions? Who was busiest producer? Stage director? Dance director? Scenic designer? What theater played most shows? Who was the most prolific playwright? Librettist? Composer? Lyric Writer? Sketch Writer?

If YOU worked in any Dramatic or Musical Production in New York during the season 1935-'36 look for your listing in the INDEX. Each player's name is arranged alphabetically under the subhead of dramatic or musical. The identifying number opposite the artist's name indicates the productions played in by the respective names.

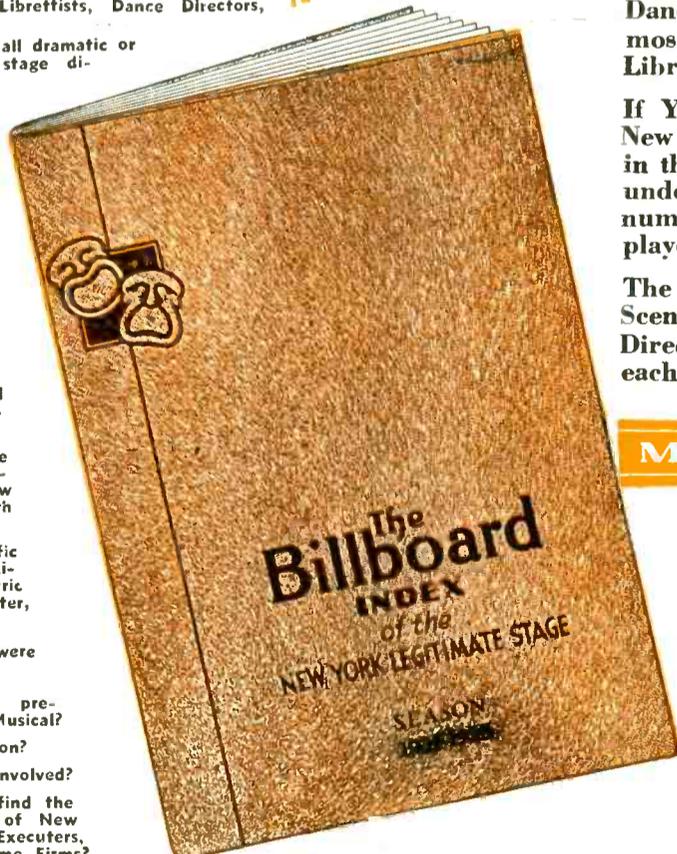
The INDEX also lists Stage Directors, Scenic Designers, Scenic Executors, Lyric Writers, Composers, Librettists, Dance Directors, Sketch Writers, together with the plays in which each was concerned.



## You Will Find

- WHO** participated, either as player, author, producer manager, scenic designer or executor, lyric writer, composer, librettist, dance director, sketch writer, etc.
- WHEN** plays opened, closed, or when players played in productions during last twelve years.
- WHERE** plays were shown and the names and addresses of producing managers, critics, brokers, agents, music publishers, supply firms, etc.
- WHY** the season was what it was. A short synopsis of every new play, also comparative figures and statistics and events of the theatrical year.
- WHAT** everyone interested in the theater not only wants to know, but also what any reader MIGHT want to know will be found.

## In the INDEX



SIZE: 8 1/4 by 11 1/4, containing complete casts of plays. More than two thousand names of players and New York Appearances of Leading Players During Past 14 Years. Bound in Imitation Morocco Cover with gold stamping.

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# The Billboard

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No. 43

The World's Foremost Amusement Weekly

October 24,  
1936

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## STUDIO CLOSED SHOP UP

### Downie Makes Record Dash

Circus moves from Georgetown, S. C., to Jacksonville, Fla., 355 miles, in 15 hrs.

JACKSONVILLE, Fla., Oct. 19.—Downie Bros.' Circus established an all-time mileage record in the history of the show and what is believed to be the longest run ever made by a motorized circus in its leap from Georgetown, S. C., to Jacksonville, Fla., yesterday (Sunday). The distance was 355 miles. The show exhibited in Georgetown Saturday.

The fleet, under command of Joseph Gilligan, left Georgetown at 12:01 a.m. With the sun beaming bright on the horizon of Jacksonville the glittering red caravan came streaming into the fairgrounds at 3 p.m. without one mishap on the entire trip, due to the ever-watchful eye and preparations made by Master Mechanic McNeil and his able assistants for this record dash. All drivers with the show deserve much credit for their cautious and ever-alert vehicle control. On hand to greet the caravan on its arrival were General Agent Jerome

(See DOWNIE MAKES on page 85)

### Scout Seeks "Smallest Performers on Earth"

LONDON, Oct. 17.—Dick Collins, now in London looking up some new features for Dodson's World's Fair Shows for next season, is negotiating with a troupe of midgets, nine in number, said to be the smallest performers on earth.

They are now in South Africa and will finish their tour at the end of the year. Provided satisfactory arrangements can be made, Collins will endeavor to bring them to the States in 1937. Their repertoire consists of acrobatics, singing, dancing and diversified musical acts.

### Rumored That IA Will Start Big Campaign Involving All Workers

According to reports, actors, writers and others would be involved, with union operators in theaters refusing to show non-union pix—Equity suspends non-Guilders

HOLLYWOOD, Oct. 17.—Following shortly after Equity's suspension of 24 screen players, former legit actors, for failure to join the Screen Actors' Guild, added significance is given to the news that George Browne, IATSE president, en route to the film capital, will preside at a special board meeting of his organization for the purpose, it is rumored, of setting a starting date for a huge unionization campaign to effect a complete closed shop in all Hollywood studios and thruout theaters. IA board members and officers, also on their way here for the conclave, will try to cover every department in the film industry thru stars, directors, writers, office workers, janitors and ushers in theaters.

It is further understood that IA will insist upon an insignia or label branding all pictures released as made under union conditions, with a further proviso that any picture released without the seal be withheld from running by theater operators. Wage agreements and working conditions for all employees, as well as special concessions for talent branches of the industry will, it is felt, be insisted upon.

Local IATSE headquarters would not corroborate statements, but it is reported that the organization's decision is being contemplated as a result of an employee-employer relations survey made over a

(See STUDIO CLOSED on page 17)

### Transradio Company Plots News Service for Theaters

NEW YORK, Oct. 17.—Transradio News Service, independent agency supplying several hundred radio stations with various news lineups, may enter a new field, that of supplying news bulletins to theaters. Transradio has been working on such a setup for some time, but two factors crystallized the activity until now, according to an executive of the news firm, several circuits are discussing installing the service. Herbert Moore, president of Transradio, in confirming the development of the new news outlet, said that large agencies, with no names mentioned. Pending the circuits' approval, the agencies will do the theater contacting, after which final deals will be settled among the circuits, the agencies and Transradio.

Two factors tending to crystallize developments were: first, the installation by Fanchon & Marco of a "Newstator" at the Roxy Theater, New York. "Newstator" reads bulletins between pictures and newsreel, etc. Ford Bond, NBC announcer, went in yesterday on a indefi-

nite booking to handle the news bulletins for the theater, replacing Russ Brown. Other factor was the imminence of elections, with theaters, always using election returns, nevertheless realizing that radio's constant flow of election news might be felt at the box office. It is acknowledged that one of the points which the theaters are believed to have in mind is that news in the-

(See TRANSRADIO CO. on page 85)

### Screen Writer Code Drafted

Screen Playwrights pass code unanimously—working agreement probable

HOLLYWOOD, Oct. 17.—Subject to several minor changes, the new producer-writer code of the Screen Playwrights, Inc., was unanimously passed by a membership quorum late last week. Grover Jones presided and announced the acceptance of 12 new members by the executive board prior to the meeting.

Until changes in the code have been made and given final okeh by the board details of the pact are being withheld from publication by a special vote of authorization. Jones stated, however, that the pact was as simple and non-radical as possible, but would firmly uphold writer protection in the film industry.

(See SCREEN WRITER on page 17)

### Matthew J. Riley Severs Strates Shows Connection

WASHINGTON, N. C., Oct. 17.—Matthew J. Riley, the well-known carnival general agent, announced here today that he has severed his connections with the Strates Shows Corporation.

Riley has been with the Jimmy Strates organization for the past several years in an executive capacity and generally rated as in co-partnership with Strates.

In former years with John M. Sheesley and other leading carnival managers and at one time was in partnership with Sam Mechanic in the operation of the Great Keystone Shows. Riley stated to *The Billboard* man that he will announce his 1937 season plans within the near future.

### Another Rah-Rah Riot Wrecks Pix House With Egg Barrage

DES MOINES, Oct. 17.—When Iowa State College won a football game from Kansas last week overjoyed students in youthful exuberance decided that the Ames Theater owed them a free show but were unable to convince Manager Joe Gerbrach. Gerbrach took one look at the rapidly growing crowd of students and called four policemen and the chief of police.

Missiles, consisting of bad eggs and apples purloined from the college farms,

bombarded the front of the theater, breaking expensive neon signs both on the theater and on a business establishment next door. Police retaliated with tear-gas bombs, but the gas was blown away by a strong wind.

At the peak of the crowd there were 1,200 or more students surrounding the theater. Besides damaging business houses the students left in their wake several badly egg-splattered police uni-

(See ANOTHER RAH-RAH on page 17)

### Rail Circus List Growing

Appears certain 5 large shows in '37—new one is planned by Adkins, Terrell

CINCINNATI, Oct. 19.—There will be an increase in the number of large railroad circuses in operation next season. Jess Adkins and Zack Terrell will have a new one, it having been stated on the West Coast last week that Ken Maynard would be with it. When the matter was called to the attention of Mr. Adkins, he said that no definite information could be given at this time.

The Ringling Bros. and Barnum & Bailey Circus, of course, will again be en tour, as will also Al G. Barnes' Circus, Ringling organization, and Cole Bros.—

(See RAIL CIRCUS on page 85)

### Chi Rodeo Starts Off in a Big Way

CHICAGO, Oct. 19.—The first world's championship rodeo staged by the Chicago Stadium opened last Friday night with the huge building packed to the rafters, having been bought out for the night by Silver Dollar Brady, representing a popular brand of liquor. With perfect weather prevailing Saturday matinee and night it drew very fair attendance and the crowds were further augmented at Sunday's performances. Indications are that business will show a substantial buildup this week, as an excellent performance is being staged and the rodeo has been well publicized.

M. H. Barnes and Sam J. Levy, of Barnes-Carruthers, have gathered a tough

(See CHICAGO RODEO on page 87)

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# Philly Mayor Intervenes in Warner-Musicians' Deadlock

**Musicians use plenty of showmanship in starting picketing campaign—name leaders carry signs—dailies cold to musicians' battle, with little news used on it**

PHILADELPHIA, Oct. 17.—Mayor S. Davis Wilson has asked the local musicians' union to withdraw its pickets pending an arbitration hearing before the Mayor's Labor Relations Board. Wilson asked the musicians to call off their picketers for five days, with Tuesday night the limit. If by Tuesday a settlement hasn't been arranged the picket lines are to be reinstated. Labor Board is regarded as the mayor's own agency; in 28 previous labor disputes findings always have favored the unions. Without any live entertainment in six houses got away ahead of schedule on Wednesday (14) at 7 p.m. Picketing was confined to the downtown Fox, Stanton and Earle theaters. Although the press was notified earlier in the day and cameramen were on hand to picture the opening goings-on, Warner Brothers reportedly wielded their deadliest weapon, allegedly dangling their advertising budget over the dailies. As far as the newspapers are concerned everything is just peaches and honey between Warner Brothers and the musicians' union. While pickets got off to an effective start, big problem confronting the union will be getting newspaper publicity.

A. Anthony Tomel, prez of the Philly local, decided to begin picketing at once, campaign getting some advance paper publicity when Leopold Stokowski canceled his personal appearance at the Stanley Theater in sympathy with the union cause. Wednesday afternoon (14) groundwork was laid at a meeting attended by the local execs; Ralph A. Whitehead, exec sec of the American Federation of Actors; M. Iushewitz, press agent for the New York campaign; Dave Freed and Robert Stern, of 802's executive board. Schlima Kaufman, member of the Philadelphia Orchestra, is directing the publicity for the local crusade.

Picketing was emphasized at the Fox Theater. Initial sign carriers included A. Rex Riccardi, secretary of Local 77; Romeo Celia, past prez of the local; Jess Altmiller, a featured member of the Fox orchestra; members of Al Fields' Orchestra, current at the Trocadero, burlesque house, and two well-known burlesque players, Jean Carroll and Ann Corio. Picketing continued until the box office closed and will remain in effect as long as tickets are being sold. Sign carriers were primarily members of various orchestras working the night spots and dance halls. Other pickets at the Fox were the Del Regis Ork and Meyer Davis' unit at the Bellevue-Stratford Hotel, led by Frank Juele.

Musicians in tux were not confined to the Fox. At the Earle, Tomel carried the first sign with members of Harry Dobkins' Band from the Bijou burlesque house. Other bands to picket en masse included Jack Griffin and Jim Pettis.

Only police interference concerned the number of pickets. Nine men were stationed at the Fox and Earle and police restricted the union to only six sign-carriers at each house. Three extra men at the Fox refused to put down their signs and moved to the Stanton Theater, two doors away. At the Earle the billposters' union had two pickets bearing signs that read: "Warner Brothers Unfair to Bill Posters' Union." Enthusiasm is running high among the musicians and many are requesting permission to let their wives and children walk with them while carrying the signs. Comments by passers-by were sympathetic to the union cause.

While first-night picketing proved little or no dent for the Fox Theater, which had a strong marquee draw in *Libeled Lady*, union claims success at the Earle, where *Walking on Air* was the picture. House seats 2,000 and Herman Whitman, manager, claimed that 550 tickets were sold, a normal gross with no block on the box office. However, a member of the billposters' union clocked all paid admissions and reported that only 241 entered the house.

## Streamlining Music

PASADENA, Calif., Oct. 17.—Music is in for streamlining, according to professors of the Community Dance, who claim such music will supplant the swing.

pany, which published the song; Morton Jacobson represents Ernie Palmquist, who has a suit pending here in the United States District Court on the ground that he originated the song. The above-mentioned lawyers and Bernard L. Miller, of Miller & Klein, will attend the conferences. In all three suits are pending.

If Palmquist should win his suit the claims of all the others and their interest in the song will be thrown out. *Music Goes 'Round* had a "short life but a merry one" and unofficial figures give the tune a possible total sheet music sale of approximately 500,000 copies. More than this figure were shipped, but the returns were considerable. When the claims of the writers are established they will receive about \$15,000 for their share. The publisher's share may run close to the \$100,000 mark.

## Six Benefits Approved

NEW YORK, Oct. 17.—Theater Authority has approved the following benefits: Jewish War Veterans, at the Hotel Astor October 18; Police Honor Legion, at the Hotel Astor October 23; *Idiot's Delight*, at Shubert Theater October 25 for the Stage Relief Fund; Midwest Club, at the Hotel Lismore October 25; United Palestine Appeal, at Madison Square Garden October 26; Temple Emanuel Junior League, at Temple Emanu-El October 31.

## 'Music Goes 'Round' Several Attorneys

NEW YORK, Oct. 19.—Four attorneys representing clients having claims or being a party to one of the several suits in connection with last winter's hit, *The Music Goes 'Round and Around*, will start a series of conferences today in effort to settle out of court the various existing differences.

David P. Seigel is representing Red Hodgson, who brought suit in Chicago early this year alleging that he was one of the writers of the song. Henry A. Kalcheim, of Chicago, is attorney in that city for Miller & Klein, New York attorneys, who represent Farley and Riley and the Select Music Com-

## Rumor Possibility of Peace In N. Y. Union's Theater War

NEW YORK, Oct. 17.—It was only a whisper, with nothing concrete in the way of confirmation, but there was a report yesterday that the musicians and actors, campaigning against the motion picture circuits for a return of vaude and music to their houses, may shortly negotiate with theater operators. The "whisper," which came from reliable sources within the musicians' local 802, American Federation of Musicians, was that talks will soon take place between the combatants. Principal reason believed responsible for bringing the two groups together is the possibility, growing stronger steadily, that the stage-show campaign will become nation wide in scope within a month. Allegedly, the source claims, the theaters are afraid of a national campaign and what it will

do at the box office. Musicians' source also said, however, that the unions are plenty leery of any conferences, fearing attempts by the circuit to break down wage scales or to give the two unions the "kiss of death."

Chicago musicians, according to report, may start their campaign very soon. Letters to Local 802 and Local 77, in Philadelphia, have gone out from Chicago, voicing the approval of the Windy City local of the campaigns the other two groups are waging. Information here was that the Chicago local's executive board has already okehed similar action.

Meanwhile Local 802 started this week sending letters to every local in the musicians' federation asking them to (See RUMOR POSSIBILITY on page 17)

## WPA Non-Reliefers Beef on Rule Requiring Proof of Need

NEW YORK, Oct. 17.—About 200 workers on the five WPA arts projects held a picketing demonstration October 14 outside of the federal offices on West 42d street, protesting against the new ruling requiring nonreliefers to prove they are needy. Situation is an outgrowth of the long-hanging agitation first instigated when a threatened cut of 25 per cent to 10 per cent in the personnel of some of the units was anticipated some time ago. During the same day Thomas E. Parson, chairman of the Dance Teachers' Associations, made public a letter he sent to Mrs. Ellen S. Woodward, Washington administrator in charge of women's and professional projects, protesting the hiring by the WPA of dance teachers who had never taught dancing. A beef against competition given commercial dancing studios by WPA free dancing classes was also included.

Other WPA news of the week is of a routine nature. Statistics have been compiled indicating that the project's

shows represent more than one-fifth the total of legit productions currently showing in the city. *Help Yourself*, *Path of Flowers*, *Noah*, *Emperor's New Clothes*, *Infjunction Granted* and *Horse Eats Hat* comprise the lot. First mentioned, however, closes tonight after a total of 82 performances over a period of three months, during which time 40,000 people saw the farce. *Infjunction Granted* leaves the Biltmore October 20 to take up residence at the Ritz October 21. Former house will accommodate the Yiddish version of *It Can't Happen Here*, originally slated for the Heckscher.

Seats for *It Can't Happen Here*, to be produced simultaneously in 20 cities by 26 companies, go on sale October 19 at the Adelphi, Majestic, Heckscher and Staten Island openings is expected to reach 4,000. Other openings will occur at Cleveland; Manchester, N. H.; Denver, Birmingham, New Haven, Detroit, New Orleans, San Bernardino, Raleigh, Indianapolis, Newark, Chicago, Tampa, Boston, Seattle, Los Angeles, West Palm Beach, San Antonio and Yonkers.

# Boston Agents Forming Org

**Attempt to do away with unfair bookers — may model after Philly outfit**

BOSTON, Oct. 17.—A secret meeting of local licensed and bonded vaudeville, fair and night club booking agencies was held last week in the offices of Buddy Shepard. The meeting was the third in as many weeks aimed at creating an agency association to combat activity by illegitimate bookers.

Shepard was named temporary chairman and, together with Lew Frey, was spokesman. Mrs. Shepard took the minutes of the proceedings. Among those present were Paul N. Denish, New England manager for George A. Hamid; Van Sheldon, Yankee Network Artists' Bureau; Norma Lynnelle, Lynnelle Amusement Agency; Pitt F. Parker, Royal Attractions; Al Martin, Lou Walters Agency; Charles F. Barrett, Lou Golden, Sam Cohen, Bertha Wells, Jack Stacey, Lou Bournstein, Harry Drake, Joe Rogers, Bernice Bruce, Artists' Amusement Agency, and representatives of Alber & Wickes, Everett L. Rich Entertainment Service, Metropolitan Vaudeville Exchange and Jack Werby.

The agents unanimously agreed that the present license should be killed, since it affords no protection for licensed and bonded offices. This license was made a law September 24, 1935, by the Massachusetts Legislature. All complaints were to come under the jurisdiction of the police department. The police candidly admit they don't know what the law is all about. It is felt, however, that the attorney-general, Paul A. Dever, should study the criminal situation and clarify certain license clauses.

Shepard volunteered to make inquiry as to rules and regulations of the successful Philadelphia Managers' Association as a pattern for an association planned locally. Preliminary plans call for a proviso that vaude, night club and other amusement managements are to notify a booker two weeks in advance of show cancellations. The agent then would notify the association of the cancellation and that the spot is open for placement.

## Glens Falls Ops Upped

ALBANY, N. Y., Oct. 17.—Glens Falls, N. Y., Operators' Local 524 has signed a two-year contract with the Schine Theatrical Company, Inc., with a provision for an increase of 10 per cent in salary, it was announced today by Joseph Stoppello, president of the organization.

Schine interests operate the Rialto and Empire theaters in Glens Falls, and the Strand Theater, Hudson Falls. New agreement is effective immediately, President Stoppello said. Ralph Guy is business manager of the local, and William Axton secretary and treasurer.

## Jimae

(This Week's Cover Subject)

JIMAE (Jimmy Nelson) became a magician by way of the United States Navy and dancing, all three of which are about as co-related as adagio dancing and clam digging. The adagio dancing is mentioned because for a while Nelson did that, too.

While still with the Navy, Nelson took dancing lessons every time he had shore leave. In 1928, when he left the service, he organized a dance act, the Nelson Brothers and Jones, playing Fanchon & Marco, Cushman, Bert Levy and other time. Some months later he formed an adagio act with Bobby Joyce and Irma Soper. Billed as the Three Aces, they toured the country from Coast to Coast for two years, playing vaude and the nighteries. Then the personnel was changed to two men and woman, and worked for another two years.

Jimae then met with an accident and was confined to bed for a long time. He spent much of this time practicing card tricks and found he liked magic so much that he decided to adopt it as a career. The late Howard Thurston gave him his first lesson and was his mentor until he died. Since he became a magician Jimae has played the top night spots and theaters in the country.

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**WANTED NIGHT CLUB ACTS**  
 All kinds, that are new to this territory, including Cleveland. Send late photos. Single Women place you at once. Amateurs save your stamps. Pat Marilyn, where are you!

**OHIO THEATRICAL BOOKING OFFICES,** Suite 303, Buckeye Bldg., Akron, O.

**CBS in Middle On Record Tiff**

NEW YORK, Oct. 19.—With nationwide publicity playing up the story on front pages, Columbia Broadcasting System again managed to find itself in the middle, this time as a result of the network's policy against the broadcast of phonograph records or transcribed programs over its key stations. Speech originating at WBBM, Chicago outlet, Saturday night when Senator Arthur H. Vandenberg sought to run excerpts of an old speech by President Roosevelt from records and then cut in with his answers promises to remain a sore spot with the Republican Party from now on.

At the last minute Leslie H. Atlass, vice-president of CBS in Chicago, decided that he would not stand in the way of the trick broadcast, altho it violated the long-established rules of the major chains. Later, however, some of the Eastern CBS stations did not carry the program, while some Western stations carried it in part.

CBS stated that an engineer, believing the broadcast was canceled, pulled out a few plugs. In this city piano music (See CBS IN MIDDLE on page 85)

**Nab Unionists on DC Charge**

NEW YORK, Oct. 19.—Several theatrical unionists were arrested on charges of disorderly conduct during a demonstration in front of the Globe Theater here Saturday night. Among those pinched were Ralph Whitehead, executive secretary of AFA, and Harry Luban, of movie operators' union, Local 306. They were held in night court and later released for hearing tomorrow. Globe is nonunion and joint demonstration was by the various theatrical unions.

**George Browne Gets AFL Post**

WASHINGTON, Oct. 17.—George E. Browne, president of the International Alliance of Theatrical Stage Employees, has just been named to the executive council of the American Federation of Labor. Chosen to fill a second vacancy is Edward Flore, president of the Hotel and Restaurant Employees' Union, whose members work in cabarets, hotels and restaurants.

One of the two will be chosen a vice-president of the AFL, succeeding William Hutcheson, president of the carpenters' union, who resigned today from the council and also as v.-p. of the AFL.

This means that the theatrical industry will be heavily represented in the top council of the AFL, President Joseph N. Weber of the musicians also being a v.-p. and a member of the council.

**Concord Won't Rent House to McCoy**

CONCORD, N. H., Oct. 17.—Frank McCoy, who directed the New Hampshire Dramatic Festival Players thru a short and unprofitable summer season here at the City Auditorium, has been informed that he cannot rent the theater for the winter season. The aldermanic committee on lands and buildings which has the rental of the theater in charge persistently refused to consider McCoy's proposal to pay \$300 a month plus a certain percentage of receipts and set a flat rental figure of \$500.

Appealing to the Chamber of Commerce, McCoy was told by the secretary, Joseph M. Lucier, "If you can produce a backer for your enterprise and pay cash in advance for 12 weeks or more I would be pleased to discuss the matter further with the committee, but I must have cash to cover the entire time of the lease."

It is understood that the WPA wishes to use the Auditorium twice a week during the winter for productions of its dramatic division.

**WANTED FOR MEDICINE COMPANY**  
 Good SKETCH TEAM that can change for 9 days. Have good Medicines, good Lecturer and Office Worker. Will split 50/50 after expenses are paid. Must have own House Car. Address

**DR. R. J. ATKINS, Lyndon, Ill.**

**Theater Dealers To Discuss Patnam Bill**

CHICAGO, Oct. 17.—Members of the Independent Theater Dealers' Association from Coast to Coast are convening at the Congress Hotel for the next three days to discuss the Patnam bill as it applies to their business.

Senator Patnam is expected to address the gathering tomorrow to explain the phases of the bill.

**Infantile Ban Lifted**

MOULTRIE, Ga., Oct. 17.—Infantile paralysis ban which has affected both indoor and outdoor shows in this territory has been lifted here and in other South Georgia towns. Quarantine had been in effect for some time.

**Pix BB League Holds Banquet**

NEW YORK, Oct. 17.—First annual dinner of the Motion Picture Baseball Association, attended by President Jack White, Vice-President George Woodward, Secretary James Shellman and Publicity Director I. A. Goldberg as well as some 66 players representing the various teams, formally wound up the season at the Valhalla Restaurant October 14, on which occasion the Quigley award for the championship team of the year, *The Billboard* trophy for the most games won, the President cup for the second most games won and the *Variety* trophy for the most runs scored were presented, respectively, to RKO, Music Hall, RKO and Consolidated.

The first-mentioned cup is awarded after the play-off eliminations and is the property of the team. The last three awards are held in trust until the following year and cannot be possessed permanently until won three times, not necessarily in succession. As yet none of the three trophies have been won twice.

Affair went over with plenty of fun, Woodward creating the biggest laugh by getting a round of applause for the much-maligned umpires. Also suggested the idea that the activities of the Motion Picture Athletic Association be expanded to include other sports, such as a league for basket ball, ping-pong, etc., but possibility of this becoming an eventuality rests on the corollary of proper individuals to promote the proposition. Woodward, White and present officers being tied up sufficiently as is.

A few additions to the baseball league are expected next year, notably 20th Century-Fox.



**A HEADLINER with THE PROFESSION FOR MANY YEARS**

*Marybelline*  
**EYE BEAUTY AIDS**

**TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.**  
 Subway Connections to All Theatres.  
**Newly Remodeled and Refurnished**  
 RATES: Special Weekly Rates \$1.00 up Professional . . . . .

**BACK AT THE OLD STAND OF MY FORMER ACTIVITIES**  
**300 WEST 49th ST., NEW YORK CITY**  
 Opposite Madison Square Garden, Phone: Longacre 5-3720.

**CHARLES L. SASSE,**  
 International Artists' Representative, Promoter of Domestic and Foreign Tours.  
**CIRCUS—VAUDEVILLE—IN AND OUTDOOR AMUSEMENTS.**  
 All Applications by Mail or Special Appointment.

**WINDOW CARDS**  
 We specialize in them: in fact nothing but! Quick Service, Low Prices. Write for **BIG FREE CATALOG**, showing several hundred stock designs in color.

**BOWER SHOW PRINT 245 E. STREET FOWLER, IND.**

**THE VARIETY CLUB**  
**8TH ANNUAL BANQUET**  
**HOTEL WM. PENN, PITTSBURGH**  
**SUNDAY NITE - OCTOBER 25TH**

**C'MON MAKE IT A REAL WEEK-END**  
 PITT vs. NOTRE DAME Football Game on Saturday; the Banquet on Sunday Night, October 25.

**PRESENTED UNDER THE "BIG TOP" IN HONOR OF RETIRING CHIEF BARKER, ARTHUR LEVY and His Retiring Associate Officers**  
 Geo. D. Tyson, James C. Balmer, Frank Smith, Harold Lund, Jules Lapidus, C. J. Latta, Ben Kalmenson, Joseph Kaufman, Mark Goldman, Dr. A. Wise, Dr. M. Goldman and Ira Cohn.

**WRITE FOR RESERVATIONS IMMEDIATELY - To JOHN H. HARRIS, Variety Club Banquet Chairman, 711 Clark Bldg., Pittsburgh, Pa.**  
 —Will make your football reservations for you . . . PITT vs. NOTRE DAME . . . Saturday, October 24 . . . if required. Banquet, \$10 Football, \$3.42 and \$4.56.

**40 FEATURE ATTRACTIONS 40**  
 A Colossal, Gigantic, Amazing and Unbelievable Aggregation of Sensations, Freaks and Curiosities, Gathered at the Risk of Life and Limb for your entertainment, My Friends, For Your Entertainment!

Come, meet your friends; meet the Big Guns of Show Business . . . a veritable conclave of showmen from all ranks!

**STOCK TICKETS**  
 Rolls of 2,000.  
 1 Roll . . . . \$ .50  
 5 Rolls . . . . 2.00  
 10 Rolls . . . . 3.50  
 50 Rolls . . . . 12.50  
 No. C. O. D. Orders.

**SALT, SALT MADE THE SEA SALT WHILE TICKETS-TICKETS**  
 Made Toledo the Ticket Center of the  
**TOLEDO PROCESS TICKETS**  
 Get Our Prices on Any Kind of Special Printed Tickets.

**THE TOLEDO TICKET CO., (Owners of That Process) TOLEDO, OHIO**

# "ALLOCATION" CONTINUES

## More Factions Present Cases; Hearing Goes Into Third Week

*Jolliffe, Spearman and Lohr among those heard in second week—proceedings conducted on friendly basis with minimum fuss—KVOO problem cited as typical*

WASHINGTON, Oct. 17.—Testimony by heads of large as well as small broadcasting organizations, by engineers and by counsel for different groups on the big question of allocation of power to stations in the broadcasting industry, plus recommendations by representatives of manufacturing groups; educational agencies, including this branch of the Government service; in behalf of the many-sided industry, and by representatives of the commission, the latter speaking largely only carried hearings before Broadcast

be worked out. After discussing the problems involved in the determinations to be made by the commission, Dr. Jolliffe said he would summarize as follows:

Specify by regulation (1) standard of service "free of interference" on basis of output of receiving set, and (2) a "typical receiving set," including all factors which influence the output of this receiver. To specify propagation curves in allocation problems, to relate field intensities to output of transmitting facilities; classify by regulation each frequency on which duplicated operation is

(See ALLOCATION CONTINUES page 8)

Testimony offered did not tend to develop such wide differences of opinion as to results of this or that action by the commission with respect to new allocations as had been anticipated. Throughout an unusually friendly feeling, at least on the surface, was exhibited by proponents of different power rights and related action, and the tenor of comment made was that everyone seemed to be anxious to have that thing done by the commission which would best promote the industry's interests. However, when recommendations made are analyzed by the Broadcast Division, as a preliminary to action upon them, some marked differences of view will necessarily have to be dealt with.

Problems facing such organizations as KVOO, Tulsa, a cleared channel sharing time with Station WAPI, Birmingham, were presented on Thursday by Vice-President and General Manager William E. Way, of this station, who told the division present allocation of radio frequencies, with respect to broadcasting, is inadequate as developments of the recent past and that KVOO stands in a unique position as compared with the other four sharing time stations operating simultaneously during day-time hours, WAPI, WOWO, WWVA and KEX-KOB. He referred in this connection, as illustrative of this position, to comment by Edwin W. Craig, chairman of the clear channel group, when the latter said that "such, for example, is the case where two clear channel stations are dividing time and are located at substantial distances from each other. We can readily appreciate and sympathize with the economic hardship imposed upon them." He said references in radio circles in the past to his section as the "hinterland" of the United States were incorrect, and added that detrimental policies and harmful practices would result from absence of uniform rules and regulations such as FCC has put into effect, and that it was hoped the commission would determine it inadvisable for clear channels to be forced into sharing time arrangements, urged protection for investments in broadcasting and above all protection for the consumer in his right to uninterrupted reception. He told Chief Engineer Craven that when KVOO goes off the air and there is no continuity of service there is practically no radio reception in the rural area from 85 to 90 miles around Tulsa.

### Jolliffe's Summary

Speaking particularly of interference from unwanted radio stations, Dr. C. B. Jolliffe told the division this is a problem of allocation as to which the commission has a primary responsibility for its solving. He pointed out that the basis of an engineering determination of a proper allocation of frequencies and classification of broadcast stations can be reduced to three factors, standard of service, characteristics of receiving sets and relation between field intensity and distance. Commenting that unfortunately none of the three factors is capable of exact definition yet, Dr. Jolliffe said, given these factors and, theoretically, any problem of broadcast allocation can

be worked out. After discussing the problems involved in the determinations to be made by the commission, Dr. Jolliffe said he would summarize as follows:

Specify by regulation (1) standard of service "free of interference" on basis of output of receiving set, and (2) a "typical receiving set," including all factors which influence the output of this receiver. To specify propagation curves in allocation problems, to relate field intensities to output of transmitting facilities; classify by regulation each frequency on which duplicated operation is

(See ALLOCATION CONTINUES page 8)

## Gus Hill Sells Show to Sapolio

NEW YORK, Oct. 19.—Gus Hill, vet showman, has sold an idea to Enoch Morgan & Sons, makers of Sapolio, and will come to one of the networks with a program entitled *Gus Hill's Surprise Party*. Hill will do a Major Bowes but will call upon old-time talent only, with the winners being sent out in units for vaude.

Understood that the sponsor has not yet bought time on either NBC or CBS.

## KVOD News Tieup

DENVER, Oct. 17.—KVOD is now broadcasting news six times daily and three times on Sundays, after signing with the United Press service. Station has also made a tieup with *The Rocky Mountain News* whereby the newspaper prints KVOD programs and six nights a week broadcasts for 15 minutes from its editorial rooms.

## Big Coast Shows Using Stars S O S for New Script Material

HOLLYWOOD, Oct. 17.—With a long line of motion picture guest stars waiting at the network doors and the growing scarcity of literary material for their consumption, radio producing agencies are sending out an S O S to established Hollywood film writers for original plays, sketches and short stories suitable for radio presentation. Another and equally important reason for the opening of this new literary market is the weariness expressed by radio listeners over the continual stream of excerpt scenes from pictures and concentrated versions of stage shows.

Leading the field in the search for new dramatic material is the J. Walter Thompson agency, producer on the Coast of the *Lux Radio Theater*, *Kraft Music Hall* and *Shell Chateau*, all of these programs using play material. Thompson agency made the first break-away from the excerpt system September 12, when it used an original dramatic sketch, *Emergency Operation*, by Margaret Harris, for a Cary Grant appearance on the *Chateau*.

Listener response to the piece was so favorable the agency determined to seek specially written copy from known writers for its other shows. Miss Harris is a virtual newcomer to writing, having just completed finishing school. She is reported to have signed with Grant to write further radio material for him.

## WSB-Hive Busts Out

ATLANTA, Oct. 17.—The WSB-Hive, promotional paper published by The Atlanta Journal station, put out a special issue this week in connection with the FCC reallocation hearings. Lamdin Kay, general manager of the station, who is attending the hearings, sent back a flock of personal notes on the hearings. Probably the first time a station manager has stolen the radio paper reporters' thunder.

## Publishers Praise Radio as a Medium

CHICAGO, Oct. 17.—Altho E. H. Harris, publisher of *The Richmond (Ind.) Palladium-Item*, member of the Press Radio Committee and chairman of the Inland Press Association's communications committee, panned radio and the Federal Communications Commission at the IPA convention this week, several other publishers praised the ether mediums. These publishers claimed that they found owning stations profitable, not only financially, but as aiding the papers themselves.

Harris averred the FCC interfered with free expression on the air, stating that fear of reprisal on the part of the government has "killed the initiative of telephone, telegraph and radio systems." This is another reference from the radio angle to the six months' license renewal period.

Harris also answered various questions posed by publishers as to how to proceed in trying to buy or establish stations, etc. One question regarding facsimile transmission brought the answer that facsimile has been dormant for six months. Television, it was said, still has many hurdles. Publishers were also told that any station found pirating news could be stopped by an appeal to the FCC.

## Flyer Signed by NBC

CHICAGO, Oct. 17.—Colonel Roscoe Turner affixed his signature to a National Broadcasting Company contract this week to appear in the aviation serial, *Flying Time*. Acquisition of the famed airman was hailed by Niles Trammell, vice-president in charge of NBC's central division here, but he will not start in the serial for another month. Turner's new 400 m.p.h. land plane will also be at the service of the local NBC office to rush engineers and announcers when necessary.

## NBC Cuffo Dinner May Happen Nov. 9

NEW YORK, Oct. 19.—National Broadcasting Company is planning to hand its 10th Anniversary celebration a shot in the arm and probably wind it up in a blaze of glory with a blowoff at the Waldorf-Astoria Hotel about November 9. Some 1,600 guests will be invited, mainly advertising agency execs, their clients, station owners and managers, NBC and RCA department heads and executives and even the opposition headlines such as William S. Paley, reported as doing okeh with an outfit called Columbia Broadcasting System. Washington high officials will also be invited and if Landon wins he too will get in for a bow.

Cost is estimated at a tentative \$25,000, with Mark Woods supervising the details. Unlike the testimonial dinner to David Sarnoff, which was 10 bucks a head, this is strictly cuffo if you get the formal stationery. To date, the 10th Anniversary has been mostly in the way of additional sustainings for the NBC Blue.

## Cigaret Account Signs Jack Pearl

NEW YORK, Oct. 17.—Jack Pearl, with his old partner, Cliff Hall, has been set for a return to the air starting November 9 on WJZ-NBC for Kool and Raleigh cigarettes (Brown, Williamson Company). Pearl will do an act similar to his Baron Munchausen role, with Hall stooging as before.

Pearl precedes Ed Wynn by five days in his return to the air, with both comics working for similar products, Wynn going on for Spud cigarettes (Axton, Fisher Company) thru Young & Rubicam. Kool account is handled by Batten, Barton, Durstine & Osborn.

In addition to this twist, another is that both comics were set by the same talent agency, A. & S. Lyons, Inc.

With Wynn will be Don Voorhees and a brass band. The same combination which started Wynn as a radio comic several years ago for Texaco Company.

## West Coast Notes; More Warner Acts

LOS ANGELES, Oct. 17.—Aiming to top the local field and make itself known as one of the most important independent stations in the country, KFWB, under the management of Harry Matzlish, is lining up a new series of live talent shows in a tieup with Warner Bros. Picture Company. Spot is already producing more shows in its studios than any other outlet and aims to rank with the networks in live talent.

Latest is a working agreement with the Warner's studio whereby station gets the entire personnel of the Bryan Foy unit for one, possibly two, drama programs each week. Plays will be adapted by Bob White, Warner's scenarist and one-time network producer in the East, and played out by contract thespians. Another new feature for the station is Leo Forbstein's Vitaphone Orchestra, which begins a series next month, using guest soloists from the film studio's contract list. Also talked of as a possibility is that Mervyn LeRoy, producer-director, will consent to conducting a weekly talent quest on the air.

Jerry Cady, former radio writer, whose air scripts brought him a one-picture writing contract with 20th Century-Fox, has been renewed on a long-term pact. The inside story is that Cady arrived on the lot and was told to turn out an original idea for Shirley Temple. A few days later he surprised executives by handing in the story, plus a treatment, titled *His Master's Voice*. The story clicked and because he is such a fast writer Darryl Zanuck took no chances on losing him. Another radio writer recently signed for pictures is Kay Van Riper, ace WFWB scribe, who has gone to MGM to start the screen play for *Skidding*, stage play of years ago.

*Hollywood Hotel*, CBS show, moves from the Figueroa Playhouse in the (See WEST COAST on page 9)

# Networks Clinch Record For Their Gross Billing

September sock with 69 per cent increase for CBS and a 33 per cent leap over last year for NBC—summer up 14 per cent for latter—cumulative totals far ahead

NEW YORK, Oct. 19.—That the major networks will end the year far ahead of 1935 and cross the \$50,000,000 line was definitely indicated in the huge increase in September business (still counted as a summer month), and the grand total of the four summer months as well as the cumulative total for the first nine months of 1936. Columbia Broadcasting System total for the nine months is \$15,550,070, an increase over the same period in 1935 of 28.5 per cent. National Broadcasting Company nine months' total for 1936 is \$23,800,143, which is 4.3 per cent better than the first nine months of 1935.

For September, 1936, CBS grossed \$1,838,932. A gain of 69.2 per cent over the same month a year ago.

September billing for NBC totaled \$2,886,266, up 33.4 per cent over the same period in 1935. Breakdown gives the NBC Red network \$1,993,371, and the NBC Blue did \$893,266.

Business for the summer months, June, July, August and September, was well over the same period a year ago. The four months gave NBC gross billing of \$10,062,507, revealing an increase over the same period in 1935 of 14.7 per cent. CBS also drove far across the 1935 figures.

For NBC it was the biggest September in its history and tops the best previous September by \$723,000. In the past only four other months ever topped this September. They were January, March and December, 1935, and March, 1936.

Total network biz will be further increased this year with revenue received by the Mutual Broadcasting System.

**Safety First**  
 BOSTON, Oct. 17.—Relinquishing for one month advertising copy that directly affects more than 40 automotive accessory stores thruout the New England area, Gofkauf's Automotive Accessories Company, sponsor of the nightly weather forecasts of E. B. Rideout over Station WEEL, is devoting broadcasts to a four-week period in a road safety crusading campaign. Total expenditure will amount to several thousand dollars. Plan was conceived by Frank T. Samuel.

**Zora Uncovich's New Job**  
 PITTSBURGH, Oct. 17.—Zora Uncovich, radio columnist for *The Pittsburgh Sun-Telegraph*, has been named radio editor of the Hearst daily to succeed Mrs. John Gihon, wife of the KDKA manager, who was appointed head of all women's departments.

## New Biz, Renewals

NEW YORK, Oct. 17.—New accounts on the Columbia Broadcasting System:

LACO PRODUCTS, thru Joseph Katz Co., Baltimore; starts October 20, Tuesday and Thursday, 1:15-1:30 p.m. on WABC and 11 stations. Mabelle Jennings, interviews.

NATIONAL ICE ADVERTISING, INC., thru Donahue & Coe; starts October 27, Tuesday and Thursday, 11:45-12 noon on WABC and 33 stations. *Homemakers' Exchange*.

E. I. DU PONT DE NEMOURS & CO., Wilmington, Del., thru BBD&O, New York City, started October 13, 7:30-7:45 p.m. over WABC and WCAU. Irene Beasley and comedy.

PONTIAC MOTOR CO., Pontiac, Mich., thru MacManus, John & Adams, Inc., Detroit, Mich., started October 12, Monday, Wednesday, Friday, 2-2:15 p.m., over WABC and 50 stations. Kathryn Cravens.

CHEVROLET MOTOR CO., thru Campbell-Ewald Co., Detroit, starting October 18, 6:30-7 p.m., over 80 stations. Rubino and vocalists.

### NBC Accounts

CADILLAC MOTOR CAR CO., thru MacManus, John & Adams, Inc., starting November 5, 4-4:30 p.m., over WEAF and 26 stations. *LaSalle Style Show*.

SHERWIN WILLIAMS CO., Cleveland, thru Cecil, Warwick & Cecil, New York City, starting October 18, 3-3:30 p.m., over 51 stations of the Red network. *Metropolitan Auditions of the Air*.

BETTER SPEECH INSTITUTE OF AMERICA, Chicago, thru Auspitz & Lee, Chicago, starting Sunday, October 18, 3-3:15 p.m. over 40 stations of Blue network. Musical and dramatic.

AMERICAN CAN CO., New York City, thru Fuller & Smith & Ross, Inc., RE-NEWAL, starting October 27, 9-9:30 p.m., over 56 stations of the Blue network. Ben Bernie.

### Newark

THE RIESER CO., thru Franklin Bruck Advertising Corp., starting October 16, 1-1:15 p.m. Talks. WOR.

HOFFMAN BEVERAGE CO., Newark, N. J., thru BBD&O, New York, RE-NEWAL, effective October 13, Tuesday, COLGATE PALMOLIVE PEET CO., thru Benton & Bowles, five-minute spots, five times a week. WOR.

CHEVROLET MOTOR CO., thru Campbell-Ewald, Detroit, renewal effective October 19, Monday, Wednesday, Friday, 9:15-9:30. *Musical Moments*. WOR.

LEVER BROS., thru Ruthrauff & Ryan, renewal, participations in Martha Deane program. WOR.

BOSTON FOOD PRODUCTS CO., thru

Ferry-Hanly Co., renewal on Martha Deane program. WOR.

LARUS & BROTHER CO., thru Marschalk & Pratt; starts October 24, Saturday, 7:30-8 p.m. Recorded musical show. WOR.

UNITED DRUG CO., thru Street & Finney; starts November 3, Saturday, 8:45-9 a.m. Recorded musical show. WOR.

ATLANTIC REFINING CO., thru N. W. Ayer & Son, Inc., one time, November 28, Saturday afternoon. Columbia-Stanford football game. WOR.

FRANCO AMERICAN DIVISION OF CAMPBELL SOUP CO., thru Ruthrauff & Ryan, renewal effective September 21, participation in Martha Deane program. WOR.

### Chicago

BORDEN-WIELAND CO., thru Hanff-Metzger of Illinois, Inc., *The Marriage License Bureau*, a local commercial, heard from 1:45 to 2 p.m., Monday, Wednesday and Friday, for 52 weeks, from October 14. WGN.

LIBBY, McNEILL & LIBBY, thru J. Walter Thompson Company, *Time Signal*, a local commercial taking 8:30 and 6 p.m. daily except Sunday for four and one-third weeks, beginning November 16. WGN.

CHARLES A. STEVENS, *Clijton Utley*, a local commercial taking 8 to 8:15 p.m., Mondays, beginning October 5 and including December 28. WGN.

### Jersey City

S. BAUMAN, INC., direct, six 15-minute periods weekly. WHOM.

H. W. PERLMAN PIANO CO., direct, announcements. WHOM.

GROSSMAN FURNITURE CO., seven Irish programs weekly. WHOM.

MILANESE LABS., direct, one Italian program weekly. WHOM.

### Philadelphia

NIXON-GRAND THEATER, placed direct, starts October 18 for indefinite period, Sunday, 11:15-11:45 p.m.; Tuesday, 9:30-10 p.m. Kiddies' program and stage show remote. WDAS.

PENNSYLVANIA FINANCE CO., thru Charles Gross Agency, started October 13 for 13 weeks, daily quarter-hour periods. Transradio news. WIP.

CLUB ALUMINUM PRODUCTS CO., placed direct, started October 12 for one week, daily quarter-hour periods. Household talk. WIP.

### Cincinnati

OMEGA CHEMICAL CO., thru Husband & Thomas, New York, five days a (See NEW BIZ on page 29)



Chevrolet presents

RUBINOFF

AND HIS VIOLIN

VIRGINIA REA

JAN PEERCE

EVERY SUNDAY

Columbia Network

Coast-to-Coast

8:30 P.M. EASTERN STANDARD TIME

**OSWALD** ★★★  
**OH YEAH!!!**  
 Featured COMEDIAN With  
**KEN MURRAY'S**  
 Rinso and Lifebuoy Programs.

**ROY** ★★★  
 Dramatic Baritone  
 Concluded 15 Months, Feat-  
 ured on **SALLY'S MOVIE**.  
**LAND REVIEW, WMCA,**  
 New York.  
 Address  
 Care of  
 Billboard,  
 N. Y.  
**GOBEY**

**Alexander**  
**GRAY**  
 Baritone  
 Pers. Mgt. CBS Artists Bureau

**ARTHUR KAY**  
 Radio Mimic - Characterizations  
 Character Voice of Terrytoon Cartoons and Varied  
 Max Fleischer Cartoons.

**E D D I E** **P A U L**  
  
 Musical Director  
**ROXY THEATRE, N. Y.**

**Russ** **RINSO-LIFEBUOY**  
 CBS TUES. 8:30 - 9 P. M.  
 rebroadcast 11:30 to 12 P. M.  
**MORGAN**  
 and His Orchestra  
 "Music in the Morgan  
 Manner"  
 HOTEL BILTMORE  
 NEW YORK

**HUGH CROSS** AND HIS  
**RADIO GANG**  
 Care Billboard, Cincinnati.  
 ERNIE BRODERICK, Personal Representative.

**JAN** ★  
**RUBINI** ★  
 in person  
 AND HIS  
**ROMANTIC**  
 DANCE AND CONCERT ORCHESTRA  
 "MUSIC THAT THRILLS"

# Station Notes

Address All Communications to the New York Office

**CATELLI FOOD PRODUCTS**, Montreal, canner of vegetables and fruits, has contracted with **CHSJ**, St. John, N. B., for two broadcasts weekly, each of 15 minutes and consisting of musical varieties on wax supplied by World Broadcasting System. Broadcasts are on Tuesday and Saturday at 10:45 a.m. for a total of six weeks. . . . **W. H. SCHWARTZ & SONS**, food specialty manufacturers and packers, with plants in Halifax, N. S., and St. John, N. B., have signed with Station **CHSJ**, St. John, for a weekly half-hour program titled *Uncle Bill and His Safety Club*. Aimed specifically for children and will be heard each Saturday at 5:30 p.m. **HUGH TRUEMAN**, of St. John, who has emceed several children's programs at **CHSJ**, has been appointed emcee for the Schwartz fixture.

A new commercial broadcast of an amateur hour from the Loew Majestic Theater, Bridgeport, Conn., starts this week over **WICC**, Bridgeport, sponsored by the Bamby Bread Company, Bridgeport. . . . **HILLBILLIES**, who have been taboo on **WICC** for some time, are now back in the good graces of the station. Several groups now being listed on the schedule. . . . **WELI**, New Haven, Conn., celebrated its first anniversary last week. . . . **ELEANOR LANE**, formerly with the *Merry Madcaps*, **WTIC**, Hartford, Conn., is now on **WBZ**, Boston. . . . **OTTO NEWBAUER**, formerly on **WTIC**, Hartford, is piano soloing on **WDRG** of that city. . . . **MARC WILLIAMS**, formerly a singing cowboy on **WTIC**, Hartford, is now with **WGY**, Schenectady, and is known as Happy Hank.

Belated grid commercial announced early this week is that of **WGCM**, Gulfport, Miss., which is airing returns on important Southeastern Conference games each Saturday, sponsored jointly by the Coast Coca-Cola Company and the Radio Shop, Biloxi, Miss. . . . Entire **PICKARD FAMILY**, pioneer mountaineer entertainers of the air, have moved to New Orleans and will begin a winter series of commercials for Drug Trade Products over **WWL**. . . . **BILLIE WALKER** and her Four Texas Longhorns headlined entertainment this week-end at the St. Tammany Parish (La.) Fair with three a day. . . . With six acts lined up daily from its regular entertainment staff, **WWL** is entertaining all this week at the South Louisiana State Fair, with **HENRY DUPRE** and **JIMMIE WILLSON** alternating as announcers. . . . **WDSU**, New Orleans indie, expects to turn on the juice over its new transmitting equipment next week-end with an all-day special program, according to **JOE UHALT**, head man.

Coca-Cola of Memphis is sponsoring its 10th consecutive football broadcasts over **WNBR**, that city, with a contest on score-guessing, winners given all-expense trips to big national games. **EARL MAXWELL** is head sports announcer for the series. . . . Moving from **WAPI** to **WGSN**, both of Birmingham, is announcer **LEE MCARTHUR**. . . . **GEORGE HILDEBRAND**, formerly with **WJN**, Akron, O., is now with **KQV**, Pittsburgh, as announcer, succeeding **HERBERT MORRISON**, who moved to **WLS**, Chicago. . . . **ELIZABETH LEWIS**, former **WLLH**, Lowell, Mass., dramatic coach, is now affiliated with **WORL**, Boston, as receptionist. She's also doing political interviews from the woman's angle. . . . **DON GRAHAM**, former **WCOP**, Boston, announcer-baritone, has switched to **WORL**'s mickeman staff. Don is the kid brother of **GORDON GRAHAM**, of the *Funnyboners*, New York radio act.

**ANDY STANTON**, former **WLW** sports announcer, is back in Philadelphia freelancing. . . . **John Falkner Arndt & Company**, of Philadelphia, have been re-elected headquarters of the Continental agency network, an affiliation of ad agencies with branches in leading cities. . . . **JOHN F. ARNDT** was elected prez of Continental for the coming year. . . . **SAM KURTZMAN** is back at the University of Pennsylvania Dental School after a spell in Hollywood writing gags for **EDDIE CANTOR**. He still remains on the Cantor pay roll, with the understanding that if school work prevents his contributing material his studies are to receive first consideration. . . .

**HARVEY BEST AGENCY** has opened new offices in Philadelphia, **HARRY B. SCHWARTZ** being prez of the local branch. . . . **VIOLET GREEN**, former **WIP** thrush, is now studying at Curtis Institute of Music on a special voice scholarship.

**PAUL PHILLIPS**, assistant continuity editor at **KMOX**, St. Louis, has been shifted to the editorial desk due to Editor **JOHN CLARK'S** leaving for the East. **PHILLIPS** came to **KMOX** from **WMCA**, New York. . . . **FRANK AUSTIN**, formerly with **KSTP**, St. Paul, has joined the announcing staff of **KDYL** in Salt Lake City. . . . **WMC**, Memphis, took a survey in which thousands of Memphians were asked, "To What Type Program Do You Listen Most?" There were 27 favorite programs named by listeners and 15 of the shows are exclusive on **WMC**.

**DAVE DRUMMOND**, NBC producer in San Francisco, is back on the job after a two-week vacation in the Pacific Northwest. He drove several hundred miles out of his way on return trip home so he wouldn't have to fight forest fires in Oregon. . . . **PAT KELLY**, CBS press department, San Francisco, is writing a series of Monday scripts for **TOM BRENNEMAN'S Feminine Fancies**, aired over the Coast at 3 p.m. from **KFRC**, that city. . . . Wander Company, in behalf of Ovaltine, after a three months' layoff, has returned its *Little Orphan Annie* disc series to **KYA** in San Francisco, airing them five days weekly. Contract went thru Blackett-Sample-Hummert, Inc. . . . **JOAQUIN GARAY**, who formerly tenored over NBC from San Francisco, is vocalizing at the **RKO Golden Gate Theater**, that city. He was originally booked for one week but is there for a third. . . . **WILT GUNZENDORFER**, San Francisco manager of Thomas Lee Artists' Bureau, is back at his desk at **KFRC** after several days in and out of radio stations in Southern California.

## ALLOCATION CONTINUES

(Continued from page 6)

permitted on the basis of a protected primary service area in which a station is entitled to reception "free of interference," etc.; in overcoming man-made interferences to the limit of this area; provide clear channels without limit of power to give the best possible secondary service to persons outside primary service area of stations specifying standards of protection for primary service area.

Setup mileage-frequency separation tables which relate all factors of standards of service, receiving sets and propagation for each classification of stations and for all frequencies capable of producing interference; specify the basis on which standards can be replaced by field observations of existing conditions, and make application of devices such as directional antennae, synchronization, etc., only if such application results in improved service in areas without adequate facilities and where it is possible to give complete service to the populations of the area, specifying standards of service and all conditions at time of such grant.

**Dr. Jolliffe's** observations, while highly technical, were yet heard with interest, for by the time he presented these observations technical recommendations were, as a rule, in order. The oft-referred-to economic and social factors had been voluminously discussed earlier in the hearings. Still other technical testimonies were offered. On Friday "Hearst Radio, Inc." had been heard thru Littlepage & Littlepage, of Washington. Among other speakers were **D. A. Read** for **WTIC**, and **Charles W. Horn** for **NBC**. **Read** said his station, at Hartford, gives secondary service in Vermont, New Hampshire and Maine. **Horn** asked an additional classification calling for 50 millivolts for metropolitan areas as a minimum signal necessary for good service, direct method of antennae measurement and field strength measurements of all stations.

### Spearman Proposals

With resumption of hearings for the second week by Broadcast Division of FCC on the general subject of allocations which would be expected to meet broadcasting needs of the near future,

**SHEA'S**  
 Buffalo Theatre  
*The DYNAMIC*  
**ARNO**  
 CONDUCTOR - VIOLINIST  
**WBEN** Saturday, 7:30 P.M.  
 "He is an excellent showman and very talented musician."—*Courier Express*, Buffalo, N. Y.

**TITO GUIZAR**  
 ★ STAR of ★  
 Radio, Screen, Stage and Concert.

COAST to COAST  
 ★ WALTER ★  
**TETLEY**  
 R-1 in's Outstanding Boy Actor  
**FRED ALLEN** 9:00 p.m. Wed. NBC  
**SHOW BOAT** 9:00 p.m. Thur. NBO  
**PAUL WHITEMAN** 9:30 p.m. Sun. NBO  
**BOBBY BENSON** 6:15 p.m. Mon. Wed. CBS  
**BUCK ROGERS** 6:00 p.m. Mon. Wed. CBS  
 Fr. Fr.

**JAYSNOFF SISTERS**  
 ★ IRIS and JUNE ★  
 The Leading International Duo Pianists  
**BRUNSWICK CASINO**, Boston, Mass.  
**WMEX** Wiro.

**DONALD BAIN**  
 (IMITATOR-COMEDIAN)  
 UNUSUALLY LIFE-LIKE IMITATIONS OF  
 BIRDS, ANIMALS, WILD BEASTS, ETC.  
 Room 902, 723 Seventh Ave., New York City.  
 Bryant 9-5107.

the group made up of regional broadcast stations got very much into the picture, after the clear channel groups and, as a rule, proponents of high power privileges, had pretty well exhausted this subject. The National Regional Association of Regional Broadcast Stations was represented by **Paul P. D. Spearman**, as counsel, who admitted his knowledge of technical phases of the industry might be limited, but expressed the view the social and economic aspects outweighed in importance the other phases. He spoke at great length and was frequently questioned by Chief Engineer **Craven** of the commission as to this or that angle presented by him.

**Spearman's** testimony followed close upon that of **Dr. G. W. Pickard**, engineer for the regional group, who also was cross-examined by **Engineer Craven**. **Dr. Pickard** called attention to question of possible international interference from 500-kilowatt stations, citing the fact a number of Mexican stations are operating on the same frequencies as are clear channels in this country, with the result the Mexican stations have made our clear channels anything but clear. Discussing both day and night regional service, **Pickard** said that a survey made by him showed regional stations in the United States covering a daytime audience of 175,206,988, and that nighttime coverage reached to 245,292,649. These figures, he added, naturally represented an overlapping of regional service. Agreeing with commission's engineers as to signal intensity, **Dr. Pickard** thought a 10-millivolt signal too low; that it should be 20 millivolts; that a two-millivolt signal in residential sections is too low and should go to five millivolts, and with a 10-millivolt intensity in the rural areas also too low.

At one point, **Dr. Pickard** said, in reply to an inquiry, that where two or more stations are on the same frequency they might possibly be staggered. Staggering for around 17 cycles, he thought, would eliminate the zero beating, sea, washing (See *ALLOCATION CONTINUES* page 10)

# Program Reviews

EST Unless Otherwise Indicated

## Henry Morgan's House Party

Reviewed Wednesday, 12-12:15 p.m. Style—Songs, patter. Sustaining—WNAC (Boston) and the Yankee Network.

A good noon-time show. Script is written and the stint produced by Henry Morgan, new Yankee Network spieler, Donald Van Wart, staff pianist, tickles the ivories and the Bachelor's Quartet dish out okeh original and novel arrangements of old and new tunes.

The Bachelors have been together for almost 15 years, with experience in all branches of show biz. They know their stuff, whether in front of a mike or on the other side of footlights. Foursome comprises Tony Dooley, second tenor, guitarist and manager; George Carey, first tenor and dialectician; Gus Cuneo, baritone and femme piping, and Oscar Smith, bass.

On show caught doorbell opened the soundtrack, with Foo-Ling, a Chinaman (Oscar), spitting with Morgan on lateness of butler duty. Door yawns and the Bachelors enter and begin to mingle their pipes to their own-composed theme *The House Party*—a sprightly ditty, followed by *When It's Darkness on the Delta*. Morgan and Oscar, latter spurring pidgin-English, tete-a-tete with a comic pro-Columbus bit that's okeh for chuckles. Four lads also do a corking good cockney with *Mad Dogs and Englishmen*, a wow. Another comic bit on Columbus is a jazzed-up 1936 Bowery version of the "difficulty" Columbus had in obtaining the shekels to make the voyage. Action has Columbus working all the monarchial courts, 'til Queen Isabella of Spain breaks down and shoots the works. A production number of Southern atmosphere is click, starting off with quartet piping *Lonesome Road*, followed by Morgan doing good, touching Negro with a specially written passage. A medley of *Swanee* tunes and *Old Man River* make for a good windup.

Quarter-hour frame is six days per week for Yankee Network and the same period of time for straight WNAC consumption. S. P.

## "Doc Pearson's Drug Store"

Reviewed Wednesday, 7:45-8 p.m. Style—Vocalists. Sponsor—Block Drug Company. Station—WEAF.

This program, which is local on WEAF only, plugs Omega Oil and, thematically, is radio stuff of a few years back. The idea of working in commercials, by way of setting the action in a drug store so that Julian Noa, as Doc Pearson, can extol the merits of the "erl" is archaic stuff and signally unconvincing. A straight sales talk, if nothing else, is just as effective. The way things come across now it's rather childish.

Welcome Lewis is pleasant listening. On this show she splits billing with the Landt Trio and White and the drug store quartet. The quartet, like Miss Lewis, is an item accepted as standard radio quality and does a nice measure of work. Comedy numbers of the rapid-fire, nearly unintelligible delivery type are overworked. J. F.

## "Old King Cole"

Reviewed Tuesday, 5:15-5:30 p.m. Style—Songs and poems. Sponsor—Participating. Station—WFIL (Philadelphia).

Station figures to cash in on juve following of its Jolly Man. Wayne Cody, whose forte is ad libbing on kiddie songs and chatter, airs in the early morning for Strawbridge & Clothier department store, part owner of station. Early eve spot, before the Singing Lady, is cast to catch them a second time the same day. This one is being offered on a participating basis. Has been running daily for the past month but no takers as yet.

Pattern follows the a.m. stint religiously with songs, rhymes and birthday greets. Cody pounds out his own piano accomp, works the five-and-dime sound effects and does everything but imitate four Hawaiians. It's a one-man show and Cody can undoubtedly spiel his way thru a guitar solo in the pinch.

Apart from the Old King Cole theme, only innovation is a club for the dialers, name and address getting a membership card et al. But the kids aren't a bit fooled on Cody's added moniker. Most of the mail asking for the club cards are

addressed to the Jolly Man. And with one shot being a virtual rebroadcast of the other, danger of split in listening audience is imminent. ORO.

## News of the World

Reviewed Wednesday, 12:30-12:45 p.m. Style—News reporting. Sponsor—Kaufmann's. Station—WJAS (Pittsburgh).

Kaufmann's, one of Pittsburgh's leading department stores, occupies three 15-minute spots on WJAS daily, except Sunday, serving listeners in the tri-State area with the latest news. Beckley Smith, a sound, straightforward reporter, is the only voice heard on the program, dishing out the news and sandwiching in brief announcements of attractive and timely specials in effect at the store.

The reports are hot off the wire, keeping in tune with local dailies and often beating the press by several hours. Daily programs go on at 12:30, 6:30 and 11:15 p.m. Feature enjoys a tremendous audience. S. H.

## Frank Parker

Reviewed Wednesday, 7:30-7:45 p.m. Style—Vocalist and organ. Sponsor—Procter & Gamble Company. Station—WEAF (NBC network).

A pleasant 15-minute spot with one of the more popular radio tenors doing his solo work backed up by Ann Leaf, organist. Parker is a feminine favorite and should be able to produce an audience for this particular P. & G. product, Drene, a shampoo. The plugs, incidentally, are overlong and over strenuous.

To this reviewer, Parker's voice is projected with unusual radio ability, which makes up for a hardness and metallic quality that is jarring in any type voice, but, seemingly, even more so in the case of a tenor. Numbers themselves are well chosen with an eye to popularity and variety. J. F.

## Mullen Sisters

Reviewed Thursday, 9:15-9:30 p.m. Style—Harmony singing. Sustaining, on WOR (MBS network).

Comparative newcomers to the New York radio mart, these three girls turn out an excellent dish of "let's put our heads together" singing. Probably the greatest compliment that can be paid them is that, unlike the majority of gal trios that have shown around here lately, they imitate neither the Pickens nor the Boswells. Stylistically, they are not as obvious as either of the troupes mentioned. Voice projection and quality of the singing are excellent. The girls should go places. J. F.

## "Iowa Barn Dance Frolic"

Reviewed Saturday, 8-10:15 p.m. Style—Barn dance. Sponsors—Aladdin Lamp, Flex-o-Glass, Murphy Products, Kentucky Winners and Drug Trade Products. Station—WHO (NBC network).

Opening its second season of Saturday night broadcasts from the stage of the Shrine auditorium, the largest stage west of New York, this year's company of over 100 got off to an excellent start. Band of 12 used both in the pit and

on the stage. Acts include the Songfellows, Asher and Little Jimmy, the Calico Maids, Barnyard Pete, Oklahoma Outlaws; the Lonesome Cowboy, "Windy" Brown; Grandpa Jitters, the Islanders, Louisiana Lou, Professor Schultz and his German Band, Lem Turner and Martha, some of whom are last year's favorites. They made for an excellent show. More attention is now given production than in the four years the show has been on the air.

Altho most of the acts appeared before the barn set, a minstrel show and a Western pioneer production, which included a half-dozen horses on the stage, gave variety. Announcements were brief, and the tempo of the show was such that the two and one-quarter hours seemed shorter.

The Shrine Temple, seating 4,500, was packed for the opening. Production is under direction of Peter MacArthur, assisted by Stan Widney, Ernest Sanders, Richard Anderson and Irving H. Grossman, director of WHO artists' bureau. R. W. M.

## "Stars of the Milky Way"

Reviewed Sunday, 6:30-7 p.m. Style—Orchestra and soloists. Sponsor—The Milk Foundation. Station—WGN (Chicago) and MBS network.

Initial broadcast of the new 1936 series of these programs seemed to be much improved over last year's series produced over another network. Particularly noticeable was the careful selection of numbers, a variety that is bound to please the most particular lover of music and ranging from popular and collegiate to musical comedy and operatic. Backed by an excellent orchestra, directed by Bob Trendler, and featuring the string section and an array of vocalists that were downright swell, this 30-minute program is a delightful addition to the Sunday evening programs.

After an orchestral selection Gina by the Grenadiers, male quartet, with *The Piccolino*. Wayne Van Dyne, lyric tenor, sang *Homing*, and the Grenadiers, aided by three female voices, did *Doing the Prom*. Gina Vanna returned with *Siboney*, which was marked by an unusually beautiful orchestral arrangement. Gunther Decker, tenor, did *La Donna Mobile* from *Rigoletto*, and the program was climaxed by the entire company and orchestra in *When a Gypsy Makes His Violin Cry*. Plugs on why you should drink more milk were done in dialog manner and presented in a way that wasn't hard to take.

Trendler's musical arrangements make the program a distinctive one. Jess Kirkpatrick announced. F. L. M.

## "Do You Want To Be an Actor?"

Reviewed Monday, 8-8:45 p.m. Style—Amateur drama. Sustaining, on KFWB (Los Angeles).

For six weeks executives of this station have been telling local radio people and listeners that they have the newest, most novel and greatest program idea on the air. After sitting in on one broadcast and then listening-in the following week, the reviewer can substantiate the KFWB statements in part. Program is newest and perhaps the most novel, but it is far from being among the great air periods.

Idea was conceived by Havens McQuarrie, former vaudeville headliner, who functions on the period a la Major Bowes, tho instead of dealing in variety

entertainment, McQuarrie reaches into his bag of amateurs for dramatic talent. Show is performed without pre-broadcast rehearsals or script before a studio audience, with actors in the two or three sketches selected from the audience. Each sketch employs no more than three characters and is done without a script after McQuarrie coaches and rehearses players before the "take."

Tho there's a great deal of novelty in this period and the large studio auditorium at each broadcast is packed to standing room, program comes over the air in a weary manner after countless rehearsals, directions and setting of scenes by McQuarrie. As can be imagined, there are many laughs in the preparations due to nervousness, voice inflections and kisses between utter strangers in love scenes. While the program is considered good fun in the studio, it amounts to very little on the air, altho the basic idea certainly gives promise of developing a good show. A little more speed and less biographical questions would do much in raising the product.

Little evidence of dramatic talent was shown by amateurs on programs caught, but McQuarrie claims to have placed four of his amateur players in film parts during the period's five weeks on the air. McQuarrie is a genial emcee, not as polished yet as the network tyro mentors, perhaps, but equally effective. S. P.

## WEST COAST

(Continued from page 6)

downtown section to the Wilshire Ebell Theater in Hollywood October 23, date on which Dick Powell returns to the program. Columbia shows remaining downtown are Joe Penner and *California Hour*. Wilshire Ebell now holds Eddie Cantor show as well as the soup period.

Last week's cancellation of Lloyd Pantages film gossip column, by King Features Syndicate, is reported to have been caused by Pantages' appearance on recent Lux Radio Theater for pay and without permission. Pantages, meanwhile, is cabling Hearst to have the matter set right again.

Harold Davis, writer-producer for Lord & Thomas radio division, has returned from a three months' eastern trip, where he collected data on other production. . . . Thomas Lee, head of the Don Lee chain, on his way east for meeting of Mutual affiliates preparatory to swing to the web December 29.

## San Francisco

SAN FRANCISCO, Oct. 17.—Altho a month away, the California Conserving Company's new quarter-hour program, scheduled to hit the NBC Pacific Red network Tuesday, November 17, at 7:45 p.m. (PST), is all set to go. Contract, placed thru Emil Brisacher & Staff, is for 39 weeks. Program, tagged *CHB House Party*, is to plug the sponsor's C. H. B. canned and bottled food products and features Irving Kennedy, tenor; a 15-piece orchestra and a dramatic cast which will change from week to week. Charles Marshall, singer of Western songs, is to be the guest artist for the opening show. It will be a typical house-party idea, with the cast playing games and the dialers invited to send in solutions weekly. Prizes will be awarded. Station lineup is one of the largest from the local studios in many months—10 in all. Besides the NBC basic Pacific Red stations, KPO, KFI, KGW, KOMO and KHQ, supplementary list includes KTAR, KDYL, KOA, KGIR and KGHK.

*California's Hour* salutes Alameda County Monday at 9:30 p.m., with the broadcast over the CBS-Don Lee network emanating from the Oakland Auditorium. Conrad Nagle, emcee; Donald Novis, tenor, and David Broekman's Ork and six winners chosen from 700 professional and amateur entrants from Alameda County will be aired by the sponsor, which is the California Chain Stores Association. Both Nagle and Novis will guest it on Tom Breneman's *Feminine Fancies* that afternoon at 3 over the same network when the program is aired from KFERC.

With 325,000 students in 3,000 Pacific Coast schools taking the 1936-'37 course in music appreciation, the Standard School broadcast began its ninth year over the NBC Pacific Red network Thursday at 11 a.m. under continued Standard Oil Company of California sponsorship. Arthur H. Garbett, NBC Western division educational director, who has prepared the lessons in collaboration with Adrian F. Michaelis, Standard School Broadcast supervisor, since its inauguration, continues.

# Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, October 9, to Thursday, October 15, both dates inclusive.

The Way You Look Tonight (25) . . . . .	28	You Turned the Tables (18) . . . . .	19
I'll Sing You a Thousand Love Songs (13) . . . . .	24	I'm an Old Cowhand . . . . .	18
When Did You Leave Heaven? (31) . . . . .	24	Until Today . . . . .	18
When a Lady Meets a Gentleman (21) 21		South Sea Island Magic . . . . .	17
Bye, Bye, Baby (19) . . . . .	20	A Star Fell Out of Heaven (17) . . . . .	16
Close to Me (17) . . . . .	20	I Can't Escape From You . . . . .	16
Sing, Baby, Sing (23) . . . . .	20	A Fine Romance . . . . .	14
Until the Real Thing Comes Along (21) . . . . .	20	When i'm With You (14) . . . . .	14
Did I Remember? (22) . . . . .	19	If We Never Meet Again . . . . .	12
		My Kingdom for a Kiss . . . . .	12
		Magnolia in the Moonlight . . . . .	10

SHEET MUSIC best sellers will be found on page 14.

# Air Briefs

**AVERAGE** length of time now allotted to commercial plugs on CBS is two minutes 10 seconds, latest figures show. Average before CBS announced its new policy was much longer. Daytime commercials are allowed 15 per cent of the broadcast period for plugs; evening accounts are given 10 per cent. The figure quoted as the average is the figure covering day and night time shows. NBC, with no sales talk limit, has no figures as to the averages for its shows. Political speeches, obviously, can't be included in the averages, inasmuch as these programs are "commercial" from beginning to end.

J. Stirling Getchell agency has cut down on its radio department. . . . John Mayo, formerly with NBC and CBS, is now with Conquest Alliance Company as a salesman. . . . Jimmy Saphier hies to the Coast in January, when Loretta Lee, now with an F. & M. unit, reaches California. He'll probably open a Coast office and set Miss Lee on air dates out of Hollywood. . . . Lucky Strike program, which is no longer on the Blue network at NBC, using the NBC Red and CBS chains, is "coasting" on its *Sweepstakes* idea. All sorts of figures are quoted as to what the gifts and promotion work cost Luckies. . . . *Show Window*, the Hearst plug program on WOR-MBS, folds after this week. It was on for seven weeks and may do a comeback.

Alonzo Dean Cole, who had his program, *Witch's Tale*, on WOR for six years and is now off, is publishing a magazine under the same name and with the same kind of stories. . . . Jack Eigen is running a contest on WMCA, asking listeners to write in telling who is their favorite radio editor and why. Now if only some of the radio players could have that privilege. . . . Arthur Fields and Fred Hall started a new commercial last week for Skol Products on WJZ only. . . . CBS Artists' Bureau has signed Ruby Elzy, Negro soprano. . . . This same network finally announced last

week that it was going to build a \$1,000,000 radio center in Hollywood. New building, to be completed in about a year, will be on Sunset boulevard and house KNX. William Lescaze is to be the architect. . . . Bettie Glenn, the gal press agent, and Charlie Capps took out a marriage license last week. Splicing, due for last Friday, was postponed until some day this week. . . . Ed Reynolds, of the CBS sales promotion department, is back in the office after his two weeks' honeymoon trip. . . . Smith Brothers, the cough drop freres, start another series on NBC November 15. Muriel Dickson, Morton Bowe, the Cavaliers and Vic Arden's Orchestra make up the talent. . . . WOR has handed out a batch of renewals, including Larry Taylor, Sid Schwartz's *The Listener Speaks*, the Charloters (handled for vaude by Fanchon & Marco), Four Key Men, Willard Amison. . . . Joe Rines, his orchestra, Mabel Albertson and Morton Bowe start November 1 on NBC for Iodent tooth paste.

Young & Rubicam Agency has been propositioning Charles Martin. . . . George M. Cohan goes on Sears-Roebuck program shortly. . . . Bob Carter, Alan Kent and Clem MacCarthy handled the public-address system at the Roosevelt Raceway opening Monday. . . . Donald Flamm threatens some new program ideas. . . . Ed Bernbryer, WLW, has joined the NBC continuity staff. . . . NBC will shortly release a brochure on Mary Small's Junior Revue, plugging Mary Small as the *Kate Smith of NBC*. . . . Dave Lipton, ex p. a. of the B&K Chicago Theater and Sally Rand, is the latest addition to the CBS press department. He will concentrate on the Major Bowes. . . . *Husbands and Wives* program gets those amateur actors via an advertisement in one of the morning papers. They rate \$5 for their stipend. . . . Singin' Sam auditioned for Edgeworth Tobacco. Show piped from WLW to New York.

# Chi Air Notes

By F. LANGDON MORGAN

Colonel Roscoe Turner, ace aviator and the only flyer to win three major trophies in one year, flew into Chicago this week and signed with NBC to become a regular performer on its *Flying Time* program, a juvenile serial with an aviation background, joining it in about a month. Al Williamson, of the NBC press department, corralled a number of us radio scribes and took us to the airport to meet Turner, who proved to be a regular guy. One of the highlights of the visit was a spin over the city in Turner's speedy Lockheed plane. Jules Herbevaux, of the production department and himself a licensed pilot, explained the fine points of aviation to the boys.

Pete Cook, Charlie Kennedy, George Cook and Jack Holden, of WLS, and Pat Barrett (Uncle Ezra) are making plans for a duck club near Lincoln, Ill. . . . WGN has added "The Little Women," a girl's quartet from WXYZ, Detroit, to its staff. . . . The many friends here of Josef Chernlavsky, noted Russian maestro and formerly part of Chicago's entertainment life, are looking forward to his *Musical Camera* program, which makes its debut October 25 from the NBC New York studios. . . . Connie Boswell, appearing at the Congress Casino here, was a guest star on a WAAF program last week. . . . Interesting inasmuch as she is supposed to have entered a suit against the station to prevent it from broadcasting her recordings. . . . George Olsen opened at the Edgewater Beach Hotel here October 15 with the late Orville Knapp Band and a WMMB-CBS outlet. . . . Horace Heidt's Brigadiers are playing the Chicago Theater this week. . . . Robert Gately, West Coast baritone, is now being heard on a new weekly series with Harry Kogen's Orchestra over WMAQ. . . . Carleton Brickert and Olan Soule have joined the cast of *A Tale of Today*, which stars Joan Blaine. . . . The "Lum for President" movement started by

Lum 'n' Abner is gaining nation-wide proportions and already 61,000 buttons have been mailed out in answer to requests.

WLS Notes: Slim Miller, formerly with the Cumberland Ridge Runners, did not go to Hollywood to give Clark Gable competition, but is back at WLS fiddling every day. . . . Chuck Haynes and Ray Ferris, WLS Minstrels, recently visited Elmer Coudy, for many years with the A. B. Marcus Show, at the Sunshine Sanitarium, Grand Rapids, Mich. . . . Dr. John W. Holland, pastor of WLS's Little Brown Church, and his wife are making a late vacation trip thru the Big Smoky Mountains of Eastern Tennessee. . . . Ruth Slater, contralto of the Little Brown Church quartet, is recovering from injuries received in an auto accident.

Listening In: Marjorie Whitney, the King's Jesters' queen, is reported to be hiding a new diamond sparkler from her boy friend in Lincoln, Neb., her home town. . . . Gina Vanna, prima donna of the Mutual net's *Milky Way* show, is leaving the cast to make her debut with the San Francisco Opera Company. . . . Virginia Clark (Helen Trent) will celebrate a birthday October 29. . . . Vivian Fridell, WGN and NBC actress, commutes from Milwaukee each day for her radio programs. . . . Gertrude Dyer, of the WBBM publicity department, flew to New York over the week-end to serve as bridesmaid at her finishing school roommate's wedding. . . . Smiling Ed McConnell operated his own radio station in Florida in 1925. . . . Uncle Ezra has high hopes for a rousing old-fashioned Halloween party at his farm near Lake Geneva, with corn stalks, pumpkins, cider and all the trimmings. . . . Alan Hale, ace sportscaster at WISN, Milwaukee, and formerly Pat Flanagan's assistant, visited WBBM this week. . . .

# ALLOCATION CONTINUES

(Continued from page 8)

effect, which he thinks is much more objectionable than the overlapping of two programs. Expressing the view that full time is much more important to listeners-in than part time, Pickard took the position local stations should be used for local purposes. With the use of a directional antenna stations on Canadian-shared channels might go to five kilowatts without interference. Admitting a serious engineering problem, yet he thought 250 and 500-watt stations might consider going to five kilowatts.

He opposed inflexible regulations, which would hamper radio experimentation, on the part of the commission; asserted higher power should be allowed regional stations, but no increase granted clear channel stations; and said, in reply to a question, he did not think WLW was rendering a satisfactory service 714 miles away, in June or July. He urged such satisfactory signal as is acceptable to the listener; said many towns and stations have no radio station of their own, and suggested a signal intensity of more than 500 millivolts for towns and villages in rural areas.

Contending that regional broadcasting stations are the real backbone of American broadcasting, Spearman told the commission his group had no quarrel with the networks as such; that chain programs have made possible the growth and popularity of broadcasting. He urged on the bases of social and economic facts, as well as the technical facts, the promulgation of rules or changes in rules so as to permit the operation of regional stations with 5 kilowatt night power, permit duplication and operation of more than one station on the clear channels, and retain the present rules fixing 50 kilowatt as the maximum power with which any station will be regularly licensed to operate. He said the commission's notice of hearings had included a request for the presentation of evidence with respect to social and economic considerations which should be considered in the formulation of regulations and standards governing the use of the band 550 to 1600 kilocycles. He then continued to emphasize the social and economic phases of the situation. In this general connection Spearman submitted three proposals. The proposals offered were: (1) Change the present regulation limiting regional stations to the use of a maximum of 1 kilowatt power at night so as to permit their operation with kilowatts power both day and night. It was suggested that to accomplish this the association asked amendment by the commission of the last paragraph of Rule 120 so that as amended this paragraph would read: "The operating power of such a station shall not be less than 250 watts nor during night or day time greater than 5,000 watts." It was further asked that the commission delete from Rule 123 all that portion thereof which follows listing of frequencies in the rule. (2) That the present regulations which limit the maximum power with which any stations will be regularly licensed to operate to 50 kilowatts be maintained. (3) That the present regulation be so changed as to permit the operation of more than one unlimited-time high-power station on the so-called clear channels.

To attain this end the following specific action was suggested: A. Amend Rule 116 so as to read as follows: "116. The following frequencies are designated as high-power channels," and follow this with a list of frequencies as now set out in Rule 116, leaving out all reference to zones. B. Amend Rule 117 so as to read as follows: "117. The authorized power of a high-power channel station shall not be less than 5 kilowatts nor more than 50 kilowatts." And, C. amend Rule 72 so as to read as follows: "The term 'high-power station' means a station licensed to operate on a frequency designated as a high-power channel." Spearman said, in answer to questions, that local stations are undoubtedly important factors in radio, but that his group has deliberately stayed away from this subject. Answering another question, he said regionals can become associated with any network they may want to legally but not economically; that many regional stations serve cities of as many as 50,000 inhabitants which have no stations of their own; that regionals want higher power to overcome city noises; that because on some channels there is much more interference than on others the commission should not set up standards of service, and that as WLW (this in reply to a question) has only an experi-

mental license, his association has taken no specific position with respect to that station.

A possible increase of rate if regional stations went to 5 kilowatts probably would take care of any additional expense involved in their going to 5 kilowatts.

# Lohr Is Heard

High-power advocates got back into the picture following appearance of representations of the regional station organization with Lenox R. Lohr, president of NBC, appearing for his company for the purpose, as he put it, of discussing some of the economic and social aspects of the tremendously complex problems with which the industry has to deal. Referring to the term "public interest, convenience and necessity," the NBC head said he thought its implication was that the dominating influence at this proceeding must be the welfare of the listener. The NBC business, he said, is broadcasting and its concern not one of pure altruism. Among specific recommendations submitted by Lohr were:

The lengthening of the licensing period for all broadcasting stations to the three-year maximum permissible under the law; that the commission take no action which will limit the existing service capacity of stations of the clear-channel type (of which he said out of the original 40 there are some 25 or 30 on which progressive forward-looking stations are being operated today) or preclude the development of a better and more extensive service by them; that FCC regulations be revised to remove any limitation of maximum power to be used by the dominant station upon these clear channels and, assuming regulations of this sort are adopted, that each individual application be considered and acted upon with due regard for the interference problems and the economic justification which each case presents. Here the NBC head said that, following this reasoning, his company has concluded that at one station, WJZ, 500 kilowatt power would be desirable when measured by the standards referred to previously.

Increases in power for regional stations on shared channels 5 kilowatt day and night were recommended, and increases in power for local stations where engineering and economic factors warrant use of such power. Also, he saw no objection, with respect to differentiation in the maximum power permitted in the daytime and at night, if the benefit to be derived from the greater power facilities justifies the expense of maintaining the added equipment. Other thoughts offered by Lohr had to do with operation of NBC transmitter at the top of RCA Building, New York City, for several months with a power of 100 watts on a frequency of 42,000 kilocycles. Supplementing reports made to the commission, he said that for the most part results of this operation have been most gratifying, altho engineers have encountered some difficulties with which they do not have to contend in the present broadcast band. He ventured the opinion that some time a service of greater fidelity than at present will be rendered to urban audiences thru stations operating in that part of the spectrum above 30,000 kilocycles, but that this would call for the purchase by listeners of receivers for the new service.

Touching on television and experiments in co-operation with other RCA companies from the top of the Empire State Building in the way of practical field tests, Lohr said 70 receivers of standardized design are in daily use, most of them in homes, and are operating under service conditions. Here again he pointed out that with progress in the next few years it will be necessary to re-equip the public with entirely new receiving stations. He predicted the public would continue to receive its usual broadcast upon present frequencies for several and perhaps many years. In connection with questions from Chief Engineer Craven of FCC and suggestions with reference to the possibility of 30 500-kilowatt stations, Mr. Lohr said he doubted there would be that many in the near future, that the chain renders a national rather than a local service and it should cover as many people in the United States as possible. He admitted possibility of an international problem in connection with high-power stations, and that the question of overlapping programs by high-power stations must be decided by the commission.

Arthur Van Dyck, engineer in charge of RCA License Laboratory; Paul M. Segal, counsel, and Raymond M. Wilmotte, engineer for stations on the 940-kilocycle channel, and others followed President Lohr.

## Philly Union Bans Warner

•  
Musicians local forbids playing Warner music—part of theater campaign

PHILADELPHIA, Oct. 17.—In their fight against Warner theaters for live entertainment, the local musicians' union is planning an attack on Warner music-publishing interests. A. Anthony Tomel, local union prez, is declaring a boycott against Warner music. Musicians are forbidden either to play or broadcast any music published by a Warner company.

While efforts to place the movie studios on the AFM unfair list were unsuccessful due to existing trade agreements, Tomel hopes to place this ban on Warner music on a national scale. Impasses in Pittsburgh and other towns also involve Warner theaters. And since the campaign will spread to those points, Tomel believes that this boycott on Warner music will increase in its effectiveness and deal a forceful blow in the fight.

## Charles Green in Chicago; Establishes West Coast Office

CHICAGO, Oct. 17.—Charles E. Green, president of the Consolidated Radio Artists, Inc., arrived here today to spend a few days at the local office, following a two weeks' stay on the West Coast during which he established an office in Hollywood. Green announced that Phil Jacks, former manager of the Motor Square Garden, Pittsburgh, will be in charge, assisted by Cliff Webster, until recently business manager of the Los Angeles musicians' local. Other members of the staff are Ray Babcock, sales; Christine Edwards, office manager, and Virginia Bridge, receptionist.

## Harry Stone Adds Spots; Claims 20 Weeks' Route

ROCHESTER, N. Y., Oct. 17.—Harry Stone, local booker, has added a number of spots to his books. His handling shows for the clubs listed became effective last Monday. With these new clubs, Stone has about 20 weeks of work.

New clubs include: Midnight Sun, Buffalo; Havana Casino, Buffalo; Bob White's, Buffalo; Collegiate Tavern, Elmira; Eagle's Grill, Elmira; Hill Crest, Binghamton; Steve Hodge's Tavern, Binghamton; Rendezvous, Johnson City; Seneca Lake Cafe, Geneva; Brownie's Marble Grill, Rochester; Triangle Grill, Rochester; Hollywood, Rochester, and Brill's Cafe, Newark, N. Y.

## Mitchell Signs Cuban Acts

HAVANA, Oct. 17.—Herbert Mitchell, of New York, has been here this past month securing local talent for American cabarets. The acts will go on with typical Cuban stage effects.

Conrado Massaguer, Cuban artist, is drawing some real Cuban scenery for the shows.

## Des Moines Resumes

DES MOINES, Ia., Oct. 17.—Lee Bennett and orchestra and Judy Randall have opened the dance season at the Pla-Lan Ballroom here. Bennett was former featured vocalist with Jan Garber, and Miss Randall has been on the NBC network. Jack Hall managing the ballroom again.

## Beef Trusts Bring \$\$

DETROIT, Oct. 17.—Harry Russell, who has a corner on local Beef Trusts, with five such units now in operation, has discovered a new angle. His first unit, under the new plan, will be the regular Beef Trust.

This will be followed by the Baby Beef Trust, composed of small girls, about 90 pounds, described as "short but fat." Following this, Russell is assembling a Graveyard Trust or Skeleton Unit, to be composed of the thinnest girls.

Russell's Beef Trusts are now playing in Corktown Tavern; the Purity Cafe, Highland Park; San Diego Cafe and Villa Venice.

## Movies Oust Floor Shows; New Threat

NEW YORK, Oct. 17.—Harold Meltzer, owner of Sully's Showboat Club here, has canned floor shows in favor of exhibiting old-time movies—the older the better. Books old Westerns and thrillers, running them all evening, except for brief intermissions for dancing.

Bill Hardy, owner of the Gay Nineties Club, is also planning to show old pictures, altho it is not known whether he would dispense with his floor show.

El Toreador, Spanish night club here, tried showing film cartoons and shorts along with floor shows recently, but discarded the films after a few tries.

## Camden Curfew Upped to 2 A.M.

CAMDEN, N. J., Oct. 17.—Musical expression of joy may reign unconfined here until 2 a.m. Edward V. Martino, assistant city solicitor, made that clear to members of the Municipal Excise Board in ruling that Mayor Frederick von Nieda's edict against music after 12:30 a.m. in nighteries was illegal.

Things came to a head when several nighteries, which had discontinued music after 12:30 in accordance with what they understood was the law, asserted other spots were getting away with it and registered squawks at the City Hall.

## Trend Against Song-and-Dance As Bookers Seek Novelty Acts

NEW YORK, Oct. 17.—Despite the heavy unemployment among variety acts around here, there is still a keen demand for comedy and novelty turns for night spots. Night spot bookers admit they can't get enough novelty acts, especially sight comedy. Bookers claim night clubs are getting sick of too much singing, dancing and emseing and want something "different."

As a result, magicians, novelty acro-

batic, bicycle acts, roller skaters, mentalists and pantomimists are getting a break in the night spot field. Most of these acts, coming from the vaude field, have had to change their wardrobe and style entirely. Demand for full-dress and the limitations of a low ceiling and a small floor are among the angles they must keep in mind when seeking night spot bookings.

The Music Corporation of America's theatrical department has been quietly on the lookout for novelties, as have been other leading night spot bookers. It appears that the old sure-fire combo of singing, dancing and a flash of nudity is no longer wanted and that night spots are seeking variety bills instead.

Strollers are in great demand, and up-State bookers have been contacting the American Federation of Actors here without avail. Bookers want girl singles or mixed or girl teams who sing request numbers while accompanying themselves on guitar, violin or accordion. Hotel spots, taprooms and smaller night clubs want them in particular.

## Cugat Sued for \$20,000

SAN JOSE, Calif., Oct. 17.—Xavier Cugat, band leader, has been sued for \$20,000 damages by H. E. Drake, owner of the Junction Inn. In his suit filed here, Drake claims that Cugat was paid \$1,500 for a week's performance at his resort on the 101 Highway, but appeared only one night. Cugat's alleged violation of his contract cost Drake not only his original payment but \$10,000 in profits and \$8,500 in good will, he claims.

## Don D'Carlo Moves

PITTSBURGH, Oct. 17.—Don D'Carlo, booker, is moving his office this week into larger quarters in the Aaronson Building.

## Philly Club Hires P. A.

PHILADELPHIA, Oct. 17.—For the first time a local nightery will bust out with a publicity man. Arcadia International House gives the assignment to Milt Shapiro, who leaves radio row. However, task will entail the staging of promotion stunts rather than press relations. Shapiro will also handle the Anchorage Inn, operated by the Arcadia management.

# Night Club Reviews

## Cocoanut Grove, Phila.

This pop grotto is away from the main stem. But the cars out front searching it out is a manifestation of Harry F. Hahn's showmanship. None of that pseudo-ultra aura. Room has a balcony flanking the sides, decors giving it that comfy country-club-porchish look. Not only does Hahn dish out the best money value in town with a right tight show, but there is still a further advantage of an essential personality equation in his proficient and efficient hosting.

Hahn has corralled a flock of stellar talent in a presentation of exceptional merit. Lineup has Marty Bohn and Nancy Lee, Vic Hyde, Palmer and Forresta, Kathleen Mae, Edna Smith and the Four Queens of Rhythm.

As a comic Marty Bohn is bluer than blue, but as a nighterie emsee there is never danger of a letdown. An engaging helmster, rolling up a personal score with a carbon of Joe Penner and Ritz freres Jekyll-Hyde inanity.

Four Queens of Rhythm make up a line of champ lookers who sport rhythm in their walkers. Open in leopard skins and put on the full dress for the wind-up. Have everything on the line for looks, flash and routine.

Kathleen Mae, an engaging personality (See COCOANUT GROVE on page 14)

## Florentine Room, Cincinnati

Gibson Hotel's Florentine Room, for years one of the town's leading class spots but shunted to the background the last several seasons as the result of a too conservative entertainment policy, is out to capture its former laurels by offering the best bands available from the MCA books.

First in under the new policy was George Olsen and his new combination, who opened the Florentine Room's season October 3 and succeeded in pulling good crowds during their eight-day engagement. Frank Pallant, Gibson general manager, and MCA officials are leaving nothing undone to put over new name-band policy and, from all indications, they're headed for success. Nate Krevitz, MCA's publicity chief, was in town for more than a week to lend his assistance in wising up the town's class trade on the hotel's new idea. He did a good job in handling the unusually "tough" press.

Last week's Florentine Room attraction was that classy and superb ballroom team, Veloz and Yolanda, generally conceded to be the tops in their line and, incidentally, the highest salaried. Despite meager advance publicity, Veloz and Yolanda succeeded in pulling a (See FLORENTINE ROOM on page 14)

## The Round Up, Boston

The town's newest and largest nightery—it seats 548, but in a pinch can service 800. At a cost of 17 Gs The Round Up becomes the en masse uptown-spot sandwiched in between Symphony Hall, the Repertory Theater, Jordan Hall, etc. Was formerly the Palais D'Or, where Jimmy Gallagher's Ork reigned.

Three shows nightly. Floor area over 3,500 square feet. No cover. Minimum, \$1.50 after 9 p.m. Fridays and Saturdays. WAAB pipes Herbert Marsh's music nightly. Motif is entirely Western, with panels depicting six-gun shooters, etc. Spot has 25 gals. all spruced up in Western paraphernalia and 10 male waiters. Weekly shows change Wednesdays. Booked thru Ross Frisco.

Dinners range from 75 cents to \$2. A (See THE ROUND UP on page 14)

## Rainbow Room, Radio City, New York

The Rockefellers' twin night clubs atop the RCA Building are doing nicely with their new fall shows, the Rainbow Room going back to formal after a summer's try at being sort of plebian, and the Rainbow Grill remaining informal.

The Rainbow Room, of course, is a ritzy spot difficult to book and getting a click show has always been a headache. It appears, however, that in the current show it has finally hit on just the right entertainment combination. The floor show has Sheila Barrett, Don Cummings and Gomez and Winona, with Dr. Sydney Ross doing table entertaining and Evelyn Tyner at the organ and the piano. Ray Noble and orchestra provide sweet dance music, with the Nano Rodrigo tango-rumba band alternating. Miss Tyner doubles as pianist in the adjoining Rainbow Grill, where Johnny Hamp's Orchestra, Jayne Whitney, vocalist, and (See RAINBOW ROOM on page 14)

## Gold Coast Room, Chicago

This newly draped, richly decorated room, located in the Drake Hotel, is an ideal setting for the new fall revue that introduces Dick Jurgens and his orchestra to Chicago diners and presents Pat O'Malley in the double role of emsee and baritone balladeer. In the former capacity he was a disappointment because of ill-selected material, stuff that has been kicked around in night clubs and vaudeville houses here for some time.

O'Malley first introduced Dick Jurgens, whose swell musical aggregation started the show off with the King Porter Stomp. Roy Campbell's Royalists,

vocal ensemble of four men and three women, rendered *Louisiana Hay Ride* and *Chloe* in pleasing fashion, and then came Burton Pierce, young tapster, whose interpretations in tempo are so distinctive as to put him in a class by himself. His two routines were unusually different. He left the floor to a good hand.

Nancy Nelson, band's vocalist, took (See GOLD COAST ROOM on page 14)

## Empire Room, Palmer House, Chicago

A sparkling galaxy of new stars and Little Jack Little's top-notch musical organization comprise the *Autumn Revue* at this distinguished dining room in the Palmer House. Combined with some cleverly executed and beautifully costumed routines by the Abbott Dancers, one of the prettiest and best trained lines in the city, the current bill stands out as one of the best floor shows in town.

Jack Little, as emsee, introduced the Abbott Dancers in a timely routine to *Shine On, Harvest Moon*, followed by Dale Winthrop with some unusually fast tap work that drew a nice hand. Lester Cole and his Eight Midshipmen, a swell aggregation of male voices, made the room resound with their stirring vocal renditions, doing nine numbers in all and almost stopping the show. The Abbott Dancers returned for a lovely routine to *Waltz in Springtime* and Raoul and Eva Reyes contributed a Cuban rumba and another number in Latin rhythm that clicked.

Paul Rosini, a master of hocus-pocus and a slick magician, made one of the biggest hits of the evening with his numerous tricks and clever chatter. He does a handkerchief trick, the egg in the bag and some of the niftiest card manipulations ever seen around here. His droll (See NIGHT CLUB on page 20)

## Music—On the Cuff

SALT LAKE CITY, Oct. 17.—Fourteen bands from high schools in Utah took part in the Utah State Fair here September 25 to October 3, playing gratis. School busses hauled the young musicians, educational boards fed them, and all they received for their services were free passes to the fair. An American Legion union band, however, played for all paid entertainment features. Two drum corps also volunteered their services, one local and one from Provo. Fred C. Graham arranged this feature for Manager Ernest S. Holmes of the State Fair board.

# Club Chatter

"Dean of Sophisticated Swing"

**BEN POLLACK** ON TOUR  
AND HIS ORCHESTRA

Exc. Mgt. Consolidated Radio Artists, Inc. Personal Direction **EDDIE RICHMOND**.

Featuring the Mound City Blue Blowers.

**RED MCKENZIE** ★  
AND HIS ORCHESTRA

Now playing at Yacht Club, N. Y.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBC, Coast to Coast,

**HARRY RESER** ★  
AND HIS CLIQUOT CLUB ESKIMOS

Currently Arcadia Ballroom, N. Y. Indefinitely.

Exc. Mgt.—Consolidated Radio Artists, Inc.

**DON MARIO** ★  
and his ORCHESTRA

now  
The HOLLYWOOD, Tonawanda, N. Y.  
Per. Mgt. **PAUL WIMBISH**,  
1619 B'way., Suite 701, New York

• californian's chatter box

**DICK BUCKLEY**  
(mc)  
now on tour

**ENRICA** and  
★ **NOVELLO**

"DISTINCTIVE DANCERS."  
Currently CONGRESS HOTEL, Chicago, Ill.

*Grace Morgan*  
MUSICAL SATIRES ★

Currently  
PARK PLAZA HOTEL,  
St. Louis, Mo.

**PAUL ROBINSON**

The Ultra Modern HARMONICIST.

**DICK DIXON** ★ The Romantic Tenor  
AND HIS AMBASSADEURS

featuring **PAUL PEGUE** ★  
26th week at **GLORIA PALAST**, New York.  
Mgt.—**HARRY MOSS**, 1619 B'dway, N. Y. C.

Dancers and Singers of Sophisticated Songs.

**JEAN & JANE FARRAR** ★

Now appearing  
Club 1523 Locust,  
Philadelphia, Pa.

**gar'ron bennett** ★  
and

INTERPRETERS OF MODERN BALLROOM DANCING.

RADIO-STAGE ON DANCE TOUR.

**AARONSON** ★  
AND HIS COMMANDERS

Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

**DON HOOTON**, emcee and rope twirler, held over at Park Central Hotel, New York. **JEANNE D'ARCY**, recent Feenamint Amateur Show winner, makes pro debut with Dick Messner's Band. **CHUCK PAYNE**, handled by Milk Special, closed six weeks at Ambassador Club, Cleveland.

**NEW YORK'S** top-hat niteries are going in for Russian atmo. The St. Regis has the Maissonette Russe, the Sherry-Netherland boasts of a Russian Eagle Room, while the ex-House of Morgan is now known as the Original Maissonette Russe of Paris. **RITZ-CARLTON**, New York, will open the Crystal Room October 30, featuring Park and Clifford, William Russell, Eileen O'Connor and two orks. **HOTEL ELYSEE**, New York, opens this week with Chick Farmer, emcee, and Joe Moss' ork making music. **BETTY BRYANT** will reopen the Cafe Ball, New York, singing to Godoy's and Lou Rand's orchestras. **MARGARET ADAMS**, singer, is at the Versailles, New York.

**Ben Collada**, owner of the El Chico Club, New York, keeps a detailed record of all music available, copyrights, running time, when used, quality, etc., for music used on the club's weekly network broadcasts. As a result, he has built up a terrific library—especially in Latin numbers. The night club business would be a better one if there were more men like Collada—club proprietors who regarded their work as serious business rather than a get-rich-quick racket.

**MABELLE RUSSELL** is new singing attraction at the Venetian Room, New York. **MME. THURY** and **DOROTHY PERRY** featured at the Tokay, New York. **FRANCES FAYE**, singer, has been added at Yacht Club, New York. **CLUB YUMURI**, New York, has enrolled Celinda, Spanish dancer, and the El Caney Quartet. **BEACHCOMBER BAR**, New York, offers Poison Gardner, the Three Olympics and Eileen Cook. **PERCY STONE** is now at the Man About Town Club, New York.

**SMALL'S PARADISE**, New York, has Haze Diaz and the Lucky Sisters. **RENEE LANDAU**, dancer, graces the Village Rendezvous, New York. **PETEY WELLS** and Bobby Trotter, singers, added to the Village Grove Nut Club, New York.

Most performers are always attacking the "gyp agents." Well, let's look at the other side of the question. There are plenty of agents who are bitter against performers as a class, claiming many performers fail to show up for engagements, are late for rehearsals, disrupt the morale of the rest of the show, attempt direct booking, carry tales and otherwise make themselves a nuisance. There's two sides of every fight.

**JEANNE AND EARLE**, comedy dance team, after a successful tour of the Southern clubs; are doing the Midwest spots. **LENA GINSTER** and Bobbie Burris are in their fourth week at Bowery Music Hall, St. Louis. **TERRY STERLING**, singer; Jack Spengler, emcee, and Frank Loubet's Ork are at the Hughes Tavern, New York.

Trick clauses in contracts are common enough, but the recent passing of Herb Williams recalls that he always had a clause in his contracts permitting him to have as many guests in his dressing room as he wanted. The stars, of course, can demand satisfaction for their whims. But the average performer usually says: "Give me a contract and never mind the clauses."

**PHILADELPHIA:** Eddie White, vet vaude fave, turns to night clubs, doing his first bit as emcee at the Little Rathskeller. **SLEEPYTOWN** gets its own 21 Club, **Bif Belfel** converting the Clarence Bromfield household into an intine spot. **FARRAR SISTERS** back at 1523, Jack Beekman at the Walton Roof and Mickey Alpert and Kathryn Rand at the Philadelphia Hotel.

**DALE RHODES** now emcees the Stork Club, Providence. **THEODORE AND DENESHA** opened there October 11, following two weeks at Brown Derby, Boston. **YACHT CLUB BOYS** are London bound for an extended appearance at the Cafe de Paris. **NEW REVUE** at Ubangi Club, New York, opening October 18, stars Broomfield and Greeley,

the producers. On same bill are Willie Bryant and band, Gladys Bentley, Ralph Brown, Avon Long, Ruby Hill, Evelyn Robinson, Three Gobs, Edna May Holly, Edna Suarez, Lee Simons and the Ubangi Seplanettes.

**LOPER AND HAYES** expect Chicago engagements after auditioning for several agents last week. **HENNY YOUNGMAN**, currently at the Yacht Club, New York, will make a series of shorts next week with Zeke Manners. **INCIDENTALLY**, Max is the genial headwaiter at this Yacht Club and is an excellent chef on the side. **CARLTON AND JULIETTE**, dancers, opened at the Club Lido, Montreal, after a successful run at the Essex House, Newark. **THE VERNONS**, dance team, and Vera Fern, acro tap dancer, open at the Hotel Commodore, New York, replacing Maureen and Norva and Emily Van Loesen, respectively.

**DIXIE DIXON** is in his fourth week at the Glass Bar, Toledo, O. Indefinite engagement. **STANLEY WOOLF**, New York agent, is placing talent in a nightery circuit of Pennsy towns, including Lancaster, York, Harrisburg, Allentown, Scranton and Wilkes-Barre.

**CHICAGO—BENNY FIELDS** is set to return to the Chez Paree November 6. **BANKOFF AND CANNON**, the Town Tattlers and Rio and West opened at the Yacht Club October 14. **FRAZEE SISTERS** and Lillian Roth have been added to the Chez Paree show. **HOWARD NICHOLS** opened at the College Inn October 16. **ZANETTE AND COLES** opened at the Terrace Room of the Morrison Hotel October 15. **JACK IRVING** celebrated a year as emcee at Harry's New York Bar October 15.

Not all night spots will permit magicians, strollers, palm readers and other table-to-table entertainers to accept tips from patrons. The Radio City Rainbow Room and Rainbow Grill, for example, have a clause in all contracts forbidding "intimate entertainers" forbidding acceptance of any sort of gratuity. Of course, there are hundreds of small cafes which pay table entertainers nothing at all and expect them to make a living by wheedling tips.

**AVALON BOYS**, vocal and instrumental foursome, are back at the Circus Lounge of the Hotel Fairmont, San Francisco, after a turn in Hollywood. Opened October 19, replacing Russell Johns.

**GALI-GALI**, sought for new show at Rainbow Room, New York, unable to get release from the Versailles, where he is currently held over indefinitely. **MOGUL**, mental wiz, following closely a 10-week run in previous appearance, is holding forth again indefinitely at the Paramount Theater, New York. **LELA MOORE**, known for her routine, *Dance of the Lovers*, is alternating with *New Dance of the Peacock*, using a gown made entirely of peacock feathers. **NAN BLAKSTONE** is packing them in at the Yacht Club, New York. Now handled by Paul Small, of the Morris office.

**BARBARA BLAINE**, Zingone and Burns and White opened at the Blossom Heath Inn, Detroit, October 14 for two weeks. This will close the season at this place. **SERGE TEKAR** and Gary Leon and Marcia Mace are being held over until November 5 at the Continental Room, Stevens Hotel, Chicago. **THREE HEAT WAVES** and Jerry Lawton open October 30 at the Mayfair Casino, Cleveland, for two weeks. **BLISS, LEWIS AND ASH** open October 30 at the Edgewater Beach Hotel, Chicago. **JOHNNY WELLS** returns to the Yacht Club, Chicago, October 28. **FLORENCE AND BOB ROBINSON** are currently at the Hi-Hat Club, (See CLUB CHATTER on page 25)

*Lure of Night Clubs*

**MODESTO**, Calif., Oct. 17.—That small towns can support a club of high standards is proved by the Fior D'Italia, located in this modest community in the San Joaquin Valley. Cosmopolitan in atmosphere and offering entertainment worthy of the biggest cities, the club boasts of a swing band, a ballroom team, a tango team, two singers and an emcee. Patrons come by car from 20 to 50 miles around.

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# Bands and Orchestras

**DICK JURGEN** and his orchestra will be heard several times weekly over WOR and the Mutual Broadcasting System from the Hotel Drake, Chicago. . . . **MAL HALLETT** stays an additional two weeks at the Hotel Commodore, New York. . . . **BASIL FOMEEN**, with four men added, will open at the Hotel Ritz-Carlton, New York, October 29 under a one-year contract. . . . **AL QUODBACH** soon opens his Coffee Dan's Club, 51st street west of Broadway, New York. . . . **TOMMY (RED) TOMPKINS** takes two-week layoff waiting for stork at the Tompkins homestead.

There was a time when a band musician had to be a good musician to hold his job. Now he has to be a comedian, a jam artist, a singer and what not. Musicians who are also entertainers are preferred by many band leaders over the straight music boys. In some bands the handsome fellows are preferred over the homelier guys. Being a musician ain't what it used to be!

**PITTSBURGH NOTES:** Gene Urban and orchestra replaced Howdy Webb's outfit at the Italian Gardens. . . . **EARL MOCK'S ORK** has been negated for the Willows, summer night spot, which will now operate thruout the year.

**PHILADELPHIA:** Charlie Burnett and Alex Bartha playing club and frat dates. . . . **HAL KEMP** barnstorming, coming in next month for his first local night spot showing. . . . **COLORED VAUDE** houses battling for patronage provide a real battle of swing. . . . **LINCOLN FEATURES** Earl Hines, while Nixon-Grand goes outside of the class to bring in Tommy Dorsey. . . . **NOW THAT** Eddie Bonnelly has ironed out his difficulties with the musicians' union, the trumpeting-maestro is getting back in the field with a new band.

**CARLOS CORTEZ** and his Continental Orchestra, playing around Detroit, has been formed by Jack Weisberg and Max Pecherer.

**REX KELLY**, formerly with Griff Williams' Ork at Mark Hopkins Hotel, San Francisco, joined John Wolohan's Band. Rex replaces Ernie Heckscher. . . . **DEL COURTNEY'S** Orchestra moved into Sweet's Ballroom, Oakland, Calif., replacing Hal Girvin's Band.

**DON MARIO** and band close a two-week engagement at Doc Shulman's Hollywood Club, Tonawanda, N. Y., next week. Booked by Paul Wimbish. . . . **MICHAEL ZARIN** and orchestra, alternating with name bands in various Waldorf-Astoria, New York, rooms the past few months, goes into the Empire

Room October 27 with an augmented band. . . . **CHARLIE BARNETT'S** Band has been joined by Gail Reese, who just left the Dick Messner Band at the Park Central Hotel, New York.

**CHARLIE AGNEW** and orchestra, featuring Emrie Ann Lincoln, making one-nighters in the South. . . . **HERB GORDON** and NBC Band, starring VI Merle, now appearing at Hotel Peabody, Memphis. Band followed Leon Belasco, who left for Cincinnati's Netherland Plaza. . . . **CHARLES CREATH** and band on board S. S. President, of Streckfus Lines. . . . **BOB FOSTER** and band, featuring Sue Gee and Helen McDowell, holding forth at Bob's Night Club, near Ferriday, La. . . . **"SLATZ" RANDALL** and his orchestra opened recently at the Colonial Club, near Jackson, Miss.

**SPIRITS OF RHYTHM** are back at the S Onyx Club, New York. . . . **DICK KISSINGER**, formerly with Isham Jones, now plays bass for Paul Martell at the Arcadia Ballroom, New York. . . . **KISMET** (Martin Sunshine) and Wesley Boynton now playing the Glass Bucket Cafe, Kingston, West Indies, booked by WOR Artists' Bureau, New York.

**DICK PORTER**, piano wiz, recently signed with Mills Artists, Inc. . . . **JIMMIE LUNCFORD** made his first short for Warner October 9. . . . **JERRY MONROE'S** Ork. with Dick Purcelle vocalist, is currently at the Varsity Casino Ballroom, New York. . . . **NEIL GOLDEN** opened at the Hotel Piccadilly, New York, Wednesday.

The refusal of Stokowski to make a personal appearance at a Philadelphia theater being picketed by the musicians' union surprised a lot of newspaper readers who had always thought the "long-hairs" were not in the union. Almost all symphony musicians are members of AFM locals. Of course, they no longer dominate the locals, the jazz band boys having taken over the whole works in most instances.

**MISHEL GORNER** has been secured by the Murray Hill Hotel in New York. . . . **HUDSON-DE LANGE BAND**, concluding a successful engagement at the Raymor Ballroom, Boston, will switch to State Ballroom, same town. . . . **NICK SERAPHINE** and band will open at the Riverside Club, Utica, N. Y.

**LEW DOUGLAS** and his 11 International Stylists opened this week at the Oasis, Detroit, for one week. First time a big band has been presented at the Oasis.

**PITTSBURGH NOTES:** Dennis Leigh and orchestra opened at the Turf Cafe. . . . **HEM OLSEN'S** outfit moved into John Suskey's Arlington Lodge. . . . **PHIL CAVEZZA'S** Band opened at George Green's Villa Royale. . . . **VIRGINIA DAHLMAN** and her Esquires have been building quite a following at the Hotel Schenley. . . . **WILL ROLAND'S** Orchestra continues there Saturday nights. . . . **ART FARRAR** is reopening his Coconut Grove this week and stationing his band there. . . . **DON BRUCE**, former local ork leader, now doing a radio column for neighboring weeklies.

With the Presidential campaign driving everybody nuts, bandleaders are falling all over each other trying to horn in on publicity tieups. Every day almost there's a story somewhere that bandleader so-and-so is playing a new march, "On to Victory With Joe Schmaltz," or dedicating "Sweet Sue" to candidate Moe Gazinkus, or composing a pep song for the ladies' auxiliary of the Voters' League. Of course, the biggest publicity stunt of all is the bandleader who was elected lieutenant-governor without making a speech. He just led his band and let the voters have free dancing.

**SAN FRANCISCO NEWS:** Bernie Cummins' Ork, from the Edgewater Beach, Chicago, opened the redecorated Rose Room of the Palace Hotel October 8 with a big buildup. Set for 10 weeks. . . . **MARY ANN HARRIS** is the new contralto with Ellis Kimball's Band at Topsy's-at-the-Beach. . . . **RAN WILDE'S** Ork, which has been at the Club Deauville since March, has signed for another six months.

**LARRY FUNK** and orchestra have been booked by Bob Sanders, of Mills Artists, to follow the Britton Band into Chez Maurice, Dallas, October 19. Funk

booked for three weeks. . . . **SAX SMITH** and orchestra have started a new series on WHAM, Rochester, N. Y., for Kellogg cereals, in addition to the band's spot twice weekly for Fels-Naptha. Robert Maxwell handles the unit for one-nighters. . . . **SAMMY DIBERT** and his radio orchestra, which played at Sak's nighterie, Detroit, for the first time in the spring, has returned there.

**PHILADELPHIA NOTES:** Wayne King wound up at the Arcadia International House October 15, with Ben Bernie continuing the parade of name maestri. (See BANDS AND ORCHESTRAS page 28.)

## Americans Score In London Clubs

**LONDON, Oct. 12.**—Back after an absence of nearly two years, the Yacht Club Boys are proving a sensation with their risqué and sophisticated ditties at the Cafe de Paris. Boys sing as many as 12 numbers a session and are aces with the smart set. Some of their "dirties" would not get by with a vaude audience.

Trocadero Restaurant celebrates its 40th anniversary with a strong floor show headed by Wilkie Bard, veteran English comic, who appeared at this resort in the opening show in 1896. Only American act is the Music Hall Boys, whose travesty on the old-time singers is highly funny.

Despite a severe cold, Sophie Tucker continues to be the outstanding triumph in local night life. Gets an amazing reception nightly at the Grosvenor House. In the same show Edgar Bergen proves to be the most original of ventrioloquists.

George Beatty is retained at the May Fair, where he is highly popular.

Sherkot is a laughing hit at the Savoy and Berkeley hotels, where he is held over a fourth week.

Don Galvan, singing troubadour and guitarist, provides socko entertainment at the San Marco.

Lydia and Joresco are the most polished of dancers at the Dorchester Hotel, where the comedy is ably provided by the versatile Wiere Brothers.

London Casino, with the most elaborate local floor show, is trying out the idea of special Saturday matinees at \$1.50 per head for show, dance and tea. Leading hits in this show run by Clifford C. Fisher on French Casino lines are Anita Jakopi, swell-looking and expert dancer; Emil Boreo, as emcee; Lowe, Burnoff and Wensley, corking adagio burlesque, and Cilly Fiendt, who performs on trained white horse.

B. R.

## New Bridgeport Club

**BRIDGEPORT, Conn., Oct. 17.**—Newest night spot, the Riviera, located atop the Stonewall, has opened under management of Steve (August) LaQuessa. Music is by Ben Paris. There is a large floor show.

## Detroit Deal Fails

**DETROIT, Oct. 17.**—Last chances for a new major night club at the Broadway-Capitol Theater disappeared with reopening of the theater. Bert Moss, veteran night-club operator, had been negotiating to convert the house into a huge night spot.

## Students Want Club

**DES MOINES, Oct. 17.**—A plea to University of Iowa students to petition for a night club will be carried in The Daily Iowan, student newspaper, according to Editor Jesse Gorkin. Move is the climax to a student campaign to obtain a place in Iowa City with recreational facilities "that will keep the students in the city week-end nights and reduce the highway death and injury toll."

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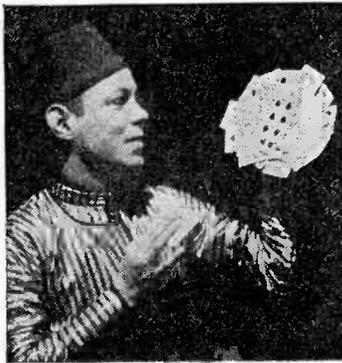
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AMAZING! BAFFLING!  
  
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 Palmer House, Chicago, 18 weeks; return engagement, 7 weeks.  
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 Held over Biltmore Hotel, New York, 4 weeks.  
 Held over Rainbow Room, New York, 8 weeks.  
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**FOUR MCNALLIE SISTERS**  
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# Music News

Theme songs seem to be an alluring magnet for some of the local publishers. At any rate E. B. Marks has taken over *Thanks for Listenin'*, featured by Mildred Wendel over WEA and written by Dudley Wilkinson and Estelle Taylor.

Rocco Vocco, on a tour of inspection and good-will trip in behalf of Remicks and Witmarks, has returned to New York. Rocco visited Chicago and Cleveland. His journey was punctuated by attending the opening of several band and orchestra programs. He was absent from his desk for about 10 days.

Two new songs by Joe White, radio singer, have found sponsors. The numbers are *Hold Me in Your Arms*, placed with the Bob Miller Company, and *Say That You Care for Me*, with the Stansy-Lang firm.

The English rights of the Cotton Club score, written by Benny Davis and J. Fred Coots and published by Jack Mills, have been sold to the Lawrence Wright Company, London. Numbers named in the deal are *That's What You Mean to Me*, *Copper-Colored Gal*, *I'm at the Mercy of Love*, *Suzie Q* and *Alabama Barbecue*.

Among the latest publications attributed to Clarence Williams is a book entitled *Learn To Sing*. It is the work of Martha Straus, local vocal instructor. Volume contains some excellent and valuable information for folks who intend taking up a radio career. Many chapters are also devoted to the concert, operatic and other fields.

Billy Hill in his latest song has made a decided departure from his previous writings. His newest composition is called *In the Chapel in the Moonlight*. It is descriptive in theme.

A new number which is attracting attention bears the caption of *Little Cowboy*. It is by Duncan Browning, Harman

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Waltz  
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## \$\$\$ Music \$\$\$

NEW YORK, Oct. 17.—Jack Benny estimates that the instruments in Stokowski's Orchestra, seen in "The Big Broadcast of 1937," are worth \$250,000, and the musical education of the members another \$250,000.

Charles and Felix Bernard. Story is that of a youngster who finds delight in making up as a Texas Ranger and imagining that he has conquered the open spaces with his pony and lasso.

Harold Potter, arranger, is quite in demand, his work on *Bali-Bali* and *Gypsy Tea Room* having received favorable comment. Potter makes his headquarters in the Joe Morris office on Broadway.

Irving Mills has signed two Philadelphia boys, Lee Wainer and I. L. Fien, as a song-writing team for his Exclusive Music outfit.

From now on the Stansy-Lang Music Company will be known merely as the Stansy Music Corporation. Since Charles Lang has stepped out of the organization the former title was confusing and hence the change. Harry Houck has been made professional manager. Other new placements in the way of the rest of the staff are now in course of completion.

## Bands Avoiding Mississippi Area

JACKSON, Miss., Oct. 17.—Following recent threats of Governor Hugh L. White to close all night clubs in this territory, operators are uneasy but still operating. Some clubs are using bands.

Drive spreading to Mississippi Delta. Several clubs have been raided and only beer is being sold now. However, on Mississippi River fronts close to Louisiana State line, clubs are operating wide open and using orchestras. Other spots are afraid to book bands due to uncertain situation.

First action taken near Jackson in Rankin County, where several "Gold Coast" spots were raided and warned to quit gambling and selling liquor. Governor has warned operators he will close places permanently if gambling continues.

Many bands have left State for other locations.

## Liquor Board Convicts Cafe

PHILADELPHIA, Oct. 17.—State Liquor Control Board obtained its first conviction of a cafe owner on a charge of failing to pay the State amusement tax on a floor show.

The defendant, Jacob Weinstein, who operated a mid-town spot here, was sentenced by Judge Barnett to pay costs and an assessment for the tax.

Suit have been filed against the Cadillac Tavern, Walton Roof and the Coconut Grove to collect amusement license fees that, it is alleged, have not been paid in former years.

## RAINBOW ROOM

(Continued from page 11)  
the Four Deauville Boys, singers, entertain.

Noble, at the piano, leads his 15 men for the dancing, the band avoiding hot stuff and instead stressing sweetness and balance. Music has color, with Noble's ivory-tickling leading the way and Al Bowly lending an interesting tenor voice as the lone vocalist. Rodrigo's Orchestra is more than adequate as the relief outfit. The nine men dish out Latin rhythms that are pleasant to listen to and easy on dancing feet.

As for the floor show, Cummings, a handsome and ingratiating fellow, is emcee in addition to doing his own comedy and roping turn. He has a win-

## Club Cleans Up

NEW YORK, Oct. 17.—A horse, a piano, a \$1 watch and a suit of clothes, to be donned publicly, gives a rough idea of gifts brought by socialites to a birthday party at a swank night spot here. Nearly serious knife play helped dispel ennui. Club manager cleaned up that night and for three nights later.

ning way and managed to crack the ice that covers the boiled shirt fronts here.

Sheila Barrett, a big favorite here, also got the lorgnette-eyes to soften up and give her a hand. In a slick brown cape and gown ensemble, she offered her satirical version of Mae West doing Juliet and then of Lionel Barrymore, Katharine Hepburn and a hotcha blues singer warbling *Goody, Goody*. Excellent satire, it is delivered with vivacity, backed by a strong personality.

Gomez and Winona, one of our ace teams, offered three numbers, a waltz, a mincing fox-trot set to *Dinah* music and a tango. Enough variation to display their versatility and skill. Immaculately dressed, they are a smooth couple and easily among the most effective dance teams around.

Dr. Ross circulates among patrons, amazing and amusing them with his card manipulating and palm reading.

Rainbow Room dinner, \$3.50 and up. No cover, except Saturdays and holidays. Rainbow Grill, 50 cents cover after 10 p.m., except Saturdays and holidays when it is \$1. Service, both places, excellent. Paul Denis.

## FLORENTINE ROOM

(Continued from page 11)  
good crowd to their opening Monday night, usually the duller evening of the week from a business standpoint. Trade perked as the week progressed.

Veloz and Yolanda's offering may well be termed perfection in terpsichore. Their turn is a symphony in rhythm and grace. Opening night found them doing six different routines, all being received in splendid fashion by the Gibson clientele. They took their finale bows to a show-stop hand. George Hamilton's Band, working under the Veloz and Yolanda label, give the dance pair excellent accompaniment. While the band itself is just average, it has a pleasing style and good dance rhythm. Veloz and Yolanda closed their Gibson stand Sunday night (18), with Hamilton and his boys holding over until Thursday night of this week.

While the Florentine Room doesn't measure up to present-day streamlining, it's still one of the most beautiful rooms of its kind in the country. Gibson cuisine and service continue in the excellent brackets, with the liquor prices right in line with the other top-notch spots here. There's a \$1.25 minimum check per person on week-night supper sessions, with a \$2 minimum on holiday eve and Saturday supper periods. Sax.

## COCOANUT GROVE

(Continued from page 11)  
thrush, puts over her chants of standard and current pops with a sock. Hits the high ones with a surety and truisms that makes 'em stop and give a listen. Edna Smith does pleasing piping with the hot hymnals. Palmer and Forresta give out a classy turn of ballroom-adagio work and rate rousing returns for their apache stuff.

An outstander is the specialty by Vic Hyde. Formerly a private in the Olsen and Johnson army of stooges, he is now stepping out on his own as a "one man band." Plays the bass drum with the right foot, sock cymbal with his left, pounds out the piano chords with the left hand, and has his right hand free to give out on the trombone, trumpet, sax and alto horn. Builds up to a smash by playing two trumpets at the same time. And to make sure nothing of the roof is left, plays three trumpets at the same time. Individual mouthpieces with an armature holding them together.

Frank Warren and a crew of seven back up the show and turn in dansapation that is top row. Nancy Lee, who straightfs for Bohn, was out when caught due to illness.

No cover, \$1 minimum. Drinks and food pop priced. Further asset keeping this spot among the must-see and come-agains is the able assist given Hahn in the greeting duties of Harry Rose. Oro.

## GOLD COAST ROOM

(Continued from page 11)  
the spotlight with the singing of *Talkin' Thru My Hat*, and Gower and Jeanne, youngsters in their teens, did a graceful ballroom waltz, following with a syncopated routine to *Darktown Strutters' Ball*. Encored with a sprightly routine and almost stopped the show.

Pat O'Malley made you forget his bum jokes when he sang *Free*, English song importation, in this spot. Followed it with one of his inimitable cockney recitations based on *Herbert and the Lion*. Nice applause. Jay and Lou Seiler scored with their novel routines

## Sheet-Music Leaders

(Week Ending October 17)

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. Number in parentheses indicates position in last week's listing.

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 Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. When Did You Leave Heaven? (1)
2. The Way You Look Tonight (2)
3. A Fine Romance (6)
4. A Star Fell Out of Heaven (5)
5. Me and the Moon (7)
6. Did I Remember? (4)
7. I Can't Escape From You (8)
8. Until the Real Thing Comes Along (3)
9. Sing, Baby, Sing (10)
10. I'm an Old Cowhand (11)
11. Organ Grinder's Swing (12)
12. Bye, Bye, Baby (13)
13. When a Lady Meet a Gentleman Down South
14. Who Loves You?
15. Rendezvous With a Dream

PHONOGRAPH RECORD best sellers will be found on page 77.

on half-circle skis and demonstrated that they are just as effective on a floor as they are on a stage. Very good hand.

Roy Campbell's Royalists returned to harmonize on two songs as the entire company joined them in the finale. Dick Jurgens' music was all that could be desired both as show accompaniment and slick dance rhythms. F. Langdon Morgan.

## THE ROUND UP

(Continued from page 11)  
varied clientele, mostly college and the town's young cult, with good trade from the adults.

The okeh show made the customers forget about eating. Colley Worth is the new emcee. The LaSalle Sisters and June did a cute warble gesticulation and tapped to *I Can't Dance*. Marion Young (a Charles Edgar Harper protege, miking from WMEX) is a sweet kid with blond locks. Looked like Alice Faye. Clicked with *Did I Remember?* and encored with *Until the Right One Comes Along*. Worth came in with an okeh PWA gag. June (Newell)—a cute trick-warbled *Rhythmic* and did a peppy tap terp to *Let Yourself Go*. LaSalle Sisters (duo) came back for an acrowaltz-aesthetic routine that was sock.

Worth started his bit with another PWA gag, warbled a London medley and soft shoed to *Moon Country*, injecting a lot of hokey hoofery and kibitzing. Wound up with knee-smashes to the floor.

The Del Rio Triplets (Pete, Real and Bob) do click with their novelty acro. Pete jumps rope with back to floor, right foot around neck, and somersaults with chair. Lads click all the way for the best applause.

Marsh, recently of the Coconut Grove, has a new personnel in his ork. Marsh leads fiddles and warbles; saxes are Al Sudhalter, Dick Smith, Ralph Fabiano; trumpets, Harold McCarty and Irvin Marsh; trombone, Dave Jacobs; piano, Eddie Barnard; drums, Roy Marsh; bass, Roger Landers. Music is on the Lombardo style. Sid Paine.

## Old But New

PHILADELPHIA, Oct. 17.—With big dairy folks as the new radio sponsors for Walter O'Keefe, listeners need not be surprised if he turns up with a song entitled "I'm Going to the Dairy in the Morning." Originally the song was written for a real estate promoter for whom he worked in Florida. It was then called "I'm Going to Key Largo in the Morning" and rated O'Keefe \$2,500. Later, when he got a job with a Long Island real estate concern, he dug the ditty out of his trunk and changed it for a paltry \$1,000 to "I'm Going to Long Island in the Morning."

## N.Y. Para Into 2d Band Year

**Casa Loma anniversary booking — Noble repeats — money maker for house**

NEW YORK, Oct. 17.—Local Paramount Theater will celebrate its first anniversary of pit-band shows Christmas week with a repeat booking of the Casa Loma Orchestra, which inaugurated the policy at the theater. During the year the house soared from a weak grosser with straight pictures to one of the top money makers along the rialto, the management giving the credit to the pit-band policy. The theater will continue with the same policy but will repeat many of the bands of the first year, those that established themselves as hits.

Altho Shep Fields was a repeat at the house recently, it was more or less an emergency booking, and the Casa Loma Ork will be the first regular repeater. Immediately following the Christmas booking of the Glen Gray outfit is a repeat booking of the Ray Noble Ork.

Clyde Lucas and ork will come into the house this Wednesday, with Rudy Vallee scheduled to follow. Xavier Cugat and ork may follow Vallee.

Limited only to bands which are members of Local 802 of the American Federation of Musicians, which permits the theater to go along without using a house band, the theater has been having little or no trouble in getting a supply of band attractions. Booker Harry Kalcheim claims there are sufficient bands available to keep the house supplied for at least two years, figuring on some running from two to three weeks. The situation is helped by the fact that it is possible to repeat the successful bands after a year's time.

### Lane, Tree, Edwards Act

NEW YORK, Oct. 17.—A new trio comprises Murray Bernie, Eddie Levan and Jack Edwards, with the first two adopting the names of Richard Tree and Eddie Lane. Act is known as Lane, Tree and Edwards. Warner Brothers have signed them for four shorts, the first set for November 5.

### Vaude Theater for Brussels

BRUSSELS, Belgium, Oct. 12.—A modernly constructed and equipped theater with a seating capacity of 2,400 is nearing completion in the center of the town. New house will open early in November as a big-time vaude theater under the direction of Andre Frank and Luc Somerhausen, at present operating the Palais d'Ete, which will be transformed into a skating rink. New house will be known as the Theater des Varieties.

### Granada, Detroit, Flesh; Also Palace, Windsor

DETROIT, Oct. 17.—Granada Theater, operated by Associated Theaters Circuit, goes to a three-day vaude policy next week, playing Wednesday thru Friday. Acts will be booked by the Sol Berns office. Five acts, with Maxie (Max Gealer) and his Gang for emcee and orchestra, will be used, with Maxie's unit splitting the week between there and the Rialto, Flint, where he will play Saturday thru Monday.

Berns has also added the Palace Theater, Windsor, Ont., playing four acts of vaude for two days a week.

### Brooklyn Para's Basket Ball

NEW YORK, Oct. 19.—Paramount, Brooklyn, will resume its Friday night basket-ball games on the stage next month, starting either November 20 or 27. The Brooklyn Jewels, managed by Eddie Wilde, will again be the home team at the theater, and is contacting other theaters for similar bookings.

### RKO Shows Into Albany

ALBANY, Oct. 17.—Palace Theater here is scheduled to get its vaude shows the end of this week. It will probably be a three-day stand, with the shows booked out of RKO's New York office and tying in with the Schenectady and Troy houses.

NEW YORK, Oct. 17.—The ice-skating carnival at the Roxy Theater here is not the original unit out of the Texas Centennial, the originals still skating at the Black Forest Village in Dallas, where they opened June 6. The Black Forest skating unit comprises Evelyn Chandler, Bruce Mapes, Uksila and Vida McGowan, Mack, Lemair and Reynolds, Douglas Duffy, Leverage Busher and Ray Rice.

### Mae West Booked In N. Y., Chicago

NEW YORK, Oct. 19.—Mae West has been set for personal appearances in Paramount theaters along with her new picture, *Go West, Young Man*. She will open November 6 at the Chicago, Chicago, for a week, and comes into the Paramount Theater here November 18 for the run of the picture. Morris Agency arranged the bookings.

It is understood that her salary sets a new record, being reported as well over \$10,000 a week, plus a split figure.

### Sullivan at State Again

NEW YORK, Oct. 17.—Ed Sullivan, columnist, has been set for another week at the State, opening there October 30. His supporting acts will include Jackson, Irving and Reeve; Gloria Gilbert, Josephine Huston and Cappa Barra Harmonica Ensemble.

### Another Week in Detroit

CHICAGO, Oct. 17.—Downtown Theater, Detroit, reopened yesterday with a vaude policy booked by Dick Hoffman thru the Billy Diamond office here. House is being operated by the Downtown Theater Corporation, headed by Clem Pope, who managed the house for RKO in conjunction with the receivers of the property. Policy is five acts, full week. Opening bill has Ted and Al Waldman, Monroe and Adams Sisters, Jue Fong, the Thrillers and Bert Nagle and Company. Pit leader is Adolph Hollander.

## Units Pouring in as Fast As Flash Acts in Old Days

**Demand of bookers being met without trouble—bookers lenient because of lack of break-in time—Simon's three new ones—Romm building another—field crowded**

NEW YORK, Oct. 17.—Units continue to pour into the vaude field in such volume as to make it comparable with the old days when flash acts were built on short notice. The demand for units is being met without any trouble, the lack of break-in time seemingly no drawback to the ambitious producers. Bookers are showing leniency in the buying of the shows, overlooking rough edges and acting in the role of show doctors, advising on things to be done to help. Most bookers are selecting the specialty people they want in the units.

### Ice Cream Firm's Free Shows in N. Y.

NEW YORK, Oct. 17.—Horton's ice-cream firm has given an additional seven weeks to the free-show idea it sponsored during the summer. Whereas the firm provided shows for public-school playgrounds during the summer, it is now giving the shows at private schools and theaters on Saturdays. The plan stops November 13 but will be resumed again in the summer. Silver & Arkin handle the shows for the firm.

There are three units out, each comprising a Punch and Judy act, a ventriloquist, emcee, magic act and a pianist. Each unit makes two stopoffs a day, and the coverage takes in the five boros as well as Jersey City.

### Ft. Wayne Resumes Vaude

CHICAGO, Oct. 17.—Palace Theater, Fort Wayne, Ind., resumes vaudeville tomorrow on a split-week basis booked by Warren Jones, of the RKO office here. Policy is five acts with changes each Sunday and Thursday.

## Vaudeville Notes

LaFRANCE AND GARNETT are mourning the loss of their 12-year-old dog, Boy, who died recently in Los Angeles. Boy had appeared on the stage since he was eight weeks old and trouped with the act from Coast-to-Coast.

MERLE CLARK returned to the Michigan Theater, Detroit, Friday as organist after playing the Texas Centennial in Dallas.

BO BRUMMELS (Al Lentz, Barney Lewis and Ben Lane) are due on the Hal Roach lot in Hollywood November 10 for a film test. . . . Don Smith and the Rayner Twins sail January 6 for Australia, where they have a contract for 12 weeks' work with an option of 24 more. . . . Larry Blake, currently appearing in the Chicago territory, has been signed by Universal Pictures for three years, it is said.

JULIA CURTISS is in Hollywood for screen tests. . . . Three Stooges (Jerry Howard, Larry Fine and Moe Howard) returning to Hollywood to complete their Columbia contract after Eastern personals. . . . Cy Wills went into Warner Bros. *Penrod and Sam* last week. . . . Alice Goodwin, Fanchon & Marco stage show director, has severed her connections and will free lance. . . . Fred Waring and his orchestra have been set for the Los Angeles Paramount December 3.

LOU GOLDBERG, of the William Morris Agency, left New York Sunday to work in the firm's Coast office. In New York he was assistant to Nat Lefkowitz, auditor. . . . Ford Bond went in Friday at the Roxy, New York, as the newstator, replacing Russ Brown. . . . Andy and Louise Carr joined the Russell Patterson *Living Models* unit, succeeding White and Fately. . . . Tony Romano, Maurie Amsterdam and Mabel Todd, formerly of the Al Pearce Gang, go into the Roxy, New York, October 30. . . . Ben Yost has another singing group, the Collegians, 12 voices, which is current in Reading, Pa., goes to the Hipp, Baltimore, next week and follows with the Earle, Washington. . . . Kay Hamilton has

been set for a Warner short featuring Hal LeRoy.

JOE BONNELL and Doris Bay returned to the States on the Hindenburg October 7, the first act to make the trip. They were in Europe for five years and will return to open in February in Copenhagen. . . . Phil Baker has been set to play Toronto week of November 27. . . . Lazy Dan opens Friday at the Earle, Washington, booked by Sam Weisbord, of the Morris office. . . . Benny Kuchuck has sold the Fred Allen amateur unit, headed by Uncle Jim Harkins, for a couple more weeks. Opens Friday at the Hipp, Baltimore, and goes into Fay's, Providence, November 6. . . . Conrad Thibaut, radio baritone, will play the Michigan, Detroit, the week of November 6.

JOHN SCHULTZ, head of the Fanchon & Marco Agency, returned to New York early this week after another flying trip to the Coast. Jack Partington, head of F. & M. Stageshows, left Sunday for St. Louis and will go to the Coast also. . . . The Fats Waller Ork has been booked for Midwestern dates by the Simon office, starting November 6 in Dayton, O., and following with Toledo, Indianapolis and Detroit.

CHIC YORK AND ROSE KING returned to New York after seven weeks of vaude in England. York says vaude in the provinces is in a healthy condition, altho London vaude has dropped. . . . Eddie Dowd, formerly of Three Mad Wags, who recently married Ann Tatka in New York, has joined the new vaude unit featuring Sam Teaner and Sonia Carroll, opening November 12 in the South. . . . Audree Elliott, daughter of the agent, Nick Elliott, is now a specialty dancer in *White Horse Inn*. . . . Rosita Ortego, dancer, formerly in *Revenge With Music*, has just returned to New York from Barcelona, Spain. Managed by Tom O'Connell for vaude. . . . Mrs. P. G. Holley, old-time vaudevillian, also known as Stella Massey, was recently operated on at St. Vincent's Hospital, New York, and would like to hear from friends.

Simon is also agenting Norman Carroll's *Mardi Gras* unit, which will open Thursday at the Paramount, Springfield. The unit, comprising 56 people, will play the Michigan, Detroit, October 30, and follow with the Lyric, Indianapolis, and Palace, Chicago. Another of Simon's units is headed by the Lottie Mayer Water Ballet, others in the show including Pappy, Zeb, Ezra and Elton. Harris and Shaw and Steve Evans. This unit opens Friday for RKO in Minneapolis.

Sam Weisbord, of the Morris Agency, has sold a new unit to RKO, headed by Ethel Waters. It will open November 6 at the Palace, Cleveland, and will go into the RKO Boston, Boston, November 19. The cast also includes the Six Lindy Hoppers and the Three Brown Sisters. Weisbord also has booked the A. B. Marcus unit. The show plays Madison, Wis., October 28 and 29, and then into the Oriental, Chicago, October 30; Toronto, November 20, and Montreal, November 27.

Harry Romm is building another unit, a revamped edition of *The King Goes Swing*, which was headed by the late Herb Williams.

Among other units now in the field are Russell Patterson's *Living Models*, Leon Errol's show, Dave Apollon unit, the Major Bowes amateurs, Fred Allen's amateur unit, *Folies Bergere*, *Folies de Nuit*, *Cuban Folies*, *Glorified Folies*, *Frontier Folies*, *Centennial Folies*, *Hamid's Fascinations of 1936*, *Count Bernivici's Spices of 1937*, *Hollywood Hotel Revue*, *NBC Radio Show*, *Shooting High*, *Paging All Stars*, *Benny Rubin unit*, *NTG's Revue*, *Folies D'Amour*, *Andre Lasky's French Revue*, *Benny Meroff unit*, *Folies Caprice*, *Weaver Brothers*, *Sally Rand's unit*, *Circus De Paree* and *Femme Folies*.

### Boston Friars Usher in Season With Gala Party

BOSTON, Oct. 17.—Boston Friars' Club held a gala party at Ben Ginsburg's Club Mayfair Sunday, with approximately 200 members present to start off the 1936-'37 season. On November 21 a special party will junket to New Haven for the Yale-Harvard football fracas.

Maurice Wolf, president of the Boston Friars, states that part of the moneys realized from the club's social events will be set aside to care for underprivileged children. Past summer 45 youngsters were cared for out of Friar funds.

Officers of the local branch, besides Wolf, include Joseph M. Levenson, vice-president; Louis M. Boaz, treasurer, and A. C. Gilpatrick, secretary.

### Buffalo Shows May Return

BUFFALO, Oct. 17.—Shea's Theater here is expected to be in line for stage shows again after a long layoff. Paramount is reported as figuring on the change, with the booking office trying to line up shows to start next month.

### Cushman in Iowa and Wis.

LINCOLN, Neb., Oct. 19.—New vaude openings in this territory this month will include the Iowa towns, Mason City, Dubuque and Waterloo, and the Wisconsin spots, Baraboo and La Crosse. They were signed early this month by Wilbur Cushman.

**Billboard—**  
 Sept. 12, 1936  
 League of Nations Trio, Gine (Italy), DeQuincey (France) and Lewis (John Bull), start out peacefully with a three-way waltz dance, but slight complications arise between J. B. and Mussolini, with France getting the worst of it. A terp idea of the state of affairs in Europe. Clever turn drew a swell hand.



**Variety—**  
 Sept. 9, 1936  
 Gine, De Quincey and Lewis in a nicely devised "League of Nations" idea representing cavortings of Mussolini and John Bull, with La Belle France, who is alternately sought and let down by her partners in the best adagio manner.

HENRI  
**GINÉ**  
 RUTH  
**DE QUINCEY**  
 BASIL  
**LEWIS**

League of Nations Trio

On Tour With FOLIES PARISIENNE,

PALACE THEATER, CHICAGO, OCTOBER 23

**Loew's State, New York**

(Reviewed Friday Evening, October 16)

Even a super-special film like *The Great Ziegfeld*, a pix that runs three hours, isn't changing the State's combo policy. They've cut the vaude down, tho, the bill only running 25 minutes, but it's satisfactory nevertheless. That's commendable in this day and age when consistent policies in theaters are few and far between. Lucky Millinder's Ork holds up the flesh end, and very well. Despite the stage-band show, Ruby Zwering and his pit crew are on hand, altho they only do about two minutes of music between the pix and the flesh. Five shows today, and business at the last was terrific, as it was all day long.

Millinder and his Mills Blue Rhythm Band are an outstanding colored aggregation, a 15-piece crew that's plenty torrid musically as well as showmanly. The leader, who gets a kick out of tossing his long and straight hair, is a showman, always on the go and most vigorously. He might stay out of the spotlight, tho, when his specialties do their stuff.

Nice arrangements to the band's music, most of it swiny. Some of the numbers are *Memory of Love's Refrain*, *Merry-Go-Round*, different versions of *Some of These Days*, and *Ride, Red, Ride*, the latter Millinder's fave.

Of the specialties, Pops 'n' Louie deliver the biggest punch with their ever-walloping singing and dancing, enhanced by sure-fire salesmanship. Open strong with harmony singing and then swing into their dynamite hoofing, in which the taller of the two fares the biggest. Edith Wilson runs the boys a close second with her novel vocal session, the drummer amusingly answering her singing of *Two-Fisted Papa*. The folks hated to see her leave. Chuck Richards is the band's vocalist, a lad with a good voice and who handles pops very nicely. SIDNEY HARRIS.

**Chicago, Chicago**

(Reviewed Saturday Afternoon, Oct. 17)

Following a long engagement at the Drake Hotel here, Horace Heidt and his Brigadiers are playing their second date at this theater within a few months. The popularity to which this band has climbed was demonstrated by the heavy applause on the first notes of their theme song. The Heidt organization is without a doubt one of the most versatile and entertaining musical units before the public today, and comprises 15 musicians, including Lysbeth Hughes, singing harpist; a male octet and the four King Sisters, besides several arrangers, who do nothing but create unusual orchestrations.

Band opened with *The Balboa* employing the talents of the band, the singing octet and the King Sisters. A comedy number, *Shut the Door*, was next, and then the eight Frances Allis Dancers went over big with a waltz number. The three trumpeteers played *Linger Awhile* in excellent fashion, and the beautiful King Sisters proved themselves comediennes as well as harmonizers with *Swing Mr. Paganini*, drawing a nice round of applause.

Liszt's *Second Hungarian Rhapsody* played in swing tempo was the band's next offering and introduced the clavier, which recently replaced the piano in the band. *Jack and the Beanstalk*, a novelty comedy bit, followed, and Lysbeth Hughes chalked up a hit with a Nea-

politian air and *The Song of Love*, done with Bob McCoy, baritone, with the Glee Club assisting. Alvino Ray contributed two tunes on his electrical guitar to good results and the Frances Allis Dancers returned for *Mood Indigo*, modernistic barefoot routine. Charles Goodman led the glee club in *Finiculle, Finiculla*, and another comedy novelty, *The Green Grass Grew All Around*. Jerry Bowne did *It's the Gypsy in Me* and the glee club did *I Love a Parade*, with Heidt's drum major baton swinging a highlight of the number.

*The Building of a Band*, showing how a musical organization is put together, and using the tune *The Bells of St. Mary's*, closed an excellent hour of music. F. LANGDON MORGAN.

**Bronx, Bronx, N. Y.**

(Reviewed Friday Evening, October 16)

Stage presentation comprised four acts followed by an amateur show. Warner Trio, one man and two girls, leads off with a song, *Old Rocking Chair*. Male, who does a good job at emceeing the show, is togged out in this act as an old Kentucky colonel and contributes a rickety hoofing turn in support of the tapping done by the two girls. Warner appears again to sing *Empty Saddles*. Delivers it with good stage presence. Closer is a Dempsey-Tunney fight sketch participated in by all three.

Pearl Garron, vocalist, opens the deuce spot with *When a Lady Meets a Gentleman* and follows with *When Did You Leave Heaven?* and *Sing, Baby, Sing*. Garron is a youngster with an immature voice at present, but may develop. Clicked here.

Nick Verga and Lillian Lee, mixed comedy team, take over next-to-closing with the man contributing hoke Italian dialect and songs, ably supported by the girl. Plenty of gagging thruout the act as well as fast pace, and the turn should hit the better spots. One of the nut numbers was a parody on Italian folk music entitled *Me and Marie*. Dragged down a good hand.

Closing act consists of Johnny (Snake Hips) Relly, Wilma Strickland, Helen Hall, Rose Vessio and Peggy Richards, all of whom are graduates of the Bronx Theater *Follies* and are now making their first professional appearance. They sing and dance badly with the exception of Relly, who is a fair soft-shoe hooper and may get somewhere professionally.

Pix were *Crash Donovan* and *Give Us This Night*. Business good. PAUL ACKERMAN.

**St. Louis, St. Louis**

(Reviewed Friday Evening, October 16)

One of the best all-round bills since the reopening of this theater two months ago. The Roxette chorus is getting to be the talk of the town. The 16 girls apparently have a capable tutor. They do three ensemble numbers here this week which are really worth while. Best is the *English Johnny* number, in which the girls display smartness, precision and perfection thruout. In addition they do a knockout *Swiss Time* ensemble and a South American number, which gets them a big hand.

Wolford's Pets open. Group of dachshunds are a "different" canine act. A femme trainer and her male assistant put the dogs thru a routine of stunts, which score nicely. Featured in the routine are the two wire-walking dogs, the "drunk," who gets a world of laughs,

HEADED EAST

**JACK LESTER**

STAGE DIRECTOR AND DANCE PRODUCER  
 SOME OF MY SHOWS

Hollywood Theaters.  
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 "LUCKY DAY," Mayan Theater, Los Angeles.  
 "BLACK COTTON," Orange Grove Theater, Los Angeles

Hollywood Cafes.  
 SEBASTIAN COTTON CLUB, 1 Year.  
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 GEORGE OLSEN'S CLUB, 6 Months.  
 CLUB LABOHEME, 7 Mos.  
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!! HELD OVER !!

**COOKIE BOWERS**

Panto-skits From Life

ROXY THEATER, New York

Direction—PHIL OFFIN, FERD SIMON AGENCY

and the barrel-rolling quartet of dachshunds who climax the turn, sending them away to a big hand.

Frank Brown, four-year-old cornetist, was next. He is a wonder on the instrument. He plays the various bugle calls and then does several numbers. Between selections he leads the orchestra and does some weak cross-fire chatter with Freddie Mack, orchestra leader and emcee.

The Randalls, a male and two girl dancers, presented some swell dancing. Trio of continental dancers excel in a high-class ballroom number, finishing with some whirlwind stepping. They also appear at the close of the bill in a South American dance specialty, which is a knockout. In the finale the Roxettes form an appropriate background.

Slm Timblin and Company are in the closing spot, with Timblin presenting his ever-funny black-face monolog, giving a discourse on the biblical story of Adam and Eve and the Garden of Eden. He could dispense with some of the "raw" stuff, as he is funny enough without it. For a finish, the company, a man and woman in blackface, appear in a "bride and bridegroom" skit which winds up the offering with gales of laughter. Timblin had to give a curtain talk. *Ramona* was the screen attraction. FRANK B. JOERLING.

**Palace, Chicago**

(Reviewed Friday Afternoon, October 16)

Current bill is headed by Ann Sothern, lovely blond screen star, who is making her first stage appearance here since she last played Chicago four years ago as leading woman in *Of Thee I Sing*, when she was known as Harriette Lake. Johnny Perkins, local favorite, paces the show and acts as emcee, breaking his own act by springing several jokes between the introductions.

Perkins, starting slow, soon had the audience warmed up with his quips and gags and introduced Virginia Bacon and Company. Miss Bacon opened her act with a syncopated toe routine to a medley, followed by the Falla Sisters with a modernistic routine. Blanche Lewis made a hit with a tap number danced to the *Poet and Peasant Overture* and Virginia Bacon returned with a graceful toe ballet routine. All were on for a fast finale and a good hand.

The Six Lucky Boys, neatly attired

in brown trousers and white coats, offered a fast session of Riskey work, mixing it up with many trick gadgets for comedy effects. Perkins worked with the boys for comedy. One of their outstanding tricks was the somersault in a hoop and out of a hoop from the feet. Good hand.

Ann Sothern came on to a generous hand. With Pliner and Earl, local twin piano duo as accompanists, she sang *Half of Me*, a group of songs she had sung in her various pictures such as *I Was Lucky*, *I'm in Love All Over Again*, *You're an Angel*, *Rhythm of the Raindrops* and *Let's Fall in Love*, encoring with *I'm Getting Sentimental Over You* and leaving the stage to a big hand. She sang her way into the hearts of the audience, making no references to her motion picture life, but chalking up a hit on singing merit alone.

Johnny Perkins took the spotlight with his comedy monolog and jokes and sang *I Like To Stay After School* and collected a good hand for his efforts.

Salici Puppets, a new edition with 10 novel episodes, held the audience's attention and entertained royally. A hit. F. LANGDON MORGAN.

**Loew's Grand, N. Y.**

(Reviewed Friday Evening, October 16)

Current bill in this lone Loew showing house has all standard acts, although a couple are doing revamped turns. Conventionally laid out, the bill is nevertheless a pleasant one and somewhat balances the weak picture, *Three Married Men*.

Opening turn is Al Libby and Betty, a swell comedy and trick bike act. Libby rides the bike for thrills and laughs, with the girl providing the sex appeal thru leg-display costumes and some fancy riding herself. Libby, however, weakened the act by prolonging his last number, the triple turn in the air over the handlebars.

Pablo, Spanish sleight-of-hand artist, impressed the customers with his card manipulating and then offered palming of lighted cigarets, using a lighted pipe for his walk-off stunt. A maid is on for a bit, giving a flash of leg. Pablo's work is smooth and interesting, but his routine is reminiscent of Cardini. Should attempt a more individual style.

The Funnyboners (Brooke, Dave and Bunny) socked over their singing, knowing when to rush off. One of the boys is at the piano, the three of them joining for comedy ditties, which include radio mimicry and satirical shafts at radio. Their *Hold That Tiger* instrumental novelty won them a show-stop and they had to beg off.

Sid Marion and Olive Sibley had no trouble. Marion's skillful comedy brought a steady run of giggles and laughs, while Miss Sibley helped considerably with her impressive appearance and her smart straight work. Her vocal bit won a hand.

*De May and Moore Revue*, five people, provides a pleasing flash. The standard bearers offer hokey ballroom and adagio, with another mixed team offering tap and then splitting for solos. A boy pianist doubles as an applause-winning accordionist. The knockabout finale brought a heavy hand, necessitating a "thank you" speech. Howard Ross, Frances Lewis, Mickey Conti also billed. Henry Frankel, violinist, leads the pit band and the community singing. PAUL DENIS.

**Metropolitan O. H., Phila.**

(Reviewed Tuesday Evening, October 13)

Any palaver that the crying need for live entertainment is a non-existent issue must first reckon with the rousing local reception that greeted George A. Hamid's exposition hit, *Fascinations* of 1936. Hamid, who is recognized as one of the foremost figures in the outdoor amusement world, brought his grandstand offering to the Metropolitan the week of October 12 for its first indoor showing. Mob approval when caught added attestation to the fact that the production initiates a new trend in the presentation of live entertainment. It's the same brand of vaudeville of those cherished two-a-day days.

Using one effective set that provides a bizarre and dazzling backup for principals and chorus, *Fascinations* sets

out as a pulchritudinous and tastefully mounted production with smooth sailing for one hour and 55 minutes.

Selling from scratch, each act rolls up a personal score. Lineup includes the familiar but ever-favorite routines of the Four Aces, ace male harmonizers; Jack Gwynne's melange of magical matter that keeps 'em mystified; the Balabanow Five (really six), upping the value of their squeeze-box stuff with stand-out dance craft; Walter Nilson's tricky bike biz that has no trouble whatsoever in getting over; Helen Reynold's troupe of eight femme skaters who thrill no end, and the Picchiani troupe of six males revealing an amazing sense of balance that lifts teeterboard toils clean out of their class.

Spotlight doesn't stop there. Stand-out specialties in the production flashes are registered by Lee Barton Evans, excellent tonsil exerciser; Mary Stone, show's engaging personality soubret; Margo Koche in a session of kicks and whirls, Helen King's pleasing piping. Dorothy Martin and Company in a classy turn of adagio ballroomology, and Lola Lee show-stopping with tapology while standing on her head. Chorus of 24 are well costumed and groomed in their stepping stuff. Have everything on the ball for looks, flash and routine.

As presented here, *Fascinations* packs a quality of divertissement, novelty and adroitness which is bound to fetch the coffers and cash registers at any show shop that welcomes metallic tune. Unequivocally, *Fascinations* fascinates. ORO.

**Orpheum, Lincoln, Neb.**

(Reviewed Friday Evening, October 16)

Owned by R. Patrick Sutton, the *Comedy Stars of Hollywood* unit features his father and mother, known on the stage and radio as Brown and LaVelle. Show obviously gets money from its old sponsor, Alka-Seltzer, as it carries a special drop which suggests the cure. (See VAUDEVILLE REVIEWS page 29)

**SCREEN WRITER**

(Continued from page 3)

try. He flatly denied statements that the SP would agree to arbitration by the Academy of Motion Pictures Arts and Sciences. Portion of the code, he stated, demands separate arbitration machinery for the organization and its members between SP and the producers.

According to indications, it is believed the present Academy pact with producers will remain in effect until next October, when it will be scrapped for the new agreement to be drawn between the producers and screen playwrights.

**ANOTHER RAH-RAH**

(Continued from page 3)

forms, a shattered window in the police car and damage to a number of cars parked near the theater.

Eight students were arrested and a number of others were bruised by police night sticks.

Besides damage to the neon signs, theater rugs were badly stained with refuse. Damage has been estimated at \$700 and damage to near-by business buildings at \$300.

An investigation is now under way by college authorities and it is not yet known from what fund the damages will be paid.

**STUDIO CLOSED**

(Continued from page 3)

period of months, in which numerous branches of the existing pact are cited.

Tying in with this move is the recent informal organization of all other studio AFL unions, and the setting up of special committees of musicians, drivers and Screen Actors' Guild groups for the purpose of conducting negotiations with independent studios for closed shop.

The possibility of any concerted unionization drive seems to lie in the federation of all amusement labor bodies to do battle collectively.

Film capital dispatches interpret the Equity suspension of Lionel Barrymore, Alice Brady, Jack Oakie, Rosalind Russell, Eric Linden, Ian Keith and others as a step toward a demand for a closed shop, pointing out that players, because of the Guild—as well as technicians by virtue of their international unions—are affiliated with AFL.

**RUMOR POSSIBILITY**

(Continued from page 4)

institute similar campaigns. Letter claims, "Attendance at all theaters picketed has dropped sharply; the public has been familiarized with the drive and

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**PRICE ONE DOLLAR**  
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its purpose, and most important of all, we have amply demonstrated that the public is thoroly in sympathy with the drive."

Letter also says that the theaters, "according to the trade-paper press," dread the spread of the drive to other communities thruout the nation. "We therefore urge you to take immediate action. Initiate such drives in your locality."

Unions are still setting plans to make their picketing campaign more spectacular but aren't tipping off what shape these steps will take. Unions feel that the spotlight must shine more brightly on their campaign if it is to become increasingly effective. Some newspaper space was garnered when a dog, formerly in vaude, picketed a house with a sign to the effect he had lost his job, too. Story got space and pictures in at least one daily, *The New York Post*, which is strongly pro-labor.

Deems Taylor, composer and critic, chipped in with his support, writing Jacob Rosenberg a letter to that effect. The Rev. C. Everett Wagner was another to vouchsafe his approval. Reverend Wagner, of the Union Methodist Episcopal Church at 229 West 48th street, jointed a picket line Friday (16).

Most important outside support so far given the AFA and Local 802, however, remains the expression of good will from the Screen Actors' Guild, telegraphed last week to Whitehead, of the actors' union.

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# Theater League Elects, Offers Program for Year

Road revival, WPA competition, alien actor bill, admission tax, bars, reduced fares and Sunday shows are among things to be brought up during the coming year

NEW YORK, Oct. 17.—League of New York Theaters, at its annual meeting October 13, held for the purpose of electing officers, reporting on the year's activities and outlining a plan of activity for the coming year, singled out the following for special consideration: (1) A practical plan for road revival. (2) An attempt to effect a solution of the "unfair" competition between the government-subsidized theater and the free enterprise which is represented in the permanent theater. (3) Continued efforts to prevent the Alien Actors' Bill from being enacted. (4) Continued efforts to either eliminate or reduce the admission tax in the revenue bill. (5) Endeavors to secure a modification of the State Excise Law to permit the installation of bars in theaters in the city of New York. (6) Continued efforts to bring about a reduction of transportation rates for road companies. (1) Continued efforts to bring about a change in the attitude of the Council of Actors' Equity, which imposes double pay for Sunday performances, thus practically eliminating them in the legitimate theater.

Dr. Henry Moskowitz, executive adviser to the League, received the unanimous approval of the membership on the above program. He further reported automatic renewal of the contract with Theatrical Protective Union No. 1 of the stagehands for another year, and stated that altho all controversial subjects had been ironed out between the League and musicians' Local 802 the impasse over the number of men in the pit for musical shows still existed. Local 802 demands at least 16 men. Currently, managers are not limited to a definite number and the League claims that an arbitrary limit should not be imposed, particularly in that it has not abused the privilege of cutting. Furthermore, the attitude of the local, it is alleged, in effect, by the League, discourages production at an inopportune time.

Report on the negotiation with the Dramatists' Guild on the sale of plays to the screen and the disposal of proceeds therefrom stated the understanding not only strengthens the managers' association but also creates a better understanding with the Guild.

Other matters in the report on last year's business covered the granting by the New York Fire Exchange of a 25 per cent reduction in insurance rates of all fireproof theaters in Greater New York; a consideration of the new building code which, if passed by the Board of Aldermen, will provide additional and more continuous revenue to holders of legitimate theater properties; a summary of the fight against the Alien Actors' Bill; a resume of the bar bill situation; the work undertaken together with Equity for reduction of fares, and the various attempts to revive the road. As for the latter, Dr. Moskowitz expressed the hope that all the labor associations, the Dramatists' Guild, Equity and the League would soon hold a confab to outline a practical plan.

Men elected to various executive positions are: Marcus Helman, president; Lee Shubert, first vice-president; Brock Pemberton, second vice-president; Gilbert Miller, treasurer; Herman Shumlin, secretary. The board of governors comprises L. Lawrence Weber, Lawrence Langner, Martin Beck, Sam H. Harris, Guthrie McClintic, Rowland Stebbins, Max Gordon, James R. Ullman, Dwight Deere Wiman and Alfred de Liagre Jr. Milton R. Weinberger continues as counsel for the organization.

Membership in the League during the year was increased by 29, the total now being 120.

## Eliscu's Goethe Musical

NEW YORK, Oct. 17.—Edward Eliscu has been signed by J. J. Shubert to adapt *Frederika*, a musical play about Goethe, with a score by Franz Lehár and lyrics by Eliscu. Eliscu, just back from the Coast, where he had been writing for the screen, will be ready to start rehearsals next month.

## Maybe Minimum Report

NEW YORK, Oct. 17.—Equity's committee appointed to consider the single minimum may report to the council on Tuesday (20), after which the latter body will deliberate on it.

## Detroit Civic Spot Opens

DETROIT, Oct. 17.—The first move toward a new civic theater for Detroit was taken Tuesday with the opening of a six-week season by the Artisan Guild Players, under the direction of Carl Hardwicke, at the Maccabees Auditorium. Opening production was *Post Road*, with a cast that included Letitia Fay, Robert Bryson, Jack Kessler, Robert Standart, Katherine Fields, Jean Stewart, Neutonis Latham, George Habib, Helen Clawson, Lily Wilton, Robert Baerd, Elwood Hoffman, Sarah Stein and Eleanor Campsall.

The Artisan Guild season will run six weeks, with five performances of each play. Following productions are *When Ladies Meet*, *The Shining Hour*, *Squaring the Circle*, *The Enemy* and *Biography*.

The players include some former Bonstelle Civic Theater actors, and it is planned to carry on the Civic Theater idea which was founded by the late Jessie Bonstelle. Plans for taking over a downtown theater are under consideration, but it may not be possible to secure a house this season, with every available theater now occupied.

The Artisan Guild, which is sponsored by Henry Ford, is operating the theater as a self-sustaining organization, with a professional company. The cast put on a 10-week season of summer stock, giving 50 performances at Charlevoix, Mich., before opening here last week.

## Los Angeles Show Sked

LOS ANGELES, Oct. 17.—First of the local season's plays, *Meet My Sister*, opens tomorrow at the El Capitan Theater under Henry Duffy's management. George White's *Scandals* comes to the long-darkened Biltmore Theater October 28, to be followed there as the season progresses by *The Ziegfeld Follies*, with Fannie Brice; *Victoria Regina*, starring Helen Hayes; Jane Cowl, in *First Lady*; Nazimova, in *Hedda Gabler*, and *Boy Meets Girl*.

Altho a Pacific Coast tour is not yet arranged, there is talk of Alfred Lunt and Lynn Fontanne bringing *Idiot's Delight* here. *On Your Toes*, starring Ray Bolger, may also be brought west, while *The Great Waltz* is booked for the Philharmonic Auditorium.

## Plenty Pitt Bookings

PITTSBURGH, Oct. 17.—Another bright legit season here looks set, with the Nixon Theater having booked nine straight weeks at this early date and the Pittsburgh Playhouse opening an 18-week season November 10 with a company of Equity members.

The Nixon opened with *And Stars Remain* and followed with *Pride and Prejudice*. This week *Naughty Marietta* is on the boards, to be followed in succession by *End of Summer*; Jane Cowl, in *First Lady*; *Lady Precious Stream*, *Blossom Time*, *The Children's Hour* and *Wingless Victory*, a pre-Broadway showing of Maxwell Anderson's new play. Other attractions booked include *Call It a Day*, *Boy Meets Girl* and the D'Oyly Carte Opera Company.

The Pittsburgh Playhouse will again be directed by Herbert V. Gellendre. The opening attraction is *Russet Mantle*.

## Blum Rehearses Comedy

NEW YORK, Oct. 17.—John Crump's comedy, *Don't Look Now*, has been placed in rehearsal by Gustav Blum. It is scheduled to open Monday, November 2, at a theater to be announced.

## OUT-OF-TOWN OPENINGS "Forbidden Melody"

(Philadelphia)

A musical romance, with book and lyrics by Otto Harbach, music by Sigmund Romberg, produced by Jack Kirkland and Sam H. Grisman, staged by Macklin Megley, settings by Serge Soudekine, gowns and costumes by Ten Eyck, dialog directed by Jose Ruben, music directed by Robert Dolan and orchestrations by Donald Walker. At the Erlanger Theater for two weeks, starting October 12.

Bela Lublov, Boris Marshalov, Daniel A. Harris, Lillian Clark, Manart Kippen, Joseph Greenwald, Carl Brisson, Herman Williams, Arthur Vinton, Ruth Weston, John Griggs, June Havoc, Ruby Mercer, Nitza Vernille, Tomes Chapman, Harry Raine, Marie Louise Quevli, Leo Chalzel, Dolores Flanders, Muriel Muth, Gladstone Waldrip, Clark Kramer and Charles Bryant in the cast.

Lieutenant Gregor Florescu's aunt at one time married a Tzigane fiddler who tin-panned a tune known as *Lady in the Window*. Her indiscretion has never been forgiven. And since the Florescu family is tops in Roumania this melody is forbidden. Not restricted by the copyright owners, but in deference to the dashing lieutenant, whose blood would be drawn should the ditty be played. It gets all tangled with the coup that brought King Carol back on the throne.

The musical moments, especially the rhythms of Bela Lublov's violin with his gypsy band, makes it bearable. Ruby Mercer, a Metop canary, sings the prima donna role, and as the heart interest attains the dramatic in the *Blame It All on the Night* song. Carl Brisson, European pix player making his American stage debut in this show, sings in agreeable fashion, altho not always with a true intonation. Lillian Clark, as a singing gypsy, contributes outstanding piping with *Shadows*, and in duet with Miss Mercer on *No Use Pretending*.

Two hoofers came near to stopping the show, June Havoc and Nitza Vernille. Miss Havoc's pedal extremities lean toward the comic; for sheer dance beauty in a modern ballroom waltz with Carl Brisson Nitza Vernille is a joy to watch.

While Harbach has gone Anthony Adverse-ish on the book, lovers of this type of music will find Romberg's score more than satisfying. Nothing notable for commercial use on the counters, but the tearoom ensembles will eat up *Moonlight and Viols*.

Joseph Greenwald, Ruth Weston, John Griggs and Manart Kippen make the most of their lines. Gross exaggeration of Marie Louise Quevli's bit as a street-walker was strictly ten-twenty-third. In spite of the author, cast bally et al., summation finds favorable comment still hard to make.

Piece is the first musical of the new season and scales at a \$3 top. Slated for a fortnight and then transfers to the New Amsterdam in New York. In two acts and 14 scenes, running time is two hours and 35 minutes. ORO.

## Equity Lecture Series

NEW YORK, Oct. 17.—Equity's series of four lectures for junior members, to be given at the association's New York office, includes *The Heritage of the Actor*, by Frank Gillmore, October 19; *The Actors' Equity Association Contract*, by Paul N. Turner, October 23; *The Theater in America*, by Frank Gillmore, October 26, and *Arbitration*, written by Emily Holt, to be given by Robert Haines, October 30.

Attendance by juniors is mandatory by order of the council and a provision contained in the application form signed by all juniors, unless members can prove inability to attend or have already received credit for the talks on Equity's books.

## Albany Response Good

ALBANY, N. Y., Oct. 17.—Theatrical road show season at the Capitol Theater here has become well established under the supervision of Jake Stern. Last week Mabel Talferro and Violet Heming appeared in a splendid presentation of *The Old Maid*. Large and highly pleased audiences attended the performances. This week *Moon Over Mulberry Street* opened to excellent business. The cast includes William Edmunds, J. Monneret de Villard and Olga Druce. Next week, *One Good Year*.

# Dram Guild's Play Service

Started to co-operate with non-pro groups—figured to keep pro theater alive

NEW YORK, Oct. 17.—In order to keep in close contact with the legit theater public which, during the past 15 years, has fostered interest in the drama outside of the territory still occasionally visited by road shows, and in order to attain a closer co-operation between leading professional dramatists and the non-professional play-producing groups throughout the country, Dramatists' Guild has organized Dramatists' Play Service, Inc., with Barrett H. Clark, author of books on the theater, as executive director.

Play Service will handle non-professional acting rights of plays professionally produced on Broadway, will distribute and lease amateur rights of plays written by Guild members for the use of schools, colleges, little theaters, churches, etc., and may, in some instances, publish plays. In addition, it will furnish information regarding plays not included in its own list.

Explaining that the importance of these groups is not adequately appreciated, particularly in view of the virtual disappearance of the old stock company, the Guild states that producers of amateur plays have constituted themselves custodians of the theater audience still persisting outside the confines of the larger cities. This field, it is claimed, is the incubating area for young actors and scenic designers and as such deserves co-operation and encouragement.

A large number of writers, some of whom are among the best known playwrights in the country, have already turned over to the service the non-professional acting rights of all their plays to be produced within the next five years.

National advisory board for the project consists of Sidney Howard, Kenyon Nicholson, Marc Connelly, Elmer Rice, Martin Flavin, Walter Pritchard Eaton, George S. Kaufman, John Golden, Howard Lindsay, Philip Barry, Albert Maltz, John Wexley, Maxwell Anderson, Clifford Odets, George Abbott, John Howard Lawson, Austin Strong, Susan Glaspell, Arthur Hopkins, Rachel Crothers, Robert E. Sherwood, Eugene O'Neill and S. N. Behrman.

## Coward Makes Hub Debut With 9 Plays

BOSTON, Oct. 19.—Noel Coward is readying a series of nine one-act plays for American consumption. Opens October 26 at the Colonial Theater here for a fortnight's stand. Coward will be presented by John C. Wilson. *Tonight at 8:30* is the blanket tag for the plays, with Gertrude Lawrence billed with Coward.

The following arrangement has been consummated: Week of October 26: Monday, Tuesday and Saturday evenings, *Hands Across the Sea* (a comedy in one scene), *The Astonished Heart* (a play in six scenes) and *Red Peppers* (an interlude with music). Wednesday and Thursday evenings: *We Were Dancing* (a comedy in two scenes), *Fumed Oak* (an unpleasant comedy in two scenes) and *Shadow Play* (a play with music). Friday evening and Saturday matinee: *Ways and Means* (a comedy in three scenes), *Still Life* (a play in five scenes) and *Family Album* (a comedy of manners to music).

Second week beginning November 2: Monday and Wednesday evenings and Saturday afternoon: *We Were Dancing*, *Fumed Oak* and *Shadow Play*. Tuesday, Thursday and Saturday evenings: *Ways and Means*, *Still Life* and *Family Album*. Wednesday matinee and Friday evening: *Hands Across the Sea*, *The Astonished Heart* and *Red Peppers*.

Plays will be given by the original Phoenix Theater Company, of London, which supported Coward and Miss Lawrence last season.

Hub showing priors the Broadway marqueeing. Tickets for Coward's Hub debut are looming up for bright business.

# New Plays on Broadway

Reviewed by Eugene Burr

## 44TH STREET

Beginning Wednesday Evening, Oct. 14, 1936

### DAUGHTERS OF ATREUS

A play by Robert Turney. Directed by Frederic McConnell. Settings designed by Jo Mielziner. Costumes designed by James Reynolds. Presented by Delos Chappell.

Polymnia	Maria Ouspenskaya
Nephtis	Elizabeth Young
Nerissa	Carla Ogle
Euterpe	Ann Freschmann
Thetis	Barbara Adams
Fria	Eileen Burns
Sharadha	Ciara Mahr
Elektra, as a Child	Gilda Oakleaf
Iphigeneia	Olive Deering
Klytaimnestra	Eleonora Mendelssohn
Vortigern	John Boruff
Cheops	Edgar Stehli
A Messenger	Leslie Corall
Agamemnon	Gale Gordon
Achilles	Edward Trevor
Kalchas	Harry Irvine
Elektra	Joanna Roos
Orestes, as a Child	Howard Sherman
Orestes' Attendant	Robert Stewart
Aegisthos	Hal Conklin
Hippolytos	Tom Neal
Phaon	Cornel Wilde
Hero	Helen Walpole
Melissa	Eleanor Powers
Orestes	Eric Wollencott
Pylades	Edmond O'Brien
Aesculapios	Thomas Coffin Cooke
Soldiers of Klytaimnestra, Kalchas, Achilles, Agamemnon and Aegisthos: James Larmore, Franklin Webb, William Van Gundy, Ben Edwards, Richard Burdette, Sidney Bryson, John Grimshaw, Arthur Sachs, Carl Rodgers, Louis Varca, Michael Sage, Melvin Parks, Gordon Peters, Robert Stewart, Vincent Gardner.	

ACT I—Scene 1: Courtyard of Klytaimnestra's Palace at Mycenae. Scene 2: Before the Temple of Aulis. ACT II—Scene 1: Klytaimnestra's Palace. ACT III—Scene 1: The Courtyard of Klytaimnestra's Palace. Scene 2: Klytaimnestra's Palace.

Those who have read the script of Robert Turney's *Daughters of Atreus* insist that it is an exceptional and excellent play. That may be so; there are definite indications of it at the 44th Street Theater, where Mr. Delos Chappell presented the drama Wednesday night. But under the circumstances it is really hard to tell; the production, the cast and the direction get in the way of the play.

Mr. Turney has set himself an imposing but splendid task—he attempts to retell in a single play the story of the Klytaimnestra-Elektra cycle, and to present it in human terms. He has done no ridiculous, useless and devastatingly unconvincing spadework in the quagmires of modern psychology, as did Mr. Eugene O'Neill in his *Mourning Becomes Electra*, a modernized version of the same tale. Instead, he has told the story sympathetically and understandingly from the viewpoint of Klytaimnestra, the woman who murdered her husband and was, in turn, murdered by her son. And he makes one radical departure from the accepted theories. To him Klytaimnestra was no adulteress thrown into the bloody abyss of murder from guilty, passion-swept heights; she was simply a mother wreaking vengeance for the priestly murder of her child.

To bring home this theory Mr. Turney perforce starts with the sacrifice of Iphigeneia in Aulis, a sacrifice condoned by Agamemnon despite the tear-drenched fury of his wife. In a first scene that is, unfortunately, more affecting than any other in the play, he shows Klytaimnestra torn by grief—and he makes this grief the basis of Agamemnon's murder. To him Aegisthos was less the lover of Klytaimnestra than her weak and willing tool.

The play carries the action thru Elektra's grief, thru the murder of Klytaimnestra and Aegisthos by Orestes, urged on by his sister's consuming hate; and it closes with an indication of the stale hell of the two survivors as they sit looking upon the crumbled ruins of the House of Atreus.

Mr. Turney's verse, which he describes as prose in his notes, is terse and moving, filled with imaginative and revealing flashes, rich in color and emotion—altogether a splendid thing. Or at least so it seemed, tho one could never be sure. For the production and the cast that Mr. Chappell has assembled do all that a production and cast may

do to hide whatever beauty is possessed by the play.

Chiefly it is a question of widely varied acting styles. Eleonora Mendelssohn, a German actress, makes her American debut as Klytaimnestra, revealing power, certainly. At times one had a hunch that it might be too much power; it is playing in the expansive Teutonic manner. On the other hand, as a faithful nurse Maria Ouspenskaya, that grand veteran, reveals her quiet, Moscow Art technique. Joanna Roos gives dignity to Elektra; Eric Wollencott jitters energetically as Orestes, and various others in the large cast offer various other acting styles. The result is, to put it bluntly, a jumbled mess, a mess that is never straightened out by the direction of Frederic McConnell, direction that seemed to point for visual beauty of groupings and not much else.

In addition, the combination of foreign accents and a large theater does little or nothing to help Mr. Turney's lines. As a matter of fact, only two people in the cast, Harry Irvine and Thomas Coffin Cooke, prove that they know how to read dramatic poetry.

Jo Mielziner has provided a striking and simple set, but James Reynolds' costumes, tho certainly colorful, seem more suited to a musical revue than to a Greek tragedy.

Mr. Chappell has, in his production, certainly spared no expense—but neither has he spared the play. It may be that Mr. Turney's dialog is as fine as it gave indication of being; but that is something that may be decided only after reading the script.

## GOLDEN

Beginning Tuesday Evening, October 13, 1936

### THE LAUGHING WOMAN

A play by Gordon Daviot. Staged by Alexander Dean. Settings designed by Watson Barratt. Presented by James R. Ullman, in association with the Messrs. Shubert.

A Young Man	Richard Speer
Attendant	William Cragin
1st Chit	Edna Ramsey
2d Chit	Ruth Frank
A Man	Fred Leslie
Mr. Honeymoon	Neville Percy
Mrs. Honeymoon	Patricia Morgan
Rene Latour	Tonio Selwart
Ingrid Rydman	Helen Menken
Madame Grumier	Beverly Sitgraves
Smith	Wilfred Seagram
Mrs. Smith	Elizabeth Valentine
Hazel Graham	Lora Baxter
Laura Gadd	Marga Ann Deighton
Marion Slade	Teresa Guerini
O'Brien	Lloyd Gough
Burched	Roland Bottomley
Sir Cuthbert Graham	J. W. Austin
Butler	Gerald Corbet
Doll Simmons	Mary Howes
Hergesheimer	A. J. Herbert
Miss Casson	Cynthia Sherwood
1st Schoolgirl	Minelida Lange
2d Schoolgirl	Patricia Waters
3d Schoolgirl	Lois Hall

Prolog—A Corridor in a London Art Gallery. Early Afternoon, Winter, 1935. ACT I—Scene 1: A Sixth Floor Room in a Cheap Apartment House in Paris, August, 1912. Scene 2: A Room in a London Tenement, February, 1913. Scene 3: The Same. Late April, 1913. ACT II—Scene 1: The Drawing Room of the Grahams' House in Queen Anne Street. A Week Later, May, 1913. Scene 2: The Room in the London Tenement, October, 1913. Scene 3: The Same. Late July, 1914. Epilog—The Same as the Prolog. Two Hours Later.

The Scotch lady who chooses to write under the nom de plume of Gordon Daviot and who several seasons ago gave us a truly fine play in *Richard of Bordeaux* tackled one of the hardest problems known to playwrights in her new one. It is called *The Laughing Woman*, and it attempts to present both a sculptor and a writer on the stage.

Novelists can get away with characters who are artists; the method of the novel, leisurely and introspective at will, allows the writer to probe and to suggest and to establish—a luxury denied the dramatist. On the stage the artist and his actions and his speeches are not only described; they are actually seen and heard. To make them convincing is a task at which few dramatists have been astoundingly successful.

Miss Daviot, not content with this, makes things even harder for herself; she attempts to portray two artists who really loved and fought and created.

## BROADWAY RUNS

Performances to October 17, inclusive.

Dramatic	Opened	Perf.
And Stars Remain (Guild)	Oct. 12	8
Boy Meets Girl (Cort)	Nov. 27	378
Daughters of Atreus (44th St.)	Oct. 14	6
Dead End (Belasco)	Oct. 28	410
Hamlet (Empire)	Oct. 8	12
Idiot's Delight (2d engage.) (Shubert)	Aug. 31	56
Laughing Woman, The (Golden)	Oct. 13	7
Love From a Stranger (Fulton)	Sept. 29	23
Mimie Scheller (Ritz)	Sept. 30	22
Night Must Fall (Barrymore)	Sept. 28	24
Pre-Honeymoon (Little)	Apr. 30	190
Reflected Glory (Moroso)	Sept. 21	32
Seen But Not Heard (Milliet)	Sept. 17	36
St. Helena (Lyceum)	Oct. 6	15
Ten Million Ghosts (St. James)	Oct. 16	3
Three Men on a Horse (Playhouse)	Jan. 30	720
Tobacco Road (Forrest)	Dec. 4	1234
Tovarich (Plymouth)	Oct. 15	4
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	56
White Man (National)	Oct. 17	1

Musical Comedy	Opened	Perf.
D'O'ly Carte Opera Co.:		
Jobek	Aug. 20	68
Jobek	Sept. 21	8
Mikado, The	Aug. 20	12
Pirates of Penzance and Trial by Jury	Aug. 31	8
Gondoliers, The	Sept. 7	8
Pinafore and Cox and Box	Sept. 28	8
Princess Ida	Oct. 12	8
Yeomen of the Guard	Sept. 14	8
Patience	Oct. 5	8
New Faces (Vanderbilt)	May 19	175
On Your Toes (Imperial)	Apr. 11	217
White Horse Inn (Center)	Oct. 1	20
Ziegfeld Follies (2d engage.) (revised) (Winter Garden)	Sept. 14	40

That she fails in her attempt is hardly to be wondered at.

*The Laughing Woman* tries to dramatize that amazing relationship between Henri Gaudier, the young sculptor, and the remarkable Polish scholar, Sophie Brzeska. Gaudier was 18 at the time the affair started and Sophie was 39. It was, thru-out, an astounding relationship. They called themselves brother and sister for the edification of the teeming Mrs. Grundys, and, so far as anything is known, there was nothing sordid about their affair. They lived in penury, it is true, but they also lived on a plane of idealism and art, with the woman giving all of the power and the splendor of her character to the boy, to use as he willed in his work. They fought and, undoubtedly, they loved. Just as he was achieving true recognition the war broke out and he went to battle and to death. She lived after him in London, a pitiful yet tremendous figure, never knowing whether he had received her last letter—in which she called him to task for leaving her while she was ill.

Miss Daviot (altho a program note says that the "nature as well as the events" of the lives has been altered and that all incidental characters are entirely imaginary) has obviously based her play upon this affair. But there is little that a playwright can do to probe or to analyze it. Above all, there is nothing that any author can do to make it dramatic—at least in the narrow sense demanded by the stage. It is a truly great drama—but a drama of emotion rather than action. It is all subjective; it demands a study rather than a play.

There is nothing wrong with *The Laughing Woman*; on the other hand there is nothing particularly right with it. Miss Daviot carries her characters thru their meeting, the woman's rebellion at finding herself buried in the boy's work, her return to him, his tentative success and his death. It is all, unfortunately, rather dull.

The chief players, however, do their best. Miss Helen Menken portrays the woman with great sensitivity, imagination and effect, doing in the final analysis far more than Miss Daviot to make her a gripping and affecting study. Tonio Selwart almost accomplishes the impossible task of making a sculptor believable on the stage—and this in spite of the fact that he had little aid from the author. The supporting cast doesn't do much to help.

The play was presented by James R. Ullman, in association with the Messrs. Shubert, at the Golden Theater Tuesday night.

## PLYMOUTH

Beginning Thursday Evening, October 15, 1936

### TOVARICH

A play by Jacques Deval, with English text by Robert E. Sherwood. Staged by Gilbert Miller. Settings designed by Raymond Sovey. Presented by Gilbert Miller.

Prince Mikail Alexandrovitch Ouratieff	John Halliday
Grand Duchess Tatiana Petrovna	Marta Abba
Olga	Irina Feodorova
Count Feodor Brekenski	Frederic Worlock
Chauffourier-Dubieff	Ernest Lawford
Martelleau	Aristides de Leon
Fernande Dupont	Margaret Dale
Charles Dupont	Jay Fassett
Louise (the Cook)	Barbara Cott
Georges Dupont	James E. Truex
Helene Dupont	Amanda Duff
Concierge	J. Colville Dunn
Madame Van Hemert	Leni Stengel
Madame Chauffourier-Dubieff	Adora Andrews
Commissar Gorotchenko	Cecil Humphreys

TIME: Paris, several years after the Russian Revolution.  
ACT I—Scene 1: A Room in the Hotel du Quercy. Scene 2: Fernande Dupont's Boudoir. An Hour Later. ACT II—Scene 1: The Dupont's Drawing Room. Two Months Later. Scene 2: The Dupont's Kitchen.

The ticket brokers who have been wailing so loudly for a hit may now dry their tears. Thursday evening Gilbert Miller brought to the Plymouth Theater Jacques Deval's *Tovarich* in an English version by Robert Sherwood.

*Tovarich* has been the talk of the Continent for some time now—and understandably. A thoroughly enjoyable bit of fluff, it offers an infectiously diverting evening, tremendously aided by the cast that Mr. Miller has assembled.

It is, fundamentally, a smile at the expense of Russians—particularly those terrific White Russians who, after the revolution, carried the court to the gutter or vice versa. M. Deval takes two (See *NEW PLAYS* on page 33)

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★ LEE ★

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★ MARVIN ★

★ LAWLER ★

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Getting one of the biggest hands of the show is still another newcomer, a lad named Marvin Lawler, whose display of terrific tap technique, offered during a number with the Preiser Sisters, literally brings down the house. He's a top-notch young performer.—EUGENE BURR, *Billboard*.

Direction—LOUIS SHURR.

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# New Acts - Bands Reviews

## Johnny Hamp and Orchestra

Reviewed at the Rainbow Grill, Radio City, New York. Style—Dance and novelty band.

Hamp is a veteran band leader, having toured this country and Europe. A band leader the past 14 years, he discarded his band three years ago to organize his current outfit.

The new combo, built around the four Kentucky Serenaders, looks like a winner. It has musicianship, style and showmanship. Hamp has built up an unusually versatile organization. All of the men sing in the comedy and straight vocal numbers. Standouts are the Kentucky Serenaders (Johnny Smith, Clovis Rogers, Johnny McAfee and Sleepy Gamet), who are permitted to dominate as a swell entertainment unit within the band. Jayne Whitney, comely brunet, lends her contralto voice as chief vocalist. Doesn't make much of an initial impression, but grows on you.

Instrumentation: Smith, arranger, comedian and sax; Rogers, tenor and guitar; McAfee, baritone and first sax; Gamet, sax; Jimmy Troutman and Harold Myers, trumpet; Bill Simmons, trombone; Lendall Seacat, bass; Marty Rogot, drums; Harry Zimmer, piano, and Hamp, leader and singer.

Smith's rube takeoffs are ingratiating, McAfee's excellent baritone is especially appealing, and Rogers' sweet tenor has a distinctive quality.

Band is featuring an amusing Bowes Amateur Hour satire, emceed by Hamp, and also innumerable special numbers in which interesting vocal combinations are offered. The rendition of *Empty Saddles*, featuring odd trio and quartet vocalizing, is a good example of Johnny Smith's clever arranging.

As for the dance stuff, the band can handle any style, adjusting itself to the patronage. Music is easy to listen to, having plenty of color. Hamp is a short and genial leader at the stand and a good mixer at the tables. Band goes on the air twice weekly over the WJZ network. P. D.

## Nyra Nash

Reviewed at Loew's Grand Theater, Bronx. Style—Singing. Setting—In one. Time—Ten minutes.

Miss Nash, coming from radio, is an above-average singer. Has an ingratiating personality, a nice delivery and an interesting contralto voice.

Using a mike, she started off with *Wake Up and Sing*, done in vivacious style; followed with *Shooting High*, in which she used contrasting tempos; *Blow, Gabriel, Blow*, a special ditty utilizing trick rhythms and hotcha body movements, and then for an encore *Solitude*, that old favorite.

She is a very capable singer, knowing how to achieve shadings of voice and how to avoid monotony. When caught here she was well liked and had no trouble scoring. P. D.

## Nano Rodrigo and Orch.

Reviewed at the Rainbow Room, Radio City, New York. Style—Dance orchestra.

Rodrigo, in this swank spot the past year, has built up quite a reputation with his Latin music. Specializes in tango and Cuban rhythms, but can also supply American-style dance music.

Rodrigo is a native of Colombia, South America, and a capable recording artist, singer, musician and composer. One of his new songs, *In Your Embrace*, is being featured by Evalyn Tyner, organist here. His current orchestra is four years old and is composed of the following men: Armand Castro and Joe Ortiz, sax, clarinet and flute; Joe Colon, sax, clarinet, piccolo and violin; Gino Satriani, accordion, quidaja and tango arranger; Onofre Mojica, drums, timbals and conga; Alex Castro, trumpet, guitar and maraches; Simon Madera, bass; Raval Soler, piano. Rodrigo arranges the tangos, leads, frequently sings and occasionally plays an instrument.

Band played three consecutive years at the El Morocco Club in this city and knows how to please the society crowd. Dishes out the tangos, boleros, sons, rumbas and congos, giving them his own

interpretation and making them danceable for the non-Latin dancers. One of the rarely seen instruments featured is the quidaja, which is nothing else but a set of donkey jawbones with the teeth loose enough to rattle. Of course, all of the men play the maraches for Cuban rhythms, giving the orchestra an authentic quality.

The boys also provide occasional vocal snatches. Band as a whole shapes up as a first-rate Latin outfit—one that has not become too Americanized, but which has nevertheless toned down the hot Latin rhythms sufficiently to make them thoroughly danceable and pleasant to listen to. P. D.

## Marion Belett & English Bros.

Reviewed at the Folly Theater, Brooklyn. Style—Knockabout and dancing. Setting—In two. Time—Thirteen minutes.

Act comprises one girl and two nice-looking fellows. Opens with rough knockabout and hoofing and soon develops into a fast session with plenty of falls.

Both boys display considerable talent as tap dancers, each of them contributing individual turns involving difficult routines. Belett joins the male team for the finale, coming out to do a series of fast pinwheels. Trio closed to terrific applause and begged off. P. A.

## Paddy Cliff and Dell

Reviewed at the Folly Theater, Brooklyn. Style—Comedy and singing. Setting—In one. Time—Nine minutes.

A well put together little act with elements of comedy, singing and hoofing. Opens with gagging, the girl contributing a series of rough gestures. She also mugs and finishes off her turn with an acro dance. Paddy Cliff, tall, black-haired and nice-looking, clicks strongly in two vocal offerings, *Is It True What They Say About Dixie?* and *Robins and Roses*.

Turn never lags or becomes dull, and the pair were given a terrific hand when caught here. P. A.

## Duke Granada

Reviewed at the Folly Theater, Brooklyn. Style—Impersonator. Setting—In one. Time—Thirteen minutes.

Facing a rather rough audience, Duke Granada, a talented impersonator, had things pretty much his own way in a short time. Did a flock of imitations, including versions of E. G. Robinson, Al Smith, Lionel Barrymore, Ned Sparks, W. C. Fields, Charles Laughton and Wallace Beery.

Drew plenty of applause and then surprised with a tap dance executed entirely on his toes. A nice number and a bit of welcome variety for an act of this kind. P. A.

## George Hall and Orchestra

Reviewed at Loew's State, New York. Style—Dance band. Setting—Full stage. Time—Seventeen minutes.

Hall and band have been at the Taft Hotel the past six years—undoubtedly a record for a band in a New York major hotel. Doubling at the State Theater, Hall revealed a good band, naturally, but didn't do so well in the entertainment portion. Like a lot of other swell dance and broadcasting bands, the Hall organization is not exceptionally outstanding when on the stage.

Not given enough time to really show its stuff when caught here, the outfit nevertheless made a good impression. It dishes out peppy rhythms, with some of the boys frequently standing up to catch the spotlight. One of the men does hot stuff on a French horn, which is something of a novelty. Band has 12 men and Hall, not counting the vocalists, Johnny McKeever and Dolly Dawn. It had a couple of extra men when caught at the State.

Musicians are Charles Romano and Bill Sorrentino, violin; Milton Laufer, Johnny Sterling and Abe Margo, sax; Phil Silvers, Walter Smith and Howard Carlson, trumpet; Murray Gaer, drums; Freddie Duro, piano; Frank Kilinger,

guitar; Bernie Miller, bass, and Hall, violin and leader.

McKeever, a pleasant tenor, offered his version of *Did I Remember?*, while Miss Dawn, pretty but not properly costumed, did *How To Swing It* and *Bye, Bye, Baby*, the two joining for the novelty finale, *I'm an Old Cowhand*. P. D.

## Dick, Don and Dinah

Reviewed at Loew's Grand Theater, Bronx. Style—Comedy and acrobatic. Setting—In one. Time—Seven minutes.

Here's another one of those three-people comedy acrobatic, mauling and falling combinations. But this one is better than most others of its type.

Has two boys and a girl. The boys are swell acrobats, turning in some neat leaps and fancy maneuvers in addition to lifts and balancing stunts. Altho some of the stuff is straight, most of it is hoked up for laughs, with the girl coming in for the lighter bits. She is cute in a leg-display costume and does much to pep things up. They get in a bit of hoofing, comedy posing and hoke bits, too.

In the middle of the bill they kept the customers giggling and managed to get away to a nice hand. P. D.

## Three Del Rio Boys

Reviewed at the Round Up, Boston. Style—Novelty acrobatics. Time—Five minutes.

Pete, Real and Bob Del Rio, French lads, make their first American appearance at this Hub nightery. Stint is filled with individual acro workouts and team routine.

Pete easily cops the spot with his difficult rope-jumping bits, which include one-legged jumping with his one foot propped behind his neck, rope jumping from a prone position and somersaulting with a regular-size chair.

Fast individual work of each included series of somersaults, handsprings and mid-air tosses, which rounded up neat applause.

A bit more steadiness in their landings and the boys are sure for circuit contracts. They have looks, talent and the ability to come thru. Customers liked 'em and applauded soundly. SID PAINE.

## NIGHT CLUB

(Continued from page 11)

sense of comedy ingratiates him with the audience and his tricks mystified them completely. Closed with a ring trick that exited him to a heavy hand.

The Lester Cole octet returned, attired in collegiate sweaters, and sang college songs as the Abbott Dancers did another fine routine.

As an added attraction at the 10 o'clock show Ruth Aarons and Sandor Glancz, table tennis champions, put on an exhibition match. During intermissions the Four Aristocrats, an instrumental and singing quartet, entertained. Little Jack Little, presiding at his piano over a smooth band, leaves nothing to be desired from a musical standpoint. F. LANGDON MORGAN.

## Ten-Forty Club, Detroit

The Ten-Forty Club reopened this week as the leading downtown night spot, aside from the hotel rooms. Under management of Max Silk and Joe Freedman. Spot has been redecorated in light blue, with classic relief in gold, adding to the homelike atmosphere.

Margaret Allen and Mollie Martin, light blondes, open the fast show with a short rhythmic tap.

Kay Tolan, another light blonde, is featured singer, coming on with a special, *Rhythm and the World*, a long number which brought a nice encore. With a powerful contralto voice, she had a tendency to sing too close to the microphone, altho the structure of the room probably made this necessary.

Margaret Allen followed with a solo tap done to an appealing swing style ideally adapted to floor work.

Ethel Howe, with a variety of recitative and comic songs, some of them naughty-nice, offered the longest act with Max Perrin, who both sang and accompanied on a miniature piano and

was also emcee for much of the show. Allen and Martin came on in the close for a fast tap characterized by individual whirl routines. Wore attractive black lace costumes.

Max Fidler and orchestra provided accompaniment as well as music for dancing. This band has a good popular following locally. Eddie Parnell does piano and vocal solos in the intermissions, including some well-received request numbers.

Entire show is booked by Abe Schiller, of Detroit. Monday night found a good crowd in attendance. H. F. Reves.

## Vendome, Worcester, Mass.

Open for the past six weeks, this dine and dance casino possesses much splendor. Spot is done in a buff and brown motif, with panels of modernistic design.

Specialty acts and line, booked thru Harry Drake, of Boston, are changed weekly, altho the line is often held a second week. Show is undoubtedly the most spectacular in Central Massachusetts.

The Tiller Dance Girls opened with a tap and high-kick number, capably done. Then came Easter and Hazelton with their *Merry Widow* waltz. They are a handsome ballroom pair, offering along with their stately waltz whirls from difficult positions that drew continuous applause. This pair featured the show and were standouts.

The Lee Sisters followed with *Robins and Roses*, ending with a high-kick dance that was well received. Frank Sherry, emcee, a tenor who also vocalizes over several radio stations, did a grand job. He has a compelling, clear voice.

Tiller Girls returned for a rumba, cutting quite a figure with their undulations. Lovely Janet Carroll, a soprano, came next. Possesses a fine set of pipes, striking the high notes with perfect clarity. She is so popular here that Managers William L. McEvoy and Harold A. Hediund have retained her since the opening week.

Lee Sisters returned for a shim-sham-shimmy. Miss Carroll and Sherry, the emcee, got together for a duet and almost stopped the show.

Easter and Hazelton offered *Spirit of Indian Love*, a dance made up of poses, spins and twirls that was the hit of the show.

Closing were the Lee Sisters with the line of six girls.

Costumes thruout were striking and generally abbreviated. Girls are shapely and pretty. Band, led by Herb Bohlin, is more than okeh and forms an adequate background. Sherry emcees well, spicing up the program whenever necessary. Prices are moderate and service is excellent. Jack J. Jaffee.

## Essex House, New York

The Essex House's Casino-on-the-Park dining room has been closed in for the fall season, the outdoor promenade adjunct folding up due to the weather.

In new autumnal colors the room is now presenting Nat Brandwynne Orchestra (see New Band Reviews), along with vocalists Maxine Tappen and Dick Stone, all of whom were reviewed here last summer.

New attraction is Claire Eujenle, an attractive brunet singer, just back from a Continental tour. She offered *If I Should Lose You*, followed by a Continental and rumba-ish tune and topped by the swiny tune of *Feeling Like a Feather in the Breeze*. She has the figure, smile and personality, along with an interesting singing voice, but seems to suffer from poor selection of numbers. A rather dignified personality, her attempts at hotcha delivery just don't fit. She gives the impression of not being sure whether to remain sedate or become jumpy. Another thing: she stayed too far away from the mike, permitting her voice to come over rather unevenly. Howard Grodet, her pianist, wrote the arrangements.

As usual, the service here is excellent and the food beyond criticism. A new feature is the convenience of having a phone plugged in at your table. Lighting and atmosphere, incidentally, also first rate. Paul Denis.

# Thru Sugar's Domino



AT LAST Kenneth Thomson, wise, well-disciplined executive secretary of the Screen Actors' Guild, is making Hollywood's production moguls sit up and take notice. For the last several years Thomson and his organization have plodded away at the task of building membership strength, gaining prestige from within the industry and from other labor organizations and making more effective the ties that bind the organized screen players to Actors' Equity Association and thru this to the imposing body of actors combined under the aegis of the Association of Actors and Artistes of America (the Four A's).

Not yet have the Hollywoodian tycoons gone so far as to admit openly that the Screen Actors' Guild is a menace to their peace, quiet and affluence. But it is enough that the trade papers serving as the footstool of Hollywood's employer element have decided to stop playing blindman's buff; that they are at least admitting that the recent activity of Leader Thomson and his Guild is a cause for concern.

Not many years ago an attempt to organize the film player to secure more certain livelihood for the lesser acting folk would be greeted with a faintly discernible nod by allied labor groups but no actual co-operation or even encouragement. So long has the actor been a doormat for every upstart to wipe his feet on that it was naturally inconceivable that he should have at last reached the stage where he seeks to improve his status as a human being and to make less uncertain and precarious the conditions that govern his efforts to make a livelihood. But things are different now. Blame an awakened response to logic on the part of the Coast craftsmen or Ken Thomson; maybe both would be the proper answer.

\* \* \*

There are dead laws on the books of every State and in most villages. There are dead laws in unions, too. A dead law, it can best be explained, is one that is either opposed to the spirit of those whom it seeks to govern or it is impossible to enforce it because of the lack of power behind the police arm. It was believed, in the case of the Guild, that it would be many years before it would or, more properly, could demand expulsion of certain screen actors from Equity because of the agreement between the Guild and Equity regarding actors who refuse to join the respective affiliates. But Thomson fooled them—and brought the Guild one step closer to a closed shop on the startled Coast. He demanded the expulsion of 25 Equity members for the reason stated. He showed both his sister organization, Equity, and the Coast moguls that the organization process of the Guild is anything but child play.

And as if this were not enough Thomson's labor movement colleagues on the Coast also went to bat and hit a four-bagger for the Guild by electing Thomson to the vice-presidency of the California State Federation of Labor. Such a step is not only tangible recognition; it is a definite mark of unparalleled esteem on the part of powerful craft unions for a young promising actors' group. This move has done more to awaken Hollywood producers to the "dangers" of the Guild than any other made since a few loyal actors stood up on their own feet several years ago and decided to find a place in the sun for their confreres.

\* \* \*

The way things are going it is easy to predict a closed shop in Hollywood before long. A closed shop engineered by an organization that is blessed with intelligence, humane leadership and one which has the best interests of the film industry at heart. Yea, the best interests of its own industry and the legit industry, too. If Hollywood has failed to give the deserved thought to the welfare of the field from which it derives its real talent and on which it will have to continue to depend for new material, at least the actors' own organization will yet be responsible for making the Hollywood producers perpetuate their dynasty despite themselves. We may yet see the day when films will cease to strangle every effort made by legit to take its place alongside of picture palaces on the Main Streets of the nation. And then should follow sensible regulation, too, between legit, radio and films for common welfare. This is to be hoped for at any rate. And Thomson's recent advances are in the right direction.

# The Broadway Beat

By GEORGE SPELVIN

NUVOLARI, Vanderbilt Cup road race winner, caught on fast. . . . Tipped off that, as a winner, he could make extra beans by publicity tieups, his first gag was, when posing for the newsreel grinders, to hold up two packs of a certain cigaret, one in either hand. . . . Broadway and the surrounding streets haven't been as crowded for years as they've been the past few weeks. . . . The recent Warner poll of the public concerning the double-feature policy indicated that customers didn't want two pix on the same show. . . . But a nabe house that opened recently in Kew Gardens started out with one picture, shorts and what have you at a 35-cent admish—and already, after just about a month, the house has gone double feature. . . . A vote may be one thing, but business is another. . . . One of those things you read about happened last week when Eleanor Sherry, WOR singer, replaced Maxine Grey at the Paramount at an hour's notice. . . . Miss Grey was ill. . . . Since the elevator operators in the Palace Building have been given new military hats, most of the elevator-users start to walk out, figuring it's the wrong joint. . . . The rest ask for the recruiting officer. . . . But the service remains the same. . . . In that connection Harry Norwood, while waiting in a mob for one of the cars, cracked: "It's getting so bad with these elevators that you have to audition to get into them." A huge Roosevelt-Lehman sign now covers the whole side of the Mayfair Building on 47th street, right across the way from *The Billboard* office.

Longchamps finally came to Broadway last week—at least as far as the address is concerned. It's on 41st street. The press was invited to the opening, and make believe the invitations weren't accepted. After months of decorating and preparation the place reveals three rooms adjoining each other, with plenty of bar space, the whole thing air-conditioned, even to the phone booths and the kitchen. As a swell blond hostess (one of many) stated, the place will fill the need of a cloak-and-suitier who may want to take out an out-of-town buyer—which means that they really have the Garment Center big plenty in mind. Somewhat of a shock, however, is the fact that the bar has the same grades of liquor that are advertised in lesser stem windows for as low as 15 cents a drink—only here they're more than that. Of course they have better stuff, too, but it means specifying the brand to be used in a cocktail in order to be on the safe side. First day's luncheon business was a turnaway, but as they say in showbiz, opening day-crowds mean nothing.

One of the Hollywood Restaurant singers stood in an open window the other day, caroling blithely—and loudly—out into the street. . . . When traffic stopped for the red light the voice would carry far and wide above the street noises and a big crowd would accumulate to watch him—but he'd continue unruffled, just as tho he were in the privacy of his own bathtub. . . . A local night club owner always emsees the opening show of each new production—but he has to get himself cockeyed in order to muster up enough nerve to do it. . . . Now that the photographic art exhibit in the RCA Building is gone, most of the staff is back to normalcy. . . . The Mayfair marquee furnished pretty nearly the tops in marquee cracks the other day; it read: "A Son Comes Home" with Mary Boland; also "3 Married Men" with Lynn Overman."

# Chicago Chat

By NAT GREEN

DOUBLE FEATURES are with us once more! . . . Nobody wanted 'em and apparently the only half-way legitimate excuse for them here is that Balaban & Katz have a surplus that they want to get rid of and doubles seems to be the only out. . . . It was not a case of business being poor in B. & K. houses. . . . Practically all of them have been doing excellent business. . . . But with some 200 or more features booked, many would have to remain on the shelf if only single features were run. . . . No doubt the new policy will increase attendance to some extent. . . . That the independents believe it will is indicated by the opposition voiced by Allied of Illinois. . . . In the long run it will prove detrimental to the industry in general.

Apparently, the main hope of vaude artists this coming winter will be the night spots. . . . Chicago is going to offer a fertile field for acts of merit as the nighteries are anticipating a great season and competition will be strong. . . . The mediocre act will find little encouragement and will have to be satisfied with catch-as-catch-can engagements in the smaller and little-known spots, with correspondingly low salaries. . . . But for the better type artists the outlook is brighter than it has been in years. . . . Novelty acts are still in strong demand and those who can deliver will find work plentiful and remuneration somewhat better than it has been. . . . A growing tendency is apparent in the local night spots to book types of acts that a few years ago would not have been considered—acts that, while excellent on the vaude stage, were considered unsuited to a night club. . . . The night spots are more and more becoming theater-restaurants, placing much greater stress on the talent angle than formerly. . . . This is working to the advantage of both talent and patron, making for better shows and greater patronage. . . . Greatly improved economic conditions are responsible for many former vaudeville patrons turning to the night clubs in their search for entertainment and this in turn is enabling the night-spot proprietors to give their patrons a better brand of entertainment. . . . All of which should encourage the performer who really has something to sell!

Charles Green, head of Consolidated Radio Artists, Inc., stopped off in Chicago on his way from the West Coast to New York Saturday. . . . Consolidated has made gratifying progress in the local field since opening offices here. . . . Bill Stein, of MCA, hopped down to Cincy for the opening of Veloz and Yolanda at the Gibson in the Queen City. . . . De Arv G. Barton, manager of MCA's Cleveland office, also was on hand. . . . Nate Krevitz has been handling publicity for the MCA Cincy bookings. . . . Kay Mulvey, magazine contact man for MGM, in the city on way to New York. . . . Bartlett Cormac in town getting local color for a film in which Jean Harlow will star. . . . PECOC holding a show and card party—first of the fall season—October 31. . . . Zanette and Coles, New York dance duo, who opened in the Terrace Room of the Morrison a few days ago, have two new dances, *African Lament* and *Tango di Table*, that have scored tremendously. Benny Fields, whose comeback last year drew columns of comment, returns to Chez Paree November 6 at a salary several times that which he received in the same spot that started him on the return ascent. . . . A world of talent is promised for this year's Showmen's League *Banquet* and *Ball* at the Hotel Sherman.

## News of the Week

Merlin H. Aylesworth, chairman of the board of RKO, stated in an address at the semi-annual banquet of the SMPE at the Oak Hill Country Club, Rochester, N. Y., October 14 that motion picture theater admissions would be increased and double features abolished. In regard to the former, he said that the public had returned to prosperity and therefore should pay a price proportionate to the producers' offerings. Double features he termed a wasteful procedure, particularly insofar as the public is satisfied with one good feature coupled with good shorts and a newsreel. Aylesworth's other important point had to do with co-operation among the various branches of the amusement industry, on which topic he expressed himself as of the opinion that interchange of talent would not prove detrimental to any individual category. Specific reference was made to the much-mooted radio-picture stars' situation.

Dr. C. E. Kenneth Mees, vice-president of Eastman Kodak in charge of research and development, was awarded the SMPE "progress medal" in recognition of his contributions to motion picture technology over a period of 35 years.

Jesse L. Lasky was signed last week by S. J. Briskin, RKO Radio vice-president in charge of home production, to a long-term contract as a unit producer. It is understood his first program calls for six pictures.

William Goetz, assistant to Darryl Zanuck, has estimated that the studio expansion program outlined for 20th Century-Fox, providing for a financial outlay of something more than \$2,500,000 on 1937 construction, will save the company about \$1,000,000 per year. Final plans will provide facilities for 16 working companies at Greater Movietone City.

Gradwell L. Sears, general sales manager for Warners, will be assisted by Herbert J. Ochs, Warners' Atlanta branch manager, recently promoted. Joe Vergesslich takes up Ochs' work in Atlanta, after having been the company's branch manager for Florida.

The lawsuit which Allied Theaters of Illinois threatened to file against Balaban & Katz and the large distributors of Chicago to restrain them from allowing B. & K. an extra week of clearance between the first week of release and "C" week, which they claimed was contrary to a consent decree handed down in United States District Court in 1932, was dropped recently when B. & K. waived the extra week of clearance. The double-feature restriction clause which was tied in with this was dropped with the suit as Allied felt there was no way of enforcing it, according to Aaron Saperstein, president of Allied Theaters of Illinois. Balaban & Katz immediately inaugurated a double-feature policy in the following outlying houses: the Uptown, Marbro, Southtown, Riviera and Tivoli theaters.

Another new theater opened in Chicago October 16, known as the Radio Theater, located at Halsted street and 50th place, and two more motion picture houses for outlying neighborhoods were announced this week. A 1,200-seat house is to be erected at Western and Devon avenues by Ellis Lazear at an estimated cost of \$140,000, and George N. and Harold M. Gollos have leased the building formerly occupied by the Woodlawn National Bank at 63d street and Cottage Grove avenue, which will be converted into an 800-seat theater at a cost of \$30,000. A \$15,000 modernization program is under way at the Oak Theater, northwest corner of Western and Armitage avenues.

Four Birmingham, Ala., theater managers were hurt in an auto accident in that city recently. They were R. M. Kennedy, general manager in Alabama for a Southwide Circuit; William Coury, Sam Suggs and Frank Nickerson, all (See News of the Week on 4th col.)

### "LEGION OF TERROR"

(COLUMBIA)

TIME—62 minutes.

RELEASE DATE not given.

PLOT—Inspired by the activities of Michigan's notorious Black Legion, this pic, dealing with a similar outfit known as "The Hooded Legion," should cash in nicely. Bruce Cabot and Crawford Weaver play the roles of postal inspectors who go to a small town to get the lowdown on a bomb sent to a senator. Arrived, they learn the city is in the grip of the villainous organization, headed by a newspaper editor. Marguerite Churchill's brother is killed, Marguerite and Weaver are captured, and Cabot pulls in with sufficient soldiery to rescue the latter two in a thrilling finish.

CAST—Bruce Cabot, Marguerite Churchill, Crawford Weaver and others. Fair performances generally.

DIRECTOR—C. C. Coleman. Fast thruout, with a maximum of suspense.

AUTHOR—Original screen play by Bert Granet.

COMMENT—Never gets out of the dual-feature class, but should prove a money-maker nevertheless.

APPEAL—Wide non-class audiences.

EXPLOITATION—Obvious tieup is the much publicized Black Legion.

### "THE PRESCOTT KID"

(COLUMBIA)

TIME—60 minutes.

RELEASE DATE not given.

PLOT—Tim goes from Prescott to San Lorenzo, a lawless town ruled by Ed Walton's gang of villains, and proceeds to clean up the place. Specific romantic angle centers around Dolores Ortega, whose father is losing his ranch thru secret raids engineered by Walton, who is also a suitor for the gal's hand. Old Man Ortega, coming with money to pay his debts, is robbed and the crime pinned on Tim. Latter seems slated for a necktie party but breaks away in his usual whirlwind fashion. Comes back to clear himself with Dolores and indulge in a good fist fight with Walton. Cupid triumphant.

CAST—Tim McCoy as the resourceful, hard-hitting and fast-shooting hero, supported by Sheila Mannors and a stock group of bandits and lesser characters.

DIRECTOR—David Selman. Knows how to do this sort of thing between meals.

AUTHOR—From the story by Claude Rister. Pattern yarn.

COMMENT—Good box office for the alfalfa circuit.

APPEAL—Solely for the fans, who will go for it plenty.

EXPLOITATION—McCoy routine all that is necessary.

## Film Consensus

Below are listed the films reviewed in last week's issue of The Billboard, together with a tabulation of the critical vote. Papers used in the tabulation include The Times, Herald-Tribune, News, American, Mirror, Post, Sun, World-Telegram and Journal among New York dailies, and Film Daily, Motion Picture Daily, Motion Picture Herald, Hollywood Reporter, Box Office, Harrison's Reports, Daily Variety, New York State Exhibitor, Film Curb, Showmen's Trade Review, Variety and The Billboard among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favor-able	Unfa-vorable	No Opinion	Comment
Dimples ..... (20th-Fox)	11	1	1	"At her best."—World-Telegram. "Has everything."—Film Daily.
Valiant Is the Word for Carrie. 13 (Paramount)	13	0	4	"Class production."—Box Office. "Fair to middling."—World-Telegram.
The Gay Desperado ..... 16 (United Artists)	16	0	0	"Elegant comedy."—Journal. "One of finest of the year."—Hollywood Reporter.
The President's Mystery ..... 8 (Republic)	8	0	0	"Exploitation ammunition."—Daily Variety. "Holds interest."—Showmen's Trade Review.
Missing Girls ..... 5 (Chesterfield)	5	4	5	"Satisfactory in lesser spots."—Motion Picture Daily. "Unoriginal plot."—Box Office.
Cavalcade of the West ..... 3 (Futter)	3	1	0	"Thrills and plenty of action."—Film Daily. "Peppy Western."—Film Curb.
Ramona ..... 11 (20th-Fox)	11	4	2	"Excellent."—Harrison's Reports. "Slightly tedious."—Sun.
The Big Game ..... 6 (Radio)	6	0	2	"Satisfactory fare."—Film Daily. "Timely, hilarious football comedy."—Hollywood Reporter.
Lady Luck ..... 1 (Chesterfield)	1	1	4	"Just another picture."—Film Curb. "Lower bracket stands."—Film Daily.
Dare-Devil Buck ..... 3 (Universal)	3	0	0	"Plenty of thrills."—Film Daily. "Unusual Western."—N. Y. Exhibitor.

## Exhibitors' Organizations

Annual convention of the MPTO of Western Pennsylvania at the Hotel Schenley, Pittsburgh, October 19 and 20, will have as its chief speaker Abram F. Myers, general counsel for Allied. Topic will be on legislative measures pertaining to the industry. Another speaker slated to appear is Eddie Golden, of Chesterfield-Invincible. Mathilda Kiel, secretary, heads the entertainment program, which is to take care of an expected attendance of about 200 independent theater operators.

At a meeting of Allied Theaters of New Jersey, scheduled for October 20 at the Stacy-Trent Hotel, Trenton, there is to be a discussion of legislation. Attendance will comprise exhibitors from all over the State.

MPTO of Northwest will hold its annual ball October 23 in the Senator Auditorium, Seattle. Great interest is being shown in the affair, even as far north as Alaska. The take is to be turned over for the care of indigent theatrical people.

Whether or not Connecticut Independent MPTO will affiliate with Allied States will not be known until October 27, the new date set for a vote by the association. Place will be the Hotel Garde at New Haven, and Sidney E. Samuelson will be guest speaker.

Northern members of ITO of Ohio will lead the fight against the proposed constitutional amendment calling for abolition of the current 3 per cent sales tax on foods. Angle is that the loss of revenue will have to be made up thru other sources, notably amusements. According to P. J. Wood, of ITO of Ohio, the tax authorities are considering a 10 per cent levy on amusements. Committee named to deliberate on a plan of action comprises M. B. Horowitz, Henry Greenberger, L. G. Baldwin and G. W. Erdmann. All the above are theater people, and in addition Alva Bradley, owner of the Cleveland Indians, and J. E. Lambie, of Euclid Park, will co-operate as representatives of outdoor amusements.

Ed Kuykendall, MPTOA president, declared in a bulletin recently that the MPTOA trade practice proposals are far from a dead issue, further adding that leading distributors were giving the various points serious consideration. Kuykendall feels that there is every prospect of ultimate success.

## NEWS OF THE WEEK

(Continued from 1st col.)

managers of downtown houses. None were seriously injured. They were on their way to attend a conference of theater managers at Chattanooga.

Arkansas Amusement Company, ops for a string of houses in Arkansas and the four biggest spots in Little Rock, celebrated its ninth anniversary this week. Circuit started with six houses nine years ago under direction of Ed Rowley and Harold Robb.

Ed Kuykendall, of Columbus, Miss., head of the MPTOA, has another job cut out for him, campaigning for President Roosevelt. Kuykendall has been appointed chairman of Mississippi for the re-election of the chief exec by Eddie Dowling, national chairman of the amusement division. Kuykendall is on a tour of the East and Northeast, making speeches this week in behalf of the president.

Ground was broken October 5 by Warner Bros. for their latest Chicago theater, the Rhodes, at Rhodes avenue and 79th street. The new film house will be of modern design with a capacity of 1,400. The building is estimated to cost around \$250,000 and is expected to be ready for opening April 1, 1937.

Joseph R. Kauffman was named manager of the Universal Exchange in Pittsburgh, succeeding Albert Barnett, who died last month. The appointment was made by District Manager Sig Wittman, who served as temporary manager during Barnett's three weeks' illness. Kauffman has been a Universal salesman in the Pittsburgh territory for the past several years.

**THEATRE EQUIPMENT NEW & USED**

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**"THE LONGEST NIGHT"**

(MGM)

TIME—51 minutes.

RELEASE DATE—October 2.

PLOT—A lady department store exec is murdered by a gang of thieves who have used the store as their outlet. The murder occurs after closing time and everyone in the store is held. It's a miscellaneous group that includes the woman's son, his girl, her sister, the handsome young owner of the store, the house dick, a harassed detective, a comic cop and other stock personnel. Events that take place during the tracking of the criminal are wild, woolly and frequently hilarious. In the end, of course, the naughty fellow and his henchmen are caught.

CAST—Robert Young, Florence Rice, Ted Healy, Julie Hayden, Catharine Doucet, Janet Beecher, Leslie Fenton and others. Performances vary, but Healy does grand low comedy as the cop and Young does very nice high comedy as the handsome young boss.

DIRECTOR—Errol Taggart. He let it gallop off, like Stephen Leacock's horse, in all directions. But he did manage to get excellent individual effects, both comedy and meller.

AUTHORS—Screen play by Robert Andrews from a story by Cortland Fitzsimmons. Not much on plot, but the scatterbrained antics are amusing.

COMMENT—As zany a piece as you can find and for the most part thoroly amusing.

APPEAL—Double brackets.

EXPLOITATION—A murder hunt in a department store.

**"WITHOUT ORDERS"**

(RADIO)

TIME—65 minutes.

RELEASE DATE—October 23.

PLOT—Wad Madison, pilot for Amalgamated Airlines, is persuaded by J. P. Kendrick, owner of the company, to take in hand the latter's stunt-flying son, Len, and make him a good transport flyer. Madison reluctantly agrees and is doubly sorry when Len chisels in on his girl friend Kay, a stewardess. Len is finally given a ship and fails miserably when he flies into a blizzard. Becoming panic-stricken, he knocks out the co-pilot, jumps overboard and dies when his parachute does not open. Kay, in possession of the plane, which by this time has practically no fuel, is given final directions via radio by Wad, back at the home office. She safely brings the ship down to a forced landing. Love is everywhere.

CAST—Sally Eilers, Robert Armstrong, Frances Sage, Charley Grapewin, Vinton Haworth and others. Performances are good enough and appear better thru able direction.

DIRECTOR—Lew Landers. Excellent. Has given this hackneyed story plenty of punch and suspense.

AUTHORS—Screen play by J. Robert Bren and Edmund L. Hartman.

COMMENT—Strong double-feature material with some thrilling photography.

APPEAL—Very wide nonclass.

EXPLOITATION—Old angle of the men and women personnel on transport flyers has been overworked. Depend mostly on shots.

**"15 MAIDEN LANE"**

(20TH CENTURY-FOX)

TIME—63 minutes.

RELEASE DATE—October 30.

PLOT—Jane Martin, niece of Mr. Graves, president of a jewelry indemnity company losing money on account of thefts committed by a daring gang of diamond thieves, decides to do a bit of detective work herself. She finds the ringleader is Peyton, a dashing Latin, who is so impressed with Jane's cleverness that he accepts her as a co-worker. Peyton falls in love with the gal and, outside of his penchant for putting guys on the spot, seems a likely lad. But Jane is cold-blooded and turns him over to the police just as he is about to get away with a load of famous trinkets. Plenty of bullets at the windup, with Peyton stopping one of them.

CAST—Claire Trevor, Cesar Romero, Douglas Fowley, Lloyd Nolan, Ralf Harold and Robert McWade. Trevor and Romero okeh, particularly the latter, who wrenches a lot of audience sympathy out of the villain's part.

DIRECTOR—Alan Dwan. Keeps it moving at a good pace.

AUTHORS—Screen play by Lou Breslow, David Silverstein and John Patrick from a story by Paul Burger.

COMMENT—Hackneyed yarn well handled.

APPEAL—Good supporting feature.

EXPLOITATION—Inside on the jewel robbery racket.

**"ALIBI FOR MURDER"**

(COLUMBIA)

TIME—60 minutes.

RELEASE DATE—September 23.

PLOT—Foster, a scientist possessing a valuable chemical formula, is murdered, and, my friends, it looks like suicide, but the boys who pay the admissions know better. Perry Travers, a radio commentator, becomes involved in the case and keeps plugging away despite threatening letters, Maxim silencers, dictaphones and other rigmarole. He picks up clues, the police act appropriately dumb and Perry reveals the mystery in due time, the killer being a munitions manufacturer in love with Foster's wife.

CAST—William Gargan, Marguerite Churchill, Gene Morgan and others.

DIRECTOR—D. Ross Lederman. Director burdened with a trunk full of phony actors and a moth-eaten plot.

AUTHOR—Original story by Tom Van Dyke. Perhaps the man G. B. Shaw had in mind when he recently let off steam.

COMMENT—A very weak one.

APPEAL—Little. More of these will inaugurate triple-feature bills.

EXPLOITATION—Murder mystery routine.

**"THE MAN WHO LIVED TWICE"**

TIME—72 minutes. (COLUMBIA)

RELEASE DATE—September 25.

PLOT—Slick Rawley, murderer, gets into a medical college auditorium while the professor is lecturing on brain surgery to correct vicious animals, etc. Rawley gets the medico to operate on his noodle. He comes out a changed man, including a plastic job on his face ridding him of scars. Under the doctor's care he becomes in 10 years a leading man of medicine, with no memory of his criminal career. But while practicing in jail his crime-time sweetheart recognizes him from his voice and a watch-chain swinging habit. She tries to blackmail him and, when she falls, tips the cops. Tried for the murder he committed as Rawley, he is found guilty, even tho his counsel says he's not Rawley but an entirely different man. Then the governor pardons him.

CAST—Ralph Bellamy, Marian Marsh, Thurston Hall, Isabell Jewell, Ward Bond, Henry Kolker, Willard Robertson. Bellamy okeh—in an actor-proof role. Marsh vapid. Jewell and Bond, as the venomous sweetie and the loyal henchman, excellent. Hall good as the doctor.

DIRECTOR—Harry Lachman. Suspense is well maintained. Direction better than average for this type programer.

AUTHORS—Original by Tom Van Dyke, Henry Altimus. Screen play by Van Dyke, Fred Niblo Jr. and Arthur Strawn. Obviously good material for an interesting picture. Possibilities not altogether used. Last 10 minutes, with the trial and the governor's pardon, last accomplished solely by newspaper headlines, fall to pieces. First part of picture very good.

COMMENT—Better than average neighborhood programer. Lack of cast names may hold it down.

APPEAL—Primarily males.

EXPLOITATION—Unusual story; can't escape justice, theory.

**"LADY BE CAREFUL"**

(PARAMOUNT)

TIME—70 minutes.

RELEASE DATE—August 29.

PLOT—Dynamite Jones, a sailor who is shy with women, is heavily backed by his pals to win the heart of Billie (Stonewall) Jackson, a Panama cabaret girl who has thus far resisted all comers. Dynamite really falls for the girl, who finds his clumsy technique devastating. They quarrel when Billie learns the affair is the result of a wager designed to belittle a boastful Romeo who had previously proved unsuccessful in making headway with her. Dynamite's naive love-making, however, pulls him thru.

CAST—Lew Ayres, Mary Carlisle, Benny Baker, Larry Crabbe, Grant Withers, Irving Bacon, Barbara Barondess, Sheila Bromley and others.

DIRECTOR—Theodore Reed. Given an emasculated version of *Sailor, Beware!*, the play, Reed has managed as well as could be expected.

AUTHORS—Screen play by Dorothy Parker, Alan Campbell and Harry Ruskin from the play, *Sailor, Beware!*, by Kenyon Nicholson and Charles Robinson.

COMMENT—Minor entertainment, not unpleasant, but mainly for the lemonade trade.

APPEAL—Medium quality double-feature stuff.

EXPLOITATION—Cash in on stage play reputation.

**"STUDENT ROMANCE"**

(BRITISH INTERNATIONAL)

TIME—70 minutes.

RELEASE DATE not given.

PLOT—Max, young student and composer living in Heidelberg, falls in love with a noblewoman. She goes for Max also, but, according to family tradition, must make a loveless marriage with someone who is her social equal. True love emerges triumphant, but not before a misunderstanding is patched up, centering about another gal's crush on Max.

CAST—Grete Natzler, Patrick Knowles, W. H. Berry, Carol Goodner, MacKenzie Ward and Hugh Dempster.

DIRECTOR—Otto Kanturek. Where would he be without the beer mugs?

AUTHORS—Based on the operetta, *I Lost My Heart in Heidelberg*.

COMMENT—Really nothing to do about the sporadic production of these Old Heidelberg hand-holders. Tunes are okeh.

APPEAL—Very limited and will draw best in specialized houses.

EXPLOITATION—Routine foreign operetta business.

**"ROSE BOWL"**

(PARAMOUNT)

TIME—75 minutes.

RELEASE DATE not given.

PLOT—Tom Brown and Buster Crabbe, both in love with Eleanore Whitney, are students at different colleges. In due time, of course, the fellows become football heroes and their respective teams are picked for the game at the Rose Bowl. William Frawley, one of the coaches, creates a frothy excitement in the romantic angle of the impending game. Brown's outfit wins.

CAST—Tom Brown, Buster Crabbe, Eleanore Whitney, William Frawley, Benny Baker and Priscilla Lawson. Routine playing, neither good nor bad. Baker holds up the comedy end.

DIRECTOR—Charles Barton. Has treated the piece lightly enough, with major consideration given to the young romance.

AUTHORS—Story by Frances Wallace. Screen play by Marguerite Roberts. An oldie.

COMMENT—No great shakes as a picture, but okeh fare for the youngsters.

APPEAL—Adolescents.

EXPLOITATION—Timely football plug.

# N. Y. Managers Stall on Signing Blanket Guarantee

NEW YORK, Oct. 17.—An impending split in the ranks of the Eastern Burlesque Managers' Association is evidenced in the word received by the Burlesque Artists' Association from the Republic Theater that it will not sign any blanket guarantee sponsored by the EBMA and that its dealings with the BAA will be done individually. The BAA has been attempting to get a blanket guarantee, covering salaries, from the EBMA, but there has been a delay in receipt of this agreement. If the delay persists, it is likely that the BAA will refuse to negotiate with the EBMA and will deal individually with the theaters, requesting some salary guarantee satisfactory to the actors' organization.

Some months ago the BAA sent out individual contracts to the theaters in the metropolitan area, with the thought that the EBMA no longer existed. Shortly after word was received that the managers' organization had been reorganized and that the members comprised the Republic, Eltinge, Apollo here; Star and Werba, Brooklyn, and Shubert, Phila-

delphia. In meetings with the BAA the managers agreed to accept the new contract, calling for a raise for chorines and two-week notice clause, and there was to be a blanket guarantee the same as last year, with each house standing responsible for the other.

However, prior to the signing, the managers brought up the subject of working hours in the theater. The BAA refused to discuss this matter, saying that it had no part in the negotiations. The BAA suggested that four weeks after the signing of the agreement the managers submit a proposal regarding the change of hours, saying that this would be given due consideration.

## DeKalb To Be BAA

NEW YORK, Oct. 17.—DeKalb Theater, Brooklyn, which will be renamed the Casino when it opens with burlesque, will employ members of the Burlesque Artists' Association, according to word from Max Rudnick, who lists himself as general manager of the corporation to operate the theater. It is planned to open the theater next Sunday, playing three shows a day.

## Hirsch Lining Up a Week

MINNEAPOLIS, Oct. 17.—Harry Hirsch is lining up a week of one and two-day stands to be included on the Independent Circuit. The week would be spotted between this town and Kansas City.

# Burlesque Reviews

## Shuberts, Philadelphia

(Reviewed Friday Evening, October 9)

After getting off to a swell start on the inaugural offering, Allan Gilbert has whipped together another which dishes out gobs of burlesque on bulk, flash and worth. Show is plenty undressed, with Ann Corio, Mary Woods, Virginia Woods and Mary Joyce. Bits border the blue, but in the keeping of Bobby Morris, Eddie Kaplan and Lou Costello it counts for more than just verbal garbage.

Ann Corio has certainly left a telling mark in this town. Being her first undress for the village this annum, inclement weather failed to register a dent, and opening eve had them all but hanging from the ceiling. Sustained applause that followed her specialty carried the house away. It taxes the adjectives that spell terrific and colossal.

With all due respect to Miss Corio, the other gals came thru with flying colors of their own hue. Sporting regal purple and gold satin, Virginia Woods sold her song nicely and sylphic stripping that's a sight for any eyes. Mary Joyce, a charming and arresting canary, denudes violet chiffon. Mary Woods' green velvet peels the rainbow of divesting damsels.

Bobby Morris and Eddie Kaplan are holdovers. Lou Costello, a newcomer, is hampered by lack of material but makes everything count. Laughs were loud and lusty on every effort, with Kaplan shading the others. Mary Woods does a commendable job in straightening most of

the bits, with Betty Abbott on the assist. Ditto to Russel Trent and Chic Hunter as the male builder-uppers for the comics. Jack Coyle and Bob Snyder divide the yodeling duties for the production flashes. Carrie Finnell is still on hand with her screamingly funny specialty.

Large chorus has been cut to 18, but their stepping is still below par. Terp honors go to the toe ballet of 12. Dance duo of Bordine and Carroll impresses with standard ballroomology in the "Paree" and "Never Gonna Dance" scenes. Productionally, the budget is all in the costuming, the "Paree" ensemble standing out with creations that reflect the Ziegfeld tradition.

Runs about three hours in two acts and should warm such hearts as respond to the burly touch in live entertainment. Book is credited to Ted White, dances staged by Ned McGurn, setting designed by Herbert Schulz and costumes designed by Antoine. ORO.

## Rialto, Chicago

(Reviewed Friday Evening, October 16)

If it weren't for the resident company this week the current show would be a sorry affair. Eight Independent Circuit shows have come this way so far. Some have been very good, others not so hot. This one falls in the just passable class, it's bolstering up by the use of Charles Country, Kenny Brenna, Jack Buckley and Buster Lorenzo in several comedy (See Burlesque Reviews opposite page)

# Burly Briefs

LEW FINE closed at the Avenue, Detroit, October 16 and will open on the Independent Circuit in Washington October 25. . . . Roxanne opened her second week at the Rialto, Chicago, October 16, booked by Milton Schuster. . . . Charles Fox has acquired the Garden Theater, Milwaukee, and plans to present vaudeville and presentation shows. . . . Marge Dale closed at the Avenue, Detroit, October 16. . . . Arthur Clamage is said to have received several flattering offers from New York managers for the services of Charmaine, whom he has under contract. . . . Jaque Teeters, formerly well known in burlesque, is playing night clubs in the Chicago territory under the direction of Bert Peck. . . . Kurley Kelly is playing Minneapolis, Kansas City and St. Louis as an added attraction. . . . Harry Hirsch is contemplating playing a week of one-night stands for the IBC shows between Minneapolis and Kansas City. . . . Countess Vanya opened a week's engagement at Herig's Village, Columbus, O., October 16, booked by Milton Schuster.

BEVERLY CARR, recently producer at the Eltinge, New York, has moved across the street to produce for the Weinstocks at the Republic. . . . Billie Diamond is working on the Coast, playing the Capitol, San Francisco. . . . Rags Ragland and the Wilners are still at odds, with Rags intending to see a lawyer about his contract. . . . Harold Minsky was in Boston last week for the opening of *Red, Hot and Blue*, legit show. . . .

Allen Forth closed at Minsky's Gotham, New York, after a more than 40-week run. . . . Tom Phillips, BAA president, was elected to the board of governors of the new Friars. . . . Annette got an attractive offer from the Metropolitan Circuit, which she'll probably accept when she completes her Herk-Minsky contract.

JACK KANE, now operating his burly attractions in Indianapolis, Cincinnati, Milwaukee, Nashville and Atlanta, is reported to be negotiating to add Louisville, Akron and Memphis to his books. . . . Chuck Morrison, tenor and straight, is with one of Jack Kane's companies, current this week at the Colonial, Indianapolis. . . . Fred Hurley's new show got under way at the Drury Lane, formerly the Walnut, Louisville, last Friday.

ESTELLE THOMAS is now playing the Club Nomad, Atlantic City, while Lillian Delmar is at the House of Morgan there. . . . Jimmy Calvo, baritone, is new to burly, opening for the Wilners. . . . Modjeska and Michael, dance team, will open at the Star, Brooklyn, Friday, placed by Stanley Woolf. . . . Lorraine LaMont, with *Hindu Belles* on the Indie Circuit, is anxious to hear from Sid Halper, chorine. . . . Betty DuVal, at the Gaiety, New York, hurt her foot the other day. . . . Jane Lacey, one of the Carroll Sisters, will open for the Metropolitan Circuit October 29. . . . Att Candler is out of the Oxford, Brooklyn.

# U-Notes

By UNO

QUEENIE KING, dancer-stripper at the Star, Brooklyn, is an expert crayon artist. Draws all her own scenic settings and dance poses.

WALTER (SCHULTZ) BROWN, comic, first time east in seven years, opens at the Eltinge, New York, October 30 via an eight-week, eight and 12 option contract. Leaving a featured berth in *Gaiety Girls*, Indie show, in Boston Saturday.

RAY LeROY, with *Dancing Damsels* on Jack Kane's Circuit, writes to correct prior references that he and Arlie Rappee are a dance team. "Want everyone to know we are juve-straight man and talking-stripping woman and not dancers or an act, altho capable of doing a specialty. In burlesque as principals for years."

BONITA GERMAINE, a new dancer in burlesque from an all-summer engagement at the Club Nomad, Atlantic City, opened Friday at the Star, Brooklyn. (See U-NOTES on opposite page)

## Seek Edith Watson Kin

CHICAGO, Oct. 17.—Efforts are being made to locate relatives or friends of Edith Watson, who died here almost two weeks ago. She is said to be connected with the burlesque family of Billy Watson. Body is being held at the county morgue here pending instructions from relatives. Information may be obtained thru *The Billboard's* Chicago office.

## Minsky's Greeley Theater?

NEW YORK, Oct. 17.—Herbert K. Minsky is reported as planning to run burlesque at the Greeley Theater, Sixth avenue and 30th street, a Walter Reade house. However, he revealed yesterday that he had nothing to say for publication at present.

# PANTOMIME

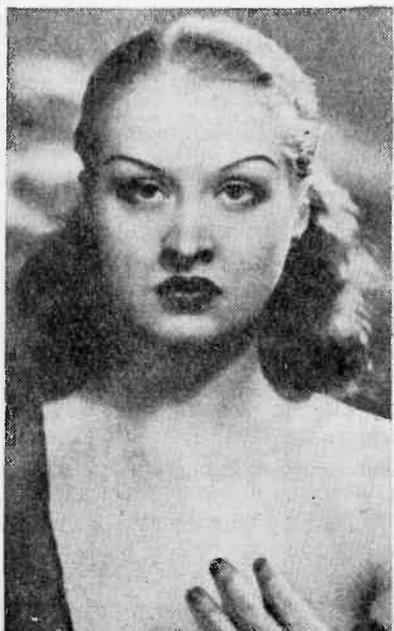
STRIP DANCES

by

# QUEENIE KING

ORIGINAL CREATIONS

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# PROFESSIONAL CARDS

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## BABE CUMMINGS

PERT—PEPPY—PERSONALITY—POISE.  
AT THE PEOPLES, New York City.

## NADINE MARSHALL

THE SWEETHEART OF BURLESK

## PATRICIA PAIGE

THE BLACK ROSE  
AT THE STAR, BROOKLYN, INDEF.

## RITA (AGAR) LeROY

In Her New  
STRIP SPRING STYLE SENSATION.

## JOIE FAYE

A GENTLEMAN AND A SKULLER  
APOLLO—GIZING WITH BURP GRUNT.

# Tab Tattles

## Hirst and Michaels Talk Theater Deal

ALGER LANCASTER, formerly flesh booker for Publix-Saenger in New Orleans and later assistant manager and treasurer of the Tulane and Crescent legit houses in that city under Col. T. C. Campbell, has been named city manager for Malco Theaters, Inc., in Stuttgart, Ark. Firm operates the Majestic and Riceland theaters there. Lancaster booked numerous tabs when he was located in the Crescent City. . . . With thousands of performers on the various Federal Theater projects thruout the country, managers of the smaller shows are beginning to experience difficulties in filling their rosters. . . . Cotton Watts' No. 2 show, headed by Freddie Frampton and Billy Lewis, is reported to be clicking in fine style at the Roxy, Knoxville. Cotton has outfitted the show with new scenery and wardrobe, including a new velvet front curtain. Band has been augmented to seven men. Cast includes, besides Lewis and Frampton, Frank (Red) Fletcher, Everett Lawson, Jane Lee, Naomi Barrett and Mitzi McGee. Line girls are Myrtle Bridges, Georgia Bell, Pearl Lawson, Lucille Janda, Harriet Kline, Olive Manlet and Virginia Goodwin. Vivian Taylor is the new orchestra leader. Fanchon and Dawn are slated to join the show this week. . . . Wesley Brown's son, Filbert, is a new addition to Cotton Watts' No. 1 show at the Bonita Theater, Chattanooga. . . . Robert Snyder, better known to his tab and burly cronies as Bob (Schmaltz) Snyder, has been chosen to sing the role of Hans Wagner in *The Prince of Pilsen*, which the Cincinnati Federal Theater Project will present the week of October 25. . . . Jack G. Van and his troupe passed thru Pittsburgh last week, with Jack stopping off at the National Theatrical Exchange on business. . . . Howard Ross' *Radium Girls* also passed thru the Smoky City last week.

NEW YORK, Oct. 17.—A deal was in the making this week between Issy Hirst and Dewey Michaels and Lou Appleby for Michaels and Appleby to bring their theaters over to the Independent Circuit. However, it is reported that the deal fell thru late this week. . . . The deal would have meant the break-up of the Metropolitan Circuit, which comprised three houses, Michaels' Palace, Buffalo; Appleby's Roxy, Toronto, and Dave King's National, Detroit. If it had matured Hirst would have shut down his Gaiety, Buffalo. . . . Michaels and Appleby were in town this week, arriving Tuesday and returning to their cities Thursday morning. They attempted to see the BAA, probably about the Hirst deal, and looked for concessions for Toronto if it was to be included on the Indie Wheel.

## BURLESQUE REVIEWS—

(Continued from opposite page)

scenes and June St. Clair's and Peaches Strange's strip specialties really making the show.

After the opening number Phil Farrell did a neat line of tapping in one, followed by the *Westfall Murder Case*, only comedy scene of the road show that got any laughs to speak of. In this were Frank X. Silk, George Kinnear, Jean Rose and Ann Smith. Elinore Johnson, platinum blonde, did fairly good with her strip, which was followed by a pirate number with the chorus, with Milt Bronson contributing some sock Russian steps.

Charles Country, Kenny Brenna and Jack Buckley came on to a hand and proceeded to keep them laughing with the *Find the Lemon* scene. A ballet number was next, with Buster Lorenzo singing *You Came to My Rescue With Love* as the chorus danced and girls posed. A small revolving platform was used for pictorial effects. Patricia Morgan did a neat toe number in this scene. Roxanne, an added house attraction, sang *Until the Real Thing Comes Along* in a not-very-good voice, but had them yelling for more when she went into her strip. It would be kinder not to comment on *The Firehouse* scene that followed, but comedians are only as funny as their material and the best efforts of Silk, Fred Binder, George Kinnear, Milt Bronson and Jean Rose couldn't put this unfunny one across. Phil Farrell and Bernice Armstrong did a very good tap routine next, followed by the *Lady of Spain*, production number with Herb Leipsic and Jean Rose singing and the chorus doing a hat routine and castanet number.

Country, Brenna and Buckley made their second appearance and livened things up with expert comedy work in *The Sad Story* scene, assisted by Lorenzo, Elinore Johnson, Ann Smith and Patricia Morgan. The Rialto chorus did an arm-waving routine and Bernice Armstrong did some acrobatics preceding the appearance of June St. Clair, whose disrobing specialty is always the signal for nice applause. Back again came Country, Brenna, Lorenzo and Buckley with a comedy quartet number that hit the spot, the scene being highlighted by snatches of various kinds of dancing by Charlie Country. Peaches Strange, with her syncopated torso swinging and back-of-the-lap terpsichore, wowed 'em in the next-to-closing spot. The finale brought back Roxanne for some exotic movements.

F. LANGDON MORGAN.

## Gaiety, New York

(Reviewed Wednesday Afternoon, Oct. 14)

I. H. Herk and Abe Minsky's Broadway house is doing a right smart job of presenting burly, the kind of a job that pays good dividends. With the management liberal in loosening the purse strings to provide quantity and quality as regards scenery, costumes and talent, the show shapes up as good burly. Of course, it's helped by skillful production also. Blue quite frequently in comedy, but in a proper production background it isn't offensive. . . . For comedy there are three experts at dishing the laughs, Herbie Faye, Tommy Raft and Art Gardner. Raft is the topper, and he's a comic who'll go places if given the opportunity. All three do nice bits, and there are even two bits new to burly, a piano item and a bar bit with three stooge waiters. New bits are an event to burly. Able straight

support is given by Leon DeVoe, Jack Lyons and George Kaye, the latter doubling from singing.

As regards women principals, the Gaiety has garnered the cream of the stripping crop. There are six disrobers, including, in the order of their appearances, Dorothy Weeks, Annette, Betty Duval, Rose La Rose, Ceil Von Dell and Joan Carroll. Patrons of burly couldn't ask for any better beauty parade, and each and every one of the girls does a sterling job. They're all pretty, dress attractively and cleverly peel their clothes.

A strong item in the show is the specialty act of the Washboard Four, colored boys. Their appearance definitely proves the value of such acts to burly. Their hotcha singing and novelty music went over in terrific style, forcing them to encore.

A troupe of 16 chorines crowd the Gaiety stage and they work well at their many assignments. Kaye does a very nice singing job. Among the really tasteful production numbers are *You Turned the Tables on Me*, *South Sea Island Magic* and *Phantom Parade of Love*. SIDNEY HARRIS.

## U-NOTES—

(Continued from opposite page)

replacing Mimi Lynne, who left to open on the Indie Circuit.

SAM KRAUS celebrated his fourth season as manager of Minsky's Gotham, New York, Monday with a party at his Manhattan home.

CHET ATLAND, new tenor-juve, opened for the Weinstocks at Minsky's Brooklyn last week.

MADGE CARMYLE has switched from nighterlies back to burlesque. Opened in featured spot at the Star, Brooklyn, last week for four weeks, after which she goes to the Bijou, Philly, for an indefinite run.

DIANE RAY was promoted from chorus to principal Friday at the Eltinge, New York. Replaced Sally Van.

JACK (TINY) FULLER, comic at the Star, Brooklyn, to manage a freak act—boy with a horse's mane.

JEAN CARTER, on her 15th week at the Bijou, Philly, is mourning the loss of Buddy, her French bulldog, who died following an operation.

EILEEN STEWART, a Fred O'Brien showgirl, out for a principal's berth in the near future. Ditto Ethel Nelson, of the Star, Brooklyn, and Betty Brown, another Weinstock backliner.

JOE FAYE, comic, with the Wilners, helped Dave Freedman write and put on a scene for Beatrice Lillie and Bert Lahr in the forthcoming Shubert show.

VIRGINIA HAGER, toe-tap dancer, doubling in the chorus and specialties in the *Gaiety Girls*, Indie show.

PRINCESS LYANDRA, dancer, following a fortnight's layoff, opens at the Irving, New York, Friday.

DANNY MORTON, tenor-juve for the Wilners, soon going places. Under contract with Curtis & Allen, thru Nick Agneta, who is angling for radio and pix berths for Morton.

GLADYS FOX, at Minsky's Gotham, New York, is in receipt of an offer to sing with Will Osborne's Ork.

LOUISE STEWART, Jeanne Wade, Margie Bartel and Jimmy Francis Jr., with an Indie show, parted by Danny Marvin, Charles Taylor and Sammy Allen last week in Waterbury, Conn.

BILL WOLFFE is new stage manager at the Weinstock houses in Brooklyn and New York. Comes from tab and musical comedy fields.

RITA (ALGA) LeROY, from the People's, New York, showgirl line, opened as a new principal in burlesque at the Clover, Baltimore, Saturday.

GEORGE WEEDEN, former producer and manager of Columbia Wheelers, new backstage doorman of the Apollo, New York.

## CLUB CHATTER—

(Continued from page 12)

Chicago. . . . TOP HATTERS opened October 15 at the 885 Club, Chicago.

Band leaders are so inventive nowadays in creating trick instruments that nothing surprises us any more. The Enoch Light Band, at the McAlpin Hotel, New York, for example, is introducing a "vio-bassoon," which is a combo viola and bassoon, with a horn attachment at the bottom of the viola box. What next?

JOE McHUGH returns October 20 to the Guest House, Easton, Pa. His second term at the room. David Kurlansk is manager of the Guest House, which will use a considerable number of acts during the season. . . . MAURICE REYNOLDS moved his Band Box Boys to the Park Restaurant in Monticello, N. Y., last week, leaving Tommy's Place, Oneonta, N. Y. Reynolds' third year at the Park. . . . Rubberlegs Martin is back at the Do-Lo Night Club, Kalamazoo, Mich. . . . MARINO AND DEVOLL, ballroom team, are on an indefinite engagement at the Glenn Rendezvous, Newport, Ky. . . . CAY BAIRD, dancer, is in her second week at the Cat and the Fiddle on Cincinnati's Central avenue. She went to the Queen City from Detroit.

Night spot operators have found a no cover-no minimum policy increases patronage but not necessarily the amount of dough spent per patron. On the other hand, a cover charge (especially a high one) usually thins down the crowd, but those who come usually spend more. Of course, this is a generalization and local conditions often determine which policy will be the most profitable.

LOS ANGELES NEWS: Returning to the Wilshire Bowl for the new season, Sterling Young is airing his tunes thru KHJ. Vocalizing for him are Donna Lee, Vic Franconi and Billy Mozet. . . . RONALD AND ROBERTA have finished their chores in MGM's *Born To Dance* and are booked for the Plaza Hotel, San Antonio, November 4. . . . GEORGIA JEAN LARUE, eight-year-old Chicago protegee of Jan Garber, has been given a series of screen tests. . . . SUNNY O'DEA, now in the East, has purchased a San Fernando Valley ranch thru her father.

With hotel spots usually demanding that all male performers wear tux or tails, the smaller cafes are following suit, figuring well-dressed performers bring "class" to their joints. It's gotten so bad that almost everybody from acrobats to trick cyclists has to wear tails when playing a night club. A great boom for the tailor and cleaning industry!

PHILADELPHIA NOTES: THREE RACKET-CHEERS continue to cut up at the 1214 Club with Jane Moss and Melba Beaudraux. . . . RUMORS PERSIST that Jack Lynch, nabob of the Cafe Marguery in the Hotel Adelphia, will do the honors at a Florida bistro this winter. . . . PRINCE MIKE ROMANOFF, Broadway's royal bluff, is adding a touch of Brooklyn aristocracy to the swank Colony Club. . . . JACK BEEKMAN has returned as emcee at the Hotel Walton Roof. . . . VILLAGE GADDER-ABOUTS are awaiting the unshuttering of Bif Beifel's 21 Club.

Proof that dancers can reach the money class, too, is the Veloz and Yolanda booking into the Waldorf-Astoria Hotel, New York, next week at a reported \$8,000 a week, this sum including their own orchestra. Even if this figure is exaggerated, it still would be a lot of dough. Incidentally, they're married to each other—which is one way a high-priced team can minimize chances of a split.

PITTSBURGH NOTES: Martha Patti, who had been featured at the Club Mirador, is now warbling in Izzy Hirst's *Red Hot* road show. . . . GEORGE SEEGAN and Jerry Foster are reopening the Commodore. . . . JUNE TAYLOR, dancer, and LePaul, magician, are heading the new bill at the William Penn Hotel. Roberts and White appear in several dance turns. . . . ANGELO DePALMA, who has singing operatic numbers at the Plaza Cafe for several months, is being held over indefinitely. . . . DOROTHY COOK, dancer, recuperating in West Penn Hospital from an operation.

## UNUSUAL VALUES

10,000 COSTUMES 8-12-16 to sets. JAZZ—TILLER—NOVELTY—PARADE. Slightly used, 25c to 50c per Costume. In Good Condition, 75c to \$1.00 per Costume. RARE BARGAINS YOU CANNOT AFFORD TO MISS. F. J. V. THEATRES CO. 226 W. Superior Ave., W., Cleveland, O.

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 188 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

## Springfield Fed Players End Run

SPRINGFIELD, Ill., Oct. 17.—Federal Theater Players, who have been showing six nights weekly in their big tent theater on West Grand avenue and Outer drive here, will close their tent stock season tomorrow. Company has been operating in Springfield since mid-summer, with a change of play weekly.

Week of October 6 a revival of *Uncle Tom's Cabin* was offered, with the cast augmented by 40 colored performers from the Federal Theater's *Septatone Follies* show. The play turned 'em away nightly and it was necessary to twice extend the engagement.

A high-powered publicity campaign was launched in connection with the "Tom" show which included posting a radius of 50 miles; a Little Eva contest, with both papers co-operating, and a parade on opening day in a tieup with all the schools in the county.

The local Federal Theater Players are a unit of Districts 4 and 6, over which H. C. Howard is supervisor. Jack Lowry is directing manager of the resident company and L. Verne Slout is supervising publicity, with Ted Edlin and Elmer Churchill handling it here.

At the close of the tent season the company will be moved back to the production center, Peoria, Ill. It will take to the road soon as a unit show playing theaters. Besides the local unit, there are three other units operating out of the Peoria base and others are to be added. Directing staff is busy readying two musical shows, one colored and one white, and another dramatic show. Guy L. Beach has been added to the directorial staff, and George Roberson is slated to manage one of the theaters.

Others on the directing end include William Call, in charge of music, and Al De Clerq, directing the musical show. Working under H. C. Howard are Earl Schribner, agent-cashier; Ed Kilbride, music; Bill Call, music librarian, and Mr. Mathews, booking department. Public relations are supervised by L. Verne Slout, with Nicholas Streitmiller assisting.

Many of those associated with the local project are well known in the dramatic stock and repertoire circles.

## Billroy Show Briefs

PARIS, Tex., Oct. 17.—We've had so many visitors over the week-end and so many things have occurred in the last few days that I hardly know with which item to lead off. In all probability I'll unintentionally omit a million and one things that deserve space. I generally do.

Dan Cupid, who has been stalking in our midst for some few weeks, saw fit to release his bowstring here. The arrow found its mark in the thumping hearts of Robert Norris and Gretchen Nicholson. Congratulations are in order. And if they would like to know how it looks in print here it is: Mr. and Mrs. Robert Norris.

During the show the bride was presented with a beautiful bouquet, and bride and groom were both introduced to the audience. Raymond King could probably reveal the identity of the party that affixed the rolling-pin and baby shoes to the bouquet. After the show, heralded by the blasting duo, Duncan and Davidson, trombone and trumpet, respectively, the groom was forced to take his bride on a tour of the main streets in a rickety one-horse job, pulled (when the spirit saw fit to move him) by the original Dobbin. City police officers fell in with the idea and bride and groom suddenly found themselves assigned to separate cells in the local "jug." A gag, of course, but what a gag! Never a dull moment!

Clarence and Sherry Balleris stopped over in Saturday's town long enough to introduce their wire-haired terrier to Buttons, Rosaline Marco's pooch.

Quite a few members of the Roy E. Fox Company were in Sulphur Springs Sunday for a general get-together and "snow session." Among them Roy and wife, Hazel; Mr. and Mrs. Ray Whitlock, Mr. and Mrs. Billy Trout and the Whitehouse twins, Lit and Big.

Mr. and Mrs. J. Doug Morgan, who have their own company in this territory, caught our performance Tuesday night in Greenville. Other recent visitors were Neal Helvey, Monte Montrose and Gordon Grant, of the Gordon-Howard Candy Company.

JOHN D. FINCH.

## Rep Ripples Brooks Stock Ends Successful Season

ELMER LAZONE ALLEN, 10-year-old son of May Blossom and Lee Allen, who for some time has been teaching dancing in Jacksonville, Fla., has opened another dance school in Starke, Fla. Elmer is a corking hooper and thoroughly enjoys his work. He was given his first tap shoes by Fred and Edna Durand and went on with that team at the age of 16 months.

PATSY GAIL, formerly of RKO Pictures, has joined the Beck-Damson Players in Kilgore, Neb., as ingenue lead. Company has been playing circle stock successfully in that section for the last six months.

ROSA AND EDDIE PHILLIPS are in Sidney, O., after closing a 20 weeks' season with the Rose Bros.' Show. They will take a brief rest before hitting the road again. During their engagement with the Rose show, Manager Rose taught their five-year-old son, Edward Jr., to spin ropes and used him in one of his novelty acts with Loy Rose, 12-year-old youngster. Eddie Jr. is also an accomplished dancer.

WHEN MR. AND MRS. MONROE HOPKINS produced *Death Takes a Holiday* in their tent theater in Houston recently, they added a new name to the cast, that of Emily Brown Conner, local newspaper woman, scenarist and playwright, who enacted the role of Princess Marie, of San Luca. Her comedy, *The Town-*

VEROQUA, Wis., Oct. 17.—Jack and Maude Brooks Stock Company, which recently switched from tent to houses, closed its season here recently with a fair-week date at the Temple Theater. Management reports that the company enjoyed a pleasant and profitable 17 weeks' tour. Greater part of the season was made under a new top.

Show remained intact all season and the roster included Barbara Lee, Mary Wellman, Velma Burchette, Beulah Neverman, Lon Clark, Al Unruh, Fred Dunning, Richard Burchette, Jimmy Parsons, Clifton Simpson, Lennie Hale, Henry Stronnach and Jack, Maude and Tom Brooks. Seven-piece orchestra was under the direction of Jimmie Parsons.

Jack Brooks' mother recently celebrated her 79th birthday on the show. She spent several weeks on tour and proved a good trouper. The Four McNally Sisters, who were with the Brooks company in 1932, and Art and Ruth Kavanaugh, en route to their home in Baltimore, were also recent visitors.

There were several parties during the summer. The most outstanding was in New Glarus, Wis., where Tom Brooks and Barbara Bee were hosts to 24 dinner guests upon the occasion of the announcement of their engagement. They will be married in November.

FOUR BRYANTS, whose Bryant Showboat is now rounding out its eighth season at the foot of Lawrence street, Cincinnati, are making plans to enlarge their floating theater this winter.



FROM RAILS TO HIGHWAY. Spacious and comfortable house trailer converted from an old railroad show car by Jack and June Alfred, who operate their own tent show in Texas. The Alfred trailer comprises three rooms, 7x7½ feet, and the over-all length of the home on wheels is 44 feet. The porch on the rear is 4x7½ feet.

send Plan, produced recently by the Hopkins Players, was such a success that she is now devoting her entire time to playwrighting, particularly in comedies of the rollicking, witty type.

E. S. HOLLAND is now doing the advance, contracting and billing for the Bishop Show in Georgia.

LUCIUS JENKINS, erstwhile rep performer, is still operating a free trailer camp near the city limits of Tifton, Ga. He expects a large number of trouperes there again this winter. Jenkins plans to organize an orchestra, composed of musicians in the camp, to play dances in and around Tifton this winter.

## Carnegie Tech Players To Do 10 Productions

PITTSBURGH, Oct. 17.—Carnegie Tech Players will offer 10 productions this season, the first being Lennox Robinson's *Is Life Worth Living?*, which is now in rehearsal. Chester M. Wallace, head of the group, reports that a lineup of 62 performers has been selected. E. W. Hickman will act as associate director.

Other plays to be offered include Tolstoy's *Redemption*, Victor Hugo's *Mary Tudor*, Philip Barry's *Hotel Universe*, Shakespeare's *As You Like It*; the Kaufmann & Hart show, *Merrily We Roll Along*, and *Girls in Uniform*. Two plays which have not been produced commercially will also be selected for production.

## Van Arnam's Barn Dance

ST. GEORGE, S. C., Oct. 17.—Our two-day engagement at Greensboro, N. C., where we played the National Theater, was most pleasant, made so by the excellent business and the friendly attitude and co-operation of the manager, Frank Burns, and the great crew of stagehands: Harold Stout, Cicero Trogon and Ernest Shelton. We also renewed acquaintance with those two genial gentlemen, Paul (Possum) Kersey and former tabster Glenn Covington. Did you ever taste any of that North Carolina peach brandy? Even Dome Williams came "off the wagon" for a taste.

Thirteen years ago the writer played Marion, S. C., with the then well-known Mason Stock Company under the management of the late Dick S. Mason Sr. While in Marion past week I thumbed over memory's pages and recalled the time we made the jump from Marion to Lumberton over the little Raleigh & Charleston Railroad. In those days Henry Prather and Mabel Mason had the only automobiles on the show. I wonder if Billy McQuage, Al Williams, Frank Gerber and some of the others remember our riding the engine tender and when my hat blew off the engineer promised to retrieve it on his next trip, which he did.

Mr. and Mrs. Rody Jordan had as visitors in Dillon, Miss., Ila Mae Lovelle, sister of Mrs. Art Farley, of the Billroy (See VAN ARNAM'S on page 29)

## Stock Notes

SANFORD BICKART, Pittsburgh character actor, has landed a part in *Double Dummy*, which will be produced on Broadway by Mark Hellinger and James R. Ullman.

MIRIAM BRASSLER, Peter Joral, Franklin Gray and Nell Harrison have been engaged for the season by the Pittsburgh Playhouse. They will be featured in the first production, *Russet Mantle*, which opens a three weeks' engagement November 10.

MABEL JAUNAY, formerly leading woman with the National Players, and who also appeared on the legitimate stage, has been cast as Mrs. Madison Crocker in *The Prince of Pilsen*, which is to be presented by the Cincinnati Federal Theater Project, opening October 25.

ALFRED L. GOLDEN, playwright and director whose *Mimi Scheller* played on Broadway this season, has signed a new contract to guide the "Y" Playhouse in Pittsburgh during the fall and winter. His first production will be *The Milky Way*.

## Kansas City Jottings

KANSAS CITY, Mo., Oct. 17.—Ted North Players closed their tent season last week at Winfield, Kan., and began the house season immediately at the Bays Theater, Blackwell, Okla.

Herbert Walters Comedians, after playing Kansas nearly all summer, invaded Oklahoma last week. Troupe will continue under canvas until the holidays.

Jimmie O'Hearn opened his Nebraska circle last week and business was said to have been good the first time around.

Bush Burrichter and Trixie Maskew, who have been with the M. & M. Show all season, have joined the Ralph Moody Show in Nebraska.

Wayne Bartlett recently joined the Boob Brassfield circle, headquartered at Rome, Ga.

Harry Blethroad has closed with the Beck-Dawson circle and joined the Cooke Players in the South.

Did Kingdon is said to be closing with Harvey's Comedians in Colorado this week to rejoin the Tip Tyler Show.

Merchants' Co-Operative Players, management Guy Bates, are organizing a circle to play Arkansas, with headquarters at Camden.

Larry and Madlin Nolan, who successfully operated their own med show all summer, have barned the outfit and will be seen with a Midwest rep this fall and winter.

Wilson-Feagin circle, which recently opened in Northern Iowa, reports good business. Roster includes Bob Feagin, Eddie Wilson, Ivy Bowman, Bob Brewer, Davis Sullivan, Eleanor Wilson and Gladys Feagin.

Emil and Lola Oleson left here recently for the West Coast, where they will spend the winter.

Wallace Bruce Players closed the season last week. It is understood that Bruce is making tentative arrangements to launch a circle in his regular territory.

Henry and Ruby Neal Players, who have been successfully operating on circles in Colorado and Nebraska for many years, have moved intact to Wyoming to play a circle, with Cheyenne as headquarters.

George Jacobson troupe has closed a successful 40 weeks' season on their Southern Minnesota circle. After a three weeks' vacation company will reopen on a new loop.

Gordon Players are scheduled to open next week in Western Kansas, with Edmond as the base.

Mr. and Mrs. Bruck, after a season with Frank Ginnivan, are sojourning at their home in Albia, Ia.

## WANTED

Novelty Acts, Teams, Tap Dancers, real Blackface, Hillbilly Musicians. People with trailers preferred. State salary, age. Not a Med. Show. BEN HOLMES VARIETY SHOW, Williamsport, Pa. (Newbury Station).

## TEAM AT LIBERTY

Med or Rep. Both age 36. As Cast. Piano and Drums. Plenty Specialties. Car and Living Trailer. Consider doubling with Real Team doubling Music for the Winter. State your best.

JOHN S. EVANS, Crystal Springs, Miss.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**MENITO**, card and cigaret manipulator, is at the Trianon in Paris.

**MAX REYWILS**, illusionist, is at the Petit-Casino in Paris.

**PENICE**, illusionist, is at the Casino Municipal in Nice, France.

**PRINCE SHANDRA**, hypnotist and mentalist, after working a successful route thru Ohio, Pennsylvania and West Virginia, is invading the Southland via the Carolinas and Florida. Shandra uses two assistants and an advance publicity agent.

With the successor-to-Thurston hullabaloo apparently dead and buried, here's hoping the magic lads will put their spades away and let it rest in peace.

**THE GREAT LESTER**, ventriloquist, who makes Detroit his headquarters, complains that a lad has been working Midwestern spots recently, using the Great Lester's name and photos which, according to Lester, he obtained by misrepresentation. Great Lester says that the impostor, who does not do ventriloquism, has done him a great deal of harm recently. When last heard of Lester's imitator was working in Michigan.

**MYSTERIOUS SMITH**, who has just finished a swing around the Sudekum chain of theaters in Tennessee and Kentucky, plans to work Georgia and Florida until spring. The past season was the first time the company has worked thru the summer, but, according to Smith, the hot weather did not seem to interfere with business. Business was big on the Sudekum Circuit. Mysterious Smith reports. At the last theater on the circuit, the Capitol, Clarksville, Tenn., the company played to 2,800 admissions in one day, he says. Mysterious Smith and wife, Madam Olga, mentalist, are still living in their specially constructed house trailer and report that they are enjoying it.

**COMMUNICATIONS RECEIVED** at the magic desk must bear a signature to insure publication. Unsigned letters or those bearing fictitious names are relegated immediately to the wastebasket.

**DR. AND MME. HUDSPETH**, mentalists, are currently playing for the Kiwanis clubs in the gold and silver-mining country of Canada. They will return to the States last of this month. They report money as being plentiful in their present territory. The Hudspeths will go to England for the coronation celebration in May, 1937. During their stay there they will play a number of engagements and visit with Dr. Hudspeth's mother, whom he has not seen since leaving England 30 years ago.

**JOHN SLONA**, card and coin manipulator, contemplates playing New York and Pennsylvania night spots this fall and winter. He caught Amadeo's act at the Chez Ami, Buffalo, recently, and says it was well received.

**LITTLE JOHNNY JONES**, Chicago magician, has been in Detroit for the last several weeks, working for Corinne Muer at the Northwood Inn. Among the pleasant magical contacts made by Jones during his stay in the Motor City have been Al Monroe, Dr. Buell and Harry Cecll.

Magical entertainment has one advantage over all other stage fare, in that the fellow out front doesn't necessarily have to understand what the performer is talking about to enjoy the performance. And in many instances the customer is mighty lucky in not being able to fathom the jargon.

**ART FELSMAN** and the missus were at the Netherland Plaza, Cincinnati, for two days last week with their traveling magic shop. They were visited by most of Cincy's magic fraternity. They departed for Indianapolis early Wednesday morning.

**JOHN GRIFFIN**, graduate of Morning-side College and now principal of Pringhar High School, Sioux City, Ia., was the subject of a full-page human-interest story in a recent issue of *The Sioux City*

*Sunday Journal*, Yarn, written by Wilma Clem, was titled "Teacher-Magician," and carried a large photo of Griffin demonstrating his dexterity with a deck of cards.

**THE GREAT GEORGE** is filling a two-day stand at the Rialto, Beaver Falls, Pa., this week.

A SPECIAL MEETING of the Detroit Assembly of Society of Magicians is being planned in honor of Si Stebbins, veteran rube clown and magician. Stebbins, accompanied by his wife, Mary, is making a short visit in Detroit.

**PROF. EUGENE SONDA**, mentalist, is invading Illinois this week after completing a tour of Indiana, including a 10-day stand in Indianapolis. Sonda reports that he is having new equipment made for the winter season. "Met my friends the Stanleys (the Georgia Crackers) at Toledo, O., and found them well and prosperous," Sonda pens.

School dates, which in the past have proved a good source of income for many reputable magicians, have suffered a lamentable fate in many sections of the country the last several seasons, due to the operations of unscrupulous magi who have been content to work to the school kiddies for the miserable fee of 5 cents per head. The school engagements were ruined, not solely by amateurs who could afford to work for little or nothing, but in most instances by so-called professionals who gave performances right in line with the 5-cent admission. Result has been that many a school principal who formerly gladly welcomed a magician at least once or twice annually now throws up his hands at the mere mention of a magician's name. It will take some time to clear the odor created by these nickel necromancers.

**BILLY BAIRD**, St. Louis magish, who has had a notable run in the Twin Cities, closed there Friday and entrained for Winnipeg. He opened at the Minneapolis Palace and was such a hit that he moved to Lindy's night club and later Curly's night spot in the city. From there he went to the Lyceum, St. Paul, then back to Curly's for a second week. His smooth-running routine is confined to cigarets, cards and billiard balls. A swell performer whose work will delight the most jaded skeptic.

**H. E. (HI) HARRIS**, Minnesota's ace med impresario, is a magician of no mean ability. His new tent is the flashiest and best appointed in the territory, while his new 24-foot housecar makes a decided impression on the natives. HI has closed his tent season and is now working houses.

A few years ago one of our magical friends squawked his head off over the practices of one of the members of the fraternity who was exposing a few harmless tricks in a boys' magazine. Recently the fellow who did all the blasting was guilty of some exposing himself, only he included some rather important items in his explanations. Now he stands on the side of those who can't see any harm in exposing a "few minor tricks." It's funny what a few dollars will do. Which reminds us of the old Mae West gag: "Never mind, big boy, you can be had."

**GEORGE JACOBSON**, magician, is now engaged in promoting circle stock in Minnesota. His clever and versatile magical turn between the acts has established him as a prime favorite in his territory.

**NATE WESTBY**, the power behind Hank Gorden's Television stunt the past summer, is going in for church dates with some nifty mental and psychic demonstrations. Nate is well posted in these matters and with his easy flow of language is sure to give a decided impetus to the mystery field in the Twin Cities territory.

**CARYL S. FLEMING**, president of the Pacific Coast Association of Magicians, was tendered a birthday party October 12 in the Lido Room of the Knickerbocker Hotel, Hollywood. Over 100 guests were present to honor Fleming. Part of the festivities were given over to a gala magic show of 18 acts, with James H. Muir, past president of the Oakland Magic Circle, as master of cere-



CLEANED 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.

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

## For NIGHT SPOTS

**PAGE, DODGE AND PAGE**—three boys in a hoke and hoofing act, caught recently at the Folly, Brooklyn. If they get themselves some new comedy routines they ought to do well in the night club field. Present comedy is the face-slapping type, topped off by the now stale fan dance burlesque. Their dancing is excellent.

**ELEAINE DOWLING AND HER CO-ETTES**—five attractive girls specializing in acrobatic routines on roller skates. Can work with or without the skates. In addition to having fine appearance and unusual talent, they are plenty versatile. Should be an ideal offering for a night spot needing flash novelty acts.

**DR. FRANZ POLGAR**—mentalist who has been playing private entertainments around New York. Does a marvelous routine of thought transference, spiced up with comedy relief and excitement. Should be perfect as an intimate entertainer in swank night clubs and hotel dining spots—

especially during luncheon and cocktail hours, when there is a large femme patronage.

## For LEGIT MUSICAL

**BARBETTE**—femme impersonator caught last week at Loew's State, New York. Was in *Jumpo*, but should be a distinct novelty for a regular revue. An aerialist of outstanding talent, presenting clever stunting on trapeze, rings and wire, he is also tops in the impersonation. Act has plenty of class and entertainment.

## For FILMS

**JANE SEYMOUR**—legit actress last seen in the short-lived *Lend Me Your Ears*. A fine performer who not only is tops at delivering the now popular wise-cracks in the Jean Dixon manner but who is also a splendid character actress. Would be a distinct addition to any lot, being capable of top work in many varieties of role.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**AL TINT**, who recently returned to Detroit after a swing thru the Middle West, is set on club dates in that city until late in November.

**JIM BONELLI**, formerly of the Price & Bonelli Minstrels, is seriously considering re-entering the showboat field next spring. The veteran minstrel show manager has had a raft of experience with the floating theaters in the past. Jim is still making his headquarters in Cincinnati.

**ARTHUR (DOC) SAMSON** is still sticking close to his home in Richmond, Ind., looking for something interesting to pop up for the winter.

HAVE HAD INQUIRIES recently on Charles (Slim) Vermont, Hard-Face Kennedy, Jack (Smoke) Gray, Emmett Miller, the Jonas Twins, Happy Golden, Billy LeRoy, "Sambo" Trout, John W. Bigger, Roy Francis, Habekorn and Denton, Henri Neiser and Art Crawford.

monies. Among those who entertained were Max Terhune, Lloyd E. Jones, Haskell, Robert S. Bailey and Jack (B. B.) Boshard.

**CHARLES HOFFMAN**, "Doctor of Deception," has followed LePaul into the Chatterbox of the William Penn Hotel, Pittsburgh.

## London Magic Briefs

**LONDON**, Oct. 12.—Dante continues to tour the Moss Empires Circuit with his full evening's show, which comprises magic of all types. He is currently at Portsmouth Hippodrome and playing to excellent business.

Frakson, Spanish conjurer, specializing in lighted cigaret and card manipulations, is playing a repeat tour of England, where he is most popular. Frakson narrowly escaped death at the hands of the revolutionaries in Spain recently.

Kuda Bux, "the man with the X-ray eyes," proves a successful headliner at the leading London variety theaters. His (See *LONDON MAGIC* on page 29)

Why don't you lads pipe in and let your minstrel friends know where you are and what you're doing.

**LASSES WHITE**, who recently entered St. Vincent's Hospital, Los Angeles, for treatment for an ulcerated stomach, has left the institution and is now recuperating at his home in the Shelton Apartments, 1735 North Wilcox avenue, Hollywood.

WHAT HAS BECOME of the Cotton Blossom Minstrels, recently launched by G. C. Bradford in association with Ross Wilson? Haven't had a line on the outfit in nearly a month.

**PROF. WALTER B. LEONARD** postals from Glens Falls, N. Y., under date of October 15: "A few days ago I was asked to meet a party of young people who were intending to produce a minstrel show for the benefit of their church. At the meeting I found that, tho some of the boys were more than of age, none of them had ever seen a minstrel show. I outlined an old-time minstrel for them and told them that, as I was out of the business, I did not care to direct the show, but that I would look in on them after they were organized and make suggestions. This certainly demonstrates the present condition of minstrelsy, which is about as bad as it could be and with no apparent chance of immediate improvement."

## Denison's Plays

60 Years of Hits

Songs  
Minstrels  
Musical Comedies  
Operettas  
Vaudeville Acts  
Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion.

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## Chorus Equity Notes

Twenty-eight new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedlin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

The new dues period starts November 1. All members holding cards good to November 1, 1936, owe \$6 to May 1, 1937. The constitution defines a member in good standing as one who on November 1 or May 1 of any year has paid dues six months in advance. For members who are out of work, only 30-days grace is allowed.

If you are out of work and unable to pay dues, apply for an extension of time. This saves you the delinquency fine of 25 cents a month and also give you full use of the employment bureau. If you are leaving the profession you should apply for an honorary withdrawal card.

Holding this card, should you be out of the theater for a year or more, you would pay only current dues on your return. Should you return within a year, you would pay dues from the time you obtained the withdrawal card, but no delinquency fine.

In sending your dues to the office, do not send cash thru the mail. Send a check or money order made payable to the Chorus Equity Association.

Chorus Equity members working on WPA are reminded that the Council Concession permitting members working on WPA, who are more than two years in arrears, to place themselves in good standing by paying \$13, expires November 1. If you are not able to pay the full amount in one payment, you may make weekly installments.

Members who are interested in night club or cabaret work should call at the office immediately. We have several calls that we have been unable to fill. All members who are unemployed should make it a habit to make frequent calls at the Chorus Equity office. Not only have we a great deal of night club work but we are daily expecting several calls for New York productions. Many times we do not get these calls in sufficient time to notify all interested members. The people who are in the office most frequently are those most apt to get work. Don't hesitate to come in because you are in bad standing. If you met all obligations to your organization while you were employed, you are entitled to an excused card and should apply for it.

Chorus Equity does not make public the addresses of its members. If you wish your address given out to people who may inquire, we will give it only on your written instructions to do so. We also forward mail only on a written request; therefore, if you are on the road you should leave your route with us and a request that your mail be forwarded.

DOROTHY BRYANT,  
Executive Secretary.

## BANDS AND ORCHESTRAS

(Continued from page 13)

... HAL KEMP, set for the follow-up, is making his first nighterle appearance here. ... BILLY HAYS back at the Studio Ballroom with a WIP-Intercity wire. ... ROSTER OF DANCE remotes on WIP adds Leo Zollo from the Hotel Walton Roof and Moe Jaffe from the Ben Franklin Hotel. ... CASANOVA BALLROOM lights up again with Jim Fettis providing the dance incentive. ... COLLEGE INN comes back to life with Jack Adcock adding the rah-rah rhythms.

## NTG at Cleveland Casino

CLEVELAND, Oct. 17.—Harry Propper and his associates celebrated the first anniversary of the Mayfair Casino last night. Party was thrown for friends.

### ERNIE YOUNG WALKATHON

STARTS OCTOBER 30.  
Up to \$1,800 in Prizes.

Virgin City, in Heart of Oil Belt. 100,000 Oil Boom City. All Flash Teams. Those who can take it apply. No collect wires. Address Air-Mail Letters to—

**ERNIE YOUNG**  
Cafe Blackstone Hotel, Tyler, Tex.  
P. S.—Wiggles Squirrelly and Other Help wire immediately.

local celebs and newspaper folk. Anniversary show is most pretentious staged to date. N. T. G. brings his revue, *Broadway After Dark*, headed by Faith Bacon, Mizzi Janos, Fay Carrol, Frances Willers; Early, Jack and Betty; Worth, Wyle and Howe. Music by Joe Reichman and orchestra.

## New Club in Cleveland

CLEVELAND, Oct. 17.—Herman Pirchner, with his three night spots, leads local impresarios. Has Alpine Village on lake shore, Alpine Village on Play House Square and is opening another rathskeller with yodeling band and Swiss trimmings on Euclid avenue near Fourth street. Has just closed Alpine Village at expo and is moving band there.

## Rubinoff Plays Detroit And Signs With Chevrolet

DETROIT, Oct. 17.—Rubinoff played a concert at the Fisher Theater last week for the national convention of the Chevrolet Motor Company, with a 45-piece band assembled by Fred Zierer of the Paramount Attractions Office.

Following the concert, Rubinoff and orchestra went to the studios of Jam Handy Picture Service, where a special one-reel film was produced for the motor company.

A contract was signed last Monday for the Rubinoff broadcasts for Chevrolet on CBS at 6:30, EST, Sundays, opening tomorrow.

## Penny Cafes Must Watch Color Line

PITTSBURGH, Oct. 17.—First conviction under the Equal Rights Act in this State was upheld here last week by Visiting Judge W. Walter Braham, who refused a new trial to the proprietor of a restaurant. The act affects every restaurant, cafe and night spot owner in Pennsylvania.

The defendant, John Psaras, was convicted of violating the act last January 23 by "unlawfully refusing because of race, creed or color" to serve a Negro in his restaurant. Altho firm in his refusal to grant a new trial, Judge Braham was lenient with the restaurant operator and placed him on probation.

## Boom in Paris

PARIS, Oct. 12.—Evidently encouraged by the sudden prosperity of vaude and circus houses, many new clubs are opening here. Only real new spot is Pile ou Face, which opened recently in Montmartre. Harry Pilcer has quit the chic Champs Elysees sector and is in charge of the Don Juan in Montmartre.

Among spots open are Chez Florence, Monte Cristo, Chez O'Dett, Don Juan, Sheherezade, Chez le Nudistes, Eve, Caprice, Grand Jeu, Cabane Cubaine and Melody's, in Montmartre; Bagdad, in the Champs Elysees quarter, and Venus and La Villa in Montparnasse.

Harvey White and Parker are at Johnny's Bar.

# Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

## Pughe Derby Clicks Big in Denver Run

DENVER, Oct. 17.—George W. Pughe Derby Show closed a successful engagement at the Mammoth Garden here Thursday. Winners were Mario Alessandro and Tillie Sweet; second, Mike Quass and Marion Kirk; third, George Bernstein and Leone Barton.

Walkie was sponsored by the Denver District Council of the Veterans of Foreign Wars and was the first endurance show to be okehed by the city in seven years. According to the satisfaction expressed by city officials, it would seem that here at least the better type of endurance show need no longer languish in "durance vile."

Show was emceed by Dud Nelson, Lenny Paige, Jimmie Bittner, Little Frankie Little and Tex Falk. Floor staff comprised Joe Brandl and Wells Sloniger, judges; Lew Ayres, Jimmie Carrollinton, Jimmie Farrell and Tommie Greenhouse, trainers; June Duncan and Darline Farrell, nurses. Orchestra was under the direction of Davie Ackerson and the kitchen superintended by Nellie Huntsburger. Concessions were under the direction of Patrick Allsman. Balance of the staff was the same as for the past three years.

Pughe has another spot set and is expected to get under way again in the near future.

## Lewis Walkie on In Santa Monica

SANTA MONICA, Calif., Oct. 17.—Rookie Lewis' new Walk-a-Show got under way here Wednesday night at Egyptian Ballroom on Ocean Park Pier, with some 70 couples competing for \$1,750 in prizes. Ballroom was jammed with a capacity crowd of 1,500 before midnight on the opening night. Doings are being broadcast twice daily over KMTR by Hal Styles.

Manny Harmon's Orchestra supplies music and a six-act floor show is featured along with the contestants who take turns at entertaining. Besides the contest there's something doing every minute to hold the fans. Rookie Lewis is doing his own emceeding.

Legal ties give contestants 15 minutes rest every hour and an hour's rest at the conclusion of every 23, when contestants must sign up anew to compete for the prizes. Hourly rest every day takes show out of the marathon category and satisfies the authorities. Looks like it will go for 3,000 hours, with box office all week reported excellent.

## Charles Hayden Derby Continues To Draw 'Em

MASON CITY, Ia., Oct. 17.—Grand American Derby, managed by Charles Hayden, is doing good biz in this city. Hayden is putting on a well-managed attraction and the public's appreciative response is evidenced by the large crowds. Attendance is holding up, despite the fact that the walkie's advertising medium is limited to a daily ad in a local paper.

Tiny Epperson and Hal Brown are emsees, with Joe Palooka stooging from the stands. Buster Coates is the official judge and referee. Remaining contestants are Charley Smalley and Vivian Branch, Joe Riccio and Kitty Potter, Sammy Lee and Mildred Kelly, Billy Steele and Nora Branch, George Grant and Katherine Smith, with Clyde Morse soloing.

MAC MAURADA and Mac McGreevy, well known in walkathon circles, are now in Hollywood. They are the writers of the lyrics for Hollywood Hot Shots, recorded by Associated Cinema, and a series of eight lyrics for United Recorders to be released soon. Among their lyrics are *Robot Man*, *Abie's Indian Shickas* and *Git Me Dat Man*. The two Macs have a cottage near Hollywood and would like to hear from all their walkathon friends via *The Billboard* Letter List.

IDA J. WILLE and Herbert Inman would like to hear from "Smitty," who recently joined the King Brady shows. They have valuable mail for him.

KENNETH GRUWELL has left the Houston Derby Show and returned to his home in Pasadena, Calif. He hopes to join another show soon.

JIMMIE MORGAN, after playing night clubs in and around Chicago, is now working Detroit. He would like to hear from Joe Palooka, Billie Goss and Bud Bartell, the "mad magician," via *The Billboard* Letter List.

PETE TRIPODES writes that since closing recently with the show in Tacoma, Wash., he has opened the Red Rooster Cabaret in San Pablo, Calif. He asks walkie friends passing thru to drop in for a chat. "Porkie Joe," formerly head trainer with Rookie Lewis' shows, is bartender at Pete's new spot.

MRS. GEORGE SPAULDING, mother of Mrs. Birdie Spaulding Webb, writes that her daughter, who has been in Minneapolis for some time recovering from a recent illness, has suffered a dangerous relapse. She requests Teddy Webb not to quit his job, but to communicate with her immediately.

## Camden Club Must Pay for Song Use

CAMDEN, N. J., Oct. 17.—A judgment of \$250 was awarded October 6 by Federal Judge John Boyd Avis in favor of a writer of verse against a night spot proprietor in an action charging infringement of a copyright. The complainant was Fred Collis Wildman, who charged that G. Stewart Engle, who conducts a nighterle in Atlantic City, infringed on a copyright for his verse, *Remember This*, when he distributed copies to patrons.

During the hearing it was testified that an Atlantic City newspaper man, who was employed as press agent for the spot, went to a printer and was presented with a card bearing the verse, with other sentiment on the reverse side.

## Many Acts Booked For Up-State Spots

ROCHESTER, N. Y., Oct. 17.—Current bookings of the Mutual Entertainment Exchange have the following acts working in near-by spots: Mills, Stone and Wald, and Sayles and Lewis at the Melody Gardens, Elmira, with Bunnie DeMilles and Mary Campbell at the Eagle Grill, same city. At the Times Square Supper Club here are Renee and Rone, Brch and Courtney, Edward Jardon, Grace Note, Three Hicks. Bartlett Club here has Greenwood and Valee, Dancing Horlicks, Honey Morse and Jimmy Thomas. Roe and Tucker, Marlene Marsh and Reta Marie are at the Brightview Club here.

Honey and Vic Gregory are in their eighth week at the Powers Hotel here. Long and LeRoy and Marty Wayne are at the Golden Grill Inn, another local spot. In Buffalo, at the Jamestown Grill, are Irene Stowell, George Walker and Peggy O'Neill, while the Como Club has Perzade and Jetan, DeMonico and Phillips. In Binghamton, at the El Chico, Marion Mason has been set; while the Three Blue Streaks are at the Monoglow, Syracuse, and in the same city, Whirling Aces are at the Town Club.

## Russell Joins Consolidated

CHICAGO, Oct. 17.—Leo B. Salkin, manager of the Consolidated Radio Artists, Inc., office here, announces Jack Russell, band leader, will head the new club department. Russell continues to baton his own orchestra at the Melody Mill Ballroom.

## Mexican Band for Concert

EL PASO, Tex., Oct. 17.—Del Norte Art and Craft Guild Tipica Orchestra, 15-piece Mexican group, may join Joseph Van Hahn and Martha de Negre in a concert tour after January 1, officials of the Guild said today. Orchestra and dancers appeared in joint presentation here Wednesday. Van Hahn and De Negre left for engagements in San Francisco and Los Angeles.

## Cops Search Club

BOSTON, Oct. 17.—Working on a tip that Thomas A. Callahan, escaped convict from the East Cambridge (Mass.) jail, was in the Club Bagdad here caused the club to be visited by police at 2 a.m. one day last week. Police investigated the club, examined the customers and employees, but failed to find Callahan.

## Special Night Mass

NEW YORK, Oct. 17.—Ever-growing number of people employed in local night spots has necessitated a special 4 a.m. mass at the Roman Catholic Church of St. Malachy on West 49th street. Approval of this move by Cardinal Hayes has been announced by the Rev. Edward F. Feeney, pastor of the church.

## New Chicago Spot Soon

CHICAGO, Oct. 17.—Ben Lenhoff's new Club Ball-Ball, located at 72d street and South Chicago avenue, is undergoing its final stages of redecoration and remodeling and is expected to be ready to open within 10 days. It will feature a realistic tropical setting and an elevated bar. A name band and a revue will be the attractions.

# Saranac Lake

By JOHN C. LOUDEN

Ford Raymond has returned from the General Hospital where he underwent his second rib operation. He is feeling and looking well.

Geraldine Blake, who has been visiting her sister Marya here the past two months, has left to begin rehearsals in a show to appear in a New York night club. Marya is still confined to bed, but her condition is improving.

Peggy McCarthy responded successfully to the pneumothorax operation last week. Her mother, Mrs. James N. McCarthy, arrived from New York for a visit and hopes to stay for at least two weeks.

Lew Burko was surprised by a visit from his wife and his friend, Al Morehead. Mrs. Burko has been in a number of Ziegfeld productions, while Morehead is a contract bridge expert. Mrs. Burko was well pleased with her husband's improvement.

Sylvia Abbot's brother, Leo, visited her over the week-end. He is one of those big, tall, strapping fellows, just the answer to a maiden's prayers. Sylvia claims Leo came to visit her, but Beatrice Lee says that she wishes the next time he visits that Sylvia would please remember that "two is company and three is a crowd." Both girls are making grand progress.

Marian Cannon is improving in grand style. And, by the way, she has some nice Christmas wrappings on display. Have a look at them.

Harry Brown, who not so long ago was assistant art director for *Motion Picture Magazine* and *Movie Classic*, has, along with his brother Bill, opened the Hollywood Art Shop here for the sale of artists' materials and novelties. Harry is a graduate of the School of Fine and Applied Arts of Pratt Institute, Brooklyn. He also worked as an artist on the night staff of *The New York American*. Harry's health has improved greatly since coming to Saranac.

Write to those you know in Saranac Lake.

## Cincy Variety Club Opens

CINCINNATI, Oct. 17.—The refurbished, redecorated and rejuvenated Variety Club, Tent No. 3, tonight opened its 1936-'37 season with an evening of fun and good fellowship called *A Night in Paris*.

## LONDON MAGIC

(Continued from page 27)  
act is given added impetus by well-chosen publicity stunts.

Cingalee, versatile illusionist, is a supporting attraction with the Sandy Powell unit, now touring the Moss Empires theaters.

Terina, personable miss, is scoring at the leading vaude houses with her experiments in paper magic.

Gene Morelle, comedy magician, and Billy O'Connor, card manipulator, are in the same nine-act bill at the Palace, Bradford, this week.

Sirdani, South African magician who has a novel line of tricks, has booked the entire G. T. C. and Moss Empires Tour and is appearing at their leading theaters with great success.

Giovanni, presenting his famous "pickpocket" act, is a star attraction with the Larry Adler Unit now at the Empire, Liverpool.

The Great Carmo, now introducing plenty of comedy into his magical turn, has his own unit at the Palace, Southampton.

The Great Levante, Australian illusionist, is touring Scotland with a good and versatile array of magic.

## VAN ARNAM'S

(Continued from page 26)  
show; her brother, David, and uncle, S. B. Lovelle. Sidney Hite, of Boydton, Va., was also in the party.

Dr. E. C. Gilbert, the Musical Knights and W. G. Wheatley, members of Gilbert's Tone-Lax Med Show, saw our performance at Mullins, S. C.

William (Trailer Bill) Hall still socking away that heavy banner money, altho a moth or two escaped from the purse when we played Greensboro.

Walter Kashlak, our Russian sax player, seen at Tom Jackson's night spot in Dillon, S. C., in the company of Don (Dissenter) Whitehouse and Dome Williams mulling over a cup or so of "vodka" and thrashing out the points of the national campaign.

MACK D. FERGUSON.

## REVIEWS

(Continued from page 17)

all for headaches in the best futuristic design. Altho using much the same material as the last time around a year ago on the Cushman time, the Brown and LaVelle turn will have no trouble pleasing the patrons on this comedy-starved time.

Show lacks something as a whole, but will get by okeh. Start is fast and good, with the Rollerettes, a skating trio, two men and a femme, in the opening spot. The turn is good, with all three fancy on the skates. Under billing of Lester, the Pester, is Johnny Dove trying to clown, but not having much luck. He makes way for Mlle. Marian, toe dancer, who works under scarf. The two form a dead spot, but the Marian number could be dressed by downing the blue light to make it look more like a nude.

Pietro and De Angelo, clowning an apache dance, rate a few laughs. Then it's a number by the band, featuring two boys, Sylvester and Spence. A baby spot picks up Esther Campbell on the sidelines. She sings but her voice is not so good. Lester again—up to par. Dobbs, Clark and Dare, comedy knock-about, don't do much until they get ready to leave, when they have some fast work which brings up the hand. Esther Campbell returns to whistle and she's much better. Her act would be helped if the lighting were better. She doesn't stand up so well under the white.

Mercer Brothers and Rose Marie, hoofers, dish out some toeology that's pretty fair and clicks during its allotted minutes. Lester again—this time he juggles. Brown and LaVelle fill the next spot. Brown plays straight to the hefty femme. She's a vet gagger and pitches the laugh lines as casually as anything. Titters and belly laughs come forth readily for her thrusts. Brown climaxes the act with a hammer on the xylophone, also okeh. Then the finale for a look at everybody.

R. Patrick Sutton leads the band and emsees the show. He's introduced by Brown as the gag writer also.

Picture was *Kelly the Second* (MGM). Business good, what with a big crowd in town to see the Indiana-Nebraska football game.

B. OWE.

## RKO Keith, Boston

(Reviewed Thursday Afternoon, Oct. 15)

Shades of Dead-Eye Dick and Injuns loom on the RKO Keith boards today as *Frontier Follies* opens a week's engagement of Western thrills, topped by Ken Maynard and his horse Tarzan. Maynard, pop here as a Western hero, was greeted by applause at the start of a 10-minute frame, in which he spied on his recent pic series, after which Tarzan is put thru a series of stunts. Ken also does a bit of fiddling to some bona fide cowboy warbling in parody to *Liza Jane*.

House ork overtured with *Western Trails*, which opened into a gorgeous painted desert setting, to which the Centennial Dancers, six Injun maids and six braves, clicked out a swell version of tap terp, plus formations and mid-air tossings of the maidens. Madie and Ray, lariaters, offered body rolls and somersaults while twirling the stranded string. Lad also worked a number of amusing bits.

Reynolds and White do sock with a hobo musicking act. Concocted fiddle makeup includes coffee pot, skull and other junk—makes Bob Burns' bazooka look like a refined and streamlined whistle. Patrons gasp when one of the hoboes proves to be a good-looking girl. She does *Would You?* on the fiddle, utilizing the E string in good stead. Male member becomes a pyrotechnic display as contacts ignite firecrackers for an okeh windup. Good hand.

Helene Denizon socked with a toe routine to a special setting and fitted in well with the accompanying number—*A Star Fell Out of Heaven*. Stuart and Martin, Western duo, entertained with bits of hoke and a jazzed-up warble of *Old Man River*. Lad with guitar pipes *Empty Saddles* and and imitates an old-fashioned music box on the uke. Production number, *Western Trails*, is a beaut. Six pair of cow lads and gals okeh via a tap, with one lad singling. Four scantily clad lassies parade, with the close a backstage picture of two bovine lassies holding rein to two rip-snorting bronks. Lovely. The Hudson Wonders, late duo features of Earl Carroll's *Sketch Book*, worked a fine session of high kicks, somersaults, difficult back bends, hand walks, coupled with

other nifty bits that got generous applause.

Frank Gaby, truly a gift of gab, returns to Boston as popular as ever. Uses Jerry Hausner as a balcony stooge and Kay Stuart on the boards. Gaby offers swell ventriloquism. Hausner supposedly warbles a tune but walks off with Kay, who fiddles a bit, leaving Gaby as the piper. A couple of curtain calls for the trio. Finale has cow lads and lassies spruced up in Western style. Tap to *Sing, Baby, Sing*.

Show thruout is fast moving. Particularly noticeable is the tap terp of the mixed line. Trade good at opening, with picture *The Big Game* (RKO Radio).  
SID PAINE.

## Paris Bills

(Week of October 5)

While Ray Ventura and Collegians get the big billing at the Alhambra, the real smash of the show is Gypsy Nina. A voice far better than the best heard here in many months and she also possesses real showmanship and a knowledge of mike use. Solid hit also registered by the Gaudsmith Brothers and their clever pooches. The nonchalant duck with the Four Ortons and the burlesque antics of the senior member of this quartet are sure-fire hits. The Three Biltmorettes are cute and clever, but act has too much repetition. Clicks easily, tho. Cook and Brown present a fast and peppy session of hoofing which puts them across okeh. The Three Gazettis—ex-Stanley Brothers—have discarded their bulky billiard table, and act as now presented is much neater and peppier.

Ray Ventura and his ork are a splendid musical aggregation, but their comedy bits are better suited to the sticks. The audience, tho, howled for encores, and "requests" were for some of the hick fare that Ray has been using on his barnstorming tours. While weak on comedy, the band is the best of the stage bands in France. Other numbers on the bill are Iris Silburn, who does difficult contortion bits on a trapeze; Gabriello, monotonous monologist, and Bordas, a girl with a fog-horn voice. Serge Glykson does his pit-leading job exceedingly well.

The Mogador Theater opened as a big-time vaude house last week under the direction of Teddy Ehrental. Lucille Page, clever American acro dancer, registers the outstanding hit of the opening bill. Dave Seed, Jack Janis and Lilian White also click solidly with their nut comedy, gags and hokum. Joe Jackson garners his usual laughs with his amusing pantomime and hokum bike tricks. One of the funniest animal turns seen here in many moons is the "Chimpanzee Club" of Charles Judge, three chimps that play instruments, juggle, mug and do other things that are irresistibly funny. Newmann, Wheeler and Yvonne offer adagio and acro routines that net them a good hand. Elimar does varied routines of clever juggling while skipping rope, balancing on slack wire and on terra firma.

The Hermanos Williams, acro dancers; Nati Morales, Spanish dancer, and the Brito Trio are bunched in a poorly arranged dance flash. Duvalles, French screen star, and a large cast appear in an amusing sketch. Andre Burdino sings agreeably and Henry Bry is on for session of weak patter. Alto and Partner open the show with their novelty balancing act, and the Seven Pusztas close with medley of tumbling and acro dancing. Lyne Lasalle (Miss France, 1936), Gloria Mausier and Indus Hollingsworth, ex-American chorines, wander on and off the stage between numbers and assist in running off a lottery which nets three seat holders free taxi rides.

## NEW BIZ

(Continued from Radio Section)  
week, announcements, started October 5 thru February 19, 1937. WCKY.

BEAUMONT LABORATORIES, thru H. W. Kastor & Co., Chicago, 110 one-minute e. t. announcements. WCKY.

NATIONAL CARBON CO., thru J. M. Mathes, Inc., New York, minimum of 26 announcements on time signals, starting October 19. WCKY.

## Cleveland

STERLING PRODUCTS, thru Blackett-Sample-Hummert, Chicago, five 15-minute transcriptions daily, 39 weeks. WHK.

CITIZENS FEDERAL SAVINGS & LOAN, direct, one weekly announcement for 26 weeks. WHK.

LEE & PERRINS, thru Schwimmer & Scott, four announcements weekly for 26 weeks. WHK.

STERLING PRODUCTS, thru Stack-Goble, four 15-minute transcriptions weekly. WHK.

AMES CO., direct, three five-minute spots weekly, 300 times. WHK.

BONDED GOLD & SILVER CO., direct, three 15-minute transcriptions weekly. WHK.

CHRISTIAN SCIENCE COMMITTEE ON PUBLICATIONS, direct, 15 minutes weekly for one year. WHK.

FUNERAL DIRECTORS' ASSO., direct, 15 minutes weekly. WHK.

HORN BEAUTY SHOP, direct, one weekly announcement, 13 weeks. WHK.

KROGER GROCERY & BAKING CO., thru Ralph H. Jones, three announcements daily. WHK.

GRABOSKY BROS., thru Al Paul Lefton Co., three weekly announcements, 13 weeks. WHK.

THE TEXAS DISTRIBUTING CO., direct, one weekly announcement, 26 weeks or more. WHK.

AMERICAN CHICLE CO., direct, one weekly announcement, 26 times. WHK.

OIL HEATING DEVICES, INC., thru Bayless-Kerr Co., six 15-minute spots weekly, 24 times. WHK.

## Hollywood

UNION PACIFIC RAILWAY, Omaha, Neb., thru Ernest Bader & Co., Omaha, Neb., 8 p.m. Monday and Wednesday, announcements. KNX.

THE WANDER CO., Chicago, thru Blackett-Sample-Hummert, Inc., Chicago, Monday thru Friday, 5:45-6 p.m., *Little Orphan Annie* (e. t.). KNX.

DR. MILES CALIFORNIA CO., thru Associated Advertising Agency, Los Angeles, starting October 16 for one year, 9-9:15 p.m. daily. *Newspaper of the Air*. KNX.

WASHINGTON STATE APPLES, INC., Seattle, thru J. Walter Thompson Co., San Francisco, 6-10 p.m., seven nights weekly, time signals. KNX.

SHERWIN WILLIAMS CO., Cleveland, thru T. J. Maloney, Inc., New York, Monday thru Friday, participating in *Household Protective League*. KNX.

POPULAR FOOD PRODUCTS CO., Los Angeles, thru R. H. Alber Co., Los Angeles, Sunday, 9:15 p.m., time signals. KNX.

POWER SEAL CO., Los Angeles, thru Jefferson Kaye Wood, Los Angeles, started September 22, continuing to August 31, 1937, Tuesdays and Fridays, 9:15-9:30 p.m. *Laff Parade* (e. t.). KNX.

## Denver

BERK'S APPAREL, thru the Connor Agency, six announcements. KFEL.

VETO'S CABARET, six 15-minute programs. KFEL.

MARTHA WASHINGTON CANDY CO., nine announcements. KFEL.

AMERICAN TYPEWRITER EXCHANGE, three announcements daily for one month. KFEL.

CASA VALLEJO, 13 announcements. KFEL.

DENVER BUICK, INC., three announcements daily for one month. KFEL.

POWERINE CO., 15-minute program daily except Sunday, for two weeks. KFEL.

GOODRICH SILVERTOWN STORES, 100 announcements. KFEL.

TONY LA SALLE, INC., three announcements every Sunday, indefinitely. KFEL.

O'MEARA YOUNG MOTOR CO., one announcement every Sunday, indefinitely. KFEL.

SOCIALIST LABOR PARTY, seven announcements. KFEL.

GARDINER NURSERY CO., one one-minute announcement daily for six days. KFEL.

NEW MOUNTAIN VIEW TAVERN, two 15-minute programs. KFEL.

CHARLES ARMSTRONG, sponsorship of Meandering Mike news service for two weeks. KFEL.

RETAIL MERCHANTS' BUREAU, thru the Ted Levy Agency, six announcements. KFEL.

THE MAY CO., thru the Tagro Agency, three announcements daily for three weeks. KFEL.

AMERICAN GAS MACHINE CO., four 15-minute programs, one weekly. KLZ.

IRONIZED YEAST, 13 five-minute transcriptions. KLZ.

CAMPBELL-SELL BAKING CO., 250 spot announcements. KLZ.

INDEPENDENT COALITION OF AMERICAN WOMEN, 15-minute program. KLZ.

DENVER BAR ASSOCIATION, three 15-minute programs. KLZ.

WEBSTER-EISENLOHR - Tom Moore cigars, 39 15-minute news broadcasts, three weekly. KLZ.

FAHEY-BROCKMAN, 52 15-minute programs, two weekly. KLZ.

PATE'S, INC., 100 spot announcements, three weekly. KLZ.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Bird, H. M., 15c
Clark, Chas., 6c
Damarin, Geo., 3c
Faulkner, Evelyn, 36c
Hamilton, Arch., 10c
Lavan, Pauline, 6c
Reeves, Glenn C., 10c
Oliver, O. L., 10c
Schmidt, Walwyn, 18c
Shaw, A. F., 10c
Small, Mrs. H. L., 9c
Tennyson, Eddylla, 30c
Wilhelm, Eugene, 30c

Ladies' List

- Adams, Viola
Albright, Ruth
Allen, Mrs. Kate
Allen, Mary Nell
Allen, Prarie Lilly
Alterson, Mrs. Helen
Anderson, Ginger
Anderson, Mrs. O. H.
Andrews, Mrs. Sylvia
Anderson, Mrs. Tanya
Ann, Madam
Arakia, Mrs. Lan
Archer, Mrs. Evelyn
Armbruster, Mrs. Arthur H.
Armstrong, Betty
Arndes, Edna
Arnett, Hilda
Arnott, Mrs. Beth
Asher, Mrs. Grace
Astaire, Marie
Auck, Edna
Baldwin, Mrs. Florence
Barlee, Lillian
Bartlett, Mabel L.
Bartok, Mrs. Betty
Bayse, Billie
Beattie, Mrs. Rubye
Bell, Crystal
Bell, Evelyn
Bennett, Mrs. Betty
Bennett, Katherine
Bennett, Marie
Benton, Mrs. Mary
Bentum, Beuch
Berlow, Thelma
Biehler, Mrs. Hay
Righalli, Nada
Bishop, Mrs. Fred
Bistany, May
Blanche, Lady
Bloodmouth, Mrs. Mary
Bloodworth, Meta
Bontlee, Mary
Booth, Harriet
Bortz, Mrs. Samuel
Boswell, Mrs. Nora
Bradley, Mrs. Eleanor
Branch, Willie B.
Bray, Mrs. Harry
Brightwell, Evelyn
Brodbeck, Mrs. Blanche
Brodbeck, Mrs. E. G.
Brooks, Jole
Brooks, Mrs. E.
Brown, Betty
Brown, Mrs. Burnie
Brown, Doris
Brown, Helen K.
Brown, Ruth
Buchanan, Joella
Buck, Viola
Burke, Mrs. Jack
Burkette, Margarette
Bushman Betty
Bush, Mrs. Dolly
Cabon, Mrs. Joy
Callahan, Dorothy
Campbell, Mrs. M. A.
Campbell, Mrs. Tex
Cannon, Phyllis
Carpenter, Mrs. Mae
Carpenter, Mrs. Maggie
Carr, Betty
Carr, Mrs. Jewel
Carsner, Mrs. H. C.
Carson, Helen
Cary, Hazel
Casabon, Rebecca
Case, Marie
Catter, Reba
Caulson, Mrs. Happy
Chalfant, Mrs. Lillian
Champ, Mrs. Violet
Chatman, Ada
Cherry, Vivian
Chickola, Mrs. Elizabeth
Clark, Mrs. Frank
Clay, Mrs. Margaret
Coddington, Mrs. Mary
Cole, Mrs. Daisy
Coley, Mrs. C.
Collins, Ruby
Connolly, Mrs. M.
Conway, Mrs. Edith
Conway, Mrs. Mabel
Cornier, Mrs. Anna
Cornish, Mrs. Billy
Corroll, Margie
Covington, Iona
Crawford, Beula
Crawford, Mrs. Frank R.
Crawford, Mrs. Robert
Cridler, Raby
Croddy, Mrs. B. T.
Daley, Mrs. Emily
Daniels, Doris

- Illington, Clare
Ineck, Sandra
Jackson, Audrey
Jackson, Beryle
Jackson, Mrs. Bessie W.
Jearls, Nora
Jenkins, Polly
Jewels, Fern
Johnson, Mrs. H. W.
Jones, Mrs. S. W.
Jordan, Mrs. Peg
Kalani, Mrs. Al
Kaslin, Mrs. Jean
Kavshura, Marsha
Kaye, Irene
Keely, Edna
Keith, Sally
Kelane, Tomia
Keller, Mrs. Richard
Kelley, LaVern
Kelly, Ethel
Kelly, Mrs. Eldredge A.
Kennedy, Estelle
Kepler, Alice
Kid, Mrs. Texas
King, Kate
King, Mickey
King, Mrs. Blanche
Kirk, Frances
Kittle, Mrs. Jack
Klein, Arlene
Knusely, Ethel T.
Koehler, Mrs. Harry
Krause, Mrs. Lula
Kuhn, Georgia
Lachman, Irene
LaPrice, Olive
LaRue, Mrs. Mae
Lamont, Kitty
Lamont, Mrs. Geo. A.
Lang, Mrs. Christobel
Layne, Doris
Layton, Mrs. Ruth
Leo, Edna
Leesha, Madame
Leonard, Iris
Leonhart, Little
Lewis, Mrs. Betty
Linan, Doris
Livingston, Ethel
Lloyd, Louise
Loman, Mrs. Lula
Long, Shirley
Lusson, Mrs. Leo
McCambell, Mrs. A. P.
McCarthy, Mrs. Barclay V.
McCoy, Mickey
McClure, Francis
McGee, Mrs. Mary
McKittrick, Mrs. D.
McMahon, Doris
McManus, Mrs. Marie
McNaughton, Gertrude
McNeil, Marie
Mack, Mrs. Hugh
Malcolm, Babe
Manning, Mrs. Alice
Martenia, Mrs. Peggie
Marthens, Mamie
Martini, Pearl
Martin, Gladys
Martin, (Toe Dancer)
Martin, Mrs. Harry
Martin, Mrs. Kitty
Martin, Mrs. Viola
Mason, Melissa
Matthews, Mrs. Elsworth
Maurike, Mrs. Marn
May & Malone
Mayer, Mrs. Ada
Mayko, Madam
Mees, Mrs. Helen
Megill, Gertrude
Melville, Mrs. Ralph
Melville, Mrs. Thelma
Messenger, Marjorie
Miller, Mrs. Babe
Miller, Mrs. Joseph
Miller, Mrs. Joseph
Miller, Mrs. Janet
Miller, Mrs. Nettie
Milliken, Mrs. Flo
Mitchell, Mrs. Rosie
Montgomery, Mrs. Don
Mooney, Helen
Mooney, Mrs. Riella
Moore, Maxine
Moore, Miss Frankie (Red)
Moore, Lionel
Moore, Wilma
Morgan, Kattie
Morrison, Clarie
Moss, Eva
Murphy, Jessie
Murphy, Best
Murphy, Beulah
Muth, Anita
Myers, Mrs. I. L.
Mylie, Frances
Mylie, Virginia
Navarro, Mrs. Marion
Neal, Virginia
Neimar, Mrs. Rose
Newberry, Mrs. Freda
Newsom, Mrs. Sarah
Ola, India
Oliver, Mrs. Arthur
O'Neal, Cooney
O'Neil, Jane
Owens, Bettie
Owens, Marjorie
Palmer, Dorothy
Le

Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Parker, Alice
Parker, Mary
Parker, Florence
Parker, Mrs. H. L.
Parkins, Mrs. Redwing
Peacock, Mrs. Pauline
Peggy, Panther
Peluso, Mrs. Bonnie
Perkins, Ethel
Pettors, Mrs. Pet
Phellan, Mrs. Verda
Phleen, Mrs. Alice
Pierce, Mickey
Pine, Etta
Pinfold, Mrs. J. T.
Potter, Mrs. E.
Pratt, Mary
Pratt, Mrs. Fannie
Preston, June
Prince, Mrs. G.
Pryon, Ruth
Pullman, Mrs. Pete
Quick, Gladys
Rathburn, Mrs. Hal
Rawlings, Mrs. Jeanne
Raymond, Marion
Rearick, Nettie
Reed, Dot V.
Reed, Little Bit
Reitz, Madam
Reitz, Ethel
Rench, Louise
Reno, Mrs. Ruth
Rice, Bonnie
Richards, Mrs. Eddio
Richards, Myrl
Richards, Mrs. Margarette D.
Riggs, Mrs. Ella F.
Rising, Mrs. Josephine
Roberge, Clara
Robinson, Margaret
Rodatz, Grace
Rogers, Manny
Rogers, Miss Jackie
Roland, Mrs. H.
Romano, Mrs. Eunice
Roope, Mrs. Geo. Ross, Kitty
Rowan, Hazel
Rowe, Mrs. Jack
Royer, Norma
Rudolph, Mrs. Camilla
Rusher, Mrs. Al
Ruth, Mrs. Edna
Ryan, Faith
Ryan, Gladys
Ryan, Roxie
Ryen, Mrs. Jackie
Leo
Schellenberger, Mrs. J. E.
Schridley, Mrs. E. J.
Schrieber, Mrs. Harry
Schulze, Leona
Jean
Scott, Margaret
Scott, Mildred
Scott, Mrs. E. S.
Selby, Pat
Serpentina, Madam
Shaeffer, Tereta
Shega, Anne C.
Shie, Mrs. C.
Sibley, Mrs. Mildred
Signa, Lady
Simes, Mrs. Jim
Simon Sisters, The
Sims, K. B.
Sims, Lorraine
Sissom, Mrs. Victoria
Sittin, Mrs. Juanita
Sittin, Mrs. Peggy
Single, Kate
Small, Mrs. E. F.
Small, Mrs. H. L.
Smith, Eva Lee
Smith, Mrs. Ed J.
Smith, Mrs. G. R.
Smith, Mrs. W. E.
Smith, Mrs. Willie
Leo
Spangler, Helen
Stanley, Doris
Stanley, Mrs. J. M.
Stanley, Nina
Stark, Mrs. Evelyn
Stark, Mrs. Van Lidth
Starkey, Mrs. Grace
Stevens, Mrs. Mary
Stevenson, Mrs. Alberta
Stewart, Ann
Strickland, Beatrice
Sugg, Mrs. Maxie
Swan, Ruth
Swanson, Mrs. Mae
Taft, Georgia
Taylor, Mrs. Virginia
Taylor, Sara
Teasmet, Babe
Teasmet, Pat
Thaw, Jean
Tomlinia, Mrs. Al

Gentlemen's List

- Achillis, Jack
Adams, Frank J.
Adams, John
Adams, Mike
Adams, Miller
Adams, Nicholas
Adams, Paul
Adams, Peter
Adams, Alice
Adams, Ray
Ademick, Eddie
Adkisson, Roy E.
Adler, August O.
Adolphine, Prof.
Aeros, Cliff
Ahrens, LeRoy
Alder, Leon
Akana, Clement
Akers, Taylor
Alberton, Raymond
Alexander, W. E.
Alford, O. E.
Alford, (Rob)
Alfred & Rosita
Ali, Prince
Allen, Chas. X.
Allen, Elyh
Allen, Harry A.
Allen, Jack J.
Allen, O. D.
Allen, Ovid
Allen, Richard
Allen, Robert E.
Alley, H. E.
Alton, C. H.
Almany, Fred
Alpert, Samuel
Altman, B. J.
Alvis, Ray C.
Alzora, Karl H.
Anderson, Alfred
Anderson, Beanie
Anderson, Fred
Anderson Jr., Harley
Anderson, Jack
Andrews, Bill
Andrews, Dr.
Andrews, Slim
Andy, Capt.
Anfenger, Harold
Amerson, C. B.
Anthony, Milo
Arbogen, Geo.
Arcade, J. J.
Archer, Louis D.
Archie, Walter
Arenz, Sam
Armain, Ray
Armstrong, David
Armstrong, Mills
Arthur, Theo
Asher, Bud
Athinson, Thos.
Austin, Harry Z.
Austin, Milton
Ayers, H. B.
Avery, Tommy
Bach, Frank
Bachel, Wm.
Baer, Howard
Backer, Earl
Bagley, P. J.
Bagono & Ramirez
Bahnsen, Wm.
Bailey, H. O.
Bailey, Iodine
Baker, Joe S.
Baker, Pop Corn
Baker, King
Baker, Raymond
Fay
Baker, R. J.
Baldwin, Johnnie A.
Ballard, Paul E.
Bantel, Clifford
Barfield, Dave
Barlow, Steve
Barnes, Gene
Barnes, E. Markley
Barnes, Dr. W. B.
Barnett, E. L.
Barnett & Schultz
Barrett, Bill
Barrett, Duke
Barrett, Fred
Barry, Geo.
Bartlett, Bill
Barton, Geo. L.
Barton, Paul S.
Bates, Fred
Bath, A. J.
Bath, (Hubby)
Bath, Hubert J.
Batts, Willie
Bayles, Floyd
Bayles, Harold P.
Bays, Richard C.
Rayce, C. V.
Beard, Marshall
Beard, Arthur R.
Beams, E. J.
Beasley, J. H.
Beasley, James
Beaty, Walter
Becker, Geo. Lefty
Becker, Skipper
Beers, Chas.
Behce, Earl
Behce, Bob
Behce, Earl R.
Behce, Robert Glen
Beker, Don
Bell, C. H.
Bel-Mar, John J.
Belmar, Jack & Etta
Remore, W. H.
Bennett, J. R.
Bennett, Owen
Benson, Jack C.
Benson, Harry E.
Berge, Albert
Berger, Harry
Bernan, Joe
Bernard, Arthur
Bernard, Dutch
Bernard, Harry
Burroughs, J. R.
Burton, Steve
Bush, Louis F.
Bush, T. J.
Bushong, F. D.
Butson, Thos. J.
Butler, Tom J.
Buttous, W. R.
Byrd, Steve
Byrd, W. H.
Cagan, Frank
Cain, Eddie
Cain, J. E.
Calhll, Raymond
Caldwell, Curtice
E.
Campbell, Geo.
Campbell, H. W.
Campbell, Whitey
Campbell, Tex
Cannady, B. F.
Cappo, Joe
Caris Western Show
Carlyle, Hank
Carmera, Victor
Carrollin, Jimmy
Carrollin, James
Carroll, Gerry E.
Carroll, Mickey
Carter, Carl
Carter, Claud
Carter, W. H.
Cartledge, Ray
Carver, Sonora
Carville, Wm.
Cass, Steve
Cassidy, W. L.
Castles, C. L.
Cestaro, V. L.
Chabot, Joseph
Chacomia, Mike
Chaletan, Henry
Chalkias, Bill
Chamberlain, M. F.
Chang, Li Ho
Chappel, Ben
Chapman, Earl

- Charlie, Hindo
Chavanne, James
Cheurant, Johnny
Chick, The World's
Freaks of Wonder
Childs, Geo. A.
Chipman, Harry
Christie, Geo.
Christo, Tom
Christie, W.
Claire, W.
Clayton, Henry
Clark, Archie S.
Clark, Frank H.
Clark, Harry
Clark, Himey
Clark, Jim
Clark, Thomas J.
Clemens, Murray
Clements, Harry S.
Clemson, Wm.
Cleveland, Everett
Cline, Ernie D.
Cooten, Kermit
Cochran, Harold
Cockrell, Geo. W.
Cody, Chief
Buffalo
Cogg, Jack F.
Cogswell, Chas.
Cohen, Louis
Coker, Bennie F.
Colbert, Leslie
Cole, Geo.
Cole, John F.
Coleman, Bing
Bang
Coley, W. R.
Colier, Charles
Collins, Frank A.
Collins, Freddie
Colorado Fred
Colvin, H. K.
Comfer, Ivan
Concannon Edward
Conn, Harry E.
Conn, R. Hugh
Conne, Bill
Connors, Harold
Conroy, Art
Conway, Ted
Conway, Thomas
Cook, Geo.
Cook, W. M.
Cooke, O. S.
Coon, Geo.
Coon, Roy
Cooper, Jack
Cooper, Robert
Cooper, Russell
Cooper, W. N.
Copeland, Earl
Copeland, Rex
Cordrey, J.
Corey, Roy
Corn, Earl
Corsey, Jingles
Corvino & Yovita
Cosgrove, Walter
Costa, Zeke
Costello, R. B.
Cotter, Carl
Couch, Cash
Coughanour, Pody
Courtney, Mystic
Covert, Robert
Cox, Larry
Cox, Raymond
Cox, Russell
Craibree, Harry
Cramer, G. R.
Crandel, LeRoy
Crane, Sid
Cravens, Elliott
Crawford, B. E.
Crawford, Frank R.
Cress, Dr. Fredrick
Cridler, Hal
Crosby, Wm. L.
Crose, Fred
Crowe, E. C.
Crowe, Keith
Crowl, Floyd
Crump, Jesse
Cruzis, A. F.
Cruzis, Conway
Cube, Al
Culbert, Dan
Cullens, Lanny
Cummings, Robert
Curtis, S. O.
Cutshall, P.
D'Ambrja, J.
Daffin, Harry
Daagett, Art
Dahluk, Chas.
Dailey Bros.
Dailey, H. A.
Dain, Johnnie
Daly, Fred W.
Daly, James & Jeanne
Daly, Peter
Daniels, Lee N.
Darling, Happy
Darrow, Leon
Daugherty, J.
Daunt, Al
Dault & LaMarr
Davenport, B. C.
Davenport, Orin
Davis, Baron E.
Davis, Col. Ches.
Davis, G. L.
Davis, Leon & P.
Davis, Lonie
Davis, O. P.
Davis, Buddy
Davidson, James E.
Dawdias, G.
Day, Elmer Lewis
DeArvil, Lawrence
DeBiosi, Al
DeFrate, Don
DeLong, Fred
DeMare, John
DeMars, Raymond
DeMills, Francis
DeKussie, Yvette
DeShaw, Jack
DeVoare, Dr.
DeVore, Chas. H.
DeVore, James Jay
DeWitt, Zeke
Deady, P. Vincent
Dean, L.
Decker, Al
Decker, B. L.
Deckerson, Ralph
Deionne, Eddie
Delano, R. B.
Deliopppo, Thomas
Dell, Bert
Dello, Thomas
Delph, Dewey
Demars, Raymond
Demetro, Steve
Demetro, Tom
Dennis, Buddy
Derwells, Blsing
Deselva, Louis E.
Dessin, Dave
Desaw, Wilfred G.
Devol, Max
Dexter, B.
Dickson, Fred
Diebel & Patter-sons
Dillon, Jerry J.
Dillon, Mighty
Di Santi, Joseph
Dixon, Don & Mazie
Doak, Chas. A.
Dobish, Wall of
Death
Dodd, Capt. W. H.
Dobson, Harmon
Doggett, Art
Doherty, John
Dohm, Anthony
Dolan, Capt. Mike
Dolphin, Chester
Doming, Albert
Donahue, H. A.
Donaldson, Frank
Donald, Fred
Dorman, Chas. R.
Dorsey, Jack
Doughton, Pop
Dowdell, Austy
Dowdy, S. H.
Doyle, Gus
Doyle, L. H.
Doyle, Tex
Drake, Paul W.
Drake & Walker
Duff, Harold
Duff, Laurence W.
Dugan, John H.
Duke, L. E.
Dumas, Rajah
Duncan, Chas. A.
Duncan, Earl
Dunfee, Earl
Dunn Bros. & Doty
Dunn, Chet
Dunn, Johnnie
Dunn, Joseph
Dupree, Jimmie
Earley, James
Earle, Billy
Earles, Johnnie
Earlhart, E. E.
Easter, Henry
Eddie, Jack
Edgar, Geo. B.
Edwards, Billy M.
Edwards, J. C.
Edwards, William
Eiler, R. E.
Eiler, R. C.
Elam, Edward
Eldridge, Arthur
Elk, Theo
Elkin, W. L.
Elliott, Dudley W.
Ellis, Doc Joe
Ellis, Ray
Elliswick, J. F.
Emerson, R. W.
Ephraim, John
Ephram, Miller
Epstein & Mosias
Ericks, Fred
Eskev, James
Evans, Frank
Evans, H. M.
Evanson, Harry
Evans, E. M.
Fahay, Frank
Fairbanks, Emerson
Fairleigh, John S.
Fairley, Prince
Fallon, John
Farandez, Jose
Farley, Buck
Farley, John
Farley, Victor
Farmer, Jeff
Farnando & Fair
Farrar, Verlin
Farrill, E. Scotty
Faust, Ike
Fay, Francis
Fay, Charles
Felton, Harry C.
Ferguson, Earl C.
Ferguson, Mack
Ferguson, (Duck)
Ferguson, Ray
Fernandez, Ray
Festa, Umberto
Fezzana, Frank
Fidele, Louis
Fields, P. L.
Filbert, H. L.
Fillouchione, John
Fine, Al
Fine, Hugh
Finlayson, Vernon
Finn, James
Finnigan, Pat
Fiore, Joseph
Fischer, Joe
Fisher, Allen
Fisher, Geo.
Fitch, Dan
Fitch, H. A.
Flanagan, Frank J.
Fleischman, C. Geo.
Fleming, W. G.
Floy, Tommy
Flynn, J. P. F.
Ford, Alford
Ford, Booker T.
Ford, Jack
Foster, C. E. Doo
Foster, Curley
Foster, Lawrence
Fox, Gerald
Fox, R. J.
Fox, Sam
Fox, Squart
Francis, Bill
Francis, Dr. B.
Francis, D. J.
Francis, Jimmie
Francis, Walter
Francisco, Tony
Frank, Abe
Frank, Billy
Frank, Sam
Frank, Toney
Franks, W. E.
Fransier, Charles
Franz, Jerry
Frazier, Boyd
Fredrick, Johnnie
Freder, Albert
Friedman, Jake
Frew, Art W.
Friend, H. L.
Fritts, W. R.
Fuller, Clem
Fura, R.
Furbush, Eddie
Furgison, Frank
Furgisano, Anthony
Gale, L. F.
Galluar, Jack
Gamble, Eddie
Gardner, Doc H.
Garnett, John W.
Garonzik, Abe
Gassago, G. C.
Gay, Bill
Gates, James E.
Gentry, Everett I.
George, Geo. M.
George, Harvey
George, Joe M.
George, Rocky Mt.
George, Tony
Gerard, Careless
Gerard, G. L.
Gersbach, Fred
Gibson, Jack
Gibson, P. H.
Gilbert, Harry
Giles, Vern
Gill, Frank C.
Gillespie, Frank V.
Gillespie, W. M. S.
Gillis, Saul
Gillis, W. A.
Ginsberg, Morris
Gippl, Saco
Girard, Charlie E.
Glass, Alvin
Glasscock, Doc
Glockaday, Stanley
Godrey, Walter
Goolwin, Bert O.
Goff, N. E.
Goff, Newell
Goffo, V.
Goode, Ed
Goode, Ray
Goodlett, Bill
Goodman, A. L.
Goodwin, Doyle A.
Gordon, John
Gordon, W. A.
Gorman, Eugene F.
Goshi, Byron
Graff, Wm. Adv.
Gray & Martini
Gray, Bee Ho
Gray, Robert
Green, Albert
Green, Al K.
Green, Lew
Green, Col. W. E.
Green, W. L.
Greenberg, Harry
Greer, Joe, Rodeo Co.
Gregory, L. B.
Grey, G. G.
Grice, James C.
Grier, T. C.
Griffin, Earl
Griffin, Victor
Griffin, Willard
Griffith Bros. Amusement Co.
Grissom, Geo. F.
Grissom, Clyde
Griffzmoeker, G. L.
Groffo, Ephram
Groffo, Miller
Gross, J. P.
Gross, C. O.
Gross, D. K.
Grunden, Joe
Guerrin, Frank M.
Guerrin, Frank T.
Gupton, Jack
Gurley, R. W.
Gus, Doyle
Guschell, Lloyd
Guy, J. L.
Guy, J. L.
Haffitor, Dr.
Hainip Raymond
Hale, J. F.
Hales, Mignon
Hall, Geo.
Hall, Jack
Hall, Jack (Nails)
Hall, Jimmy
Hall, Justin
Hall, Robert
Hallett, Bert
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Webb, Tafts
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Webster, Geo. Red
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Zulong, Prince E.

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Wright, J. K.
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Benoit, Mrs. Louise
Butterfield, Virginia
Cabbott, June
Cecial, Bozo & Mary
Coleman, Mrs. Lillian (Babe)
Cook, Sue
Davis, Mrs.
Dorey, Mrs. Eddie
Hedberg, La Rosa
Johnson, Laura
Kasai, Mrs. David
Kearstad, Kay
Kelly, Mrs. W. J.
LaMarr, Nettie
Langdon, Mrs. M.
Langer, Eddie
LaVenia, Betty
Mangean, Mrs.
Martin, Bernice
McPeak, Mrs.
Meyer, Helen
Miller, Louise
Molinari, Mrs.
Molinar, Mrs.
Morse, Lee
O'Donnell, Mrs.
Parker, Norma
Patent, Mrs. Ada
Patrick, Mrs. Jack
Pearson, Betty
Pollock, Marguerite
Sanly, Belle
Shaw, Mrs. Mamie
Sullivan, Betty J.
Scott, Mrs. B. J.
Taylor, Estelle
Tomas, Ellen
Wallace, Esther
Wood, Bertha

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Auerbach, Eileen
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Berry, Florence
Bookman, Mrs.
Borden, La Verne
Brown, Beatrice & Ruth
Chautre, Miriam
Clair, Suzanne
Clifford, Mrs.
Lee, Mildred
Logan, Mrs. Jean
Louise, Ada
Malang, Mrs. Wm.
McCarthy, Kay
Miller, Bobbie
Mills, Irene
Mitchell, Jerry
Nichols, Mrs. Ida
Nowell, Mrs.
O'Neil, William T.
Parker, Lorraine
Pasanan, Etha
Poppe, Billie Lu
Rafea, Diane
Raye, Marie
Reccenus, Mary
Rice, Maile
Shaw, Ethel
Short, Gertrude
Stapleton, Ann
Tennison, Jean
Theadora, Leona
Tracie, Jean
Tripp, Gertrude
Upton, Madeline
Vernon, Mrs. Edgar
Watters, Tamson
Winson, Dorothy
Wright, Jeanette
Zinser, Anna
Alden, O. J.
Alvin, Don & Revuo
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Balmain, Capdy
Barry, Martin
Bartlett, Bert
Bede, Capt. Harry
Bel-Mar, John J.
Bill & Smokey
Bishop, Louis J.
Bivona, Joe
Bloom Jr., Jimmie
Borgman, Alfred
Boudrot, Arthur
Bozo, the Dog
Brady, Ed
Burke, Daniel
Burton, Wm.
Callar, Jas.
Campbell, Arizona
Carlell, Bud & Rosa

# The Final Curtain

**BLISS**—James A., 62, famed as a Shakespearean and character actor, at the Winchester (Mass.) Hospital October 11. Bliss attended the Jessie Bonstelle School in Detroit. Among his last professional appearances was a long run with the comedy *Baby Mine* in Boston years ago. He was with Henry Dixey's company for several seasons and played with Genevieve Hamper in a series of Shakespearean productions. He leaves a son, Albert, of New York; three sisters, Nancy Bliss, of Reading, Mass.; Mrs. Carleton E. Allard, of Dorchester, Mass., and Mrs. Cora B. Taylor, of Saugatuck, Mich., and a brother, Edwin P. Bliss, of Malden, Mass. Funeral services at the First Unitarian Church, Reading, with burial at Rehoboth, Mass.

**BRAMBLE**—Arthur, 56, magician, known in show business as Art Kenison, September 19 in Wichita, Kan., of heart attack. He was with Johnnie Howard's Museum the last two years.

**BROWN**—Joseph, 30, elephant attendant with Ringling show, killed October 12 in a fall from a train at his home in Tampa, Fla.

**CAMPBELL**—William, 43, singer, at Weatherby's Dance Hall, Little Ridge, N. B., recently after singing a number. He had been a professional singer for about 20 years.

**COCKRELL**—Jesse H., 65, owner of the Big Eli Wheel with Barfield's Cosmopolitan Shows, at the Kingsport (Tenn.) Hospital recently from injuries sustained in an auto accident.

**CONNORS**—Thomas, 27, brother of Frankie Connors, soloist at the Fox Theater, Detroit, suddenly in his home in New York October 11.

**DALZIEL**—John A., 58, well known in Canadian outdoor show business, in General Hospital at Sarnia, Ont., of pneumonia. Survived by a son, J. Bruce Dalziel, who will continue his father's amusement interests.

**DARBY**—Thomas, of Laurelton, L. I., N. Y., head of the construction department of the Eastern studios of Warner Brothers, at St. Mary Immaculate Hospital, Jamaica, October 6. For 25 years he was stage manager for the old Warner Vitaphone studios in Brooklyn. He began his career in show business in 1909 with the old Vitagraph Company.

**DAVIS**—Charles J., 44, Fox Movietone cameraman, at Georgetown Hospital, Washington, October 9. Survived by his widow and two daughters.

**DAWE**—Mrs. Minnie Thomas, 82, widow of Peter Dawe, one of the pioneer motion picture theater owners in Connecticut, in Bridgeport, Conn., last week after a long illness. Dawe built and operated the Cameo Theater, Bridgeport, now a first-run Warner Bros. house.

**DESJARDINS**—Maxime, 75, well-known French actor, in Venice October 1.

**DUANE**—Clyde, 40, magician, whose family name is Kolklosch, at City Hospital, Indianapolis, as result of auto accident near Covington, Ind., September 19. Survived by three sisters, of Toledo, O.

**ELIOT**—Arthur Ernest Henry, 62, playwright, in London October 8. He was manager and founder of Punch's Club and manager of several London theaters. He was married four times and was a brother of the Earl of St. Germans.

**FARNUM**—James H., 79, father of Julia Farnum, former dramatic actress, in Bridgeport, Conn., October 12 after a long illness.

**GABRIEL**—Jacob, 77, orchestra leader and composer, October 8 in Atlantic City after a 10-day illness. For more than 25 years he was bandmaster of the Second Regiment of the Pennsylvania National Guard. Surviving are his widow, Elizabeth; four sons and three daughters, all of Philadelphia.

**GLICKAUF**—Herbert W. (Bert), 62, at Chicago October 11 of pulmonary complications. He was a former police reporter with *The Chicago Chronicle*, *The Inter Ocean* and *The Chicago Tribune*; press agent for the Adams, Hough & Howard musical shows at the old La Salle Theater, Chicago, and manager of the first motion picture road show to be brought to Chicago. He managed the road tour of *Birth of a Nation* and was

manager of the Rowland & Clark theater, Braddock, Pa. He was a member of Elks' Lodge No. 4, the Friars' Club of New York and the Theatrical Press Representatives of America. Survived by two sisters, Mrs. Elizabeth Richter and Mrs. Samuels, and one brother, Harry. Burial at Rosehill Cemetery, Chicago.

**GLUCK**—Olive, vaudevillian, of Stewart and Olive and one time with Eddie Leonard, October 6 in Long Island, N. Y. Survived by her husband and brother.

**GOFF**—Cora (Mrs. Cora Bartow Jenkinson), 75, musician, October 10 at the Phillips House, Massachusetts General Hospital, Boston, from a cerebral hemorrhage. She was prominent in Fitchburg (Mass.) musical circles as a concert soloist, a vocal teacher and choir leader, director and soloist. Survived by two daughters, Mrs. Alice Kimball, and Mrs. Frank A. Baumis, of Townsend, Mass.; a sister, Mrs. Nellie G. Morse, of Waterville, Me. Funeral held October 12, with burial in Laurel Hill Cemetery, Fitchburg.

**GOLDSMITH**—Mrs. Dorothea, former stage actress known as Dorothy Howard, in Los Angeles October 13.

**GRAY**—George Arthur, 50, formerly with Pathe News and for last five years associated with Columbia Pictures, primarily as editor of *Columbian Beacon*, house organ, in New Rochelle Hospital, New Rochelle, N. Y., October 14. Survived by his widow, four daughters and a son.

**HAMON**—Count Louis, 69, better known as Cheiro, the palmist, at his home in Hollywood October 8. Cheiro was the author of a number of books on mysticism, astrology and kindred subjects. In recent years he had been writing movie scenarios in Hollywood. Survived by his widow, Countess Mena Hamon.

**HARRINGTON**—Red, killed by bucking horse October 16 while riding in Kosciusko, Miss., rodeo. Body was shipped to Tulsa, Okla., his home, for burial.

**HAZELTON**—Joseph A., an actor for 68 years, October 9 in Hollywood. Hazelton, as a program boy in Ford's Theater, Washington, is said to have received a friendly pat on the head from Abraham Lincoln a few minutes before the President was assassinated.

**HELLER**—Mrs. Carolyn, 31, former actress, in Hollywood October 8. She was the wife of William Heller, Warner Brothers' studio set dresser.

**HUMPHREY**—Mrs. Matie Davis, 52, wife of Claude S. Humphrey, former manager of the Chicago and New York Keith-Albee offices and now an executive of the Harry Sherman Productions, in Hollywood October 9. Husband and two daughters, Audrey and Claudia, survive.

**KLOEPFEL**—Louis, 69, musician, suddenly October 10 at his home, Needham, Mass. He formerly played clarinet in the Boston Symphony Orchestra and was a teacher of music at the Boston Conservatory of Music. Survived by his widow, Emily Kloepfel. Funeral October 13, with interment in Forest Hills Cemetery, Forest Hills, Mass.

**KREMKA**—Anton, 53, of the Kremka Brothers, in Cleveland October 2 following an auto accident. Survived by his sister, Mignon Montrose, formerly of the Kremka Sisters.

**LEEDS**—Sam, well known in outdoor and vaudeville circles and father of Frances Leeds, known professionally as Gypsy Myers Davidson, October 7 at the City Hospital, Fayetteville, Ark., following a lingering illness. Interment at Springdale, Ark., with Masonic rituals.

**LITVINNE**—Felia, 73, singer, in Paris October 12. She was well known as a dramatic soprano and had been a member of the Metropolitan Opera. She toured the United States with Emma Calve, Melba and the DeReszkes.

**LURVEY**—Hiram R. (Hi), 73, for many years musical director of the Bennett & Moulton repertoire companies out of Boston and later leader at the Auditorium, Lynn, Mass., in the days when

it played Keith vaudeville, at his home in Lynn October 13. He had been in poor health for many years. He was once in charge of an orchestra at Sydney, N. S.

**LUTHER**—Mabel A., 63, mother of Irene Rich, radio star and former screen actress, at her home in Los Angeles October 12. Mrs. Luther had suffered for the last three months with a respiratory ailment. Besides Irene, a son, Richard, of New York, survives. Funeral services were at the Wee Kirk o' the Heather, Glendale, Calif.

**McGRATH**—John F., 66, musician, October 8 at his home in Brockton, Mass. He was well known in musical circles and conducted his own orchestra. His widow, Elizabeth McGrath; five sons, four daughters; a brother, James McGrath, and a sister, Margaret McGrath, survive. Funeral services October 10. Burial in Brockton.

**MANNING**—Tom, character actor of stage and screen, suddenly while in the midst of a movie scene in a film titled *San Quentin* at the Warner studio October 11. Manning played the role of Hon. Peter Malone in John Barrymore's *Counsellor at Law*. He was also a radio announcer in New York.

**MARKS**—Madame Isabelle, opera singer, music teacher and prominent in San Francisco's music world for 30 years, at her home in that city October 12 following a two-year illness. Native of Buffalo, she went to San Francisco from New York operatic stage in 1905 and began giving music lessons, discovering and training many who later made successes in opera and light opera. Included were Edgar Kennedy, Mabel Brookover, Celia Trainor, Leota Rhodes and Victor Doyle. Survived by two daughters. Funeral services in San Francisco October 14, with interment at Olivet Memorial Park, San Mateo County.

**MERRILL**—Mrs. Harry, 61, mother of the Merrill Troupe, acrobatic act, which has appeared for some years at fairs and circuses, October 5 at her home in Jeffersonville, Ind., after several months' illness. Her youngest daughter, June Merrill Williams, "the only lady leaper," has appeared with Downie Bros. Circus the last two seasons. Services and burial in Jeffersonville.

**O'KEEFE**—Mildred (Patsy), 32, dancer, recently in a Minneapolis hotel. She became a member of Chorus Equity in 1924 and worked in *Ziegfeld Follies*, *Rio Rita*, *Be Yourself*, *Animal Crackers*, *Show Girl*, *Fifty Million Frenchmen*, *Crying Out Loud* and *Face the Music*.

**O'NEIL**—Louis (Dad), 68, of Johnnie Webb's Side Show, at Blythville, Ark., after a brief illness. Survived by his brother, Harry O'Neil, of Knoxville, Tenn., and a sister.

**REDMOND**—John F., 54, stilt walker for 30 years and known as "High" Jack Redmond, October 10 in Aultman Hospital, Canton, O., from pleural pneumonia. Redmond was returning west from a sanitarium in New Jersey when stricken. He had been identified with many of the leading circuses, played extensively thru the Middle West at the major fairs and celebrations and had walked more than 55,000 miles on stilts. Surviving is a daughter, Mrs. A. E. Aycock, of Los Angeles.

**REISEROFF**—Abraham S., 68, manager of the Royal Theater and president of the Royal Amusement Company, Worcester, Mass., in that city October 11. Survived by widow and two daughters. Burial in Roxbury, Mass.

**ROBERTSON**—Mrs. Catherine, 46, known in theatrical circles as Mrs. Walter T. Borke, of the team of Clifford and Borke, October 7 in Jacksonville Beach, Fla. She was a headliner on the Keith-Orpheum Circuit for many years.

**SCANLAND**—Jim, 50, for 30 years ringmaster with Wallace, Hagenbeck and Ringling circuses, at French Lick, Ind., October 4 of hemorrhage of the heart. He was a member of American Legion Post No. 76. Survived by his widow.

**STERLING**—Ted, known to many circuses and carnival concessioners as "Slick" Starr, October 11 at Staats Hospital,

Charleston, W. Va. Sterling spent 13 years with Ringling Bros. and Barnum & Bailey Circus and more recently was with the Sheesley Shows. Survived by his widow.

**STONE**—Eddie, pitchman, auctioneer and promoter, at Montefiore Hospital, Bronx, New York, October 12.

**TOOKER**—William H. (Billy), 72, stage and screen actor, in Los Angeles October 18. He had spent more than 25 years on the stage, starting in light opera. He was six years with Belasco and 11 years with Charles Frohman. *An American Tragedy* was his last stage work. He was in films 13 years. Survived by a sister in Montreal.

**WEBER**—Christine, former Mack Sennett bathing beauty, October 8 in Hollywood. She leaves a son, Maurice L. Weber, actor.

**WISMAR**—George W., the "Singing Bartender," popular in Cleveland 25 years ago, at Colonial Hotel, Cleveland, after a week's illness, as mentioned briefly under Late Deaths in last issue. He was a former singer in musical shows and appeared on Broadway and the road with Anna Held and other stars. Survived by two sons, two sisters and a brother. Burial in Brooklyn Heights Cemetery, Cleveland.

**ZENNO**—Harry, juggler, 43, in a hospital at Austin, Tex., October 5. He was known in private life as C. B. Murphy and appeared with C. A. Wortham and other carnivals. More recently he was connected with *Motor*, international magazine, as a sheet writer. Survived by his widow, Anita, and one daughter. Interment in Oakwood Cemetery, Austin.

## Marriages

**ANDOLINI-BELMAR**—Nick Andolini, manager of Plaza Villa, Pittsburgh night spot, and Doris Belmar, singer, in Pittsburgh recently.

**BOLOGNA-SHANNON**—Virgil James Bologna, musical director, of Canton, O., and Andrea Starr Shannon, chorus girl in Bob Burch's stock burlesque company, on the stage of the Grand Opera House in that city October 6.

**CRABTREE-JOHNSON**—Louis Crabtree, of United Artists' Studio, to Geraldine Johnson, of Paramount Pictures' cutting department, recently in Yuma, Ariz.

**DAVIS-OBERBILLIG**—Howard Davis, member of the State-Lake Theater orchestra, Chicago, and Dorothy Jayne Oberbillig, of the State-Lake dancing chorus, in Chicago October 17.

**GEORGE-GERATY**—Rupert George, former minstrel performer, vaudevillian and motion picture comedian, now directing a minstrel group over Station WIP, Philadelphia, and Anita Geraty, vaudevillian, September 30 in that city.

**LAWSON-McNEIL**—Edgar P. Lawson, nonprofessional, to Mrs. Ann Orr McNeil, formerly in musical comedy, in New York October 8.

**LUGE-DAVIS**—Myron Luge, KRKD technician, to Luetta Davis, nonprofessional, October 6 in Los Angeles.

**NEAL-PIERCE**—Jackson Neal, MGM, manager in Central America, and Juanita Pierce, MGM secretary, in Tijuana, N. M., August 7, it has just been revealed.

**PALMA-MAZE**—Frank Palma, Cincinnati night-club manager, and Bertha Maze, nonprofessional, of Cincinnati, in Newport, Ky., October 15.

**PYLE-CARNEY**—Norman Pyle, Philadelphia MGM press agent, and Jule Anna Carney in Washington October 1.

**ROSSON-CRELLIN**—Hal Rosson, film cameraman and former husband of Jean Harlow, to Mrs. Yvonne Crellin, nonprofessional, at Goldfield, Nev., October 11.

**ROSS-WADDELL**—Harry A. Ross and Gladys Forrest Waddell, performers with Al G. Barnes Circus, in Los Angeles October 10.

**TILTON-REID**—Joseph Tilton, Pittsburgh sound engineer, who spent the last year with Mr. and Mrs. Martin Johnson's production unit in Borneo, and Frances Reid in Pittsburgh October 17.

# Coming Marriages

Lee E. Churchin, associated with a picture producing company, and Elinore Soloman, stage and screen actress, November 1 in Philadelphia.

George Raft, motion picture actor, and Virginia Pine Lehman, screen actress, soon.

Vic Orsatti, Hollywood actors' agent, and June Lang, screen actress, soon.

# Births

To Mr. and Mrs. Emilio Silvestre a nine-pound two-ounce daughter, Juliana, at Frances Williard Hospital, Chicago, October 6. Father is clarinetist with the WLS concert orchestra.

A son, Egbert Jules, to Mr. and Mrs. Samuel A. Lefkowitz at Bridgeport, Conn., October 9. Father is correspondent for *The Billboard* and AFA representative in that city.

A son to Mr. and Mrs. Joseph Kessler in Detroit recently. Father is manager of the Lasky Theater, that city.

A 6-pound 11½-ounce daughter, Joann Dorothy, to Mr. and Mrs. George W. Murray at St. Vincent Infirmary, Little Rock, Ark., September 29. Parents operate a monkey circus with Gold Medal Shows.

# Divorces

Juliet Ware, film actress, from Paul F. Wolfinger, nonprofessional, at Los Angeles October 9.

Binnie Barnes, English film actress, from Samuel Joseph, of London, in Los Angeles October 15.

Sir Neville Pearson from Gladys Cooper, (See *DIVORCES* on page 85)

# NEW PLAYS

(Continued from page 19)

such—a prince and a grand duchess whose names are omitted out of deference to the sanity of the proofreader—as they struggle to get along in Paris. The prince, however, is custodian of a tremendous number of francs that the Czar, before his demise, had intrusted to him, telling him to keep them for the next czar. He keeps them in the bank of France, while the grand duchess steals artichokes for dinner, artichokes that the French government, without her knowledge, carefully tabulates and pays for.

They finally decide that something must be done, and hire out as butler and maid to a middle-class Parisian family, pretending to have once been their own servants. The family is quickly won over by their quaint Muscovite ways, but their house crashes down when a Soviet commissar is asked to dinner. He knows them, and they are fired. The commissar needs the late Czar's francs to avoid being forced to sell a large piece of Russian oil territory—and the prince and the grand duchess, being typical Russians, decide that after all the Czar was Russia and Russia was the Czar. They give the commissar the imperial funds. Also they keep their jobs.

*Tovarich*, as Mr. Sherwood has adapted it, is an unabashedly disjointed play. One and a half of the four scenes are concerned with the way the prince and duchess enter domestic service and win over their employers, a thoroughly amusing interlude but a side issue of the plot. It is only in the second half that the plot itself begins to rear its head, and only in the final scene that it really appears. As a play, *Tovarich* is a bad play.

But as entertainment it's something else again. The lines sparkle and the situations are, tho entirely theatrical, entirely delightful, too. And thru it all runs the current of gentle humor directed not at, but about, Russian character and attitude.

Even more important to the success of the play as it is being done at the Plymouth, however, is the acting. Mr. Miller has imported Marta Abba, the Italian star, to play the grand duchess, and Miss Abba, a disarmingly delightful lady, plays her to a fare-thee-well. Amazingly enough for a foreign actress, she fails to fall victim to her own charms. Unlike Miss Elisabeth Bergner and others of her ilk, Miss Abba in her acting confines herself to enhancing nature, rather than disastrously trying to improve upon it. Also, and just as surprisingly, when she is faced with a dramatic scene she attacks it quietly, getting her effects by splendid underplaying. Miss Abba, to this reporter, is one

of the finest acting importations in many years.

And the rest of the cast, led by John Halliday, who gives a top-notch performance as the prince, ably abets her. Jay Fassett, in particular, comes thru with fine work as the bourgeois employer, taking the second scene, tucking it into his pocket and calmly walking off with it. All the others aid immeasurably, too. So does Mr. Miller's wise, witty and knowing direction, and so do Raymond Sovey's sets. *Tovarich*, amusing as it is, owes plenty to them all.

# MARTIN BECK

Beginning Monday Evening, October 12, 1936

# PRINCESS IDA (REPERTORY REVIVAL)

A comic opera written by W. S. Gilbert and composed by Arthur Sullivan. Costumes designed by Percy Anderson. Musical director, Isidore Godfrey. Presented by the D'Oyly Carte Opera Company.

King Hildebrand ..... Sydney Granville  
Hilarion, His Son ..... Derek Oldham  
Hilarion's Friends:

- Cyril ..... John Dean
- Florian ..... Leslie Rands
- King Gama ..... Martyn Green
- His Sons:
- Arac ..... Darrell Fancourt
- Guron ..... Richard Walker
- Scynthius ..... Radley Flynn
- Princess Ida, Gama's Daughter ..... Sylvia Cecil
- Lady Blanche, Professor of Abstract Science ..... Evelyn Gardiner
- Lady Psyche, Professor of Humanities ..... Ann Drummond-Grant
- Melissa, Lady Blanche's Daughter ..... Marjorie Eyre
- Girl Graduates:
- Sacharissa ..... Kathleen Naylor
- Chloe ..... Margery Abbott
- Ada ..... Elsie Winnall
- Soldiers, Courtiers, Girl Graduates, Daughters of the Plough, etc.

ACT I—Pavilion in King Hildebrand's Palace.  
ACT II—Gardens of Castle Adamant. ACT III—Court of Castle Adamant.

The D'Oyly Carte Opera Company of London revived to a good and appreciative audience the satiric light opera *Princess Ida*. It is truly a faithful reproduction of a vehicle and style that were new 50-odd years ago and for that reason it suffers.

The plot, in brief, is that when the Prince is about to claim the Princess, promised to him since the age of 1 as his bride, he finds that she has broken her troth. She is obsessed by a desire to prove woman's superiority over man and has secluded herself and her followers in a castle impenetrable to man. However, the Prince and his two friends contrive to gain entrance and disguise themselves as women. The amusing scenes that follow make up for the obivous plot and expected ending.

In a clear pleasant voice Sylvia Cecil in the title role does admirably well with the monotonous jiglike score. Martyn Green, as the crippled and grumbly old King Gama, is delightful. Derek Oldham, as the Prince; Sydney Granville and Evelyn Gardiner contribute greatly to the buffoonery and occasional drama. Chorus does very well, while the costumes and settings are excellent.

One can easily understand why Gilbert and Sullivan repertory has remained popular thru the years, gathering enough patrons to warrant revivals, but it strikes us that such undying favor and encouragement is found only in persons to whom things traditional, and Gilbert and Sullivan in particular, are inherent. Today's average theatergoer will find plenty in a play such as *Princess Ida* to amuse and entertain him for an evening, but for steady fare we are afraid that of necessity it would be a revival from, not of, Gilbert and Sullivan.

GEORGE COLSON.

# GUILD THEATER

Beginning Monday Evening, October 12, 1936

# AND STARS REMAIN

A comedy by Julius J. and Philip G. Epstein. Staged by Philip Moeller. Setting by Aline Bernstein. Presented by the Theater Guild, Inc.

- Lucy Trenchard ..... Claudia Morgan
- Overton Morrell ..... Clifford Webb
- Faith Feible ..... Mary Sargent
- Perry Feible ..... Richard Barbee
- Grandfather Trenchard ..... Charles Richman
- Suzanne Jackson
- Cynthia Hope ..... Helen Gahagan
- Frederick Holden ..... Ben Smith
- Nichols ..... Edgar Kent

ACT I—Scene 1: June. Scene 2: Late July.  
ACT II—Scene 1: Mid-October. Scene 2: November. ACT III—March.  
The Action of the Play Takes Place in the Sutton Place Apartment of Cynthia Hope.

*And Stars Remain*, a string of witty phrases and clever small talk precariously carried along on the bubble of an inconsequential plot, failed to arouse any considerable to-do among the playgoers who went to see the Theater

Guild's first opus of its 19th subscription season. The authors, Julius J. and Philip G. Epstein, nevertheless prove a few points. One, that bright dialog does not make a play, and two, that they are a couple of talented writers. Briefly, the bon mots spoken so aptly by the luxurious and reclining Clifton Webb might, with a little deftness, be made to fit any situation. As such they are suitable for all purposes generally and not for *And Stars Remain* in particular.

The skeleton structure enabling Mr. Webb to dish out the epigrams of the Messrs. Epstein has to do with the mental about-face of the members of a wealthy, conservative family which is finally converted to liberalism by Frederick Holden, idealistic assistant of the prosecutor who put Cynthia Hope in jail as an accessory to the fact when her husband, now deceased, had misused the funds in the bank of which he was president. Cynthia's grandfather, Trenchard, a man of political power, avenges the family's disgrace by defeating the prosecutor in an election, but the triumph is only momentary, for the young people all rally round the cause sponsored by Holden and force grandpa to relinquish a political measure which would have worked considerable hardship on a goodly quantity of poor but presumably deserving people.

Some good names support Mr. Webb, notably Helen Gahagan, Claudia Morgan, Ben Smith, Charles Richman and others, but they only support him. And the unfortunate thing about it all is that he scarcely needs any aid except in that the conversation of the cast must provide such wordage as to insure a quantity of fast repartee, amusing-mannerisms and sly smirks. In other words, all roads lead to Webb, who indolently fits into the family circle wonderfully well as a smirker of the first water. The role is tailored for him, he comes thru with flying colors, but the play simply has no substance.

PAUL ACKERMAN.

# Coast WPA Show Clicks

SAN FRANCISCO, Oct. 17. — After playing the hinterlands the Federal Theater Project's production of Channing Pollock's *The Fool* opened Monday night for two weeks at the Columbia Theater here, with critics giving their okeh and acclaiming it "outstanding." Production is the finest given by the

WPA in these parts, and cast, from the Oakland division of the FTP, headed by Howard McNear, includes William Abrams, Charles Caulkins, Phil Stearns, Grace Cooper and Vera Rothery. Charles King is in charge of production, and Julian Dove did the setting.

# Musical for Chi WPA Unit; Kondolf Defers Banned Play

CHICAGO, Oct. 17.—Following the opening of *It Can't Happen Here*, the local Federal Theater group will present the musical revue *Oh, Say, Can You Sing?* at the Great Northern Theater some time in November. Plot of the show is a satire on Federal Theater projects by Ray Golden and Sid Kuller. Phil Charig, who wrote the music for *Americana* and *Yes, Yes, Yvette*, has provided the tunes.

Among those in the cast will be Holt and Rosedale, Joe Whitehead, McNally and Triplett, William Joy, the Kurt Graffs, Charlie Herbert, Buddy Rich, Sherry Winn, Grace Herbert, Virginia Crane, Alice Jean and others.

George Kondolf, director of the governmental theater units here, announced the indefinite postponement of *Hymn to the Rising Sun*, which was banned by Robert J. Dunham, WPA administrator for Illinois, a few hours before its scheduled premiere by a Negro unit of the Federal Theater at the Princess Theater last week. Kondolf had previously stated that he would put the play on regardless of Dunham's opposition.

# 'Roost' Cuts Hub Stay Short

BOSTON, Oct. 17.—With but six days of its two and one-half week engagement played, Richard Herndon's presentation of Fred Herenden's *Come Home To Roost* flew its perch at John Craig's Copley Theater Wednesday night and trekked for New York. The sudden move was a surprise to Hub theatergoers. Company was not expected to move to New York until some time in November, pending an open theater date. At present no other attraction is billed for the Copley.

# "Show Is On" Opens Nov. 5

BOSTON, Oct. 19.—Opening date of Shubert's break-in of *The Show Is On*, Beatrice Lillie-Bert Lahr-Vincente Minnelli show, is now slated for November 5.

# LETTER LIST

(Continued from page 31)

- Richard Bros. Stone, Benny
- Rosen, Mike F. Swink, G. A.
- Saunders, Jimmy Taylor, Earl
- Scherer, Louis Thomas, R. D.
- (Flip) Townsend.
- Scott, Frank L. Chickering
- Sharp, Bud Trichun, Alexander
- Sherman, Rex A. Volin, Bill
- Simmons, Dutch Wade, Claude
- Smith, Bert, Co. Webb, John
- Spencer, Al Williams, Tudor
- Spinks, H. G. (Metropolitan Singers)
- Stoke, Harry Williams, Walter
- Stevens, Geo. A. Winters, J. G.
- Strong, William Wyatt, J. W.
- Gillespie

# MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., Eighth and Olive Sts.

# Parcel Post

- Bresnahan, T. J. LaBelle, Madam. 18c
- Cooper, John W. Schwartz, Mr. & Mrs. 12c
- Hall, Ed L. 3c

# Ladies' List

- Abbott, Faye Ellis, Mrs. H. F.
- Anthony, Mrs. Ellis, Mrs. Lorene
- Lucille Clara Gattrell, Mrs. D. B.
- Avery, Gertrude Goldstine, Mrs. J. K.
- Bell, Crystal Graham, Mrs. Joe
- Baudreau, Mrs. Harwell, Marie
- Heller, Mrs. Maurice
- Hiler, Mrs. Lee
- Hodge, Helen
- Hollis, Dorothy
- Kanthy, Mrs. Dick
- Kelly, Edith
- Kenney, Estelle
- King, Eleanor
- Klingbill, Lareda
- LaBelle, Madam
- Lamont, June
- Layne, Doris
- Lamb, Marie
- Lamb, Mrs. W. R.
- Langford, Mrs. R. A.
- Liberty, Aldis
- Malotte, Miss Larry
- Marshall, Lillian
- Myers, Miss Eloise
- Nuckels, Mrs. Lee
- O'Brien, Mrs. Lov
- Odell, Mrs. Dolly
- Okun, Mrs. Leonard
- O'Shea, Mrs. J.
- Pederson, Mrs. Mae
- Phillips, Mrs. Juanita
- Price, Mrs. Louise
- Conryer, Mrs. Myrtle
- Crawford, Mrs. Maudie
- Lillian Cudney, Mrs. Lillian
- Stella Dawson, Miss Nana
- Deanville, Madam
- Dempsey, Charlotte (Babe)
- Dollwitz, Mrs. Anna
- Ernst, Fern

- Proctor, Mrs. Bessie
- Saint Alamo, Jean
- Schneider, Mrs. E. F.
- Schofield, Dorothy
- Slaughter, Ruby
- Dean
- Starr, Marie
- Stewart, Mrs. Robt.
- Van, Libby & Jim
- Timmons, Mrs. Bobbio
- Webster, Evelyn
- Williams, Miss Fanchon
- Williams, Mrs. Max W.
- Wilson, Mrs. Emily
- Witte, Juanita
- Wright, Loretta
- Wyatt, Mabel

# Gentlemen's List

- Abbott, Ray C.
- Acosta, George
- Alfred, Jack & June
- Allen, Sonny Boy
- Ames, G. L.
- Anderson, F. H.
- Arenz, Sam
- Armstrong, Clinton
- Arthur, John R.
- Baer, John
- Ballard, Jack
- Barnes, Robert
- Bartlett, W. Walker
- Baughman, E. J.
- Bean, Billy
- Bel-Mar, John J.
- Berkshire, H. L.
- Binda, F. L.
- Blevins, Ralph (Happy)
- Boelke, E. J.
- Boudreau, John
- Bozardt, Emmett T.
- Brash, Jack
- Mechanical Man
- Breakway, Joe
- Brooks, Dr. O. C.
- Brown, George L.
- Buley, Jimmy
- Burns, Frank
- Burroughs, W. J.
- Carter, Wray
- Chaney, Charley
- Clock, Al
- Coiffet, W. R.
- Colo, B. B.
- Connors, John
- Conyer, C. E.
- Cooper, Leroy
- Corbit, George
- Covey, Ted
- Cundiff, Richard
- D'Ariann, John
- Daly, Fred
- Darling, Happy
- Jack
- Davis, James (Pat)
- Dean, Dr. M.
- Dean, L. R.
- (Tattooer)
- Delmar, Jack (Hula Show)
- Delmars, The
- Dickerson, Ralph
- Dolan, Ralph
- Dupree, James
- Easley, Melvin
- Eastland, Lewis W.
- Eli, George
- Exman, Goerge
- Ferguson, Fred
- Fisher, Harry (Polish)
- Freed, Stanley
- Gallagher, Jimmie
- Gardner, Jack
- Gardon, Harry & Ruth
- Gavins, Joe
- Genious, K. M.
- George, Frank
- Gilbert, Jr. Wm.
- Gillispie, Horace
- Gillman, Tex
- Glidden, Blackie
- Glover, E. J.
- Grauer, Jonie
- Haberman, Bennie
- Hall, Edward L.
- Hamilton, Elden
- Handing, Steve F.
- Harris, Happy
- Hart, B. B.
- Hendricks, Joe
- Hilmor, Ole
- Hodgini, Ted
- Holland, Harve
- Hollers, John
- Hopkins, Don S.
- Howard, Albert J.
- Howard, John
- Hugo, Capt. E. H.
- Hunter, Harry
- Johnson, Howard
- Johnson, Jess
- Johnson, Leland M.
- Jones, S. Miles
- Keigley, Curley
- Kelly, James B.
- Kingston, Ola
- Kirby, L. R.
- Kratz, Geo.
- Kulikowski, Joseph
- Lamore, Jack
- Lane, Marr
- LeRoy, Prof. W. H. (Billy)
- LeRoy & Pals
- Levitt, Teddy
- Lewis, Mate
- Loomas, Players
- McCall, Rex
- McClaskey, Jack
- McCoy, Jack
- Everett
- McCreary, E. D.
- McCreay, Tiger
- McGregor, Donald
- McGarry, Charlie
- Mackey, F. V.
- Malone, Mickey
- Manley, Leo
- Martin, Pat
- Mason, Jay G.
- Means, A.
- Meeks, E. A. (Eddie)
- Mel-Roi
- Midget, Mike
- Miller, N. A.
- Minor, Tommie
- Misner, C. J.
- Monroe & Adam Sisters
- Moore, Claude E.
- Moore, Don
- Nation, Al
- O'Dear, Al
- Ogden, Ray W.
- Owens, J. H.
- Packo, Johnny
- Peak, Sanford
- Pentz, Frank
- Phillips, Jack
- Picard, Dave
- Pink, Wm.
- Pitzer, Billy
- Pyatt, Al
- Raymond, Geo.
- Rice, G. L.
- Roberts, Dr. Burt
- Roberts, H. J.
- Rowe, Jack
- Saunders, O. B.
- Selzer, Louie & Lizzie
- Sewell, C. M.
- Shepard, N.
- Sisk, Pat
- Skene, L. G.
- Snapp, William R.
- Sparks, R. B.
- Spor, Paul
- Stanley, Clipper
- Stanley, Paul
- Stark, Mickey
- Stegelman, Earl
- Stein, A. E.
- Stevens, Jolmie F.
- Stevenson, C. C.
- Stewart, Dick
- Stone, O. L.
- Swanner, R. L.
- Tatum, Lloyd
- Thompson, Lee
- Thorsen, Norman
- Thurber, B. P.
- Todd, Phil
- Tom, George
- Twohouse, Chief
- Wallace, Beverly
- Wallace, Russell C.
- Watts, Joe (Crip)
- Wells, "Tiger"
- Whittinghill, J. C.
- Williams, Kendall
- Wills, F. M.
- Wilson, Grady
- Wilson, K. E., Road Show
- Wilson, Pat
- Wilson, Perry
- Wiltse, Cash

# 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.

Providence. I read with interest the letter from Jack Preston, of Kansas City, in The Forum regarding the return of vaudeville. In my previous letter I said vaudeville will not return under present conditions. Mr. Preston writes of the banners of Keith and Albee. My partner and I, under the name of Les Valadon, Parisian wire cyclists, had the pleasure of working these circuits for several years. After three years in a hospital here he is again rehearsing with me and we intend to return to vaudeville this season. I never miss a week at Fay's Theater here and, believe it or not, they pack 'em in because they give the people what they want. Many of the acts are oldtimers and they are always the class of each show because they are experienced performers, not amateurs. If people want entertainment, they go to a vaudeville theater. If they want to laugh or are in a kidding mood, they go to an amateur show. Why are your headliners now playing night clubs? Because the present-day managers, through lack of experience, cannot see the writing on the wall. Sophie Tucker is now in London because the showmen over there realize what she means to the box office. Wake up, Mr. Manager, before it's too late.

## His Version Of the Decline Of Vaudeville

DAN VALADON.

Washington, N. C.

In The Forum some weeks ago Harry A. Illions advocated use of neon tube light for illumination and beauty, but he is misinformed regarding its history. He stated that Prof. Claude invented neon, which is in error. Neon (Greek for new) was discovered by Sir William Traver and J. J. Thompson in London in 1898 and it was some years later that Georges Claude, then a professor of physics in Paris, invented the process of reducing neon and other rare gases from the atmosphere. The rare or Nobel gases are neon, argon, krypton, xenon and helium. (See *Rare Gases of the Atmosphere*, by J. J. Thompson.) This may be interesting to showmen in the future, and a recent book by Harry Miller, New York, contains much later information on modern uses of neon. The writer dropped out of show business in 1926 and went into manufacture and design of neon signs in New York and got most of his experience with the old Rowin fluorescent light, federal neon and rare gas tube companies, going back to show business with high fire dive. I am the first and, I think, only free act using neon tube lights on ladders and rigging. I believe we will soon see every fair and carnival in the country ablaze with these new neon lights and decorations. There will be much controversy and comment in future "cookhouse cutting up" and I would like to know whether any other free act has used neon tube lights, the beautiful innovation in show lighting.

## High Fire Diver Tells of Origin Of Neon Lights

CAPT. JIMMY JAMISON.

Detroit.

Much has been said in your columns and elsewhere as to the return of vaudeville. Many people think vaudeville and flesh shows are dead and never will be revived. However, after being actively engaged and interested in theatrical business for more than 30 years it is my firm belief that vaudeville is not dead, only dormant. Those who were in power shortly before the advent of talking pictures possessed a "single track" mind. And even picture producers today possess that same trait. Their fault is that they will "run to death" anything that is a success or a hit. Any cafe owner will tell you that he cannot serve the same thing every day. However, in the last few years of vaudeville those in power eliminated all acts which required troublesome set-

## Projects Plan For Full Revival Of Flesh Shows

tings, lighting effects, etc. And many of the acts omitted makeup upon the advice of agents and managers. Too many acts appeared in street clothes because it was less work and trouble. Each season saw fewer novelty acts. More piano and song acts that could work in one, singing and dancing acts and dance flash acts were favored by those in power. Almost all of the animal acts, our best European acts, one-act sketches, etc., were eliminated. Can you blame the show-going public for deserting the theater? Today the general public's conception of vaudeville is a tap dance, a cowboy singer or a radio act or an amateur. Not one of them would have been considered except for an opening act in the days when we had real acts. Because one child is successful in a picture the movie industry must cram down the throats of the public dozens of infant actors and children who should be in the background of most pictures. The moving picture industry and radio stations are digging their own graves by forcing the same thing over and over on the public. It is within the power of the theatrical world to put flesh back into the theaters, but this same theatrical business needs a 1936 Moses to lead it out of the wilderness. Right now is the time to strike. All we need is a competent leader. It is unfair to let Local 802 and the AFA carry the entire burden. The entire show world should donate time and money to put flesh shows back where they belong, in every city and town over 5,000 population. I suggest that the entire show world organize right now for a fight to the finish. Let us get an honest and able leader to direct the fight and start with contributions from show people, gradually drawing from others interested in the return of flesh to the theater. Divide the country into amusement zones and appoint a director in charge of each zone. Furnish speakers who will travel each district and speak at civic clubs, schools, little theater movements and the like. You will soon find that many people are in favor of stage shows and will very quickly respond to such a movement. Small-town business men will favor it because it will bring people into the town who will spend money there and not in Hollywood. Also every circus, carnival, medicine show, repertoire show and other organization should permit a speaker before their audiences to carry the fight thru to the show-going public. Every employee of these shows should have a sticker on their cars to read, "Go to Theaters Playing Flesh Attractions Only" or some similar wording. In each city or town where there is an ex-union stagehand or musician furnish him with stickers and also heralds or advertising which he can have distributed. The director general should arrange unit shows to play the various amusement zones. Also book vaudeville acts and help re-establish routes. The local director of each zone should arrange for a suitable theater or hall in each large city and direct sales of tickets thru civic organizations. Many merchants could be depended upon to guarantee ticket sales such as they did for the lyceum and chautauqua years back. However, I believe the public would patronize these shows if advertised properly. I believe that almost everyone in the flesh show world would be willing to donate to see the ball started rolling. However, care must be taken to select the right person to head such an undertaking. It should be a person with a world-wide reputation. The late Will Rogers would have been the best possible person to head such an undertaking. And I'll bet a dollar to a doughnut that if such a drive were started we would not have to open our own theaters. Inside of six months every large theater would be crying for stage shows. But please don't give us only tap dancers, radio acts and amateurs. And, by the way, here is a splendid chance for Major Bowes. Give us real acts with real musicians in the pits like we had 20 years ago. It will take some time to assemble some of the socko acts of yesteryear; however, with an outlet for their talents assured many oldtimers will come forth and new ones will be developed. M. S. MAHENDRA.

Mohawk, N. Y. I am going to contribute something to Burns Kattenberg for his book on the history of contortion. I have some interesting old cuts, letterheads, programs and costumes that I would like to give him for his research. He is doing a big job and should have the support of all oldtimers like myself. I did contortion work many years, mostly in my younger days. My earliest recollections are of when I was doing my act with the five La Barra Brothers under management of Art Bird. We used to do grand-stand acts at county fairs when roof gardens were almost unknown. We would unroll our mat in front of the grand stand on the race track and do our turn several times a day. My fondest recollections are of when I was doing a frog act in the old minstrel days, especially on Lucier's Minstrels, under management of Fred Palmer, season of 1904-'05. I knew Prince Leon, formerly on Hunt's Circus, who did a fine contortion act 30 years ago; also Wisner, who was contortionist on De Rue Bros.' Minstrels about the season of 1907, and Lynn Brooks, who was with La Barra Brothers in the early '90s.

## Kattenberg's Work Praised By Old Bender

DAVE STRAIT.

Gloucester, Mass.

The letter of Walter K. Sibley in The Forum of October 10 recalling some of the old-time shows prompts me to write about some old favorites who played City Hall, Gloucester, 43 years ago. At that time I was manager of the shows and was associated with J. O. Bradstreet. I can recall with pleasure Roland Reed in *Cheek*; Oliver Dowd Byron, *Across the Continent*; Gus Williams, *One of the Finest*; Jim Murray, *Kerry Gow*; the Dalys, *Vacation*; Lincoln J. Carter's *Fast Mail*; *Hands Across the Sea*; *The World*, after a run at the Boston Theater; Denman Thompson, *The Old Homestead*; Neil Burgess, *The County Fair*; Dan Sully, *Parish Priest*; Kate Claxton, *Two Orphans*; John Cannell, *The Hustlers*; Charles G. Davis, *Alvin Joslin*; George F. Moffatt, *Humpty Dumpty*; Joe Ott, *The Star Gazer*; Ward and Vokes, *A Run on the Bank*; James Hearn, *Shore Acres*; Hoyt's *A Bunch of Keys*; *Still Alarm*; *In Old Kentucky*; Pat Rooney. Stock companies of Floyd Crowell, Frankie Carpenter, Maude Banks and Jerry McAuliffe. Minstrel shows of Cleveland's Mastadon Minstrels, Hi Henry, Lew Dockstader; Lester & Allen, with John L. Sullivan; Thatcher, Primrose & West; Duprey & Benedict, with Fox and Ward, premier clog dancers. The Forum, in my opinion, is one of the most interesting departments of *The Billboard* and is read by many oldtimers like myself. Keep up the good work and let's hear from other showmen in regard to old-time shows. SAMUEL H. ROGERS.

## Old Favorites At the City Hall In Gloucester

Glens Falls, N. Y. Having read J. Kane's letter in the Forum of some of the passing days in showdom reminds me of what Danny Simmons would say: "Quite a few evenings back, mind ye." I showed up on Chapple Hill across the street where Joe Murphy was born in Lowell, Mass., on May 17, 1865. Joe was a favorite Thespian all over New England with both *Kerry Gow* and *Shaun Rue*. I inherited a show streak from my sire, who assisted Gen. Ben Butler in his law office and later was legal adjuster for the old Barnum Circus and in 1876, Centennial year, took over management of Huntington Hall over the B. & L. depot, Lowell's first temple of amusement. At 12 I began passing out programs for such attractions as *Leah the Forsaken*, Mary Anderson in different roles, Charles L. Davis in *Alvin Joslin*; Carry Swain in *Cad, the Tomboy*; Buffalo Bill and Texas Jack did a Wild West skit with four Indians, Colonel Cody's first invasion of the East and later mixed in with one of Healey & Bigelow's Indian med companies, *Our Irish Visitors* with Murry and Mark Murphy, Stewart's *Two Johns* Company, George Adams with Bennett & Moulton's comic opera, Tony Pastor and his *Humpty Dumpty*, Bartholomew's *Equine Paradox*. Minstrels were Fox & Ward's, Dupreze

## Show Career Is Reviewed By New Yorker

Jeffersonville, Ind. In 1908 and for some years previous the M. L. Clark & Son Show, the Mighty Haag Show, the Colorado Grant Show and the John H. Sparks Old Virginia Show all at some time or other during the season would be in Kentucky and were sure to cross one another's path somewhere in that State. The first two mentioned were the two largest wagon shows en route and were heavily billed at every stand. The Colorado Grant Show was, I believe, traveling on two cars at that time and was out of Sparta, Ky. The John H. Sparks Old Virginia Show was perhaps of six-car size. I stood at the railroad station in Lebanon, Ky., one day in late summer of 1908 and watched billposters putting up paper for the appearance of that show, which was well and favorably known in Kentucky. Of the four shows mentioned the Mighty Haag Show is the only one that has been continuously operated since and a little more than 20 years ago ranked among the well-known railroad shows (1909-'14). Started in a most humble way in 1895 by the late Ernest Haag as a one-car show, so to speak, it really had its beginning down in the French country and the lower Red River section of Louisiana. C. E. DUBLE.

# The Billboard

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The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. OCTOBER 24, 1936. No. 43

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

ABC Trio (El Chico) NYC, nc. Abbott, Joan (Hi-Hat) Chi, nc. Abbott, Snoony (Rainbow Inn) NYC, nc. Abbott & Tanner (Hi-Hat) Chi, nc. Ace, Red (Oakwood Tavern) Klingler Lake, Mich. Adair & Richards (Royale Frolics) Chi, nc. Adams, Brook (Green Gables) Hazleton, Pa., ro. Adams, Crawford & Paulette (Park Central) NYC, h. Adler & Taubman (Ambassador) NYC, h. Adrian, Iris (Hollywood) NYC, cb. Allen, Jean (Swanes Club) NYC, nc. Alexander, Peggy (Wivel's) NYC, re. Allison, Dorothy (21) Phila, nc. Alma & Roland (Walton) Phila, h. Alvarez, Dloria (Gaucho) NYC, nc. Ambrose, Ruth & Billy (Blackhawk) Chi, re. Amedeo (Chez Ami) Buffalo, N. Y., nc. Amsterdam, Morey (Ambassador) St. Louis 19-22, t. Andre, Janice (Paradise) NYC, re. Andrew Sisters (Netherland Plaza) Cincinnati, h. Andrews, Avis (Cotton Club) NYC, cb. Andrews, Joanne (Arrowhead Inn) Cincinnati, nc. Andrews, Ted & Catherine (Barbizon-Plaza) New York, h. Annelise, Mille (French Casino) NYC, nc. Archer, Gene (Weber's Summit) Baltimore, nc. Ardelty, Elly (French Casino) NYC, nc. Armdia (Roosevelt) New Orleans, h. Armstrong, Maxie (Black Cat) NYC, nc. Arnold, Betty (Broadway Room) NYC, nc. Ashley & Ware (Wivel's) NYC, re. Austin, Gene (Wivel's) NYC, re. Avalons, Six (Indoor Circus) Norwich, Conn.; Pittsfield, Mass., 19-24. Avalons, Six (Indoor Circus) Pittsfield, Mass.; Toronto 26-31.

B

Bahama Dancers (Cotton Club) NYC, h. Baines, Pearl (Kit Kat Club) NYC, nc. Baker, Babe (Howdy Club) NYC, nc. Baldwin & Bristol (Colonial) Detroit 23-24, t; (Merry-Go-Round) Detroit 25, nc. Bankoff & Cannon (Yacht Club) Chi, nc. Bappte & Lamb (New Yorker) NYC, h. Barberi & Carlita (Palumbo's) Phila, cb. Baron & Blair (Astor) NYC, h. Barra, Barry, (Lyric) Indianapolis, t. Barrett, Shella (Rainbow Room) NYC, nc. Barri, Sam (830 Club) Chi, nc. Barron, Tony (Du Prierot's) NYC, nc. Barry & Beatrice (French Casino) NYC, nc. Barth, Ruby (Village Casino) NYC, nc. Bartholomey, Lillian (Pal.) Chi 23-29, t. Barto & Mann (Riviera) Ft. Lee, N. J., ro. Basino, Mario (Place Elegante) NYC, nc. Baune, Martin (Place Elegante) NYC, nc. Baxter, Marilyn (Wivel's) NYC, re. Beasley, Irene (Riviera) Ft. Lee, N. J., ro. Beatrice & Barry (French Casino) NYC, cb. Beaudraux, Melba (1214) Phila, nc. Beekman, Jack (Walton) Phila, h. Behim, Arthur (Gay Nineties) NYC, nc. Bell & Bedini (Colonial) Dayton, O., t. Bell & Grey (Bungalow Inn) Norristown, Pa., nc.

C

Bell, Jim & Nora (Paradise) NYC, re. Belostozky, Belos (St. Regis) NYC, h. Bennett, Eddie (Place Elegante) NYC, nc. Bennett, Jean (La Casina) Jamaica, N. Y., nc. Bennett's, Owen, New Pads & Faces (Carolina) Greenville, S. C., 22-24; (O. H.) Abbeville 26-27; (Colonial) Florence 28; (Victory) Charleston 29-31, t. Bentley, Gladys (Ubangi) NYC, nc. Benton, Helen (Colony) Phila, nc. Bergeron, Marion (Embassy) Phila, nc. Bernard, Bobby (20th Century) Phila, nc. Bernard, Lil (Club Alabam) Chi, nc. Bernhardt & Graham (Pennsylvania) NYC, h. Berry Brothers (Cotton Club) NYC, nc. Bert & Jay (Colonial Village) Peoria, Ill., nc. Bessinger, Frank (New Yorker) NYC, h. Birse, Daria (Russian Kretchma) NYC, re. Blaisdell, Buddy (Steuben) Boston, re. Blackstone (Loew) Montreal 19-22, t. Blanchard, Eddie (Club Elegante) NYC, nc. Blanchard, Jerry (Embassy) Phila, Pa., nc. Blanche & Elliott (Ringside) Fort Worth, nc. Blenders, Four (Embassy Club) San Francisco, nc. Blue Rhythm Band (State) NYC 19-22, t. Bodenweiser Ballet (French Casino) NYC, nc. Boran, Arthur (Pay's) Phila, t. Boshoyer, Dora (Russian Art) NYC, re. Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc. Boswell, Connie (Congress) Chi, h. Bowers, Cookie (Roxy) NYC 19-22, t. Bows, Major, Anniversary Show (Pal.) Cleveland 19-22, t. Bradley, Tommy (Savoy) London, h. Briscoe, Grace (1523) Phila, nc. Brito, Phil (Mount Royal) Montreal, h. Brooks Twins (Club Vogue) NYC, nc. Broomfield & Greeley (Ubangi) NYC, nc. Brown, Evans (Old Vienna) Indianapolis, c. Brown, Frankie (St. Louis) St. Louis 19-22, t. Brown, Ralph (Ubangi) NYC, nc. Browne, Bothwell, Revue (Queens Terrace) Woodside, L. I., nc. Bruke, Irene (La Casina) Jamaica, N. Y., nc. Bryant, Betty (Larue's) NYC, re. Bryants, The (French Casino) NYC, nc. Bryson, Clay (Montclair) NYC, h. Bulzar, Prof. (New Yorker) NYC, h. Burns, Moriarity & Dell (Lyric) Indianapolis, t. Burns Twins (Arrowhead Inn) Cincinnati, nc. Byrnes & Farney (Royale Frolics) Chi, nc. Byron, George (Ambassador) St. Louis 19-22, t.

D

Calgary Bros. (College Inn) Chi, re. Call, Audrey (Hollywood) NYC, cb. Call & Stuart (Club Laurier) Lowell, Mass., nc. Campbell's Royalists (Drake) Chi, h. Caperton & Columbus (Adelphia) Phila, h. Cardona, Kay (Dizzy Club) NYC, nc. Carlton & Juliet (Essex House) Newark, N. J. Carmen, Billy & Grace (Carolina) Greenville, S. C., 22-24; (O. H.) Abbeville 26-27; (Colonial) Florence 28; (Victory) Charleston 29-31, t. Carpenter, Imogene (Ambassador) NYC, h. Carver, Charles (Edgewater Beach) Chi, h. Carriano Bros. (Terrace Gardens) Rochester, N. Y., nc. Carroll, Della (Leon & Eddie's) NYC, re. Carroll & Gorman (885 Club) Chi, nc. Carroll, June (Club Mayfair) Boston, nc. Carroll, Nita (Shelton Hotel) NYC, h. Carter & Schaub (Jimmy Kelly's) NYC, nc. Case Bros. & Marie (Garrick) St. Louis, t. Casino, Del (Hollywood) NYC, cb. Castillo, Carmen (Stevens) Chi, h. Cevene Trio (Commodore Club) Detroit, nc. Charles & Barbara (Steuben's Vienna Room) Boston. Chester, Eddie (Bradford) Boston, h. Chiyu, Princess (Esplanade) Prague, Czechoslovakia. Church, Bill (Crystal Park) Cumberland, Md., nc. Clark, Jean (Dizzy) NYC, nc. Clark, Keith (Leon & Eddie's) NYC, nc. Clarke, Jay (Sterling) Greeley, Colo.; (American) Colorado Springs 25-31, t. Clare, Tomie (French Casino) NYC, nc. Clark, Jay (Sterling) Greeley, Colo., t. Claudet, Marguerite (McCurdy) Evansville, Ind., h. Clauson, Charles (Cafe Ball) NYC, nc. Clayton, Pat (Barrel of Fun) NYC, nc. Clifford, George (Colony) Phila, nc. Clifford, Patricia (Essex House) Newark, N. J. Coe, Jerry (Paramount) NYC 19-22, t. Cole, Lester, & His Midshipmen (Palmer House) Chi, h. Coley, Curtis (Club Diamond) Wheeling, W. Va., nc. Compton, Dorothy (Hollywood) NYC, re. Connors Jr., Chuck (Tin Pan Alley) New York, nc. Coogan, Frances (Butler's) NYC, re. Cooke & Cooke (Fair) Charlotte, N. C. Cooley, Marion (Stork Club) NYC, nc. Cordona, Kay (Dizzy Club) NYC, nc.

E

Coriell Trio (Oriental) Chi 23-29, t. Cort, Nita, singer (Club Mayfair) Boston, nc. Costello, Jimmy (Jimmy Kelly's) NYC, nc. Coral Islanders (Montclair) NYC, h. Cortello's Canines (Steuben) Boston, re. Corwey, Ferry (State-Lake) Chi, t. Cossacks, Three (Savoy) London, h. Courtney, Ann (Montclair) NYC, h. Craig, Harry (Torch Club) Canton, O., nc. Crane, Virginia (State-Lake) Chi, t. Crone, Roberta (Backstage Club) Cleveland. Crosby, June (Victoria) NYC, h. Cross & Dunn (Casanova) Hollywood, nc. Cunningham, Fairy (Cocanut Grove) Minneapolis, nc. Cueto, Marguerita (Gaucho) NYC, nc. Cummings, Don (Rainbow Room) NYC, nc. Cutler, Gloria Jane (Variety) NYC, nc.

F

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re. Dae, Janice (Peacock) Columbus, O., nc. Dale, Helen (Howdy Club) NYC, nc. Dale, Maryon (Chateau Moderne) NYC, nc. Damur, Hene (Cocanut Grove) Boston, nc. Dancer, Jenny (Kit Kat) NYC, nc. Dandies, Four (Larue's) NYC, re. Daniels, Billy (Black Cat) NYC, nc. Daniels, Mae (Kit Kat Club) NYC, nc. Dandridge, Putney (Hickory House) NYC, nc. Dare & Yates (Pierre) NYC, h. Davis, Eddie (Leon & Eddie's) New York, nc. Davis, Jack, emcee (Eldorado) Detroit, nc. Davis, Lew (Lang's) Albany, N. Y., h. Davis, LuIs (Eldorado) Detroit, nc. Davis, Rufe (College Inn) Chi, re. Dawn, Dolly (Taft) NYC, h. Dean, Carol (Hollywood) Galveston, Tex., nc. Defrees, Lois (Dizzy Club) NYC, nc. DeBold Twins, Dancers (Paradise Club) NYC, nc. DeGross, Harriett (College Inn) Chi, re. De Marco, Antonio & Renee (Plaza) NYC, h. Delfina, Vera (El Chico) NYC, nc. Dell, Mickey (New Earl) Baltimore, nc. Delong Sisters, Three (Arrowhead Inn) Cincinnati, nc. Deon & Carlisse (Variety) NYC, nc. De Lano Bros. (Hodge's Grill) Binghamton, N. Y., c. DeMay, Moore & Martin (Grand-Bronx) NYC 19-22, t. DePalma, Angelo (Plaza Cafe) Pittsburgh, c. Diamond, Mitzi & Ted (Chez Maurice) Montreal, nc. Digitanos, The (Park Central) NYC, h. Dimitri & Helen (Club Gaucho) NYC, nc. Dimitri, Karel, & Andre (Arrowhead Inn) Cincinnati, nc. Dion & Sparkettes (Chateau Club) Rochester, N. Y., nc. Diplomats, Four (Dickie Wells) NYC, cb. Dixon, Dixie (Glass Bar) Toledo, O., c. Doe, Janice (Eldorado) Detroit, nc. Dolores & Candido (El Chico) NYC, nc. Donna & Darrell (Chez Ami) Buffalo, N. Y., nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Doris, Miss (Versailles) NYC, nc. Dorne, Dorothea (Girard) Phila, nc. Donahue, Ralph, emcee (Gloria) Columbus, nc. Dorothy & King (State-Lake) Chi, t. Dot & Dash (Frolics) Toledo, O., nc. Dover, Jane (Edison) NYC, h. Drake, Connie (Deauville) New York, nc. Draper, Paul (Pierre) NYC, h. Drew, Cholly (Number One Bar) NYC, nc. Drew, Coryce & Freddy (Village Barn) NYC, nc. Drum, Dotty (Hector's Club New Yorker) New York, nc. Duffy, James (Montclair) NYC, h. Duke, Paul (Commodore) NYC, h. Duncan, Midget Jackie (Zepp) Akron, O., nc. Dunn, Frances (Barrel of Fun) NYC, nc. Dunn, Paula (Dizzy) NYC, nc. Dupont, Bob (Riverside) Milwaukee, t. Duskin, Joyce (Paradise) NYC, re. Duval, Sheila (New Town Bar) New York, nc.

Earl & Fortune (Savoy) London, h. Easter & Hazleton (Westminster) Boston, h. Easton, Bob (Loew) Akron, O., 23-29. Ebony Rascals, Four (Club Caliente) NYC, nc. Eblens, The Two (Congress Hotel) Chi, h. Elaine & Barry (Philadelphia) Phila, h. Electronic Trio (Montclair) NYC, h. Elda Ballet (Capitol) Washington, D. C., 19-22, t. Elissa, Senorita (Nini's French Cabaret) New York, c. Elliott & Alden (Anchor) NYC, nc. Ellis, Mary (Broadway Room) NYC, nc. Embassy Boys, The (Congress Hotel) Chi, h. Enters & Borgia (Arrowhead Inn) Cincinnati, nc. Errante, Charles "Happy" (Place Elegante) NYC, nc. Erico, Edna (Leon & Eddie's) NYC, nc. Esquires, Four (Roosevelt) NYC, h. Estelle & LeRoy (Paradise) NYC, re.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Eujenie, Clair (Essex House) NYC, h. Evans, Steve (Ambassador) St. Louis 19-22, t. Everett & Conway (Shrine Circus) Walla Walla, Wash.; Boise, Ida., 26-31. Everett & Conway (Shrine Circus) Spokane; Walla Walla 19-24. Farrell, Bill (Place Elegante) NYC, nc. Farrar, Jean & Jane (Jermyn) Scranton, Pa., h. Farrell, Bunny (Place Elegante) NYC, nc. Faye, Gladys (Jimmy Kelly's) NYC, nc. Faye, Jerry (New Earl) Baltimore, nc. Felicia & DelRay (Plaza) Pittsburgh, c. Ferguson, Bobby (New Casino) Toledo, nc. Fields, Benny (Versailles) NYC, nc. Fields, Happy (Place Elegante) NYC, nc. Fields, Irving (Buckingham) NYC, h. Fields, Leon (Butler's) NYC, re. Fisher, Jack (Steuben) Boston, re. Fiske, Dwight (Savoy-Plaza) NYC, cb. Flash, Serge (Hollywood) NYC, cb. Fogarty, Alec (Weylin) NYC, h. Foley & Leture (Lyric) Indianapolis, t. Fole Parisienne (Shubert) Cincinnati 19-22, t. Fong, Jue (Downtown) Detroit, t. Fontaine, Evan Burrows (Adelphia) Phila, h. Forbes, Mrs. Alexander (St. Regis) NYC, h. Ford, Gene (Ballyhoo Club) Columbus, O. Fordham, Louise (Number One Bar) NYC, nc. Four Dandies (LaRue's) NYC, re. Fowler, LaMae (Dixon's Cafe) Omaha, c. Francesco, Tony (La Casina) Jamaica, L. I., nc. Franz & Fuller (Front Street Gardens) Toledo, nc. Frazee Sisters (Chez Paree) Chi, nc. Frey, Ethel (Dickie Wells) NYC, cb. Fricke Sisters (Terrace Gardens) Rochester, N. Y., nc. Froeba, Frank (Onyx Club) NYC, nc. Frohman, Bert (Paradise) NYC, re. Frontier Follies (Boston) Boston 19-22, t. Fry, Bob & Virginia (Man About Town) New York, nc. Fuchs, Leo (Russian Arts) NYC, re. Fuller Sisters (Embassy) Phila, nc. Funnynobers (Grand-Bronx) NYC 19-22, t.

Gable, Carol (Lookout House) Covington, Ky., nc. Gaby, Frank (Boston) Boston 19-22, t. Gainsworth, Marjorie (St. Moritz) NYC, h. Gall-Gall (Versailles) NYC, nc. Gamble, Richard E. (Navarro) NYC, h. Garner, Nancy (Wivel's) NYC, re. Gardner Sololists (Plaza Villa) Pittsburgh, nc. Garrett & Wray (Variety) NYC, nc. Gasca Troupe (Shrine Circus) Walla Walla, Wash. Gautier's Steeplechase (Roxy) NYC 19-22, t. Gayer Sisters (Silver Lake Inn) Clemlington, N. J., cb. Gavitte, Rex (Place Elegante) NYC, nc. Gay Nineties Quartet (Gay Nineties) NYC, nc. Gentlemen of Rhythm, Four (New Yorker) NYC, h.

Gerrits, Paul (St. Regis) NYC, h. Gibson, Virginia (Cocanut Grove) Boston, nc. Gilbert, Eddie (Cat & Fiddle) Cincinnati, nc. Gilbert, Natalie (Village Casino) NYC, nc. Girard, Adele (Lincoln) NYC, h. Glenn, Cinda (French Casino) NYC, nc. Glory, Camille (18 Club) NYC, nc. Glover, Alice (Netherland Plaza) Cincinnati, h. Gobs, Three (Ubangi) NYC, cb. Goff, Jerry (Riviera) Fort Lee, N. J., nc. Gomez & Winona (Rainbow Room) NYC, nc. Gonzales & Rangel (McAlpin) NYC, h. Gordon, Paul (Commodore) NYC, h. Glancz, Sandor (Palmer House) Chi, h. Gladstones, The (Colonial) Boston 21-24, t. Gleason's, Art, Town Scandals (Rialto) Danville, Va., 21; (Carolina) Burlington 22; (Middleburg) Logan, W. Va., 23-24; (Pocahontas) Welch 25; (Beckley) Beckley 28-29, t. Glover & LaMae (Netherland Plaza) Cincinnati, h. Gohlke, Mae & Dee (Edgewater Beach) Chi, h. Gould, Blanche (Half Moon) Coney Island, N. Y., h. Gower & Jeanne (Drake) Chi, h. Granoff, Bert (Bismarck) Chi, h. Grafton, Gloria (Le Mirage) NYC, nc. Gray & Berger (Casanova) Hollywood, nc. Gray, Maxine (Paramount) NYC 19-22, t. Greene, Jackie (Terrace Gardens) Chi, re. Greene, Margie (Cocanut Grove) Boston, nc. Greewood, Dawn (Paradise) NYC, re. Gregory & Raymond (Oriental) Chi, t. Grisha, Dancer (Cocanut Grove) Boston, nc. Groff, Mitzi (Palumbo's) Phila, cb. Growler Man, The (Gang Plank) NYC, nc. Guizar, Tito (Capitol) Washington, D. C., 19-22, t. Gyldekronne, Baron (Wivel's) NYC, re. Gypsy Albert Trio (Beverly Bar) NYC, nc.

Hager, Clyde (Tower) Kansas City, t. Hall, Frank (Club Lido) Montreal, Can., nc. Hall, Vivian (La Casina) Jamaica, L. I., nc. Hall, Wilbur (Savoy) London, Eng., h. Hallman, Florence (1523) Phila, nc. Hardie & Mills (Gloria) Columbus, nc. Hanson, Eddie (Chez Maurice) Montreal, no. Hanson, Lloyd (Midway Inn) Klamath Falls, Ore., nc. Hardy, Moore (Gabriel's) NYC, nc. Harper, Ruth (Mount Royal) Montreal, Que., h. Harrington, Pat (18 Club) NYC, nc. Harris, Sylvia (Cocanut Grove) Boston, nc. Hart, Carl (Number One Bar) NYC, nc. Harvey, Ken (Savoy) London, Eng., h. Hatts, Harry (Bradford) Boston, h. Haviland, Henry (Poor House Inn) Hanover, Pa., nc. Hawkins, John (Queen Mary) NYC, nc. Hayden, Tommy (Wivel's) NYC, re. Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h. Henri, Harri (Maple Diner) Hartford, Conn., re. Henri, Phil (Chez Ami) Buffalo, N. Y., nc. Henry, Flo (Club Alabam) Chi, nc. Herman, Irving (Man About Town Club) NYC, nc. Higgins, Danny (Jimmy Kelly's) NYC, nc. Higgins, Peter (Post Lodge) Larchmont, N. Y. Hinton, Hot-Cha (Club Piccadilly) Baltimore, nc. Hilliard, Jack (Jimmy Kelly's) NYC, nc. Hollis, Marie (Paradise) NYC, re. Holly, Edna Mae (Ubangi Club) New York, nc. Hooker, Dynamite (Cotton Club) NYC, cb. Hooton, Don (Park Central) NYC, h. Howard, Helen (18 Club) NYC, nc. Howard, Jay (Village Barn) NYC, nc. Howard, Joseph E. (Gay '90s) NYC, nc. Howard, Kathleen (Green Gables) Hazleton, Pa., ro. Howard, Smith (Netherland Plaza) Cincinnati, h. Hudgins, Johnny (Rafters) Phila, nc. Hudson Wonders (Boston) Boston 19-22, t. Humberto, Arturo (Du Prierot's) NYC, nc. Hunt, Frances (Rainbow Room) NYC, nc. Hurok, Jemma (Sherry-Netherland) NYC, h. Hyers, Frank (18 Club) NYC, nc.

Ice Carnival, with Dick Meister, Danny Huysentruitt, Charles Hadlett, Frenchie Hebert (Roxy) NYC 19-22, t. Illiana, Miss (Biltmore) NYC, h. Indefatigable Charlies (St. Regis) NYC, h. Irving, Jack (Harry's N. Y. Cabaret) Chi, cb.

Jack & Jill (LaRue) NYC, re. Jacks, Three (L'Aiglon) Chi, re. Jackson, Irving & Reeve (Clover) NYC, nc. Jackson, Joe (Savoy) London, Eng., h. Jackson, Lawrence (President) New York, h. Jacobs, Peggy (Torge) Jamestown, N. Y., h. Jal-Leta (Leon & Eddie's) NYC, nc. Jakobi, Anita (London Casino) London. James, Fred (Kit Kat) NYC, nc. Jarvis, Betty (Le Mirage) NYC, nc. Jeanie (Lyric) Indianapolis, t. Jeanne & Earle (Oaks Club) Winona, Minn., nc. Jenkins, Polly, & Plowboys (Astor) Liverpool, N. S., Can., 21-22; (Capitol) Lunenburg 23-24; (Gayety) Halifax 26-28; (Capitol) Springhill 29-31, t. Jenner, Julie (Paradise) NYC, re. Jerry & Turk (Green Gables) Hazleton, Pa., ro. Jewels, Juggling (Lyric) Indianapolis, t. Jimae (Blackhawk) Chi, c. Johnny & George (Yacht Club) NYC, nc. Johnson, Dorothy (Harry's N. Y. Cabaret) Chi, cb. Johnsons, The (Navarro) NYC, h. Jones, Broadway (Cotton Club) NYC, cb. Jones, Jonah (Onyx Club) NYC, nc. Julian, Lewis (Biltmore) NYC, h.

Kalma, Willie (The Rendezvous) Rockford, Ill., nc. Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c. Kalooah (Cotton Club) NYC, nc. Kane, Fatsy (Roosevelt) NYC, h. Kann, Alex (Versailles) NYC, nc. Karavaeff, Simon (Russian Kretchma) NYC, re. Kaufman, Sam Jack (Book-Cadillac) Detroit, h. Kay, Beatrice (Tony's) NYC, nc. Kay, Carol (La Casina) Jamaica, N. Y., nc. Kay, Dolly (Royale Frolics) Chi, nc. Kaye, Johnny (Washington) East Liverpool, O., nc. (See ROUTES on page 54)

## Season of R-B Best Since '29

**Crowds turned away at many stands—closing date Nov. 11 at Tampa, Fla.**

HOUSTON, Oct. 17.—S. W. Gumpertz, general manager of the Ringling-Barnum Circus, stated that the Big One has had its best year since 1929, adding that it is on its last lap of the season and would close November 11 at Tampa, Fla.

"The season has been a pleasant puzzle," said Mr. Gumpertz. "We've had our best year since 1929, and Presidential election years long have been the hardest seasons for the circus. But not this year. We've had to turn away crowds in dozens of places.

"If that's a barometer I don't know what it gauges, but it's been a good circus year.

"As long as the birth rate remains normal and there are plenty of kids the circus will be all right. We compute our future potential business on the birth rate."

### Downie Troupers Hurt In Truck Accident

SPARTANBURG, S. C., Oct. 17.—Five persons were injured in a truck wreck on the Union road early Tuesday morning and a short time later an ambulance, bringing them to the county hospital, overturned, resulting in injuries to two others.

The five persons injured in the first accident were members of Downie Bros.' side-show band, who were traveling from Greenville to Union. The driver's name was given as Eddie Washington. The names of the five injured were given as follows: Major Johnson, severe facial and head cuts and probable internal injuries; Spencer Anthony, head cuts and compound fracture of the skull; Amos Streikland, cut on jaw; Lucille Anthony, cuts on head; Albenia Prince, cuts on head.

A representative of the circus called at the hospital and stated that the troupers would be assured proper attention.

### June Williams Called Home

JEFFERSONVILLE, Ind., Oct. 17.—June Williams, leaper and aerialist with Downie Bros.' Circus the last two seasons, was compelled to leave the show suddenly at Pensacola, Fla., and return to her home here on account of the death of her mother October 5.

Miss Williams, thru *The Billboard*, wishes to thank members of the Downie show for the beautiful floral offering. Eddie Williams, her husband, will continue with the show the remainder of the season.

### Maynard With New Show

LOS ANGELES, Oct. 17.—It has been stated here that Ken Maynard will be with Adkins and Terrell's new show next season.

La Verne McClain finished season with the Al G. Barnes Circus and will finish season on the Cole Circus. Joe Belovocky, seal trainer of the Barnes show, also joined the Cole show.

Arthur Hopper, general agent of the Barnes show, is rapidly recovering; is located in downtown hotel.

### Pensacola Big for Downie

PENSACOLA, Fla., Oct. 17.—Downie Bros.' Circus was forced to give an extra night performance here to accommodate the crowds. Matinee and both night shows were straw houses.

JOHN H. GEARHART closed with the advance of Seal Bros.' Circus at Canton, Kan., September 26. He joined Russell Bros.' advance at Cameron, Tex., for remainder of season.

### None at Clarksville

CINCINNATI, Oct. 17.—The City Billposting Company, of Clarksville, Tenn., states that not a circus has been there this season. It adds that it is a city of nearly 12,000, has a centrally located show lot, business conditions are good and people are circus hungry.

### Polack Bros.' Biz Good in Montana

SPOKANE, Wash., Oct. 17.—The date at Helena closed four weeks engagements in Montana for Polack Bros.' Circus. Business, according to Manager Irv. J. Polack, far exceeded expectations.

In Helena the customers filled the Shrine Temple every night and the show went over in a big way. This was the third return engagement of the show and *The Montana Standard* and *Independent Record* were generous with space and loud in their praise for the high type of performance.

The showfolks were given a thrill while in Helena. At 4 a. m., October 9, an earthquake was felt. Hank Carlyle, general agent of American United Shows, and wife visited show here.

DON LAVOLA.

### New Orleans Good for R-B

NEW ORLEANS, Oct. 17.—Ringling-Barnum Circus enjoyed four good houses here October 10-11. S. W. Gumpertz reported the best money-making Saturday in several years. City officials improved main stem to grounds just before the show's arrival. Haul was a short one.

## Gainesville Ends Season

**Most successful one in its seven years' existence—Santa Claus parade unit**

GAINESVILLE, Tex., Oct. 17.—The Gainesville Community Circus closed its most successful season in its seven years' existence last Thursday at the Red River Valley Fair in Sherman. There was a straw house Wednesday in spite of misting rain and a comfortably filled tent Thursday night. The show gave 19 performances during the season, showing to approximately 40,000 persons.

Plans for next year's show are already in the making, with several choice dates practically assured, including a return engagement to the Farmers' Short course at Texas A. & M. College in July.

Superintendent Alex Murrell has the storage barn in first-class shape and all equipment in good repair. Next activity will be a one-day engagement of 15 acts at the Northeast Texas Fair in Pittsburg October 29. Matinee and night performances will be given. Verne Brewer and Portis Sims will be in charge of the unit.

G. D. Bell, big-show ticket seller, left Monday on a tour of West Texas to obtain contracts for the show's Santa Claus parade unit, which will go out November 28, and will make 12 to 18 Texas cities and towns. Ten people will be with the unit, which will carry seven

### Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Those with individuals shown and giving their names preferred. Names and addresses of the manufacturers also desired. Kindly mail pictures to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.

### Three Big Days For Cole-Beatty

MIDLAND, Tex., Oct. 17.—Three of the biggest days of the 1936 tour of Cole Bros.-Clyde Beatty Circus were crowded into the past week. The stands were San Diego, Phoenix and El Paso. In San Diego the circus played right between the closing of the big exposition and the country fair. At Phoenix and El Paso, the Cole dates were behind those of another circus.

Not only were new attendance figures established in San Diego, El Paso and Phoenix, but Tucson, Douglas and El Centro came thru with big houses. Long jumps on the Southern Pacific and Texas & Pacific were covered in passenger train schedule.

Following the night house in San Diego, when many were seated on the straw, the management announced in the future they will appear there for two days. Phoenix also gave sufficient business to justify a two-day stand, despite opposition, and the same can be said of El Paso. In those three cities, thousands were turned away.

### Parade in El Paso

There was much council opposition to the parade in El Paso, but Ora Parks, press agent, and the newspapers succeeded in getting the officials to agree to the procession. Thousands of people witnessed parade, the first to be staged by a circus in El Paso in 12 years.

Most all of the performers and executives with the show visited Jaurez Sunday and attended the bullfight. The folks bought plenty of merchandise in Mexico—special boots being purchased by George Cutshall, Harlan Burkhart, Johnny Seawall, Sidney Ayles and Ray Dean. All of the women bought French and imported perfumes.

The T. & P. gave the show a great run to Midland, the distance being 308 miles and arrival was at 12:10 o'clock. A night show only was scheduled with a 5 o'clock parade. Cole-Beatty is the first big railroad show to appear in Midland in several years.

Visitors were numerous in San Diego, Phoenix and El Paso. Robert Earl Ryan, son of Jack Ryan, Side Show public-address speaker, had shore leave from the U. S. Bainbridge and spent the day with his father. Among newspaper men that visited were Arthur K. Whyte, publisher of *The Union* and *Evening Tribune*; Frank Goodman, managing editor of *The Tribune*; Lon Smith, city editor of *The Union*; Arthur Hunt, city editor of *The Tribune*, and Don Short, special staff writer of *The Tribune*. Hubbard Nye, former New York press agent, also spent the day as guest of Bob Hickey.

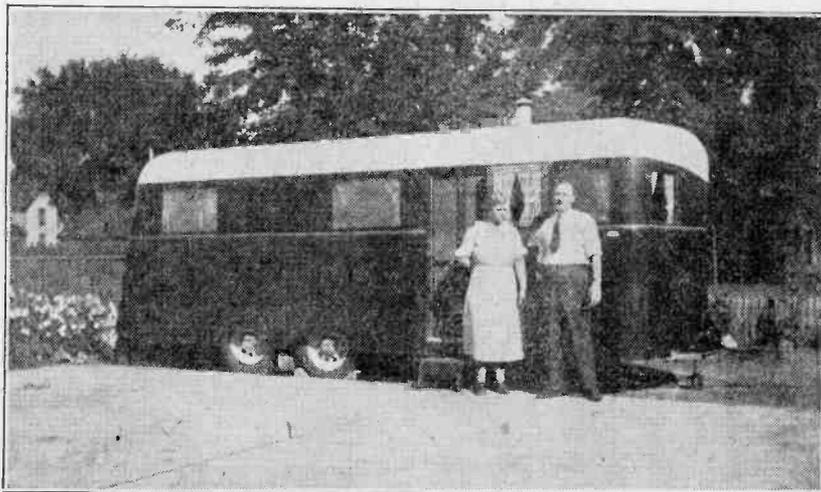
Jess Adkins left the show at El Paso and took an airplane to Rochester, Ind., to arrange for building additional barns and storage rooms at winter quarters. He is due back at San Antonio next Monday. Charley Luckey and several other artisans also departed for Rochester to start preliminary work at quarters, but the show won't be back in Rochester before the middle of November.

Everyone is asking about the closing date, but so far no official stand has been scheduled.

### Winter Dates for Riddle

POPLAR BLUFF, Mo., Oct. 17.—Riddle's Society Circus has closed after a good season and is being readied for its winter dates. The show played seven celebrations and four fairs along with its still dates, altogether making about 150 stands. Manager Jack Riddle will use only the five aerial acts this winter, featuring the three Riddle Sisters, Lois, Bernice and Annetta.

Riddle was in three hospitals this season and is now coming along okeh.



MR. AND MRS. F. A. LEMIEUX, of Menominee, Mich., snapped while visiting Seils-Sterling Circus at New Richmond, Wis. They have a "Covered Wagon" trailer. Also visited Cole Bros., Al G. Barnes, Ringling-Barnum, Lewis Bros., Atterbury Bros., Vanderburg and Mix shows this summer. Lemieux trouped with the Ringling show in 1906-'08.

### Wild Animal Market Staging Comeback

BOSTON, Oct. 17.—Like the sudden outbreak of pugilists to stage a comeback era, so is the wild animal market of the world staging a comeback after a lull of five years, declared Frank Buck, *Bring 'Em Back Alive* chief, who on October 11 completed one week of his *Jungle Show* at the Boston Garden.

Four-legged natives of the jungle are now in great demand. "From 1931, for a four, five-year period, no one, not even the country's largest zoos, was in the market for animal-buying. With the darkness of the depression waning, the demand has increased by leaps and bounds. Small and large cities all over the United States are making larger appropriations for animals. You know, of course, about our recent selling an order of \$20,000 worth of animals to just one zoo, that at St. Louis," stated Buck.

The condition of the animal-buying comeback is conforming to the motto used by Buck—*Bring 'Em Back Alive*.

### R-B in Atlanta Two Days

ATLANTA, Oct. 17.—Ringling-Barnum Circus will be here November 4-5, using the Highland avenue showgrounds.

head of ponies and a number of parade vehicles, costumes, etc.

Probability is that the Al Conners family will winter here and have charge of training quarters, which will open immediately after January 1 in the Fair Park Auditorium.

### Adams, Smith Have Unit; Under Canvas Next Year

CHIPPEWA FALLS, Wis., Oct. 17.—Don Adams and Gordon Smith, formerly with Atterbury Bros.' Circus, are presenting their own circus unit and report highly satisfactory business during the first five weeks. They are playing theaters and other indoor dates thru this State at present and are headed south with sufficient advance bookings to carry them up to the opening of the 1937 circus season, when they will open under canvas.

A title has not yet been selected for their new enterprise, but orders have already been placed for big top, menagerie, cookhouse, dressing room and pad-room tents. The equipment will be new thruout. Fifteen new Ford trucks and trailers will transport the show. This does not include private cars and house trailers.

The present circus-vaude unit presents 12 numbers, featuring Gordon's Educated Pets.



# With the Circus Fans

By THE RINGMASTER

CFA, Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 17.—Members of Terrell M. Jacobs Tent, Houston, Tex., had a fine time when the Ringling-Barnum Circus Sundayed there October 4, with a two-day stand following. After the night show Monday they gave a seafood dinner to several of the performers at Gaido's White Horse Tavern and then the party moved to the quarters of President Frank Walter, who has a private circus of his own. There Frank and his wife served refreshments while everybody looked at his interesting collection of parade wagons and made friends with the animals. It was nearly daylight when they delivered their circus guests back to their hotel or Pullmans. Those present included Mr. and Mrs. Hugo Zacchini, Mario Zacchini, Mr. and Mrs. Rudy Rudynoff, Mr. and Mrs. Carl Wallenda, Henrietta Wallenda, Mr. and Mrs. Loyal, Mr. and Mrs. Art Concello, Mrs. Charline Danwill, Dorothy Herbert, Mr. and Mrs. Frank Walter, Mr. and Mrs. F. R. Georg, Dorothy Georg, Rev. J. W. E. Airey, Perry Luth, A. W. Kennard, Haygood Ashburn and Joe M. Heiser Jr.

WALTER HOHENADEL, of Chicago, assistant editor of *White Tops*, who is on a business trip to the Southwest, has this office on the list to receive his route card. Card No. 2 shows that he worked day and date October 15 with Cole Bros.-Clyde Beatty Circus in Abilene, Tex., which, of course, was just too bad for a Circus Fan.

The members of the Alfredo Codona Tent, CFA, of San Antonio, signally honored Harry Hertzberg, Circus Fan extraordinary and founder of the Tent, evening of October 8. At a dinner at the home of Porter Loring the Fans and four other guests, Dr. Ferdinand Herff, C. W. Miller, H. L. Bridgman and Pompey Coppini, visiting CFA of New York City, assembled and as a climax to the program a life-size bronze bust of Mr. Hertzberg was presented to him. The splendid likeness is the work of the eminent sculptor Pompey Coppini, who made the model over a year ago while in the city. The other members of the local Tent, keeping the matter a

secret from Harry, resolved to have the work cast into bronze, and on its completion Mr. Coppini made a special trip to San Antonio to participate in the presentation. A silver engraved plate affixed to the base of the bust bears the following inscription:

DEAR HARRY HERTZBERG  
"We love you as you love the circus; can more be said?" A. M. Biedenbarn, Walter Loughridge, Porter Loring, Richard Gill, Dr. W. M. Wolf Jr., Col. C. G. Sturtevant, Tom H. Scaperlanda, J. O. Meusebach, Jack Pitluk, Maury Maverick, Frost Woodhull, Lewis Kayton, Paul McSween, Dr. J. B. Waggoner, Adolph Topperwein, Pasco J. Scaperlanda, Raymond Willie, Sims Potts.

Rev. J. W. E. Airey, CFA, of Houston, Tex., enjoyed visiting Ringling-Barnum Circus in that city and will drive over to Gonzales, Tex., for a visit with Russell Bros.' Circus.

## Good Business For Paris Shows

PARIS, Oct. 12.—Cirque Medrano is playing to packed houses at practically every show and the Cirque d'Hiver, a much larger house, drawing very good houses.

New bill at the Cirque Medrano features the nut comedy acrobatic act of Franklin d'Amore, Jack Lane and Anita Knauer, which clicks solidly. Daring trapeze number presented by a young girl, Miss Mireilly, who works high and without a net.

The Two Brettinis, man and girl, offer sensational perch act performed with unusual speed. George Hurd, Australian juggler, on in amusing and clever juggling routine. Arlys puts a group of clever pooches, thru their paces.

The Five Viking Garnas, a troupe of Swedish huskies, present two numbers, both a medley of balancing and tumbling, slowed up by weak comedy. Belanita on in modest Spanish dance numbers, but one of her guitar accompanists, Jean Mimo, steals the applause by stepping out and crooning a ditty which nets him a show-stop.

Max Blot, radio speaker, introduces the numbers. Fratellini clown trio, presenting a funny acro burlesque, and Porto and Alex, and Tony on in usual amusing gags. Hagenbeck horses presented by Fred Petoletti in new routines.

Outstanding number at the Cirque d'Hiver is Rassana in her sensational aerial number. Flashy aerial act also offered by the Wolsons, a new flying-trapeze quartet.

Other high-class acts on the bill are the Faludys, teeterboard aces; South China Troupe; the Mathis, bicycle act; Elida Sisters, contortionists; Two Harris, equilibrists; Four Georgys, double perch, and the Two Marcolis, tumblers.

Stoll's elephants, Dolinda de la Plata and her horses; the clowns, Milos and Angelo, and the Zacchins, and the ballet of Renee Piat complete the bill.

Charles Judge's clever chimpanzees; Joe Jackson, bike comedian; Ellmar, juggler; Seven Pusztas, tumblers, and Alto, equilibrist, are at the Mogador. The Four Ortons, wire walkers; Gaudsmith Brothers, comedy dog act; Iris Silburn, trapeze; Three Gazettis, equilibrists, and the (See *GOOD BUSINESS* on page 43)

## Santos & Artigas At Marti, Havana

HAVANA, Oct. 17. — The Santos & Artigas Circus will again appear under a theater roof.

Owing to all the largest and principal theaters, such as National, Payret, etc., where it played in years gone by, being given up exclusively to pictures, the circus was forced last year to show under canvas in Havana, and tho a good location did not seem to meet with the approval of the Cuban public, who have always been accustomed to see their favorite circus inside a theater building.

This season the management has contracted for the Marti Theater. The stage will be changed and a one-ring circus will be built in the center with seats all around.

The opening date is November 17.

PENSACOLA, Fla., Oct. 17.—Four representatives of the Ringling-Barnum Circus were arrested by Chief William O'Connell and Assistant Chief A. O. Godwin for posting circus signs without a license. The four were George Radcliff, Mack Powell, J. R. Morris and Robert Johnson. They were assessed a fine of \$300.

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox

By STARR DE BELLE

Dear Circus Solly:  
Regarding the squib that appeared in Under the Marquee, "What's doing with the Won, Horse and Upp Circus?"

For the benefit of all showmen and city officials I, as press agent for the World's Greatest Trailway Shows, wish to say that the show is now in summer quarters. Painting, repairing and building is in full sway preparing this gigantic circus for its winter tour. The management's last announcement in a farm and poultry monthly stated: "Anybody can operate a circus in summer, but it takes a good man to run one all winter."

Management also admits that the Won, Horse and Upp Circus is a mythical organization; that all salaries and other operating expenses are imaginary. This is one great reason why the show has in the past met all debts with a smile.

Note—We do not claim to be the only show that pays imaginary salaries, nor do the bosses claim that they are the only imaginary managers, but they do claim that they are frank about it.

From what I can learn from the office staff the show will open early in December. The route is still a secret. But we take it for granted that the show will play Southern territory. Will carry all new canvas from cookhouse to the front door. Will carry an extra top for the big show for protection in case of a blow-away. This top will be rented out to fairs and camp meetings on our route.

The show will be twice as large as last season. This all depends on how large the bosses' cotton crop is and how high it will sell. Their peanut crop was killed by the drought, but the pop-corn crop is okeh. Let the readers of *The Billboard* know the show will take to the road immediately after the crops are harvested. Tried to get further information from the bosses, but they are busy with their hog butchering and wouldn't stop to give out further circus news.

## Tom Mix Show Doubles Back Into North Carolina

CONCORD, N. C., Oct. 17.—The Tom Mix Circus has doubled back into North Carolina, with business and weather favorable. Long jumps with few mishaps, and show has been up and ready each day before matinee time. Dail Turney has been gone for the last few days attending to business for the show. Mrs. Mix flew from Beverly Hills and joined Mr. Mix at Rocky Mount Sunday and will remain until closing.

Dan Payne visited the show in Greenville, also General Agent P. N. Branson. Payne met with an automobile accident, demolishing his car, but escaped with minor injuries. Max Gruber drove a new elephant truck onto the lot. It was specially built for his Oddity Trio. Mr. Mix received a fine note of appreciation from a noted columnist commenting on the cleanliness of his show and has had many gratifying editorials and interviews in the papers recently.

Chef Nicks and assistants are treating folks to hot biscuits in the cookhouse these cool mornings, and Charles Warrell, purchasing agent, is doing a nice job buying. Jack Burslem is turning in fine receipts from novelty stands. Red Kelly is back selling tickets inside. Mrs. Charles Sparks spent the day on the show in Concord. Mrs. Alfredo Codona (Vera Bruce) will spend the week-end with her brother on the Ringling-Barnum show.

The Arbaugh flying act continues to be a great favorite with the audience. The Hobson Family is getting its share of applause. Mr. and Mrs. Earl D. Backer, Mr. and Mrs. Winstead and Mr. and Mrs. Robison, minstrel show folks, visited the show in Greenville and Kinston.

## Robbins in Louisiana

NEW ORLEANS, La., Oct. 17.—The Robbins Circus is moving southward with one-day stops at all larger communities. Show came into the State October 10 and will make at least a dozen Louisiana communities before going into Texas. High occupational tax charged by State is keeping out most of the usual shows in Louisiana.

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20—Jackson, Tenn.	27—Winston-Salem.
21—Nashville,	28—Danville, Va.
22—Chattanooga,	29—Greensboro, N. C.
23—Knoxville,	30—Raleigh.
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# Under the Marquee

By CIRCUS SOLLY

**BLACKIE MARTIN** has joined M. L. Baker's Side Show with dog act.

**WYATT DAVIES**, former circus troup-er, visited Ringling-Barnum in New Orleans.

**CHUBBY AND HARRIETT GUILFOYLE** have finished their season of fairs and are in Cincinnati for an indefinite stay.

**ED C. BROWN**, who has been on the advance of Tom Mix Circus, is located at Central Cafe, Deming, N. M.

**DELL SIMMONS**, musical act, is playing small towns in the mountain and tunnel section of Southern Utah.

**DEACON ALBRIGHT** is with the advance of Rice Bros.' Circus as contracting press agent.

**LET'S HAVE NEWS** from the smaller circuses. Why hide your light under a bushel? You never can tell—a small one today and a big one tomorrow.

**BERNICE STANLEY** has joined the Los Aeros act and will be featured with her head and hand stands on the top perch.

**SENIER & WEBB'S** unit and Lloyd Senter, gymnast, are playing celebrations and theaters in Ohio and Pennsylvania.

**A. J. EMAHIZER**, of animal act fame, is a patient at the Veterans' Hospital, Lincoln, Neb. Letters from friends will be appreciated.

**REX TAYLOR**, magic and Punch man, has forsaken the road to wield his sign and scenic art brushes in San Antonio. Reports business good.

**STANLEY F. DAWSON**, now at Taos, N. M., says that he recently had a card from Nellie Dutton, Durban, South Africa.

**ELDON D'ORIO**, xylophonist and emcee, formerly with circuses, is playing the Cotton Club in Joplin, Mo. Says that he will be drummer with a railroad show next year.

**HARRIET PARSONS** and crew, of Screen Snap Shots Newsreel, took shots of Cole-Beatty Circus, not Al G. Barnes (as mentioned in a recent issue) on the Pasadena lot.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

**WHIPPING SMITHS** recently finished a pleasant season with Seal Bros.' Circus, working with Owner-Manager Bud E. Anderson and Betsy King Ross. They expect to spend winter in Ft. Wayne, Ind.

**BILLY AND CONCHA PAPE** enjoyed a brief visit with Doctor Markuson, his wife and sister at Helena, Mont. The doctor's sister, Annie Laurie, was formerly an aerialist with the Ringling show.

**H. M. CARMICHAEL** and wife will soon end a profitable season with the Ring Bros.' Mechanical Circus, and Carmichael will take on his winter duties with the Murphy Calendar people at Red Oak, Ia.

**MRS. ELIZABETH MIX**, mother of

## Tom Thumb Residence Now an Antique Shop

**BRIDGEPORT, Conn., Oct. 17.**—The old Tom Thumb residence here has been converted into an antique shop. The house, with its 10-foot doorways, built so that Tom Thumb could entertain his giant as well as his midget friends, is an important Bridgeport landmark. It was built by his father while the General was in Europe on tour with Barnum, and was occupied for many years by the famous little man.

Tom Mix, will celebrate her 78th birthday anniversary November 6 at her home in Du Bois, Pa. She spent the day with her son's circus when it was at Meadville, Pa., this summer.

**KING BAILE** reports that Seils-Sterling business has been great in Missouri and Arkansas. George Fuller's Pit Show did big biz at Blytheville, Ark.; Side Show also did big. Looks as if the show will play into November.

**HAROLD YOUNG** and F. C. Fisher have closed their pit and side shows and stored them at Cambria, Mich. Had nice biz at all fair dates. Young is now (See UNDER THE MARQUEE page 43)

## Hamid-Morton Show To Open in Toronto

**TORONTO, Oct. 17.**—Hamid-Morton Circus will open its season here at the Maple Leaf Gardens week of October 26, auspices of the Shriners, Ramesses Temple. Seating capacity of the Gardens is 16,800. Last year was the third for this circus, when it played to 83,000 paid admissions. From advance sales, indications are that it will establish a new record here, running better than 30 per cent ahead of last year. Thirty-six thousand tickets have been sold and paid for. All department stores and local industries are giving full co-operation and buying big block tickets. Many national advertisers go in for a big banner display and Wrigley Chewing Gum Company purchased enough tickets to take 10,000 underprivileged and poor kids to the circus. The Canadian National and Canadian Pacific are co-operating with special rates to the city. The Gardens have been reserved exclusively for the circus for six years.

Thirty-two displays in three rings and 50 ballet girls will be used with the show this year.

The advance will be handled under the personal direction of Bob Morton this year as Omer Kenyon has been placed as general manager of the office. Dan Pierce is in charge of the office for the Shrine.

## Cole Parades at El Paso, Tex., Despite Ordinance

**EL PASO, Tex., Oct. 17.**—When city council members decided a parade of Cole Bros.-Clyde Beatty Circus would violate a city ordinance, *The El Paso Times*, morning paper, started a campaign to have the ordinance repealed.

Civic, business and political leaders joined in front-page requests for the parade. Result: Ten days of front-page publicity, many thousands of persons saw the parade; straw crowd at night performance; afternoon capacity.

It was the first circus parade here in many years.

The Al G. Barnes Circus was here September 28 and the Cole Show October 12.

## Yankee-Patterson Show Reopening at Inglewood

**VENICE, Calif., Oct. 17.**—The last two weeks has found the Yankee-Patterson Circus in quarters, with the acts playing the county fairs at Pomona and San Diego. Little Louis Velarde created a sensation at Pomona and the Oliva Brothers were an outstanding feature the second week. Ruby Wood is featured at the San Diego Fair at Del Mar, presenting her aerial novelty 100 feet in the air.

Everything at quarters is getting a coat of paint preparatory to opening at Inglewood October 23. Among the new acts that have joined are the Avalon Trio, comedy acrobats, with an all-new act presented by Fay Avalon; Bertha Matlock and Fay Wolcott. Wolcott will also act as producing clown on all the winter dates. Skinny Matlock has rejoined as boss canvasman and rigger, making his third winter with the show. Herman Ebert is in charge

of tickets, with George Fabun master mechanic.

Lloyd Sheeler, who has been with the show all season, closed last week to accept a position as mechanic on the Los Angeles Aqueduct at Indio. Visitors are numerous now that the Barnes show is back in quarters and the lot at Venice seems to be the popular meeting place for showfolk in the fall and winter.

## Old-Time Showmen

By CHARLES BERNARD

Kearney, Neb., is the home of an old-timer whose record for knowledge of and connection with early circuses and government service is remarkable for wide range and varied experiences. This man is C. S. Munhall, who looks forward to January 27, 1937, as the 90th anniversary of his birth; born in Licking County, O., where his father was a Methodist minister, with Cambridge as their home until 1854, when they moved to Urbana, Ill. When six years old Munhall saw his first elephant when the Mable Bros.' Circus exhibited in Cambridge. In August, 1861, at age of 14, he enlisted in the 26th Illinois Infantry, served thru the Civil War for its full duration, was in the siege of Vicksburg, with General Sherman at the battle of Atlanta, on that famous march from Atlanta to Savannah, was one of 35 picked scouts at General Sherman's headquarters until the evacuation of Savannah.

In 1867 he went to Leavenworth and was assigned to scout duty which brought him in contact with such famous scouts as Luther North, William F. Cody and others in the government service; in 1868-'69 served under Sherman, Sheridan, Dodge and with the Seventh U. S. Cavalry commanded by General Custer. Thru association with Colonel Cody, Captain North, Dr. Carver, Idaho Bill, Wild Bill Hickock and those Wild West heroes who drifted from scouting into the Wild West exhibitions, it was natural that Mr. Munhall should become interested in and identified with circus business, and learn at first hand many important events which are now stored in his wonderful memory, and clearly set forth in his reminiscence.

William Lake's Circus and Hippolympian Aggregation in 1870 and 1871, Veteran Munhall describes in detail as to artists employed and events of the seasons. High Marks was the featured clown; Bill Sparks, the cannon ball juggler; Mingo Park, a spotted African mule; "Red," "White," "Black," "Snowflake," "Whitecloud" and "Little Bessie," were featured in their trained specialties; "Mazeppa, the Wild Horse of Tartary," was played in the ring by Madam Agnes Lake; Emma Lake and Cordelia did equestrian feature acts. Mr. Munhall was present and witnessed the shooting of William Lake at Granby, Mo., in 1871.

Killian, the murderer of Lake, was given a seven-year term in prison. When he was released he came back to Joplin, Mo., announcing his intention to kill a man who had been a witness against him for killing Lake. This witness met him on a street crossing, gave him two loads of buckshot and emptied his navy repeater into Killian with deadly effect. Mr. Munhall chanced to be there and wrote to Emma Lake giving the details of Killian's finish.

At the Urbana, Ill., home, Munhall saw the Peak Family Swiss Bell Ringers at Russell's Hall, then the local playhouse of Urbana, and relates how Mr. Peak, the harpist of the company, played *Yankee Doodle* with his right hand, *Fisher's Hornpipe* with his left hand and whistled a different tune all at the same time. He also describes the concert of Ole Bull, the famous violin player, during the same week, at Russell's Hall.

Mr. Munhall relates much authentic data on stars of importance featuring during the '70s and '80s with the Montgomery Queen Circus on his Western tour, the G. G. Grady Circus, Sells Bros. Circus and the Great Adam Forepaugh Show, which he frankly gives credit as the outstanding high-class show of that period. As women distinguished for equestrian feats worthy of special praise, he names Mollie Brown, Linda Jeal and Madam Rentz. Among the male equestrians he admired Sig Sebastian and William Showles, and says John Lowlow was the "Clown Supreme," and that Conklin's right arm feats on the horizontal bar was the most wonderful act of the kind ever done by a bar performer.

Mr. Munhall recalls the marriage of Madam Lake to "Wild Bill" Hickock

## Dressing Room Gossip

**COLE BROS.-CLYDE BEATTY**—Back in the wide-open spaces of Texas. Kinko has had some mule trouble in parade, almost had a runaway. Joe Lewis trots along okeh, apparently the master of his. Laverne McLain joined in Phoenix, riding waltz and rare. Joe Fish also joined to work seals. Nearly the entire show went over to Juarez, Mex., for the bull fight and all came back with a souvenir spear and the same story, "Never again."

Balero juggling is a new fad here, altho some still stick to the bottles. Saw some time tables show up, so guess it will be "where to?" before long. Haven't had any charcoal fires in the dressing room yet. The dog peddler was on in El Paso. Jack Joyce bought one. Barnett now has 10 dogs in all. He found three pups in the cage the other day. Some of the boys are getting set for store shows. I will give the dope later. One destination seems sure—Joe Lewis will be Florida bound, so he says.

Baseball talk dropped quick. Now it's football. Some of the boys are digging out their pipes since hearing rumors of closing date. Looking down the aisle I see Mal Bates playing solitaire; Art Lind addressing some souvenir cards; Chester Barnett opening a box of dog biscuits; Joe Lewis cleaning out his trunk, sorting thru a box of trinkets; Kinko darning tights; Walter Good-enough working a crossword puzzle; Harry McFarlan sitting in Bill Ward's chair. I suppose Bill is out jumping. He had a race the other day with Gene

losing all

visiting. Forgot to mention last week that Cliff McDougall was on hand in Hollywood. He promoted many rides on the Goodyear blimp for the bunch, rode in parade and brought several stars back.

The cookhouse flag is still flying. Don't know as yet who will get it. Looks like it will wind up in a tie for two of the boys.—EMMETT KELLY.

## Dinner Dance Given By John Miller and Wife

**LOS ANGELES, Oct. 17.**—A noted social event was the dinner dance given by Mr. and Mrs. John M. Miller (Miller is a retired showman) at the California Country Club near Culver City October 8. The affair was commemorative of their 40th wedding anniversary.

Entering the reception hall, the guests were received by Mr. and Mrs. Miller, Mr. and Mrs. John O. Talbot and Mrs. Walter McGinley. The orchestra struck up *Here Comes the Bride* with the Millers leading, the couples forming in march formation, maneuvering the length of the reception hall to the table where the guests were seated for the dinner.

Guests were Mr. and Mrs. William Keeney, Mr. and Mrs. Sylvester L. Cronin, Mr. and Mrs. John O. Talbot, Mrs. Walter McGinley, Mr. and Mrs. Steve Henry, Mr. and Mrs. William L. Goff, Mr. and Mrs. John T. Miller, Mr. and Mrs. Albert Voss, Mr. and Mrs. Arch Smith, Mr. and Mrs. Tom Jenkins, Mr. and Mrs. Harry Fink, Mr. and Mrs. Jack Raymond, Mr. and Mrs. William Houston, Mr. and Mrs. William Neely, Mr. and Mrs. John Quinn, Mrs. William H. Farley, Harriet Lee, Loretta Wand, Marian Voss, Lucy Puskas, Mrs. Ida Farley, Mrs. Harry Doty, Mrs. Clara Smith, Melbourne Farley, Dr. E. Petritx. Regrets received from Mr. and Mrs. Zack Terrell, Mr. and Mrs. Eddie Brown, Mr. and Mrs. Charles H. Smith, Mr. and Mrs. John T. Backman, Mr. and Mrs. George Harrison, Judge J. Berriman, George Hines, Patrick Shanley and Jack Grimes that they were unable to be present.

after the death of William Lake, and the murder later of "Wild Bill," of which there is complete court records of the McCandless trial at Beatrice, Neb., of which a book has been written. He says that "Wild Bill" Hickock was not a desperado, but a refined gentleman of moral disposition, but firm in his dealings with the lawless element and noted for his ability for rapid gun draw and deadly aim when danger menaced him.

Continued good health and more years of usefulness, is the deserving reward for Veteran Munhall.

# The Corral

By ROWDY WADDY

**RODEO FOLKS:** Keep The Corral editor advised of your activities during the winter months.

**RED HARRINGTON**, of Tulsa, Okla., was killed by a bucking horse October 16 while riding in the Kosciusko, Miss., Rodeo.

**ED AND ELSA BOWMAN**, after closing a successful season with the Texas Ranger Rodeo under direction of Milt Hinkle, are now playing dates for Gus Sun in and around Springfield, O. Elsa is doing trick and rifle shooting, while Ed continues with his trick roping and whip act.

**TEX CAMPBELL**, Tex Albrittin and Dixie Williams are located in Ocala, Fla., where they have organized the Three Star Ranch headquarters for rodeo and cow hands. Campbell says they have some good dates lined up and that the organization carries 25 head of tame and untamed bronks and 15 steers, with plenty of calves for roping.

**If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.**

**MAJOR GORDON W. LILLIE** (Pawnee Bill) was the personal guest of John A. Guthrie at the recent five-day Oklahoma Free Fair and Rodeo, held in Muskogee, Okla. The Major took an active interest in the daily rodeo contests and especially the performance of the Mounted Troops of America, of which he is national director.

**ONE OF THE** feature displays at the recent Oklahoma Free Fair and Rodeo at Muskogee, Okla., was the original Deadwood stage. Built in Concord, N. H., and shipped around the Horn, the stage was used to transport mail and passengers from Sacramento, Los Angeles, Salt Lake City and Denver and was acquired after an Indian massacre around 1880 by the late Colonel William F. Cody (Buffalo Bill) for his Wild West Show. After Colonel Cody's death it was acquired by Major Gordon W. Lillie (Pawnee Bill) his partner, and is now in the possession of John A. Guthrie, of Muskogee.

**RESULTS** of the recent Burt County Rodeo and Fair held at Oakland, Neb.: Bronk Riding—First day, Slats Jacobs (75 RAA points), Junior Caldwell (45), Ed Curtis (30). Second day, Joe McMackin (75), Junior Caldwell (45), Ken Hargis (30). Third day, Junior Caldwell and Ed Curtis (60 each), Floyd Shumacher and Bud McDaniels (15 each). Finals, Junior Caldwell (71), Slats Jacobs and Ed Curtis (36 each). Bull Riding—First day, Sam Stuart (50), J. D. West (30), Gerald Roberts (20). Second day, Ken Hargis (50), Len Jacobs (30), J. D. West (20). Third day, Ken Hargis (50), J. D. West (30), Doc Foust (20). Finals, J. D. West (30), Sam Stuart (18), Ken Hargis (12). Calf Roping—First day, E. Pardee (50), Floyd Peters and Henry Snively (38 each). Second day, Clyde Burke (50), Jim Snively (30), Holloway Grace (20). Third day, Clyde Burke (50), Jim Snively (30), Floyd Peters (20). Finals, Clyde Burke (60), Floyd Peters (36), Jim Snively (24). Steer Wrestling—First day, Bill Truan (50), Joe McMackin (30), Jim Snively (20). Second day, Slats Jacobs and Holloway Grace (40 each), Boots Methad (20). Third day, Holloway Grace (50), Slats Jacobs (30), Morris Reilly (20). Finals, Holloway Grace (70), Slats Jacobs (42), Morris Reilly (28).

**RESULTS** of the recent Oklahoma Free State Fair and Rodeo at Muskogee, Okla.: Calf Roping—First day money, Jesse Goodspeed (20 seconds), Buck Goodspeed (22), Chock Dyer (22.3). Second day money, Notchie McCrary (21.3), Buck Goodspeed (24), Jesse Goodspeed (24.2). Finals, Jesse Goodspeed (18.1, total three calves 62.3), Buck Goodspeed (25.2, total 71.2), Chock Dyer (18, total 78.1). Bulldogging—First day money, Heavy Henson (15.5), Sam Stuart (16.2), Holloway Grace (21). Second day money, John Burnette (9.2), Roy Mayes (10.2), Louis Brooks (10.4). Finals, Joe Thompson (15.1, total three steers 53.3), Heavy Henson (35, total 63.3), John Burnette (21, total 76.3).

Bronk Riding—First day money, Buster Brown, Tack Bolton; Frank Martz and John Burnette split third. Second day money, Milt Moe, Lynn Jusky, Joe Whiteman. Finals, Milt Moe, Lynn Husky, Whittie Stuart. Steer Riding—First day money, Sam Stuart, Andy Henderson; Elmer Martin and Earl West split third. Second day money, Junior Martin; Andy Henderson and Bud McDaniels split second and third. Finals, Andy Henderson, Sam Stuart, Junior Martin. Officials for the event were Tom Kelly, manager; Bob Elliott, arena director; Freddie Wheeler, arena secretary; George Elliott, announcer, and Mrs. George Elliott, publicity director.

**NEW YORK**—Day money winners the first week of Col. W. T. Johnson's World Championship Rodeo at the Garden follow. Results are for evening contests unless otherwise stated. Bareback Bronk Riding—First day (Wednesday thru Friday nights and Saturday matinee and night), Pete Grubb, \$187.50; Eddie Curtis, \$125; Fritz Truan, \$75; Dick Griffith, \$50. Second day (Sunday matinee thru Tuesday night), Paul Carney, \$187.50; Pete Grubb, \$125; Dick Griffith, \$75; Shorty Hill, \$50. Cowgirls' Bronk Riding—First day (Wednesday thru Friday night and Saturday matinee), Alice Greenough, \$150; Tad Lucas and Mary Keen split second and third, \$80 each; Mildred Mix Horner and Vivian White split fourth, \$20 each. Second day (Saturday thru Monday matinee), Tad Lucas and Brida Gifford split first and second, \$125 each; Alice Greenough, \$60; Ruth Woods, \$40. Calf Roping—First day (Wednesday thru Friday), Roy Matthews (22 4-5 seconds), \$187.50; Cleve Kelly (24 2-5), \$150; Herb Myers (25 1-5), \$135; Carl Shepard (26 3-5), \$120; Jake McClure (30 3-5), \$105. Second day (Saturday matinee thru Saturday night and Sunday matinee), John Bowman (21), \$187.50; Roy Matthews (22 3-5), \$150; Everett Shaw (25 1-5), \$135; Howard Westfall (26 4-5), \$120; Dick Truitt (27 4-5), \$105. Third day (Sunday thru Monday matinee and night), John Bowman (17 4-5), \$187.50; Herb Myers (20 4-5), \$150; Harry Hart (24), \$135; Everett Shaw (27 1-5), \$120; Ralph Bennett (28 2-5), \$105. Cowboys' Bronk Riding—First day (Wednesday thru Saturday matinee), Pete Knight, \$200; Eddie Woods, \$170; Eddie Curtis and Bill Sievers split third and fourth, \$140 each; Jackie Cooper, \$110; Stubb Bartlemay, \$90; Clinton Booth, \$70; Dick Swartz, \$50. Second day (Saturday and Sunday nights and Sunday and Monday matinees), Herman Linder, \$200; Melvin Tivis, \$170; Vick Schwartz, \$150; Doff Abner, \$130; Bill Sievers and Burel Mulkey split fifth and sixth, \$100 each; Melvin Harper, \$70; Leo Murray, \$50. Steer Wrestling—First day (Wednesday thru Friday), Howard McCorry and Harry Hart split first and second (9 2-5), \$168.75 each; Andy Curtis and Hugh Bennett split third and fourth (12 1-5), \$127.50 each; Jack Kerscher (12 2-5), \$105. Second day (Saturday and Sunday matinees and Saturday night), Andy Curtis (11 1-5), \$187.50; Dick Anderton (11 2-5), \$150; Slats Jacobs (12 2-5), \$135; Jack Kerscher (13 4-5), \$120; Mike Hastings (14), \$105. Third day (Sunday and Monday and Monday matinee), Fred Alford (8), \$187.50; Dogtown Slim (8 2-5), \$150; Goldie Butner and Howard McCorry split third and fourth (9 3-5), \$127.50 each; Andy Curtis (10 2-5), \$105. Steer Riding—First day (Wednesday thru Friday night and Saturday matinee), Paul Carney, \$160; Eddie Woods, \$120; Ken Hargis, \$80; Jimmie Wallis, \$60; Buttons Yonnick, \$40. Second day (Saturday and Sunday nights and Sunday and Monday matinees), Dick Griffith, \$100; Eddie Curtis, \$120; Hughie Long, \$80; Johnnie Williams, Joe Orr and Melvin Harper split fourth and fifth, \$33 each. Wild Cow Milking—First day (Wednesday), Howard Westfall (43 3-5), \$35; Roy Matthews (56 2-5), \$25; Hugh Ridley (61 1-5), \$15. Thursday—Hugh Bennett (36 1-5), \$35; Jonas DeArman (40), \$25; Cleve Kelly (56 1-5), \$15. Friday—Ralph Bennett (32 2-5), \$35; Harry Hart (65 2-5), \$25. Saturday matinee—Jonas DeArman (43 3-5), \$35; E. Pardee (44 3-5), \$25; Maynard Gaylor (54 4-5), \$15. Saturday night—Dick Turitt (33 2-5), \$35; Cleve Kelly (45 4-5), \$25; Hugh Bennett (58 4-5), \$15. Sunday matinee—Harry Hart (39), \$35; Jake McClure (48 2-5), \$25; Clinton Booth (71), \$15. Sunday night—Howard Westfall (45 2-5), \$35; Roy Matthews (70 2-5), \$25. Monday matinee—Hugh Bennett (39), \$55; R. R. Ingersoll (60 2-5), \$25. Monday night—Clinton Booth (31 3-5), \$25; Jake McClure (40), \$25; Harry Hart (66 1-5), \$15. Tuesday—Howard Westfall (33 3-5), \$35; Everett Shaw (60), \$25. Wild Horse Race—First day (Wednes-

day), Roy Gafford, \$35; Pete Kerscher, \$25; Dick Slapperd, \$15. Thursday—Lyle Cottrell, \$35; Dave Longricker, \$25; Billy Keen, \$15. Friday—Roy Gafford, \$35; Pete Kerscher, \$25; Joe Fleming, \$15. Saturday matinee—Lyle Cottrell, \$35; Dave Longricker, \$25; Billy Keen, \$15. Saturday night—Roy Gafford, \$35; Pete Kerscher, \$25; Joe Fleming, \$15. Sunday matinee—Lyle Cottrell, \$35; Abe Longricker, \$25; Melvin Harper, \$15. Sunday night—Pete Kerscher, \$35; Joe Fleming, \$25; Roy Gafford, \$15. Monday matinee—Dave Longricker, \$35; Lyle Cottrell, \$25; George McIntire, \$15. Monday night—Herman Linder, \$35; Pete Kerscher, \$25; Joe Fleming, \$15. Basket Ball—(Wednesday thru Monday), Pete Kerscher, \$300. Best Bucking Horse Rider—\$25 to each winner. Wednesday—Tommy Horner; Thursday, Dave Longricker; Friday, Pete Kerscher; Saturday matinee, Ken Hargis; Saturday night, Joe Fleming; Sunday matinee, Melvin Harper; Sunday night, Dick Slapperd; Monday matinee, George McIntire; Monday night, Wes Hamilton. Exhibition Nights Winners—John Ellic, Earl May and Johnnie Williams, \$5 each; Earl May and Orval Stanton, \$2.50 each.

## Johnson's Rodeo Still Ahead of '35

**NEW YORK**, Oct. 17. — Col. W. T. Johnson's New York Rodeo entered its second week at Madison Square Garden Thursday, with business ahead of last year. The six shows on Saturday, Sunday and Columbus Day drew exceptionally heavy. Show closes October 25 and moves to Boston, where it opens an 11-day engagement in Boston Garden November 1. Fourteen shows are slated for the Hub City, with matinees Saturday, Sunday and Armistice Day.

The annual trek to Bellevue Hospital to entertain the young unfortunates there was originally scheduled for Wednesday morning, but a driving rain forced the event to be postponed until Thursday. Wet grounds Thursday morning, however, caused a second postponement.

Accident list has been mounting as the engagement progresses, but serious injuries are at a minimum. Plenty of contestants are receiving cuts and bruises but that is to be expected. Tom Hogan, of Tulsa, Okla., is temporarily out of competition with an infected finger; Jimmie Nesbitt, clown cowpuncher from Ft. Worth, suffered a severely sprained left knee while teasing a wild-eyed Brahma steer, but is working again after a two-day layoff; John Beasley, of Shawnee, Okla., received lacerations of the back in steer riding and is still on the excused list; Paul Carney, of Galeton, Colo., is out of competition with a sprained back and slight concussion of the brain received in a wild horse race last Saturday, and Fritz Truan, Long Beach, Calif., is confined to the near-by Polyclinic Hospital with a broken ankle received in the steer-riding stanza Wednesday night.

## Nealand, Purcell Visit Downie Bros.

**SPARTANBURG**, S. C., Oct. 17.—Walter D. Nealand, press agent for Rubin & Cherry Exposition, and Pat Purcell, publicity director for Hankinson's Speedways, enjoyed a "busman's holiday" October 12, when they motored from Spartanburg to Greenville, S. C., to spend the afternoon with Downie Bros.' Circus. Both enjoyed the excellent performance as guests of Charles Sparks, owner-manager; Charles Katz, assistant manager; Frank McGuyre, legal adjuster, and Equestrian Director Bert Wallace.

Following the Greenville Fair by one day the tent was three-quarters full at afternoon show and capacity at night. Manager Sparks reports excellent business except for three days of rain last week. Equipment in excellent condition, long jumps are made on schedule and the performance is a smooth-running one.

## Prosperity in Spangles

**CINCINNATI**, Oct. 17.—The following appeared in *The New York World-Telegram* October 13: "This year, fortunately, hasn't witnessed that most woebegone of last acts—the circus troupe stranded in a tank town and unable either to eat or to move on.

"The season of 1936 was the best since 1929, according to Sam W. Gumpertz, general manager for Ringling Bros. Footsore elephants and fishless seals haven't had to come home overland. Instead, they've been playing to capacity

## Dexter Fellows Tent Tattles

By FRED PITZER

**NEW YORK**, Oct. 17.—At a meeting of the executive committee held October 5 it was decided that the club ritual be shortened; the names of guests to be introduced to be selected, as there is not sufficient time to introduce all of them; F. Darius Benham is to turn over to the Tent all of the equipment now used which belongs to him personally; a letter of thanks be sent to the Hotel Commodore for its splendid co-operation in connection with our initial luncheon; Tony Sarg be more Tony and less Sarg; no member be allowed in any way to direct from the floor the work of the master of ceremonies; a red electric light be attached to the center pole and that said light be flicked when the president decides that it is time for the speaker to turn off the gas; the band be asked to assemble in the side show and lead the parade of the members into the main tent; the noises to be utilized when the Fall Guy enters the tent blindfolded be better organized; Ollie Oliphant be a committee of one to rearrange for more efficient operation the tables and printed material in the marquee; all members of the executive committee be censured if they do a charleycrowley—that is, leave before the adjournment of the meeting; the name of F. Darius Benham be put on the bulletin board as founder of the Dexter Fellows Tent.

In a letter from Jim Chloupek we cull: "I had a wonderful time on the Cole show. They have a wonderful show and I met many old friends that I had not seen for many years. Made a fine pickup recently, a Robinson & Franklin program for 1896 or 1897; a Ringling photo for the year of 1902 taken at St. Louis, Mo.; photos of the Silbon-Siegrist Troupe, 1912, when they had the big troupe; a program of 1855 of the equestrian troupe at Castle Garden; also a clown song book by McIntyre on W. W. Cole Circus."

Charley Bernard writes: "Tom Mix Circus had good weather, good attendance and gave its patrons a performance that pleased. They canceled contracts south of Savannah and routed the show back into South Carolina on account of infantile paralysis in South Georgia."

The talented hand of Leonard Traube in publicizing the House of Hamid is already noticed. In *The New York Post* of October 7 there is an article by Earl Wilson entitled *Psychology Sends Them Higher Up*. George Hamid deserves all of the publicity he gets, for he is a genius in his line. George A. claims that the public today want "gorier and gorier" acts, acts that are loaded with hazard. He's right. We like 'em ourself.

Our good friend A. L. Chumley had an article in *The Chattanooga Sunday Times* of August 30, 1936, entitled *Circuses Thru the Ages*. The article is well written. We were greatly impressed by two of the pictures accompanying the article, one of the Whitney Family Circus traveling by wagon in the '80s and another of the one-ring wagon show of the Locke & Long Circus showing at Hillsdale, Mich., with a nine-piece band in the foreground. About these old shows the text reads: "Referring to the Whitney Family Circus, it exhibited in Chattanooga and other places in Tennessee." And about the Locke & Long Circus it is stated that they "made tours throughout Tennessee and adjoining States more than 60 years ago." Chumley is one of those hard-working circus fans who leaves no stone unturned in keeping alive interest in sawdust and spangles.

and turning crowds away. The smiles on the clowns' faces are real.

"It sounds just like reports from other business. Here are similar items from the week-end:

"Farm cash income more than \$800,000,000 ahead of last year. . . . Steel shipments continue increase; pig-iron deliveries running ahead. . . . Stocks highest since June, 1931. . . . Rail shipments increased 60 per cent. . . . New York delinquent tax collections spurt. . . .

"But the dear old circus sounds like one of the best of barometers. Even in hard times people skimp to take their kids to the circus, but recently they haven't been able to buy a ticket at all. Now they are back under the tent. Circus prosperity is a hard one to laugh off."

# ATLANTA TO EXPAND

## Added Ground Declared Need

President Benton talks of adjacent tracts after success of Southeastern Fair

ATLANTA, Oct. 17.—Altho drenched by rain on five days, Southeastern Fair here on October 4-11 tacked up a new attendance record of about 660,000 and broke the previous all-time attendance mark of 656,000 set last year. The fair met with such enthusiastic support, with rain flooding grounds and attractions, that President Mike Benton announced that grounds will be enlarged next year to meet increasing attendance and exhibits.

Altho figures on total take were not made public, President Benton said the fair was off the nut on Saturday and that on Sunday, October 11, was on velvet, ringing up next to the largest attendance of any day. Top attendance of 170,000 came on Friday, School Day. Several thousand were turned away from gates, but thousands did get inside for the Pony Show and Rodeo, a new feature, during which a pony was given as first prize for the best rodeo act of any child competing. All children on ponies were admitted free to grounds and allowed to participate. Twice as much space for exhibits was sold as in 1935, when the previous high was reached. Foster Steward had charge of space sales and was sold out 30 days before opening. Machinery, industrial and commerce exhibits were outstanding features, with live stock, as always, a great draw.

### Sloan's Races Draw Big

Several innovations found favor. For the first time admission to the grand stand was free to witness fireworks and Gus Sun's attractions. Despite rain, fireworks were put on every night and on Tuesday, Thursday and Saturday Sunny McCloud did a parachute jump.

Auto races attracted large crowds and the IMCA put on a great show. The fair switched from AAA to IMCA this year and J. Alex Sloan brought 30 drivers. Billy Winn's record of 41.8 seconds was broken twice. Buddy Callaway, Ma- (See ATLANTA EXPAND on page 42)

### Better Report on Receipts And Attendance for Halifax

HALIFAX, N. S., Oct. 17.—Paid attendance at the 1936 Nova Scotia Provincial Exhibition here set all-time record, 57,011. Receipts were 30 per cent heavier than in 1935, the 1936 total being \$28,500 as compared with \$21,990 for the preceding year.

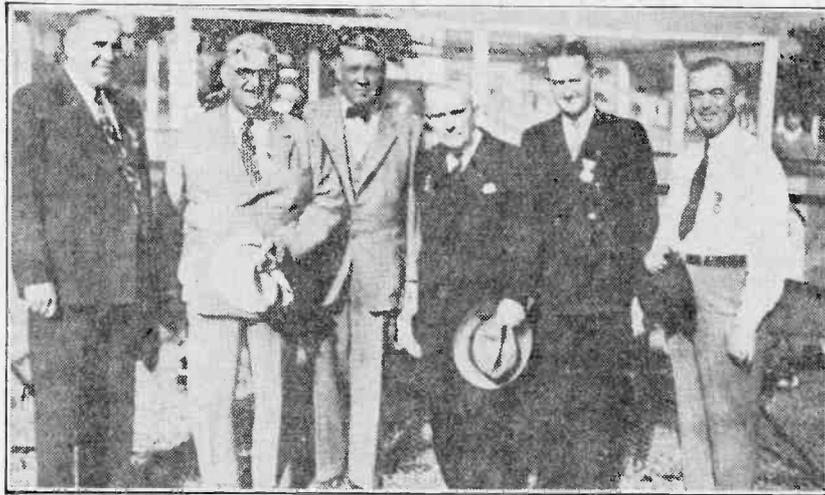
Auto racing made its first appearance this year, being presented on closing day, proving such a good draw that this type of racing will be a yearly fixture for at least one afternoon. Indications are that auto racing will be offered next year on three afternoons.

E. F. Lordly is secretary-manager of Halifax Fair. Deficit from the 1935 fair was about \$32,000.

### Enlarging in Tallahassee

TALLAHASSEE, Fla., Oct. 17.—West Florida Exposition, to be held here, is again sponsored by Leon County Fair Association, which made a big success of the first event last year. Scope has been enlarged and more departments added. More space has been taken and some national advertisers are in. Preparations are in hands of President Joe Frank; Sam Wahnish, of the board of directors, and Fair Manager Sam Burgdorf.

DETROIT — Dr. Raimund Koehler, president of Leipzig (Germany) Trade Fair, was a guest here last week. Dr. Koehler, who has been head of the fair since 1900 and is an authority on economic subjects, said the fair comprises some 8,000 exhibits and that the year 1936 marks the 150th anniversary of opening of trade relations between the United States and Leipzig Fair.



NOTABLES SNAPPED AT ALABAMA STATE FAIR, BIRMINGHAM—Left to right: Frank P. Duffield, Thearle-Duffield Fireworks Company; P. T. Strieder, general manager Alabama State Fair; J. Alex Sloan, auto races; Hon. Bibb Graves, governor of Alabama; J. Warren Leach, vice-president Alabama State Fair; Carl J. Sealmayr, Royal American Shows.

## Going to Dallas

By RALPH T. HEMPHILL  
Secretary International Association of Fairs and Expositions, in Bulletin to Members

Your secretary has had some correspondence regarding the question of who was going to Dallas and when they were going, thinking that maybe a common date could be arranged. It seems from the answers that I have had to a few inquiries that it is not feasible to set a definite date and, from what I can learn, some of the boys intend to take in the American Royal Live Stock Show at Kansas City on October 17-24 and go from there to Dallas and Fort Worth.

From what reports I have, most of the fairs this year were very successful. Weather conditions interfered with some, but in almost every instance where weather did not prove a handicap the attendance was large. Our fair (Oklahoma City) was washed out on two days completely, but the remainder was fair and I think that we will be about even.

Want to remind you now that the annual meeting will be in the Sherman Hotel, Chicago, on December 1 and 2. I think this will be the best meeting we have had in several years. You will hear about it later.

## Gate in York Hurt by Rain

Pennsy fair, however, nearly ties 1935 attendance—record Kids' Day scored

YORK, Pa., Oct. 17.—Rain and bad weather on two days curtailed attendance at York Fair here on October 5-10, altho gates registered close to last year's total of more than 250,000. Children's Day on Tuesday was biggest in history of the fair, with an estimated 50,000 and capacity grand-stand day and night.

Wednesday night's show being called off because of rain, tickets that had been sold were made available for other nights or money was refunded. Altho it has not been customary to give Saturday night shows because of canceling that of Wednesday night, an extra show was given Saturday night which boosted Saturday attendance 9,000 in excess of closing day last year. It was also necessary (See GATE IN YORK on page 42)

## Muskogee Free Annual Called Best Since 1929 Despite Worst Drought

MUSKOGEE, Okla., Oct. 17.—The 21st annual Oklahoma Free State Fair here on October 5-11 was called by the management a greater success from every standpoint than any since 1929, altho it followed the worst drought in history of Oklahoma, and October 7, Muskogee Day, scheduled as the big day, was rained out, grand-stand shows being canceled. Grounds were crowded on October 12 and 13, altho light showers fell, and on October 13 Beckmann & Gerety's Shows had a bigger day than any carnival here since before the depression. Muskogee schools, dismissed each afternoon, rural schools and schools in surrounding towns, nearly all dismissed for at least one day, brought pupils in school busses.

All exhibit space was taken, with fine agricultural displays arousing most interest, as it had been thought they would be of poor quality, considering that Eastern Oklahoma had only about five inches of rain from December, 1935, until middle of September, 1936. Several county agricultural exhibits were rejected for lack of space. The drought didn't seem to keep crowds from having money, as Beckmann & Gerety's Shows did at least 20 per cent more business than shows here in 1935 and 1934. Record set on Friday was broken on Saturday, when business went up even more, total take being up about one-sixth over the previous day. Sunday, the final day,

fell slightly, as the grand stand was jammed all afternoon for International Motor Contest Association races.

Rhythm Revels, produced by Edgar I. Schooley and booked thru Barnes-Carruthers, was night grand-stand attraction. Acts, afternoon and night, were Liazeed Troupe; Cimse and Company, aerial act, sensation of the show; Capt. Dennie Curtis Black Horse Troupe and comedy mule, Beeswax, and the Harlequins, comedy acrobats. The show, featuring the Chicago Civic Opera quartet, Enrico Clausi, Florence Tennyson, May Barron and Phillip Fein, and the Tyler, Thorn and Post dancing trio, was popular, but played to a large crowd only on opening night, due mainly to rainy, chilly weather. On October 5 about 2,500 were in the grand stand, of whom 1,600 entered on tickets sold in an advance campaign, conducted by Muskogee Junior Chamber of Commerce among merchants.

Tom Kelley, Tulsa, promoted the rodeo, afternoon attraction on October 5-10. IMCA auto races, scheduled for October 7, could not be held in a pouring rain, but at least 4,000 were in stand on October 11. In addition to the acts was Capt. Bob Ward, stunt driver. Jack Story, announcer, who was here last year, again proved popular. Rodeo played to a full stand on opening day, (See MUSKOGEE FREE on page 42)

## Fighting Shy

OIL CITY, La., Oct. 17.—Caddo Parish Fair, scheduled for last week in October, has been canceled. The association voted for discontinuation this year only because of inability to make suitable arrangements for bringing in carnival attractions and concessions, President G. W. Thacker said. The big State occupational tax caused a midway company to cancel, President Thacker declared, adding that the fair association would have been forced to pay the tax to have the attractions brought into the State. He complained that a number of other carnival organizations had canceled engagements in Louisiana due to heavy occupational tax.

## 3,979,229 in For Cleveland

Great Lakes Expo is only 20,771 under 4,000,000—1937 plans under way

By HARLOWE R. HOYT

CLEVELAND, Oct. 17.—With total attendance of 3,979,229 for its 108 days Great Lakes Exposition closed its gates Monday night. Total attendance fell exactly 20,771 shy of the 4,000,000 goal due to rain, cold and wind during the last three days. Last day brought 40,303 to the grounds. With any weather goal could have been made, officials said.

Simple closing ceremonies were held at 10:45 before the Firestone Building. While fireworks exploded at end of the grounds, lights were extinguished and Company I, 11th U. S. Infantry, sounded taps. Lincoln G. Dickey, director-general; Dudley S. Blossom, chairman of the Exposition Corporation, and Mayor H. H. Burton spoke. Secretary of Commerce Daniel C. Roper, who opened the exposition 108 days ago, was on hand for the closing.

On Monday Mr. Dickey and his associates, Almon R. Shaffer and Mrs. Peg Willin Humphrey, will leave to look over Texas Centennial Exposition, Dallas. Billy Rose expects to come next year with a novelty. Closing of the midway and Streets of the World concluded today. Frank D. Shean, Mr. Shaffer's assistant; Norman Kestner, Helen Blanton, Florence Horrigan and Gertrude Rose remained in the Administration Building until tonight. John Gourley, manager of the Streets of the World, worked his end with a skeleton staff as house cleaning in the administrative offices in the Show Boat came to an end.

### Closing Work Speedy

Grounds are being left with removables struck, buildings boarded for win- (See 3,979,229 IN on page 42)

### Shreveport Grant Approved

SHREVEPORT, La., Oct. 17.—Shreveport is ready to deed necessary land for construction of a \$584,938 State Exhibitors' Building on Louisiana State Fair grounds here, it was announced following the governor's report that he had received notice of federal approval of a grant of \$262,022 of the total amount for erection of the building. When first proposed the project was held to a cost of \$150,000, but revised plans call for more features.

### Greenville, S. C., To Reopen

GREENVILLE, S. C., Oct. 17.—Because of a complete rainout, Greenville County Fair here on October 5-10 will be re-opened on October 26-31, said Secretary C. A. Herlong. A carnival organization has been booked for the midway and there will be shows by Ohio Fireworks Display Company, he said, action to re-open the fair having been taken following many requests for it from all parts of the county.

### Taylor Boonville Head Again

BOONVILLE, Ind., Oct. 17.—Boonville Fair Association in annual meeting re-elected Charles H. Taylor, member of Indiana State Fair board, president; Charles H. Garrison, vice-president; Charles A. Roberts, superintendent; Albert C. Derr, secretary; Curran A. Reed, treasurer.



# Texas Centennial Exposition

DALLAS

By HERBERT DE SHONG, THE TIMES HERALD, DALLAS

## Big Week-End Is Registered

School pupils and football improve biz — Vollman made director of "Streets"

DALLAS, Oct. 17.—Only Fourth of July week-end brought front gate and concessions higher cash receipts than those of Saturday and Sunday, October 10 and 11. Cool, sunny weather continued to bring in thousands, including great crowds of school children from all parts of Texas, Louisiana and Oklahoma. Football games and opening of the National Dairy Show were responsible for the Saturday crowd and the 50-year-old habit of attending the State Fair of Texas in Dallas in October was credited as main factor in holding up attendance thru this week and last.

No food concession was able to handle its trade on Saturday and Sunday. Stanley Graham's Show Boat was able to stick the regular 25-cent reserve charge on all seats for Saturday's performances and villages and other shows were packed.

### Cavalcade Still Top

A. L. Vollman was made director of Streets of All Nations, in addition to being producer of *Cavalcade of Texas*, when the exposition took Streets over last week. Nations had a big week-end. Mrs. Ernie Young's new revue, headed by Mme. Corrine, had proved another success. Nat D. Rodgers, who, as managing director, assembled and operated Streets of All Nations, continued to operate his horoscope stands in the village. *Cavalcade of Texas*, Streets of Paris and Believe It or Not continued to top receipts, bigger attendance days bringing little shift in standings. *Cavalcade* played to about 35,000 on Saturday and Sunday in nine performances, grossing about \$9,000. Souvenir and season tickets hit a new low ratio for the week-end crowd.

All outdoor shows and events fought threats of rain during last mid-week, but Circus Night was staged and Whirligigs opened in the amphitheater despite a norther and showers. Circus Night, in the main court, drew about 2,500. Acts included Gertrude Bell's slide-for-life, Earl Harvey's escape stunts; Hustral Troupe, bicycle aerialists, and others. The Hustrals were retained for two weeks as a special daily event at 4 p.m. and 7:30 p.m. Officials are talking about changing Whirligigs to the deserted Hollywood Animal Show. Whirligigs gate is accepting Hollywood souvenir tickets.

### Police Stunt a Draw

A novelty proved good for the gate on Friday, Police Day. After a pistol-shooting tournament in the afternoon, a carefully rehearsed simulation of a bank robbery was staged in the central court of the fair. A score of Dallas policemen, several squad cars, replica of a bank, with cashiers and office workers and watchmen visible, and modern police equipment were used. About 10,000 saw the stunt. Friday was also Chicago Day.

National Dairy Show had 630 entries of five breeds when it opened Saturday morning. About 15,000 passed thru on opening day and attendance was larger last Sunday. As judging progressed this week, attendance was near 100,000 at the show and directors were in favor of returning to Dallas in 1937. Winners of \$19,500 in prizes were being paid in cash by the exposition.

Saturday brought the second biggest day crowd in the fair's history. When the kickoff came for the Texas-Oklahoma universities game in the Cotton Bowl gate was 39,874. It climbed to 57,014 by 5 p.m. Game drew almost 30,000.

Same day brought a motorcade from Hot Springs, Ark., and Continental Oil Company took 6,000 tickets for its employees' special day. On Sunday, Catholic Day and Italian Day, about 9,000 attended.

Exposition's plan to bring Texas school children in was extremely successful this week, as first three days had seen groups of 2,500 to 3,000 on the grounds every day. One Texas & Pacific special brought in 2,488 from Grand Saline and other East Texas cities. A train of 1,500 Sulphur Springs residents came on Tuesday for the dairy show and another of 1,000 on Wednesday from Gilmer for observance of East Texas Yamboree Day, preliminary to the annual yam festival in Gilmer.

## Graham Shows Get Winter Engagements

CHICAGO, Oct. 17.—William J. (Billy) Collins, general manager of the Graham Enterprises, operators of amusement attractions at Texas Centennial Exposition, Dallas, who was a visitor here this week, coming from Cleveland, where he closed the Midget Circus after a run at the Great Lakes Exposition, advised that the Graham *Drunkard* Company, now playing the Texas exposition, would move to San Antonio at completion of its Dallas engagement. San Antonio date is for three and one-half months in Diamond Horseshoe Music Hall, a new nightery now under construction.

Mr. Collins said the midget attraction would move to Detroit for the pre-holiday and holiday season, where it will furnish entertainment for a large department store.

Dallas has been selected as winter quarters for the Graham Attractions. Equipment from the San Diego and Cleveland shows has already been shipped to quarters. Following close of the centennial, workmen will start rebuilding, painting and construction work on Stanley Graham's new ideas for 1937.

## Hanley Is Program Director in Frisco

SAN FRANCISCO, Oct. 17.—William Hanley, actor, producer and radio official, has been named program director for Golden Gate International Exposition, to be held here in 1939. A former San Franciscan, he went to New York in 1922, where he was associated with the late Henry Miller, and until 1930 was identified with a series of Broadway hits.

He returned to the Pacific Coast that year to play the featured role in *Excess Baggage* in Los Angeles and later appeared in *Paris Bound* in San Francisco with his wife, Madge Kennedy. Mr. Hanley then joined NBC in New York, where for five years he supervised and directed outstanding national programs, including the RKO Theater of the Air and the Al Jolson, Jack Benny, Fred Allen and Phil Baker shows.

He took over his new duties on Monday and is already planning features for the 1939 fair.

BELLEVILLE, O.—Logan County Fair board has completed payment of all premiums awarded at the 1936 fair, Secretary A. B. Hoover said.

## Dawes Hears W. F. Plans

INDIANAPOLIS, Oct. 17.—Proposed plans for a 1939-'40 Crossroads of America World's Fair and Exposition have been described to Rufus C. Dawes, who was president of Chicago's A Century of Progress, by officials of the local fair corporation, who conferred with Mr. Dawes in Chicago; Warner A. McCurry, vice-president and general manager, and Harry Mayfield, Vincennes, Ind., assistant general manager of the proposed fair. They recently returned from a trip to Texas Centennial Exposition, Dallas.

## Grand-Stand Shows

AMONG acts at Loudonville (O.) Free Street Fair on October 6-8 were Cramor and Zorsky, Griffin's Accordion Gypsies and Freckles and Buddy and their Wonder Dog.

OPENING four weeks of Southern fairs at Ozark, Ala., last week, Erma and Larry Flowers, aerialists, report having finished eight and a half weeks of fairs and seven celebrations.

LOS AEROS, under management of Al G. Marriott, will leave to play Tokio (Japan) Exposition, having finished 20 weeks of fairs and parks, booked thru John C. Jackel Agency, and will return for the 1937 season of fairs.

AT FOWLerville (Mich.) Fair Jack Dickstein's *Kentucky Frolics* furnished the show, with a split week, featuring seven acts plus revue, and including Three Arnolds, Emil and Leona, Leydell and Gallagher, Marie Corelli and Company, Don Amato and Leroy Stacey.

WILLIAMS AND BERNICE wrote from Alexander City, Ala., on October 14: "Now playing Alexander City Fair, thru the courtesy and promptness of *The Billboard* offices, Cincinnati, in forwarding mail and wires. Thanks."

GRACIE MORRIS, aerialist, who closed her season of fairs in Carrollton, O., on October 3 and is on her way south, was a caller at the Cincinnati offices of *The Billboard* on October 15.

## Fair Grounds

DETROIT.—Michigan's last regular fair, in Fowlerville, closed Saturday night with a record for Thursday, when attendance of 15,000 doubled last year's for the same day. Cold weather thruout and rain on three days kept attendance down. Board may move dates ahead several weeks, Secretary Thomas G. Woods said, in hope of better weather breaks. Dumas & Reid's Happyland Shows were on the midway again. Grand-stand shows brought a good attendance, Saturday getting a capacity matinee despite rain, with Jack Dickstein's *Kentucky Frolics* and seven acts.

MARION, N. C.—McDowell County Fair here on September 22-26 was best in its history, with record attendance and better exhibits, said Secretary-Treasurer H. D. Hoover. Endy Bros.' Shows were on the midway with free attractions presented by Bench Bentum's Diving Sensations and Edythe Siegrist flying trapeze troupe.

LOUDONVILLE, O.—Altho held down by threatening weather, crowds were big at Loudonville Free Street Fair on October 6-8, final night throngs being estimated by Secretary O. K. Andress at be-

(See FAIR GROUNDS on page 43)

# Rain Halves Gate in W.-S.

Bad weather cuts attendance and curbs biz in Carolina—more space needed

WINSTON-SALEM, N. C., Oct. 17.—Jupiter Pluvius played practically a week's stand here during Winston-Salem and Forsyth County Fair on October 5-10 and all but ruined everybody else's business. "What would have been best attendance in history of the association was cut to half," Secretary Grover C. McNair said.

Rain ruined afternoon business on Tuesday, opening day, reduced business Wednesday night (Kids' Day), totally closed business on Thursday and Friday except for a few hardy souls, and wet grounds made business on Saturday less satisfactory than it should have been.

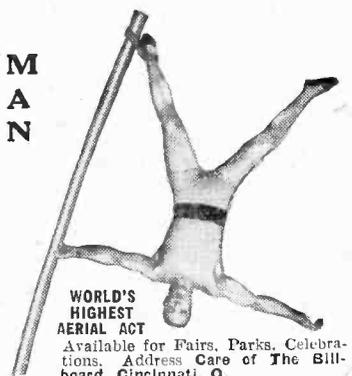
Despite weather the fair management had the satisfaction of knowing that exhibits, grand-stand show and midway were all better than in any previous year, it was declared. New cattle sheds and new poultry house were filled to capacity. All other space was filled and the management is discussing plans for enlarging exhibit space next year.

George Hamid was here to see that his Winter Garden Revue went over properly. Crowds that did face the weather to get a look at the show were unanimously pleased.

In the grand-stand program were Frank Cervone's Band, Captain Jorgen's burlesque wild animal acts; Flying Flemings, dazzling trapeze and tumbling; Shoe Shine Boys, chorus numbers; Balabanow Five; Parasol Parade; Walter Nilsson, "loose nut on wheels," booked especially at request of W. N. Reynolds, president of the fair association; Top Hat; Billy Keaton's gagfest; Lodi Troupe, acrobatics; Military Moments and Carver's Diving Horse. Each act had its particular appeal. Many got a hand from

(See RAIN HALVES on page 43)

STRATOSPHERE



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## MAINE Agricultural Fairs

Annual Meeting November 5 and 6, '36, PRESQUE ISLE, ME. Hotel Northeastland. Special Rates on Railroads. MAINE CENTRAL AND BANGOR & AROOSTOOK.

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### ELECTION LANDSLIDE

SUPPORTERS of Roosevelt claim an overwhelming vote for their leader on November 3. Landonites can't see anything but a G. O. P. Victory. New Deal or Old Deal, the House of Hamid reigns supreme. Its campaign is based on a simple formula—a unique type of product and performance, at a price that challenges comparison. Buyers of outdoor attractions always vote a straight Hamid ticket. It's their way of keeping faith with their constituents.

GEORGE A. HAMID, Inc.

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NEW YORK,  
N. Y.

# Ft. Worth End Set as Oct. 31

**Official closing date is fixed by board—earlier start for remaining shows**

FORT WORTH, Tex., Oct. 17.—Board of control of Fort Worth Frontier Centennial on Tuesday officially set October 31 as closing date of the show. This is first official announcement as to date of closing. Running time of the show was to have been until November 29.

The time for Casa Manana Revue has been changed to 8 and 10 p.m., a half hour earlier than heretofore. Honky Tonk Revue at Pioneer Palace now is given at 7, 9:30 and 11:30 p.m. to allow Casa Manana patrons to see this show, too. Also Casa Manana is back on the three-show on week-end nights and Honky Tonk Revue is back on four shows nightly on week-ends. These schedules have been changed a number of times since July to conform to conditions.

Casa Manana has had a run of sell-out performances during past two weeks. On October 9 during the Stock Show overflow crowds from Casa Manana made the midway look like July instead of October. On this night the first Casa Manana show sold out quickly and arrivals later had to wait for second or third shows, utilizing time to take in other midway attractions, causing the midway to be crowded all evening, which was unusual. All midway attractions have done better since everyone must concentrate on Casa Manana and Pioneer Palace, and the overflow from both places must seek other entertainment until it can get in for another show. It appears that money formerly spent on Jumbo and The Last Frontier now goes to midway attractions thru people who are on the grounds but who don't go to Casa Manana.

## Honor Whiteman Again

A stage floor has been built on the circus ring in the Jumbo building so that Casa Manana Revue may be given there without scenery when weather prevents presentation of the revue at Casa Manana. This assures two performances of the revue nightly during week for remainder of the Frontier Show regardless of weather.

Paul Whiteman was honored again this week when a luncheon, attended by about 500, was given for him by business men. He was presented with Western gifts in appreciation of his work. Bob Lawrence, soloist with Whiteman's Orchestra, has gone to New York but intends to return here.

Second Dragoons, detachment from Fort Riley, Kan., left for that place on October 13. This group took part in The Last Frontier, as well as in free military drills.

Attendance thruout centennial Live-Stock Show and Horse Show was light, altho some of the best show animals in the country were exhibited. These shows helped materially in boosting attendance at the Frontier even after the shows ended.

Mae and George Keyes, who presented a shooting act in The Last Frontier, left for Hot Springs (Ark.) Fair, after which they will return to their home in Boston. Oriental Theater closed on October 7 after operating a week. The dancers, Ann Myers and Nikki Allen, returned to Nude Ranch. Jerry Parnell, grinder at Nude Ranch, left for San Francisco. Red Hutchison, formerly talker at Oriental Theater until its closing, is now grinding at Nude Ranch. Lenny Palmer, midget at Nude Ranch, takes her turn as grinder on front of the ranch.

## Taxi Dance Opened

Clyde Fox, formerly manager of Neptune's Harem, left for his home in Chicago. Jack (Beck) Becklean came from the Dallas mermaid show to manage this show. Personnel at Neptune's Harem now is, besides Mr. Becklean, Mildred Reese, tickets; Olin Jones, doorman; Noel A. C. Rosen, formerly with Streets of Paris, Dallas, and Oriental Theater here, talker on front. Cubitt Sisters, Queen Tanya, Diane, Ruth and Bobette, who have been at Nude Ranch since closing of San Diego exposition, left for Chicago, where their father died. Mrs. Eddie Comstock is now cashier at the ranch,

with Mr. Comstock in charge. Tango Palace closed this week and C. C. (Chick) Ayres, manager, returned to the Dallas show.

Mrs. Billy Pitzer is opening a Days of '49 taxi dance in concessions formerly occupied by Joe Peanuts and other attractions. Dick Wozencraft, associated with Mrs. Pitzer, also is in charge of the Knock Her Out of the Bathtub show, next door to the taxi dance, for Herschel Terrell, owner. Terrell also has Roll-Over-Out-of-Bed concession. Happy Myers, of Nude Ranch, owner of a new car, with his wife, Ann, has moved into town from their Lake Worth home.

Graham Young, who exhibited the big steer here since the opening and at the Live-Stock Show, left for Kentucky, planning to exhibit at fairs en route. Mr. and Mrs. R. E. Stokes visited their children here, including F. L. Stokes, who has the Temple of Science here; Mr. and Mrs. Claude Delaport and Mr. and Mrs. Brown, all connected with the show. Mr. and Mrs. F. L. Stokes and their young son, R. E. Stokes, plan to leave after this show closes for Florida for the winter.

## Ed Hill Is Visitor

Ed Hill, superintendent of concessions in Riverview Park, Chicago, visited friends last week, including Chick Ayres, then manager of Tango Palace. Frank G. Belcher, of San Diego exposition, visiting here, had several entries at the Horse Show. Frank Hughes is back on the midway after a recent operation. Baldy Quick, who had been with Olin Thornton's concessions, left for Phoenix, Ariz., later going to San Diego for the winter.

Visitors this week included Al Dernberger; Barney Gerety, Beckmann & Gerety's Shows; Denny Pugh, Dallas; Henry Gibson, formerly with T. J. Tidwell Shows, and W. H. Cook, Metropolitan News Service, New York, who have been frequent visitors on the midway; Mrs. Barney Gerety, accompanied by Mrs. Alice Wilson; Mr. and Mrs. Sidney Preston, T. J. Tidwell Shows; Mr. and Mrs. Les Shotland, Western States Shows, and Fred Beckmann, Beckmann & Gerety's Shows.

## 3,979,229 IN—

(Continued from page 40)

ter and guards maintained to ward off damages. Work is in charge of Al N. Gonsoir and his assistants, M. G. Laigle, Charles T. Smallwood and Henry Hempel. During winter the force will comprise eight maintenance men and 15 exposition police with a truck equipped with complete fire apparatus. Only the flimsiest structures will be demolished. Closing of concessions was speediest in the recollection of the crew, since almost every attraction had checked out by Thursday afternoon.

Work for next year's exposition will start in five or six weeks, when headquarters will be established in the Terminal Tower Building and the task of lining up attractions will begin. Even now some of these plans are concrete. Earl W. Brown, director of the Florida Exhibit, announced an area increased by 60 per cent to represent a total cost of three-fourths of a million dollars.

Grounds will be extended into the midway and new area used for orange groves, citrus and tropical growths. The complete exhibit will cover more than 145,000 square feet. There will be a large electrified fountain and new statuary, single and in groups. To the left of the Florida Manor will be a smaller building of Colonial design to house art exhibits, dioramas and native bird and animal life. Construction will begin as soon as spring permits.

An annex to the exposition which has received all too little consideration was the 20th anniversary exhibit at Cleveland Museum of Art on University Circle. More than 147,000 attended during its period. The last day 3,292 crowded the galleries at two-bits.

## Explosion in Stadium

An explosion that injured two expo employees and did damage estimated at \$60,000 wrecked the lower left grand stand of Cleveland Stadium on the northwest edge of the grounds at 5:30 o'clock Tuesday night, cause attributed to leaky gaspipe and crossed electric wires. Injured were James Cosgriff, wardrobe man, badly burned about face and body, and Anthony Vaccariello, expo policeman, sprained shoulder. Both were taken to St. Vincent's Hospital. Sergeants H. K. Hasfurd and Charles T. Crennel, expo police, were badly bruised. Cosgriff went into wardrobe room under south side of the stadium and switched the hanging electric light. There was an explosion and he was blown thru a door. Half of Section 12 was ruined, concrete floor being upheaved, girders twisted and \$50,000 damage done.

The other injured were in the guard-room directly across. Windows were blown from the building, ventilators wrecked and many iron beams so weakened that replacement will be necessary. Damage of \$10,000 was sustained by the expo, covered by insurance. Uniforms, sewing machines and electric irons were included. There were 200 employees scattered thruout the stadium at time of the explosion.

It will be possible to play football games listed on grounds, as damaged sections will be roped off and plenty of room left for spectators. Thruout the expo the stadium has played an important part, being used for games, contests, parades and similar events.

## MUSKOGEE FREE—

(Continued from page 40)

altho more than half were school pupils admitted free, and had good to fair crowds all week.

## New Buildings in 1937

No estimates of size of crowds were announced. On Monday grounds were so full that walking was difficult, were comfortably full on Tuesday, drenched on Wednesday, comfortable again on Thursday and jammed on Friday, Saturday and Sunday. While many nationally known live-stock herds were in Fort Worth for the show there with larger prize money and concurrent dates, herds from the entire Middle West were on the grounds and more State competitors than ever before entered open classes. Sheep show was larger than

ever before and swine show was good. Poultry show was largest here since 1927 and largest in the State this year.

Prospects for the 1937 fair are called even better, as a WPA grant for new cattle, sheep and swine barns has been secured and city has voted bonds to provide its share. These buildings should be up by next year. Four good-will trips to near-by communities, conducted during September by Muskogee Chamber of Commerce, and fine publicity in weekly and daily newspapers, helped arouse fair interest.

## GATE IN YORK—

(Continued from page 40)

sary to call off Friday night's grandstand show because of rain.

Exhibits in all buildings were excellent; also stock and poultry. A new addition was made to the Poultry Building this year, but it still was too small to accommodate entries. Prices of admission remained at 35 cents for adults and 20 cents for children. Kids were admitted free on Children's Day and given grand-stand rates of 25 cents in afternoon and 15 cents at night. Trotting, pacing and running races were held on Tuesday, Wednesday and Friday, Thursday's races being called off because of a heavy track. Seven running races were held on Saturday.

## Big Grand-Stand Array

Grand-stand attractions, booked by Herbert D. Smyser before his death, were Luisita Leers, Bernard's Elephants, Helen Reynolds' Roller Skaters, the Danvills and Francis Trio, booked thru George Hamid; Large and Morgner, booked thru Ernie Young; Duncan's Collies and Will Fussner, rolling globe, booked direct. Revue Ernie Young's *A Trip Around the World*, in five parts, had outstanding scenic and electrical effects, and costuming was exceedingly attractive; Betty Thompson, prima donna; Don Tranger, emcee; Roy, Rita and Roule, dance trio; Al Sweet, musical director. Night displays were by American Fireworks Company. Stetson's Radio Band, Boston, George Vetre, director, furnished music for afternoon and night concerts. A public wedding was held in front of the grand stand Thursday night.

## Concession Row Serene

Concession space, all sold, netted the association \$3,000 more than last year, all concessioners appearing satisfied. Deposits were made to guarantee \$4,600 worth of concession space next year. Supervision over all concession games was by J. F. Murphy, censor for the third year. No games were allowed to operate for anything except merchandise and all wheels had to be set so that it would be impossible to control them, officials said.

Dodson's World's Fair Shows, on the midway for the second year, reported that business on Children's Day was the best of any day for the show in two years. On other days business was satisfactory when rain did not interfere. Among visitors were Fred W. Burrows, O. Henry Tent and Awning Company; B. Ward Beam; George Hamid; William Smith, Rutland, Vt.; Sam B. Russell, Lewistown, Pa.; H. B. Correll, Bloomsburg, Pa.; Frank Wirth; Mazie C. Stokes, Davenport, Ia.; Leo Colner, Clarion County Fair; Dr. H. W. Turner, Doylestown, Pa.

## ATLANTA EXPAND—

(Continued from page 40)

con, lowered it to 41.7 and Gus Schrader brought it down to 41.2. In a radio amateur contest in the Education Building 12 youngsters competed and contest was broadcast by WSB.

## Midway Receipts Rise

Royal American Shows were said to have grossed about \$40,000 on shows and rides. Game concessions were controlled last year by Max Goodman, but a switch to Curtis Velare was made for 1936. Take of the Royal American Shows was given as \$5,000 more than the midway yielded last year. Profits from parking and rides were up from 20 to 25 per cent.

In announcing that grounds would be enlarged, President Benton pointed out that need for more parking space is imperative. Saturday night automobiles were double-parked around the race track and relieved much congestion. On this night the grand stand had about 10,000. Lakewood Park, site of the fair, covers nearly 120 acres of woods, valleys and lakes, 35 acres being under water. Plans will take shape immediately for enlargement by acquiring near-by tracts.

# Agricultural Situation

Condensed Data From October Summary by U. S. Department of Agriculture, Washington, D. C.

## HARVEST IS SHORTENED

This is the final great harvest month. Farmers are busy winding up the harvest and threshing of grain, picking cotton, corn and apples, digging potatoes, sweet potatoes, sugar beets in the West, getting the final cutting of alfalfa and storing all the various late crops. Parts of the cotton belt have been reporting some difficulty in finding help to pick cotton.

Unfortunately rather widespread sections of the North and far West had killing frosts in September, with consequent damage to some corn, potatoes and other late crops that were unusually backward because of the drought. In the corn belt most of the crop is now safe from frost. Considerable corn has been cut for fodder or silage. Some corn in the heart of the belt is said to be turning out better than expected.

Viewing the season's productive results in general, the outstanding thing is the modest size of the harvest, not only here but in many other countries, and its effect in shrinking the world's supplies of staples. The world is going to have at least 300,000,000 bushels less wheat for the year ahead than it had a year

ago. It is going to have apparently some 2,000,000 bales less American cotton. These shrinkages in supplies are coming at a time when consumption is on the upgrade. Instead of presenting a seemingly overwhelming surplus problem, these great staples once more begin to have the attributes of desirable property.

## PRODUCERS ARE GAINERS

At all events prices of farm products have picked up enough so that producers as a group appear to be gainers, financially, from the shortened harvests. Back in the depths of 1932 farmers sold their products on the average at a level only 65 per cent of pre-war. This price index has risen steadily until it stands around 125 this fall. More significant, the unit exchange value of farm products in terms of other things has risen from an index of 61 in 1932 up to 98 this fall. Putting the matter into actual dollar terms it appears that cash income from farm products sold this year, plus government payments, will total more than \$7,800,000,000, against some \$7,000,000,000 last year and some \$4,300,000,000 in 1932.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**TRANSCONTINENTAL** Roller Derby, sponsored by Leo A. Seltzer, with 18 teams and 3 solo skaters entered, got under way in the Coliseum, Chicago, last week and opened to capacity. Track is 16 laps to the mile and sharp curves and steep banks make the oval hazardous. Races are being staged daily from 6:30 p.m. to 3 a.m. and will continue for 24 days, distance being covered equaling distance from Chicago to San Diego, Calif. Each night from 9 to 11 has been designated as open house and all skaters are allowed to compete for extra points and laps and \$50 purse, which is offered as a prize to the one scoring high. Among entries are Johnny Rosasco, Millie Duello, Betty Lyna, Tommy Atkinson, Wes Aronson, Joe Kleats, Clara Scholl, Ivy King, Gene Zizena and Babe Didricksen.

"WHILE visiting Glenn Rendezvous, Newport (Ky.) night club, I had the pleasure of meeting the Lightning Duo, Kay and Jimmie," writes Armand J. Schaub, Cincinnati, roller skater and former rink operator and manager. "The team, billed as 'the World's Smartest Skating Act,' appear to live up to that and drew this comment from the manager of one of the largest night spots in Greater Cincinnati, 'It's not what these skaters do; it's how it is done.' Forest Bradford's Ork accompanied the skaters, who found time to visit the opening of Cincinnati's new Norwood Roller Rink on October 7. When asked their opinion of the return of good skating acts to rinks, they replied, 'The reason there are so few acts in rinks at present probably is because operators cannot afford to pay for them or because operators are indifferent as to paying a fair price for real good acts that can pack their rinks.' Personally, I think that another drawback is that acts which work out of booking agencies cannot do as they wish to do as skating artists. They are guided by the wishes of their agents and therefore often are limited as to time and are sent mostly to night clubs, showhouses and fairs. But I believe rinks will soon be craving for acts, as patrons become tired of going around and around and, since they enjoy skating themselves, they would prefer to see specialty acts between numbers rather than be compelled to wait to see skating acts that come to showhouses. Also acts in rinks tend to make patrons try to learn some of the stunts of the acts, which are very thrilling to the average skater. There apparently are enough performers on tour to permit acts in nearly all rinks suitable for such entertainment."

DAVID J. MARTIN, managing director of Half Moon Hotel, near Sea Gate, Coney Island, N. Y., inaugurated roller skating for guests in the Manhattan Room of the hotel, converted into a rink. At a gala opening on October 16 music and other entertainment were furnished by Ken Casey and his Half Moon Orchestra. Roller skating sessions, under supervision of George R. Lovette, are held every Monday, Wednesday and Friday from 8 p.m. until closing and are open

to the public. Wooden-wheel skates are supplied by the management and a small admission is charged.

SPACIOUS dance pavilion in Riverside Park, near Uhrichsville, O., has been converted into a roller rink and recently was opened under management of W. H. Carpenter, widely known roller skater. New equipment has been installed. It is the first time this area has had a first-class rink.

WONDERING to what extent roller-skate dancing is in vogue in the United States, L. Allen, of the Skating Aces, writes from Carhan, Wealth Road, Bray, County Wicklow, Irish Free State: "From reading roller skating news in *The Billboard*, it appears to me that one side of skating is being overlooked in the States, altho I may be wrong. That is skate dancing. My wife and I have been specialists in this for years, traveling over the British Isles giving demonstrations and teaching various dances, including the cut-away waltz, eight-step, 10-step, staircase waltz, Morris tango and bear-change edge. These dances have done much to keep skating here in a flourishing condition against all competition."

MOLITOR open-air ice skating and Palais des Sports indoor rinks, Paris, are open. Four Skating Macks, American roller skaters, are at the Arena, Rotterdam.

REDECORATED and reconditioned, Coliseum Rink, Canton, O., has been reopened. Oldest rink there, it also is the only downtown roller skating spot, since Land o' Dance has been converted into a night club. Sessions are nightly except Sundays, with Saturday matinees.

ARCADIA GARDENS, Chicago, thru its varied programs and helpfulness to beginners, is doing consistently increasing business, according to Manager Joe Laurey. Recently roller derby stars from Mike Jacobs' New York Hippodrome were guests at the Gardens, preceding their appearance at the Transcontinental Roller Derby, which opened in the Chicago Coliseum last week.

MADISON GARDENS, Chicago, will stage a contest in graceful skating, opening on October 24 and running each Saturday night for six weeks. Gold, silver and bronze medals will be given preliminary prize winners and silver cups will be awarded in finals.

WINTER GARDEN Rollerway, mother rink of the Winter Garden organization, reopened for the season on October 16 in Dorchester, Mass. Annex Rollerway, Dorchester, has been doing big business this month under management of Melvin J. Solari. Nantasket Rollerway, Paragon Park, Nantasket Beach, Mass., closed on October 12.

A NEW use for roller skating was employed on the fairgrounds in Mineola, L. I., when Nassau County Republican committee staged a skating party in Mineola Skating Rink. Patrons who skated promised to vote the straight party ticket and even a few candidates took a whack at the little wheels.

## Current Comments

By CYRIL BEASTALL

DERBY, Eng.—I have just had a most interesting letter from across the pond in which the writer stated that Al Flath, manager of Brooklyn (N. Y.) Roller Rink, made an effort to get roller hockey into the last Olympics.

Whether this is a statement of fact I do not know, but if it is I would suggest that Al Flath get into touch with some of the powers-that-be on this side and co-operate in negotiations for a further attempt in respect to the 1940 Olympiad.

I suggest Otto Mayer, secretary and treasurer of the European controlling body, to communicate with Mr. Flath with a view to getting American representatives in the world's roller hockey championship in Stuttgart, Germany, last April, but what came of it I am unable to find out to my satisfaction as yet and I would be grateful if the enterprising Brooklyn rink manager would write to me on the subject in question to Belmont House, 99 Friargate, Derby, Eng.

## FAIR GROUNDS

(Continued from page 41)  
tween 20,000 and 25,000. Except for balloon ascension, weather did not in-

terfere with the program. Among attractions were Bahnsen's Wild Animal Show, Kelly King's Tropical Animals and F. E. Gooding rides.

TIFFIN, O.—Closing the year with \$1,800 in the treasury, Seneca County Fair Company is prepared to make payment on a \$15,500 mortgage for the first time since the company was organized 10 years ago to take over the county fair plant, officials announced.

RALEIGH, N. C.—Johnston County Colored American Legion Fair Association, Inc., with principal office in Smithfield, N. C., has been granted a charter by the secretary of state, incorporators being given as W. R. Collins and others.

LEESVILLE, La.—With about 15,000 on closing day of the four-day period, 24th annual Vernon Parish Fair here broke all records for attendance, estimated at 50,000, and for number of exhibits. Snapp's Greater Shows were on the midway. Rodeo was presented in ball park adjoining the grounds each night. O. E. Morris, fair manager, gave credit to co-operation of committees, weather and better crop conditions.

## RAIN HALVES

(Continued from page 41)

the entire grand stand, including Balabanow Family and Mayfair Review, accordion music with dancing, and Lodi Troupe.

Max Linderman's World of Mirth Shows on the midway drew paying crowds while weather was favorable. Kids' Day gross was over \$500 more than any previous day in the history of the midway, it was said, in spite of rain, which started before early in the evening.

President Reynolds brought some of the best harness horses for a race on Thursday, but wet track prevented the headlines from going out at all, there being no racing after Wednesday. Lucky Teter and his Hell Drivers packed the grand stand Saturday afternoon. Management made no change in prices, 50 cents at gate and \$1 for grand stand. Personnel remains: W. N. Reynolds, president; Grover C. McNair, secretary; L. D. Long, treasurer; Tom S. Blum, manager; Harry F. Aitchison, director of publicity. There was a generous premium list and liberal publicity in newspapers, billboard exploitation and the like. Free admission was given school children and teachers.

## UNDER THE MARQUEE

(Continued from page 38)

with a transportation company at Jackson, Mich.

BOB EUGENE Troupe, having finished outdoor season of 18 weeks, is now on its usual hunting trip. Bob reports two bears to date and that Vermont, the home State, offers unusually good hunting and fishing.

BRUCE CHESTERMAN, in *The Richmond* (Va.) *News Leader* of October 12, had a lengthy story concerning the old Richmond Theater and the prominent actors that played there. The back stage wall still stands as part of the Greentree store.

FOLLOWING the close of Riddle's Circus unit, Louis E. (Roba) Collins went to his home in Patterson, Mo., for a few days; Leo Ballman, clown, will join a carnival; Jerry Poe, clown, returned to his home near Hornersville, Mo.; Martinez Rozina, wire performer, joined Christy Duo at Keokuk, Ia.

WILLIAM LENNET, who was with the Waltiers aerial bar act on the Barnes Circus the past season and who was stricken with pneumonia the day of arrival at winter quarters, is recovering rapidly at Baldwin Park and wishes to thank his many friends for their cards and letters.

TOM SMITH, who has been doing some stock buying for the Ringling-Barnum Circus in recent years, is busy filling speaking dates. At Cuyahoga Falls, O., recently, he talked on the subject, "The Largest Circus in the World." Smith now lives at Beaver Falls, Pa.

DOC ANDERSON'S Dog, Pony and Vaudeville Show closed a successful season of 20 weeks October 1 at Somerville, O. It is now in quarters at Brooksbury, Ind., where new stock is being trained and equipment painted and repaired. Show will open early in April.

DOWNIE BROS.' Circus received a splendid after-notice in *The Asheville* (N. C.) *Citizen*. One of the paragraphs read: "Managed by Charles Sparks, one of the best known of circus men, and carrying an array of talented performers, the circus was one of the cleanest and best managed ever to show here."

MRS. PEARL LITTLETON saw Tom Mix Circus at Wilmington, N. C., reporting a dandy show. She had the pleasure of taking Tommy Bordeaux, 73, a midget to the circus. He cannot get around very well and the ushers helped to get him seated. Tommy, or "Tunk" as he is known, had not been to a circus in 40 years.

WILLIAM L. (BILLY) WILLIAMSON, of Des Moines, Ia., who has been with circuses, has taken over the management of a tourist camp, known as Chateau Lodge, two miles north of Smith River, Calif., on the Redwood highway. He would like to have troupers stop and say hello. The lodge is being remodeled into a real show place, with a wild animal zoo, native trout pool, Indian village and flower gardens, etc.

HERE'S ONE from Frank P. Meister, band leader, who also had the mail, *The Billboard* and route-card privileges on Cooper Bros.' Circus the past season. He says: "The show made some long railroad moves. Missing one day, south, on the route card, I inserted 'en route' for the day lost in making a long rail jump. Route cards were sent to various points by members of the show. Lo and behold, a party from Pennsylvania sent a package to someone care Cooper Bros.' Circus, en route, Alberta, Can. The package finally reached the show and was delivered to the party addressed. However, it had quite a number of names of post offices stamped on it. I asked for and have the wrapper."

## Notes From Europe

PARIS, Oct. 12.—The Amar Brothers, operators of the Empire Music Hall in Paris, are constructing a new semi-permanent circus arena on the Boulevard Vaugirard, in the Montparnasse quarter of Paris, where they will open with big circus program October 17.

The Cirque Medrano, semi-wooden "construction," has been installed at Havre and circus performances are being presented daily with big bill featuring the Slatanachs, cyclists; Tommy Dale, xylophonist and acrobatic dancer, and the clowns, Theodore and Charly. The big Cirque Medrano tent circus closed its season Monday at Asnieres, Paris suburb.

The annual indoor circus season under direction of Madame Laurent opened last week in Rouen at the big Cirque de Rouen. The Cirque Pourtier, with the horses and ponies of Ernest and Tully Carre, opened at Bordeaux last week for one-month stand.

The Arleys, aerial; Four Rastellis, bounding trampoline; the Hakens, acrobats; the Willy-Jos, equilibrists, and the Daresco Trio, acrobats, are at the Casino Municipal in Nice. The Newton Trio, comedy acrobats, are at the Moulin Rouge in Strasbourg.

The Wetzel Sisters, aerial, are at the Casino in Aarhus, Denmark. The Aicardi Troupe of jugglers have ended their season with the Circus Orlando in Sweden and are with the Circus Schumann in Gothenburg.



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**ARE BUILT FOR ENDURANCE AS WELL AS SPEED**

# EASTERN OPS MERGE

## Revere Beach Men Organize

**Operators form new association to present special features in '37 season**

REVERE BEACH, Mass., Oct. 17.—Revere Beach Amusement Men's Association has been organized, a largely attended meeting of amusement operators with interests here having been held in John J. Hurley's Palm Garden.

Thomas F. Harding was elected president. Other officers named are John J. Hurley, treasurer; George G. Sabbagh, secretary, and Jack Freedman, publicity agent.

A motion that the new association become affiliated with Revere Chamber of Commerce was taken under advisement, as was a suggestion that on special days in the 1937 season railroads be requested to have round-trip 10-cent tickets.

"The organization is preparing for the 1937 season," said President Harding, "in that extra added attractions will be provided at the same reasonable prices, with free acts and fireworks each week, these features to be advertised extensively."

## Winter Dancing in Mt. View

NEW PHILADELPHIA, O., Oct. 17.—Dance pavilion in Mt. View Park near here has been remodeled and a heating plant installed for winter dancing, being opened recently with Emil Valazco and his orchestra. Occasional name bands will be presented and there will be a policy of week-night dancing. This is first time the park pavilion has been operated during winter months.

## Philly Free Zoo Packs 'Em

PHILADELPHIA, Oct. 17.—R. Sturgiss Ingersoll, executive chairman of the citizens' committee for a free and modern zoo, reported that more than 372,000 visited Philadelphia Zoo in its recent nine-day free period. Previous record for a single free day in 1933 was 69,000. First Sunday on the free list brought 102,000, and final day, October 11, set a mark with 154,000. On Sunday a year ago, when regular admission of 25 cents for adults and 15 cents for children was charged, only 4,000 came. Since October 12 regular admission charges have again been in effect, with only prospect of suspending them depending on attainment of the citizens' committee's campaign goal of a permanently free zoo.

## Post-Season Lure Evident

BOSTON, Oct. 17.—Sunday, October 4, was a banner post-season day for Revere and Nantasket beaches, with record throngs at these North and South Shore resorts. Weather was Indian summerish and New England highways were flooded with pleasure-seeking motorists. Arteries to mountain and seashore spots were unusually crowded.

## Zoo Body Renames Waetjen

MILWAUKEE, Oct. 17.—George L. Waetjen was re-elected president of Washington Park Zoological Society at the annual meeting on October 13; Louis Schneller, T. J. Bartel, Rudolph Hokanson, vice-presidents, and Albert C. Biersach, secretary-treasurer. A pair of chimpanzees will be purchased by the society. Zoo's population now numbers 255 species and 1,006 specimens, at a total purchasing cost of \$89,988. J. H. Budde, George F. Moss, Richard Teweles, J. P. Hell, Phillip Orth Jr., Harvey Ott, Mr. Hokanson, H. H. Otjen, E. G. Borgnis, Herman Fuldner Jr., Max Herzfeld, W. J. Kramer, Walter Schinz, H. C. Fuldner and H. T. Rediske were re-elected directors.



W. F. MANGELS, Coney Island, N. Y., noted ride builder, and active in the American Recreational Equipment Association, who will prepare questions to be covered by an electrical expert at the Chicago meeting in conjunction with the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman during week of November 30.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Simultaneously with the announcement of Grover Whalen, prexy of the '39 World's Fair, that everything is all set for shaping the site, scores of amusement folks who are contemplating big projects for the event advanced their plans accordingly.

In recent weeks Whalen and a hatful of other biggies have been over at Flushing to look over the fair site, and from the chips of conversation that this writer has picked up as a member of the party examining the grounds, it appears that proper arrangement and order will be the keynote.

At other great expositions the art of properly classifying exhibits seems to (See LONG ISLAND on opposite page)

## Capt. Wilson Sees New Activities, Specimens in Swing Around Zoos

CLEVELAND, Oct. 17.—Capt. Curley Wilson, superintendent of Brookside Zoo here, who has returned from a two weeks' vacation, visited Toledo Zoo, zoos in Chicago and Brookfield, Ill.; St. Louis Zoo and Mesker Zoo, Evansville, Ind.

"I believe that Brookfield Zoo is the largest in the United States," he declared. "At least, it appeared so to me, and it is still building. While there I met Director Edward H. Bean; Assistant Director Robert Bean, curator of mammals, and Karl Plath, curator of birds, of which that zoo has a large variety of land and water specimens. While there I also met Dr. W. L. Williamson, Ripon, Calif., and Director Edmund Heller, Fleishhacker Zoo, San Francisco. Outstanding feature of Brookfield Zoo is the variety of offspring shown, especially mother and baby chimpanzee, mother and baby pumas and mother and baby Siberian tigers. Great courtesy is shown all visitors.

"In Lincoln Park Zoo, Chicago, there is great activity, one project being conversion of aquarium into a reptile house; much work is being done thru the WPA. Director Young escorted me and I found the big features to be the wonderful gorilla and the very ungentlemanly chimpanzees.

"Curator of Reptiles Perkins was a courteous host in St. Louis Zoological Garden, where there is a wonderful collection of mammals, reptiles and land and aquatic birds. Here one is impressed by the collection of 13 chimpanzees and the manner in which trained animal performances are pre-

## Forest Closes Big Season in Hanover

HANOVER, Pa., Oct. 17.—Forest Park, under management of A. Karst & Son, closed on the last Sunday in September with one of the best seasons it has ever had. Forest Park Free Fair on September 21-27 a big success, had best attendance of any fair held near Hanover, it is said. The fair will be held next year, week starting on Labor Day and all exhibitors and concessioners promised to be back again.

A large three-abreast Merry-Go-Round with jumping horses is being installed for next season to replace the large stationary Merry-Go-Round, which is being taken out. Bud Codori and his Penn Ramblers Orchestra will be in the ballroom and Cecil Milam will again operate the Roller Skating Rink next season.

Manager Karst said weather during the season was the best he has experienced, there being 14 clear week-ends in succession. Many improvements being planned for next season.

## Best Biz in Decade For Casino in Ohio

CANTON, O., Oct. 17.—The Casino, spacious dance pavilion at Geneva-on-the-Lake, well-known Lake Erie summer resort, operated several years by Glick-Johnson Company, had best business in 10 years, said Maurice Johnson, a member of the firm.

More name bands were played the past season than during any previous time and patronage was best of any recent season, he said. Russ Lyons and his orchestra played the pavilion most of the summer.

Mr. Johnson returned here to spend the winter. Jay Myers, assistant to Mr. Johnson, also of this city, has been with the operating company seven years.

ROCKAWAY BEACH, N. Y.—As the result of regular rifting of concessions on the Boardwalk here each year at this time policemen have been stationed on the promenade to keep a lookout for culprits. During their idle time the bluecoats play the pin games located in some of the closed spots.

sented. Mixed group of animals, two groups of chimpanzees and trained gorilla are worked. Interesting to children in particular is feeding of the sea lions. I think we zoo men should have more of this in the zoos, there being a certain fascination and thrill for the public in seeing a man or woman in a cage or inclosure with any kind of wild life.

"I had heard so much about Mesker Zoo, Evansville, Ind., that I wanted to see it. Imagine my surprise to find it in charge of the greatest elephant man of my time, William Emery. Then a gabfest was on in earnest regarding old days and oldtimers. Bill says that in former days they had wooden cars and iron men but that today they have iron cars and wooden men. I was sumptuously entertained at the home of Mr. Emery and his wife, another oldtimer of the good old days.

"Back at the zoo office I had another surprise in meeting another oldtimer, Frank F. Smith, formerly of Mt. Vernon, Ind., once with the old Gentry Bros.' Dog and Pony Show as a pony, dog and monkey trainer. Formerly chief of police of Mt. Vernon, he is now located in Evansville as chief of the detective force of Serval, Inc. With Bill Emery, Frank Smith and myself, one may be sure that there was plenty of old dough cut up. I enjoyed a trip thru the city in Bill Emery's Rolls-Royce, or whatever the name of his car is. While I was on vacation two male lions were born in Brookside Zoo and we have christened them Landon and Roosevelt."

## Park to Press

PITTSBURGH, Oct. 17.—Marie McSwigan, sister of A. Brady McSwigan, president of Kennywood Park Corporation here, has joined the editorial staff of The Pittsburgh Sun-Telegraph. She has been the park's publicity director for several seasons.

## Annual Meet Plans Ready

**NAAPPB and AREA officials look for best trade show, program in history**

CHICAGO, Oct. 17.—According to the ground plan for the annual trade show sponsored by NAAPPB and AREA to be held on November 30-December 4 in connection with the annual gatherings of the two associations who will meet under the same roof and simultaneously with the International Association of Fairs and Expositions and Showmen's League of America, a complete sellout of exhibition space is assured. Over 80 per cent of the space is already definitely booked with a number of the ever-tardy ones still to follow, said Secretary A. R. Hodge.

According to the list of exhibitors submitted by Secretary Hodge at the general offices of the association in the Hotel Sherman, the show is to be by all odds the biggest since depression. Last year's show almost doubled its predecessor and was unanimously acclaimed as one of the finest shows held in the history of NAAPPB. Altho it was not as large as pre-depression shows, it was exceptionally fine in quality. From present indications the show will be twice the size of last year and with more new devices to be seen than have been on exhibition in any show in history of the organization. Members of AREA have responded almost to a man in the matter of exhibiting. Added to this are a large number of new exhibitors and a majority of oldtimers who are not members but still loyal in their support.

## Wide Range of Subjects

When interviewed recently, President Harry C. Baker, of NAAPPB and treasurer of AREA, New York, said he had returned from a two-day stay in Chicago, where he checked carefully all convention arrangements with the secretary, and was delighted to find how bright prospects are for the 1936 convention. Upon his return to New York he spent a lot of time with Paul H. Huedepohl, chairman of the program committee, who had journeyed from Portland, Ore., to put in some time with Secretary Hodge, President Baker and vice-chairman of the program committee, Paul C. Morris, in whipping the program into final shape. Mr. Baker declared that not being a member of the program committee he felt free to say that in his judgment the program showed a 1,000 per cent batting average and would rival the best programs in the history of the organization, which have always reflected great credit on the association. Program contains a wide range of subjects vital to every park, pier, pool, beach and concession operator in the country and no one in the industry can afford to miss it, he added.

## To Join for Banquet

President Baker remarked that on his recent swing around the country, which took him from New York to Kentucky, Tennessee, Texas, Oklahoma, Chicago and other intervening points, he had never experienced such great enthusiasm over the work done by the association during the year just ending, nor such ardent anticipation over any forthcoming convention. The public liability insurance co-operative plan sponsored by the association has produced marvelous results in spite of numerous handicaps, and the report to be presented by the public liability insurance committee, made up of N. S. Alexander, chairman; Leonard B. Schloss, vice-chairman; Richard F. Lusse, A. B. McSwigan, Fred W. Pearce, H. P. Schmeck and Edward L. Schott, is going to prove not only the sensation of the convention but an achievement which may outdistance the war-tax (See ANNUAL MEET on opposite page)

# American Recreational Equipment Association

By R. S. UZZELL

The regular annual meeting of the executive committee of the American Recreational Equipment Association was held in the office of Secretary R. S. Uzzell on October 13. Surely it was a constructive and harmonious meeting. President George H. Cramer made a special trip from North Tonawanda, N. Y., for this meeting.

He attended our meeting in Boston following the New England park men's meeting, and was here in New York at our March meeting. That time and expense surely attest his keen interest in forwarding the work of our section. He is constructive in thought and does not spare his energy in putting over a program once it is agreed upon.

Harry C. Baker, our treasurer and president of the National Association of Amusement Parks, Pools and Beaches; Maurice Piesen, National Skee Ball Company; W. F. Mangels, W. F. Mangels Company, Coney Island, N. Y.; Mr. Keller, of the Harry C. Baker enterprises, and the secretary were present. Two Merry-Go-Round builders also were with us, but they agreed with the unanimous opinion that there is to be no brass ring and free ride for manufacturers who do not exhibit, pay dues to either organization or in any way help to support the annual meeting and exhibit.

## Agreement Is Reached

The agreement between the AREA and NAAPPB was read, amended slightly in a few paragraphs and accepted. There is a closer working arrangement between these two bodies than has ever existed before in our annual conclave. All fair and carnival men are invited to our exhibit and can easily obtain admission cards. A written invitation will go to the international fair association, outdoor showmen of the world and to the carnival men's association. More space has been sold to date than in any year since 1929.

Rough outline of our program was sent in by Wallace St. C. Jones, and a draft of the NAAPPB program was read by Harry C. Baker. There will be some changes and additions before either program is published. Wallace Jones was designated as chairman of our membership committee, with associates C. V. Starkweather, Richard Lusse, William Rabkin and Mr. Keller. They will function with Jones as leader and not only get new members but revive old ones.

C. V. Starkweather did so well last year on contracts that he retains that portfolio. The General Electric Company will produce a speaker on our program, and W. F. Mangels will ask a few important questions pertaining to our industry and submit them at once, on which the electrical expert can prepare in advance of his appearance on our program.

The published programs will show their worth and value to the industry today. We are sure of a bigger convention, exhibit and more sales than in any year since the crash. There are no differences now to argue about, and never have the officers of our section had more encouragement than at present. It took a lot of discussion and dickering to get together, but the feeling prevails that it has been done. No one is left with a chip on his shoulder.

## Prepare for New York

Harry Baker has not spared time or expense in his work of bringing the national association closer to its individual members and has all along maintained that a consideration was due AREA members who have carried thru and made an exhibit each year and paid dues in the two organizations.

Dallas and Cleveland expositions were reviewed. In each, it was held, rides were very poorly located on midway. Too far from the major show is the primal cause. The people these times had spent their money before they reached the out-of-the-way amusement section. The heat hurt Dallas, and Cleveland was not so well advertised. They banked too much on Dallas fair, the best in the States, which was not held this year. AREA is getting on and has more encouragement to work than ever before.

It is well to appoint a New York exposition committee, as 1937 is the time

to line up for the world's best. It is going to cost money, but it is worth it. It is three miles long and comprises over 1,200 acres.

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

## A Telephone Call

"Hullo, operator, get me long distance. I want to speak with Al Hartmann. The Billboard outdoor editor, at Main 5306 in Cincinnati. And please hurry. Hullo, Al? This is your loving swim-pool columnist—'member me? Hey, don't hang up on me; I've got some important news for you. You see, I just got your letter 'bout how my column has been arriving late, missing deadlines and the like, and so I thought I'd phone in the stuff this week.

"All right, all right, don't yell at me—I thought I was doing you a favor. Say, did you know, Al, that the Park Central indoor pool here in New York City ran a big swim meet this week after a lapse of many months and grabbed itself a lot of publicity as a result? What's that you say—it's a helluva reason to make a long-distance call? But it really shows that despite what many indoor pool men have claimed aquatic competition helps business and should be continued over a long period of time. And that reminds me, boss—no, I called you boss, not horse, Al—well, anyway, that reminds me to tell you that plans have already been started for the national Swim-for-Health Week for next summer. Martin Stern, who ran it last year, didn't make a dime on it and, as a matter of fact, lost dough, but various bathing-suit manufacturers felt definite results from the drive. And so all the more money is being put into the campaign for next season and attempts will be made to get more commercial pools interested.

"Oh, by the way, if you get the time be sure to make a retraction for me. Seems I made a mistake when I mentioned in the column a few weeks ago that Pauline Black had retired from the field of high diving. Got a rush letter from her last week and she writes that she's working with the De Luxe Shows of America, performing in Sonny Boy Campbell's act. She's down in Albemarle, N. C., now and expects to be there till November 3. Boy, was she burnt up! You know, she thought that someone gave me the wrong dope on her on purpose in order to belittle her ability. All of which isn't so, of course.

"Got a letter also from Al Richardson, who's in Oakland, Calif., you know. He wants to know the whereabouts of Jimmy, the legless swimmer. Says he's in a position to get him various contracts abroad. You don't happen to know where Jimmy is, do you, Al? These water performers certainly do get lost. One was present and accounted for, tho, with Norris (Corky) Kellam writing from Bridgeport, Conn. Corky says he's going to send out a number of water acts this winter, which was the first I had heard that he was managing any. Anyway, he is peeved about the way pool managers chisel aquatic performers, and rightly so. Some pool operators just don't care whether pro divers and water stunt exhibitionists get living wages or not. And so Corky has organized a one-man campaign to make pool men 'sit up and take notice,' as he put it.

"Aw, don't hang up, Al; I'm just in the middle of the story. Well, anyway, Corky is going to send out a number of acts, and in towns where pools persist in using amateurs for coffee and cake he's going to compete with them by setting up water tanks on empty lots as near to the natatoriums as possible—all with the hope of discouraging the prevalent practice. If a pool man shows signs of giving a fair wage to water performers he wouldn't be bothered, but if he employs local talent for a pass or two, then he will be given opposish by the Corky Kellam troupe.

"Oh, I know, Al, we can't indorse a strike or even suggest unionizing in this respect. There are many fine operators of pools who do help water performers, but between you and me, with some pool owners Corky's idea seems swell. Should work wonders in certain sections and drive out the so-called amateur evil and put high-class pro divers and swimmers back where they belong. Corky would like to hear from water acts on this and also asked the present location of Bill Goll and Jane Lasher's diving act, formerly of Fleischmanns, N. Y. I dunno

where they are, but maybe one of the readers does, eh, Al? Gwan, stop your kidding, chief, of course I have readers. What do you think my relatives are, illiterates? "Say, Al Hodge would like us to remind pool men of the forthcoming convention in Chicago. Certainly hope there's a bigger turnout of pool owners than there were last winter. Of course, the park men who run pools are there anyway, but you just can't seem to get the fellas who conduct swim tanks by themselves. Mebbe some day they'll realize it's to their benefit to attend. Got a few advance glances at part of the pool program planned and it looks great.

"By the way, Alex Ott is back in Florida at his stamping ground, Miami Biltmore pool. He was away for the summer and is now planning activities for the pool for the forthcoming season. He may run the winter edition of the big high-diving championships there, but I don't want to say too much about this until plans become definite. What's that, Al, I'm saying too much already about everything? Oh, wal' a minute, willya? Just got a few more things to tell you and then will ring off. First of all, did you see the swell publicity Jonas Burcham, the old life guard at the municipal pool in Blair, Neb., received last week in John Hix's syndicated cartoon? Jonas is 75 years old and a grandfather, but that doesn't stop him from continuing his life-guard duties at the city-owned pool. And then—oh, wait just a minute—gee, Al, can't yuh give a fella a break? What's that, you've got enough data now to fill up the pool column this week? Oh, that's swell—then there's nothing to worry about, eh? Except who's going to pay for this long-distance call, you say? Why, er, er, all right; take it off my check for next month if you insist. Yeah, I'll get the column in early next week—by mail, of course. No more phoning for me!"

# With the Zoos

**FORT LAUDERDALE, Fla.**—At McKillop-Hutton lion farm here Sultana, African lioness, has given birth to three cubs, believed to be the first lions born in Florida.

**STOCKHOLM.**—Lukentus, young elephant in Skansen Park, recently celebrated its eighth birthday by a big party attended by thousands of admirers and with stacked gifts of cakes, fruits and candies on huge platters.

**AKRON.**—Ornamental fence around the bear pit in Perkins Woods Zoo is to be replaced, board of control having awarded a contract for replacement, said Director William E. Peters. Other improvements to zoo buildings are planned.

**BOSTON.**—On the eve of Frank Buck leaving after a successful week at Boston Garden with his Bring 'Em Back Alive Jungle Show, he declared, regarding Franklin Park Zoo: "I intend no criticism of Franklin Park Zoo itself or those at the head of its administration. It is being excellently managed. Boston's zoo is a fine nucleus for a real zoo. But there should be more animals, and Curator Dan Harkins should have greater co-operation in the way of a regular appropriation, or better, a budget, for purchase of additions to the present collection. I am surprised that Boston's animal menage is no larger than it is. It has potential facilities for an appreciable increase."

**NEW ORLEANS.**—First cold snap of the season found Audubon Park Zoo with all tropical animals housed in new weatherproof buildings. Edmund Heller, director of Fleishhacker Zoo, San Francisco, a recent visitor, expressed approval of the new animal quarters nearing completion under a \$250,000 WPA grant. Few animals are left in old quarters, said Frank E. Neelis, superintendent, and these are mostly of hardy species. Principal attraction of the new zoo in the monkey island, where a score of new residents are to be added within 30 days.

# LONG ISLAND

(Continued from opposite page)

have been overlooked. Whalen and others behind the '39 celebration will attempt to correct this by setting things up in contingent fashion. In other words, like Whalen has said before, a machinery exhibit will not adjoin a horticultural display. Instead, machinery will be set up in a division allocated to industry, and horticultural stuff in the agricultural sections, and so on.

At the Chicago World's Fair, one or two attractions were permitted to become cynosures, to such a point, perhaps, that they came within close approach of eclipsing the fair itself. New York World's Fair solons hope to avert an occurrence of this sort by nourishing along the fair as an entirety. At any rate, activity from now on is assured.

Opening of George Marshall's Roosevelt Speedway on the Island, Columbus Day, was, to say the least, an epochal event locally. Automatically, it puts Long Island in the picture as an auto racing center, rating it favorably with the famous track at Indianapolis. Marshall's plans for the track were formulated some time before there was any intimation that '39 would bring a World's Fair to Long Island. When arrangements were announced for the event, it was a means of signaling Marshall that in 1939 his coffers would be the target for much gold. Aside from its other advantages, geographically, and so on, the layout of the speedway is the finest that the very best engineering minds could conceive.

**ROCKAWAY BEACH:** Riis Park preparing to enlarge. Largest selling item on the 'Walk the summer past was hot dogs, followed closely by malted milk, both nickel-a-shot sellers. Playland Park will have a crew working thru winter. Boston Jack, vet Seaside character, celebrating with friends over successful season. Blackie's eatery will remain open thru winter. Police Captain Strieb announced that this was the most peaceful summer on the Boardwalk since he's been here.

**LONG BEACH:** New 'Walk work being speeded up. We hear that burlesque may try for a comeback here next summer. Was here in '35, but didn't return this year. Dod Hammer, set for character roles in Hollywood, entrains next week. Drive to make Long Beach a year-round resort like Atlantic City takes on impetus within a few weeks.

# ANNUAL MEET

(Continued from opposite page)

activities of the old NAAP in the early days of the original organization, he declared.

As a further means of cementing friendship between park, pier, pool and beach men and fair and carnival men it is planned to make the annual Showmen's League Banquet and Ball the official banquet and gala affair of the week, and arrangements for a tremendous affair are being made by Frank P. Duffield, chairman of the Showmen's League Banquet and Ball, and Secretary Hodge, representing NAAPPB. Detailed program and a list of exhibitors will be published in later issues of *The Billboard*.

# GOOD BUSINESS

(Continued from page 37)

Three Biltmorettes, fem tumblers, are at the Alhambra. Nello and Partner, comedy cyclists, and the Two Arnolds, equilibrists, are at the Trianon. The Bartleys, jugglers, and the Two Weekens, perch act, are at the Petit Casino.

The Seven Ida May's Midship Girls, aerial flash; Bradfords, perch act, and Willy Woltard, juggler, are at the Gaiety Palace. The Leotard Trio, aerialists and equilibrists, and Beda Lak, comedy juggler, are at the Rex. The Theols, equilibrists, are at the Cigale.

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# CONCESSION GAMES LEGAL

## Judge at Athens, Tex., So Rules After Restraining County Officers

*Thirteen games considered separately and all except one are termed devices of skill or for amusement—Loos, owner of shows on midway, and fair officials testify*

ATHENS, Tex., Oct. 17.—At a hearing here last week before Special Judge Ernest A. Landman an injunction was granted East Texas Cotton Palace officials preventing officers of Henderson County from molesting them or in any way interfering with the conduct of the carnival playing the fair. On the opening day of this fair every concession on the carnival, including ball games and hooplas, was closed down by county authorities and again on Wednesday night for the second time. Under an arrangement between fair officials and officers it was agreed at the hearing that each concession involved would be taken up one at a time and that Judge Landman would rule whether or not they could be termed gambling.

### Concessions Legal

Of the 13 concessions operating at the fair only one was ruled as a game of chance. The games ruled either skillful or for amusement were fishpond, shooting gallery, string game, bingo, swinging ball, white rat game, gingle board, ball game, cat rack, dart gallery, penny pitch and cigaret gallery.

Each concession was taken up separately for discussion and the judge gave his decision, making his ruling from three different angles, namely: amusement, games of skill and games of chance. His decision was that amusement predominated in each, J. George Loos reports.

### J. George Loos at the Hearing

Loos, who presented the Greater United Shows as the midway, was on the witness stand most of the afternoon on the day of the hearing. He was questioned regarding each game by both Attorney W. D. Justice for the fair and County Attorney Miles B. Smith. Judge Landman then went over with Loos the operation of each game and asked him for his opinion on whether they were games of amusement, skill or chance. On only the one game ruled out by Judge Landman did Loos express the opinion that the element of chance was greater than the skill.

Loos told Judge Landman that he had been in the show business for 35 years and enumerated the towns he had played in and said that this was the first time he had been molested. He said that he had endeavored to eliminate all gambling devices from his shows and even those bordering on gambling.

Loos frequently brought laughs from the crowd while the county attorney was questioning him by asking the county attorney questions himself.

### Fair Pres. Barron a Witness

Loos was followed on the stand by President Barron of the Cotton Palace. He told how the fair was operated and said the only revenue derived for paying premiums was taken from the receipts of the carnival. He said that it would be necessary to raise money by private subscription if the carnival was closed down.

### Fair Officials Make Statement

Cotton Palace officials made it plain that it was not their intention or desire to conduct gambling devices at the fair. They pointed out that a contract had been made with the carnival company many months before the clean-up drive started in Athens and they were perfectly willing to leave it up to Judge Landman to make a ruling on each device separately and abide by his decision.

### Judge Explained the Case

Judge Landman explained at the outset the nature of the case. He said that officers would not be held in contempt for the raid on the fair because they had consulted him. He warned, however, that whatever action was taken must be obeyed and that officers would (CONCESSION GAMES opposite page)

### Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Those with individuals shown and giving their names preferred. Names and addresses of the manufacturers also desired. Kindly mail pictures to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.

## Conklin Shows Finish Season

*Opened and closed in same spot — a most successful tour, according managers*

WINDSOR, Ont., Can., Oct. 17.—Conklin's All-Canadian Shows completed its 1936 season here the last three days of last week, auspices of the Windsor Harvest Home Celebration. The show opened here April 18 for the Windsor Lions' Club. This was the first time in the long experience of J. W. (Patty) and Frank R. Conklin, the owners, that they opened and closed their Canadian show season at the same spot.

Splitting a scheduled week's engagement for the Chatham Canadian Legion in order to play the Windsor date, the show had splendid business for the closing, despite rain that spoiled Friday afternoon Chatham and Windsor followed a big week at the Leamington District Fair.

During the year the show toured five of the nine Canadian provinces, played 41 different spots, and piled up a total of 7,600 miles in railway travel. There was one death with the show during the trip, when Sue Alrie, of the *Four Queens of the Air*, free act, fell to her death at Kitchener in May. The show closed with a office list of 312 people. Incidentally, there were no marriages from the show personnel.

"We are satisfied," declared Patty Conklin. "It has been another typical Canadian show season, tremendous rail jumps, with much variation in the business done. I must say that Frank and I have had the best co-operation from a wonderful staff."

The Windsor closing was as pleasant an engagement as Frank and Patty had during the season, members of the Harvest Home Festival Committee tendering every courtesy and affording the show the most hospitable of treatment. The show was credited locally with having put the celebration over with a bang. Col. George Wilkinson was chairman of the committee; Jack Moir, general manager; Harry Lassaline, secretary; W. H. McCreery, Bob Newell and Elton M. Plant, program; Walter Musselman, Tom Stephenson, Tom Ballman and Ben Brody, finance; Jack Smeaton and Andy Gibson, decorations, and Jim Brady, of *The Windsor Daily Star* advertising staff, was loaned to the committee as general liaison assistant thru the kindness of the publisher, W. F. Herman. The show had no pay gate. Cartier Place and London streets adjacent to the Windsor Armouries were blocked off thru arrangements with the Windsor Chamber of Commerce and civic authorities. An estimated 100,000 attendance for the three days. Reported by Hal J. Miller, of the shows.

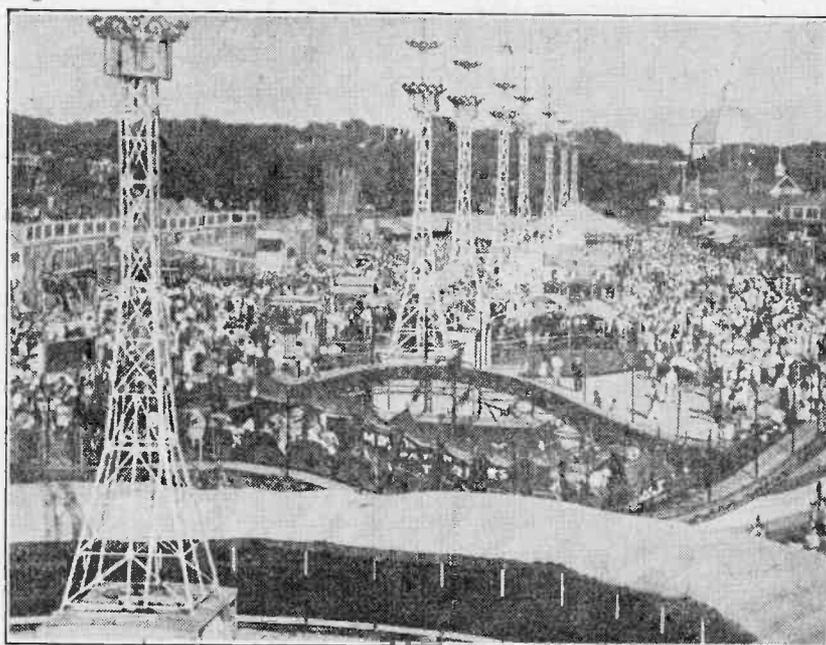
## Missouri Show Women's Club To Meet November 5

ST. LOUIS, Oct. 17.—Missouri Show Women's Club will hold its first meeting of the coming winter November 5 at American Hotel. Mrs. Catherine Oliver, club president, who returned here last week, sent a call to all members to be on hand. She said the club is strong financially and has the largest membership in its history.

FORT WORTH, Tex., Oct. 17.—Mr. and Mrs. R. E. Stokes were in for a visit with their children, Mr. and Mrs. F. L. Stokes, Mr. and Mrs. C. Delaport and Mr. and Mrs. Brown, who are connected with the Fort Worth Frontier Centennial midway.

## Bingo Not in Lottery Ban

HAZLETON, Pa., Oct. 17.—Despite protests of the Hazleton Ministerial Association, Mayor Beisel flatly refused to consider bingo as gambling in his ban on lottery, numbers and pool practices. District Attorney Leon Schwartz said there is no precedent for a ruling and suggested a test case as to the game's legality. The association said no test case will be instituted.



A STRIKING CAMERA IMPRESSION OF THE ROYAL AMERICAN SHOWS MIDWAY at the Minnesota State Fair, St. Paul. Down the center are shown eight of the floodlight towers, each resting on a foundation of individual electrical generating units carried by the shows. In addition to this illumination feature, neon lights in abundance adorn the rides and show fronts displayed in this picture.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Muscle Enny, Tex.,  
Week ended October 10, 1936.

Dear Charlie:

A short jump to this town on a short bank roll. The show had two towns booked for this week, one a 300-mile jump and this one a 50-mile run. Not even the office knew which we would make until Saturday night. After checking up the office bank roll, the bank roll and not the management decided to come here. From a publicity standpoint it didn't matter which town we made. Our weekly shipment of paper was divided up between the two spots. Due to our usual heavy order of paper both spots had a nice showing. This gave both

an equal number of tack cards, 50 to be exact.

The committee here, a maiden auspices, the Ham and Egg Muscle Heads of America. They being an athletic association, I perhaps am a bit wrong in calling it a maiden auspices. I never saw so many giant, hairy and tin-eared monsters in one place in all my life. They were about the hardest-headed committee that we ever played under. Wanted everything their way. When Pete Ballyhoo said, "We will have to go to the mat with them," they wanted to know if it would be a finish match.

Judge Battling Murphy and Sheriff Knock Out Finnigan the only two that

## HASC Ladies' Auxiliary Meetings To Start Soon

KANSAS CITY, Mo., Oct. 17.—Ladies' Auxiliary of the Heart of America Showman's Club will meet for the first time this fall and winter in the next few weeks, according to Secretary Helen Brainerd Smith.

Applications from the following will be passed on at that time: Mrs. Ellen Cramer, Mrs. J. Wadsworth, Mrs. Vivian Miller, Mrs. Marie Reano and Margaret Osborn.

Mrs. John Francis sent \$30 to the club, money raised several weeks ago on Greater Exposition Shows.

were fighters and not wrestlers. They stood ready to go to bat for the show on a second's notice. The lot was well policed during the engagement. No one dared to sneak in or crash the gates. Bone Crusher Brown and Strangler Black acted as the welcoming committee on the two gates. Half Nelson Smith and Headlock Wilson (See BALLYHOO on opposite page)

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 17.—President Patty Conklin arrived for meeting of 15th and presided in his usual manner. At the table Vice-presidents Jack Nelson and J. C. McCaffery, Treasurer Lew Keller, Secretary Strelbich and Past President Sam J. Levy.

Membership committee report 1936 campaign going nicely and expect to more than attain their goal of 300. Total to date 239.

Relief committee report Brother Rube Liebman in American Hospital under Dr. Max Thorek.

Chairman Sam J. Levy announced his committee as having a number of plans for activities, but refused to disclose the nature of these big events.

Chairman Nat S. Green and his press committee have proved a valuable asset to the administration and never miss a chance to co-operate.

Banquet plans are taking form. Chairman Frank P. Duffield is of the opinion this affair will be one of the greatest ever held by the League. The sub-committees will be appointed and real action will start. Reservations to date include Harry Coddington, 20; Ernie A. Young, 20; John Lempert, 2; J. C. McCaffery, 20; M. J. Doolan, 20.

Cemetery Fund Drive coming along in fine shape and there is still time to get to work on the coupon books. Returns must be in by December 2. The committee urge full co-operation.

Chairman M. J. Doolan and his committee are busy on the big party, to be held on the 28th. Those on this committee are M. J. Doolan, Sam J. Levy, Ernie A. Young, Jack Benjamin, Maxie Herman, Harry Russell, J. A. Morrissey, H. A. Lehrter, Morry Brod, Harry Coddington, Sam Bloom, A. E. Cohn and Max Brantman. A real committee and one that will arrange many an innovation for the affair.

Thru efforts of Past President Sam J. Levy and courtesy of Wertz, of the Chicago Stadium, members of the League have been invited as guests at the big rodeo being staged in the Stadium.

Recognizing their ability in handling the Memorial Service in 1935, President Conklin has appointed the same committee for 1936. The date has been set for Sunday, November 29.

The Halloween Party has fallen by the wayside, this due to the many activities already in the making.

Applications passed for membership at the meeting were Hal Miller, Theo. Dion, Karl J. Walker, Capt. F. J. Christensen, Rene J. Zouary, Victor Horwitz, Cliff Wilson, Harry Calvert, John Lempert, Alfred Green, A. Lee Hall, L. C. McHenry, Ned Roberts, Nick Pillar, S. Balyk, Edward R. Moss, Joseph A. Vernick. Cards of membership mailed.

Nominating committee has been elected and will hold meetings during the week. They may have report for the meeting of the 22d. This committee is selected to name the regular ticket of officers for 1937. Those on the committee are M. J. Dolan, J. A. Morrissey, H. A. Lehrter, Maxie Herman, Max B. Brantman, Lou Leonard, Harry Mamsch.

Letters during the week: Cliff Wilson, treasurer of Cleveland Exposition Benefit, inclosed check for the Cemetery Fund in amount of \$1,007.83. Letters from Nate

T. Eagle, Mel H. Vaught, this with a check for the Cemetery Fund; M. Schack, Ned J. Torti and Ray Marsh Brydon. Ray asked for applications.

Members in during the week: Harry Mazey and Harry Calvert, in from Cleveland; John Moisant, paying his regular visit; Ray Oakes, Al Kaufman, Maxie Herman, A. R. Cohn, Paul Olsen, Bluey Bluey, Arthur Radtke, Charles J. Franzman in from Canada for the winter; Al Rukin, back for the winter; Fred A. Sims, of the Sims Shows, back from a southern trip, on his way to Canada; Louis Schlossburg, with us for his first meeting; Lee Sloan, here and glad to get in; Billie Claire, still having trouble getting around, the leg is still sore.

President Patty and Brother Frank R. Conklin, with us for a few days, after which they will depart for the West Coast. They are awaiting the arrival of Brother Elwood A. Hughes, who will journey with them.

Applications received during the week from Harry Ross, Richard Miller, J. W. Galligan, Sam Feinberg, Frank D. Shean.

Brother Lou and Mrs. Keller leaving for the vacation trip thru the East.

Harry Mazey left in a hurry, wanted to get back to Florida.

The committee that handled other visitors during the week included Lew Keller, Max Brantman, Joseph Murphy, Julius Wagner, William Young, Jack Pritchard, Fred Donnelly, A. A. Cralg, B. A. Mendelson, Jimmy Morrissey, Charles G. Driver, Morry Brod, Harry Russell, Rudolph Singer, Max Hirsch, Leo Berrington, Sam Tessler, Theo. Dukoff, Paul Lorenzo, Harry Mamsch, Frank Ehlenz, Lou Leonard and others.

Things to be remembered: Party in League rooms November 28, memorial service November 29, annual meeting and election of officers November 30, banquet and ball December 2, regular meeting and installation December 4. A big week with plenty of activity.

Chairman Frank P. Duffield says better get reservation in early, as this year's banquet and ball will be a sellout beyond doubt.

### LADIES' AUXILIARY

President Mrs. Lew Keller presided at meeting of 15th. At the table were Vice-presidents Hattie Latto, Mrs. Bob Brumleve, Secretary Cora Yeldham and Treasurer Edith Strelbich. Routine matters were dispensed and action taken to hold the first big social of the season. This to be a Tacky Party, held in the League rooms November 14.

Nominating committee presented their report, showing the officers for 1937 to be Mrs. Lew Keller, president; Mrs. Bob Brumleve, first vice-president; Mrs. Ida Chase, second vice-president; Mrs. Patty Ernst, third vice-president; Cora Yeldham, secretary; Edith Strelbich, treasurer. This makes but slight change in the slate as present in 1936, and fore tokens a year of real activity.

Action has been taken to forego collection of the Penny Bags for the present. These will be called for at a later date in hopes that the added time may help increase returns.

Mrs. Al Latto will be hostess at the regular social on the 22d.

Chairman Mrs. Bob Brumleve is anxious for return on the drawing books, as the Mix Master is to be awarded at an early date.

Mr. and Mrs. Lew Keller left on a trip East, visiting Philadelphia and other cities en route.

Mr. and Mrs. William Carsky have returned from a trip south.

In story of the Cleveland Exposition SLA Benefit, Edith Strelbich was mentioned as president of the Auxiliary, should have read Mrs. Lew Keller.

## Hughes Praised for Snappy Program at St. Stephen

NEW YORK, Oct. 17.—Joseph H. Hughes, who represented George A. Hamid interests at St. Stephen, N. B., Exhibition recently, is receipt of complimentary letter from Harry M. Groom, its secretary.

Groom rests in praise of the snap-piness and precision with which the free-act program was presented. Hughes states that there were no delays in presentation and that fully 30 minutes was cut off on the days of threatening weather. This in order that the midway might share in the business under the circumstances.

## World of Mirth Shows Rained Out at Winston-Salem Fair

WINSTON-SALEM, N. C., Oct. 17.—World of Mirth Shows grossed heavily at the Forsyth County Fair on those

# ACA Announces Annual Meeting; To Adopt 1937 Legislative Plan

ROCHESTER, N. Y., Oct. 17.—Max Cohen, general counsel of the American Carnivals Association, Inc., today announced that the third annual meeting of the association will be held at the Sherman Hotel, Chicago, commencing at 11 p.m., November 30, Chicago time.

It is aimed to have four sessions, the first Monday night, the second and third Tuesday afternoon and night and the final Wednesday afternoon.

It is anticipated that the detailed program of all four sessions will be announced in the next issue of *The Billboard*, but it is generally understood that the Monday meeting will be devoted to a review of the activities of the association for the past year; the first

days that the weather was favorable. Only one day was clear thruout, Saturday, the closing day.

The Motordrome led in receipts. The Odditorium drew good crowds and all of the riding devices were popular. On Children's Day the gross was \$500 more than any previous record for that day. However, Jupiter Pluvius played a week's stand and reduced the midway gross to considerably less than last year.

## BALLYHOO

(Continued from opposite page)

took care of the ticket takers. Rosin Mat Johnson, Towel and Bucket Lewis worked with the office. All week long it was the Ballyhoo Brothers vs. the Muscle Heads.

Friday our committee warmed up and decided to give a show for the visiting troupers and to put on a burlesque review in the downtown arena. There being no lady Muscle Heads available they all became female impersonators. What a chorus, tin ears and bull necks under blond wigs. When the trouping audience refused to applaud Man Mountain Pappas's strip and tease number the performance wound up with a free-for-all.

Our cookhouse knocked them cold with hamburger, but played a blank when they served cauliflower for dinner. All with it were fed up on the dish.

There wasn't any checkup or pay-off between the show and auspices all week. The agreement in the contract read to the effect that the show and committee were both to furnish a wrestler and that a finish match was to be held in the center of the midway, the winner to take all. On Saturday night our man, an ex-wrestler and now a concession operator, was attacked with a severe case of acute Skillo Foot, so the match was called off.

Then it became a case of Brains vs. Brawn. The Ballyhoo Brothers gave the committee their personal I O U for their bit. Proving that the pen is mightier than the sword. MAJOR PRIVILEGE.

## CONCESSION GAMES

(Continued from opposite page)

be held in contempt who violated his orders.

Fair board members were particularly interested in the outcome, as action in closing down the carnival meant a loss of practically the entire premium list.

### Loos Makes Statement

"Some time ago the American Legion decided to raffle an automobile and was advised by the county attorney that this method came under the heading of lottery, and when told that he would charge them with this offense in the event any complaints were made, they decided to call it off and refunded the money on the tickets sold. They then stated that they would see that nothing else would operate in that county, including the bank night at the picture houses. Under pressure from them, the county attorney or the sheriff had them close all marble devices and eliminated the bank night.

"After our arrival similar pressure was brought by them (namely, the Legion) upon the sheriff's department, after which we went before the district judge and secured a temporary injunction. This was declared illegal by the county officers, who claimed the concessions were gambling, and we were closed for the second time. When the judge heard our case the following day, which resulted in having him declare everything we operated, with one exception, as legal."

Tuesday session will be for the consideration and adoption of a set of by-laws for the association; the Tuesday night session will provide for the election of directors and officers for the ensuing year, and the final session will have for its purpose the discussion and adoption of a comprehensive plan of action by the association for the coming year, including some of the matters relating to the association's legislative program for 1937.

Mr. Cohen explained that the association was not sending individual invitations to the meeting this year.

Out of respect to the memorial services usually conducted by the Showmen's League Sunday afternoon, it has now become the established policy of the ACA to open its sessions on Monday.

## "IT'S TOPS IN RIDES"



### This New TLT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

## CONCESSION CARNIVAL TENTS

Our Specialty for Over 46 Years.  
UNITED STATES TENT & AWNING CO  
701 North Sangamon Street, Chicago, Ill.

## WANTED

Showmen Who Are Interested In **MOTORIZING**  
Write for Our Special Finance Plan.  
**CHARLES T. GOSS**  
(With Standard Chevrolet Co.),  
EAST ST. LOUIS, ILL.



### Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.  
202 Twelfth Ave., So., Nashville, Tenn.

## WANTED

36-Ft. 3-Abreast Merry-Go-Round, either Herschell or Spillman. Also No. 5 Eli Wheel. Must be A-1 condition and cheap for cash. No junk. Answer BOX ST. L. 8, Billboard, St. Louis, Mo.

## THREAD FOR PENNANTS

WILLIAM HARRIS WOOLEN CO.  
200 East 4th St., ST. PAUL, MINN.

### SECOND-HAND SHOW PROPERTY FOR SALE.

\$ 1.75 Men's New White Buckskin Skate Shoes. All Sizes.  
\$100.00 Street Tele. & Trip'd, 3 1/2" Objective Lens.  
\$5.50 New Baby Spot Light, Adjust., Color Slide.  
Cowby Hats, Lad's Lea. Dress, Ind. Lea. Suit. Chp.  
\$20.00 Small Violin-Cello, fine tone. Oth. Mus. Inst.  
We buy Rink Skates, 16 mm. Films and Machines.  
all makes. Candy Floss Machines. **WEIL'S CURI-OSITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

## MIDGETS WANTED

For Season 1937.  
MUST BE EXPERIENCED.  
State size, act, and salary expected in first letter.  
Also send Photos.  
**FRANCIS SMITH UPTON**  
P. O. Box 577, St. Louis, Mo.

## BILL POSTER

And Banner Man at liberty November 7. All season with Kaus United Shows. Have car. Prefer South for winter. Write or wire best offer.  
**WALT KELLAM**, Gen. Del., New Bern, N. C.

**THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF Showmen's League of America**

165 W. Madison St., Chicago

If you are an outdoor showman and a member of the Showmen's League of America you are never lonesome in Chicago. The League rooms are open always.

## The Great Lakes Exposition Midway

By HARLOWE R. HOYT, The Cleveland Plain Dealer

CLEVELAND, Oct. 17.—Bud Dunsee, who fronted "Strange As It Seems," was an unexpected attraction at the Showmen's League benefit. At end of his turn, Nick Lucas called for Bud and introduced him along with Zanebest and Bill, two Ituri pygmies. Lucas and Bud are friends of long standing and Lucas' gesture won warm approbation.

Almon R. Shaffer, associate director of the exposition, and Frank D. Shean, his assistant, were recipients of English kit-bags and brief cases, identical outfits, on Monday, the gifts of midway concessioners. Al Humke and Red Marcus made the presentation. Contributing with them were Gus Chan, Freddie Gee, Harry Calvert, Cliff Wilson, E. J. Reicher, Pete McCauley, Harry Dutton, W. J. Collins, Harry Catalano, Bill Smiler, Ben Levine, E. Ginsberg, I. A. Kempf, A. L. Rossman, E. C. Allen, P. L. Shepherd, Allan La Porte, Jack Gordon, Harry Hameroff, H. E. Smith, Screeno, Hollywood, Strange As It Seems, Buddy Maschke, John T. Branson, Jack Leeper, Harry Goldberg, Louis Mamolen, George Johnson, Sid Peck, Jack Melton, Jack Greenbaum, Creation and Cliff Schaufele.

Ed Murray, probably the oldest "big shot" concessioner in Cleveland, celebrated his 50th birthday on Columbus Day by selling his 200,000th copy of the Great Lakes Exposition guide book. Ed began his career selling peanuts to the gallery gods at the Cleveland Theater nearly 40 years ago.

Johnny Bronson, of the Hollywood Lion Hippodrome, starts for the West Coast in his new Lincoln very soon. Cal Lipe, flea circus, intends to accompany him. . . . Mrs. Dorothy Kempf, Irving and Bruce Kempf moved Gulliverland to the May Company department store for the holidays. . . . Cliff Wilson is heading for Florida. . . . So is Capt. A. B. Bartenbaug, who will fly his seaplane to Miami and from there to the Bahamas. George Thompson is taking the Robinson elephants to Cincinnati. . . . Harry Woody's ponies go to the West Coast and later to Japan.

Ben Parks and Duchess Leona, of Stanley Graham's Midget Circus, go to Detroit for the Streets of the World. They plan to sail for Europe to visit Leona's parents at Asiamont, Naimure, Belgium. They are slated for the Paris Exposition. . . . Jack Greenbaum, Abbey Myers, Vic Horwitz and Mac Unger are taking the Nudist Colony to Detroit. George T. McCarthy is moving Strange As It Seems to that city, going also in the Bouquet of Life.

Charles Smith, talker at the Lion Hippodrome, is going to Chicago with Mrs. Smith. . . . George T. McCarthy, Bud Dunsee and Joe Glacey eventually will head for the West Coast. . . . The pygmies of Strange As It Seems are booked with the Miller Bros.' Shows. . . . Val Coogan will visit relatives in Ripley, N. Y., before returning to home in Chicago. . . . Mr. and Mrs. Jack Leeper will motor to the West Coast. . . . Jack Lydicks is headed for Tampa, Fla. . . . Red Marcus is returning to Milwaukee, his home town. . . . So, too, is Murray Zaidens, in charge of amusement credentials, afterwards heading for New York. . . . E. J. Reicher and Mrs. Reicher, his mother, are off for Dallas. . . . Harry Calvert, of the Nudist Health Colony, is away to the same spot.

Capt. F. J. Chrestensen will anchor his submarine at the Ninth street dock awaiting the reopening of the exposition next year. . . . Harry Dutton is off to Miami. . . . Prince Dennis and Ethel and Danny Montasque are listed for Dallas with Graham's Midgest Circus.

William C. Gregg, manager of the Old Globe Theater, has moved to the home office in Chicago. . . . Fred Hiltfeld, the "Lord Mayor," has gone to Dallas to continue his ballyhoo. . . . With him went Michael Farrell, Elizabeth Robinson, Frank Gardner, John Kennedy, William Roberson, Maurice Gray and Mrs. Gray. . . . Rose Kay, Cecile Bruyere, Vance Hallack, Karl Weber and Sam Wanamaker have moved to Chicago. . . . Weyman Holmes left for New York to join a new Rachael Crothers' production, while Jerry Stein, acting stage manager, went there for radio work. . . . Dorothy

Tynan also moved to Broadway. . . . Remaining in Cleveland are Rita Koval, who has returned to high school, and Jack Johnson, Edward Pozz, Rex Roberts and Charles Turnblacer. . . . All expect to connect with the Playhouse. . . . *Comedy of Errors* closed the theater Monday night, with 993 people crowding a theater with seating capacity of 550. . . . *Comedy* opened the theater, played the 500th performance and closed with 762 presentations totaled.

Don Baker, the "boomerang king," and Bill Friedell, magician, are preparing to take to the road, offering magic and their combined dogs. . . . Stu Cramer, magician at the Marine Theater, remains in Cleveland for the winter. . . . Jack Gordon and Mike Special lifted the girl show from the French Casino on October 4 and took it on tour of Ohio, replacing with vaudeville for the rest of the exposition.

Ralph Hubbard, who assisted at amusement passes, has gone to De Land, Fla. . . . To set the record straight, William D. L'Horbe, of the Flying Scooters, made his much-advertised parachute jump from the Goodyear blimp, winning \$100 bet from Larry Collister, of the Loop-o-Planes.

Final bank night on Friday last brought \$1,500 to Mrs. Harold Fisher, of Cleveland. Being final drawing, names were pulled until claimant showed up. Mrs. Fisher was second drawn, first choice, 83-year-old Mrs. Louise Blaschke, failing to be on hand.

### Peerless Shows End Season; Cramer Going to Germany

PITTSBURGH, Oct. 17.—The Peerless Exposition Shows closed its season last

### Happyland Shows Close Season And Store Property in Detroit

DETROIT, Oct. 17.—Dumas & Reid's Happyland Shows closed their season Saturday night, October 10, after a four-day stand at the Fowlerville (Mich.) Fair. The shows have played this fair for the past six years and had generally bad weather, with both cold and rain hurting business this time.

Most of the members of this carnival organization left this week for Florida. The equipment is in winter quarters at Detroit. An unusual feature of the show was large number of house trailers, some 30 being on the lot this season, most of them new. Among those who have just bought new covered wagon models are Captain Ritz, operator of the Motor-drome, and Jack Watson, concessioner.

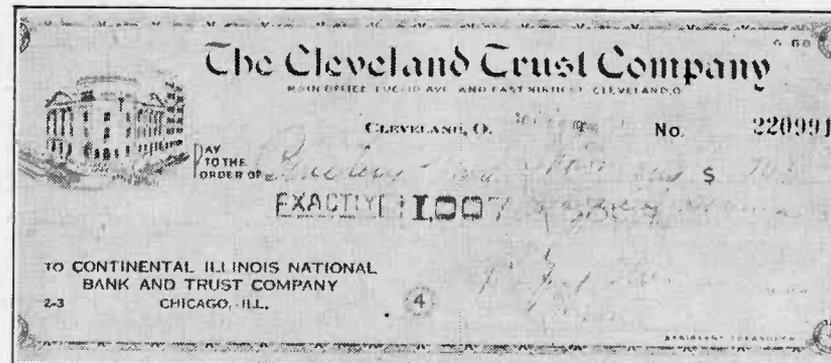
## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 17.—In the last issue of this column it was stated that we were at work upon the program for the third annual meeting of the association to be held the end of November at Chicago; which meeting will, among other things, pass upon the 1937 legislative program for the association.

Mention was also made that we would appreciate such suggestions as would be sent in, so that they could be considered and included in the program for the meeting.

We have been a bit overwhelmed at the favorable response which has been given our request, and are grateful for



REPRODUCTION OF THE CHECK FOR \$1,007.83 sent to Showmen's League of America, representing the receipts of the Cemetery Fund benefit staged at the Great Lakes Exposition, Cleveland, under the leadership of Frank D. Shean, showmen and concessioners. They set their goal at \$1,000 but passed it by exactly \$7.83. It is not too late for others to follow this fine example in behalf of a most worthy cause.

Saturday in Athens, O. Joe Cramer, owner, reports the most successful tour in years and that he will go to his home in Germany next month on a business and pleasure trip of several weeks.

The season opened last April and, according to Cramer, did not lose a day from then until closing, and in 1937 the shows will take to the rails as a five-car carnival.

With the exception of five weeks the shows played West Virginia territory and has purchased four new tents to be used for advertising exhibits next season, Cramer stated.

Al Wagner has booked with the Peerless for a number of concessions. Jack Mallory and Nancy Darrell, free act with the shows, will winter in Canton, O. Dan Leslie, Tilt-a-Whirl operator, will winter at his home in Indiana. Bill Blumberg, with his one-ring circus, is playing fair dates until his indoor work starts near Pittsburgh.

### Eyerly Now Ready With New Ride, Octopus

SALEM, Ore., Oct. 17.—The Eyerly Aircraft Corporation is now in production on its new ride, Octopus. The manufacturer will handle the sales of this new ride on a different plan than that of the Loop-o-Plane. The new ride will be sold direct thru its main office at Salem, Ore., and not thru dealers, jobbers or agents.

Recent tryouts have proved very successful from every angle, especially that of drawing patronage.

the various suggestions which have been sent in.

From time to time we shall take up these various suggestions in this column. In discussing them, it is to be noted that in no sense do they necessarily reflect the attitude of the association or of its members collectively—nor does it necessarily mean that the association will adopt or sponsor them.

This information is simply being published to give those interested in the carnival industry the benefit of suggestions received and an opportunity to criticize and, perhaps, suggest counter-proposals. Such criticism, if constructive, will be greatly appreciated and welcomed.

Elsewhere in this issue of *The Billboard* will be found an announcement of the general plans for the third annual meeting. We should greatly appreciate it if those planning to be in attendance would communicate with the ACA office at an early date, advising of that fact. Particularly, do we desire this information from our members as soon as convenient.

Within the near future copies of the proposed by-laws for the association will be mailed to each member, together with a letter of explanation.

After the membership has had an opportunity to examine and consider these by-laws, we would welcome an expression of opinion from them, so that their respective views can be aired during the sessions of the third annual meeting and the proposed by-laws thereafter adopted.

## Along the Expo Midway at Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

DALLAS, Oct. 17.—All Stanley Graham midgets were being concentrated at the Graham Enterprises on the midway this week following close of the Great Lakes Exposition. Two daily midget performances of *The Drunkard* will be staged in *Show Boat* for the last three weeks of the exposition. Other midgets will be shifted around in Midget Village. Frank S. Ferguson will direct the productions. Victor Wetter will be master of ceremonies for the olio. Samuel Eskansi and Joe Katalick will imitate the Dorans as Belles of the Gay '90s. Alice and Gussie Pick and Princess Suzanna will do specialty dances. Eleanor Stubitiz will do imitations. *The Drunkard* cast will include Nona Cooper, as Mrs. Wilson; Edna L. Moffitt, as Mary; Charles E. Kelly, as Squire Cribbs; Joe Herbst, as the drunkard; Victor Bump, as William Dowton; Gladys Frank, as Agnes; Charles Ludwig, as Farmer Gates; Major James D. Doyle, as Drover Stevens; John Leal, as the landlord; Billy Koestner and Frank Kikel, as bar flies; Jack Glicker, Ellie Miller, Luz Villalobo, Helen Hoy and Vance Smith.

Gladys George was honored by Centennial officials. She was guest of R. L. Thornton, executive committee chairman, and the staff at a dinner in the Centennial Club Tuesday, and Wednesday was Gladys George Day, when she reviewed military units at the fair cantonment. She was in Dallas for a regional premiere of *Valiant Is the Word for Carrie* at the Palace Theater.

Barney Oldfield, thru at Fort Worth, passed thru en route to the Eastern auto shows.

Mr. and Mrs. Orville Crafts flew in from the West Coast, stopping several days. They will visit Beckmann & Gerety, Royal American and United Shows of America and St. Louis. With Mr. and Mrs. Harry Hargroves and Mr. and Mrs. J. Eddie Brown, the Crafts saw Casa Manana at Fort Worth.

To arrange a fireworks deal with the fair for the last six weeks, Frank Duffield arrived this week, joining Jack Duffield, who had been on the grounds the past week.

Judge Colt, Hawaiian exposition representative, arrived, announcing he would spend several days.

John T. McGrail is still on the midway.

Mr. and Mrs. Frank Belcher went to Mexico City after several days here.

Mrs. Gertrude Simpson and her husband stopped on the midway. They were returning from Muncie, Ind., to San Diego.

Mr. and Mrs. Pete Cortez and Mr. and Mrs. Fred Beckmann saw *Cavalcade of Texas* and *Show Boat* with J. Eddie Brown.

Lincoln J. Dickey, resting from his general managership at the Great Lakes Exposition, will come to Dallas.

Lew Dufour is running most of the works at Dallas, while Joe Rogers is managing the Sally Rand outfit at Fort Worth.

### C. Jack Schafer Buys Estate in Maine for Permanent Quarters

AUGUSTA, Me., Oct. 17.—C. Jack Schafer, well-known independent carnival showman, recently acquired thru purchase the Malcolm estate, some seven miles out of this city on China Lake.

The land of some 200 acres has barns and buildings located thereon, which Schafer views as suitable for his permanent headquarters. From this place he will lend his activities in the future as an outdoor showman.

Schafer for the past season presented his tented attractions with Ben Williams and will doubtless engage in the operation of indoor museums during the winter months.

# Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 17.—Monday night's meeting was dedicated to "Hap" Young, absent brother in Indiana. One hundred and twenty-seven members present when President Forstall called meeting to order. O. H. Hilderbrand, third vice-president, and John T. Backman, secretary, being other officers present. For information of new members a resume of the club's activities was read. The greatest number of new members in any one year since the organization of PCSA was recorded the past four weeks. Sixty-nine new members and eight reinstatements. Financial report still mounting to new high in the general fund.

Usual business routine and committees appointed to handle matters of interest. John D. Reilly chairman of committee that will present floor show night of October 26.

Communications: Bill Rice, post-card news. Frank Henion, with party in Mexico on hunting expedition. Mabel Atwood, daughter of the late C. O. Schultz. Ross Ogilvie, usual weekly letter of news of C. F. Zeiger Shows. Mrs. Constance Cornelius, of the Troupers, Inc., Hollywood, inviting the PCSA to sponsor one of the four nights of their annual carnival. Invitation accepted and committee of Steve Henry, M. M. Buckley, Mark Kirkendall, Ed Nagle, Harry Ross, John D. Reilly and Doc Cunningham appointed.

New members: Bill Newberry, manager of Wallace Beery, and M. D. (Doc) Howe, of M. D. Howe Company, credited to Jack Grimes and Theo Forstall; Louie Godfrey, credited to Ted Le Fors; Chris Olsen, Roy Fulton, credited by John J. Kline; Carl Ray, "Red" Lindsey, credited to M. M. Buckley and Charles Walpert; Earl Douglas, James Maurice Griffin, credited to Buckley and Walpert; Frank D. Shean, credited to Cal Lipes and John Backman; Ben Goldfarb, credited to George Silver, and A. Ronnow, Bones Hartzell and Moe Levine, reinstatements, credited to John T. Backman.

The gavel was turned over to O. H. Hilderbrand, who opened his bit of the proceedings by stating that he was now up on parliamentary laws. He admitted that he was now a full-fledged parliamentarian and proceeded to show it. He first introduced Bill Newberry and told him to tell the listeners about himself and Wallace Beery. Bill said modestly prevented him of speaking of his personal achievements and that he was unlike some managers. He closed with saying it would be superfluous for him to be a eulogist for the well-known Wally. Theo Forstall was called for a talk. He said time was short and he would prefer that Jack Grimes, chairman of the annual Charity Banquet and Ball, be given the time to tell of the affair. Jack stated that there would be the largest assemblage ever attending a PCSA function; that there would be additions to names of celebrities announced last week as emcees. Latest addition, Sid Grauman, of Grauman's Chinese Theater. Others would be announced later. Arrangements had been made, he said, and permission granted by the Biltmore management to erect a crystal runway, recently used in one of the picture productions, to be loaned by the studio; to be used in one of the "over-super surprise numbers." A galaxy of Hollywood beauties in hot-weather raiments doing a number on the runway. The pygmy pachyderms were an assured fact and the derby to be run with the riders as announced; orchestra for show and dancing. The big top with glass center poles, with goldfish in the water in the hollow centers of poles. A floor show of nothing but unusual stand-out acts. And in final a banquet that epicures would rave over.

Hilderbrand handed the gavel back to President Forstall, remarking, "After hearing Jack Grimes you don't have to wonder why fenders are put on street cars." Tickets for the ball are going nicely, one carnival owner ordered 50.

C. R. (Buck) Reger made a witty talk, as did Capt. Barnett. Arthur Hopper, general agent Al G. Barnes Circus, talked and inferred that he tried to be one of deeds rather than words.

Turkey dinner, with all the trimmings, was served. There has never been in this organization such a luncheon provided, with it went liquid refreshments

in ample quantities. The generous donation of Hap Young, who received a standing vote of thanks and recorded on minutes of meeting, "The night dedicated to Hap Young."

The dinner served by George Tipton, Forest Van Vleck, Frank Richards, Bill Berseford, Jack Bigelow, Will J. Casey, Chet Bryan, Harry Seber, Bob Winslow, Johnnie Kline and Ted Le Fors.

The weekly award went to Joe Krug, a substantial sum.

Altho this organization has grown in membership, the welcome sign hangs out for eligibles.

## Ladies' Auxiliary

Meeting of October 5 was the first to be held in the new clubrooms. President Ethel Krug called to order, with all other officers present. Minnie Fisher acted as receiving hostess and 40 members were present.

Ruth Korte, of Crafts Shows, was presented with a wall rug with the club emblem, a 5x7 tiger, on it. Ruby Kirkendall was presented with a bouquet of flowers. Fay Curran, of Oakland, was reinstated.

New members: Marie Morris, E. Lewhon, Maxine Wellkimer and Leone Barie.

Visitors: Mrs. Herser, Mrs. Nothstein, Clara Masters, Mrs. Pierce, Mrs. Williams, Clara Smith, Mrs. Toby Smith, Anna Goldberg and Mrs. J. Welsh. Several members of Barnes Circus, now in winter quarters, were present.

Entertainment: Tap dance, Clara Smith; clown act by Bozo, the clown. Cash award went to Marion Klein; door prize to Vera Downey.

A dinner was recently given in honor of Ruby Kirkendall by Leone Barie. Table was decorated in sweet peas, and Miss Kirkendall was presented with a corsage of gardenias. Readings were given by Marie Bailey and Etta Haven; dances by Virginia Scaller and Anna Metcalf; an interesting talk of experiences while trouping by Olga Celeste, Golda Bachman, Tillie Palmateer, Martha Levine and Minnie Fisher.

At the close of the dinner Leone Barie placed a lei around Ruby Kirkendall's neck, as Leone is leaving for a vaudeville tour in the East.

Those present: Ruby Kirkendall, Minnie Fisher, Ethel Krug, Esther Carley, Golda Bachman, Ada Mae Moore, Etta Haven, Pearl Jones, Tillie Palmateer, Alfreda Avalon, Virginia Schaller, Anna Metcalf, Olga Celeste, Stella Lynton, Stell Drake, Leone Barie, Martha Levine, Em Emmanuel, Marie Bailey and Francis Klein.

## Philadelphia

PHILADELPHIA, Oct. 17.—Eighth Street Museum attractions: Prince Ragoon, magic; Dot Smith, singing and dancing; Princess Ragoon, sword walking; Gay Sisters, singers; Mysteria, illusion; Poses Plastique. Dancing girls in Annex.

Al Paulette returned after a successful season.

George E. Roberts furnished free attractions for the Harvest Home Days, Millersburg, Pa. Event successful. All amusements were located on the square and main streets.

South Street Museum will open its season October 23, management of Bobby Hasson.

## Sims Greater Show Ends Season With Profit

WELLAND, Ont., Can., Oct. 17.—Sims Shows closed the season here at the exhibition, following a tour thruout four provinces. Sims reports that, altho the shows had a bad start, the finish was satisfactory.

The attractions carried were Merry-Go-Round, Big Eli Wheel, Merry Mixup, Caterpillar, Tilt-a-Whirl, Kiddie Autos, four side shows, Penny Arcade and 19 concessions.

Sims states all new canvas banners and chromium-plated banner poles for 1937. Title to be Freddie Sims' Exposition Shows.

Fred W. Sims, owner-manager, recently visited Dallas, Fort Worth, Tex.; Hot Springs, Ark., and Chicago. While in the latter city last week he visited The Billboard offices and stated that he would return to the Windy City for the Showmen's League Banquet and Ball. He will winter in Toronto.

# LOOP-O-PLANE

**DISTINCTLY DIFFERENT—**  
**THIS RIDE IS BREAKING ALL PROFIT RECORDS!**

It has stolen the show and created new standards for consistent earnings wherever it has operated. Loop-O-Plane has what it takes—flash, spectacular performance, a new sensation, a real thrill. It turns a dead spot into the center of attraction. Nothing compares with it for ballyhoo, the ability to draw a crowd.

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## WINTER MUSEUM

OPENING ON COAST IN NOVEMBER.

CAN USE Freaks and other Acts. All winter's work, also next season with West Coast Amusement Co., if satisfactory. I pay every night. Write or wire FRANK W. FOREST, November 5-11, Porterville, Calif.

## Heart of America Showman's Club

KANSAS CITY, Oct. 17.—Heart of America Showmen's Club recently made arrangements with new manager of Coates House Hotel, I. E. Henry, for two-year lease on clubrooms. Henry is co-operating with club and show people. He is having clubrooms cleaned, decorated and installing modern conveniences. The club will have free use of banquet hall for its entertainments.

First meeting of club for winter months will be held October 30. Refreshments will be served after meeting for all members and ladies of the Auxiliary.

Membership drive, which will close November 15, is creating much interest. At present Harry Altshuler is leading; Jake Brizendine, second; Toney Martone, third; Ellis White, fourth.

New members added: E. Day, L. Zerm, Jack Starling, W. Gathers and H. D. McGinnis. Following old members have paid their dues: W. R. Hirsch, H. L. Whitesell, Frank Layman, Rodney Krail, J. C. McCaffery, Milford H. Smith and G. R. Smith.

## 1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:

35 cards, \$5.25; 50 cards, \$6; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

## THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50  
 Bingo Blackboard, cloth, size 24x36 (Rolls 2.00 up)  
 Bingo Record Sheets, 24x36, 20 for \$1.00

Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

## J. M. SIMMONS & CO.

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### York Fair Midway Notes

YORK, Pa., Oct. 17.—C. Guy Dodson celebrated a birthday October 7. Received remembrances from the shows and given a dinner. Dodson says their shows are the oldest carnival that continuously operated under the same title since organization.

J. F. Murphy, censor for the third year, made all concessioners live up to strict rules. Many put out stock and were satisfied with business.

This fair management seems convinced that "rocket" does not pay. No complaint was reported.

Joe Dobish reports good season with motordrome.

The Dodsons report that their still dates were exceptionally good.

## C. W. Nail Shows

Olla, La. Week ended October 10. North Central Louisiana Fair. Weather, good. Business, excellent.

The engagement very satisfactory in every respect. Tuesday, opening day of the fair, rain until about 4 o'clock; later sun came out and midway did good business. Friday, School Day, children from three parishes attended. At 8 a.m. the rides were doing capacity, which continued until near midnight. Two shows joined. The Blume showfolk while en route to Donaldsonville stopped for a brief visit, as did many folk of the Snapp Shows. John Morton and his gorilla attracted much attention. Several concessions joined. The shows will play Monroe, La., the home of Mr. and Mrs. Nail. The first show there in nine years. Winnsboro and Jonesville were both very good for the shows. The Whip recently purchased by Mr. Nail did good business.

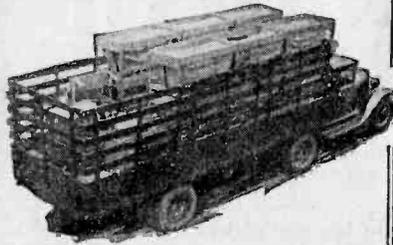
EARL ATCHISON.

## Robertson of Gecoma Shows In Hospital With Fever

FREDERICK, Md., Oct. 17.—R. E. (Doc) Robertson, of the staff on John Gecoma Exposition Shows, is in the Emergency Hospital here. Reported as suffering with typhoid fever, condition favorable.

## DES MOINES, Ia., Oct. 17.—Marvin (Irish Hogan) O'Shaughnessy, 26, carnival worker, was sentenced to life at Rockwell City, Ia., October 14 for his part in the slaying of J. M. Parker, 69-year-old retired farmer, in a \$4.80 robbery last summer. O'Shaughnessy had pleaded guilty of murder, altho insisting that his pal, Robert (Buck) Avery, now a fugitive, was the one who dealt the death blows. The prisoner seemed relieved that he had not received the death penalty.

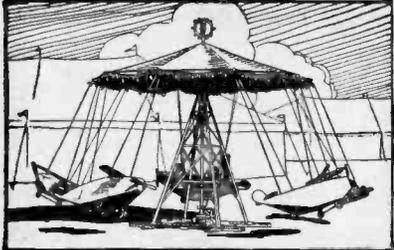
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**THE NEW KIDDIE AIRPLANE SWING**  
Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are 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, Springville, Erie Co., N. Y.

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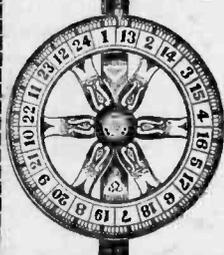
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**Park Special**

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

**\$12.00**

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75-Player, complete, \$5.25. Including Tax.

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**DON'T HIBERNATE**



Lord's Prayer Engraved on Penny — BEST money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mails.

**"BLUE DOT" STAMP COMPANY**,  
124 East Larned Street,  
Detroit, Mich.  
(Est. 1928.)

**Midway Confab**

By THE MIXER

**GENIUS will out.**

J. L. LANDES SHOWS called it a season at Kingman, Kan.

LAWRENCE SEYMOUR—Write your mother. She is reported seriously ill.

NOW WE HAVE trained black widow spiders?

WHEN AND WHERE will your carnival close the season?

**WINTER PLANS are now in order.**

ALL GOING "south" are about there by now.

CLOSING and winter quarter announcements make news.

SOME CARNIVAL owners and managers have too many people on the staff spending money for them.

**SOME MEN need head containers.**

IT IS reported that Felix Bley will return to the carnival field season 1937 as a general agent.

ERWIN MATHEWS is talker on Earl Chambers' monkey circus, with the United Shows of America.

PETER PETERS has been very successful with a carnival touring the island of Puerto Rico.

expense will be spared to make this carnival the most talked about amusement institution in the world?"

CHIMPS we know: Andy Calino and Freckles. Wonder what the trained chimpanzee population of show business is? Trainers—Send in the names.

WILL WRIGHT, general manager Golden State Shows, letters from Pittsburg, Calif.: "We had a big wedding on the midway here."

THERE IS great satisfaction in a day's work well done.

J. C. GORDON, St. Louis, has been visiting many carnivals selling electrical equipment. He has a new line of interest to the business.

TOMMY THOMAS and Tommy Allen make a good team in the interest of the Johnny J. Jones Exposition. The lot is always laid out in advance just about right.

ROY B. JONES letters from Rock Hill, S. C.: "Hope Charlie Blue is okeh again. Am looking after a couple of fairs the Marks Shows are interested in. Wilmington, N. C., is building a new fairgrounds."

"HEY, BOY! Stop picking the hairs from those horses' tails!" It must be a very old-style Merry-Go-Round.

in which a leg was broken in two places and other injuries."

A MONUMENT should be erected to the person who invented rubber bands.—Soapy Glue.

WILLIAM R. HICKS is general agent for the Blue Ribbon Shows, which are under the management of Mr. and Mrs. L. E. Roth, and Starr De Belle is the press contact man.

IT IS bruited about that many big cities are planning civic celebrations for 1937 on a large scale. The former Cincinnati Fall Festival, when it was at its peak of glory, is an excellent model to follow for such events.

IT IS A PITY that those who lack the mental grasp of their business always try to blame others for their own mixups.

NICK CRETELLS letters from Detroit: "Look out for Burnett Shows next season. Harry Burnett owns a Chairplane, will have five rides. Says he has some contracts in Michigan. I had a photo gallery with him."

SAM HYSON cards from Maxton, N. C.: "Sam and Bobby Hyson are well pleased with the new top and sound system recently purchased for their girl show. Business very good since joining the Greenland Exposition Shows."

PARKING AUTOS is a big problem for carnivals. Suppose there will soon be "Superintendent of Parking" added to staff rosters.

MRS. IDA SMITH letters from Brownsville, Tenn.: "Management of Reading United Shows inform me that Decaturville, Tenn., where shows were located in the center of the town, was the banner spot of the season."

W. H. (DUKE) BROWNELL, general agent and promoter, passed thru Cincinnati last week en route to points "down yonder." He will probably reach the Royal Palm Shows in time to see them off to Cuba.

CARNIVALS of merit continue to book return dates for 1937. They must have made good with somebody.

PRINCESS LEI LEHUA, of Honolulu, Hawaii, is one of Willie Kaiama's Royal Hawaiians. She writes poetry of carnival life and other subjects. She recently penned of the "Season Closing," from Rockford, Ill.

FRANK LaBARR letters from High Point, N. C.: "Fritzie Brown will have the exclusive on blanket wheel at the forthcoming Charlotte fair. He is a fast worker and hard to beat. I have seen lots of concession men in my day."

IN LATIN-AMERICAN countries all carnivals are generally referred to by the natives as "Coney Islands."

ROBERT LITTLE cards from Washington, D. C.: "Nine years off the road. Was out for eight weeks this season as Big Eli Wheel operator for J. Bretts, on Endy Bros.' Shows. Home until next year."

PERCILLA, feature attraction, with Carl J. Lauther's side-show oddities, bought her new Gelkie house-car trailer in Indianapolis, J. A. Pearl. *The Billboard* man on the Johnny J. Jones Exposition, reports.

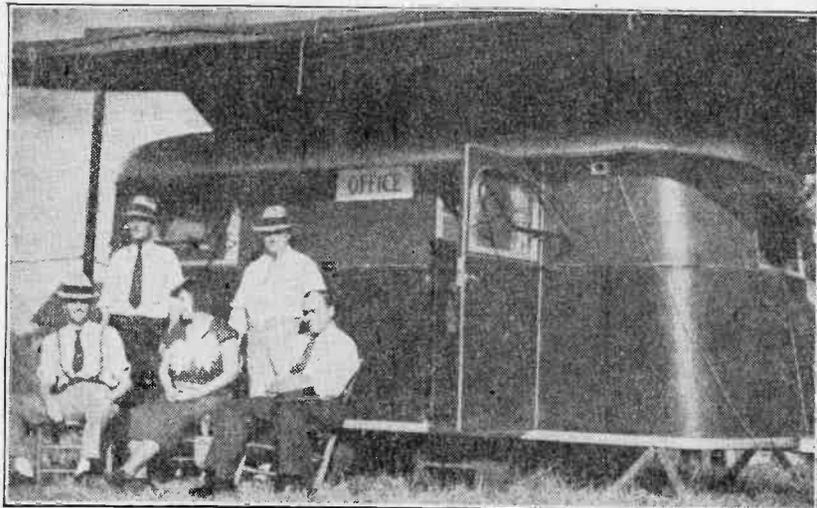
IT IS AN ART to be able to impart knowledge to others. Those who can are called educators.

LATE Frank C. Bostock had a round-about (Merry-Go-Round) titled "Cocks and Pigs." Roosters and pigs as the 'orses. It could be done today as something different in objects for the kids to "hobby" on.

RUSSELL G. KNISELY cards from Huntington, W. Va.: "Joe Baker and Harry A. Turner, of Turner & Sons, state that everything has been arranged for the boys this winter. Water has been turned on and an extension to the telephone has been installed."

HYLA F. MAYNES—What is the name of that new riding device you have recently invented?

ORSON ANDREW lettered from Houston, Tex., recently: "Mrs. Marie Travis, mother of Harry B. and Kittle Mae Travis, was injured when a truck that she, husband and babies were in met



THIS SHOT WAS TAKEN AT EUFAULA, ALA., OCTOBER 8—It registers the staff and new palace office and living trailer of the Happy Days Shows, recently purchased in Indianapolis. Left to right, seated, are Col. T. L. Dedrick, Mrs. T. L. Dedrick and Dr. Joe J. Fontana, chief executives of the shows. Standing are Ben R. Tosh, trainmaster, and George J. Kelly, lot superintendent.

"DOWN THE HATCH." So that is what you did with your summer bank roll.

JAMES E. FINNEGAN once said: "The business end of a carnival cannot be run like a flat joint."

JACK GILBERT and Carl Robinson are you still concessioners with the World of Mirth Shows?

TO REMEMBER: P. J. Mundy, Joseph A. McField, Charles Cohen, Charles McDonald, Beverly White, Curtis L. Bockus and George Manchester.

E. LAWRENCE PHILLIPS is a most popular carnival executive.

ANNABEL STACKEY cards from Alamo, Tenn.: "Was *The Billboard* agent on J. Harry Six Shows. Returning to Louisville, Ky., to school."

JOHN A. BAKER, brother of Col. L. M. joined the side show. Joan Timkile Baker, the daughter, is home in school at Crouse, N. C.—Col. M. L. Baker.

JACK DADSWELL announces his retirement from press agenting at the close of the season. Make a bet, yes or no, other press agents. Jack is good.

IT IS A safe bet that more carnivals will rebuild this winter than in many years past.

WHAT IS meant by: "No amount of

A CARNIVAL REPORTS: "No grift this season." So the leopard has changed its spots. This announcement is indicative of the desire to advance, as a showman should.

THE ORIGINAL 10-in-1 pit show had a big mechanical organ on the front and a scenic background all around the side wall inside. John H. Oyler was the talker about this era.

MRS. A. P. QUARTERMAN stresses some facts relating to her former "trouper" days in a recent letter from Miami, Fla., where she is making her home at present with her two children.

THEY SAY no news is good news. But can that be applied to carnival show letters?

W. L. (BILLY) MOORE, one-time water show operator, is now making his home in Cincinnati. He is in the photography business. Wants to be remembered to K. G. Barkoot.

WESLEY BLAIR cards from Athens, O.: "Wesley (Joe-Ann LaFrance) Blair closed with Jack Moran's side show. Had a very nice season with the Peerless Exposition Shows."

ROY ARMANN cards from Sandy Lake, Pa.: "Am known as 'Smoky Joe' in show business. Recovering from auto accident

with an accident on the streets of Houston."

RENEE KAESER cards from Donaldsonville, La.: "A daughter was born to Mr. and Mrs. George W. Murray at Little Rock, Ark. Murray has the monkey circus with Oscar Bloom's Gold Medal Shows. Mrs. Murray is back on the shows and doing fine."

WALTER K. SIBLEY originated the 10-in-1 style of show. First presented by W. K., himself. Where? Richmond, Va., if memory serves "The Onion" correctly.

C. JACK SHAFER—Museums this winter? Let's have the news of that new independent carnival show you are planning to build. There is a big demand for new shows of the carnival variety, especially funhouses, peep and walk-thru.

TO REMEMBER: Mae Bistany, Joe Walsh, R. L. Millican, Art Gardner, Mrs. Art Gardner, T. H. Estlick, George T. McCarthy, Moss Leavitt, Dick Collins, William A. Sanges, Cleo Hoffman, Samuel Gluskin, Lou (Peezy) Hoffman and C. L. Spencer.

LATE Joe J. Connley told "The Onion" that J. C. McCaffery knew the finer points in managing a carnival better than any man he ever knew.

MONKEY CIRCUS roster, with Kaus' United Shows: Mr. and Mrs. O. F. (Blondie) Mack, owners and managers; Mrs. Mack in charge of arena, assisted by Fred Hahn; Claude Woods, talker; Henry Tank and Everette Marquis, tickets, and Charles Beenman, caretaker.

"MERRY ROSE," fat girl, cards from Smithfield, N. C.: "Midway here a lake, rained entire week. We could have used Ballyhoo Bros.' rafts. Business nil last two weeks. Manager Perry is still optimistic. He bought a new truck to carry the show. I'm fine and dandy."

FRED BECKMANN and BARNEY S. GERETY work together like father and son, engaged in a business with identical interests for its success.

AL (TIGER) COAKE and Fred Mortensen card from St. Louis: "We just closed a successful season with the Imperial Shows. We are now going into our indoor bookings, starting here in St. Louis." Okeh "Speed Ball" and "Terrible Dane."

GLEN WYBLE cards from Elberton, Ga.: "Joined Miller Bros.' Shows here, with girl and posing show and U-drive-it autos. Had a very satisfactory season thru Michigan and Ohio with Barkoot Bros.' Shows and W. G. Wade Shows, hop scotching. Will be back with Wade next season with a new Girl Revue."

IT WOULD take a crew of 100 billposters working night and day for a long time to put up all the "three sheets" some showmen think they are individually entitled to.

IRISH McGARRY cards from Muskogee, Okla.: "Inform Starr De Belle that the last time I saw 'Pump Handle' Lem Trucklow was when he was general agent for Ballyhoo Bros. at Soap Lake, Tex. I gave him a pocketful of those mills they have in Oklahoma to pay tax with. He used them for a quart of d-rail."

ADAM TESKA cards from Pulaski, Ia.: "Joe Teska, after playing Memphis, Mo., will head south with Working World Show. We had one of the best seasons since being in show business. Played in Iowa independently. Teska bought a new sedan car to be used for the advance, now making three trucks and a car."

RAJAH RABOID built quite an elaborate illusion show the past season, which was presented on the Johnny J. Jones Exposition. The Rajah is a good showman.

THE LATE Johnny J. Jones was a great letter writer. No matter how obscure the individual was in the carnival business, he never failed to give his communication proper attention. Jones would sometimes spend an entire night writing letters. His personal contact

methods with his business could well be emulated.

AL F. GORMAN—Are you coming out in 1937 with the Gorman Greater Carnival? Many are speculating. R. L. Millican went out of the game season 1935, but many bet he will get in again. Once the bee stings, as all know, it is hard to resist that peculiar urge. There will no doubt be big doings in Florida this winter with the bases full at Tampa and Jacksonville.

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

LEE CUDDY, of Loop-o-Plane fame, last week became the owner of a new Gilke "Aristocrat" trailer. He stopped at The Billboard office in Cincinnati October 14 on his way to Charlotte, N. C., where he will pick up his wife on the Mighty Sheesley Midway and then proceed to Macon, Ga., to be with the Johnny J. Jones Exposition the remainder of the season.

CARNIVAL PRESS AGENTS have been telling of the gross business done this season. Now let the auditors of the same carnivals tell what the net gross is when the season closes.—Tilly Few Clothes.

A MAN ASKS: "How can I make some money out of the carnival business?" The rule is simple. Just attend to your own business, as the leaders and successful ones do, and not worry about some imaginary grievances that somebody is always trying to do you dirt. Another thing—just finish the things started and do not flitter yon and back so much.

BEAUTY PARLORS with carnivals: Well, why not? This appears as a good idea for a concession on the train, in a stateroom. Somebody is going to kick in with "our shows already have one."

SAM BERGDORF letters from Tallahassee, Fla.: "Have been making my home at Cocoa, Fla., for the past few years. Went into the poultry business raising pheasants, quail, peafowl, wild and domestic ducks, geese and various prize chickens. I exhibit at a number of fairs. Last year I won over \$250. Blackie Smith, formerly with Johnny J. Jones, Ben Krause and other shows, spends 12 months yearly in charge of my poultry."

WONDER if any of the big carnivals will play the fairs at Columbus, O., and Springfield, Mass., 1937. Carnivals have grown bigger and better in the last 10 years, so things may change.

"HUE AND CRY" Carnival notes: "Soapy Glue" and "Tilly Few Clothes" married and were given a beef stew breakfast. "Fat Head" has finished splicing the music roll on the M.-G.-R. organ. "Wit It" has been engaged to scrape the grease off the backs of the ride help. "Simp Loghead" is now in the throes of despondency. "Wart Hog" has given up trying to work cross-word puzzles. From here the shows will go to the state of Coma.

MANAGERS of big carnivals never seem to be excited about anything. Most of them are cool and calm under all trying circumstances. Others not so big become all worked up over simply nothing at all.

HOW CAN it be settled? Walter D. Nealand says Dick Collins is a better carnival press agent than he is, and Dick says Water is better than he is. Guess there will have to be a convention of press agents at the Chicago meeting to decide. Felix Bley and his associates of press and general agents can act as referee. Dick shot the man over two Big Eli Wheels and Walter made the bunny fight the python as two of the season's hits.

PRESS AGENTS—Here is an idea: Put on a special celebration on the midway for the closing day of the season. Plenty that can be done to create local public interest in such an event. Who will, Kent Hosmer, Walter D. Nealand and Jack Dadswell?

E. V. McGARRY letters from Spartanburg, S. C.: "At Knoxville, Tenn., fair shows that drew largest attendance were 'Flaming Youth,' managed by Cleo Hoffman; second in line was Diamond Kitty, fat girl, and 'Miss America' third. Diamond Kitty grossed nearly \$2,400 on the week." E. V., modestly proclaims himself the Barnum of fat girl showmen. With this record for gross it appears that he is somewhat entitled to this claim.

His ability as a single attraction show manager has long since been recognized. "The Onion."

PROGRESSIVE CARNIVAL owners are ready and willing to employ and pay those who have creative talents. Especially those who can create now tented amusements. There is a great difference between talent that follows a set routine and that which creates its own work.

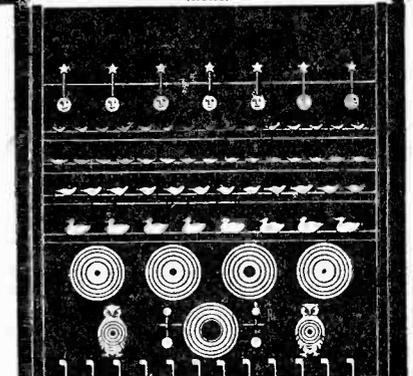
W. A. SANGES has a great idea for a "Ye Olde Plantation" show. It is about time for this regular old-fashioned hoe-down show to return. The modern "Rambles" are becoming passe. They, meaning the public, have had enough of the Harlem style of colored entertainment, as far as the carnival is concerned, it seems.

"THE ONION" saw a "flying jinney" in San Salvador City, S. S., Central America, that had horses with no legs. The lower half of the horses' bodies were masked in with velvet, decorated with spangles and rhinestones. The reason for the half-horses was because of transportation methods used in that mountainous country, being carried strapped over burros' backs or on a drag behind and in some cases cradled between two or more burros. The power unit consisted of a long pole extending from the center gears under the platform to the outside, of sufficient length to enable burros, mules or horses to be hitched to a walk-around in a circle around the outside of the machine. One and two cents was the admission price for each ride. As in all countries, children flocked to ride on this "flying jinney." Will tell some time about the man with the Loop-the-Loop act who was touring in that section of the world at that time. But "ain't we modern in Merry-Go-Round styles?" All neoned up now. The owner of this machine mentioned above illuminated with kerosene torches and lamps.

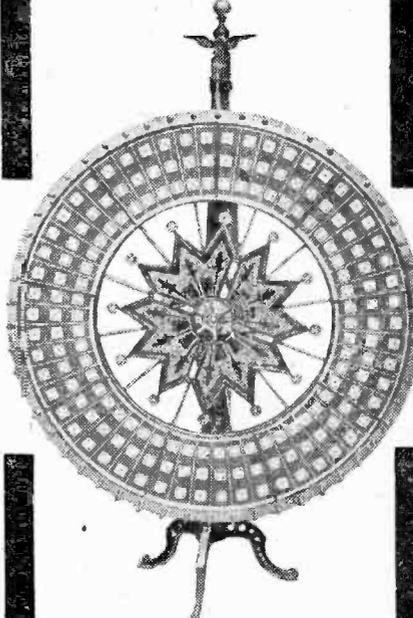
A KENT HOSMER quip: At Muskogee Free Fair—A woman entered Charley MacDougall's popular midway eating emporium; comfortably seated herself, then ordered a hamburger sandwich and a cup of coffee from round "Tiny," one of Charley's genial waiters. After leisurely consuming food and drink she started to walk out when alert Tiny said 20 cents, please. The lady became very indignant, exclaiming, good gracious, I thought this was a free fair and you ask me to pay for my food.—She paid.

WALTON DE PELLATON'S reflections on Hilderbrand's midway: Mrs. Dolly Martin was a former orchestra master of ceremonies. Mrs. Harry Sucker ran a grocery store in Los Angeles. The Leon Whitneys are expert drummers. Hazel Fisher owns sheep ranches in Oregon. Mrs. Fred Webster is an expert hair dresser. Mrs. Margaret Hilderbrand is a former school teacher. Verna Seeborg was a saleslady in Portland. Ruth Groff and June Pickard are horse-back ga-ga. William Groff owned a 25-car show. Fred Stewart is an electrical genius. The sweetheart of the carnival is Kay Quivala. Lee Manos' rotundity and voluptuousness affects one. Johnnie Gibson sings basso profundo. The girl's lollypop, Charles Marshall. Mrs. Edith Lenzer has weathered many a carnival during her career. Johnnie Miller becomes a cafe chef during the winter. Irene Gibson pines for Cactus, Ariz. Lucille King calls a spade a spade and don't care who knows it. O. H. Hilderbrand is active. E. W. Coe is an expert at selling canaries. Lillian La France takes a motorcycle ride for recreation. Mrs. Herman Van Dee raises bull pups. E. Pickard is called the "Little Giant." Ben H. Martin and his suits. Jerry Godfrey is the enigma of the show. Mrs. Eva Miller is the life of any party. Howard Turner sports blue shirts and Danny Callahan white woolen ones. Charles Soderberg, the diver, takes a bath every morning. Mrs. William Groff concentrates on Southern cooking. Pappy Miller's favorite numbers are 7 and 11. Mrs. E. W. Coe taking care of "Toby." Warden Russell and his den of iniquity. The "Cat Song" of the Vaudeville Vardens. Tommie Lee and his six-legged frog and Jane Godfrey and her two-headed baby. Margaret Balcom's favorite word is No. The smile that won't come off, Mrs. Earl Stoltz. All of William Summer's luck is not bad. Fred Webster was a salesman for Chambers of Commerce. Mrs. Charles Soderberg loves to darn socks. Little Maxie Foss still mooching. Herman Van Dee being taken for a ride in Ontario. The flying fists of Earl Payton. California Here We Come being played on the organ of the Merry-Go-Round as the show closes its Northwestern tour.

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**World's Exposition Shows**

*Durham, N. C. Week ended September 26. Weather, ideal. Business, very good.*

Business was very good despite the opposition of another show located at the opposite end of the city. J. B. Maimheimer has been contracting agent since Gloversville, N. Y., where he replaced Jim Tierney. Maimheimer has been getting banners and handling the job as second man and publicity. Mrs. E. B. Braden returned after a visit with homefolks. The writer enjoyed visiting with Mrs. Ann Neil and Mrs. Babe McIntyre, who had their two diggers on the midway. Jack Neil was a one-day visitor. Jim Braden is better following recent illness. Visitors this week included Sherwood Upchurch and party, of Raleigh; Lou Foster, local Durham promoter; Matthew J. Riley, of Strates Shows; Harry Ramish and wife, of De Luxe Shows, and Ben Jones, of the Pacific Whaling Company.

*Asheboro, N. C. Week ending October 3. Weather, bad. Business, poor.*

Mr. and Mrs. Powell, of Mebane Fair, were visitors. Frank West, of West's World's Wonder Shows, spent Friday with E. B. Braden and other friends on the shows.

MRS. F. PERCY MORENCY.

**Endy Bros.' Shows**

*Marion, N. C. Week ended September 26. Location, fairgrounds. Weather, cool nights. Business, excellent.*

The show made a move of 850 miles from Doylestown, Pa. Everything was up and ready to go Tuesday morning. One accident on the move here. One Motordrome truck was slightly damaged but no one injured. Rider Jake Davis was shaken up a bit. Fifteen miles out of Marion. The Drome opened on time. Trainmaster Chuck Connors brought the train thru in 20 hours. Ralph N. Endy returned from a trip to the No. 2 shows, now in Pennsylvania, and will remain here for a short stay. Albert Shore and wife returned to the show after a two weeks' absence. Eddie Lewis scored with his revue here and was top money. First money for the rides went to the Tilt-a-Whirl, with the twin wheels second. Doc Kirby, a Circus Fan who resides here, was a visitor and was shaking hands all about the show. Doc is a real friend to showfolk and is always ready to lend a helping hand. Fine co-operation here from Fair Manager H. W. Hoover and also President James, who pronounced this the best fair held here in the past five years. Everything was in their favor, weather, attendance, exhibits and attractions. Bench Bentum and aquatic girls joined here for the balance of the season. The act carries seven people. The Edythe Slegrist flying act is also here to finish the season, having contracted with the show for 30 weeks. Charles Slegrist, of the Johnny J. Jones Exposition, was a visitor, as was W. T. Dize, of the tent company of Winston-Salem, N. C. J. J. (IRISH) KELLY.

**Zimdars Greater Shows**

*Dexter, Mo. Week ended October 10. Auspices, Stoddard County Fair and Fall Festival. Location, public school ground. Weather, four days rain. Business, fair.*

Altho the weather was inclement, people turned out big; too wet to pick cotton. Quite a few of the stores gave away free prizes every night at the fair. Sells-Sterling Circus played here Sunday afternoon and several of the carnival folk took advantage of the courtesies extended by viewing the performance. Colonel Clark joined with Monkey Speedway and Side Show. Roster of Side Show: Curly Prichard, manager;

Doc Leo Longan, front; J. L. Garnsons, glass blower and tattoo artist; "Tarzan," the ape man; Hugo, magician; Madam Maxine, mentalist; Australian knife throwers; pygmy village; Alex Alexander, fire eater; Eva Long, four-legged girl, alive. Red Gammon also joined. Ollie Polk was a visitor. Several showfolks stopped on their way home from closing carnivals. CHARLES SEIP.

**American United Shows**

*Grandview, Wash. Week ended October 3. Weather, fair. Business, fair.*

The show is all together again after being split up for two weeks, parts playing Yakima and Puyallup fairs. H. Carlyle left for Texas. L. A. Domepier has joined with his cookhouse, Harry Meyers having left with his for Puyallup Fair. Joan Avery left Sunday for college at Walla Walla. The personnel of the show gave her a going-away shower, consisting of presents that she would need while at college. Terrence O'Reilly now has the cigaret shooting gallery. Mrs. Jessie Allin has opened a new bingo game, assisted by Jack Barnett. Visitors last week were Mr. and Mrs. Pierre Oullette, Mr. and Mrs. Earl Douglas, Jimmie Kling and Virgil Snow. PAT HOGAN.

**Greenland Exposition Shows**

*Selma, N. C., Fair. Week ended September 26. Business, fair. Location, near heart of town.*

For some reason the people of the city and country would not patronize this fair. No autos were allowed in grounds night or day, altho there was room for 2,000 cars; practically no advertising was done, not even an advertisement in the newspapers. The management tried to have the admission at gate reduced, but the secretary insisted on holding it up to the last minute. Two free acts were supplied by the fair, consisting of children from town and amateur radio hill-billy performers, which satisfied the few people who attended. Selma Fair could be made one of the best little fairs in North Carolina. Half of the people seemed to know nothing of the fair at all. The show jumped from Selma to Dillon, S. C., and played to nice week's business. Several fairs remain to be played in North Carolina and South Carolina, intentions of the management are to keep the show out all winter. GEORGE BALDWIN.

**Al C. Hansen Shows**

*Jonesboro, Ark. Week ended October 10. Auspices, American Legion. Location, circus grounds. Weather, ideal except rain Wednesday. Business, satisfactory.*

After five straight weeks of very bad business in drought-stricken territory and encountering all kinds of weather, mostly bad, it was encouraging to the entire personnel to see sunshiny weather and good business once more. Jonesboro is one of the writer's many "home towns" and he was kept busy greeting old friends and acquaintances.

Manager Al C. Hansen and Special Agent Robert Fox returned from a trip and visited several shows en route. William Kelly, former attache of the show, came over from Rector, Ark. Mrs. Mabel Pierson and son, Allen, visited from Sol's United Shows at Caruthersville. Mr. and Mrs. Proudfoot joined from Imperial Shows with cookhouse.

No mention of closing as yet. It is expected that the show will have a much longer season than usual. Some necessary changes have been made in the fall route as originally scheduled. This engagement made the eighth State to be played this season.

WALTER B. FOX.

**Hilderbrand's United Shows**

*Prineville, Ore. Location, streets. Auspices, Crook County Fair. Business, not so good. Weather, okeh.*

The Crook County Fair did not bring forth as large an attendance as did the Deschutes County Fair at Redmond, but considering that the two fairs draw from the same territory, the attendance was as good as could be expected. The last two days placed the show on the right side of the ledger. This being the last spot in the State of Oregon, many preparations were being made by the showfolks for the long hop into California. The week was spent with much gayety and with parties scheduled nightly. Among those who entertained were Mrs. Edith Lenzner, Mr. and Mrs. Johnnie Miller, Verna Seeborg, Mr. and Mrs. Charles Soderberg, Mrs. E. Pickard, Mr. and Mrs. Ralph Balcom, Jerry Godfrey, Mr. and Mrs. Fred Webster and Mr. and Mrs. Johnnie Gibson. Owing to the lack of space the midway was arranged in close quarters and much credit was given General Manager E. W. Coe for placing the entire show on this location. Mr. and Mrs. M. Duke departed for Los Angeles. Lillian La France as usual topped the midway. Fred Webster, Earl Stoltz and Hazel Fisher made flying trips to Portland. Bud Cross returned from his visit to Salem, where he purchased an "Octopus" ride to be delivered next February. Mrs. Edith Lenzner celebrated her birthday. Hazel Fisher celebrated her birthday. Mrs. Virgie Miller, owner of the Southern State Shows, joined the show with her rides and concessions for the remainder of the season. The show upon its arrival in Los Angeles will be much larger than when it departed last April. Mrs. Miller had already placed her show in winter quarters in Boise but brought it out to complete the season with this organization. Warden Russell's Prison Show had a very good week. Harry and Charles Hillman departed for Los Angeles. Wayne Endicott has added several more concessions. Tommie Lee and his Hillbillies gave a performance at a local night club. Mr. and Mrs. C. G. Clark's Freak Animal Show did a nice business. Doug and Jean Morgan did very well with their concession. Lee Manos' new dance went over good in Fred Webster's Hawaiian Village. Mrs. Herman Van Dee purchased a new trained Australian shepherd dog as an addition to her animal show. WALTON DE PELLATON.

**Big State Shows**

*Madisonville, Tex. Week ended October 10. Auspices, Madison County Fair Association. Location, fairgrounds. Admission to fair proper 15 cents to adults and children 10 cents. Midway pay gate. Weather, rain and cool. Business, not so good.*

Lee Fine, chief mechanic, overhauled all trucks, with a perfect move the result from Conroe to Madisonville. Rides, tents, concessions and aerial riggings up by 5 p.m. Sunday. A few on the fair board were against a midway pay gate. Director General Roy Gray stood pat, resulting in board going on record for it. Midway opened informally Monday night. Women in wraps, men with overcoats; receipts very low. Tuesday cool all day but a slight increase in business. Wednesday street parade in rain. Fair's grand opening, night rain. Also natives patronized covered rides, tent theaters and concession row. Sun out rest the week but mercury low. Last three days of fair business light. J. C. (Red) Rogers with Jim Ward with calliopes and parade wagons went to Kerens. In booster's trip 150 business men and women boosters of town, and even its ministers in 150 autos making Corsicana, Athens and all towns within radius of Kerens advertising the Community Fair. Hon. R. H. Mays is directing head of this event. This writer for first time witnessed preachers advertising a fair and carnival thru the mike. They even paraded the Athens fairgrounds, serenading J. George Loos carnival on that midway. Jesse Wrigley, manager; B. C. McDonald, chief of advance advertising brigade; Gene Booker, head of billposters' group, and the writer joined Rogers-Ward contingent at Athens, visiting J. George Loos Shows, meeting oldtimers like the McClellands, Frank Hall, the Millers, J. George Loos et al. Frances McQuiston, wife "Happy" McQuiston, returned to Indianapolis, Ind., to resume duties in county treasurer's office. "Happy" to follow soon. His missus given go-away party and many gifts and after-midnight banquet. George (Kokomo) Evans, wheel foreman, resigned. Also William (Shorty) Ford on Merry-

Go-Round. Both went to Houston. T. A. Rhodes' new unit now on Ferris Wheels. Pete Wilson's night club at Corsicana burned to ground, total loss. He goes back home on wheels. "Red" King was stricken with appendicitis. Gone to his home at Rockdale. Harvey Yonker and wife, Elsie, are running an Ed Rife grab joint. Major Dot (Frazier Baggett) out Crockett Hospital, at home in Center, Tex. Mrs. Clara Herron is ticket seller Merry Mixup. Chester Chandler and William Gambien ticket takers on front door. Ben Dodd quit as police chief of back lot and is now at his Gilmer home. Mrs. Roy Johnston is treasurer kiddie rides. Frank Ciccone is in charge of the Roy Valentine concessions. Voted the hardest working unit on concession row. Writer in weekly message to Big State Shows' folk used Ciccone as example, being dutiful to your mother. Ciccone writes his every day. Roy Gray, Jesse Wrigley, Mrs. Bess Gray, Mrs. Elizabeth Johnson, Louis Bright and writer visited Ringling-Bar-num Circus at Houston Tuesday. DOC WADDELL.

**Beckmann & Gerety Shows**

*Muskogee, Okla. Oklahoma Free State Fair. Seven days ended October 11. Several days rain. Business, fair, considering weather conditions.*

Owing to late arrival from Oklahoma City it was around middle of the afternoon before all was in readiness to take care of the Children's Day crowd. Tuesday business was light until evening, which showed indications of a fair midway business until 9:30 when the rain made a more or less unexpected appearance. It rained a steady downpour, which kept up most of the night and lasted practically all thru Wednesday with intermittent showers. Sprinkles and mists, thru most of Thursday. Balance of week weather cleared up and business responded accordingly.

Just previous to the rain Tuesday night 210 newsboys from *The Daily Phoenix* and *Times Democrat*, published by the well-known Joel Bixby, were guests of the show in a glamorous round of the midway and a big jolt of frozen custard generously donated each boy by Ted Webb. The rain on Wednesday ruined Muskogee Day, which has always been the feature day at this fair. However, Sunday was immediately proclaimed Muskogee Day in its stead and was well attended. Both the evening *Times-Democrat* and the morning *Phoenix* gave generously of their space both to the fair and midway attractions. Ethel Murray Simmonds, secretary, was congratulated on her fair and the wonderful co-operation she received from her directors and the press, both city and country.

Red and Pauline Crawford, motorcycle riders, stopped off for a day on their way from the Cleveland Exposition to their home in Waco. Mr. and Mrs. Larry Zerim spent two days visiting old friends on the show, after spending a successful season with the Crowley Greater Shows. Another visitor from the Crowley Show was Jockey Gay, its general agent; also Johnny Gerhart, from the same show. They were motoring to Dallas to take in the Centennial. Bo Sherman, of the Riding Shermons, who has been on the sick list for the past two weeks, is showing some improvement. Ted Webb, operator of the frozen custard stores on the midway, handed out free, with his compliments, 1,385 cones of custard to members of *The Daily Phoenix* and *Times-Democrat* Kitten Klub when these little folks had their afternoon at the fair. J. C. Gordon, of the Gordon Radio Company, St. Louis, made a hurried trip to the show on Friday to look over the many pieces of sound equipment he has sold showmen on this organization. KENT HOSMER.

**Dixie Exposition Shows**

*Albertville, Ala. Week ended October 10. Weather, some rain. Business, good.*

Albertville fair proved another winner, with shows and rides doing capacity business; Billy Arnte's Minstrels topping all shows and Ferris Wheel all rides. There were many visitors from Majestic Shows, among them were McHendricks and family, Sam and Betty Hawkins, Hobart Cole and wife, R. L. Davis, Mom and Pop Steblar, Joe Steblar and wife, Vera and Johnnie Steblar and Jimmy Summers and wife. Harry Harris, lot man, doing a fine job. Ben Mottie's cookhouse a mecca for visitors. Word was received from Felix Scott that he has started hunting on his Kentucky farm. Hank Spellman and wife visited their daughter, Helen, over the weekend. RALPH H. BLISS.

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**Miller Bros.' Shows**

*Elberton, Ga. Week ended October 10. Elberton Fair. Weather, rain entire week. Business, good when not raining.*

Monday, Wednesday and Thursday completely lost by rain. Friday and Saturday light showers; some business and everyone satisfied under the conditions. Whole-hearted support of the fair association and the entire community. Plenty of money spent in repairing fairgrounds and a new grand stand. Good free acts. All available concession space and exhibit space buildings sold. Over 60 concessions booked on the show's midway. Plenty of paper used to advertise. Harold Hard's sound truck "went to town" and told the natives all about the fair. Sound speakers were plentiful on the midway, furnished by Harold Hard. Several shows arrived, including Zola, the bearded fat lady, with her husband, John Williams, alligator-skin man; Fred Singleton on the front. *Parisian Revue*, Jack Shepard on the front, with Kay Wyble, Stella Harwood and Marie Shepard, dancers. Nudist Colony, managed by Sailor Regan, with Thelma Regan, Lorraine Williams and Dixie Lee, models. John and Martini De La Cruze arrived after spending several weeks with the Gooding Greater Shows. Double-deck banners on George Bartow's Side Show are making a flash and business picked up. Mrs. Frances Wolf visiting friends and relatives at home. Gyp White, veteran showman, operating grab concession on the midway. Eddie Shaboo, wrestler, with Pat Kelly, lady wrestler; Joe Turner, wrestler and boxer, and Paul Dempsey, boxer, are putting over the Athletic Arena. **BOBBY KORK.**

**West Coast Amusement Co.**

*Colusa, Calif. Week ended October 5. Auspices, LLL. Weather, cold first half. Business, fair.*

Second time here this season. Charles Walpert, Montey Steffans and Laverne Laverne made trip to Los Angeles to inspect the new Showmen's clubrooms. Came back for the Los Banos opening Thursday. Mrs. Charles Walpert gave a dinner party to members of the Kit Kat Club. Those present: Mrs. Charles Youngman, Mrs. Bill Massini, Mrs. Marie Jessup, Mrs. Mommy Osborn, Mrs. Dutch Stienheart, Mrs. Herb Usher and others. George Cocan, bandmaster on the show, has the band rehearsing *Home, Sweet Home*. Louis Leos, secretary, back from his vacation. Phil O'Brine getting a good advance showing in each town. The No. 2 unit, managed and owned by Joe Zodder, was visited at its last stand of the season at Caruthers, Calif., Fair. Business was good. William Stienheart visited with the writer on his way to Los Angeles, having closed his season with the Joyland Shows. Ed Kemp will have charge of the painting department for Joe Zodder and the show will winter at Dianuba.

*Los Banos, Calif. Six days ended October 13. Italian Fair and Columbus Day Celebration. Weather and business, good.*

This annual event well attended by the Italian colonies of Southern California. This is Leo Leos' home and he had a grand time entertaining friends on the show at his new home which he just finished. Leos is the owner of a grape vineyard and a wine manufacturing plant. Krokos is busy in San Francisco readying the new winter quarters. Frank Forest had a fine season. Dick Morris and wife left for Los Angeles. Herb Usher and wife, Billie, doing big with their concessions. **W. T. JESSUP.**

**Crystal Exposition Shows**

*Chester, S. C. Week ended October 10. American Legion Fair. Weather, rain. Business, good when not raining.*

Thursday night was lost completely on account of the terrific downpour. Friday Kids' Day and there was a drizzling rain all afternoon. The kiddies didn't seem to mind it, as they came out and brought money with them. It turned out to be one of the best children's days the show has had this season. Friday and Saturday night were good. The Marks Shows played 32 miles from us and many of the Marks people visited us Monday night, as their fair did not open till Tuesday. The writer had a nice long visit with Roy Jones. Roy was on some special business for Marks Shows and told the writer he is doing very nicely. Frank Sterling was a visitor, also Carleton Collins. Eddie Mack has added three more acts to his lineup in the Ten-in-One. George Stinson joined with two concessions. Show is now carrying five free acts, Freckles, motion picture chimpanzee; Art Carver, two

acts; Harold Arries, swaying act, and the Aerial Delzaros. Ray Snyder has been made treasurer to Mrs. Bunts. The Goodfellows Club had another one of its famous parties Wednesday night and everyone on the show attended. Many were called on to do a number, including Dolly Dimples, the fat girl, who sang a song and recited a poem of her own composition. Everybody had a fine time. The writer was emcee.

**PUNCH ALLEN.**

**Dee Lang Shows**

*Newport, Ark. Week ended October 10. Auspices, Rice and Cotton Festival. Pay gate. Location, streets. Business, fair. Weather, variable.*

This was the second annual Rice and Cotton Festival and the fifth time here for the shows. Wednesday it rained until noon but stopped in time for the parade at 1 p.m. A fairly good attendance for afternoon and night. Newspapers gave the shows good publicity. Attendance started slow Monday night but improved each day, with large attendance day and night Saturday, the closing day. Fine co-operation from committee and whole-hearted support of the community. A satisfactory week's business was recorded. There were many compliments expressed about the shows' illumination. Show moves into Tennessee again for some fairs. **DAD HAHN.**

**Royal Flush Shows**

*Pocahontas, Ark. Week ended October 10. Auspices, Randolph County Centennial Association and Pocahontas Chamber of Commerce. Location, fairgrounds. Weather, rain. Business, poor.*

The shows opened with Children's Day and were rained out. Thursday was Home-Coming Day; sunshine brought out a large crowd. Friday was Old Settlers' Day, and Saturday, Soldiers' Day. On Soldiers' Day there was a parade thru the city. The midway was packed afterward. Two of the rides are Mrs. Snodgrass'. The show has a new Rocket Whip, which did a nice business, and a mechanical horse, patented and operated by Ernest Thoman. Concessions: Mrs. Lorenze, three; Mrs. Durham, one; Morris Segell, one; novelty stand, Forest Edwards. Johnnie Crinie, with a Geek Show, has a new top and banners and did nice business. Max Wilson has the Girl Show, also with new top and banners. He bought a new house car. **REX REWINE.**

**Marks Shows**

*Rock Hill, S. C. Week ended October 10. York County Fair. Weather, two days rain. Business, good.*

Fair opened Tuesday night. The crowd spent freely. Children's Day Wednesday. Over 5,000 children and an excellent afternoon's business. Rain started 5 o'clock Wednesday and the midway was unable to open until about midday Friday. The Winthrop College girls, 2,000 in number, thronged the midway and best day of week was the result. Saturday brought some of the country folks and rides received good play. The shows had a fair business. Mrs. John H. Marks left for her home in Richmond. Carleton Collins departed for Kentucky. Paul Layne sporting a new Ford V-8. Frances Hestor, chorine from Carioca, called home to Pennsylvania by the death of her father. Al Wallace, who recently bought cookhouse off Eddie LeMay, is satisfying. Percy and Nellie Zink two popular folks on midway. Jackie Rody and Jean Tisdale both out of Baker's Sanitarium in Lumberton, N. C. Max Tarbes joined with three concessions. Slim Cunningham, former superintendent twin Ferris Wheels, left for home in Texas. Ben Holliday has taken his place. Capt. Frank Sterling has been appointed by the office to take charge of San Quentin crime exhibit. The Four Devils, free attractions, are talk of the town. Art Eldredge, with Hollywood Monkey Circus, about tops the midway. George Rudy's Carioca and the Wall of Death are running close second. All of which is from an executive of the shows.

**Happy Days Shows**

*Eufaula, Ala. Week ended October 10. Barbour County Fair. Weather, rained out.*

All signs of a good week, but equalizer seemed determined to give the benefit to farmers. Shows has 11 rides, 8 shows, 43 merchandise concessions, 3 free acts, fireworks and 2 bands. Thomas P. Littlejohn is really a fair manager. **FLOYD R. HETH.**

**SOUTH STREET MUSEUM**  
**OPEN SATURDAY, OCTOBER 31**  
**WANT—FREAKS, Working Acts, and Animal Acts, ORIENTAL DANCING Girls, MIND-READER who can give Private Readings. Good proposition for all winter's work. COLORED PERFORMERS for Hot Revue. DOOR TALKERS. Must have side-show experience. Tom Scully, Ben Riley wire. All state your lowest salary and send photo. Address TOM HASSON, 1419 South Street, Philadelphia, Pa.**

**Cetlin & Wilson Shows**

*Wilson, N. C. Week ended October 10. Wilson County Fair. Weather, rain. Business, fair.*

All indications of being one of the best fairs ever held in Wilson were spoiled by rain from Tuesday night until the show was loaded on Sunday morning. Patrons milled the midway in the downpour for four days between showers. Several nights no grand-stand show and only aerial fireworks used. Saturday afternoon Ralph Hankinson managed to put on the auto races by keeping trucks continually dragging the track. Numerous officials from fairs in North Carolina were present during the week, as were show owners and managers of numerous carnivals. Dunn, Boyd and Rittenberg were 100 per cent and nothing was spared to make the engagement pleasant. M. B. Howard, of George A. Hamid, Inc., handled the grand-stand show and Toney Vitale the fireworks. Harry Dunkel returned to the show on Friday very much improved but still under a doctor's care. *Paradise Revue* registered top money for shows, Carrell's Monkey Circus second and *Night in Paris* third. Skooter top ride, Twin Ferris Wheels and Tilt-a-Whirl third. This was the third fair that was operated without any wheel concessions. Frank Pope, of Bingo, left. Charles Cohen will finish the season with the Bingo stand. George Welch, with the Midway Restaurant, enjoying very good business. Mrs. L. W. (Baby Lillian) was called home owing to sickness of her mother. Wilno the Human Cannonball was again used on the show midway as a free attraction and drew crowds when weather permitted performances. **GEORGE HIRSHBERG.**

**Bantly Shows**

*Gaffney, S. C. Week ended October 10. Auspices, American Legion. Location, depot lot, center of city. Weather, rain. Business, good.*

Good work of Agent Hillborn in bringing show to town from lot outside doubly appreciated by every member of troupe because of daily visits of old J. P. Out-of-town location would have been impossible with weather conditions instead of one of the best weeks of season, as it turned out to be. Saturday, with clouds hanging above lot all day, was one of the big days of the year. Many of show members visiting Dixie for the first time had an opportunity to see real Sat'd'y "down yonder." Reminding writer of just such a day on the same location and presence of William Judkins Hewitt many years ago. Jo. Nell and Artie Klein joined with three concessions. Blacky Null came to work for Bud Foreman. Many new faces, including Mr. and Mrs. R. De-Mitchell, Mr. and Mrs. Sam Hull, H. Beaudry, Raymond Jay, William Fleck, L. Robo, Clifford Lechner, T. Farnum, J. Gainey, George O'Donnell, Billy Herndon, Rech Watkins, Joe Lynn, Ralph Murray, Harry Sadler, Joe Gilmet, Bert Craig, Woody Baker, H. Donnell, Sam Barr and John Caruso. Among visitors were Walter A. White, manager Johnny J. Jones Exposition; Peeze Hoffman, en route to Spartanburg; O. K. and Ollie Hager, to visit Dick Keller and Mary Bell. Sunday morning from 3 till after 5 had the pleasure of watching the Downie Bros.' Circus go by the lot. Many expressions of wonder and admiration at beautiful equipment. **CHRIS M. SMITH.**

**Blue Ribbon Shows**

*Florence, Ala. Week ended October 10. Auspices, Florence Fair. Weather, bad. Business, none.*

Worst blank of fair season. Three days of rain. When weather was good no people.

Setup a commercialized event. Citizens lacked interest. Children's Day, children 5 years and under admitted free, others 25 cents.

Jump a short one made on trucks, 40-mile run. Most of show on lot and up Sunday night. Mitzie and Harry joined with balancing trapeze and tight

**NOTICE**  
 Be sure to read the Half-Page Announcement on **BAT'EM** in the Amusement Machines Section of this issue of The Billboard.

**LOOK**  
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**West Coast Notes**

LOS ANGELES, Oct. 17.—A show will be launched next year by Joe Krug, who has cookhouse and concessions, and Harry Max Bernard, concessioner. Three rides have been purchased. Title given as California Golden Gate Shows.

Oscar Graham, Jake Reynolds and Blanche Reynolds, former members of Thomas J. (Fuzzy) Hughes' troupe, are now with *Boots and Saddles* Company. Miss Reynolds is out of hospital after undergoing major operation.

Charley Walpert in for short vacation from West Coast Amusement Company. Madeline Arthur, in for few days, will be associated with Frank Forest enterprises.

Roy Draper, formerly of Conklin's Shows, in from the East. Jack Austin left for Seattle. Ted Le Fors, free act on Mel Vaught's State Fair Shows, closed and goes to Phoenix, Ariz. Kelly McShane back from the East. Thomas J. Hughes had rides on Wallace Bros.' Shows and shipped rides here. Bob Bryant, who has been with "West Coast" Smith, in for winter months.

Another new West Coast show in the offing is Harry Seber. He states having bought five rides and will be associated with Al Butler, Portland, Ore. Title not decided.

Sol Grant in and out on spots. George Silver and the squadron back. A. C. Barton, in for short stay, reports good season with novelties. Bob Winslow has circus side show booked at winter events. Ray Becker closed his promotions in the residential section of Hollywood. George Moffat has equipment at Victorville rodeo. Billie Williams in charge of rides, with Florence Appel, secretary, handling other details. Doc Hall had the United Shows at Bell, Calif., and reported good four-day stand. Ernie Downing, of Downie Brothers, is at Victorville. Bob Downie en route to New York. Ben Dobbett left on trip to Arizona and New Mexico.

**Superior Shows**

*Fordyce, Ark. Week ended October 10. Auspices, Tri-County Fair Association. Weather, agreeable. Business, good.*

Delayed in spite of a special move, did not get in until Tuesday afternoon, impossible for show to open until Wednesday night, one day before fair started. Same business on Wednesday night. Thursday crowds out at 9 o'clock and came until near midnight. Everyone had good business. Friday, pageant was presented by the local folk, augmented by the show band, and drew crowds. Saturday, record breaking, everyone spending freely, shows, rides and concessions doing business. Ardell joined with high pole, making three free acts. Col. O. J. Beaty supervising rebuilding of several trucks, being done by show mechanics. Mrs. O. J. Beaty still holding down treasurer's job. All according to an executive of the shows.

wire. Capt. Jack Perry will present high fire dive. Doc Wilsie purchased a new Chevrolet truck. Bob Perry a new Elcar trailer. **STARR DeBELLE.**

ROUTES

(Continued from page 35)

Kearns, Allen (Cerutti's) NYC, re.  
Keller Sisters & Lynch (Yacht Club) Chi, nc.  
Kennedy, Billie (Howdy Club) New York, nc.  
Kendall, Terry & Doris (Savoy) London, Eng., h.  
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.  
Kenneth & Leroy (Kit Kat) NYC, nc.  
Kent Florence (Cocoanut Palms) Eastwood Park, Detroit.  
Kessler, Erwin (Claremont Inn) NYC, nc.  
King, Florence (Washington Club) East Liverpool, O.  
King, Kenn (Washington Club) East Liverpool, O.  
King, Tommy (Broadway Room) NYC, nc.  
Kirk, Jean (Stevens) Chi, h.  
Knight, Eleanor (Philadelphia) Phila, h.  
Kolb, Harold (Claremont Inn) NYC, nc.  
Koubek, Zdenek (French Casino) NYC, nc.  
Kramer, Dolly (Texas Centennial) Dallas.  
Kramer, Ida (Swanee) NYC, nc.

**L**  
Lake, Adele (Philadelphia) Phila, h.  
LaMonterito, Spanish Dancer (El Toreador) NYC, nc.  
Lambert, Helen (Man About Town) NYC, nc.  
Lambert, Nellie (Man About Town Club) NYC, nc.  
Lane, Leota (Number One Bar) NYC, nc.  
Lane, Ted (Hickory House) New York, nc.  
Lane & Carroll (Kennore) Albany, N. Y., h.  
La Mae, Walter (Netherlands Plaza) Cincinnati, h.  
La Marr, Sally (21) Phila, nc.  
La Rochelle, Cecile (Port Arthur) Providence, R. I., re.  
LaMonte, Jean (Torch Club) Canton, O.  
LaRue, Bobby (Washington Club) East Liverpool, O.  
LaTemple & Co. (Colonial) Dayton, O., t.  
La Vola, Don (Shrine Circus) Walla Walla, Wash.  
Lawrence, Lucille (Swanee) NYC, nc.  
Lawson Twins (Butler's) NYC, re.  
Lazaro, Leo (Place Elegante) NYC, nc.  
Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.  
Leach, Earl & Josephine (Green Gables) Hazleton, Pa., re.  
Lee, Annabelle (Glen Island Casino) New Rochelle, re.  
Lee, Bob (Wivel's) NYC, re.  
Lee, Dixie (New Earl) Baltimore, nc.  
Lee, Gypsy, Quartet (Edison) NYC, h.  
Lee, Joe & Betty (Versailles) NYC, nc.  
Lee, Linda (Biltmore) NYC, h.  
Lei Lehua, Princess (The Rendezvous) Rockford, Ill., nc.  
Lenti, Steve (Place Elegante) New York, nc.  
Leon, Gary, & Marcia Mace (Stevens) Chi, h.  
LePaul (William Penn) Pittsburgh, h.  
Leslie, Gabby (Waltton) Phila, h.  
Lester, Buddy (Club Minuet) Chi, nc.  
Leslie Sisters (Fisher's) Detroit, re.  
LeVess & Margo (Ray-Ott) Niagara Falls, N. Y., nc.  
Lewis, Ann (Cotton Club) NYC, nc.  
Lewis Jr., Ted (Kit Kat) NYC, nc.  
Liazeeed's Arabs (Tower) Kansas City, t.  
Libby, George, Revue (Park Central) NYC, h.  
Liebling, Tod (Blossom Heath) Detroit 24-Nov. 6, t.  
Linden & Brydon (Venetian Room) NYC, nc.  
Link, Edmund (New Earl) Baltimore, nc.  
Liptova, Schura (St. Regis) NYC, h.  
Little, Little Jack (Palmer House) Chi, h.  
Little Words, Three (Small's) NYC, cb.  
Lloyd, Shirley (Lexington) NYC, h.  
Lopez & Anita (Brill's) Newark, N. Y., nc.  
Lord, Velma (Paradise) NYC, re.  
Lorna & Carr (Capri) Lawrence, Mass., re.  
Lorraine & Manners (Cocoanut Grove) Boston, nc.  
Love, Violet (Adelphia) Phila, h.  
Lowery, Fred (Astor) NYC, h.  
Lucky Boys (Pal.) Chi 19-22, t.  
Lucy, Alice (Palumbo's) Phila, cb.  
Ludwig, Sunny (Dooley's) Charleroi, Pa., nc.  
Lynn, Bert (Savarin) Buffalo, N. Y., nc.  
Lyons, George (Riverside) Milwaukee, t.

**M**  
Mack, Ernie (Chez Maurice) Montreal, nc.  
Mackay's Rhythm Debs (Broadway Room) NYC, nc.  
Maddux, Frances (Le Mirage) NYC, nc.  
Madriguera, Enric, & Co. (Paramount) NYC 19-22, t.  
Ma, Edna (Paradise) NYC, re.  
Mahon, Art (St. Francis) San Francisco, h.  
Mandel, Kitty (New Town Bar) New York, nc.  
Manners, Gene, & Bernice Lee (Paradise) NYC, re.  
Manners, Grace (1523) Phila, nc.  
Marcell, Dolores (L'Aiglon) Chi, re.  
March & Dressed (Philadelphia) Phila, h.  
Marco & Marsha (Grand Cafe) Phoenix, Ariz., nc.  
Marianne (St. Moritz) NYC, h.  
Marletta (Bal Tabarin) San Francisco, nc.  
Marion, Sid (Grand-Bronx) NYC 19-22, t.  
Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.  
Marlowe, Elsa (Royale Prolics) Chi, nc.  
Marlowe, Boopsie (Dizzy) NYC, nc.  
Marlowe, Jerry, & Irma Lyon (Congress) Chi, h.  
Marsh, Howard (Mayfair Club) West Orange, N. J., nc.  
Marta, Joan (Club Diamond) Wheeling, W. Va., nc.  
Martel, Lee (Dizzy) NYC, nc.  
Martin, Marian (Hollywood) NYC, re.  
Martin, Rubber Legs (Do-Lo) Kalamazoo, Mich., nc.  
Martin, Tommy Bradley (Savoy) London, h.  
Martin, Vera (French Casino) NYC, nc.  
Massey & Miller (American Music Hall) NYC, nc.  
Mathews, Babe (Ubangi Club) NYC, nc.  
Matthey, Nicholas (Russian Kretchma) NYC, nc.  
Maure & Cordova (Riviera) Ft. Lee, N. J., re.  
Maurne & Norva (Commodore) NYC, h.  
Maynard, Ken (Boston) Boston 19-22, t.  
Mayers, Dick (Dizzy Club) NYC, nc.  
McCabe, Sarah Ann (Pierre) NYC, h.  
McCabe, Ed & Moore (Pioneer Palace) Ft. Worth, Tex., nc.  
McCoy, Elena (Jimmy Kelly's) NYC, nc.  
McCoy, Frances (18 Club) NYC, nc.  
McCulley, Jean (Adelphia) Phila, h.  
McGill, Billie (Wonder Bar) Owasso, Mich., nc.  
McGlenon, Genevieve (Commodore) NYC, h.

McGowan, Pat (Cat & Fiddle) Cincinnati, nc.  
McKay, Doreen (Paradise) NYC, nc.  
McLean, Ross (Adelphia) Phila, h.  
McMahon, Larry (Village Barn) NYC, nc.  
McNallie Sisters (Bismarck Hotel) Chi, h.  
Medrano & Donna (Ambassador) NYC, h.  
Menen, George (McAlpin) NYC, h.  
Menorcas, Seven (French Casino) NYC, nc.  
Mercer, Mary (Nassau) Long Beach, L. I., h.  
Merer, Elsie (La Casina) Jamaica, N. Y., nc.  
Merill, Joan (Hollywood) NYC, cb.  
Miaco (Biltmore) NYC, h.  
Michon, Michel (Russian Kretchma) NYC, re.  
Mildred & Maurice (Cocoanut Grove) Boston, nc.  
Miller & Lamare (Lexington) NYC, nc.  
Miller, Marty (Turf Club) Pittsburgh, nc.  
Miller, Mary (Village Barn) NYC, nc.  
Miller, Tapps (Small's) NYC, cb.  
Millinder, Lucky, & Mills (State) NYC 19-22, t.  
Mills, Kirk & Howard (Yacht Club) Chi, nc.  
Ming & Toy (Garrick) St. Louis, t.  
Mischa (Russian Kretchma) NYC, re.  
Mitchell, Charlie (Man About Town Club) NYC, nc.  
Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.  
Mogul (Paramount) NYC 19-22, t.  
Mollison, Dorothy (Benny the Bum's) Phila, nc.  
Monroe & Adams Sisters (Downtown) Detroit, t.  
Monson, Mildred (Radio City Rainbow Room) NYC, nc.  
Montes, Mona (El Chico) NYC, nc.  
Montgomery, Anne (Brill's) Newark, N. Y., nc.  
Montez, Charlotte (Wivel) NYC, re.  
Monty, Paul (Man About Town Club) NYC, nc.  
Moody, Gertrude (Variety) NYC, nc.  
Moody, Linda (Cocoanut Grove) Boston, nc.  
Moreno, Conchita (Chesapeake House) NYC, re.  
Morgan, Anne (Sherry-Netherlands) NYC, h.  
Morris, Dwight (Gabriel's) NYC, nc.  
Morris, Joe, & Co. (Riverside) Milwaukee, t.  
Morris, Will, & Bobby (Shrine Circus) Toronto 26-31.  
Morrisey, Tex (Harry's N. Y. Bar) Chi, nc.  
Moss, Jane (1214) Phila, nc.  
Muriel, Mimi (Meurice) NYC, re.  
Murray & King (Hollywood) NYC, cb.  
Music Masters Trio (Fifth Ave.) NYC, h.  
Myra (Tillie's Chicken Grill) New York, nc.  
Mystics, Two (Leon & Eddie's) NYC, nc.

**N**  
Nadia (Russian Kretchma) NYC, re.  
Nagle, Bert, & Co. (Downtown) Detroit, t.  
Natalie & Howard (Lookout House) Covington, Ky., nc.  
Nazarro Jr., Nat (Lido) Montreal, nc.  
New Yorkers, Three (Stork Club) NYC, nc.  
Newdahl, Clifford (St. Regis) NYC, h.  
Newman, Harry (Gabriel's) NYC, re.  
Niles, Don (New Earl) Baltimore, nc.  
Nilsson, Walter (Colonial) Dayton, O., t.  
Nils & Nadyne (Kenmore) Albany, N. Y., h.  
Niles, Noma (Swanee) NYC, nc.  
Niva, Vera (Green Gables) Hazleton, Pa., re.

**THE NONCHALANTS**  
Now Playing  
"GENERAL THEATER'S CIRCUIT,"  
Exclusive Management M. C. A.  
HARRY FOSTER AGENCY IN EUROPE.

Noah, Tera (Old Rumanian) NYC, nc.  
Nolan, Mary (Cocoanut Grove) Washington, D. C.  
Noland, Nancy (Navarro) NYC, h.  
Norman, Jimmy (Du Prierot's) NYC, nc.  
Norman, Nita (18) NYC, nc.  
Nova, Yvonne (Paradise) NYC, re.

**O**  
Oakley, Bob (Philadelphia) Phila, h.  
Oaks, Bernice (Edison) NYC, h.  
O'Brien, Adrian (Steuben) Boston, re.  
O'Dell, Dell (Frank's Tavern) Brooklyn, N. Y.  
O'Doherty, Molly (Chateau Moderne) NYC, nc.  
O'Malley, Pat (Drake) Chi, h.  
O'Neill, Cackles (Hollywood) NYC, re.  
Ogden, Patsy (Paradise) NYC, re.  
Ojedas, Los (El Toreador) NYC, nc.  
Olive, Dorothy (Leon & Eddie's) NYC, nc.  
Olivette, Nina (Hollywood) NYC, cb.  
Olmstead, "Minto" (Number One Bar) NYC, nc.  
Orda, George (St. Regis) NYC, h.  
Oulins, Toddy (Nut Club) NYC, nc.

**P**  
Pablo (Grand-Bronx) NYC 19-22, t.  
Page, Marion (Hollywood) NYC, re.  
Paige, Ann (18 Club) NYC, nc.  
Paige & Parker (Hills Grove) Warwick, R. I., cc.  
Palm, Dorothy (La Casina) Jamaica, L. I., nc.  
Palm, Margie (Earle) Washington, D. C., 19-22, t.  
Pape & Conchita (Shrine Circus) Walla Walla, Wash.; Boise, Ida., 26-31.  
Pardon on the Glamour (Maj.) Seymour, Ind., 20-22; (Bucyrus) Bucyrus, O., 23-24, t.  
Parisian Four (German Village Club) Columbus, nc.  
Parker, Cecile (Steuben) Boston, re.  
Parker, Muriel (Tower) Kansas City, t.  
Patterson's, Russell, Living Models (Poll) Waterbury, Conn., 19-22, t.  
Patterson's Personettes (New Yorker) NYC, h.  
Paul, Charles (Montclair) NYC, h.  
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.  
Pecoraro, Dick (Monte Rosa) NYC, re.  
Pedro & Luis (Liberty) Oklahoma City, t.  
Pedulla, Hugo (LaRue's) NYC, re.  
Pegue, Paul (Gloria Palast) NYC, nc.  
Peppers, Three (Yacht Club) NYC, nc.  
Perkins, Jerry (Commodore) NYC, h.  
Perkins, Johnny (Pal.) Chi 19-22, t.  
Perona, Anthony (Gabriel's) NYC, re.  
Ferry, Katherine, & Her Girls (Cotton Club) NYC, nc.  
Perry Twins (Oriental) Chi, t.  
Peterson, Ivor (McAlpin) NYC, h.  
Pickford, Merry (Washington) East Liverpool, O., nc.  
Pierce, Burton (Drake) Chi, h.  
Pierce & Harris (Mayfair Casino) Kansas City, nc.  
Plaut, Jerry (Dizzy Club) NYC, nc.  
Pontee, Joe (Claremont Inn) NYC, nc.  
Pope Sisters, Three (Kit Kat) NYC, nc.

Pope & Thompson (American Music Hall) NYC, mh.  
Pope, Virginia (Savoy) London, Eng., h.  
Pops & Louie (State) NYC 19-22, t.  
Powers, Happy (Montclair) NYC, h.  
Prime, Patricia (Broadway Room) NYC, nc.  
Privat, Bert (Roxy) NYC 19-22, t.

**Q**  
Quadrie & La Vern (Bon Air) Chi, cc.  
Queens of Rhythm (Cocoanut Grove) Phila, nc.

**R**  
Racket-Cheers, Three (1214) Phila, nc.  
Radio Ramblers (Adelphia) Phila, h.  
Rafferty, Tom (Cocoanut Grove) Boston, nc.  
Randalls, The (St. Louis) St. Louis 19-22, t.  
Randolph, Amanda (Black Cat) NYC, nc.  
Raoul & Eva Reyes (Palmer House) Chi, h.  
Raphael (Sherry-Netherlands) NYC, h.  
Ray & Naldi (Pierre) NYC, h.  
Ray & Trent (Paramount) NYC 19-22, t.  
Raye, Gilbert & Vicky (Club Dug Out) Toledo, O.  
Raymonds, Three (Jimmy Kelly's) NYC, nc.  
Read, Dianne (Post Lodge) Larchmont, N. Y.  
Reed, Billy (Dizzy Club) NYC, nc.  
Reed & Blane (Wellington) NYC, h.  
Reed, George (Palumbo's) Phila, cb.  
Reed, Iona (Navarro) NYC, h.  
Reed, Jeanne (18 Club) NYC, nc.  
Reese, Gail (Park Central) NYC, h.  
Reimer, Joyce (Riverside) Milwaukee, t.  
Remy, Dick & Dotty (State-Lake) Chi, t.  
Resnick, Marian (Park Central) NYC, h.  
Reynolds & White (Boston) Boston 19-22, t.  
Rhythm Boys (Weylin Hotel) NYC, h.  
Ricardo, Rona (French Casino) NYC, nc.  
Rich, Ernie (Subway Gardens) Canton, O., nc.  
Richman, Harry (Hollywood) NYC, cb.  
Richards, Chuck (State) NYC 19-22, t.  
Richards, Harold (Claremont Inn) NYC, nc.  
Richards, Jimmy (Paradise) NYC, re.  
Rimacs, The (Fox) Detroit; (Ral.) Cleveland 23-29, t.  
Ringer, Jimmy (Vogue Club) NYC, nc.  
Ringo, Ramon (Chateau Moderne) NYC, nc.  
Rio Bros. (Lyric) Indianapolis, t.  
Rio & West (Yacht Club) Chi, nc.  
Rios, Rosita (El Chico) NYC, nc.  
Roberts, Alice (Philadelphia) Phila, h.  
Roberts, Barbara (Philadelphia) Phila, h.  
Roberts, Myrna (Chez Maurice) Montreal, nc.  
Roberts & White (William Penn) Pittsburgh, h.  
Robeys, Four (Colonial) Dayton, O., t.  
Robins, Doris (Lookout House) Covington, Ky., nc.  
Robinson, Evelyn (Ubangi) NYC, nc.  
Robinson, Paul (Club Rio) Allentown, Pa., nc.  
Robinson, Bill (Cotton Club) NYC, nc.  
Roccos, Three (Kit Kat) NYC, nc.  
Rochkrast, Marianne (Westminster) Boston, h.  
Rodrigo & Francine (Edgewater Beach) Chi, h.  
Roe & Tucker (Brightview Club) Rochester, N. Y., nc.  
Rogers, Dick & Dorothy (New Yorker) NYC, h.  
Rogers, Harley (Como Tavern) Buffalo, nc.  
Rogers, Muriel (Chateau Moderne) NYC, nc.  
Rolph, Wynne (Wivel's) NYC, re.  
Roltner Bob (Chez Maurice) Montreal, nc.  
Romano, Tony (Ambassador) St. Louis 19-22, t.  
Roock, Isabel, & Three Octaves (Benny the Bum's) Phila, nc.  
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.  
Rossi, Pat (Cafe Loyale) NYC, re.  
Roth, Lillian (Chez Paree) Chi, nc.  
Roth, Raye & Robins (Bonita's) NYC, re.  
Roth & Shay (Alameda) Mexico City, t.  
Rowe, Dorothy (Bossert) Brooklyn, h.  
Royal Hawaiians (Dizzy Club) NYC, nc.  
Royce, Eleanor & Seymour (Cleveland) Cleveland, h.  
Roye & Maye (Capitol) Washington, D. C., 19-22, t.  
Rozelle, Mildred (Ye Olde Tap Room) NYC, nc.  
Rucker, Virginia (St. Francis) San Francisco, h.  
Rush, Ann (1523) Phila, nc.  
Russell, Frank (Gay Nineties) NYC, nc.  
Russo, Connie & Jimmie (Como Tavern) Buffalo, nc.  
Ryan, Jerry (Queens Terrace) Woodside, L. I., re.

**S**  
Sabile, Mickey (Man About Town) NYC, nc.  
Salacl Puppets (Pal.) Chi 19-22, t.  
Salter, Dorothy (Kit Kat) NYC, nc.  
Samuels Bros. (Met.) Boston 19-22, t.  
Sandord & Maree (Club Mayfair) Williams-ville, N. Y.  
Sanford, Teddy, & Jack Twain (Villegique's) Sheepshead Bay, Brooklyn, re.  
Santelli, George (Hotel St. Regis) NYC, h.  
Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.  
Saunders, Sylvia (Isle of Capri) Arlington, N. J., nc.  
Savage, Jean (Southern) Baltimore, h.  
Savo, Jimmy (Chez Paree) Chi, nc.  
Savoy, Jack (Villegique's) Sheepshead Bay, N. Y., re.  
Sawyer, Bobby (Gabriel's) NYC, nc.  
Sedgwick, Edna (Hollywood) NYC, cb.  
Seiler, Jay & Lou (Drake) Chi, h.  
Sergey & Grey (Sherry-Netherlands) NYC, h.  
Scudder, Bi (Dizzy) NYC, nc.  
Seyvern, Maida (Roxy) NYC 19-22, t.  
Shaw & Mead (Gloria) Columbus, nc.  
Shawn, Jack (Club Royal) McAllen, Tex., nc.  
Shelby, Bubbles (1523) Phila, nc.  
Shelton, James (Club Normandie) NYC, nc.  
Sheridan, Eleanor (Stork Club) NYC, nc.  
Sherman, Shavo (Hollywood) NYC, re.  
Shore, Willie (Hi-Hat) Chi, nc.  
Sigman & Fields (Paradise) NYC, re.  
Simmons, Lee (Ubangi) NYC, nc.  
Simpson, Carl (Beacon) Vancouver, Can., 19-22, t.  
Sims, Lee & Homay Bailey (Oriental) Chi, t.  
Skelton, Red (State-Lake) Chi, t.  
Skidmore, Kay (Hotel Piccadilly) NYC, h.  
Small, Ed (Villegique's) Sheepshead Bay, N. Y., re.  
Smith, Alma (Ubangi) NYC, nc.  
Smith, Chubby (Swanee Club) NYC, nc.  
Smith & Sully (Dizzy Club) NYC, nc.  
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.  
Solar, Willie (Le Mirage) NYC, nc.  
Sorrinos (Village Barn) NYC, nc.  
Sothern, Ann (Pal.) Chi 19-22, t.  
Spec & Spot (Sherman) Chi, h.  
Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.  
St. Clair, June (Rialto) Chi, t.  
St. Claire, Putnam (Ubangi) NYC, nc.

Steele, Bill (New Yorker) NYC, h.  
Steele, Don (Club Deauville) San Francisco, nc.  
Steele, John (Paramount) NYC 19-22, t.  
Stenards, The (Garrick) St. Louis, t.  
Stephans, Ann (Embassy) Phila, nc.  
Stepsons, Three (Ubangi) NYC, nc.  
Stevens Bros. & Bear (Oriental) Chi, t.  
Stevens, Frances (Claremont Inn) NYC, re.  
Stewart, Vera (Show Bar) Forest Hills, N. Y., re.  
Stone, Charles & Helen (Bal Tabarin) San Francisco, nc.  
Stone, Dick (Essex House) NYC, h.  
Stone, Harold (Chateau Moderne) NYC, nc.  
Storm, Edith (Wivel) NYC, re.  
Stoyanovsky, Arkadi (Russian Kretchma) NYC, nc.  
Strong, Bennie (State-Lake) Chi, t.  
Sullivan, Bobby (Swanee Club) New York, nc.  
Sultan (St. Regis) NYC, h.  
Swan & Lucille (Steuben) Boston, re.  
Sweeney, Bud (Merry-Go-Round Club) Akron.  
Swor, Joan & Billy (Broadway Room) NYC, nc.  
Sydell, Paul (Paradise) NYC, cb.  
Sylvester, Hannah (Dickie Wells) NYC, cb.  
Symington, Eve (Waldorf-Astoria) NYC, h.

**T**  
Taft, Ted & Mary (Bismarck Hotel) Chi, h.  
Talbert, Wen, Choir (Cotton Club) NYC, cb.  
Tamara, Maria (French Casino) NYC, nc.  
Taniel & Flacomio (French Casino) NYC, nc.  
Tappen, Maxine (Essex House) NYC, h.  
Taylor, Jack (Neal's Barnyard) Gary, c.  
Taylor, June (William Penn) Pittsburgh, h.  
Taylor, Lou (Rainbow Inn) NYC, nc.  
Taylor, Nila (4 Horsemen Club) Phila, re.  
Tekar, Serge (Stevens) Chi, h.  
Tennil, Frank (New Yorker) NYC, h.  
Tennis, Eleanor (Pierre) NYC, h.  
Titi & Mengol (Gaucho) NYC, nc.  
Theodores, The (Casanova) Hollywood, nc.  
Thomas, Orville (Place Elegante) NYC, nc.  
Thompson, Kay (St. Regis) NYC, h.  
Thompson Twins (Club Roxie) Washington, Pa., nc.  
Thriff, Bea (Navarro) NYC, h.  
Thriller, The (Downtown) Detroit, t.  
Thury, Iona de (Tokay) NYC, re.  
Tic Toc Girls (Park Central) NYC, h.  
Tiffanys, The (Atlanta) Atlanta, Ga.; (Oiph.) Nashville, Tenn., 23-29, t.  
Timblin, Slim (St. Louis) St. Louis 19-22, t.  
Tio, John (Arrowhead Inn) Cincinnati, t.  
Titan Trio (Terrace Gardens) Chi, re.  
Tobin, Joe (Benny the Bum's) Phila, nc.  
Toby, Frances (Dizzy) NYC, nc.  
Todd, Mabel (Ambassador) St. Louis 19-22, t.  
Tomasso, Orla (Place Elegante) NYC, nc.  
Topatio, Jarabe (El Toreador) NYC, nc.  
Torrence, John & Edna (Michigan) Detroit 19-22, t.  
Torrence, John & Edna (Terrace Gardens) Chi, re.  
Torres, Ralph (Edison) NYC, h.  
Town Tattlers (Yacht Club) Chi, nc.  
Tracy, Gale & Leonard (Yacht Club) NYC, nc.  
Trado, Frank & Pete (Earle) Washington, D. C., 19-22, t.  
Trahan Al (Capitol) Washington, D. C., 19-22, t.  
Tranger, Don (Fair) Jackson, Miss.  
Trask, Billie (Riviera) Ft. Lee, N. J., nc.  
Travers, Jean (Bon Air) Chi, cc.  
Treen, Virginia (Grand Cafe) Phoenix, Ariz., nc.  
Tuscher, Sid (LaRue's) NYC, re.  
Tyber, Ben (French Casino) NYC, nc.  
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

**U**  
Usher, Phyllis (Commodore) NYC, h.

**V**  
Vadina, Olga (St. Regis) NYC, h.  
Val-Dez, Peggy (Cocoanut Grove) Phila, nc.  
Valdez, Vern (Washington) East Liverpool, O., nc.  
Valencia & Ramon (Club Gaucho) NYC, nc.  
Valera, Lou (Edison) NYC, h.  
Valerie, Dorothy, May & DeLories (New Yorker) NYC, h.  
Valley, Vivian (Club Normandie) NYC, nc.  
Vallon, Nannette (Gaucho) NYC, nc.  
Van Alen, Patricia (Le Mirage) NYC, nc.  
Van Losen, Emily (Commodore) NYC, h.  
Velas, Ester (Rosevelt) NYC, h.  
Venezia, Chiquita (Jimmy Kelly's) NYC, nc.  
Verrill, Virginia (Paradise) NYC, re.  
Versatile Trio (Mon Paris) NYC, re.  
Vespers, Four (Adelphia) Phila, h.  
Vestoff, Florida (Yacht Club) NYC, nc.  
Vigal, Victoria (Ubangi) NYC, nc.  
Villon, Renee (Village Casino) NYC, nc.  
Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.

**W**  
Wacker, Bob (Lexington) NYC, h.  
Wages, Johnnie (Rio Club) Canton, O., nc.  
Waldron, Jack (Hollywood) NYC, re.  
Waldman, Ted & Al (Downtown) Detroit, t.  
Walker, Bea (Paradise) NYC, re.  
Wallace Sisters (Number One Bar) NYC, nc.  
Walsh, Sammy (Lookout House) Covington, Ky., nc.  
Wanby, Donna (Town Club) Canton, O., nc.  
Ward, Helen (Pennsylvania) NYC, nc.  
Warren & Boddee (Jimmy Kelly's) NYC, nc.  
Warwick Sisters (Embassy) Phila, nc.  
Watson, Betty (Caliente) NYC, nc.  
Wayne, Iris (Montclair) NYC, h.  
Wayne & Lorraine (Bal Tabarin) Cleveland, nc.  
Wayne, Lucille (La Casina) Jamaica, N. Y., nc.  
Weidner, Helena (Maple Diner) Hartford, Conn., re.  
Wellington, Fay & Dolly (Lookout House) Covington, Ky., nc.  
Wessells, Henri (Cotton Club) NYC, nc.  
Weylin Knightcaps (Weylin) New York, h.  
Whalen, Jackie, Stream-Line Steppers (Pat & Don's) Harrison, N. J., nc.  
White, Jack (18 Club) NYC, nc.  
White, Olive (Philadelphia) Phila, h.  
White's Mianacs (Cotton Club) NYC, nc.  
White, Pierre (Club) San Diego, nc.  
White, Teddy (Normandie) New York, nc.  
White, Thelma (Clover) Sharon, Pa., nc.  
Wicke, Gus (Gay Nineties) NYC, nc.  
Wilbert, Ray (Lookout House) Covington, Ky., nc.  
Wiles, Three (Riviera) Fort Lee, N. J., nc.  
Williams, Jack (Casanova) Hollywood, nc.  
Williams, Jerry (Man About Town Club) New York, nc.  
William, Robert (London Casino) London, nc.

Williams, Chic (Big Hollow) Peoria, Ill., nc. Williams, Corky (Callente) NYC, nc. Williams, Janis (Terrace Gardens) Chi, re. Williams, Joyce & Freddie (Leon & Eddie's) NYC, nc. Williams, Rosetta (Kit Kat) NYC, nc. Wilson, Beth (McAlpin) NYC, h. Wilson, Edith (State) NYC 19-22, t. Winchill, Cliff (Arrowhead Inn) Cincinnati, nc. Winston, Doris (18 Club) NYC, nc. Wolfert's Pets (St. Louis) St. Louis 19-22, t. Wolman, Harold (Port Arthur) Providence, R. I., re. Wonder Girls, Five (Edgewater Beach) Chi, h. natl, nc. Wood, Eleanor (Savarin) Buffalo, N. Y., nc. Woods, Ann (Paradise) NYC, re. Woolsey & Wanda (Flor D'Italia) Modesto, Calif., ro. Wright, Charlie (Weylin) NYC, h. Wyman & Schuh (Lookout House) Covington, Ky., nc. Wynn, Natalie (Club Beauville) NYC, nc. Wynn, Rosalie (Westminster) Boston, h. Wyse Jr., Ross (Oriental) Chi, t.

Campus Jesters: (Cypress Arms) West Hartford, Conn., nc. Chaikin, Louis: (Hofbrau) Camden, N. J., re. Cherniavsky Josef: (Streets of Paris) Texas Centennial Dallas, Tex. Cleff, Pat: (Brightview) Rochester, N. Y., nc. Clemente: (Versailles) NYC, nc. Coburn, Jolly: (Claremont) NYC, re. Codelban, Cornelius: (St. Regis) New York, b. Coleman, Emil: (St. Regis) NYC, h. Conn, Irving: (Arrowhead) NYC, ro. Conrad, Lew: (Cocoanut Grove) Boston, nc. Craig, Mel: (Flezzmann's) Brooklyn, re. Crandall, Clair: (Wagner) Bath, N. Y., h. Crawford, Jack: (Ringside Club) Ft. Worth, Tex., nc. Crickett, Ernie: (Unique Grill) Delawanna, N. J., re. Crockett, Mac: (Lucky Eleven) Baltimore, nc. Cugat, Xavier: (Stevens) Chicago, h. Cummins, Bernie: (Pal.) San Francisco, h. Cutter, Howard: (Bradford) Boston, h.

Hope, Hal: (Montclair) NYC, h. Hopkins, Claude: (Roseland) NYC, b. Horton, Bob: (Dansom) Oaklyn, N. J., b. Hugo, Victor: (Open Door) Phila, nc. Huntley, Lloyd: (Mount Royal) Montreal, h. Hutton, Ina Ray: (Earle) Washington, D. C., t.

Phoenix Commanders: (Queen Mary) NYC, re. Pierce, Ross: (Alms) Cincinnati, h. Pitman, Jack: (Port Arthur) Providence, R. I., re. Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re. Prima, Louis: (Blackhawk) Chi, re. Pryor, Roger: (College Inn) Chi, re. Pugh, Raymond: (Brunswick Casino) Boston, nc. Pullo, Ben: (Brown Derby) Boston, nc.

Yellenti, Mary (Hollywood) NYC, re. Young, Irwin (Vahlala) NYC, nc. Yuen, Lily (Kit Kat Club) NYC, nc. Yvette (Harry's N. Y. Cabaret) Chi, cb.

D'Arcy, Phil: (Shelton) NYC, h. Dantzig, Eli: (St. George) Brooklyn, h. Dare, Ronald: (Murphy) Richmond, Va., h. Darrell, Pat: (Wonder Bar) Zanesville, O., nc. Datsko, Yasha: (Russian Art) NYC, re. Daugherty, Doc: (Babette's) Atlantic City, cb. Davis, Eddie: (LaRue) NYC, re. Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc. De Babary, Joska: (Biltmore) NYC, h. DeLange, Hudson: (State) Boston, b. De Salvo, Emilio: (L'Algon) Chi, c. Delmar, Jack: (La Casa) Phila, b. Denny, Jack: (New Kenmore) Albany, N. Y., h. Dibert, Sammy: (Webster Hall) Detroit, h. Dixon, Dick: (Gloria Palace) NYC, nc. Donahue, Al: (Book Cadillac) Detroit, h. Donalton Boys: (Lawrence) Erie, Pa., h. Donnelly, Rex: (Jake's) Phila, b. Dorsey, Tommy: (Lavaggi's) Boston, re. Duchin, Eddy: (Plaza) NYC, h. Duerr, Dolph: (Green Derby) Cleveland, nc.

Irwin, Lee: (Takenasse) Fleischmanns, N. Y., h. Jaffe, Moe: (Ben Franklin) Phila, h. Jenico, Al: (New Kenmore) Albany, N. Y., h. Johnson, Jerry: (New Kenmore) Albany, h. Juele, Frank: (Bellevue-Stratford) Phila., h. Jurgens, Dick: (Drake) Chi, h.

Raeburn, Boyd: (Jefferson) St. Louis, h. Raginsky, Mischa: (Commodore) NYC, h. Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc. Ramos, Ramon: (Ambassador) NYC, h. Rankin, Bud: (Paradise Club) Findlay, O. Ravazza, Carl: (Adolphus) Dallas, h. Reader, Charles: (Fort Montague) Nassau, B. W. I., h. Redell, Hebbie: (The Casino) Chi, nc. Redman Don: (State) NYC, t. Regal, Tommy: (Syracuse) Syracuse, N. Y., h. Reichman, Joe: (Mayfair Casino) Cleveland, nc. Resh, Benny: (Shawnee) Springfield, O., h. Reser, Harry: (Arcadia) NYC, b. Reynolds, Buddy: (Rose Garden) Hannibal, Mo., h. Reynolds, Maurice: (Park) Monticello, N. Y., re.

FAIR GRAND-STAND ATTRACTIONS (Routes are for current week when no dates are given.)

Beno, Ben: Elba, Ala. Carlos Circus: Greensboro, N. C. Cogert, Henry: Macon, Ga. Colleano, Winifred: Greensboro, N. C. Cooke & Cooke: Emporia, Va. Donohue & LaSalle: Macon, Ga. Lamont, Laqdie: Greensboro, N. C. Haines, Pearl, Revue: Charlotte, N. C. Honey Family: Greensboro, N. C.; Williamsston 26-31. Keaton, Billy: Greensboro, N. C. Melzoras, Six Flying: Raeford, N. C. Merrill Bros. & Sister: Dillon, S. C. O'Done, Mildred: Greensboro, N. C. Osaki & Takl: Macon, Ga. Revelations of 1936: Macon, Ga. Smith's Band: Greensboro, N. C.; Clinton 26-31. Taylor & Moore: Abbeville, S. C. Winter Garden Revue: Greensboro, N. C. Young's, Ernie, Passing Parade: Jackson, Miss.

Eaves, Jack: (Copley Plaza) Boston, h. Eddy, Ted: (Feltman's) Coney Island, Brooklyn, N. Y., re. Edmund, George: (Loyale) NYC, c. Elkins, Eddie: (Jack Dempsey's) NYC, re. Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc.

Kane, Jimmie: (De Witt Clinton) Albany, h. Kavelin, Al: (Blackstone) Chi, h. Kay, Bob: (Walt Whitman) Camden, N. J., h. Kay, Roget: (Ambassador) Atlantic City, h. Kaye, Sammy: (Bill Green's) Pittsburgh. Keates, Henri: (Gay Nineties) Chi, nc. Keener, Lee: (Madison) Jefferson City, Mo., h. Kellem, Milton: (Anchorage) Phila, nc. Kemp, Hal: (Met.) Boston, t. Kimball, Ellis: (Topsy's Roost) San Francisco, nc. King, Henry (Cocoanut Grove) Los Angeles. Kirkham, Don: (Blakeland Inn) Denver, nc. Klein, Jules: (Statler) Detroit, h. Knight, Harold: (Adephi) Phila, h. Kress, Andya: (Avon Inn) Asbury Park, N. J. Krumin, Costya: (Russian Bear) New York, re. Kuenzler, Robert: (Martin's Rathskeller) NYC, nc. Kushner, Harry: (Roumanian Rendezvous) NYC, nc. Kyser, Kay: (Trianon) Chi, b.

Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc. Rinaldo, Nino: (Yacht Club) Chi, nc. Ringer, Johnny: (Casino Venezia) NYC, nc. Rodrigo, Nanc: (Rainbow Room) Rockefeller Center, N. Y., h. Rodriguez, Chago: (Hildebrecht) Trenton, h. Rodriguez, Jose: (Montparnasse) NYC, nc. Roland, Will: (Schenley) Pittsburgh, h. Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., re.

Fairfax, Frankie: (Ubangi) Phila, cb. Familant, Mickey: (Silver Lake Inn) Cleveland, N. J., ro. Farley-Riley: (Hickory House) NYC, re. Farmer, Will: (Leon & Eddie's) NYC, nc. Fenton, Ray: (Hitchin' Post) Union, N. Y., nc. Fetter, Ray: (Billingsport Grill) Paulsboro, N. J., re. Fettes, Jim: (Casanova) Phila, b. Fiddler, Max: (Towne Club) Pittsburgh, nc. Fields, Shep: (Pierre) NYC, h. Fillo, Jimmy: (Overbrook Inn) Lindenwood, N. J., ro. Finch, George: (Shore Road Barn) Brooklyn, re.

La Marr, Frank: (Arcadia) NYC, b. La Salle, Frank: (Wivel) New York, nc. Lagman, Bill: (Club Trianon) Mobile, Ala., nc. Lally, Howard: (Sherry's) NYC, re. Lande, Jules: (St. Regis) NYC, h. Lane, Eddie: (Vanderbilt) NYC, h. Lang, Lou: (Bossert) Brooklyn, N. Y., h. Lang, Sid: (Hi-Hat Club) Chi, nc. LeRoy, Howard: (McCurdy) Evansville, Ind., h. Lazaro, Leo: (Place Elegante) NYC, nc. Le Brun, Duke: (Dixie Grove) Niles, Mich., nc. Leall, Lee: (Greywolf Tavern) Youngstown, O., nc. Lewis, Johnny: (Netherland Plaza) Cincinnati, h. Levant, Phil: (Bismarck) Chi, h. Lewis, Van: (Ritz-Carlton) Phila, h. Light, Enoch: (McAlpin) New York, h. Lindeman, Udo: (Gloria Palace) New York, cb. Lishon, Henri: (Royale Frolles) Chi, nc. Little, Little Jack: (Palmer House) Chi, h. Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc. Lombardo, Guy: (Roosevelt) NYC, h. Lopez, Vincent: (Astor) NYC, h. Loss, Jimmy: (Lake) Gary, Ind., h.

Rosenthal, Harry: (Le Mirage) NYC, nc. Ruby & Ork: (Hollenden) Cleveland, h. Russo, Danny: (Indiana) Indianapolis, b. Sandusky, Bob: (Mid-Tex Club) Midland, Tex. Schreiber, Carl: (Ivanhoe Gardens) Chi, c. Scoggin, Chic: (El Tivoli) Dallas, nc. Seraphine, Nick: (Riverside Club) Riverside, N. Y., nc. Shaw, Artie: (French Casino) NYC, cb. Sheppard, Ed: (Old Mill Inn) Haddonfield, N. J., ro. Simmons, Lonny: (Black Cat) NYC, nc. Smith, Joseph C.: (Montparnasse) NYC, nc. Smith, Stuff: (Oxy) NYC, nc. Snyder, Mel: (Hotel Gibson) Cincinnati, Spitalny, Maurice: (Commodore Perry) Toledo, h. Stable, Dick: (Lincoln) New York, h. Stanley, Stan: (St. Anthony) San Antonio, h. Steele, Blue: (Centennial) Dallas, Tex. Steele, Leo: (Chateau) Phila, nc. Sten, Eleanor: (20th Century) Phila, nc. Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc. Stone, Al: (Lorghorn Farms) Trenton, N. J., ro. Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

BANDS AND ORCHESTRAS (Routes are for current week when no dates are given.)

Abbott, Dick: (Netherland Plaza) Cincinnati, h. Adams, Jackie: (Piccadilly Club) Baltimore, nc. Adcock, Jack: (College Inn) Phila, nc. Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c. Alberto, Don: (El Chico) NYC, nc. Albin, Jack: (Bossert) Brooklyn, N. Y., h. Altmiller, Jess: (Palumbo's) Phila, cb. Ambrose, Tony: (Cluve) Youngstown, O., nc. Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J. Armheln, Gus: (Roosevelt) New Orleans, h. Armstrong, Mrs. Louise: (Silver Grill) Buffalo, nc. Autenreith, Ruth: (Union Grill) Pittsburgh, nc. Ash, Paul: (Ambassador) St. Louis, t. Baduc, Jules: (Cotton Club) New Orleans, nc. Bannen, Al: (Chase) St. Louis, h. Barron, Blue: (Southern Tavern) Cleveland, re. Bartel, Jean: (Dubonnet) NYC, re. Bartha, Alex: (Steel Pier) Atlantic City, b. Barton, Marly: (Ghard) Phila, nc. Bass, Paul: (Anna Held's) NYC, re. Batkin, Alex: (St. Moritz) New York, h. Belasco, Leon: (Netherland Plaza) Cincinnati, h. Bennett, Dixie: (The Oaks) Winona, Minn., nc. Benson, Ray: (Plaza) NYC, h. Berger, Maximilian: (Stork) NYC, nc. Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc. Bernie, Ben: (Arcadia) Phila, re. Bilger, Bill: (Yorktown Tavern) Elkins Park, Pa., nc. Black, Bob: (Pere Marquette) Peoria, Ill., h. Bleyer, Archie: (Hollywood) NYC, cb. Bonfi, Mischa: (Morocco) Mountinside, N. J., nc. Boulanger, Charles: (Coffee Dan's) NYC, nc. Bragale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, nc. Brandwynne, Nat: (Essex House) NYC, h. Brenner, Bernie: (Village Casino) NYC, nc. Bring, Lou: (French Casino) NYC, cb. Britton, Frank: (Penthouse) Baltimore, nc. Brockway, Howard: (Green Gables) Hazleton Drums, Pa., nc. Brown, Tom: (Bal Tabarin) San Francisco, nc. Bryden, Betty: (Eastern Star) Detroit, c. Bulowski, Count Josef: (Blossom Heath) Shreveport, La., nc. Bunchuk, Alex: (Sherry-Netherland) NYC, h. Burk, Roger: (Francis Drake) San Francisco, h. Busse, Henry: (Chez Parea) Chicago, nc. Byard, George: (Old Country Club) Phoenix, Ariz.

Fio-Rito, Ted: (Terrace Gardens) Chi, re. Fisher, Jack: (Steuben) Boston, h. Fisher, Mark: (Medinah Club) Chi, c. Fitzpatrick, Eddie: (St. Francis) San Francisco, b. Flenniken, James: (Cliff Tavern) Lake Lynn, Pa., ro. Fodor, Jerry: (Frank Brothers) Toledo, nc. Fomeen, Basil: (Pierre) NYC, h. Fosdick, Gene: (Mon Paris) NYC, nc. Francisco, Don: (Centennial) Dallas, Tex. Fraser, Harry: (Flynn's Rendezvous) Brooklyn, nc. Frassetto, Joe: (Philadelphian) Phila, h. Fray, Jacques: (St. Regis) NYC, h. Freeman, Jerry: (Paradise) NYC, cb.

McCarn, Grace: (Chinese T Gardens) Detroit, re. McCoy, Clyde: (Roseland) NYC, b. McDaniels, Henry: (Governor Clinton) NYC, h. McFarlane, Frank: (Chateau Moderne) NYC, nc. McGrane, Don: (Cleveland) Cleveland, h. McGrew, Robert Fletcher: (LaSalle) Chi, h. McKenzie, Red: (Yacht) NYC, nc. McKenna, Red: (Palace Gardens) Lansing, Mich., nc. Mack, Austin: (Harry's New York Bar) Chi, nc. Mack, Ed: (Zepp Club) Akron, O., nc. Maitland, Johnnie: (Claridge) Memphis. Mammam, Steve: (Riviera Club) Averhill Park, NYC, nc.

Taylor, Art: (Bartlett's) Rochester, N. Y., nc. Taylor, Fats: (Club Forest) Jackson, Miss., nc. Texas Co-Eds: (La Fontaine) Huntington, Ind., h. Thompson, Claude: (Gloria) Columbus, nc. Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re. Torney, Bob: (Cosa Loma) South Bend, Ind., nc. Tover, Vincent: (La Casina) Jamaica, L. I., nc. Trace, Al: (College Inn) Chi, re. Trafton, Johnnie: (Eldorado) Detroit, nc. Trask, Clyde: (Lookout House) Covington, Ky., nc. Tremaine, Paul: (Cocoanut Grove) Washington, D. C., nc. Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h. Tuttle, Elsha: (Le Mirage) NYC, nc.

Gabriel, Al: (Montgomery Royal) Brooklyn, re. Gaines, Charlie: (Parrish) Phila, nc. Garber, Jan: (Ambassador) Los Angeles, h. Gentry, Tom: (Turnpike Casino) Lincoln, Neb., ro. Gerard, Gerry: (Petit) Cleveland, c. Gilbert, Irwin: (Coo Rouge) NYC, nc. Gilberto, Don: (Toreador) New York, nc. Giroux, Lew: (Wagner's) Phila, b. Goetz, Al: (Golden Grill) Rochester, N. Y., nc. Golden, Neil: (Piccadilly) NYC, h. Gonyea, Leonard: (Oaks) Winona, Minn., nc. Goodman, Benny: (Pennsylvania) NYC, h. Gorner, Mishel: (Murray Hill) NYC, h. Gotthelf, Manfred (Jermy) Scranton, Pa., h. Graffoller, Frenchy: (Rainbow) Denver, b. Grant, Douglas: (Di Burro's) Haverhill, Mass., c. Gray, Glenn: (Congress Hotel) Chi, h. Grayson, Bob: (Brown Place Palace) Denver, h. Green, Marty: (Variety) NYC, nc. Grenet, Elisio: (Yumif) NYC, nc. Greer, Eddie: (The Village) Pittsburgh, nc. Grunau, Harry: (Marathon) Geneva, O., nc.

Manul, Al: (Man About Town) New York, re. Manzanares, Jose: (Centennial) Dallas, Tex. Mano, Art: (Fair) Macon, Ga. Maples, Nelson: (Byerly Crest) Pittsburgh, nc. Mareno, Frank: (Sweeney) Baltimore, c. Mariana, Hugo: (Waldorf-Astoria) NYC, h. Marsh, Herbert: (Cocoanut Grove) Boston, nc. Marshall, Kaiser: (Ubangi) NYC, nc. Marsico, Al: (Plaza) Pittsburgh, c. Martel, Gus: (Stork Club) NYC. Martell, Paul: (Arcadia) New York, b. Martin, Ted: (Childs Paramount) NYC, re. Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re. Meadowbrook Boys: (Versailles) NYC, re. Meador, Paul: (Villa Moderne) Chi, nc. Meroff, Benny: (Muehlebach) Kansas City, h. Messner, Dick: (Park Central) NYC, h. Meyers, Jack: (Club New Yorker) New York, nc. Middleman, Herman: (Nixon) Pittsburgh, c. Mills, Floyd: (Du Pont) Wilmington, Del., h. Minor, Frank: (Barrel of Fun) NYC, nc. Monroe, Jerry: (Varsity Casino) NYC, b. Moore, Carl: (New Blossom Heath) Tona-wanda, N. Y. Morell, Larry: (Merry Gardens) Lynchburg, Va. Morgan, Russ: (Biltmore) New York, h. Munro, Hal: (College Inn) Chi, c.

Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro. Velas, Esther: (Roosevelt) NYC, h. Velasco, Emil: (Iroquois Gardens) Louisville, nc. Waller, Fats: (Michigan) Detroit, t. Warner, Billy: (Twilight Inn) East Paterson, N. J., re. Warren, Arthur: (Hollywood) NYC, cb. Watkins, Ralph: (Riviera) Fort Lee, N. J., cb. Watts, Kenny: (Dicky Wells) Harlem, New York, nc. Weeks, Fanny: (Cocoanut Grove) Boston, re. Weems, Ted: (Michigan) Detroit, t. Weekly, Wee Willie: (Palm Gardens) Phillipsburg, N. J., re. Weiss, Johnny: (Maplewood Inn) Pittsburgh, re. Welser, Leo: (Michigan Tavern) Niles, Mich., nc. West, Neil: (Lewiston) Lewiston, Mich., b. White, Dave: (Oasis Grill) New York City, re. White, Ed: (Club Gourmet) Cleveland, nc. Whitman, Bernie: (Mt. Pocono Grill) Mt. Pocono, Pa. Whitney, Palmer: (Baker) St. Charles, Ill., h. Williams, George: (Little Hofbrau) Canton, O., nc. Williams, Griff: (Mark Hopkins) San Francisco, h. Williams, Joe: (Mark Twain) Hannibal, Mo., h. Williams, Roy: (Cabin Club) Cleveland, nc. Wilson, Ray: (Golden Pheasant) Jamstown, N. Y., nc. Wingert, Billie: (Bowery) St. Louis, mh. Wintz, Julie: (Top Hat) Union City, N. J., nc. Wolohan, John: (Wolohan's) San Francisco, b.

Hall, Ewen: (Plaza) San Antonio, h. Hall, George: (Taft) New York, h. Hallet, Mal: (Commodore) NYC, h. Hamp, Johnny: (Rainbow Grill) NYC, re. Handelman, Phil: (Fifth Avenue) NYC, h. Hannels, Roland: (Lookout House) Covington, Ky., nc. Hardie, Dick: (Club Frolles) Albany, N. Y., nc. Hargraves, Bobby: (Kit Kat Club) NYC, nc. Harris, Claude: (Joey's Stables) Detroit, nc. Harris, Jo: (Edgewater) Lafayette, La., nc. Harris, Lou: (Centennial) Dallas, Tex. Harrisonian: (Madrid) Harrisburg, br. Hart, Charlie: (Maple) Hartford Conn., re. Hart, Ruth: (Spanish Villa) Detroit, nc. Hart, Ray: (Du Plerot's) NYC, nc. Hayden, Lee: (New Penn) Pittsburgh, nc. Hayes, Bobby: (Edison) NYC, h. Hays, Billy: (Studio) PMIA, b. Headrick, Pearl: (Brass Rail) Parkersburg, W. Va., nc. Heidt, Horace: (Chicago) Chi, t. Henderson, Fletcher: (Grand Terrace) Chi, nc. Hendrick, Warren: (Ball) NYC, c. Hill, Harry: (Post Lodge) Larchmont, N. Y., nc. Hill, Teddy: (Ubangi) New York, nc. Hoagland, Everett: (El Patio) San Francisco, b. Hoagland, Claude: (Biltmore) Dayton, O., h. Hoffman, Earl: (Bon Air) Chi, c. Hoffman, Miriam: (Show Bar) Forest Hills, N. Y., re.

Navarre, Ted (Roseland) Brooklyn, N. Y., br. Navarro, Al: (Belvedere) Baltimore, h. Nelson, Harold: (Windmill) Delta, La., nc. Nelson, Ozzie: (Lexington) NYC, h. Nickles, Billie: (Midway) Los Angeles, nc. Noble, Ray: (Rainbow Room) NYC, nc. Noury, Walt: (Roma) Haverhill, Mass., re. O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc. Ohman, Phil: (Troadero) Hollywood. Olson, Walter: (New Julius) Gardenville, N. Y., re. Osborn, Will: (New Yorker) NYC, h. Owens, Bob: (Minikahda) Minneapolis, Minn., cc.

Yates, Billy: (Grotto) Pittsburgh, br. Young, Gus: (Penn-Hills Tavern) Analomink, Pa., nc. Young, Sterling: (Beverly Wilshire) Los Angeles, h. Zarin, Michael: (Waldorf-Astoria) New York, Zatur, Joseph: (Biltmore) NYC, h. Zeeman, Barney: (4 Horsemen Club) Marple Hills, Pa., ro. Zelman, Rubin: (Caravan) NYC, nc.

(See ROUTES on page 58)

# Classified Advertisements

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**10c a Word**

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Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**FORMS CLOSE (in Cincinnati) THURSDAY**  
**FOR THE FOLLOWING WEEK'S ISSUE.**

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CASH WITH COPY.

**ACTS, SONGS AND PARODIES**

**COMEDY SONG—AL MYERS' HUMOROUS MEMOIRS**, 30c Each. No stamps. Legler, N. J. x  
**FIFTY ORIGINAL POEMS OF GENERAL APPEAL**, including seasonal and holiday verse suitable any program. \$1.00. **BOX 7**, Whiting, Ia. no7x

**AGENTS AND DISTRIBUTORS WANTED**

**AGENTS—90c PROFIT \$1.00 SALES; CLEANER** for Autos, Metal, Glass. Your name on labels. Free sample. **INSTANT KLEEN LAB.**, Dept. G, Dayton, O. no7x  
**BIG MONEY—COMMISSIONS DAILY; FREE** clothing. Sell quality Raincoats, Jackets, Overcoats. New styles; lowest prices; Sales Kit Free. **GOODWEAR**, 712-H, Roosevelt, Chicago. oc24x  
**BIG MONEY APPLYING GOLD INITIALS ON** automobiles. Easiest thing today. No experience needed; free samples. **RALCO**, 1084 Washington, Boston, Mass. x  
**CARTOON BOOKS—PHOTOS, \$1.25, \$2, \$3.50** per 100. Spicy Magazines, 9 for \$1. Catalog 25c. **BOX 468-B**, New Haven, Conn. no7x  
**CARTOON BOOKS, 100, \$3; RARE PHOTOS, 100, \$4;** large Sample Assortment Photos, Books, Novelties, \$1. Lists 10c. **GLOBE NOVELTY CO.**, 1261 Broadway, New York City.  
**DISTRIBUTOR—DIXIE DANCE WAX. CLEANS** as it waxes. Your own business, highly profitable, be independent. Easy, pleasant. Cafes, taverns, beer parlors, anywhere there is dancing. Constant repeats. Sample hunters save your stamps. **DIXIE WAX CO.**, Evansville, Ind. x  
**EXPERIENCED SUBSCRIPTION MEN WANTED** for rural work. Attractive club national magazines; liberal proposition. **PUBLISHER**, 750 Shukert Bldg., Kansas City, Mo. no7

**EXPERT ANALYSIS. RESEARCH. INDUSTRIAL** Development. Newest guaranteed formulas; biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, EL-1142 Sunnyside, Chicago.

**EXTRA LARGE COMMISSIONS—EXCLUSIVE** territory. Scientific rat poison. Kills rats-mice only. Sell staple item to drug, general, feed stores. Exceptionally attractive package, handsome counter display. Write immediately. **WALFAM SALES CO.**, P. O. Box 231, Charlotte, N. C.

**GOOD INCOME SILVERING MIRRORS, PLATING** and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfx

**HUSTLERS AND AGENTS TO SELL GENUINE** cheap Fur Coats. Our men averaging over \$200.00 weekly. **RIMER & DICKER**, 282 7th Ave., New York.

**INDIAN RELICS—MAKE A BIG FLASH, HOLD** the crowds. Two Flint Arrowheads, 25c coin. \$1.00 Dozen. Special price to wire workers. **OSCAR TOWNSEND**, Delmont, Pa.

**MAKE MORE MONEY SELLING SHIRTS, TIES,** Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Sales outfit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. no28x

**MEXICAN CHRISTMAS NOVELTIES—FEATHER,** Straw Pictures, Blankets, Pottery, Carved Leather. Wholesale, retail. Samples 10c stamps. **APARTADO**, 1176, Mexico City, Mexico. x

**MYSTERY MINERAL SAVES REBORING** motors. Ten thousand miles more service; inexpensive; amazing results. Convincing demonstration. Pitchmen, clean up at fairs, races, etc. Particulars and sample offer free. **POWER-NEW LABORATORIES**, Station A, Spokane, Wash.

**NEW SMOKED FOOD PRODUCT SOLD TO** bars and grills; also carded nuts. **BETTER PRODUCTS**, 36 East 23d St., New York.

**NO PEDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. oc31x

**PERFUME BUDS—SENSATIONAL STREET-**men's seller. Cost 1c each, sell 5c. Particulars free; samples 10c. **MISSION**, 2328 W. Pico, Los Angeles. oc31x

**PROFITS SELLING FUN BUSINESS CARDS—** Surprise Letters, Clever Novelties, etc. Samples and list, 20c. **NATIONAL SPECIALTIES**, Box 500B, Cincinnati, O.

**SALESBOARD MEN—NEW PUT AND TAKE** jobs, twelve different payouts. Details, sample free. **TOM THUMB**, Dept. BB, Navoo, Ill. no7x

**SELL NORTH AMERICAN OIL BURNERS—NO** experience needed. Write for free particulars. **WRENN OIL BURNER SERVICE CO.**, Nashua, N. H. oc24x

**SELL NEW AND USED CLOTHING! 100-300%** profit. Selling experience unnecessary. We start you, furnishing everything. Catalogue free. **LIQUIDATION MERCHANDISE**, M-550 E. 43d, Chicago. x

**SOMETHING NEW—ENTIRELY DIFFERENT IN** Neckties. Best holiday seller. Three samples, \$1.00; retail value, \$2.25. Five day money-back guarantee. Nothing like it on market. **D. & S. TIE SERVICE**, 206 Am. State Bank Bldg., Lansing, Mich. x

**TIES, NEW FALL STYLES, \$12.00 AND \$17.00** gross. 25% cash, balance C. O. D. Money refunded. Send \$1.50 for sample dozen. **FREED-LINE TEXTILE AGENCY**, 106 W. Ninth, Los Angeles, Calif. oc31x

**TINSELED CHRISTMAS SIGNS, 11"x14"**. Retail 25c. Big seasonal money-maker. 10 Signs of your favorite Cigarettes free with purchase of 100 at \$5.50 Catalog, sample sent free. **LOWY**, Dept. BL1, 8 West Broadway, New York. no7x

**WHERE TO BUY AT WHOLESALE 500,000 ARTI-**cles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. no7x

**WHY WORK FOR OTHERS? MAKE AND SELL** your own goods. Formulas, Toilet Articles, Perfumes, Extracts. Valuable book free. **SCIENTIFIC LABORATORIES**, 1957 W. Broad, Richmond, Va. tfx

**ANIMALS, BIRDS AND PETS**

**ALLIGATORS, CROCODILES, TURTLES, LIZ-**ards, Animals. Twelve small assorted Snakes, \$3.00; eight large attractive assorted Snakes, \$10.00. Coral Snakes preserved in patent jar for exhibition, \$1.50. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. oc31

**DONKEYS, COLTS, TAME, \$20.00; SHETLAND** Ponies, tame, \$50.00; Midget Texas Goats, \$10.00; Armadillos, \$2.00; Gila Monsters, \$3.50; Chinese Dragons, large, \$8.00; Black Iguanas, \$2.50; Snookum Bears, \$15.00. Wire **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

**FOR CHRISTMAS—MEXICAN DOUBLE YEL-**low Head Parrots, tame, ready to talk, with beautiful Metal Cage, for \$15.00. Wire **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

**PARRAKEETS, \$12.00 DOZEN; FEMALE CA-**naries, \$7.00 dozen; Golden Baboons, \$40.00; Rhesus Monkeys, \$10.00; White Pea Fowls, \$40.00 pair; White Raccoons, \$35.00 pair; White Pheasants, \$20.00 pair; Blue Pea Fowls, \$20.00 pair; Golden Pheasants, \$10.00 pair; Lady Amherst Pheasants, \$15.00 pair. **ROYCE PASSMORE**, 133 East Jefferson, Detroit, Mich.

**PLENTY SNAKES, ALLIGATORS, ARMADIL-**los, Iguanas, Gilas, Ringtail Cats, Ocelots, Wild Cats, Guinea Pigs, Parakeets, Peafowl, Parrots. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

**SKELETONS OF ALL KIND OF ANIMALS FOR** Scientific purposes. For Universities, Colleges, etc. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex. x

**BOOKS, CARTOONS, INSTRUCTIONS, PLANS**

**HYPNOTISM FOR POPULARITY—LEARN TO** entertain and teach. Join this uncrowded profession. Write **PROF. ROBERTS**, South London Ave., Kingston, Pa.

**LEARN FIRE EATING FROM PROFESSIONAL—**Practical, easy, safe method. Send 3c stamp for particulars. **MANLY**, 1315 S. Ferris, Los Angeles.

**YOU CAN ENTERTAIN FOR ALL OCCASIONS** with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. oc24

**BUSINESS OPPORTUNITIES**

**FOR LEASE—THEATRE IN LIVE WESTERN** town. Fully equipped except cinema facilities. **BOX 179**, Billings, Mont. no7

**MAIL ORDER AND LOCAL BUSINESS—ALL** office. No canvassing; no stock; no shipping. Part of national chain. All instructions given. Shoestring capital. Circular free. **HARRIGAN**, P. O. Box 97, Drexel Hill, Pa. x

**MAKE WALKIESNAPS—A NEW BUSINESS.** Write for details on this fascinating new money-making business. **BASS CAMERA COMPANY**, 179 W. Madison St., Chicago, Ill. no7x

**SELL BY MAIL! BOOKS, NOVELTIES! BAR-**gains! Christmas sellers! Display Signs! Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago. tfx

**COIN-OPERATED MACHINES SECOND-HAND**

**Notice**  
Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

**AUTOMATICS WANTED—WRITE US WHAT** you have in Payout Pin Games, **WINNIPEG COIN MACHINE EXCHANGE**, 265 Dufferin Ave., Winnipeg, Can. oc24

**BALL GUM MACHINES, EASILY CONVERTED** into Cigarette Machines. Send \$1.50 for strips and reward card. **CASTAGG AGENCY**, 6215 Greenwood, Chicago.

**BARGAINS IN USED SLOTS, ALL TYPES,** priced right. Instant delivery on Pace and Mills machines. **MARION COMPANY**, Wichita, Kan. no7

**BARGAINS RECONDITIONED MACHINES, ALL** types. Prices you will be willing to pay. Write **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. no7x

**CARIOCAS, DO OR DON'T, GOLD RUSH, RAP-**id Fire, Ball Fan, \$12.50; Spark Plugs, \$7.00; 1c Little Dukes, Single J. P., \$12.50; Dice-O-Matics, \$3.00. **AUTOMATIC SALES**, 2925 Stickney, Toledo, O.

**CHESTER POLLARD FOOTBALL GAMES, GOOD** condition, \$25.00 each; Mills Equity 1-shot Tables, \$15.00 each. 1/3 deposit with order. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. oc31x

**DAILY RACES, PAMCO PARLAY, \$45.00 EACH;** 7-11 at \$10.00, 1/3 deposit with order. **B. PASTOR**, 15976 Friend Ave., Bedford, O.

**FALL REPLACEMENT SALE, HIGH EARNING** Counter Games, 12 Penny Ante, \$2.00 each; Electric Dice, \$2.00. Look and work good. **KEYS. OHIO SALES**, 1038 Oak St., Columbus, O.

**FIFTEEN MILLS GOLDEN BELLS AND SIDE** Vendors, refinished, look brand new, guaranteed same as new machine, \$62.50 each. **F. O. B. OAKLAND. MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no14

**FOR SALE—THREE INTERNATIONAL MUTO-**scope Photomatics; also all types Digger Machines, cheap. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. no7

**FOR SALE—PIZ WURLITZER PHONOGRAPHS,** serial numbers around 10,000, excellent condition, \$150. **CHARLES MESSANA**, 1123 Broadway, New York.

**FOR SALE—20 5c BLUE FRONTS, \$65.00; 20** A Traffics, \$15.00; 30 1c Twin Jack Pot Watings, \$32.50; 10 1c Blue Fronts, \$50.00. 25% cash. **KOSTAKES NOVELTY CO.**, 512 E. Trade St., Charlotte, N. C.

**FOR SALE—50 FOUR-WAY PEANUT AND** Confection Machines, used only six months. Write **BOX 54**, Colonial Park, Pa.

**MILLS 10-BALL PAY TABLES, GOOD CONDI-**tion, \$10.00 each; Pearl Harbors, 1-shot, \$25.00 each; Tycoons, \$75.00 each; Seeburg Sportsman, \$25.00 each; all guaranteed in good condition. 1/3 deposit with order. **MILLS SALES CO.**, 1640 18th St., Oakland, Calif. oc31

**MILLS PHONOGRAPH, HIGHBOY MODEL, IN** good operating condition, \$50.00 each, **F. O. B. OAKLAND, CALIF. MILLS SALES CO., LTD.**, 1640 18th St., Oakland, Calif. no7x

**MILLS LATE SLOTS—ALL REFINISHED, RE-**conditioned, guaranteed like new. All with Escalators, 20-reel stops, meters and regular crates. 24 Silent Front Venders, \$50; 17 same machine with Bell Front, \$50; 3 Diamond Mystery Front Venders, \$65; 4 Blue Front Bells, \$70. Third deposit, balance C. O. D. **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave., Chicago, Ill. oc24x

**MILLS 5c AND 10c BLUE FRONT GOLD** Awards, refinished, look like brand new and guaranteed as such, \$65.00, **F. O. B. OAKLAND, CALIF. MILLS SALES CO.**, 1640 18th St., Oakland, Calif. no14

**NEARLY NEW, USED ONE WEEK, DAVAL 21** Black Jack Machines, \$35.00 each, or 2 for \$25.00 each. Guaranteed perfect; any quantity. **UNITED AMUSEMENT CO.**, 1816 North Ave., Bridgeport, Conn.

**PAY TABLE, ALAMO, LIKE NEW, \$75.00;** Pamco Bell, floor sample, \$65.00; Jumbo, perfect, \$29.00; Bally Prospector, \$25.00; also Rock-Ola Used Phonographs at all times. Address **P. K. SALES**, Cambridge, O. x

**PURITAN CIGARETTE MACHINES, \$3.00;** Sweet Sally, \$3.00; Twins, \$3.00; Chicago Club House Card Machine, \$5.00; Punchette, \$8.50. **O'BRIEN**, 89 Thames, Newport, R. I.

**REAL BARGAIN—BALLY ROLL, \$125.00;** 4 slightly used, perfect condition. 50% certified deposit. **L. SIMPSON**, Burlington, N. C. x

**SEEBURG SELECTOPHONES, \$100 TO \$135;** Credit, \$70; Used Pin Tables and Counter Machines. **C. G. HILLIGOSS CO.**, 617 West Douglas, Wichita, Kan. oc24

**TEN SEEBURG 1934 SELECTOPHONES, \$90.00** each; Six Mills 1935 De Luxe, \$150.00 each; One 1934 Cable 12 Record, \$60.00; all mechanically perfect. 1/3 deposit with order. **ATLAS COIN MACHINE CO.**, 1209 Washington, Boston, Mass. oc31

**TWO MILLS DANCE MASTER VICTROLAS,** two Seeburg De Luxe Selectophones, two Capehart Orchestropes, \$95.00 each. All less than a year old, good working order. **W. F. BROYLES**, 3320 Franklin, Waco, Tex.

**USED SLOT MACHINES FOR SALE—MILLS** Gooseneck and Escalators, serial around 300,000 to 335,000; Mills Gooseneck Double Jacks, \$37.50, and Escalators, \$40.00. State your need. **TRIANGLE MUSIC CO.**, 206 W. Magnolia Ave., Knoxville, Tenn.

**WANT—25 1c OR 5c QTS, BELLS OR VENDERS,** serials over 2,500; will pay \$22.50 each. **REASER & DINCANS**, Box 426, Victoria, Tex. oc24

**WANTED—CAILLE CADET JACKPOT VEND-**ers; also Jennings Chief Jackpot Venders, Claws, Diggers cheap. Peanut, Pistachio, Spotted Ball Gum Venders, \$2.75 up; Cent-a-Smoke Cigarette Venders, \$4.50. **NATIONAL**, 4242 Market St., Philadelphia, Pa.

**WANTED—JUMBO, BALLY DERBY, BALLY** Peerless, Bally Bonus, All Stars, Mills Q. T., 5c play, double Jackpots. Write what you have. **O'BRIEN**, 89 Thames, Newport, R. I.

**WANTED—MILLS DOUBLE JACK SLOT MA-**chines; cheap one ball Automatic Tables, late Counter Games, spot cash. **DON CHUMLEY**, McFarland, Kan.

**WANTED—USED PURITAN GIRL AND PURI-**tan Bell Machines and other Used Counter Machines, Used Cigarette Machines. **OHASPE STUDIOS**, Zanesville, O. x

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send stamp for our bargain list. **GOODBODY**, 1826 East Main St., Rochester, N. Y. oc24

**WE BUY ALL TYPES OF PAYOUT TABLES IF** priced right. **SNYDER AMUSEMENTS**, 108 S. Seventh St., Allentown, Pa. x

**WHILE THEY LAST—CAPEHART MODEL B** Phonographs, \$127.50 each; Electric Diggers, with cabinets, used two weeks, \$60.00 each. **J. D. PATELLA**, 5426 Victor, Dallas, Tex.

**WILL PAY CASH FOR ALL TYPES SLOT MA-**chines. **CONNECTICUT AMUSEMENT MACHINE CO.**, 294 N. Main St., Waterbury, Conn. x

**2 MILLS GOLD AWARD DOUBLE JACKPOT** Escalators, 1c play, \$26.50 each; 2 Palookas, Sr., \$50.00 each; 1 Little Duke Jackpot Vendor, \$14.00; 1 Mills Double Jackpot Escalator, 5c play, \$30.00. One-third deposit with order. **N. C. NOVELTY CO.**, P. O. Box 1262, Rocky Mount, N. C.

**\$50.00 CASH PAID FOR MILLS BLUE FRONTS;** will also buy regular Gold Awards; state serials. **ROCKPORT NOVELTY CO.**, Rockport, Tex. no21

**COSTUMES, UNIFORMS, WARDROBE**

**A-1 EVENING GOWNS, \$2.00; CHORUS COS-**tumes; Slippers, 50c; Street Wear. **CONLEY**, 310 W. 47th St., New York City. x

**BEAUTIFUL VELVET CYKE LEGS, \$125.00;** Musicians Mess Jackets, \$2.00; Tuxedos, Overcoats, Gowns, Scenery, Costumes. Free lists. **WALLACE**, 2416 N. Halsted, Chicago.

**FLASHY COSTUMES FOR GIRL SHOWS; BUR-**lesque or clubs; new material, bright colors, beaded and spangled, \$3.00. **ETHEL BOATRIGHT**, Bend, Ore.

**FORMULAS**

**EXPERT ANALYSIS. RESEARCH. INDUSTRIAL** Development. Newest guaranteed formulas; biggest catalog free; special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. x

**FORMULAS—LATEST MONEY MAKERS.** Write for free literature describing newest formulas for fast sellers. **H. BELFORD**, 4042 N. Keeler, Chicago.

**FOR SALE—SECOND-HAND GOODS**

**CORN POPPERS—FEARLESS GIANT ALUMI-**num Geared Popping Kettles; rotary, electric, Candy Kettles. Lowest prices. **NORTH-SIDE CO.**, 2117 Harding, Des Moines, Ia. del2x

FIFTEEN WATT PUBLIC ADDRESS OUTFIT, complete, 110 A. C. 2 12-inch Speakers, floor stand, carrying case, velocity or crystal Microphone, \$79.50; Universal 6-volt outfit, 18-watt, \$124.50. Send for list. M. & S. SOUND ENG. SERVICE, 206 Am. St. Saving Bank Bldg., Lansing, Mich.

GAS STOVES, SUIT CASE MODELS, TWO BURNERS, \$3.95. \$1 with order, balance F. O. B. factory. E. D. McCOOL, Baxley, Ga.

POPCORN CRISPETTE MACHINES, CORN POPPERS, Carmelcrisp, Potato Chip, Cheese Coated Corn Equipment. LONG EAKINS, 1976 High St., Springfield, O. no7

225 PAIRS CHICAGO RINK SKATES, NOT used seven months; checked and adjusted for immediate use. R. K. RUSSELL, Warren, Pa.

FOR SALE—SECOND-HAND SHOW PROPERTY

EXCHANGE — EVANS 8-BOAT VENETIAN Swing Ride for late model factory built House Car Trailer. KORTONIC, 4353 Warner Rd., Cleveland, O.

FOR SALE—8 CUSTER CARS, 14 BATTERIES, complete Generator Set, price \$500. BENJ. STERLING, JR., Rocky Glen Park, Scranton, Pa. oc24

FOR SALE—SOUND TRUCK COMPLETE, A-1 shape, all new equipment, mounted on Packard 30 sedan, with 4 ft. x 18 ft. advertising space. J. ALAN ROMICH, Flushing, O.

FOR SALE—CHAIRPLANE AT A BARGAIN, \$450, in best of condition, A-1 engine. ENOCH BUTCHER, 729 Elmwood, Kansas City, Mo.

WAX FIGURES — CRIME EXHIBIT, WAX Shows, Two-Headed Wax Baby; Dope Heads, \$10.00; Mummies, \$5.00. SHAW, 3316 Sidney, St. Louis, Mo.

10 DIGGERS ON TRAILER, ELI WHEEL, CHAIR-plane, Kid ride, cash Want Loop-o-Plane and Flat Ride. RAY YARHAM, Newton, Ia.

HELP WANTED

ADVANCE AGENT WITH CAR — EDUCATIONAL act, schools, auspices. Just closed Great Lakes Exposition. BAKER, 1866 20th St., Cleveland, O.

EXPERIENCED MOTION PICTURE CAMERAMAN, single, with or without camera. Write BOX 181, Harrisburg, Ill.

FOR CIRCLE, GENERAL BUSINESS TEAM—Ingenue, salary \$30. Dancing, musical, specialties preferred. Send photos, age. GLENN NEWTON, Churubusco, N. Y.

GIRL MUSICIANS — JAZZ, YOUNG, TENOR Saxophone-Clarinet, Trombone, Drums, Guitar. New York residents only. BOX 739, Billboard, 1564 Broadway, New York.

MUSICIANS, ALL INSTRUMENTS, ALL WINTER'S work, night club. Salary. Must read, fake, sing and entertain. Write BOX 1409, Corpus Christi, Tex.

SOBER, DEPENDABLE ELEPHANT ATTENDANT —All year work; comfortable quarters. FRANK BUCK ENTERTAINERS, Amityville, L. I. oc24x

WANTED QUICK — SMALL ORGANIZED show, including music and mechanic, for trucks, light plant and operate picture machine, tent show. Percentage. South all winter. State all. MILLER SHOW, Clarksville, Va.

WANTED — A-1 ADVANCE MAN, YEAR-round proposition. Clarence Hoskins and Speck Lowery answer. L. E. BLACK, 3911 West Washington, Indianapolis, Ind.

WANTED — MODERN DANCE MUSICIANS, location in South. ORCHESTRA LEADER, care Western Union, Billings, Mont.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. 132 illustrated page catalogue, 30c. No free pamphlets. Leaders since 1930. NELSON ENTERPRISES, 198 S. Third, Columbus, O. no7

A-1 MAGICIANS PAINTED SCENERY THEATRE Drops, also Black Curtains, sacrificed. Doll House Illusion, Sword Box, bargains. UNIVERSAL, 849 Cornelia, Chicago.

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SWORD CABINET, GIRL DISAPPEARS, SWORDS pass through, worth \$100.00; first \$25.00. Hundred Magic Stage Illusions, bargains, stamps, list. ALEXANDER, Fond du Lac, Wis.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip outfits, either 1 1/2 x 2 or 2 1/2 x 3 1/2, complete \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. oc24

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FINEST 4-FOR-10c OUTFIT ON THE MARKET. The Quartermatic. Made of 1/16 in. gauge steel. Direct Positive Rolls, 1 1/2" x 250", \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue. MARKS & FULLER, INC., Dept. 1, 44 East, Rochester, N. Y.

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ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. x

WINTER QUARTERS—HAVE STORAGE ROOM for two or three rides, small circus or show. GUENTHER PUBLIC WAREHOUSES, San Antonio, Tex.

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M. P. ACCESSORIES & FILMS

A-1 POWER'S CAMERAGRAPH NO. 6, COMPLETE attachments with 6 Reels, like new, \$50.00; also Slides, Curtains, sacrificed. UNIVERSAL, 849 Cornelia, Chicago.

DE VRY 35 MM. STILL CAMERA, \$5.50; Movie, \$65.00; Projector, \$27.50; 1,000 Watt, \$42.50; Sound-on-Film Projector with Speaker, Amplifier, \$185.00 complete; brand new 8 mm. Movie Camera, \$9.95; Motor Projector, \$12.50; Silent 35 mm. Films, 1,000 feet, \$1.00. Shorts, Features, also 16 mm. Bargain-gram free. MOGULL'S, 1944-B Boston Road, New York. x

FILMS SHIPPED FOR SCREENING, 35 MM.; Portable Projectors shipped on free ten-day trial. 100% satisfaction guaranteed; everything for the show business. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago. x

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ROAD-SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. oc24x

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UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. oc24

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AIR CALLIOPES FOR SALE—TWO REBUILT 1936 model Tangley Air Calliopes, complete with Engine or Motor, guaranteed like new instrument for about one-half new price. TANGLEY CALLIOPE COMPANY, Muscatine, Ia. oc24

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WE COLLECT NOTES, ACCOUNTS, SALARIES, anywhere United States. No charges unless collected. Established 30 years. MAY'S COLLECTION AGENCY, Somerset, Ky. oc31x

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BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of brushes. Write for our sales plan. Wire GRIP SANITARY BRUSH CORPORATION, 220 Southern Boulevard, N. Y. oc24x

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A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side-Show Banner Painters. Increasing business requires enlarging our studio. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. oc31

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DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIO, Columbus, O.

TENTS—2D-HAND

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SUPERIOR SECRET PANEL TRADE CARDS—50% advance commission. We pay more; outfit free. HENER KARR, Commercial Trust Bldg., Philadelphia, Pa. x

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WANTED TO BUY, LEASE OR RENT

WANTED TO BUY—SMALL JUMPING MERRY-Go-Round. M. SESKIN, 2862 Cortland St., Coney Island, N. Y. x

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TUMBLER AND TOPMOUNTER, ALSO MIDDLE, for Springboard or any other act. At Liberty December. Write or wire S. DAVIDSON, care Bokara, Ringling Bros.—Barnum & Bailey Circus, as per route.

BAR PERFORMER—Aerial and Ground Bars, Straight or Comedy. LOUIS OCZVIRK, 812 W. Wells Street, Milwaukee, Wis. no14

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AT LIBERTY—FAST-STEPPING AGENT WITH car. Possess all essentials demanded by reliable attractions. Address DAN ALSPACH, Bluffton, O.

BUSINESS MANAGER-AUDITOR for reliable show or vaudeville act. Good education. (Can double stage. Young man, height six feet, weight 150. BOX 601, Stockton, Calif. oc31

THEATRE MANAGER, PUBLICIST, Booker of Stage Talent. Many years valuable professional knowledge. I do things different and better than many. GEORGE ENGLEBRETH, Billboard, Cincinnati, O.

AT LIBERTY BANDS AND ORCHESTRAS

DOC COOK'S Columbia Recording and NBC Orchestra available for dates, metropolitan area. 603 New Brunswick Ave., Perth Amboy, N. J. oc31

FOUR OR FIVE-PIECE Swing Band—Can join immediately. All essentials. Entertainers and Singers. Wire, write MUSICIAN, 118 Sixth, Fond du Lac, Wis.

FOUR SAXES, using 3 Baritones, 2 Tenors, 2 Alts, 4 Clarinets and Accordion. String Bass doubling Trumpet, Ride Drummer, Tenor Arranges. Have cars, reliable and union. Write or wire JOE SWIST, General Delivery, Monroe, La.

MODERN TEN-PIECE Orchestra available November 7th. Smooth, organized three years, sweet and swing. Young, neat, reliable, union. Vocals, novelty, doubles, specialties, trio. Well uniformed. Two modern arrangers, complete library, amplifier, racks, excellent transportation. Desire location. References exchanged; go anywhere. Reliable agents, ballroom, hotel and club managers wire or write PHIL CHERRY, Station KFXJ, Grand Junction, Colo.

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50 WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c).
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INTERNATIONAL SEA LION TRAINER—NOW performing French Casino, New York, desire further engagement after close at Casino. ALBERT SPILLER, care Billboard, 1564 Broadway, New York. oc24

AT LIBERTY—Nellie King's Musical Act. George Oram King, side-show manager, Punch and Ventrioloquial Acts. Past season with Cooper Bros.' Circus. Address care General Delivery, Indiana, Pa. no7

CLOWN AT LIBERTY—Wardrobe the very best, numbers neat, clean and up to date, produce show, one, two or three clowns. ROY BARRETT, care Billboard, Chicago, Ill. no7

TATTOO ARTIST—Experienced, sober and reliable. Store Show preferred, or Carnival. Nice, Flashy outfit. CHAS. X. HAMILTON, care of The Billboard, Cincinnati, O.

YOUNG GIRL—Experienced Dancer specializing in the Tropical Shake Shuffle Dance wants work in warm Southern States. Also young man, experienced concession agent, and what have you? Immediately. JOANNY RANDALL, 405-A Concord Ave., Toronto, Ont., Can.

AT LIBERTY COLORED PEOPLE

AT LIBERTY — 2 CORNETS, 1 Eb SAX, Bb Tenor Sax, Piano, Trombone, Banjo, Sousaphone and Drummer. No whiskey. TROMBONE, care Devore Garden, Ware Shoals, S. C. oc24

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY — JUVENILE MAN. AGE 24; Height 5 ft. 10; Weight 155. Singing Specialties. Wardrobe. Study. State salary. Address DARL HULIT, Ashland, O.

J. BURTON FLESNER, AGE 24, LEADS OR general business. Experience, good study, wardrobe, specialties, excellent appearance on and off. prefer circle stock. J. BURTON FLESNER, Coff, Kan.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Mindreading, Crystal, Box-office builder for any kind of show. Oriental presentation. Straights or parts if necessary. Salary and percentage on private readings. PRINCE YOSE, care The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

ORIGINAL ONE-MAN BAND wants connection with carnival or fair traveling South. Have sound truck of unusual appearance and sound quality. AL BERESOFF, Billboard, 1564 Broadway, New York.

AT LIBERTY — LECTURER,

Office Worker, Singing, Talking and Novelty Specialties, Straights, Characters or Irish Comedy in the acts. Will go anywhere in United States or Canada or will double with good team. DR. KREIS, 410 Aswell Court, Scranton, Pa.

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahasika himself. A real attraction for summer resorts and indoor circuses. CEO. E. ROBERTS, Mgr., Pamahasika's Studios, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

AT LIBERTY M. P. OPERATORS

MAN WITH A-1 Portable Talkie and Musical Bally and repertoire of excellent talkie features, including some popular stars, for week stand, med., or what have you? Have everything, plus years of experience, to present high-class entertainment. I invite offers from reliable experienced people. State all first letter. MR. OTIS, Rex Films, 2322 S. Michigan, Chicago.

AT LIBERTY MUSICIANS

LADY ACCORDIONIST — Age 20, taught Accordion 3 years at Wur-litzers, Chicago, desires position with orchestra or radio. Address RUTH BRINCK, Broadview Hotel, Hyde Park Blvd., Chicago. oc24

A-1 MUSICAL DIRECTOR — WIDE EXPERIENCE, units, vaudeville, burlesque. Union, sober, dependable. Join on wire, States, Canada, abroad. MUSICIAN, 307 Glenlake Ave., Toronto, Canada. oc24

ALTO SAX DOUBLE CLARINET, VOICE, READ, fake, some ride. Appearance, sober and reliable. Can join on wire. Just off Showboat. TOM MATNEY, Waynesville, N. C. oc24

ALTO SAX DOUBLING CLARINET, VIOLIN—Tone, good reader, union. Location only; prefer South. MUSICIAN, 2107 Slauson Ave., Racine, Wis.

AT LIBERTY—A-1 TENOR SAX, ALSO PLAY Lead Tenor, doubling Clarinet and Flute. Play hot and good tone. CHAS. J. DUPERE, 145 W. Grand Ave., Lima, O.

AT LIBERTY NOVEMBER 1ST — RHYTHM Drummer. good equipment, reliable, nice appearance, go anywhere if job is steady. State all. No collect wires. WILLIAM KOEPP, 1116 Addison St., Chicago, Ill.

**BARITONE SAX—UNION, DOUBLE CLARINET**  
Aito. Young and single. State all particulars. Also A-1 Trumpet and Drummer. **SKEE ELDER**, 87 Columbia St., Albany, N. Y. oc24

**EXPERIENCED LADY VIOLINIST — PLAYS**  
both classic and popular, very clean technic, gobs of expression and have a real tone that takes to mike well. Prefer radio work, but will consider anything except cheap shows. Write **BOX C-116**, Billboard, Cincinnati, O.

**GIRL DRUMMER—WOULD LIKE TO CONNECT**  
with dance orchestra or individual musicians in South, Florida preferred. Advise details. **BOX C-117**, Billboard, Cincinnati, O.

**STRING BASS WANTS ENGAGEMENT — EX-**  
perienced theatre, hotel, broadcasting with mountain bands, etc. **BASS**, Box 293, West Plains, Mo. oc31

**STRING BASS — EXPERIENCED, RELIABLE,**  
location preferred; state all. **BUD HAWKINS**, River Falls, Wis.

**TENOR SAXOPHONE DOUBLING CLARINET—**  
Young, sober, reliable. Tone, read, fake and modern take off. Conservatory training, plus experience from jam bands to concert orchestra. Will join anywhere on wire, stating all. **W. M. (DOC) SMITH**, Spruce Pine, N. C.

**ALTO SAX, double Tenor and Clarinet.** Experi-  
enced dance and show, union, age 22, single. Work in Middle West preferred; location or road. Write details. **JOSEPH THOMAS**, 382 W. Losey St., Galesburg, Ill.

**ALTO SAX—Doubling Clarinet. Takeoff. Sober**  
Young. Sing, read some, but prefer jam band. Can join immediately. Address **MUSICIAN**, 208 S. Charles St., Belleville, Ill.

**BASS VIOLINIST, double Cello.** Experienced in  
novelty, symphony and dance music. Neat, reliable young man. Will consider any location or route. **AL WEISS**, 1014 Chestnut St., Reading, Pa. oc31

**CAPABLE A-1 DANCE MUSICIAN—Arrange and**  
have some good swing arrangements on hand. Will consider any substantial offer. Guarantee satisfaction in reading, takeoff and sweet stuff. Plenty of experience and good reputation. Send offers to **LARK MERRYMAN**, 616 1/2 N. 16th St., Fort Dodge, Ia. oc31

**DANCE DRUMMER—Swing or smooth. Young,**  
neat appearance. Baritone voice. At liberty October 26. Write or wire **DRUMMER**, care Merry Gardens, Lynchburg, Va.

**MODERN DRUMMER—Experienced dance, show,**  
band. Young, neat, sober, reliable. Willing hard worker. Desire location with responsible party. **DRUMMER**, 820 East Fourth St., Duluth, Minn. oc31

**PIANIST-DRUMMER—Will work together or sep-**  
arate. Experienced men. Age 23. State proposition clearly in first letter. **MUSICIANS**, 1017 Walnut St., Blytheville, Ark.

**TRUMPET—Modern, read, fake, transpose. Plenty**  
swing or legit. Non-union. Prefer small, reliable dance band or show. Double parts. Age 24. Furnish A-1 male pianist. **BOB DODGE**, 3129 Reeds Lake Blvd., S. E., Grand Rapids, Mich.

**TWO HAWAIIANS at liberty on November 15th—**  
Sight readers, Sing and play Steel and Spanish Guitars. State all in first letter. **BAGANO AND RAMIREZ**, care Billboard, Cincinnati, O. oc31

**XYLOPHONE SPECIALTIES — Changes for 6**  
weeks on floor show. Experienced Drummer. M. C., anything reliable considered. Experienced all branches; sober. **XYLOPHONIST**, Box C-115, Billboard, Cincinnati, O.

**AT LIBERTY  
PARKS AND FAIRS**

**BALLOON ASCENSIONS —**  
Now booking Southern parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. no21

**HIGH FIRE DIVE, WATER**  
Circus, five people, sensational, beautiful. **HIGH DIVER**, 536 Center St., Brockton, Mass. oc24

**CHARLES LA CROIX — High-class Novelty**  
Trapeze Gymnastic Act available for indoor circus engagements, bazaars, carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive Special Posters free for advertising; also Photos. A real act, big drawing card. Price of act reasonable. Reliable committees address **CHARLES LA CROIX**, 1304 So. Anthony Blvd., Fort Wayne, Ind.

**A THREE-ACT COMBINATION**, consisting of a  
High Trapeze and Swaying Pole, 130 feet high with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address **BOX C-81**, Billboard, Cincinnati, O. oc31

**CLOWN MOTORCYCLE COP on Funny Ford**  
Motorcycle; also flashy Comedy Juggling Act, Fast Comedy Wire, Comedy Trapeze, Clown Numbers. Grand stand. One man. **ART ATTILA**, Billboard, Chicago.

**THE GUTHRIES—Lady and gentleman for South-**  
ern fairs. Four high-class acts for the price of one. Night Wire, Double Trapeze, Iron Jaw and Single Trapeze. Reasonable. Acts now in the South. Address care Billboard, Cincinnati. oc24

**VAUTELLE'S CIRCUS—Ten Dogs, Cats, Monkeys.**  
Two distinct acts. No more for your money any place. Act No. 2, Acrobatic and Contortion Clown. Now playing seven weeks of Carolina fairs; there's a reason. This week Charlotte, N. C., Agricultural Fair. Open after November 9 for theatres and indoor shows; also booking fairs for next year; go anywhere. Address Charlotte, N. C.

**AT LIBERTY  
PIANO PLAYERS**

**EXPERIENCED PIANIST — READ, FAKE,**  
transpose, all essentials, reliable. **BOX C-7**, care Billboard, Cincinnati, O.

**GOOD PIANO PLAYER — ORCHESTRA,**  
cabaret, read, library, reliable, desires change. **HAROLD HOWARTH**, Dayton, Ore.

**MODERN PIANIST—Non-union, 25, single. Read,**  
fake, transpose. Strong left hand. Experienced rep, dance bands, accompanist and M. C. Have car and tuxedo. Double parts. Height, 5 ft. 8 in. Reliable, clean-cut. Prefer South or Southwestern territory. Reliable small dance band or show. Furnish good Trumpet. **CHET SPRINGER**, 1727 Horton, S. E., Grand Rapids, Mich.

**PIANIST, UNION, experienced, young. Units or**  
dance; no night clubs. Make money right or no reply. Write or wire **PAUL BERLIN**, 4258 Archer Ave., Chicago, Ill.

**AT LIBERTY  
SINGERS**

**COLORATURA SINGER**

would like to hear from managers interested  
in such singing. Also sing concert, radio, opera,  
high-class and club. **CLARA HANCOCK**, Rex  
Hotel, West 47th St., New York. Phone,  
Bryant 9-7090.

**AT LIBERTY  
VAUDEVILLE ARTISTS**

**EDDIE JOLSON — COME-**  
dian, 22, is at your service.

**EDDIE JOLSON — GREAT**  
Entertainer, wants to work with orchestra in  
Chicago. Bookers write. Thank you. Billboard,  
Chicago.

**MEDICINE SHOWS, CIRCUS OR UNITS—**  
Versatile Team. Sketches and novelty acts.  
Man Blackface. South preferred, salary, or  
what have you? No wires. **THE ACKERS**, St.  
Pauls, N. C.

**AT LIBERTY for tab. or med. Single lady, A-1**  
Med. Performer, double Piano, Singing, Talking  
and some Dancing Specialties. Address **BOX C-18**,  
Billboard, Cincinnati, O.

**PAMAHASIK'S DOG, Pony, Monkey, Bird Cir-**  
cus. Can work anywhere. Forty beautiful per-  
forming animals and birds. **GEO. E. ROBERTS**,  
Mgr., 515 W. Erie, Philadelphia, Pa. Telephone,  
SAGMORE 5536.

**PUNCH AND JUDY—Strictly first class, excellent**  
figures, de luxe set up, expert manipulation. For  
theatres, cabarets, parties, etc. A complete enter-  
tainment. **CALVERT**, Billboard, 1564 Broadway,  
New York. no14

**Hartmann's  
Broadcast**

FOR the third consecutive year J. F. Murphy performed the duties of censor at the York Fair, York, Pa., and again he did these well, regardless of what a certain local minister said in a sermon at his church following the close of the fair. As in the previous years, it was a big task, but Mr. Murphy proved himself equal to it.

Last year and the year before there were spaces vacant here and there on the grounds, but this year the concession space was all sold and netted the fair association \$3,000 more than in 1935. And the beauty part about this is that all concessioners appeared to be satisfied.

Mr. Murphy well qualifies for the job as censor, having spent most of his life in the carnival business. There is not a game he cannot detect when off-color methods of operations are resorted to. At York this year, the same as in 1934 and 1935, no games were permitted to operate for anything except merchandise, and all of the wheels had to be placed in a position so that it would be impossible to control them.

The York press was again lavish in its praise of Mr. Murphy's work. In commenting on his presence after the fair opened *The York Dispatch* said:

"J. F. Murphy, of Piqua, O., official censor of the fair, was on the job early this morning to keep an eye peeled for strong games and unfair concessioners. He received instructions from the management of the fair to co-operate with the State constabulary to enforce the laws for the protection of the public. This he was doing today. Mr. Murphy said: 'I am here as a censor and I mean to censorize honestly and fearlessly as I have done in the past two years of my service for the society.' The pres-

ence of Mr. Murphy on the midway has a moral effect on concessioners who might resort to swindling operations in their eagerness to get 'the jack' this week but for his presence. They know they can't get by with Murphy, who is an expert in detecting every kind of fairground crookedness."

Anyone who can keep up with the titles of carnival companies is nothing short of a wiz. It seems they spring up like mushrooms. Poker players should get a kick out of one of the latest of these titles, the *Royal Flush Shows*, which was adopted probably as a result of our New Deal government. Some "hand" on that "draw," don't you agree?

**JACK STINNETT**, in his syndicated column, *New Yorker at Large*, recently had some very interesting material about little people—they dislike being referred to as midgets. The material was gathered by Mr. Stinnett thru contact with some of these little people and Paul Remos, who has his Wonder Midgets at the Frontier Centennial Celebration, Fort Worth. The article is too long for reprinting in full. In part, it says:

"Midgets are never born midgets . . . they get that way between 4 and 6 pituitary glands . . . and the average is about one in a million, says Remos. The smallest in the world is Captain Warner . . . just 17 inches from sole to crown.

"Many of the little people are native Americans. There are about 50 living in New York now . . . and rarely if ever do they have to look for work. Many are proficient in music and arts . . . and many are expert watch-makers . . . employed especially by the Swiss in this profession.

"Ninety per cent of the midgets' shoes are made in Chicago . . . they cannot wear children's shoes or clothes . . . and the women, thru necessity, are always proficient with needle and thread.

"Midgets diminutive in stature but adult in all other respects are the rarest. Many also have an arrested mental development. A midget mother living here has a 5-year-old child who is larger than she.

"The little folk need a great deal more food proportionately than normal adults . . . for living in a grown-up world the energy required of them is enormous. They generally eat five or more meals a day and always are hungry. Oddly enough, Remos says, many of them can drink a normal man or woman under the table.

"Norway and Sweden are the only countries which never have produced midgets. . . . In Pittsburgh not long ago a midget was discovered who was

26 years old but had never been allowed out of the house.

"They respect rank and higher intelligence . . . but not size. If they want assistance they will ask for it and resent unsolicited efforts to help them. The men are fearless and the women unusually courageous.

"Remos says they are great patrons of mechanical games, especially those where you drop a nickel in the slot. . . . They dislike doll-house furniture and oppose any effort to create for them a world of their own. They have childish voices which usually are off-key."

Neon lights and decorations are gradually getting a stronger foothold in the carnival business. Capt. Jimmy Jamison, high fire diver, who claims to be the first and probably the only free act using neon tube lights on ladders and rigging, predicts in *The Forum* of this issue that every fair and carnival in the country will soon be ablaze with such lights and decorations.

**BEN WILLIAMS**, owner of the Ben Williams Shows, broke into print in a recent issue of *The Evening Times Globe*, of St. John, N. B., the whole of the column *The Man on the Street* being devoted to his life. The story started with the time Ben was a barber and owned a shop in Sydney, N. S. Among other points brought out were:

Ben was an active official of the Sydney Fair and managed its midway and concession space. He liked the life of show people and, bitten with the glamour of the midway, he decided to get a show of his own. Selling his barber shop, he, with Sam Kitz and Ralph Finney, formed Williams' Standard Shows. Joe Hughes was also with the show in various executive capacities and operated a wheel that built up and maintained a reputation of being "on the level." It was Joe who wrote Williams' first advertisement calling for entertainers.

Just 20 years ago Williams' Standard Shows opened their first engagement in Portland, Me., then toured the Canadian provinces. Ben Williams' attractions ever since have toured the same territory annually, to be greeted each year with welcomes rather than brickbats, which speaks pretty well for the way Mr. Williams conducts things. A decade ago he bought his partners out and took over sole ownership of the shows that bear his name. He is still the sole owner and still playing the same territory. He makes friends and keeps them. He keeps other things, too, besides friends.

Closing the long yarn was this paragraph: "He is also an all-round good

guy, this leading barber of Sydney, N. S., who laid down his razor 20 years ago to become one of the most successful operators in his chosen branch of the show world."

**ROUTES**  
(Continued from page 55)

Zollo, Leo: (Walton Roof) Phila, h.  
Zwilling, Sid: (Bellevue) Belleaire, Fla., oc.

**DRAMATIC AND MUSICAL**

- Blossom Time: (Forrest) Phila 19-24.
- Boy Meets Girl: (Plymouth) Boston 19-24.
- Boy Meets Girl: Battle Creek, Mich., 21; Kalamazoo 22; Grand Rapids 23; Ft. Wayne, Ind., 24.
- Call It a Day: (Shubert) Boston 19-31.
- Children's Hour: (Chestnut St.) Phila 19-Nov. 7.
- Dead End: (Studebaker) Chi.
- End of Summer: (Nixon) Pittsburgh 19-24.
- Ethan Frome: Hartford, Conn. 24.
- First Lady: (National) Washington 19-24; (Nixon) Pittsburgh 26-31.
- Forbidden Melody: (Erlanger) Phila 19-24.
- Great Waltz: Binghamton, N. Y., 21; (Masonic Aud.) Rochester 22-24.
- Hamlet, with Leslie Howard: (Boston O. H.) Boston 19-24; (Forrest) Phila 26-Nov. 7.
- Hull, Henry: (McCarter) Princeton, N. J., 24.
- Lady Precious Stream: (Hanna) Cleveland 19-24; (Cass) Detroit 26-31.
- Mulatto: (Cass) Detroit 19-24.
- Naughty Marletta: (Grand) Chi.
- Nazimova: (Colonial) Boston 19-24.
- Night of January 18: (Sewyn) Chi.
- Pride and Prejudice: (Harris) Chi.
- Punches & Judy: (Boulevard) Jackson Heights, N. Y., 19-24.
- Red Hot and Blue: (Shubert) New Haven, Conn., 19-24.
- San Carlo Opera Co.: (Auditorium) Chi 19-24.
- Scandals: (Curran) San Francisco 19-24.
- Tobacco Road: (Hartman) Columbus, O., 20-24.

**INDEPENDENT BURLESK**

- Babes of Broadway: (Worcester) Worcester, Mass., 19-24; (Jacques) Waterbury 26-31.
- Ballyhoo: (Rialto) Chi 19-24; (Gayety) Minneapolis 26-31.
- Beauty Parade: (Trocadero) Phila 19-24; Al-lentown 26-27; Harrisburg 28; Reading 29-30; Williamsport 31.
- China Dolls: (Empire) Newark, N. J., 26-31.
- Dizzy Dames: (Roxey) Cleveland 19-24; (Cassino) Pittsburgh 26-31.
- Fashion Plates: (Trocadero) Phila 28-Oct. 3.
- Garden of Girls: (Avenue) Detroit 19-24; (Capitol) Toledo, O., 26-31.
- Gayety Girls: (Howard) Boston 19-24; (Worcester) Worcester 26-31.
- Ha-Cha: (Garrick) St. Louis 19-24; (Miles Royal) Akron, O., 26-31.
- Hi-Flyers: (Gayety) Buffalo 19-24; open week, 26-31.
- Hindu Belles: Reading, Pa., 22-23; Williamsport 24; (Gayety) Buffalo 26-31.
- Modes and Models: (Miles Royal) Akron, O., 19-24; (Gayety) Detroit 26-31.
- Red Hot: (Gayety) Washington, D. C., 19-24; (Hudson) Union City, N. J., 26-31.
- Red Rhythm: (Empire) Newark, N. J., 19-24; (Trocadero) Phila 26-31.
- Scan-Tees: (Gayety) Minneapolis 19-24; (Empress) Kansas City 26-31.
- Scan-Dolls: (Capitol) Toledo, O., 19-24; (Roxey) Cleveland 26-31.
- Speed and Sparkle: (Gayety) Baltimore 19-24; (Gayety) Washington, D. C., 26-31.
- Steppin' Stars: (Empress) Kansas City 19-24; (Garrick) St. Louis 26-31.
- Swing Girls: (Jacques) Waterbury, Conn., 19-24.

(See ROUTES on page 84)

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# Tallcorn Expo Is Great Draw

Marshalltown, Ia., is mecca for big adjacent area — may be first one of a series

MARSHALLTOWN, Ia., Oct. 17.—Marshalltown went into show business in a big way on October 5-10 when manufacturing and mercantile interests and professional men raised \$5,500 to stage what is hoped will be the first of a series of Tallcorn expositions. Money advanced was used to bind contracts with Balaban & Katz for seven vaude acts and several production numbers by the Bytonettes, a line of girls from Chicago, drilled by Miss Dorothy Byton, and the Frankie Masters and Ted Weems orchestras. Exposition opened on Monday and closed, playing in the Memorial Coliseum to standing room by Saturday. Receipts were about \$17,900, with expenses estimated at \$17,500.

Appearing in *Tallcorn Shows of 1936*, in addition to Frankie Masters and his orchestra, who opened the show Monday night, and Ted Weems and his orchestra, who played the show and taxi dances for remainder of the week, were Rosita Royce, in *Dance of the Doves*; King, King and King, tap dancers; Lime Trio, comedy pantomime; Dawn Sisters, comedy dancers; Frank Payne, impersonator; Wynnee, Lee and Norris, comedy trio, and Ross Wyse Jr. and June Mann, comedy duo.

## Free Acts on Streets

Street concessions, shows and rides were booked independently. Lou Rosenthal, Waterloo, supplied DePhil and DePhil, Alvin and Kenney, Three LaMours, Australian Birds, Cycling Kirks, and Demilo, Hollywood clown and his dogs, for free street acts. Shows included A. Beard and his Al Capone car, Harry Gordien and his television and electric man show, and Determination, exhibit of wood carving. Gifford, Hale & Barnard, Grundy Center, furnished rides. Receipts from concessions and shows totaled about \$1,500. Coliseum receipts for *Tallcorn Shows of 1936* went to \$7,600; receipts from nightly taxi dances reached \$3,330, which, with initial underwriting fund, brought cash receipts to \$17,900. Plans are under way to repeat the Tallcorn Exposition and the *Tallcorn Shows* in 1937, said Don Hoopes, who handled publicity.

## Chamber Division Active

More than 50 billboards were used over an area of about 3,000 square miles. More than 5,000 one-sheets and several thousand pieces of other advertising were put out. Thirty newspapers in the territory were used. Car counts indicated that people came from more than 100 miles away.

Impetus for the exposition came from retail merchants' division, Chamber of Commerce, and was predicated upon a desire to advertise Marshalltown. That the effort was successful was attested to by a man 40 years in advertising business here, who declared that nothing has "ever given Marshalltown as wide and as favorable publicity" as the Tallcorn Exposition.

## Acts Shifted in California

GARDEN GROVE, Calif., Oct. 17.—Joe Bren, booking manager of Fanchon & Marco, with Carl Sonitz, supplied programs at a Fiesta sponsored by the Chamber of Commerce here; Santa Ana Home-Owned Business Assn., under sponsorship of independent merchants, and Bell (Calif.) Fiesta, a Lions' Club affair. By a system of transportation, the shows all being three-day affairs, October 8-10, acts in most cases covered the three dates. They were Aerial Bartletts; King, wonder horse; Felix Vallee, trick roper; Fredaline, head slide; Imogene, comedy horse; Belle Passo, trick and fancy skater; Jack Roshier and dog; O'Connell's Hillbillies; Princess Pat, mentalist; Patsy Britton, contortionist; Betty Gardner, musical act; Three Peters Sisters; Betty Atkinson, drum major of the Vic McLaglen Hussar Band, baton twirler; Clifford and Moran, acrobatic comedians, and Swor and Good, black-face comedians.

HELP This Department by Telling Committees About It.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Minnesota Club Scores Success; Festival Profit May Mean Annual

BELLE PLAINE, Minn., Oct. 17.—Second annual Fall Festival Celebration, sponsored by Belle Plaine Community Club here on October 3 and 4, was such a success that it probably will be made an annual event, said Secretary Edward Smith. Profit of about \$300 was made, he said, \$250 for rides, shows and concessions, and about \$50 from dances.

Frisk Greater Shows furnished rides, shows and about 10 concessions. There were about 25 other concessions. Free acts, booked thru Connell Theatrical Exchange, included the La Moures, Arnold Bros., Rellett Bros., the Lungaards, Francis and Day, Velma and Russ and Dale Kanerva, and were presented day

and night. Pioneer parade Sunday afternoon, 20 blocks long, was the largest ever held here, with 10 bands and drum corps, three marching units and 86 floats, cars and old-style vehicles, with everything from an ox team to a pack mule. Normal population of 1,000 was augmented to about 15,000 for the afternoon.

As a good-will gesture the club favors continuing the festival. Voluntary donations from merchants totaled \$610. Community club was divided into sub-committees and funds were budgeted to each to guard against going into the red. Advertising was done by radio, newspapers, posters and a band and float in parades in neighboring cities.

## Grotto Again Slates Circus in Cleveland

CLEVELAND, Oct. 17.—Al Sirat Grotto again will produce a three-ring circus in the Public Auditorium here this winter, it was announced by William C. Schmidt, managing director.

Harry T. Lathy, chairman of the Grotto's standing circus committee, said Orrin Davenport, well-known Chicago circus man, again had been retained to handle the production. It will be the seventh annual event of its kind produced under his supervision by the local Grotto. Attendance has averaged annually close to 200,000 during the engagements of two weeks.

This year it is planned to have a large number of side shows in the lower exhibition hall of the auditorium, to which there will be a free gate, Managing Director Schmidt said. Other members of the Grotto's committee, well known to many circus men, are William A. Williams, last year's chairman; George F. Buehler and W. Harry (Dinty) Moore.

## Harvest Festival Put Over To Boost Trade in El Paso

EL PASO, Tex., Oct. 17.—El Paso's first Harvest Festival, in Liberty Hall on October 1-4, gave manufacturers and farmers in the trade territory a chance to display products. Festival took on the atmosphere of a county fair, as products were shown in attractive booths. El Paso Girl Scouts held their annual Curb Art Show and Fiesta in San Jacinto Plaza as part of the celebration.

A total of \$500 in cash prizes was awarded to communities and individuals. A radio hour was sponsored by the festival committee and KTSM, and a \$50 prize was awarded to finalists. Entertainment included singers, musical groups and floor shows from Lobby and Tivoli cabarets in Juarez, Mex.

Sponsors obtained funds by subscription from merchants, total raised being \$1,800. A paid director was employed to handle the show and advertising and publicity. El Paso newspapers gave much space and the radio station gave numerous announcements. Six hundred inches of advertising space was purchased and 5,000 individually addressed letters were sent out, reported Executive Secretary L. A. Wilke, El Paso County Board of Development.

## Toronto Circus Sale Brisk

TORONTO, Oct. 17.—Advance sale is reported moving briskly for the fourth annual Rameses Shrine Temple Indoor Circus to be held in Maple Leaf Gardens here, produced by the Bob Morton Indoor Circus Company. Last year 25,000 underprivileged children were guests, and this year the big task of entertaining 30,000 has been undertaken. Bob Morton has booked an extensive circus program for the event.

# Doings Stir Fete Demand

Houston, Miss., celebration results in desire for an annual event in city

HOUSTON, Miss., Oct. 17.—Sentiment here for some sort of annual celebration or event is growing, declared Secretary F. M. Holbrook, Chamber of Commerce, and in time may result in an annual fall county fair.

"During the summer we held a Houston and Chickasaw County Centennial Celebration, our first attempt, and it was a huge success," he said. "It drew enormous crowds to the city on all three days, July 15-17, and probably was the best celebration in this part of Mississippi this year. It was a financial success, altho we went into it to advertise the city more than for profit.

"Rogers Producing Company put on a show in pageant form with a cast of 400. We derived a percentage of receipts from a carnival that was booked. This celebration was such a huge success that there is now a desire to have some sort of annual affair, but the time, type and size have not as yet been decided. I am inclined to believe that it will finally emerge as an annual county fair held in the fall."

## Shows Aid Fiesta on Coast

SAN PEDRO, Calif., Oct. 17.—Third annual Fiesta commemorating the 300th anniversary of the landing of Juan Cabrillo, one of the big events in Southern California, sponsored by the California Historical Society and San Pedro Chamber of Commerce, closed a four-day run on October 11, during which, it was stated, more than 200,000 were in attendance. Crafts 20 Big Shows furnished midway attractions. Pageants featured vessels of the U. S. Navy with high officials, brilliant illuminations and decorated floats. Queen's float, with Darlene Dalton and her attendants, Norma Bluff and Enez Rubino, headed a water parade. George T. Aitkenhead, Chamber of Commerce, was Fiesta chairman.

## Shorts

AT A HALLOWEEN Mardi Gras parade and ball, under auspices of New Lexington (O.) fire department, 60 prizes are to be awarded by merchants and there will be free attractions and concessions.

AT 11TH ANNUAL Food Show in Des Moines, Ia., in Shrine Auditorium little Jackie Heller will headline the revue, supported by the Vagabonds, Mrs. Pennyfeather, Morin Sisters, with Pat Kennedy as emcee. Band directed by Orville Foster, Des Moines, will play, and 45 models will participate in the fur pageant. Virgil Breed is show manager.

THEME of a pageant for Southwestern Sun Carnival, second to be held in El Paso, Tex., will be *Beauty*, with Dr. C. M. Hendricks as director general.

AN ELABORATE fireworks display was featured at East St. Louis (Ill.) Fall Festival and Water Fete.

FRANK GLADDEN, Metropolitan Booking Offices, Chicago, signed contracts to furnish talent for Cincinnati Firemen's Show in Taft Auditorium next month, he having booked the show last season.

### The Real Way

SHELBY, O., Oct. 17.—"I wish to congratulate The Billboard, for we certainly have received wonderful results from our advertising in both 1935 and 1936. I am convinced that is the real way in which to obtain responsible and reliable shows and concessions. I can truthfully state that we received more than 50 inquiries for free acts alone from our ad. The shows and concessions were not quite so numerous, but we have no complaint to make as to results therefrom."—C. L. BEAL, Shelby Street Fair and Celebration.

## To View Big Cincy Parade

CINCINNATI, Oct. 17.—The thousands who will witness the big array of circus and vaude acts at Crosley Field, home of the Cincinnati Reds, also will be able to view the monster parade during Cuvier Press Club's Halloween Civic Celebration on night of October 31. Part of the inclosure of the ball park will be removed so that spectators can see the procession from their seats. The floats will roll in and make the circuit of the park on a specially built roadway constructed under direction of Capt. C. H. Kuck, one of the architects who designed the ball park. Captain Kuck is a member of the festival committee of the Cuvier Press Club. Contract for the work of temporarily altering Crosley Field was awarded Wednesday night. The parade will move to its Crosley Field destination from a downtown point.

## Kids' Show for Cleveland

CLEVELAND, Oct. 17.—Space will be given over to rides and shows for kiddies at the First Annual Children's Show to be held in the Public Auditorium here under Production Manager Harry M. Hirsch. There will also be exhibitors' booths and a professional stage show with circus, vaude and animal acts. Show, produced by National Children's Exhibitions, Inc., is endorsed by Chamber of Commerce, Better Business Bureau, public school department and State Child Welfare Department. Manager Hirsch said. Efforts will be made to show to at least 25,000 a day during a 10-day run.

**WINTER DATES**  
**AL SIRAT GROTTTO 7th ANNUAL CIRCUS**  
— AND —  
**WINTER FESTIVAL**  
FEBRUARY 15th to 28th, 1937  
CLEVELAND PUBLIC AUDITORIUM  
Write for information on new set-up in Exhibition Halls  
12 O'CLOCK NOON—12 O'CLOCK MIDNIGHT  
Opening for Freak and Side Shows, Flea Circus, Legitimate Concessions, Pitchmen and Exhibits of all Kinds. (No Wheels.)  
"FREE GATE"  
What have you that the World has not seen? Give full description in first letter.  
Address WM. C. SCHMIDT, Managing Director, 268 Hotel Statler, Cleveland, O.  
Attendance 1930, 150,000—1931, 175,000—1932, 180,000—1933, 160,000—1934, 170,000—1935, 225,000—1936, 165,000.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Electric and Radio Show Breaks Records for Sales and Attendance

PHILADELPHIA, Oct. 17.—Merchandise, electrical devices and novelties, new radios, novel lamps and up-to-the-minute labor-saving devices and electrical marvels worth more than a million dollars were displayed in Convention Hall last week at the ninth annual Electric and Radio Show. New records in both sales and attendance were established. The 221 exhibitors who packed the booths represented an increase of 25 per cent over those in last year's show and 10 per cent more than in any other of the series. Sponsors indicated that the majority of exhibitors already have contracted for space next season.

Leaders in the industry were optimistic regarding prospects of record sales the coming season. Percentages were said to be strongly ahead of last year's sales, and praise was heard on all sides for the general excellence of the exposition. The entire electrical association of Reading, Pa., attended the show on closing night preparatory to the presentation of its own exhibition.

This year it has been evident that the public is strongly interested in buying. According to George R. Conover, managing director, a large percentage of visitors came with the object of comparing and buying, while last year's visitors seemed mostly contented with merely inspecting new appliances. New radios sold better than for any show in the last five years, with Raymond Rosen, one exhibitor, reporting that price always seemed a secondary consideration.

General interest in all sorts of electrically operated merchandise was manifest by the visitors. Exhibitors showed that some time in the future radios will displace the family oil paintings on the wall, sets being not more than two or

three inches thick. Designers of the flat sets preserve the large front cabinet for baffle purposes and to retain the tonal qualities in the lower registers. In building a set that is only a little thicker than a framed picture, so it might be hung in the same way, trend presages a distinct new mode in radio receivers. A flat panel-like cabinet would be infinitely preferable to those who cannot afford space for a large unit or the growing class of persons who dislike large, bulky cabinets.

A feature in the "Pageant of Light" exhibit was a series of tall standing lamps of modernistic design in whose slim pedestals are miniature radios. If you want to read and have music to suit the mood of your story just turn the switch of the lamp. Several home-size bars were exhibited, all equipped with glasses and bottles and containing concealed radios. There's a radio with a silencer which makes it possible to

### Holiday Merchandise Is in Early Demand

The wholesale merchandise industry last week began to feel the first impetus of what promises to be the greatest demand for Christmas holiday merchandise in seven years. Substantial orders already have been placed with wholesalers (See HOLIDAY MERCHANDISE page 62)

### Retail Buying Holds A Satisfactory Pace

Retail buying continued to maintain a satisfactory pace last week, with the shopping fairly evenly divided among the different lines, according to Dun & Bradstreet, Inc. As compared with the corresponding week of last year a gain of 6 per cent was recorded. It is expected that with cooler weather the margin of increase over 1935 will be extended.

Wholesalers reported an upward trend in sales for the week, gains fluctuating sharply according to lines. Radios and furniture showed 30 per cent increases. Toys and other holiday merchandise gained momentum, averaging 20 per cent above a year ago. Other lines that sold favorably were dry goods, home appliances, stoves and plumbing and heating supplies, while paints and building materials started to decline in line with seasonal trends.

### Housewife Appeal Widely Recognized

The manner in which premium and prize merchandise having definite housewife appeal has been gaining in popularity in recent months is a most pleasing note to the wholesale merchandise industry. Staples, as well as the newest things on the market possessing an appeal to the woman in the home, are finding their way in increasing numbers into premium offers designed to attract and control their

(See HOUSEWIFE APPEAL page 62)

## N. Y. World's Fair Stirs Up Interest

NEW YORK, Oct. 17.—The wholesale merchandise industry here was enthusiastic this week on publication of data about the World's Fair in 1939.

The entire expenditure as appropriated at present is expected to exceed \$125,000,000. The fair committee expects an attendance of approximately 800,000 persons per day. It is believed by Grover T. Whalen and his committee that more than \$1,000,000,000 will be spent by visitors to the fair the first year.

These figures and architectural plans and sketches published in all newspapers here have had a very stimulating effect upon the wholesale merchandise industry.

It is believed that preparations for specially designed merchandise already are under way by the larger manufacturing companies and that some of this merchandise will purposely be introduced prior to the fair to stimulate sales.

Many wholesale firms are preparing their own designs for merchandise of a souvenir character.

The general atmosphere is that of happiness here in the belief that the concessions which will open and the spots that will surround the fair also will be tremendous users of merchandise.

### September Chain Store Sales Show Marked Gain

PHILADELPHIA, Oct. 17.—September chain-store sales showed the largest percentage gain since the depression, according to the compilation released by Hammons Company and Childs, Jeffries & Thorndike Company, Inc. Reports showed an increase of 20.5 per cent over the same month a year ago, which is substantially ahead of the largest previous gain this year of 18.9 per cent in July. This marks the fifth successive month that the increase in sales has been more than 15 per cent over the same months last year.

Reports for the first week of October indicate a volume far in excess of anything in recent years with the exception, of course, of the Christmas period. Not only have sales been advancing with increasing prices but there is shown a notable broadening out of the demand for higher priced merchandise.

### Glassware Demand Continues in East

NEW YORK, Oct. 17.—The demand for glassware continues unabated. The entire merchandise field is featuring glassware products, and, as reported in a previous issue of *The Billboard*, the better items have been unusually hard to obtain.

The use of complete glassware and chromium-trimmed sets for high-score prizes by operators has helped to zoom this item into the leader classification.

The roll-down game spots also are featuring glassware in greater display than ever before. Complete sets of china and other dinnerware are among the leading items now in demand.

The demand continues at a very rapid pace everywhere in the East. Operators of coin machines are among the largest users of this merchandise.

Many leading wholesale merchandise firms report that they are having great difficulties getting the factories to fill orders. Some claim that they are down to only a few gross of the more popular items.

This demand for glassware was apparent last winter when it was first reported in *The Billboard*. It continued at a remarkably steady pace thru the spring and summer and now heads the sales for the fall with a surety that it will continue as steady the coming winter.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

NEWS from the premium market concerns itself increasingly with next year. Thinking ahead nine months or so is somewhat of a new feature in a market that has lived largely from hand to mouth during the last five years or so. It shows that business is getting better and that operators look with real confidence to the future. The trade is optimistic for the first time after the lean years of the depression. Goods that the average operator would not touch with a pole this spring are looked at now and bought, even tho in small quantities. Some wholesalers predict that the largest volume of business will be done in \$1 to \$5 items. Whether they are right will have to be seen, but I have a feeling that they will not be entirely disappointed.

The price situation is still very much in the bag. Altho one leading firm boosted overall and other work-clothing prices only a few days ago, others come along and say that they will continue selling at the old rate. If you feel that you want overalls this coming year do your buying quickly. Best advice is that prices cannot be maintained because the denim mills are asking more. Here is one of the reasons that wholesalers and operators sit tight and won't buy until all of the cat is out of the bag.

I have seen a lot of men's shorts and culottes that are expected to do great things with the younger men next year. Shorts will be a novelty. They are smart to look at and may make good promotions in summer resorts. Keep your eyes open for other developments in the men's furnishing field. And there is some queer news from the ladies' hose field. Dark silk stockings with black heels are finding much attention. Dual-colored hose in summer shades should be a wow with carnival customers if the fashion should catch on by next season.

Have you heard that much kitchen ware is bought by certain operators now in complete sets? Sets of knives, cooking tools, dish-washing helps, etc., are in demand. Women want color for their kitchens. When you buy your next year's supply of women's trinkets and jewelry make sure you include some of the bigger bracelets. They are being tried out in some places and finding so much demand that a real vogue can be predicted for them by next summer. They are the sort of items that catch the eye and put punch in a premium display.

Broadway games did good business during the World Series. Some operators feel that these local events, collecting large crowds of visitors, are not sufficiently taken care of. What is missing is a satisfactory technique for handling them. One obstacle is the increasing difficulty of securing worth-while pitches at short notice and for a limited time only. Good empty stores are getting rare as retail business gets better in the large centers. A good business in hat cockades might be done with the women audiences of the prominent football games. I am told that a number of them were seen at the beginning of the present season.

It's a little late to blow the horn for the agricultural fairs, but the reports are uniformly satisfactory. This makes one think that the 1936 season will wind up better than it started and that more attention will be given to these events during the next fall.

## Bingo Booms Merchandise Biz

NEW YORK, Oct. 17.—The wholesale merchandise industry in this city is enjoying a business boom from bingo. Not in many years has there been as much activity in this field, leading merchandise men report. Bingo concessioners are getting the game started again in big fashion at bazaars, meets, playrooms, etc.

Many home models of the games also are being sold and the merchandise industry is profiting from all directions in the boom.

All leading firms are stocking special assortments of merchandise for the game. Many also are carrying sets of bingo, including all the necessary paraphernalia.

One leading wholesale merchandise firm reports that customers have been calling constantly to obtain entire bingo sets. It has since learned that most of these men are new to the business and are helping in every possible fashion to bring the game back to big-time proportions, also to assure the public the best possible deal with fine quality merchandise selections.

Miniature bingo sets, too, are becoming popular. Started here some time ago as a fad, they are now becoming a rapidly growing business and are being used by many of the sports palaces in a new fashion, it is claimed.

It is generally believed that the Bank Night popularity which has at last reached this area, overriding the protests of many authorities here, also is helping to bring back bingo. The play on bingo is being based along the same lines as used in the movie house on Screen or Bank Night.

Merchandise men believe that the boom will continue for some time to come.

**YALE FOOTBALL**  
**Price List**  
**Now Ready**  
 Send for Your Copy Today  
 Newest Ideas  
 Lowest Prices

**CAMPAIGN NOVELTIES**  
**ROOSEVELT PHOTO BUTTON BADGE**  
 Complete with R. W. B. Ribbon and Donkey Charms. Per 100 **\$2.50**

**LONDON SUNFLOWER BUTTON BADGE**—Complete with R. W. B. Ribbon and Elephant Charms. Per 100 **2.50**

**CLOTH SUNFLOWER BADGE**—Complete with Button, R. W. B. Ribbon and Elephant Charms. Per 100 **3.50**

Compare our Badges with others on the market. They are more flashy and are of better quality.  
 Send 10c for Samples.

**LUCKY CHARMS**  
 Donkeys, Elephants, Horses, Dogs and Many Other Varieties, 75c to \$1.20 per Gross, Send 25c for Sample Assortment.  
 Send for Our Price List of Fair and Carnival Specials. 25% Deposit with all Orders.

**EPSTEIN NOVELTY CO., Inc.**  
 130 Park Row, NEW YORK CITY.

# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Spyc-Kyt

Spyc-Kyt is the name of a brand-new household convenience recently introduced to the premium and concession trade by a company of the same name. It is a set of 12 jars for various spices for handy use in the kitchen. Five of the jars are for larger spices and seven



are small. All are neatly racked in two rows on a single unit step-up metal base. The base is attractively colored in harmony with the lids and both are available in seven different colors, making a very striking appearance. Also primarily designed for premium use, the Spyc-Kyt has met with unusual favor in the Middle West with carnival and fair workers for distribution as prizes. It is made to retail at less than \$2 and the company offers a substantial discount to members of the trade.

## Key Cases for 1937 Cars

Weinman Brothers announce that they are ready with a complete line of new automobile embossing dies, showing all of the latest 1937 car styles. These can be used in connection with their very popular line of cowhide leather auto key cases which they originated several years ago. Complete information and samples may be had from the manufacturers upon request.

## Can-o-Lites

A new discovery that gives a thousand lights from one new kind of match is Can-o-Lites. It works like a match, strikes like a match and contains no

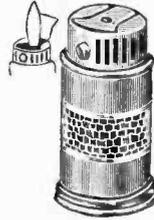
gears, no wicks and no moving parts. Struck like a match, it gives instantly a big flame, with no sparks, no cinders and no danger of burnt clothes or fingers. It is handsomely designed and looks worth much more than the price. Its attractive container, with the "match" in harmonizing color, makes it a pleasing and welcome adornment for the table or desk. In addition to being a natural for agents and demonstrators, the novelty and utility of the item make it ideal for a variety of prize and premium uses.

## Sure Shot

Another new setup to sell to dealers is Sure Shot, a salesboard deal that has all the markings of tremendous sales volume. The board should be set up on a cigar or cigar counter or near any cash counter where cigars are sold. There are 100 punches to the board, with 50 packages of razor blades boxed on each side. Purchaser pays a set price of 10 cents for cigars and 12 cents for a package of fine blades on odd and even numbers, respectively. He can't lose, as he receives either cigars or blades—a winner every time. As the customer pays a set price, the deal is said to be legal in all States. Cigars and razor blades being two of the biggest sellers in the country, the manufacturers are enthusiastic over the selling possibilities of this new plan.

## New Table Lighter

A new standard of quality in imported table lighters has been set by the Joseph Hagn Company. The gadget gives positive action and a draft shield insures the user of unfailing service. Chrome finish and a large fuel capacity make it an ideal premium or gift item.



every man wants one!  
**FOUR DISTINCT SHAVE ACCESSORIES**  
**IN ONE SENSATIONAL NEW ITEM!**  
*different! practical! a sure winner!*

**BLAPAK** With 25 DE LUXE BLUE BLAPAK BLADES. Fully Patented.

DOUBLE EDGE BLADES

Outside Dimen.: 2 1/2" Lg., 1 3/4" Hg., 1 1/4" Wd.

**JOBBER & DISTRIBUTORS**  
 —A few territories still available. Write today for full particulars

● Agents, Salesmen, Salesboard and Coin Machine Operators are all cleaning up with BLAPAK, the new four-purpose shave item. BLAPAK is an ideal blade holder and dispenser; a perfect hone; a modern, compact used-blade receptacle; and always refillable so that it can be used over and over again. And all these uses are embodied in one smart little item, made of special blend of plastic material in 6 assorted colors. Packed 12 BLAPAKS to attractive silent salesman 4-color display carton.

● Get in on the biggest profit-maker in years. Write today for address of jobber or distributor in your city. Circulars free on request.

**LIONEL RAZOR BLADE CO.**  
 112 W. 18th St., New York, N. Y.

**REX HONES** Now Less Than 3c Each  
**\$4.25 a Gross**  
 Send \$1.00, Bal. C. O. D., Plus Postage.

Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchman. Hone men are cleaning up. ACT QUICK! REX-HONE MFRS., 1500 West Madison, BR-11, Chicago, Ill.

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

**STATE and COUNTY FAIR SPECIALS**

Heavy White, Mahogany or Fancy Parade Canes. Doz. \$1.50 Gro. 16.50

Swagger Sticks. Gro. 5.50

Reach Bounder Balls. Doz. 1.15

Rocket Baseballs. Doz. .85

Decorated Gas Balloons. Gro. 2.50

"Thrillers" Candy (250 in Case). Case. 2.75

We have Beacon Blankets, Morocco Gold Covers, Aluminum Ware, Plaster and all other Carnival Supplies.

Lowest Prices and Best Service for 50 years. 25% deposit must accompany all C. O. D. orders.

**LEVIN BROS., Terre Haute, Ind.**

**Watch Them Go For These**

**"LEATHER TIES"**  
 Genuine leather, plain and combination colors. Plenty of flash and appeal. Show something different—get the customers. 1 Dozen, \$2; 6 Dozen, per Doz., \$1.75; 12 Dozen, \$1.60 per Dozen.

Bow Ties are \$1.00 per Doz.

**LEATHER BELTS.**  
 Variety of Shades and Colors. 1 Dozen, \$2; 6 Dozen, per Doz., \$1.75; 12 Dozen, \$1.60 per Dozen.

High Grade, Genuine Leather Merchandise. None better. Money-Back Guarantee. Send for Sample Belt, Tie and Bow Tie, 50c.

**Acme Leather Novelty Co.**  
 152 Washington Street, Salem, Mass.

**THE LAST CHANCE!**  
**NEW PRICE!**  
**HOT! CAMPAIGN NOVELTY!**  
**MY PARTY CHARMS—**  
 Spinning Donkey or Elephant Sensation. Made of White Metal with Brass Handle, Sturdily Built. Dozen. . . . . 25% Deposit With Orders.

**30c**

**BENGOR PRODUCTS CO.**  
 10 E. 17th St., Dept. K, New York City

**SERV - A - LITE**  
 Sensational Performance, Style and Appeal.

Attached to any car in 5 minutes without tools. Press a magic button and a lighted cigarette pops out! SERV - A - LITE includes an unbreakable, compact case; handy ash receiver; long-life lighter. Fully automatic; guaranteed. Don't pass this up! 24 million car owners are ready customers. LIST PRICE... \$2.45 Write today.

**TELE MOTOR CORPORATION,**  
 260 Fifth Ave., New York, N. Y.

**JEWELLED LADIES BAQUETTE WATCH**  
 With 50 Sparkling Fac-Simile Diamonds

**SPECIAL—**  
 No. 111—Modeled From a \$300 Article. In 1/2-dozen. \$5.50 Lots, Ea.

No. 100—Fine Ladies' Jeweled Watch, Complete with Box, Chromium Bracelet. In Dozen \$2.25 Lots, Each

Sample, 50c Extra. 25% Deposit, Bal. C. O. D. Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.

**FRANK POLLAK** 86 Bowery, NEW YORK CITY

**THE SMALLEST CONSOLE RADIO MADE**

EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Tone Control
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

The Only New Thing in Radio Today.

Be the First One To Sell This Set—

Send for New Catalog

**PLAYLAND SUPPLY CO.** \$6.75 each in lots of Six \$7.50 each samples

118 East 28th St. New York City F. O. B. N. Y. 25% Deposit

The Smallest Console in the world with a full sized 5" Dynamic Speaker

**BINGO**

**WHY TAKE CHANCES?**

With Just Any Kind of Bingo Cards? Ask Your Jobber for

**LOWE'S 3,000**

Different Combinations, Special Games, Midget Bingo Cards.

**THE BEST ALWAYS COSTS LESS.**

If your jobber can't supply you, write direct for full details and samples.

**E. S. LOWE COMPANY,**  
 1123 Broadway, New York, N. Y.

**FREE SAMPLE CASE**

Write for Details Today.

- Blades, D. E., 20 Ss. Card 40c. Inc. Post.
- Sideline Goods. Gro. 75c.
- Holiday Chocolate Deals.
- Turkey Cards, Xmas Wreaths.
- Xmas Cards, Snappy and Greeting.
- Full Line for House-to-House.
- Agents, Wagon Salesmen. Free Catalog.

**CHAMPION SPECIALTY CO.,**  
 814-H Central Street, Kansas City, Mo.

**SPINNERS**

Party Charm, Political, Hot 45c Novelty. Doz. \$5.00 GROSS \$5.00

Also Ivory Elephants and Donkeys.

**Use Your New MONEY SAVING GUIDE**

**IS NOW! READY!**

Send for it Today!

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

**OUR PRICES DEFY COMPETITION!**

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**LADIES WATCH SPECIAL**



Round Watches are the vogue. Here is the ideal premium and prize item for boards, etc. Small 9 3/4 size, smart modern chrome cases and matching bracelets. Assorted Silvered Dials, Jeweled Movements. A direct importation enables us to offer this exceptional buy. Each \$2.45 in Gift Box. No. B13W13. Each \$2.45 in Lots of 12 or More, Each \$2.25.

25% Deposit on C. O. D. Orders. Ask for Our Big New Catalog 363, containing 164 Pages of Novelties and Jewelry. **JOSEPH HAGN COMPANY** "The World's Bargain House," 217-225 W. Madison St., CHICAGO, ILL.

**NOTES from SUPPLY HOUSES**

Eugene H. Block Associates, Inc., has just issued its fall bulletin of premium articles selected from the lines of 36 leading manufacturers. The firm's line consists of more than 3,000 items of everyday utility which can be utilized effectively as premiums in advertising and promotional activities at prices that are consistently low and based on quantities desired. The company also has prepared a special list of holiday and promotional articles which will be furnished to members of the trade on request.

Jack Greenberg, of the Continental Mercantile Company, informs he has just made a purchase of 20,000 yards of wrinkle-proof material for his new No. 614 line of ties. Because of the excellent quality of this material the new No. 614 line is guaranteed wrinkle proof and can be effectively used for wrinkle-proof pitch demonstrations. Jack feels that this will be one of the finest numbers in his fall line.

Autopoint Company announces the appointment of J. L. Abbott Company as its Western distributor, with headquarters at 816 West Fifth street, Los Angeles. J. L. Abbott personally is appointed district sales manager for Autopoint over the territory comprising Washington, Oregon, California, Idaho, Montana, Utah, Nevada, Wyoming, Colorado, Arizona, New Mexico and the city of El Paso, Tex. J. L. Abbott Company will distribute Autopoint line, comprising the Better Pencil, leads and erasers, desk pads, knives and files, leather pocket items, Post-a-Letts and Sirene Whistles. The new arrangement will not affect the present jobbing connections of Autopoint Company in the above States.

Mr. S. H. Schreiber, of the Globe Handkerchief Company, advises that there has been quite a demand for his new fall catalog. This catalog contains the complete Globe line, consisting of every kind of handkerchief imaginable. There are, however, plenty of these catalogs available, free for the asking to those who are interested.

**HOLIDAY MERCHANDISE**

(Continued from page 60) for November and December deliveries of several major classes of goods.

Outstanding is the unusual early-season demand for moderate-priced handbags. There is a strong call for black and brown, in addition to requests for bright blue and red, wine and green. All types of bags seem to be popular, and interest is centered in grain leather, altho suede and calf are by no means overlooked.

Christmas items in the \$5 to \$10 retail price brackets will get a greater play during the coming holiday season than

in the past half dozen yule seasons, according to wholesale executives. A larger demand in these ranges is expected in perfumes, leather goods, lingerie and home gift items, and this is reflected in the holiday purchasing being done in the wholesale markets. Toy items also will share in the emphasis on higher priced goods. It is predicted that volume also will continue well in lines from \$1 to \$5, but the average profit showing will be materially stepped up on the better gifts.

Last week witnessed considerable activity in the line of kitchen tools, wholesalers reporting holiday buying getting under way. Initial commitments were from 15 to 20 per cent larger than a year ago, according to several leading houses, with call being for a much higher grade of merchandise. Complete sets of small cutlery were among the heavy favorites. Other combinations sought include small cooking utensils and dish-washing accessories. There also was a renewed activity in domestic dinnerware, altho part of the increase represented orders for Thanksgiving Day promotions.

**HOUSEWIFE APPEAL**

(Continued from page 60)

patronage. Nor is this type of favored merchandise confined to any particular price range, as items ranging all the way from paring knives to electric refrigerators are getting the biggest play in a number of years.

Not the least credit for this increased popularity of household utility merchandise should go to the manufacturers and designers, whose efforts have resulted in an array of merchandise as modern, efficient and economical as can be found in any branch of the industry. Notable examples of such developments are the new electric mixing outfits, streamlined bath scales, cooking utensils in chromium and aluminum, modernly designed luncheon services, carafes, coffee services, safe can openers. Even the rolling pin has gone modern in design. Also keeping pace in design and utility are the new electric appliances, including room heaters, toasters, coffee urns, lamps, midjet radios and embracing such major items as console radios, refrigerators and electric ranges.

A good deal of the activity in this type of goods, of course, is attributed to promotion as premiums by many of the large manufacturers of the country, particularly those whose products find regular consumption in the home. It is interesting to note that nearly every manufacturer enjoying a national reputation and distribution who is featuring an extensive premium campaign is employing a major share of merchandise in the housewife appeal group.

However, not all the season's demand by any means is from manufacturers, as leading purchasers of premiums and prizes in the premium industry, alert to catch the trend of public fancy, are placing some healthy orders for goods which will attract and delight the home maker.

**ELECTRIC AND RADIO**

(Continued from page 60)

turn from one station to another without sound. Some new designs have violin-shaped cabinets with closed sound chambers containing pipes to control tones and eliminate noises.

All radios shown, even the smallest on view, have world-wide reception. One set with six loudspeakers has 37 tubes. Other sets have a dial like a ruler that flashes green when the pointer is exactly in tune and turns red when it is off.

Six gleaming kitchens fitted with electrically controlled appliances that perform every culinary task imaginable were among the feature attractions. In step with the march of time, the old-fashioned teakettle has gone modern, electrified to boil a quart of water in seven and one-half minutes. Two familiar stand-bys that have been electrified are the whiskbroom and the floor polisher, both resembling a hand vacuum cleaner. For the motorist there's an attachment for the dashboard which, thru the aid of photocells, automatically opens the garage door and throws on the lights while he sits in the car. Other moderately priced gadgets include a closet light which burns only one or three minutes and then goes out; a contrivance for warming the youngster's milk bottle, and a washing machine small enough to put under the kitchen sink. For the younger generation the



**JUST PUBLISHED**  
A Brand-New Collection of Songs Featured By the World's Most Popular Child Personality.

**\*SHIRLEY TEMPLE\* SONG ALBUM NO. 2**

Completely Illustrated With Full Page Scenes From Her Pictures. Cover Carries an Elaborate Reproduction in Colors of Shirley's Latest Photograph.

A Book That Will Appeal to Every Child.  
**35 Cents Per Copy**  
(Write for Special Quantity Price.)

**MOVIETONE MUSIC CORP.**  
RCA Bldg. (Radio City), New York City.

**Big Premium Item!**



No. B101. EACH 69c  
Case is made of Metal, Crystal Finish; may be had in assorted colors. Very compactly constructed—size closed, 3 3/4 x 2 x 1/2 in. May be used for snap or time pictures. Makes pictures size 1 1/4 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

Ten for \$6.50  
No. B102 FILMS, for Above. Put up 6 Exposures in a Roll. Dozen Rolls 85c  
SEND FOR CATALOG.  
**ROHDE-SPENCER CO.**  
(Wholesale House)  
223-25 W. Madison St., Chicago

**ELGIN or WALTHAM \$1.95 Ea.**

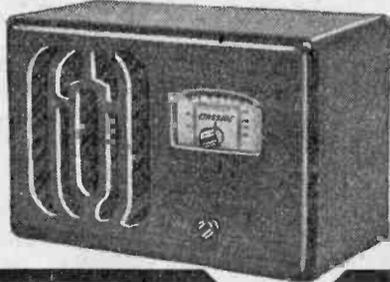
7-Jewel, 18 Size Watches. In New White Cases. Flash Carnival Watches that do not run, 50c each. Send for Price List.

Your Money Back If Not Satisfied. CRESCENT CITY SMELTING CO., Old Gold and Silver Buyers and Refiners, 113 N. Broadway, St. Louis, Mo.

**THE "FIRESIDE" A BETTER RADIO for LESS MONEY**

"The FIRESIDE" is catching on all over the country! Orders and reorders are flooding in daily! There's just one reason—"The FIRESIDE" is a better Radio for less money! Illustrated is latest improved model, No. 40. A. C. D. C.—Smart, modern, walnut finish cabinet. New improved white marble, full-vision calibrated dial, lights up glowing red, 550 to 1600 kilocycles. Four quality RCA licensed tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful—Selective, Accurate! All parts thoroughly tested. Order today! 25% deposit, bal. C. O. D. Circular on request.

\$5.00 \$5.35 \$5.75  
Lots of 100. Lots of 6. From 1 to 5.  
**FREELY CORP.,** 2 W 20th St., New York, N. Y.



**LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.**

**F&M FOOTBALL SPECIALS**

Something New  
Printed Football Feathers  
Complete name of College or School printed on Feather in exact Color Combinations—One Day Service.

100 \$2.75—1000 \$25.00  
No. 50—Badge made up complete with Celluloid Button (name of College or School) Two-Piece Satin Ribbon and Metal Lithograph Football. All complete. Per 100 4.50  
No. 60—Same as Above with Miniature Gilt Football. Per 100 5.50  
Special Orders Shipped 5 Days After Receipt of Order.

Send for Special Football Catalog "KING KONG" DANCER  
Works the same as Dancing Dolls or Clowns. Dressed in two attractive colors of life-like fur—Pure White and Chocolate Brown. Send 25c for Sample Prepaid. Each in Wrapper. 1 Dozen Assorted to Box. Complete with Directions. Gross 9.00  
Remit 25% Deposit With Orders.

**GOLDFARB NOVELTY CO.**  
THE HOUSE OF SERVICE  
116 PARK ROW, NEW YORK N. Y.

**TIES**

WRINKLE PROOF TIES  
NEW—NO. 614 LINE \$1.40 Sample Doz.  
Starting high quality. Carries 16.00 Gross.  
55c price tag. Looks like real \$1.00 \$125.00 100 Doz.  
value. New spun yarn. Guaranteed wrinkle proof. Order today. 25% with Order. Bal. C. O. D. plus Postage.  
Fall Catalog Out Soon.

**CONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N. Y. Dept. A.**

**new! SPORT TAIL**

In the next few months these real fur black and white Sport-Tails with red, white and blue streamers will be everywhere... on boys' skull, baseball and ice-skating caps; on kiddie bicycles; everywhere. Stock up and clean up. **GROSS \$5.00**  
Sample, 15c.  
Write for "Everything in Furs," Illustrated Circular.  
**CHARLES BRAND, 208 W. 26th St., N. Y. C.**

outstanding novelty is an airplane toy that loops, side-slips, tail-spins and power dives, and does almost every other trick known to a real ship.

# New Items Review

## Soap Pulverizer

A twist of a small crank on a new soap pulverizer converts a cake of soap within a molded Textolite housing into pulverized form and feeds it into the hands of the user. A fresh cake of soap can be easily inserted since the entire front of the dispenser may be removed for reloading. The plastic housing eliminates any possibility of corrosion and provides a permanent finish easy to maintain. Its clever design gives it plenty of appeal. Manufactured by Voorhis-Tiebout Company, Inc.

## Tricky New Clothing Cadget

The new Buddy shirt anchor is a clever little item which should go over both as a straight seller and as a premium. The user simply sews one small button to his trousers, under the inside flap in line with the shirt buttons. He then fastens one end of the anchor to this button and the other

to one of his shirt buttons. The result is his shirt is held in, his collar down, and his trousers up. The item is made entirely of rubber, cannot slip, and there is nothing to bind or tear the clothing. Comes mounted on card bearing a 25c price mark and cellophane wrapped.

## New Breakfast Set

Rand & Company are introducing a new pattern in breakfast sets on a salesboard deal. The pattern is the Tricorne (U. S. Patented) shape and is available in three different designs—Mandarin, Dutch Petit and Sailing. Tricorne pattern is very unique and appeals to women.

No matter how much dinnerware a lady may have or receive she will always welcome the pleasing variation the pattern offers. It's very appropriate for breakfast or bridge sets and the dinnerware is first quality in every respect. Mandarin, a brilliant decoration in Chinese red, is most striking and is particularly in tune with the Tricorne shape. The Dutch Petit design is very attractive and appears as if woven into the china. The Sailing decoration is an interpretation of sailing boats on the Black Sea. Rand & Company's catalog describing these sets any many other fast-moving items is now ready.

## New Scissors Sharpener

The introduction of Shearsharp by the Colony Manufacturing Company brings forth the latest scissors sharpener on the market that scientifically sharpens and bevels both blades of straight or curved scissors alike. The novel sharpener sharpens both blades at a time, all sizes and shapes, with utmost efficiency. This clever device is proving successful with demonstrators in department stores and novelty stores thruout the country. Shearsharp is manufactured and distributed by the Colony Manufacturing Company, inc.

## New Airmeter

To guard health, complexion, rugs and drapes against the harmful effects of moistureless air, the Airmeter has been placed on the market by the Middlebury Electric Clock Corporation. It is a combination thermometer and hygrometer, which tells at a glance the relative humidity and temperature, and was produced to meet the demand for an accurate instrument at low price. It is attractively designed in the modern, with black dial having silver markings and a chromium case. Dial is of natural aluminum showing thru a black background. Reports state it is being grabbed up by many premium users.

## Lifetime Refill Fuse

A new type plug combines the multiple fuse feature with a refill feature, with the result that this fuse can be used for a lifetime in homes, stores, buildings, factories and shops. The refill is a metal and asbestos disc which can be removed from the plug and replaced with a new one of any amperage at any time. Each refill has three fuse points which are used as needed by a special fuse top adjustment. The Arkay Laboratories, the makers, have just introduced the item to agents, and the lifetime is sold equipped with one refill and two extras, making it equal to nine ordinary fuses.

## Set of Four Ash Trays

The Franklin Die Casting Company has just introduced an ash tray line which it is merchandising in sets of four. Each piece is different, but the entire set depicts action in music or sports, etc. Graceful lines make them a smart answer for the demand for gifts and prizes. Durable all-metal construction. Triple chromium-plated, yet made to retail for \$1 per set.

## Novel Napkin Rings

Here are some little items which will appeal to the kiddies at any appropriate concession. They are napkin rings designed with an animal holding the ring. Reasonably priced and so suited for a liberal give-away system. Supplied by The House of Gadgets.

## New 400-Page Catalog

The May & Malone Red Book is famous in the retail jewelry and gift trades. To them "Red Book" signifies 400 pages of real quality merchandise. The latest edition just announced to the trade contains beautiful illustrations of their jewelry, electrical ware, silverware, clock, camera and radio lines. Every concessioner and premium user would do well to have a copy.

## Kleenti Tea Strainer

The Kleenti Tea Strainer, merchandised by Artleigh Products, Inc., is the newest item designed for household use. Made of Bakelite, the Kleenti strains the tea as it is poured into cups and does not drip. A rubber ring is fitted on the end of the strainer. Looks like a winner for agents and pitchmen.

## Clear-Vue Soap

The Clear-Vue Manufacturing Company has introduced a clever new item in the form of a high-grade toilet soap. The soap is transparent and contains colorful advertising messages or pictures which show clearly on both sides of the soap. The message or picture lasts until the bar is entirely used up, making this an attractive advertising specialty or a money maker for agents.

## Low-Price Watch Line

Years ago among the most popular "name" watches in the low-priced field were the Chateau Cadillac watches. Salesboard organizations used them in tremendous quantities, orders of 20,000 and 30,000 being not too infrequent.

This week the Chateau Cadillac Watch Company, headed by Sol Sachs, veteran of many years in the watch manufacturing business, announced its re-entry into the salesboard, concession and premium field.

Featured in an early announcement of the company are men's wrist watches with Swiss seven-jewel movement, three-piece chromium cases, raised gold-figured dial and genuine Morocco and pigskin

straps. Another man's wrist watch of the same description as the foregoing is also featured with a 15-jewel movement. Prices on both these numbers are unusually low. In the line of ladies' wrist watches the firm offers a Chateau Cadillac model with Swiss jeweled movement in the latest styles and designs. The case of this watch is guaranteed air-tight and dust-proof. A beautiful bracelet is attached. The sensationally low price is also an outstanding factor in the sale of this number.

Mr. Sachs announces to the trade that the firm carries a complete and varied assortment of all models of watches, all of which are new imports and are being offered at new low prices, and invites inquiries from all his old friends in the field and from all new operators who are looking for greater watch values.

## Complete Radio Line

The Autocrat Radio Company is now prepared to answer any call for different types of radios. Midgents, portables and auto radios are included in what is probably the most diverse and extensive line of low-priced radios ever offered. Auto radios range in price from \$13.95 to \$20.75; midgents from \$5.35 to \$8.75.

The Sportsman, which is one of the most popular in the line, is small, compact, portable, which requires no electrical attachment or aerial. It is very light and can be operated with standard batteries. This is attractively priced at \$15.11.

## Aluminum Shakers

Made of heavy gauge aluminum with a popular spun-ray finish, the new salt and pepper shakers made by the Aluminum Goods Manufacturing Company constitute an attractive item. Original and pleasing in design, the shakers have bakelite bases and are distinctive enough in appearance to match the finest table appointments. A wider strip of enameled embossing distinguishes salt from pepper shaker. Made to retail at 15 cents each.

## CASH IN NOW ON Campaign Souvenirs

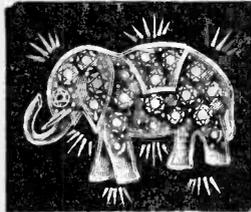


3/4 - 1 inch White Stone Donkey. All white metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J235—

70c

Per Dozen . . . . . 8.40  
1/2 - 1 inch White Stone Donkey. White metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J232. Gro. 9.00  
Per Dozen, 80c.

Roosevelt Lapel Button. Made of metal in gilt finish. Packed 1 gross to box. BN10218—Per Gro. 75c  
Packed 1 Doz. on Display Card. BN10214—Per Gross . . . . . 1.00



3/4 - 1 inch White Stone Elephant. White metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J234—Per Dozen . . . . . 70c

1 - 1 inch White Stone Elephant. White metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. B34J233—Per Gross . . . . . 9.00  
Per Dozen, 80c.



Sunflower, Landon-Knox Lapel Button. Made of metal. Actual size. Packed 1 gross in box. BN10221—Per Gross . . . . . 1.00  
Packed 1 Doz. on Displ. Card. BN10222—Per Gross . . . . . 1.25

Landon Prairie Flower. Attractive bright yellow enameled leaves with black center and raised yellow enameled name. Durable pin back. Individually carded. B33J1—Per Dozen . . . . . 60c



Elephant Lapel Button. Made of metal, gilt finish. Packed 1 gross in box. BN10225—Per Gross . . . . . 75c

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Sample 10<sup>94</sup>

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Perfect for Automobiles, Furniture, Silverware, etc.

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Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.) **FAST SALES! BIG PROFITS!** Modern Walnut Cabinet. Powerful dynamic Speaker. Superb tone. NEW 3-COLOR DIAL. R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **FREE! NEW 1937 CATALOG** Genuine Generals Build Business.

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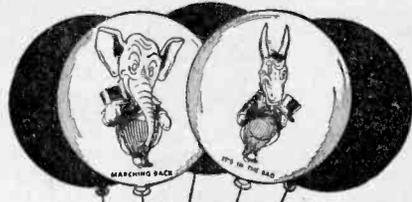
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Timely Presidential Campaign Prints. Portraits of Roosevelt of London on one side—the Democratic donkey or Republican elephant on the other side.

For Sale by Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.



**PITCHMEN**  
by BILL BAKER

(Cincinnati Office)

**TEXAS BILLY FINNEGAN** inks from Huntingdon, Tenn., that his show opened last week in Boliwer, Tenn., with a complete new outfit and several new people. He reports that his season has been more than satisfactory thus far and that conditions at present are better than ever before. He says that nearly all towns in Tennessee are open to med operas.

**HAPPY O'CURRAN** pencils from Marianna, Ark.: "Closed my med show in Grady, Ark., October 3 to take over the management of the Alabama Minstrels. Southern Arkansas was good for me. Doc Billy Beam and the missus spent three days with me and they are real folks. The Doc drives a new Buick sedan which pulls a special-built trailer, and from the looks of his bank roll Kentucky did okeh by him. He works single-o, and does he get the filthy lucre? I don't like to admit it, but he got more money last Saturday than I did with two comedians, and I thought I had made a good pitch."

If you cannot buy The Billboard where you are, 15 cents in postage to The Billboard, Cincinnati, O., will bring it to you.

**"AFTER SPENDING** five weeks and nearly the bank roll I have come to the conclusion that West Texas is no place for me," scribbles Harry Levitt from Abilene, Tex. "Crop conditions are very bad here. While in Childress, Tex., I met some of the boys on the Western State Shows and Jack Rubeck, owner, told me the show had a good season until it hit the Texas line. Since then they have been playing one blank after another. Gus Weiner, who has been jamming on the Western State Shows, reports that he had a very good season. Gus says the law of averages always takes care of him. I was sorry to learn that my good friend Eddie Stone is seriously ill. Here's hoping he will be up and at 'em shortly. Come on, you jam men, speak up. If it's good say it's good and if it's bad, well, that's just too bad."

**M. JACKIE MILLER** pencils from Mountain View, Mo., that he had to close his Indian Herb Company suddenly at Bernie, Mo., as the result of being bitten by a copperhead snake. Miller says that he was visiting Babe Rearick on the Barker Shows when the accident occurred.

**"THIS IS MY FIRST** attempt at breaking into Pipes," scribes William Gersback from Frederick, Md. "Our first attempt at Eastern fairs proved disastrous. At Hagerstown, Md., we took in a stranger who was hungry. After feeding him he rewarded us by running off with part of our tools and some of our money. We're certainly disappointed with the people in the East and sincerely wish we were back in the Midwest. Our Lord's Prayer on a penny has been going fair."

**PITCHING** in England, according to the book titled "Walkers and Squawkers," means pitching the article sold to the buyers. In America pitching means collect the long green.

**J. P. PAGE** scribbles from Trenton, N. J., that he would like to read pipes from Harry Maters, H. Perkins, Doc Reynolds, Salem Bedonie, Bob Rocke, Eddie Diebold, Al Marks, B. J. Stark and S. C. (Shorty) Treadway.

**SAM BERMAN** who has been working corn punk around North Michigan, infos from Mt. Pleasant, Mich., that both Midland and Mt. Pleasant are again open. Readers, according to Sam, are \$3 a day. He says that shops around Grand Rapids and Muskegon, Mich., are going strong and

that both towns are open to your own o. m. Sam plans to work several towns in Michigan before returning to Ohio. He is anxious to have a pipe from Art Engle.

**J. H. McCASKEY** veteran long-distance sheetwriter, shoots from Petersburg, W. Va.: "Met Whitey Johnson, the missus and daughter, Gene, of peeler fame, while at Albemarle, N. C., recently. Gene made her first demonstration there, and the passout was exceptionally good. The natives fairly stampeded to get the item after little Gene had finished talking. Good luck, Whitey. Gene will be an ace pitchwoman some day. Rose Gorman, with decorations, also did well there."

**"I HAVE BEEN** a regular reader of the Pipes column for years but have never read anything about that dean of Pitchdom, A. G. Payne, who I believe had no equal as a money getter and drug creator," tells H. A. Cowan from Toronto, Ont. "I was his silent man for years, making cities in advance and had everything arranged by the time he arrived. Payne had a modern outfit 20 years ago which sold nothing but medicine. He always had the good will of the druggists wherever he worked. I was in his service when he was the author of the revenue laws passed in Tennessee and South Carolina regulating the State, county and city licenses on medicine shows. He worked four shows in Tennessee for three years and the same length of time in South Carolina. His were the only shows in those States at that time. At present he is making his third campaign in Canada and has a chain of 40 stores in Toronto, with 20 in the smaller cities. I judge him to be about 57 years old and still going strong. He learned the game under the late Augustus A. Dunn and Colonel Frank Dillingham. He is a great judge of human nature, and that to a great extent has much to do with his success."

**SPEAKING** of closed factory gates, the only gates closed to some pitchmen are the gates of St. Peter.

**"LOVE TO READ** the Pipes, they are just like a letter from home," inks L. Massey from Joplin, Mo. "Certainly glad to hear Jimmie O'Malley is going good. What is it, Jimmie, run menders in the South, hot tamales in Mary's kitchen or vanilla in Fort Madison? I have been doing okeh with the little lighter, and reports from some pitch lads in these parts indicate they are having lots of luck."

**H. L. CRUMPTON** postcards from Anniston, Ala., that he and Slim Rhodes have just closed at the Northern Alabama State Fair. Crumpton says that biz was okeh there, despite plenty of rain the first part of the week. "Glad to read Ray Redding's pipe and to know he is getting his share of the long green. Let's see more pipes from all the boys," says Crumpton.

**HAV-A-LAF WALKER** writes from Tulsa, Okla., that due to three weeks of continuous rain he and the missus, Cozy, were forced to close their medicine show. Walker has taken a position as principal comic at the Roxy Theater, Tulsa, while Cozy is visiting with her mother in Columbus, O. She expects to join him at the Roxy in a few weeks, however. Walker reports the last season as only fair.

**HARRY CODY** of med fame, who has had a successful season purveying the tonic and liniment in the Hoosier State, is headed with his family for Portsmouth, O., where he will spend a short vacation with his brother before resuming activities at Lawrenceburg, Ind. Harry reports the following

conditions concerning the Hoosier State: Lawrenceburg, s. r. only; Aurora, closed; Bloomington, open on a good corner to s. r. only; Anderson, open to courthouse corner and shops. Town is reported very good; Alexandria, closed and n. g.; South Bend, shop and one corner with s. r. only; Mishawaka, shops; Franklin, open to courthouse square with s. r. and o. m.; Goshen, s. r. and o. m., good; Elkhart, shops; Gary, lots and shops, and Columbus, c. t.

**WONDER WHAT** has become of the boys who used to flash the Michigan bank rolls. There seems to be a shortage of the ones or the one 20 that used to be wrapped around the ones.

**STANLEY SMITH** with the resurrection plants, is frequently seen getting some good scores on the South Broadway and Cherokee spots in St. Louis.

**CHIEF MEXAS** with med, has enjoyed a successful season on fairs and at factory gates.

**THE CLARKS** with darners and needle threaders, have been making chain stores to a good business. They have remained in some stores for more than a year with the same item.

**TOMMY BURNS** veteran Cincinnati pitchman, now retired, is still hot and bothered about the idea of reviving the dormant Salesman's Protective Association. Tommy's idea is to get a Cincinnati organization functioning immediately, with the hope that the thing will spread to other cities.

**IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!**



EVERYTHING IN FOUNTAIN PENS & SETS.

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Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.  
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Delays are unprofitable. If you are having difficulty getting your orders filled promptly, write or wire us. We are in position to give you immediate delivery on all items. Low Prices, Quality Merchandise.

WE GIVE YOU 24-HOUR SERVICE.  
**STARR PEN CO.**  
300 W. Adams St., Dept. 11, Chicago, Ill.

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Large Profits easily earned selling new 21-Folder Assortment. Sells on sight for \$1.00. Write for particulars.

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Cost 5c (In 200 Lots) Sell 25c.



Sell on sight to stores, taverns, hotels, garages, auto camps and all merchants. Best selling Xmas sign in the U. S. A. Be quick and be first in your territory. Send for samples and get started at once.

**ORDER TODAY AT THESE AMAZINGLY LOW PRICES:**  
12 Samples, \$1.00.  
50 Xmas Signs, \$3.50. 100 Xmas Signs, \$6.00.  
200 Xmas Signs, \$10.00. 500 Xmas Signs, \$22.50. Postpaid if money order is sent with order. None C. O. D. (Do not send currency.) No Free Samples.

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We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

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**Tinselled, Dazzling, Sparkling Christmas Signs**

**WE EXTEND TO OUR FRIENDS AND PATRONS THE SEASON'S BEST WISHES.**  
Original 9x11 beautiful Cardinal Red Cardboard Signs. For quick delivery send \$4.00 for 100, or \$2.50 for 50 Signs, P. O. B. St. Louis. (Weight, 7 lbs. Express Charges Collect). Sample, 25c.  
**KOEHLER SIGNS** 335 Goetz, St. Louis, Mo.



**HAND STROPPERS** \$8.00 per Gross.  
**RAZOR STROPS, \$4.80 to \$72.00 per Gro.** **WALLENBECK MOLAND MFG. CO.,** Sandwich, Ill.

**GENUINE DIAMOND RING** Solid Gold Mounting  
Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.  
**H. SPARBER & CO.,** 108 North 7th Street, St. Louis, Mo. **2.95**

Tommy reports dues will be 25 cents a year, which will allow the contributors the privilege of carrying a membership card. Tommy hopes to use the funds to open a local clubroom for the pitch boys. He claims he already has 70 members. Anyone interested can get in touch with Tommy thru *The Billboard*, Cincinnati.

**MILTON (CURLY) BARTOK** . . . has been making some real scores at fairs with his elaborate flash and medicine and health book package.

**BILL SHELFORD** . . . of artificial flower and laurel note, made Louisville recently to an okeh business.

**GEORGE SHIELDS** . . . with sex books, made a good take-in at the recent Legion doings at Versailles, Ind.

**HOT-SPOTTING** is the vogue in Pitchdom since the closing of some of the big cities. Hot-spotting has been very profitable to some as they work the busiest of busy business districts. But it takes someone with intestinal fortitude to make good.

**D. W. CHESTER** . . . with a Lord's-Prayer-on-a-penny machine and four other flashes, made the Versailles (Ind.) Pumpkin Fair to good results despite a heavy downpour the greater part of the fair days.

**PAUL HAUCK** . . . prominent med pitchman, is managing four in-the-money spots on the midway of the Midway Shows, which made Wabash, Ind., last week.

**LOU BARTEL** . . . and the missus are headed south into Tennessee with their athletic show to join the Spencer Shows at Henderson. Lou is pitching physical culture books to the customers attending the matches.

**JOHNNY McLANE** . . . cards from Indianapolis: "Stopped off at Dayton, O., while driving thru and talked with Captain Billy Lockhart, who was working doorways there. The fellow you mentioned in the column last week who has been giving all the stuff away with his rad while working shops here is making it tough for others who follow. We sell the items he gives away. It's a pity he doesn't give his customers a new car or a house and lot and possibly a fall overcoat, then he would really be a philanthropist. I've seen plenty of this 'bag full of stuff for a dime' business lately in New York State. Shame on such people."

**BILLY SULLIVAN** . . . inks from Springfield, Mass.: "Pitchmen working Western Massachusetts at present besides myself are English Harry Neenes, radio plugs; Harry (Goosie) Golden, ring tricks; Joe Krause, med; Joe Hall, sharpeners; Jack Abel, garters;

**FAIRS CONVENTIONS COMING EVENTS And Other LISTS**

*Will Appear in the Next Issue*

Tommy Barrows, horn nuts, and the greatest Roman of them all, Frank Connolly. Frank is 75 years old and still making passouts. Factories here are all good at present and everyone is getting the folding dough. Don't come in here, boys, unless you can lay that \$51 on the line for a year's reader. It's worth it, however, as you get real protection and some juicy Saturday spots. You can transfer your reader when you are finished with it, and often there are short readers for sale at the Bureau of Standards, State House, Boston. How about some pipes, Bill LeBean and Charlie MacGarr?"

**MAX MARGOLEN** . . . while in Cincinnati on business last week was a visitor to the Pipes desk. Max reports a good season. He plans to make the Circleville (O.) Pumpkin Show and says he has 10 drug stores lined up which he will work until Christmas.

**THE LADS WORKING** the watch and razor blades are getting some of the long green during this cool weather. It looks as tho the rad, gummy, solder and flukem workers have gone in for the items and are doing biz at par.

**"TOM DEAN** . . . Jim Ferdon, Morriss and Raylon, Blacky Woods, R. L. Wilson, Red Alexander, M. B. Lewis and Jim Rambeau are in this immediate vicinity at this writing," shoots Cecil Stephenson from Caraway, Ark. "Have been doing blackface for Indian Joe's herb company and business has been okeh. Show roster includes Indian Joe and the missus, Peggy Taylor, Cowboy Jack and myself."

**ANY NEAR-BY** resident of Maxwell Market, Chicago, and French Market, St. Louis, can repeat the talk on the Gila monsters word for word.

**HARRY CORRY** . . . of jam fame, doesn't let the inclement weather of outdoor pitching interfere with his activities. Harry goes in for auctioning off bankrupt stores and puts on sales for merchants in need of cash, besides refereeing wrestling matches. Which all goes to prove that Corry is one of the most active as well as prosperous men in the business.

**WITH TIME HEAVY** . . . on their hands due to the close of the circus season, it seems that hobs, knobs and buckles will be a heavily featured item by such high-powered babies as Jimmy Miller, Joe Clark and Ralph Redden.

**SINCE BILL BERNARD** . . . has sung the swan song and left for home to enjoy those New England dinners which he showed so many housewives how to make during his demonstration career, many of the boys with the tools will undoubtedly be vying for his spots in the big food and other indoor shows.

**MORRIS KAHNTROFF** . . . cards from Dallas that he is still working his Hollywood Auction at the Centennial there. Morris says that Bennie Gross is assisting him and that business has been good thus far.

**A SCORE OF YEARS** . . . ago Ned House was taken to the station in Toledo, O., for working without the proper credentials. Ned not only squared the rap but also got a permit by demonstrating and selling to every member of the police department present one of his late self-filling ink sticks.

**"WHY DON'T** . . . you read the Letter List and pipe in about New York, Carl Herron?" queries Frank Vail from Detroit.

**HUSTLERS' TIP:** An item that has been tried and proved to be a real money maker is the salesboard. During the bleak winter months a fellow with a good line of boards can find it easy to stay in the money. To drop into a grocery, drug, candy, cigar store, restaurant or filling station, etc., and make a necessary purchase and then sell a board to the proprietor is not a violation of the law—in fact, it helps a fellow to keep from violating the law.

**JEFF FARMER** . . . scribes from Wilson, N. C., under date of October 15: "Returned here after a trip thru Tennessee to find things a whole lot better than when I left. Spots are getting harder to fix and money more difficult to get, however. Still working tonic, oil and soap to fair results."

**TALK ABOUT CLOSED** . . . spots and then ask Mary Ragan about the time she fixed to work right off the judge's bench in a courtroom in Cookeville, Tenn.

**THE HUMP IN DAYTON, O.** . . . is no more. At one time one of the most frequented working spots of Pitchdom, it has been taken out of pitching by such spots as the Delco, Moraine City and Cash Register plants, which sprung up after the Hump gave way to the viaduct.

**Pitchdom Five Years Ago**

Jack Chadwick and Albert Wood left Detroit and headed for points south. . . . Doc Sage was garnering plenty of cocoanuts in St. Louis despite the depression. . . . Coney Island was neither dead nor sleeping. Several high workers were confidently awaiting the big November biz. . . . National Health store at Atlantic City provided the boys with plenty of blz. . . . Henry Harris joined Andy Stenson in the far South. . . . Lew Backenstoe, well-known showman, got a great kick out of the pitch stores along Sixth avenue, New York. . . . Mendleson & Barris opened a new pitch store in Brooklyn. . . . According to reports from Whitestone Collins, Hindoo picked another winner in Newark, N. J., with 25-cent neckties. . . . Columbus Day in New York was a "wow" for the pitching fraternity, according to Henry Operis. . . . Butler-De Muth Players were taking to the halls for the winter. . . . Quannah, Tex., was a red one for Al Burdick. . . . Included among the pitch contingent at the Antioch, Ill., Fair were Frank DeGraw and the missus, Harry Wherry and Myrtle Hutt. . . . Al Smith's med show was turning 'em away at Montcalm, W. Va. . . . Doc Floyd R. Johnstone closed his season a little early so as to be in Oklahoma City to assist in the arrangements for Jerry Russell's initiation into the Elks. . . . Happy O'Curran rounded out his third season with Doc R. E. Lewis. . . . Tom Sigourney was operating two sex shows in Doc Perry's stores, New York. . . . A hotel fire, in which George Bird has a narrow escape from death, caused the closing of the Brother Benjamin's Concert Company. . . . Bozo Klein transferred his keister and talent from Detroit to Chicago. . . . Doc Kries' physic opry was percolating slowly thru the Keystone State. . . . Hot-Shot Austin was spreading education in Dixie. . . . Lineup of pitch artists wintering in Dayton, O., included Jimmy Gray, Jimmie Church, Harry Silverman, Kentucky Lee, Jockey Ross, Doc Whall, George Stewart, Doc Wild, Morris Kahntroff, Herb Casper and Kid Warner. . . . Do you boys remember the program of pipe-shooting which took place at the Antler? . . . That's all.



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We Carry the Most Complete Stock of White Stone Rings in the Country.

We not only have the most complete stock of Rings in the country, but we also carry every kind of jewelry store and demonstration merchandise. Write for our sample line No. 93, consisting of 18 new White Stone Rings for \$2.00. Send for new booklet showing Men's Gifts and other Holiday Gifts.

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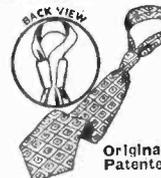


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In new kind of wholesale business. Place famous line 5c-10c goods with stores. Merchants grab our FREE COUNTER Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.

**World's Products Co.**  
Dept. 1088-A, Spencer, Ind.

**Have a BIG-PAY STORE ROUTE**



**SLIP-NOT TIES**  
NEW FALL LINE, Silk Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 50c Seller. \$2.25 per Doz. Send for Sample Doz. \$2.50 Postpaid. Money refunded if not satisfied.

**Leader Ties**  
Ready-Made Knots. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c sellers. \$2.25 PER DOZEN. Send for Sample Dozen. \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hand Ties, Silk Lined. \$15.00 gro. Sample doz. \$1.50 postpaid.  
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**EARN \$9.00 DAILY**

FROM NOW UNTIL XMAS. **SILK LINED SENSATION**  
**\$1.50 Dozen \$16.50 Gross**  
A sure profit winner. 50c sellers. You can easily sell 2 dozen daily, leaving you a clear profit of \$9. Smart, snappy up-to-date patterns. Rush your order now.  
**"HEADLINER" TIES, \$2.00 DOZ.**  
An exceptional buy. Tailor made of the finest quality silks and satins. Both ends margin silk lined. Guaranteed for long wear. \$1.00 sellers.  
25% Deposit, Bal. C. O. D. Money Refunded.  
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**BLADES** First Quality, Uniform D. E. Blue. 35c Per Card.  
20 Packs of 5s. . . . Per Card.  
Send 25% Deposit or Cash with order.  
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**MASKS & FALSE FACES**  
PENNY MASKS, Gross. . . . \$ .75  
2c HALF MASKS, Gross. . . . 1.00  
5c MASKS, All Kinds, Dozen. . . . .30  
10c MASKS, Dozen. . . . .60  
No Samples or Catalogues.  
25% Deposit With Orders.  
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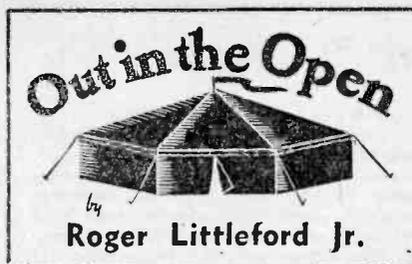
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### Some of Them Speak

GENERALLY speaking, the 1936 outdoor season has been a successful one—probably the most successful in at least seven years. As one show after another is put to bed for the winter these facts are more and more in evidence, and it is encouraging to note the wave of optimism so obviously prevalent thruout the industry. Of course, there are exceptions (there are to every rule), and the Middle Western drought, early spring floods and excessive heat hampered business to a certain degree in some localities. But considering the nation as a whole, the warm months of 1936 have been kind and generous to the outdoor show world.

During the last few days, since the first of this week to be exact, this reporter's attention has been drawn in devious directions by show people, large

and small, who seem anxious to tell the world what they, as individuals, think of the season past.

To Sam Gumpertz, skipper of the biggest show of them all, the season has been a pleasant puzzle. In an interview with the Associated Press early in the week Gumpertz announced that "The Ringling-Barnum Circus has had its best season since 1929, and Presidential election years have long been the hardest seasons for amusement institutions of our kind. But not this year. We've had to turn away crowds in dozens of places. If that's a barometer," Mr. Gumpertz continues, "I don't know what it gauges, but it's been a good circus year."

To Harry C. Baker, New York park and resort equipment manufacturer and proxy of the National Association of Amusement Parks, Pools and Beaches, the stationary outdoor amusement centers have also enjoyed their best season, as a whole, since 1929. Mr. Baker is convinced that parks and resorts are on the threshold of a new era provided a sufficient percentage of '36 profits are poured back into the plants in the form of improvements and renovations. According to Baker, manufacturers of riding devices and equipment are reporting inquiries and sales that have been unsurpassed in years. He is especially elated over a contract recently signed with Playland Park, Rye, N. Y., calling for the installation of an elaborate Funhouse in one of the larger buildings there.

To Isadore Klein, president of the Coney Island Chamber of Commerce, business realized at the big seashore playland this year is a definite indicator of the possibility of resurrecting Coney to its one-time brilliant status. The season there was good, but not what it could have been had there been a greater display of new attractions.

To Joe Hughes, that perennial visitor to fairs of the maritime provinces of Canada, when thousands upon thousands of people brave rainy, foggy weather to visit their favorite fairs then times must be good. And that is just what took place this year in Halifax, St. John, Fredericton and other Canadian agricultural expositions. Incidentally, Mr. Hughes' trek thru the maritime provinces this year marked the 19th straight season that he has made the fairs in that section of the Dominion.

To Art Lewis, general manager of the carnival bearing his name, it is extremely gratifying to know that the boys operating legitimate concession games closed the season in New England with plenty of folding money—that the strong workers are just about back where they were when the season began. That news should be gratifying to everyone interested in the future of the business. Lewis reports that he is on his way south to visit the Southern fairs and the Texas exposition, Dallas, and Fort Worth show before settling in New York for the winter. And we wonder if that means that Art is the new owner of the Lewis Billiard Academy, 34-table emporium in Harlem. Art also infers that he has sent his Ridee-O and Loop south with Benny Krause, Al Rogers representing.

To W. M. Tucker, owner and manager of the Al Hodge Shows, when *The Billboard* warns show people to make room reservations at the Hotel Sherman a couple of months in advance of the

### Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Those with individuals shown and giving their names preferred. Names and addresses of the manufacturers also desired. Kindly mail pictures to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.

annual outdoor conclave then it really is like old times. Mr. and Mrs. Tucker are spending a few days in New York on a combination business-pleasure trip.

To Ben Williams when an operator packs his equipment away for the year with a smile, a big smile, on his face there can be but one answer. Williams is back in winter quarters with just that sort of an expression. He played the Maine fairs again.

DAIL TURNEY, general representative of Tom Mix, in town on business.

Mix, it is understood, is anxious to work winter dates thru the East. His circus has had a good season and he is looking forward to a bigger and better year in 1937. . . . Dave Ballard, tall man, currently doing publicity for Col. W. T. Johnson's New York rodeo, really tied up sidewalk traffic in front of the Palace Theater Building the other day. Ballard makes a striking impression when in cowboy attire. And the high-heeled boots don't detract from his height. . . . Harry Fisher, veteran circus, vaude and fair performer, received a swell break in Ernest L. Meyer's column, *As the Crow Flies*, running in *The New York Post*. A break for Harry is long overdue, for we know him as one of the grandest persons in the business to work with. He is temporarily working as clown cop with the local WPA circus unit. . . . Doc Ben Lazarus, that veteran game operator, in town on business. At the first opportunity Doc paid a visit to the site of the '39 World's Fair and was impressed no end by the tremendous size of the grounds. . . . Buster Castle, assistant manager and talker for the Wonderland Side Show at Coney Island, writes that he apparently set for the winter in Miami, Fla. Is doing clown work—currently for political organizations. . . . Word has just reached us that Everett Colburn, veteran arena director and judge at the Madison Square Garden rodeo, suffered a compound fracture of the left arm when a wild Brahma cow tried to climb her way into one of the boxes. He is in Polyclinic Hospital.

### Silver State Shows

Artesia, N. M. Week ended October 11. *Auspices, Veterans of Foreign Wars. Weather, ideal. Business, very good. Pay gate.*

A good stand. Rides and shows banner business. Concessions very good. First part of week did not look very gratifying, but last two days people turned out and packed midway. Ninety per cent of people on the lot were Mexicans. They spent freely. "Panama Bill" Letterman, with shows entire season operating the cookhouse, went in for the winter. After few days of illness Paul Towe, owner and manager, is back on lot looking spry as ever. Towe's brother from Roswell a visitor with his family. Tommy Tidwell paid a visit first part of week, he and wife motored over from Roswell. Juanita Nelson, assistant in Little Bill's photo booth, has at present time the starting of a nice menagerie, collection being one green-back turtle. Mae West slogan is being passed along, "Come up and see me some time." Dinner with turtle. Much of show will be stored in near future, eliminating much excess as possible, going on with small show.

BOB MATHEWS.

### Rea Attractions End Season; To Motorize on Larger Scale

INDIANA, Pa., Oct. 17.—Dale Armstrong announced in behalf of the John T. Rea Attractions that the shows closed the season at the fair at Hillsdale, Mich., and are now in winter quarters here.

Tour opened May 1 and closed October 3, only two days' business lost on account of rain.

For season 1937 all new motor equipment, new banners, canvas and general show supplies will be purchased. Since going into winter quarters a new 24-foot trailer from the Eli Bridge Company has been delivered.

Those with the shows have begun to

migrate in all directions. Mr. and Mrs. Paul Rogers, to Spartanburg, S. C., their home. Elmer Fincher and Shorty Smith, with snake show, have gone to fairs south. Mr. and Mrs. L. S. Johnson, to Latrobe, Pa. R. Laverne, magician, to Holly, Mich. Jolly Donne, fat girl, to her home in Flint, Mich. Sam Doyle, torture man, to Cincinnati. Jerry-Ann, attraction, to Chicago. Johnny Cross, ticket seller, to join Mabel Mack's mule show. Mrs. E. Fincher, to Detroit. Fredrick Fredricks, to Toledo, O. Shirley Bost, to Flint, Mich. June Earl, to Detroit home. Mr. and Mrs. Dale Armstrong, to home at Islen, Pa. Whittie Fulton, to Detroit. Arnold Raybuck, to home at Philadelphia. Mrs. Carl Smith, to fairs south. The shows will play several return dates now booked in Michigan.

### Wallace Bros.' Shows

Charleston, Miss. Week ended October 16. *Talahatchie County Fair. Location, Courthouse Square. Weather, some rain. Business, good.*

Shows enjoyed a good business. Rain did not interfere with show hours. All fairs played in Mississippi have proved good. All associations worked in harmony with the shows, consisting of 8 rides, 10 shows and 40 concessions.

Late arrivals to join: Tom Casey, three concessions; Mr. and Mrs. William Luther, 2; Frank Buzzard, 1; Mr. and Mrs. G. F. Litts, 3; Mr. and Mrs. Earl Connor, 1; Mr. and Mrs. B. G. Freeman, 2; Mr. and Mrs. Bill Poole, 1. A. R. (Rube) Wadley and wife purchased two concessions and are on the midway, and Wadley a new housecar. Mr. and Mrs. Clark Hearn enlarged Minstrel Show.

MARGARET MILLER.

### Hardy Reported on Mend From Recent Auto Accident

HARRISBURG, Pa., Oct. 17.—Jack Hardy, general all-round outdoor showman, talker and producer, who was injured near this city in an automobile accident, is expected to leave the Harrisburg Hospital at an early date.

He joined the World of Mirth Shows and was en route from Allentown, Pa., to Richmond. Having been a talker on the Midget Show at the time of the almost fatal mishap and was to take over the Alligator Show. In the car with him were Harry Horner, the candy man, who also suffered injuries, and three others who were not hurt, Harry Gordon reported.

From the hospital it is stated that he was taken to the hospital for observation on September 29 and admitted for treatment October 1, where he has been confined since. At the present his condition is stated on the mend, leading to final discharge from this institution.

### American Exposition Shows To Open Winter Season

CHESTER, S. C., Oct. 17.—Joe Wheety announces the opening of the winter season for the American Exposition Shows under management of John J. Halliday and George Ferguson at the colored fair to be held here.

The outfit, according to Wheety, will consist of 3 rides, 5 shows, 20 concessions and 2 free acts at the setoff, and that Halliday has recently purchased a Merry-Go-Round and Kiddie Ride and has a light plant, handled by White Miller. It is stated that Halliday and Ferguson are from Lexington, Ky., and will have as assistants B. S. Curtis as lot superintendent and Bill Aherns as master of transportation.

### Seeking Norris Layne

CINCINNATI, Oct. 17.—A wire to *The Billboard* from Jack Layne requests that Norris Layne come home at once, as his father is critically ill and not expected to live. Norris is believed to be working under Johnny Stone.

### Floyd Newell a Very Active Press Agent for Sheesley

CHARLOTTE, N. C., Oct. 17.—Floyd Newell, general press agent for the Greater Sheesley Midway, has been in the city for some time in the interest of the shows and the forthcoming Carolinas Agricultural Fair.

To date it is reported that he has covered the event by contact with scores of newspapers and six radio stations. Newell has the personal opinion that this fair is destined to become an event of great importance in the fair world.

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All address, this week, Littleton, N. C. (Fair); next week, Greenville, N. C. (Fair); then New Bern, N. C. (Fair), with Warsaw, N. C. (Fair), to follow.

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### COREY GREATER SHOWS

SUFFOLK, VA., FAIR, THIS WEEK; LORIS, S. C., FAIR, NEXT WEEK.

WANTED—Loop-o-Plane, Arcade, Ten-in-One, Fat Girl, Motordrome, or Any Shows not conflicting. Also Custard, Diggers, Palmist, Eats, Drinks, Photos, Concessions of all kinds except Bingo. Address E. S. COREY or LEW HENRY, Suffolk, Va., This Week.

# Wichita Tops 100,000 Mark

**Kansas Diamond Jubilee is marred by rain—highlight in big array of talent**

WICHITA, Kan., Oct. 17.—Kansas Diamond Jubilee Exposition went above the 100,000 attendance mark despite loss of two days of rain during 10-day celebration ending today. Outside attractions were idle two days and nights. Officials reported weekly attendance at 82,000, the last two days taking the total over the century mark.

Rain forced postponement of *Four Centuries Marching* because of a soggy Lawrence Stadium field from Saturday to Sunday, and showings Sunday thru Tuesday drew 18,000. President Roosevelt's visit on October 13 pulled 125,000 Kansans and Oklahomans into Wichita and set a record for jubilee attendance.

*Jayhawker Revue* proved highlight of the exposition with the finest talent array ever assembled in entertainment history here. Five Royal Swedish Bell-ringers, billed as first American appearance in four years, were applauded heavily. They played the last-half bill. Program changes included new specialties, Nordic Singers, *Night in Harlem* and *Venetian Rhapsody*. Originality of Lottie Mayers' *Disappearing Water Ballet* and *Stair-o-Ton Dancers* got well-deserved hands. Sellouts were reported near closing. Star Jupiter, educated horse act, spotted in Coronado Hall, was canceled at the last minute after the trainer's death. Was booked by Cromwell & Brown.

Legal difficulties growing out of closing William street for rides and north gate were ironed out after an injunction brought in District Court. Educational and commercial displays were reminiscent old Wheat Show days.

## Tarantula Bites Jack Morey, Employee of Earl Chambers

HOUSTON, Tex., Oct. 17.—A large tarantula, believed to have come from South America in a shipment of bananas, bit and painfully injured Jack Morey at Wichita Falls, Tex., last week.

Morey is employed by Earl Chambers as chief monkey trainer in the monkey circus on the United Shows of America. It was while feeding bananas to the animals that the insect attacked him. His left arm at once became swollen and he was treated by a local physician, who expressed the opinion that no serious complications would arise. Last reports are that he was expected to resume work at an early date.

## Mechanical Man With Wife; Collins After 'Em

LONDON, Oct. 10.—Dodson's World's Fair Shows may have the first real mechanical man and wife ever seen in the U. S. if present negotiations being made by Dick Collins with their inventor in London go thru.

It is said that the man walks, talks, plays musical instruments, smokes and dances, while the woman cooks mechanically, plays the piano, sews and also talks, walks and dances. The figures are average life-size, the faces and hands of some kind of substance resembling wax, and what the internals consist of deponent knoweth not. "But for a novelty—well, what do you think?" asks Collins.

Relative to his recent trip to this country, Collins said: "From personal experience I can vouch for the fact that the most economical, pleasant and comfortable way for troupers to cross the Atlantic is by the United States steamers of the American Exporter class.

"I have made many crossings in all classes except the de luxe cabins, and for all-round comfort the ships of the United States lines are hard to beat. I booked my last passage September 26 by the *Empress of Britain* from Montreal, tourist class. Was prevailed upon to change it to the *American Importer*, which is a one-class ship. Was provided with a most comfortable stateroom with private bath, something I had never had before in an Atlantic crossing. Food was excellent and service of the best. It was the same boat that Lindbergh traveled on to England, commanded by Captain Anderson, who is a prince of good fellows, and from cabin steward to captain there was nothing omitted to make one comfortable. There are quite a number of troupers who make the passage during the year, and I think that this information might be useful."

## Al C. Hodges Shows In the Barn for Winter

CROWN POINT, Ind., Oct. 17.—The Al C. Hodges Shows closed the season at Fowler, Ind., and will winter on the fairgrounds here. W. M. Tucker, owner-manager, reports a satisfactory season.

Mr. and Mrs. Tucker went to New York City to visit Mrs. Tucker's mother, en route to Florida. The Harringtons stored their show equipment in the Hodges quarters. Betty Harrington lost no time with her dancing girls, as she opened the Monday night after the closing in Chicago, where she is presenting her cuddle dance. Bill Price, Athletic Show manager, went to Texas to open his sign shop for the winter. Kid Fly, colored fighter and wrestler, went home to Indianapolis. Art Lignor, *The Billboard* agent, and wife decided not to travel and will remain in the winter quarters.

## Business Situation Summarized

**B**USINESS activity during the third quarter made a substantial advance, with gains in industrial production, construction activity, retail trade and freight traffic. While the broad nature of the improvement was of outstanding interest, it is significant that further progress was made in those directions in which capital outlays are important, e. g., plant expansions, machinery installations, railway-equipment building and residential construction.

Industrial production for the period was one-fifth larger than the corresponding quarter of 1935, and was only about one-tenth below the 1929 average. Output of the manufacturing industries, on a seasonally corrected basis, was larger than for any quarter subsequent to 1929.

Steel output increased during this period, contrary to seasonal expectations, and at the end of September daily average steel production was the highest since the early months of 1930. This improved demand for steel is a reflection of the expanding output of the durable-goods industries generally. Automobile manufacturers required smaller quantities of steel in past quarter as production gradually declined to the seasonal low in the latter part of September when assembly operations of most companies were suspended. Manufacturers of building materials have had the most active quarter in several years. Production of textiles has risen sharply.

The failure of the usual seasonal recession in construction contracts awarded to materialize during the summer months indicates that the trend in the building industry is still definitely upward. While projects financed by public funds increased considerably, privately financed work did not show the customary seasonal decline.

Retail sales during the quarter increased on a seasonally adjusted basis, and were considerably in excess of the sales in the corresponding months of 1935. July was the best month of the period according to the adjusted indexes, but sales throughout the quarter benefited from the further rise in consumer income and the distribution of government funds in settlement of the veterans' bonus. Aggregate retail sales in rural areas have not been affected to a major degree by the drought; actual cash farm income, at least during July and August, increased more than seasonally as a result of the higher prices of farm products and some acceleration in the marketing of available supplies. Prices of non-farm products also tended to advance during the quarter.

The trend of employment continued upward during the summer months. The seasonally adjusted index of factory employment advanced nearly 3 per cent from June to August, the latter month being the most recent for which data are available.—Survey of Current Business.

## Canadian Industrial Production Up

OTTAWA, Can.—Canadian productive operations during August showed considerable acceleration over the same month a year ago. The index of the physical volume of business, based on 45 factors, moved up to a new high point since the early part of 1930. Other major indexes also showed marked improvement. Wholesale prices registered a gain of 6.3 per cent, and Dominion bond prices moved up to a new high point during the period of observation from 1919 to the present. The index of common stock prices advanced from 94.7 in August, 1935, to 114.7, a gain of more than 21 per cent, which represents the appraisal of speculators as to industrial conditions.

Exports of copper and nickel were not so great as in August of last year, but sharp increases were shown in the exports of zinc and the imports of bauxite for the production of aluminum. Exports of zinc were exceptionally high, showing a gain of about 75 per cent. Gold shipments from Canadian mines amounted to 317,921 ounces compared with 301,312.

Operations in manufacturing plants recorded considerable increases. The index of the production of footstuffs was about 20 points higher. A marked gain was shown in the output of wheat flour in the last month for which statistics are available. Activity in the meat-packing industry was at a higher level, and the index of canned salmon exports rose from 120 to 179.5. A slight decline was shown in the amount of sugar manufactured.

Production of automobile tires has recently been at a higher level, the index of crude rubber imports standing at 238.5 compared with 177.6, while imports of raw cotton were slightly greater. The production of newsprint, woodpulp exports and the exports of planks and boards showed considerable improvement. The primary iron and steel industry was less active. Automobile production dropped to a low point. Imports of crude petroleum gained 15½ per cent, the output of the power industry was 9 per cent greater, and carloadings advanced nearly 13 per cent, due to the heavy movement of grain.

## 30,000 See Polack Circus at Spokane

SPOKANE, Wash., Oct. 17.—Polack Bros.' Circus, playing its first stand in Washington, showed to tremendous business under auspices of El Katif Shrine at Washington State Armory here this week. Official attendance for eight performances exceeded 30,000.

Performance consisted of 22 displays presented on two stages. Feature acts were Felix Morales Troupe, 75-foot head slide and trampoline; Black Brothers' Troupe, doing three acts—comedy act stopped the show at every performance; Olympia Boys, flyers and horizontal bars; Pape Duo, perch, iron jaw and toe slide; Frank Reriskie Troupe, aerial head stand and balancing trapeze, and the Reriskie Kids; Don Lavola, high wire; Gasca Troupe, doing three acts; Wheeler McMahon Troupe, domestic animals and traps; Hood Troupe, contortion and tight wire. Iron-Jaw Mott, Miss Zerrada, Ray Wheeler and Nelson Trio.

Performance clicked from the start. Everett Conway's Band played the show. For advertising 30 electric-lighted stands and 2,000 sheets of paper for billing were used. Newspapers were lavish in their praise of the show.

Saturday matinee was attended by orphans and underprivileged children as guests of the Shrine. The Spokane engagement was directed by Duke Mills, veteran of the Irv J. Polack staff. Chairman and treasurer for the Shrine were William J. Rusch and Harper Joy, Spokane CFA.

## Al Miller Carnival Now Playing Panama Canal Zone

COLON, C. Z., Oct. 17.—The Al Miller Carnival, which has been touring Central and South America, is now rounding up a three-week stand here prior to moving to the town of David, Charles H. Kline Jr. reports.

The organization carries Merry-Go-Round, Ferris Wheel, concessions and other attractions and is said to have had a successful tour for several years in this section. Kline states that he first met Al Miller in the States some five years ago and that after nearly two years in the 12th photo section in the Canal Zone he will return to New York City in December.

## Harry L. Small, Agent Smith's Atlantic Shows, Ends Season

ORANGEBURG, S. C., Oct. 17.—Harry L. Small, for the past eight weeks general agent for Brownie Smith's Greater Atlantic Shows, has severed connections with the shows in that capacity. He reports a most pleasant and profitable engagement.

## Late News Flashes

SANDERSVILLE, Ga., Oct. 17.—An all-day rain hampered business for the Blue Ribbon Shows at the fair here on Colored Children's Day, Thursday.

MOUNT CLEMENS, Mich., Oct. 17.—Bob Schlossbery, who had the Illusion Show with Conklin's Shows, is back here from a trip to Eastern cities following the closing of the season at Windsor, Can.

## Conklins to West Coast

CHICAGO, Oct. 17.—J. W. (Patty) Conklin, president of the Showmen's League of America, left today for Dallas and from there will go to Vancouver, B. C., returning to Chicago in a couple of weeks. Mrs. Frank Conklin left today for California, and Frank will leave for Dallas tonight, stopping over there for a few days and then on to Los Angeles.



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**ROYAL PALM SHOWS**  
Elba, Ala., this week; Milton, Fla., next week.

## C. E. Lane Shows Want

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## 'TAIN'T RIGHT

The editorial page several months ago called attention to a few newspaper men whose attitude toward the coin machine industry inclined to give the industry favorable consideration, or at least a square deal. One of these men went to bat for the trade, which eventually led him to the Supreme Court of his State and the consequent cost for such legal luxuries.

Preceding the 1936 coin machine show, a gentle hint was offered that a certain cartoonist might be shown the courtesies and hospitality of the convention in recognition for his favorable use of pin games—and some possible publicity from his presence at the show.

Just in case the golden indifference that precedes all Presidential elections by a year might cause us to forget some of these men, there is another familiar name to bring before the fraternity for the piercing wit and underlying fairness of his writing. Altho he makes some of the boys shudder in their pants, there is still a larger number in the trade that enjoy his wit from day to day. And thereby hangs a riddle.

It is not easy to judge why some members of the trade shudder so when a writer makes full use of his privilege to say what he pleases about the coin machine industry, or any other trade, while other members of the trade get so many hearty laughs out of the same stories.

The writer I have in mind is one of the columnists of the day. These fellows have shown a wider tendency to step aside and bestow tender mention on coin-operated devices than perhaps any other group of writers. Some of them have also been equally caustic in mentioning things about men and machines. But the whole may be considered as a little on the favorable side and at any rate it is that much publicity.

It confirms a statement made by a well-known figure in the trade, who said that regardless of all publicity, good or bad, the coin machine industry grows and indicates its progressiveness in keeping with a mechanical age. I have some good scars from brickbats thrown at some of my frankness about the trade, but I still insist that regardless of what any trade paper or newspaper publishes about the coin machine industry, its progress will go as steadily forward as the great movements of which it is a part.

The columnist under consideration at present is Westbrook Pegler. He writes about kings and peasants and in all cases seems to have a sympathetic feeling for the underdog. He is the type who would quickly recognize the unfairness of large newspapers that thrive on racing news and still in editorial news columns pounce upon such things as slot machines and pin games. He is fair enough to recognize the typical operator as a "family man who enjoys his individualism on \$30 or \$40 a week."

Yet of all the men that fill space in newspapers today Pegler seems to enjoy an unusual and exceptional freedom. His caustic criticisms should be read to properly understand the issues of the day. Even if at times he

comes within a hair of hitting the coin machine industry a telltale blow, he can be read and enjoyed just the same. If the industry does get unfair treatment at the hands of newspaper he would be quick to see it and free to bite the hands that feed him. The very fact that he has been so plain spoken and yet admits that the world goes on in the same old channels is proof enough that coinmen should not shudder in their pants under criticism.

His recent book, "'Tain't Right," has so many interesting sketches that it is a rare privilege to read it thru. It would improve the psychology of the coin machine industry if every man in it had to read an article a day. There are laughs on every page and yet every line has something to think about.

Pegler's background is in Chicago, "the coin machine center of the world." "I did my growing up," he says, "in a moderately crowded neighborhood of Chicago on a street of three-story apartments, where most of the families had freckled, bucktoothed, ordinary children. The 'L' ran behind the row and the young blades of the neighborhood . . . got up as early as 4 o'clock in the morning to go running in short pants and undershirts." Then follows a description of the many pranks and devilries which youngsters are likely to do.

"We had other vices," he continues. "We would hop the street car and run up 10 or a dozen fares on the poor conductor while he was inside poking coal in the stove and hop off and run. We rigged the slots of gum-vending machines with paper wads, a trick too involved to explain in detail, to steal a few pennies per machine per day, and we were pretty bad characters, weight for age."

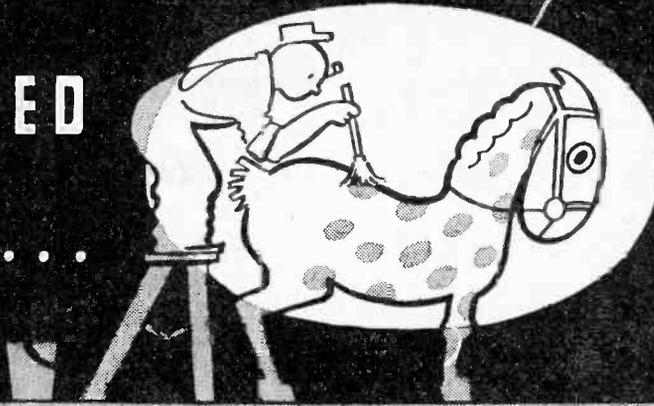
His description of how all these boys found their place in the world and what they became by middle age is something for every operator who gets sore at the brats who stuff paper wads in his coin slots. His own kids may be doing the very same thing to some other operator's machines.

The daring of a man who trots his own bringing up out in public for everybody to read reminds me of the story I heard a well-known coin machine distributor tell of his own "raising" on the streets and alleys of one of our large cities. At a time when another member of the trade was being widely criticized within the industry for his past "associations" this fellow told a story of his youth without blushing (and not a drop of liquor) that would be a crackerjack story on the "sins of youth."

While asking for credit to the newspaper men who drop a favorable mention to the trade, it may be an appropriate time to mention those names that are busy today in creating the automatic industry's own literature, of whatever quality it may be. Among the editors, Branch, Blackford, Carr, Graves, Gidon, Murray and Vetterick are turning out publications that do a real credit to the industry. Mangan has pioneered in the use of inspirational material for operators in a house organ and there are now other house organs rising to prominence. I understand Tips and Topics is coming back. There are a number of news and publicity men who also contribute much to the printed word of the industry.

These fellows contribute a lot more constructive thinking to the good of the cause than they are given credit for.

THEY PAINTED  
A HORSE...



... TO WIN  
*One*  
RACE!

**T**HE handicap horse that was painted to look like a plater was a hoax that worked just once.

Unethical manufacturers have attempted to perpetrate a hoax upon the amusement machine industry with unsuccessful, inferior imitations . . . a flashy cabinet and trick features, not backed by thorough production, are worthless.

RAY-O-LITE'S mechanical and electrical perfection was attained only after two years of intensive research. Within 20 months many thousands of RAY-O-LITE machines have

been placed. Unsurpassed location performance and proven profit returns have more than justified RAY-O-LITE'S supremacy. This product is a true example of the high standard of manufacturing maintained by the J. P. SEEBURG CORPORATION for over thirty years.

Capitalize on the vast money-making opportunities in location placements and playing appeal. Assure yourself of a trouble-free operator with the RAY-O-LITE RIFLE RANGE. We sincerely advise you to place your order today for immediate delivery.

 **RAY-O-LITE** 

*the Original*  
**RIFLE RANGE**

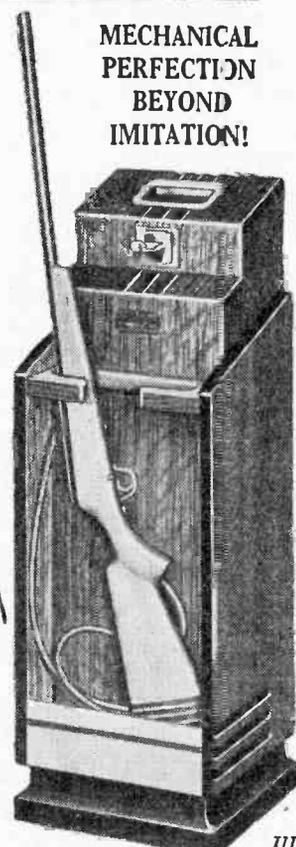
★  
SHOOTS A RAY-O-LITE  
AT A MOVING DUCK  
TARGET

★  
COMPLETELY AUTO-  
MATIC—HITS REGIS-  
TERED ON ILLUMINATED  
PANEL!

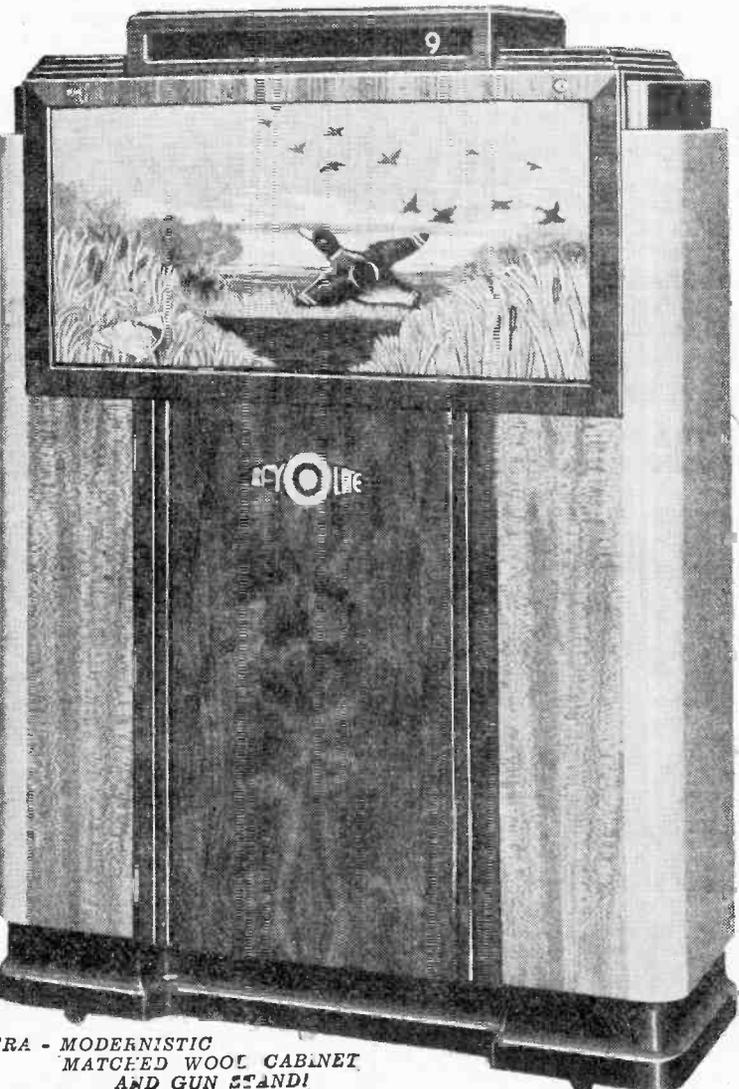
★  
PROTECTED BY  
PATENTS NOS.  
2,007,082 and 2,007,083  
AND OTHER  
PATENTS PENDING

The J. P. SEEBURG COR-  
PORATION has the exclusive  
manufacturing license rights  
to these patents. Licenses  
to manufacture have not  
been granted to others. All  
infringements will be prose-  
cuted to the fullest extent  
of the law!

MECHANICAL  
PERFECTION  
BEYOND  
IMITATION!



REGULATION SIZE RIFLE  
THE SEEBURG FRANCHISE IS MORE VALUABLE!



ULTRA - MODERNISTIC  
MATCHED WOOD CABINET  
AND GUN STAND!

**J. P. SEEBURG CORPORATION**  
1510 DAYTON STREET CHICAGO, ILLINOIS

**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
936 WRIGHTWOOD AVE.,  
GET ON THE BAND WAGON!!! Join the Parade that leads to  
Credit Business and Bigger Profits. . . . 100's of Operators will testify  
that we put them over.  
WHY NOT YOU?  
DEMAND CREDIT!  
*Lee D. Jones*  
P. S.—Just married, boys, so take me for a ride! A grand is nothing.

# Fishman and Schlesinger Form Distributing Company

Both are well known to the coin machine industry—will open headquarters in New York City in the near future—Marksman machine to be featured

NEW YORK, Oct. 17.—In a season of big coin-machine news, a veritable bombshell was released in trade circles with the announcement this week of the formation of a new distributing firm to be known as the Fishman-Schlesinger Distributing Company. Principals in the new enterprise are Joe Fishman, formerly executive director of the Amalgamated Vending Machine Operators' Association, and Al Schlesinger, of the Square Amusement Company, Poughkeepsie, N. Y. Both men have a national reputation, one as head of the largest local organization of operators in the world and the second as a prominent distributor in the New York up-State territory.

With the announcement of the new firm comes the news that it will feature the new ray-rifle game Markman, manufactured by Pacific Amusement Manufacturing Company, of Chicago. It is understood that the new organization will act as Eastern factory representative for Pacific.

The great work that Fishman has done here in operators' organization programs is a familiar story. It was his tireless efforts and his constant industry which brought together the operators into a huge association. He was also instrumental in bringing together jobbers and distributors in this area. He leaves the offices of the Amalgamated association with one of the greatest organization records the industry has known. The hundreds of operators who are members of this organization were surprised at hearing the news.

Negotiations between the Pacific Company, Fishman and Schlesinger were brought to a head last week when they decided to make the momentous move and open the offices which they have been contemplating for some time. With this representation already a fact it is believed that the Marksman will be made one of the most popular products in this area by Fishman, whose ability as a salesman is unquestioned.

His understanding of operators and their problems, their modes of living and methods of operating is probably better than that of any other person in the city. His position will allow him to co-operate with jobbers and operators here as much as he has ever done in the past, tho he will devote his business hours strictly to his new firm.

His leave-taking of the Amalgamated comes on the eve of what promises to be the greatest affair in the history of the organization—the annual dinner and dance which will be held at the Hotel Lismore November 15.

It is understood here that operators, jobbers and fellow distributors will get together to do homage to Joe on this night, thus making it a double event.

In reference to the new firm, Fishman stated: "It is with feeling and emotion that I leave the management of the Amalgamated, for to me it was more than an association of business men. Being its originator and instrumental in its organization and its success during some of the most trying periods in the history of the business, it will always have a warm spot in my affections.

"All that I can say at this time is that I want all the operators to consider me in the same light as they always have. I will continue to give them the best of my efforts at all times.

"The new firm will allow me to work as closely with the operators as I have in the past. I believe, in fact, that I shall now be in a position to do more for operators than ever before, for our firm will represent only the type of machines which I know operators will welcome."

## National Premium Co. Opening New Quarters

OMAHA, Oct. 19.—National Premium Company, of Omaha, opened its new offices and display rooms at 1312 Farnam street here last Thursday. Open house will be held Wednesday, Thursday and Friday of this week, when hundreds of operators from the Central States will view the company's complete line of coin machines, salesboards and novelties. Many factory representatives have arranged to be here for the three days.

National Premium Company was organized in 1934. Its rapid growth in the last two years has necessitated the moving to larger quarters. "We now have

## Game Center Near Canadian Border

CALAIS, Me., Oct. 17.—An amplifier has been installed in Joseph Furfuro's sportland at the end of the international bridge over the St. Croix River, providing access to broadcast sports events to people in two countries. Furfuro began the amplifying with the World's Series baseball games and is continuing with etherized football games and fights.

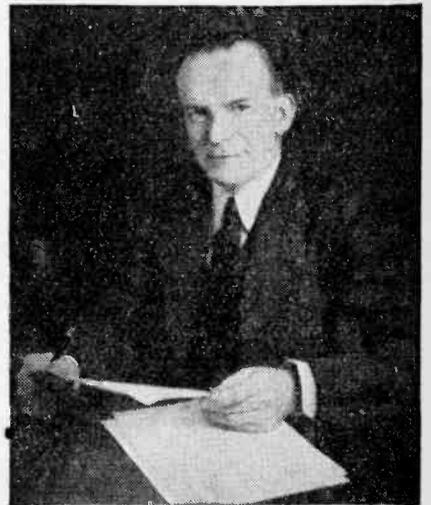
Furfuro sportland occupies an abandoned U. S. customs and immigration station and houses various types of coin machines with a light lunch and soft-drink stand in connection. On the platform Furfuro has a punching bag, grip, strength, punch, life and weight machines.

Furfuro has recently broadened his activities to include remodeling a garage building near his sportland into a combination service station and roller-skating rink. Service station is on the ground floor and the rink on the second floor. A second sportland will be established in connection with the service station and roller rink, Furfuro announces, and will be completed next month. Furfuro feels that motorists will find the coin machines appealing while waiting for their cars to be serviced.

more than 10,000 square feet of floor space," A. J. Johnson, company president, said, "and I have been told by many who should know that we have the largest and most elaborate display rooms west of Chicago."

Anticipating requirements of operators and having the merchandise on hand at all times has been an important factor in the company's success, according to Johnson.

"We have never failed to keep faith with operators in the selling of our merchandise," Johnson said. "We give them fair prices and keep our dealings on the square and always aboveboard. We positively will not sell to anyone but operators."



TCM HANLON, recently appointed advertising manager of Rock-Ola Manufacturing Corporation. Hanlon was formerly well known in the theatrical field and more recently was advertising manager of the Super-Maid Corporation for a number of years.

## RAY-O-LITES BOWLETTES

(Immediate Deliveries)  
(10 Feet or 14 Feet)  
ALL THE LATEST ONE-BALL PIN TABLES  
SPECIALS IN USED EQUIPMENT: GOOD USED SLOTS, \$30.00 UP  
5—1936 PACES RACES. . . . \$295.00 5—Latest Model, P-12 WURLITZERS, \$150.00  
(You Can't Equal This Bargain)  
10—GOOD NOVELTY PIN GAMES, No Two Alike, for \$25.00; Our Selection.  
(Guaranteed Original Cost \$500.00)  
Terms: One-Third Down, Balance C. O. D.  
**KENTUCKY AMUSEMENT CO. Inc., 226 W. Walnut St., Louisville, Ky.**

## MISCELLANEOUS CLOSE-OUT BARGAINS

Ten Mutoscope '33 Diggers, \$30.00; Ten Novelty Merchantmen Flap Chute, \$50.00; 25 Used Draw Pokers, \$15.00; Used Smokes, \$10.00; Groetchen Penny Smoke, \$6.00; Punchettes, \$4.00; Turf Flash, \$4.00. Write for List of Used Pin Games and Slots.  
**NATIONAL COIN MACHINE EXCHANGE**  
2137 TRYON LANE, TOLEDO, O.

## USED AUTOMATICS

Red Salls . . . . . \$40.00	Multiples . . . . . \$60.00	SPECIALS.
Pinch Hitters . . . . . 40.00	Flying Turfs . . . . . 12.50	
Parlays . . . . . 40.00	Sunshine Derbys . . . . . 37.50	Novelty Merchantmen . . . \$75.00
Galloping Plugs . . . . . 40.00	Gold Rushes . . . . . 10.00	Buckley Diggers . . . . . 75.00
Palooka Seniors . . . . . 50.00	TICKET GAMES.	De Luxe International
Palooka Juniors . . . . . 40.00		Whirlpools . . . . . \$20.00

The Above Prices Are F. O. B. New Orleans, La.  
**GENTILICH DISTRIBUTING CO., 900 N. Rampart St., New Orleans, La.**

## VANCO'S USED MACHINE BARGAINS

28 MILLS RECONDITIONED TROUBADOUR PHONOGRAPHS (Guaranteed O. K.). Ea. . \$75.00  
7 PALOOKA SENIORS, Each . . . \$60.00 4 JUMBOS, Each . . . . . \$38.00  
10 Visible TYPE SPORTSMEN (Late Serial). Each . . . . . 10.00 3 PEERLESS, Each . . . . . 50.00  
3 PAMCO PARLAY, Each . . . . . 40.00  
MANY OTHER GAMES AT BARGAIN PRICES.  
TERMS: One-Third Deposit, Balance C. O. D., F. O. B. Tulsa.  
**VANCO NOVELTY CO., 326 East Third St., Tulsa, Okla.**

# BINGO HEADQUARTERS FOR COMPLETE SUPPLIES AND PRIZES--WRITE NOW!

**JERSEY TRADING CO., 11-15 E. Runyon St., Newark, N. J.**

**B HERB BESSER B**  
Recommended "Reel 21". (Every Operator Knows this is a Winner.)  
**HE NOW RECOMMENDS REEL RACES - \$19.50**  
(Western)  
Which has been thoroughly proven on locations to be a Sensational Money Maker. We will accept your Used Penny Packs, Cent-A-Packs and Cent-A-Smokes as part payment. Write for our Liberal Trade-in Allowances.  
**B BESSER NOVELTY CO. B**  
3020 OLIVE ST., ST. LOUIS, MO.

**BARGAIN PRICES**  
50 Cranes, new and used Electro Holists, Mutoscopes and Buckleys.  
**T. Z. R. AMUSEMENT CORP.,**  
1310 Surf Avenue, Corley Island, N. Y.  
Phone: Esplanade 2-8527.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

## Calcutt Speeds Plans For Faster Delivery

FAYETTEVILLE, N. C., Oct. 17.—Joe Calcutt, president of the Vending Machine Company, reports that his firm is well prepared with new games for the present season. His firm is also making important plans for fast delivery to operators.

Calcutt states that shipments of new pay tables have been arriving almost daily. The firm is rushing these to the operators as fast as possible, he says, for there is a certainty that the fall season will be the greatest in operating history.

Covering a tremendous area, Calcutt intends to arrange for speedy delivery of the new games by a new plan. Shipments are being made to the firm's storage points and the company's field men are quickly covering the territory to bring the games as quickly as possible to Vemco customers.

Also included among the new games is the Mills Swing King phonograph, which is already creating a sensation at the Vemco offices here.

With the new games arriving as fast as they are, plus the new products recently received from Mills Novelty Company, Calcutt says he is in a position to offer the latest and best games in the fastest delivery arrangement known to the industry.

# PROTECT YOURSELF

Price Increase on the

# WURLITZER SKEE-BALL

**Effective November 1st**

*But:-*

**All signed orders on hand November 1st, 1936, covered by a deposit of \$25 per machine will be shipped at the old price.**

In the short space of a few months, Skee Ball has made a permanent place for itself in the coin machine picture.

Operators are finding that Skee Ball is a year-round proposition. One that they can bank on and feel safe twelve months of the year.

Wurlitzer has known all along that the Skee Ball business is permanent. Wurlitzer has known this fact from the very start because of surveys and investigations. Wurlitzer checked up on the earnings of those operators who had coin operated Skee Balls in taverns and other individual locations prior to the present movement.

Wurlitzer has kept in touch with those operators—and find that although they have now been operating coin operated Skee Balls in taverns, billiard parlors, bowling alleys, clubs, etc. for *over eighteen months*, their profits per machine are bigger than ever before. What's more, these same operators are today buying more Wurlitzer Skee Balls for new locations.

The facts prove that Wurlitzer was right in regarding the Skee Ball business as something that is here to stay . . . and building its machine accordingly. A machine solidly constructed . . . good for years and years of hard play . . . a machine that gives the operator the greatest profit-returns for his money.

But it costs money to build a machine like that. Consequently it is necessary to make certain moderate price adjustments.

However, in accordance with the Wurlitzer policy of co-operating with operators to the fullest extent, the Wurlitzer Company is not putting the price advance into effect without giving every operator an opportunity to protect himself on his requirements. But you must act promptly. Before you know it, November 1st will be here and the new price will go into effect!

Figure out your Skee Ball requirements. Mail or wire us your orders and deposits immediately. Save money by protecting yourself now.

**THE RUDOLPH WURLITZER COMPANY**

*Games Division:* NORTH TONAWANDA, NEW YORK

# America's second bowling sensation!

## 10 FT. BOWLETTE

—with all the features that count!  
full 18" alley width! Noiseless!

This 10 ft. edition of Bowlette contains the same totalizing scoring mechanism and positive ball counter as the regular longer Bowlette. Illuminated escalator and positive ball release coin chute. A real bowling game with plenty of alley width and playing area used with 2 $\frac{3}{4}$ " balls.

OVER 6,000,000 NICKELS SPENT  
EVERY WEEK IN KEENEY'S

## BOWLETTE 14 ft.

played by more people  
than any other  
coin game!

Accepted by everyone as the "Official" bowling game. Skilled players demand BOWLETTE and will not accept a substitute because its alley "pitch" and playing field proportions are conducive to exciting bank shots and expert play.

**IMMEDIATE DELIVERIES**  
by ordering direct from J. H. Keeney & Co., or thru your Keeney distributor.

**IN PRODUCTION!**

**IMMEDIATE DELIVERY!**

All 3 of the Keeney factories are going full blast turning out the new 10 ft. edition of Bowlette. Just recently announced it has swept to amazing popularity almost overnight. It's Keeney built so you know it must be good!

## J. H. KEENEY & CO.

"The House that Jack Built"

2900 S. MICHIGAN AVENUE, CHICAGO, ILL.

New York City Office: 250 West 54th Street

Babe Kaufman, Manager

## Traveling Arcade Has Good Season

DETROIT, Oct. 17.—Increasing popularity of coin machines among the smaller towns was demonstrated this summer by Joseph Alexander's Penny Arcade, which has played thruout Southern Michigan with Dumas & Reid's Happyland Shows. The arcade is a small one, but is laid out in a way to allow a maximum crowd—and it is usually crowded on a good midway night.

This is Alexander's third season with the arcade and the same shows over the same territory and he reports business much better than ever before. The possibilities of profit in the traveling arcade are demonstrated by the steady buildup he has shown each season.

A tent about 20 by 30 feet is used and some 30 machines are housed in it. So good has business been that Alexander is buying a large top for next season, when he will have about 70 machines.

One of the new-type shooting gallery machines, a strength tester and a crystal gazer are located in the center of the arcade, with most of the other machines around the outside and a pair of punching bags in the front. Most popular machines are the punching bags and the Old Mill model candy machine. People are also favorable to the old-style lifting and shocking machines and, in fact, take to these better than to the picture machines, Alexander reports. His concession includes only legal machines, furnishing a distinctive type of amusement and not competing with other carnival concessions.

## Claim '36 Will Be Known As Bally Preakness Year

CHICAGO, Oct. 17.—Jim Buckley, general sales manager of Bally Manufac-

turing Company, claims that Bally has produced in Preakness a game worthy to rank with the "four immortals of pin-game history."

"Each year," Jim states, "a game appears which is so outstanding that it becomes the 'label' by which that particular year is rated. During the past few years it has been Bally's good fortune to have produced each year's typical 'label' machine. Who can think of 1932 without instantly thinking of Ballyhoo? Similarly 1933 is recalled as the year when Bally was in production on a single game for a solid year. That game was Airway, the first ball-trap pingame. In 1934 it was the first payout pingame, Rocket. Last year Jumbo so dominated the field that it easily won the rank of

the outstanding hit of 1935. And I am firmly convinced that 1936 will be spoken of for years to come as the year Bally brought out Preakness. I base this prediction on the surprisingly strong collection reports we have received on Preakness and the steadily increasing demand which is keeping our factory running double shift."

Preakness is described as a one-shot payout giving the player from one to seven selections each play—with awards on win, place, show and fourth place or a total of 28 possible winners on the board. Odds change every game and range from 2 to 1 up to 40 to 1 and the big odds are said to appear frequently enough to maintain interest at high pitch.

## Fitzgibbons in Chicago To See New Bally Games

NEW YORK, Oct. 17.—John A. Fitzgibbons, Eastern factory representative for Bally Manufacturing Company, recently rushed to Chicago to discuss fall sales plans and to see the new games which Bally will introduce during the coming season.

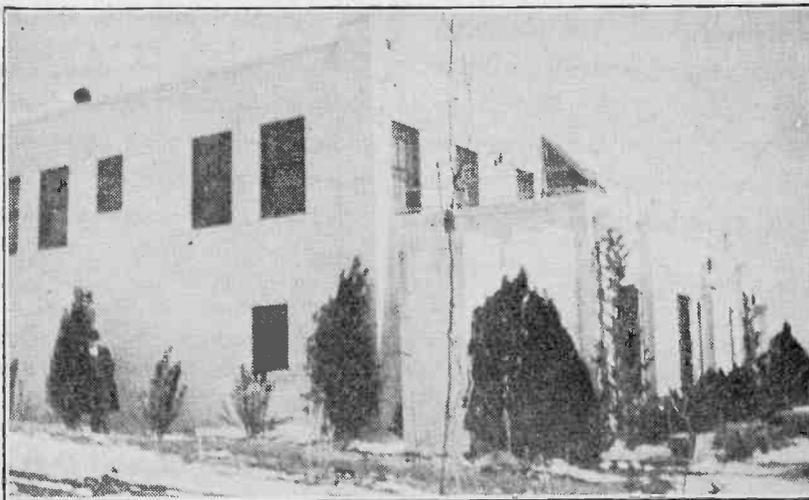
Fitzgibbons is reported to have informed operators here that they can expect even better games than ever before from Bally. He claims that some of the new games will revolutionize the operating industry. His plans are to be ready with information for operators in this area on the new games as soon as the news is forthcoming.

Fitzgibbons' salesmen are preparing for a tremendous rush of business and believe that the new Bally games will be among the greatest sellers in this territory.

Fitzgibbons also reports that since the announcement by Bally of the new pay table Preakness his firm has actually been deluged with orders for the game. He claims that Preakness is the greatest pay table Bally has introduced and that it is certain to equal any previous Bally game in money-making power.

Since the announcement of the game the firm's salesmen have been accumulating orders which will be shipped, he states, with the arrival of the first carload of the machines from Chicago. Due to the rush for the new game, regular orders have been doubled at the Bally Building.

Fitzgibbons predicted a few weeks ago that the rush for Preakness would be a certainty and advised his customers to await the arrival of the new table. Orders were taken far in advance just on the fact that it was a new Bally game. Operators are looking forward to the game and expect it to be one of the biggest hits this territory has seen in some time.



HOME OF MR. AND MRS. ERNEST WALKER, Fort Worth. The above photograph was sent to Jack Keeney with the following message on the back: "Mr. Jack Keeney, whom the Walkers love; you can tell anyone that this is a home built with Keeney games!"

-the best ad possible for  
**STOP and GO**

-is the hundreds of 'phone calls and wires received by us clamoring for more . . .

**WITHOUT A DOUBT THE BEST 1 BALL PAYOUT EVER MADE**

**SYSTEM OF PLAY:** If player makes payout hole when Red STOP light is on, he receives award as per odds indicated on disc, but no FREE RE-PLAY. If he makes payout hole while Green GO light is on, player not only receives award as per odds indicated, but shuffle board is automatically released and player enjoys Free Re-Play. A "Right of Way" hole pays \$2 on either STOP or GO lights, and three Safety Island out-holes at bottom of board become payout holes if they hit Green GO light.



**FREE!**  
**TO OPERATORS**  
A Keeney Pin Game Nail Set and Handy Switch Adjuster to any operator sending his name and address.

●The player is offered unlimited award possibilities with chances for Continuous Free-Re-plays.

●Continuously Rotating Odds-Changing, Disc, regardless of whether game is or is not being played.

●Power-Operated Shuffle Board.

●In-A-Drawer Mechanism—Powerpak.

Operator's Price

**\$139**

TICKET MODEL

**\$10 EXTRA**

Samples sold under the usual Keeney 7-day return privilege.

**NOW IN PRODUCTION**

**J. H. KEENEY & CO.**  
"The House that Jack Built"  
2900 S. MICHIGAN, CHICAGO, ILL.  
New York City Office 250 W. 54th St., Babe Kaufman, Mgr.

**Animation Idea Draws Big Play**

CHICAGO, Oct. 17.—The principle of animation in the Keeney Stop and Go table game is being hailed as "a fundamental psychological factor that proves its power in attracting heavy play." The constantly revolving odds disc, red and green lights flashing on and off, are as exciting as playing a roulette wheel.

"The system of play is unusually interesting. An odds-changing disc in the back board is constantly rotating. The red stop light and the green go light are alternately flashing regardless of whether or not a coin has been inserted. Thus the engineering designers of J. H. Keeney & Company, "The House That Jack Built," have created a game abreast of the current trend toward the use of animation, a fundamental psychological factor that has proved itself in attracting heavy play.

"One of the many thrills of the game is the opportunities for unusual payouts. If the red light is on when a payout hole is made the player can collect from 10 cents to \$2. If the green light is on the player can collect the same amounts, but the ball drops thru for replay and another chance to win. This feature is manipulated by the Keeney company's power-operated shuffle board.

"Other playing features are a "right of way" hole that pays \$2 regardless of whether the red or green light is on. At the bottom of the board is another series of payout opportunities. Three holes pay awards as indicated on the changing-odds disc if the green go light is flashing. The odds range from 2 to 1 up to 20 to 1, but the payment percentage can be set at any desired amount by a 30-second turning of a set screw.

"In the short period of time that

Stop and Go has been on location the profit reports have convinced both operators and the manufacturer that another Keeney game has been launched on a long successful profit-making voyage.

"Mechanically perfect, the game is outfitted with a double-capacity powerpak, the largest ever used in a pin game.

"Stop and Go is more than modern, it is a forerunner of the future. Each feature is significant of automatic amusement machine development for the next five years.

"Orders are being constantly taken by wire, phone and mail. Functioning on all production cylinders," states Jack Keeney's man, Becker, "this organization will extend every effort to meet the tremendous demand for Stop and Go with immediate delivery."

**Texas Boys Send Greetings**

Tom Murray, of Fort Worth, Tex., sends the following letter to Gregg Wellinghoff, now of the Chicago staff of *The Billboard*. Gregg formerly was manager of *The Billboard's* Dallas office, and previous to that had charge of *Billyboy's* Kansas City office:

"Dear Gregg:

"We threw the big music operators' meeting at the Jefferson October 11. I drew the job of toastmaster again and naturally it necessitated a couple of extra drinks.

"We missed your smiling face and friendly disposition. I made mention of the fact that you had departed for Chicago and then we all stood and gave three hearty cheers for Gregg Wellinghoff—a real fellow we all had learned to love. That was the sendoff for you and *The Billboard*. We are still with you 100 per cent and I don't mean maybe. We'll all be looking for you when we reach the Windy City next January."

**IVORY SWEEPSTAKES**

**Only \$12.50 Complete**

*A Sure-Fire Money Maker*

**THINK OF IT, A FAST, PROVEN MONEY-MAKING GAME FOR ONLY \$12.50.**

A high percentage for the house. Complete set up including Form Charts. Make this little game pay your rent. On right location A NATURAL. Send certified check or money order with your order.

**CALIFORNIA EXHIBIT CO., DEPARTMENT K**  
1606 SOUTH FLOWER ST. LOS ANGELES, CALIFORNIA

**BARGAINS**

2 Gallant Fox (Used Two Weeks) (Same as Ray's Track) (Bally) . . . \$265.00	1 Pinch Hitter . . . \$42.50
2 Daily Races (Mystery). Latest . . . 67.50	2 Sunshine Derby . . . 30.00
2 Fence Busters (Mystery). Latest . . . 69.50	2 Grand Slam . . . 40.00
2 Challengers . . . 62.50	1 De Luxe "46" . . . 20.00
5 Pamco Parlay . . . 44.50	1 Fortune . . . 18.00

1/3 Deposit. Reference: San Jacinto National Bank, Houston.

**AUTOMATIC NOVELTY CO., 4319 Elsbury, Houston, Texas**

Groetchen's "21" . . . \$24.75  
Half Mile . . . \$32.50  
Daval's Races . . . \$17.50

U-NEED-A-PAK CIGARETTE MACHINES—New and Used PAY TABLES, STONER'S TURF CHAMPS, \$137.50; GOTTLIEB'S DAILY RACES, Ticket, \$135.00.

**CHICAGO COIN CORP.'S NINE-FOOT SKEE BALL, \$179.50.**

Quantity Buyers and Jobbers Write for Special Low Price.

**LEHIGH SPEC. CO., N. W. Cor. 2nd & Green Sts., Philadelphia, Pa.**

# EXHIBIT'S "SHOOT-A-LITE"

PHOTO ELECTRIC RIFLE TARGET MACHINE

ONLY \$198<sup>50</sup>

WHY PAY MORE?

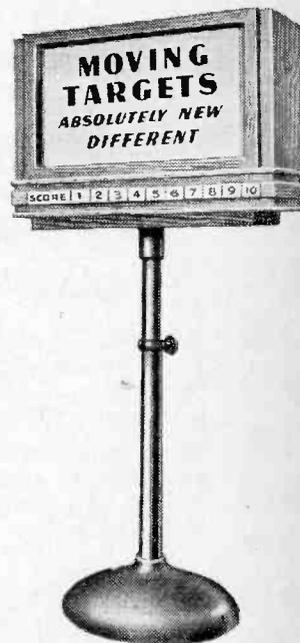


SHOOT-A-LITE is not an experiment. As pioneer builders of coin-operated photo-electric equipment our knowledge gained through a year and a half producing and perfecting photo-cell equipment permits us to give you SHOOT-A-LITE at this amazing low price.

SHOOT-A-LITE is a proven product mechanically perfect in every detail. Why take chances when you can buy SHOOT-A-LITE and be sure of 100% satisfaction.

## NEW PROVEN FEATURES

SHOOT-A-LITE comes to you with every proven money making feature. Moving targets that are new and different. Additional insert targets can be furnished. SHOOT-A-LITE is handsome—its beauty and money-getting ability is wanted by every location. Beauty—color—moving targets—flashing lights—automatic light-up hit register—sound effects—adjustable pedestal—proven trouble-free mechanism—EVERYTHING you need to get the best locations has been built into SHOOT-A-LITE. Be the first in your territory with the best. RUSH YOUR ORDERS TODAY.



ADJUSTABLE FOR HEIGHT AND DISTANCE. CAN ALSO BE HUNG ON WALL OR FROM CEILING.

ORDER NOW - TODAY

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO, ILL.

## Coinmen Happy In Birmingham

BIRMINGHAM, Ala., Oct. 17.—The "rhythm of recovery" as announced by Myron C. Taylor, of the United States Steel Corporation, sent a thrill among operators and distributors thru a wide region here. The announcement of the new steel tin mill will be of great interest to manufacturers of coin machines also because of the sheet tin used in the manufacture of various games. For the operators and jobbers thruout this region it is a new note of prosperity which will put money into circulation.

Ranking officials of U. S. Steel here to inspect subsidiary properties announced plans for the erection of a giant tin plate mill at the cost of many millions. The \$29,000,000 figure was suggested by officials of the local subsidiary.

The mill will be the first of its kind in the South.

The enterprise was disclosed at a luncheon attended by more than 1,000 leading Southern industrialists and business men by Myron C. Taylor, chairman of the board of United States Steel, and William A. Irvin, president of the parent corporation. Construction will begin immediately, Irvin said.

About 2,500 men will be employed in the new mill, designed largely to meet the needs of the expanding can-making industry, and at least another 1,500 in construction, officials estimated. The plant, according to present plans, will be in operation early in 1938.

"The rhythm of recovery has been re-established," Taylor said. "It has assumed sufficient volume to enable us to operate the great plants of our corporation in this district and elsewhere for a sustained period of six months at 65 to 70 per cent of their capacity. They are now operating at more than 70 per cent.

"The purpose of our visit to Birmingham in itself would be sufficient evidence that we believe in the future of America; that we believe in the future of the South; that we are willing for the

interests we represent to back this belief."

He left to Irvin a specific description of the expansion program.

"Upon the completion of the plans," Irvin said, "The Tennessee company, by the expenditure of many millions of dollars, will assume an even greater role in the industrial and economic life of your community.

"With a view to the continued industrial growth of the South we will make further extensive additions to our productive facilities in the shape of two batteries of coke ovens, a new blooming mill to furnish slabs for a modern continuous wide strip mill which will provide flat steel as light as No. 18 gauge in widths up to 38 inches—with a capacity of 300,000 tons a year.

"This will be supplemented by two continuous cold rolling mills of latest design, capable of producing light gauge plate for all kinds of deep drawing and highly finished sheets, such as are used for tin plates and other difficult stampings. Each mill will have a capacity of 100,000 tons a year.

"A tinning department, with a capac-

ity of 4,000,000 base boxes of tin plates, will be added to provide for the ever-growing demand of the packing industry.

"Work will begin immediately and when the extensive building program is completed early in 1938 the Tennessee company's mills will employ about 2,500 men in addition to the 17,000 who are at present employed—at the highest wage rate in the company's history."

Taylor told the luncheon that the depression had created a need for a vast amount of materials to supply deficiencies piled up in past years.

"We believe that these very large expenditures of money and the material increase in the number of workers which will be required both in construction and in operation will aid the South and the nation in achieving full prosperity," he said.

Regarding the future possibilities, he added: "I venture to say that if the railroads of the country alone were called upon to operate in a fully normal way, necessitating that they proceed with their usual plans for improvement and development, this would produce a great volume of business and

furnish much employment. The same may be said of the construction industry, the public utility industry and related enterprises. These industries, too, soon must break their bonds and go into action."

## Delivery Soon on Exhibit's Target

CHICAGO, Oct. 17.—Shoot-a-Lite, Exhibit's new electric-eye rifle target machine, will be delivered to distributors within the next two weeks, according to Leo Kelly, of that firm. Kelly describes Shoot-a-Lite as a versatile machine, claiming that either pistol or rifle or both can be used.

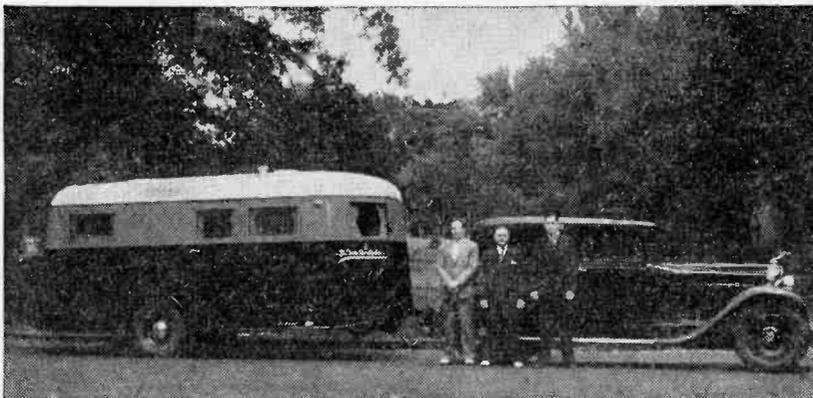
"Shoot-a-Lite has moving targets that are entirely new," continues Kelly, "and from time to time new moving target inserts will be procurable. For more than a year and a half," Kelly says, "we have been experimenting with photo-electric equipment and we guarantee Shoot-a-Lite to be mechanically perfect in every detail, and, further, that it incorporates new and proven money-getting features that are exclusive with Exhibit. Due to the fact that we have already charged off all experimental costs, we offer Shoot-a-Lite at a price far below that ordinarily expected.

"Two moving targets, flashing lights, light-up hit register and beautiful scenic effects are just a few of the features that make Shoot-a-Lite a great money maker. Couple these features with our extreme low price and you have a winner that will be hard to equal."

## Snyder Changes Firm Name; Moves to Larger Quarters

ALLENTOWN, Pa., Oct. 17.—Snyder Amusements, which formerly traded under the name of the R. Snyder & Company, is now set up in new and larger quarters at 108 South Seventh street here. R. H. Snyder is sole owner of the firm.

The spacious new showroom is stocked with a big line of new and used games. Firm also maintains an up-to-date repair shop.



ARCHIE LA BEAU (center) and two of his high-powered salesmen. As evidenced by the photograph, La Beau, head of the La Beau Novelty Company, St. Paul, is trailer-minded and reports astonishing results in traveling from one city to another and comfortably displaying Rock-Ola products.

# EXHIBITS GIANT MOVIE BANK

## And TRAP LITE - GETTING TREMENDOUS PLAY and PROFIT EVERYWHERE



*Now Ready for You!*



It's not just a Novelty Game . . . but the real . . . same thrilling combined "Beano and Bank Night" craze enjoyed by millions today. It has everything . . . "Beano" ODDS . . . 2 to 40 . . . and a self-accumulating "BANK POT" . . . top . . . \$42.00 . . . with one ball to shoot. Performs and serves entirely automatic. Vends Tickets . . . COINS . . . TOKENS. We consider it the most successful (trouble-free) payout, achievement ever created and a great money producer for you. Operator's Price \$169.50 . . . Get Set With Your Jobber for deliveries.



THE MOST INGENUOUS ONE-BALL TABLE

The only ORIGINAL — and REALLY NEW — CREATION on the market today — in automatic pay tables. New player appeal thru-out. High tense suspense from top to bottom. SMASH DOWN TRAPS — BLAZE UP LIGHTS — CHANGING ODDS — \$2.00 TOP — with 15 seconds play. Large Cabinet 51x25 inches — in a drawer mechanism, etc. More new facts to tell about than any other half dozen tables. Get them from your Jobber — or write us. Operators' Special Price \$149.50

**EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO**

### Capitalizes on Football Fame

CHICAGO, Oct. 17.—College football season is under way and indications point toward the sectional champions to be Minnesota in the Big 10, Southern Methodist in the Southwest, Stanford on the Pacific Coast, Princeton in the East, Louisiana State in the South, Nebraska in the Big Six and Notre Dame as the free-lance champ, according to Nate Gottlieb. College Football, Gottlieb's new football game, which pays out on the seven sectional champs of last year, is due for a repeat as the 1937 champ.

Nate Gottlieb, who is supporting College Football in the race for the title of "the most popular Gottlieb game," says: "Altho the football season is still young, it looks like most of last year's champs will come thru again. Outside the fact that I'm an alumnus of Minnesota, I feel I'm not being partial when I pick it to win the Big 10 title. They showed their strength by beating Nebraska last week and Nebraska certainly looks good in the Big Six. The other five teams as represented on College Football have come thru their schedules undefeated so far and should continue to the end. And that's the way I expect College Football to come thru when our little contest is over. Even tho Dave believes Derby Day will win and Elihu Ray is willing to bet his all on High Card, while Hit Parade is being backed by Maurice Priestly, the game is never over until the final whistle blows. Altho Derby Day is in the lead one day and Hit Parade, High Card and College Football take their turns in other days, I am confident that when it's all over but the shouting College Football will bear the crown of the most popular Gottlieb game."

Meanwhile Dave Gottlieb, who is pulling for Derby Day in the Gottlieb popularity contest, has this to say: "While our four new games are necessitating capacity production to meet the demands of jobbers and operators all over the country, let's not forget Daily Races, which has shattered all production records and is still going strong. October

14 marked the seventh consecutive month of continuous production of Daily Races and indications are that we will still be shipping Daily Races for months to come."

The Gottlieb plant is certainly a busy place these days. With five games in big demand in all parts of the country, every facility of the Gottlieb organization is being extended to its limit to insure speedy delivery.



SAM KRESBERG, exuberant personality of the Capitol Automatic Music Company, New York, snapped on the Boardwalk at Atlantic City just after he had consummated an exclusive deal for Rock-o-Balls for Atlantic County with Albert Zugsmith, owner of The Atlantic City Daily World, and Joseph Friedman.

### Chinese Likee Bowling Games

NEW YORK, Oct. 17. — Leslie G. (Andy) Anderson, general sales manager for the George Ponsler Company, Inc., has gone Chinese in a big way since making his first sale of a Genco Bank Roll to China.

It seems, according to Andy, that a Chinese gentleman by the name of Charles Wong called at the firm's offices as a result of the advertisement he had seen in *The Billboard* and, after much playing of the Bank Roll in silence, made known the fact that he desired to buy some of the games to be shipped to Pieping.

Andy sold him one of the games and is sorry to this day that he was not able to speak Chinese so that he could have shown him the advantage of buying many more of them.

"But," Andy says, "Mr. Wong is using the first game for a test. He has already advised us that he has placed a large deposit here with one of the New York banks and on receipt of his cable we are to ship him 100 Bank Rolls to be used in Pieping, Canton and Shanghai. I feel sure that Wong is going to be highly successful with Bank Roll in China. He himself told me that this is the kind of game the Chinese like."

### Trucking Interests in Convention This Week

CHICAGO, Oct. 19.—Considering the large volume of coin machines shipped by truck, the manufacturing industry is interested in the convention of U. S. truck operators which opened at the Stevens Hotel here today. Preliminary estimates were that an attendance mark of 2,000 would be reached. A number of preliminary committee meetings have been held to discuss important questions to come before the convention.

Of special interest to coin-machine manufacturers and distributors is the fact that changes in rate classifications are to be the principal subject before the convention. Shippers and truck operators will be heard during the convention on the matter of rate changes.

### RECONDITIONED MACHINES

Lucky Star . . . \$ 5.00	Fleet . . . . . \$ 4.00
Totallite, with Meter . . . . . 20.00	Live Power . . . . . 4.00
Dealer . . . . . 5.00	Harvest Moon . . . . . 10.00
Kings . . . . . 5.00	Gridiron . . . . . 5.00
Scrimmage . . . . . 5.00	Gusher . . . . . 35.00
Splitfire . . . . . 5.00	Flash . . . . . 15.00
Screamo . . . . . 7.00	Cheer Leader . . . . . 15.00
Madcap (Battery) . . . . . 22.50	T. N. T. . . . . 10.00
Battle . . . . . 15.00	Spot Light . . . . . 8.00
Beamlite . . . . . 6.00	Subway . . . . . 5.00
Rebound . . . . . 5.00	Star Light . . . . . 10.00
Drop Kick . . . . . 4.00	Pushover . . . . . 5.00
Rockalite . . . . . 5.00	COUNTER GAMES.
Beacon . . . . . 5.00	Twins . . . . . \$ 5.00
Skyscraper . . . . . 5.00	Goal Line . . . . . 6.50
Stock Exch. . . . . 15.00	Dice-O-Matic . . . . . 5.00
Big Game . . . . . 12.50	Sportland . . . . . 12.50
	Wagon Wheels . . . . . 12.50
	Select 'Em . . . . . 7.50

1/3 Deposit, Balance C. O. D.  
10% Off if Full Purchase Price Accompanies Order.

**PATTERSON VENDING MACHINE CO.**  
1318 Fourth Avenue, Huntington, W. Va.

### NOVELTIES for CRANE and ROTARY OPERATORS

Selected Assortments  
No. 1—80 Pieces . . . . . \$25.00  
No. 2—120 Pieces . . . . . 35.00  
No. 3—134 Pieces . . . . . 45.00  
All this merchandise is guaranteed to be satisfactory or your money will be refunded promptly.

Write for our Bargain List of Used Games. We Have the Most Complete Stock of Parts Between New York and Chicago. Tell us your needs.

One-Third Deposit on All Orders.  
**THE MARKEPP COMPANY**  
Ohio's Largest Distributors,  
3328 Carnegie Ave., Cleveland, Ohio

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# Texas Music Assn. Meets

Re-elects officers at annual session in Dallas October 11—attendance large

DALLAS, Oct. 17.—Annual meeting of the Texas Music Machine Operators' Association, Inc., was held on the Roof Garden of the Jefferson Hotel here Sunday. Meeting was most successful and a large attendance was present from all parts of the State.

There was also a large attendance of manufacturers' representatives from all parts of the country and most of the major phonograph and record manufacturers were represented.

Among those present from out of the State were: Homer Capehart, North Tonawanda, N. Y.; Al Mendez, New Orleans; J. A. Darwin, East Orange, N. J.; R. S. Bleekman, Chicago; O. F. Kramer, Oklahoma City; R. Q. Kramer, New Mexico, and A. W. Landsheft, Buffalo, all of the Wurlitzer Manufacturing Company; Herbert Chandler and Fred Binger, of the Mills Novelty Company; Irving Sommers, of the Modern Vending Company, New York, and C. S. Darling, secretary of the National Association of Coin-Operated Machine Manufacturers, Chicago.

Business meeting was called at 2 p.m. and the same officers were re-elected unanimously for forthcoming year, viz.: H. W. Thompson, San Antonio, president; Dick Cowan, Fort Worth, vice-president, and Don Law, Dallas, secretary-treasurer. Association's policies for the forthcoming year were decided upon by the membership present and a code of ethics adopted.

Banquet was held at 7 p.m. with Tom Murray, of Fort Worth, officiating as toastmaster. Many interesting speeches were heard, after which a floor show of 12 acts was presented. Roy Newman's



Orchestra supplied dance music until the small hours of the morning.

## Visible Coin Chute On '37 Rhythm King

CHICAGO, Oct. 17.—News comes from the Rock-Ola factory that the 1937 Rhythm King is being turned out in large numbers.

I. F. Webb, phonograph division manager, states: "The basic reason for the sensational acceptance of our 1937 Rhythm King Phonograph is the un-

usually beautiful cabinet design. Operators have been quick to recognize that the costliest of imported and domestic woods have been put into the construction of the cabinet. It presents an imposing sight with Oriental walnut sides and top, English hardwood pilasters and top ends, beautiful inlaid rosewood panels, imported marquetry inlays and American walnut trim."

"The second biggest reason for the universal acceptance of the Rhythm King," says Webb, "is the latest development in coin chutes for phonographs—the Rock-Ola visible chute. It is built on the escalator principle and shows the



THE MUSIC BOX COMPANY, a division of the King Pin Games Company, Kalamazoo, Mich., receives another carload of Mills Do Re Mi's. Reading right to left: J. R. Pieters, sole owner; Frank Oakes, Mills salesman; Norman Roberts, cashier and bookkeeper; Helen Bracado, secretary to the president; Dick Richmond, manager of the Music Box Company, and the service staff.

# Texas Standards For Phono Ops

Code of Ethics as adopted by the Texas Music Machine Operators' Association reads as follows:

Section 1.—Members of the corporation shall pay all dues promptly upon notice from the corporation.

Sec. 2.—Members of the corporation shall not solicit nor operate a music machine in a location containing a machine owned by another member of this corporation.

Sec. 3.—Members of the corporation

## Sheet-Music Leaders

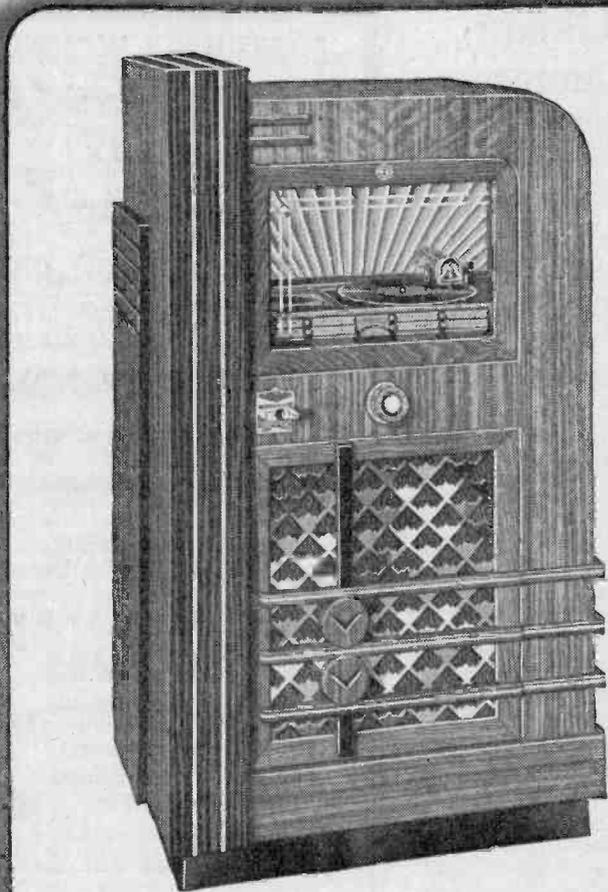
(Week Ending October 17)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hingad Music Company and Western Book and Stationery Company, of Chicago.

1. When Did You Leave Heaven? (1)
2. The Way You Look Tonight (2)
3. A Fine Romance (6)
4. A Star Fell Out of Heaven (5)
5. Me and the Moon (7)
6. Did I Remember? (4)
7. I Can't Escape From You (8)
8. Until the Real Thing Comes Along (3)
9. Sing, Baby, Sing (10)
10. I'm an Old Cowhand (11)
11. Organ Grinder's Swing (12)
12. Bye, Bye, Baby (13)
13. When a Lady Meet a Gentleman Down South
14. Who Loves You?
15. Rendezvous With a Dream

THE SEEBURG FRANCHISE IS MORE VALUABLE



MODEL "C & D" Modernistic

The Instrument without Service Headaches

J. P. SEEBURG CORPORATION  
1502 DAYTON STREET · CHICAGO ILLINOIS



last six coins played in the machine. Whether nickel, dime or quarter, the coin is instantly visible thru a glass partition."

Webb goes on to say that the Rock-Ola sales department is simply swamped with wires, cables, long-distance calls and out-of-town visitors—all demanding instantaneous delivery of Rhythm Kings. Carload shipments of Rhythm Kings are already in transit to every key city in the United States, he states.

## Michigan Firm Praises Music

KALAMAZOO, Mich., Oct. 17.—Over the doorway of the Music Box Company here is a huge streamer with the words: "Just received another carload of Mills Do Re Mi's, the world's finest phonograph."

The company is telling "the cock-eyed world" that it is making money with phonographs and will continue to do so. The firm operates Do Re Mi's exclusively.

Music Box Company is a division of the King Pin Games Company, of Kalamazoo, well-known distributor and jobber of coin-operated machines in this State. It does an extensive business from Benton Harbor across the State to Ann Arbor. J. R. Pieters is sole owner of the company and Dick Richmond is general manager.

Firm is regarded as one of the most successful and best managed in the coin machine business, with Pieters personally seeing to it that everything goes along shipshape by contacting each of his several offices at least once a week. Pieters has fortified himself with able assistants and from all indications the outfit "is going places."

Frank Oakes, crack Mills Novelty Company salesman, has been working closely with the Music Box Company in setting up an extensive organization and has been successful in securing some of the best locations in this territory.

Oakes is a strategist when it comes to getting and keeping locations. With Oakes and Pieters working together, operators will meet a capable team in the phonograph line, as both men know their stuff.

## Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEA and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, October 9, to Thursday, October 15, both dates inclusive.

- |  |    |
|--|----|
| The Way You Look Tonight (25)            | 28 |
| I'll Sing You a Thousand Love Songs (13) | 24 |
| When Did You Leave Heaven? (31)          | 24 |
| When a Lady Meets a Gentleman (21)       | 21 |
| Bye, Bye, Baby (19)                      | 20 |
| Close to Me (17)                         | 20 |
| Sing, Baby, Sing (23)                    | 20 |
| Until the Real Thing Comes Along (21)    | 20 |
| Did I Remember? (22)                     | 19 |
| You Turned the Tables (18)               | 19 |
| I'm an Old Cowhand                       | 18 |
| Until Today                              | 18 |
| South Sea Island Magic                   | 17 |
| A Star Fell Out of Heaven (17)           | 16 |
| I Can't Escape From You                  | 16 |
| A Fine Romance                           | 14 |
| When I'm With You (14)                   | 14 |
| If We Never Meet Again                   | 12 |
| My Kingdom for a Kiss                    | 12 |
| Magnolias in the Moonlight               | 10 |

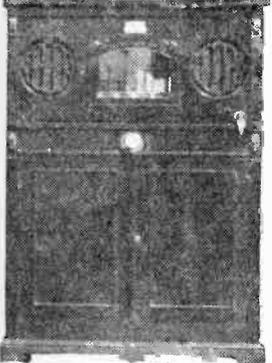
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PERMO-POINT PHONO NEEDLES

FOR YOUR AUTOMATICS!

2000 PERFECT PLAYS

**GIGANTIC PHONOGRAPH SALE**  
Reconditioned—Guaranteed



**SEE-BURG AUDI-PHONE**  
(8 Records Selective)  
**\$50.00 EACH**

**OTHER BARGAINS**

Mills Dancemaster	\$100.00
Mills De Luxe	150.00
Mills No. 801 Hi-Boy	35.00
Mills Troubadour No. 845	45.00
Seeburg Selectophone	100.00
Rock-Ola	150.00

Terms: 1/3 With Order. Balance C. O. D.  
Specify method of shipment preferred.  
Write for Our Latest Price List of Guaranteed Used Amusement Machines.  
**W. B. SPECIALTY COMPANY**  
3800 N. Grand Blvd., ST. LOUIS, MO.

will not operate any machine without the corporation's label prominently attached thereto.

Sec. 4.—Members of this corporation shall not knowingly do anything that will reflect on another member's business, character or his standing.

Sec. 5.—Members of this corporation shall not allow any rebates, refunds, credits, unearned discounts, or deny a location any type of machine required in order to secure the replacement of another member's machine of a like kind or character.

Sec. 6.—Members of this corporation pledge themselves to operate their machines in a fair manner to their fellow members and in a way calculated to promote favorable public opinion and to give the public fair, reasonable and impartial treatment.

Sec. 7.—Manufacturers, distributors or jobbers who are members of this corporation shall send no literature or other propaganda to encourage location ownership.

Sec. 8.—Members of this corporation shall conduct themselves in a gentlemanly manner and use persuasive means of inducing non-members to apply for membership and to comply with this code of ethics.

Sec. 9.—Members of this corporation shall not purchase equipment from any manufacturer, distributor or jobber who



THE McCLELLAND BROTHERS, of California, Jack (left) and Clarence, contemplating which features of the Rhythm King are most important. The McClelland boys recently made a trip to the Rock-Ola factory in Chicago to place an order for delivery of a large number of 1937 Rhythm Kings every week.

it has been proved knowingly and deliberately sells or permits to be sold equipment either directly or indirectly to location owners.

**Supreme Plans for Fast Delivery on New Games**

BROOKLYN, Oct. 17.—William (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., reports that in his estimation "Excel is the best pin game of the year."

He says: "Since the showing of the first sample game in our offices there has been created such a demand that we have been in constant touch with the factory to ascertain the fastest shipping methods possible."

"We are actually bringing the games in (See SUPREME PLANS on next page)

*It pays 3 ways to use these two batteries in pin games*



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

**Distributors! Jobbers! Operators!**

Get in on this special trade discount!

**SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES**

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

**NATIONAL CARBON COMPANY, Inc.**  
P. O. Box No. 600  
Grand Central Station  
New York, N. Y.

Name.....

Address.....

Distributor  Jobber  Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

**PHONOGRAPH COVERS**

Serviceable Weatherproof Protection for Your Phonographs While En Route or Storage.

Heavy Duty . . . \$9.00      Awning . . . . . \$7.00

Both Flecco Lined. State Size Desired.  
Let Us Quote on Covers for Other Machines, Etc.  
JOBBER WRITE FOR QUANTITY PRICES.  
Manufactured by

**MAX E. WELLS & COMPANY, Greensboro, N. C.**

**SOUTHERN AUTOMATIC MUSIC CO.**

DISTRIBUTORS OF

**J. P. SEEBURG CORP. PHONOGRAPHS**

CINCINNATI OFFICE: 420 West Seventh Street. Phone, Main 3262.  
LOUISVILLE OFFICE: 540-542 Second Street. Phone, Wabash 5464.

WE ARE EXCLUSIVE PHONOGRAPH DISTRIBUTORS.

**Ten Best Records for Week Ended Oct. 19**

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6548—"Trouble Ends" Out Where the Blue Begins" and "Me and the Moon." Shep Fields and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25415—"Floatin' Down to Cotton Town" and "S'posin'." Fats Waller and orchestra.	3327—"Hinky Dinky Parley Voo No. 2" and "Down on the Farm." Sweet Violet Boys.
2	B6593—"Sing, Baby, Sing" and "The Milkmen's Matinee." Charlie Barnet and orchestra.	7748—"Copper Colored Gal" and "The Wedding of Mr. and Mrs. Swing." Cab Calloway and orchestra.	25416—"Lost in My Dreams" and "I Can't Pretend." Wayne King and orchestra.	3321—"Alice Blue Gown," "The Curse of an Aching Heart," "When Francis Dances With Me," "Three o'Clock in the Morning" (Medley) and "Merry Widow Waltz," "O Sole Mio," "Dark Eyes," "My Blue Danube" (Medley). Jimmy Carroll and orchestra.
3	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and orchestra.	7746—"Sweetheart, Let's Grow Old Together" and "I Want the Whole World To Love You." Music in Russ Morgan Manner.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3320—"A Bird in a Gilded Cage," "On a Sunday Afternoon," "Take Me Back to New York Town," "Down Where the Wurzburger Flows" (Medley), and "Sidewalks of New York," "On the Banks of the Wabash," "When the Bees Are in the Hive," "Mandy Lee" (Medley). Jimmy Carroll and orchestra.
4	B6591—"Love Will Tell" and "Who Loves You?" George Hall and Hotel Taft Orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	25411—"St. Louis Blues," Benny Goodman and orchestra and "Clarinet Marmalade," Nick La Rocca and orchestra.	3322—"Nagasaki" and "Sugar Foot Stomp." Fletcher Henderson and orchestra.
5	B6547—"I'm Talking Thru My Heart" and "You Came to My Rescue." Shep Fields and orchestra.	7747—"Thru the Courtesy of Love" and "Now or Never." Ben Pollack and orchestra.	25401—"Sing, Baby, Sing" and "Make Believe Ballroom." Ruby Newman and orchestra.	3332—"You Came to My Rescue" and "Night in Manhattan." Emmett Matthews and orchestra.
6	B6575—"A High Hat, a Piccolo and a Cane" and "You're Giving Me a Song and a Dance." Tempo King and orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	25409—"A Copper-Colored Gal" and "I'm at the Mercy of Love." Fats Waller and orchestra.	3323—"Blazin'" and "What-Cha-Call-'Em Blues." Fletcher Henderson and orchestra.
7	B6561—"Peter Piper" and "Darling, Not Without You." Dolly Dawn and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
8	B6576—"Copper Colored Gal" and "Sing a Song of Nonsense." Dolly Dawn and her Dawn Patrol.	7716—"A Fine Romance," Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time." John Green and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You." Benny Goodman and orchestra.	3317—"The Way You Look Tonight" and "Bojangles of Harlem." Emmett Matthews and orchestra.
9	B6549—"It's the Gypsy in Me" and "And They Said It Wouldn't Last." Wingy Mannone and orchestra.	7741—"Darling, Not Without You" and "You're Giving Me a Song and a Dance." Art Shaw and orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awhile." Eddie Duchin and orchestra.	3315—"When a Lady Meets a Gentleman Down South" and "It's the Gypsy in Me." Putney Dandridge and orchestra.
10	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7739—"You Came to My Rescue" and "Here's Love in Your Eye." Teddy Wilson and orchestra.	25388—"Bye, Bye, Baby" and "There Goes My Attraction." Fats Waller and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry "Red" Allen and orchestra.

# Game NOVELTY CO.

23-25 NORTH 12TH ST. MINN. APOLIS MINN.

**RECONDITIONED USED PAYOUT TABLES**  
Compare Our Prices

PROSPECTOR BIG CASINO DE LUXE "46" DAILY DOUBLE BIG SHOT **\$19<sup>95</sup>**

**JUMBO 1 BALL \$35<sup>00</sup>**

HOLLYWOOD BAFFLE BALL REPEATER MAMMOTH **\$25<sup>50</sup>**

GALLOPING PLUGS **\$46<sup>50</sup>**

BALLY DERBY BALLY ALL STARS PINCH HITTER PAMCO SPEEDWAY RED SAILS **\$49<sup>50</sup>**

CREDITS LIKE NEW **\$47<sup>50</sup>**

BALLY MULTIPLE HIALEAH PAMCO PALOOKA PAMCO BALLOTS **\$69<sup>50</sup>**



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SOLD ON 7 DAY Money Back Guarantee **\$11<sup>95</sup>**

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WURLITZER AUTOMATIC PHONOGRAPH, Model P12, Like New **\$179<sup>50</sup>**

5 STAR BALL GUM Case of 50 Boxes **\$4<sup>95</sup>**

It will pay you to be on our mailing list—Write now for a complete list.

## Claims Old Game Will Become New Amusement Idea for Sportlands

DALLAS, Oct. 17.—Pinball is recognized as a modernization of bagatelle, a game as old as the hills. Some of the most interesting developments in coin machines have been made by bringing an old amusement idea up to modern mechanical perfection and putting a coin chute on it. S. H. Lynch, head of Electro-Ball Company, Inc., prominent distributor, has made formal announcement of a new game called Bat 'Em, which is an old idea brought down to date. It will undoubtedly prove of great interest to the coin-machine industry and the story of the idea reads like a real fairy tale.

According to Lynch, a search was started three years ago for that "something" to meet the requirements and hold the attention of "Old Man Public" and at the same time show a fair return to the operator on location.

It was thru accident that Bat 'Em was discovered at A Century of Progress in Chicago, so the abstract of the fascinating game reveals the following: Joe Aronoff, of Dallas, originated the unique idea in 1915 as a sure-shot portable affair to be used in parks and carnivals, no thought having been given to a stabilized year-in and year-out business. One of the original games, however, was placed at Coney Island in the early beginning and has successfully continued to operate there since that time. Other locations were made from time to time in cities ranging in population from 10,000 to 3,000,000, all of which have proved a success and without special merchandising effort. At A Century of Progress it was a huge success over the two-year operating period.

The present big-time success is at the Texas Centennial, coupled with a downtown location in the heart of busiest Dallas.

Most every baseball fan has had the urge at one time or another to step up to the plate and see what he could do to that "old apple." This device serves that very purpose, as the game is played indoors, using regulation ball and bat. Nine strikes are offered for 5 cents, thus offering the player all the thrills and exercise of a real batter at the plate. Men, women and children can play the game, which is scored by points. A home run counts four, a three-bagger three, two-bagger two and a single one point.

Safety precautions have been taken in the construction of the game and there is no danger of a player being injured. General layout commands attention and the net result is the ever-increasing repeat plays.

The hazards of high rent on term leases for choice business locations have heretofore been a definite hindrance to sportlands due to changing statutory regulations.

Bat 'Em offers a proven plan for operating a money making Bat 'Em Band (copyrighted name) that is legal everywhere, as no awards are necessary.

Bat 'Em is the foundation for a modern sportland idea, according to Lynch,

and with bowling-type games, electric shooting machines, scales, merchandise venders makes attractive 100 per cent legal sportland equipment. A \$12 per hour potential earning from Bat 'Em makes high rent mean nothing.

Lynch further states that leaders in the coin-machine manufacturing field, after seeing Bat 'Em in operation in downtown high-rent sections here and hearing the story, predict that Bat 'Em will make it possible for legalized sportlands to operate in the high-rent section of every city in the United States in conjunction with the devices heretofore mentioned and now being manufactured by the leading coin-machine manufacturers of the country.

### Seeburg Ray-o-Lite Is Adjustable to Location

CHICAGO, Oct. 17.—Seeburg engineers and designers in the early stages of developing Ray-o-Lite were fully aware of its tremendous possibilities. But confronting them was the paramount obstacle of location requirements. Today it is apparent as to how this problem was completely solved, but much research and experimentation were necessary before achieving this result, Seeburg officials state.

"The Seeburg Ray-o-Lite Rifle Range is suitable for almost any type of location, including theater lobbies, hotel lobbies, waiting rooms, drug stores, amusement arcades, country clubs, town clubs and night clubs. Compactly made, with its electrical and mechanical mechanisms purposely arranged to allow for varying distance between the marksman and the range, the Seeburg Ray-o-Lite Rifle Range can be adjusted to the convenience of the location without sacrificing the playing appeal and the efficiency of the machine. Thus have the creators of the Ray-o-Lite Rifle Range met this problem to open new opportunities for better locations and bigger profits.

"One of the basic playing appeals of Ray-o-Lite is the satisfaction of handling its perfect mechanism. The marksman is much impressed by the realistic, regulation-size rifle, the sporty range which provides a background for the moving duck target and the modernistic beauty of the cabinet and gun stand. The completely illuminated range is conducive to accuracy and there is a satisfaction when the ray of light projected from the rifle squarely hits a photo-electric cell located in the middle of the duck. When this direct hit is made the duck falls over and automatically the score is registered on a light-up panel. If the marksman misses the resultant flash on the range background gives him an opportunity to gauge his next shot. Every detail has

### Wedding Bells

CHICAGO, Oct. 17.—Jack Keeney's man, Ray Becker, aggressive sales manager of the J. H. Keeney Company, and Mrs. Anne Krenning, of University City, Mo., were married October 7. Ceremony was held at the St. Peter Episcopal Church, Chicago. Mr. and Mrs. Becker will reside in the beautiful residential suburb of Chicago, Hinsdale, Ill. Entire automatic amusement machine industry joins in extending sincere congratulations to Mr. and Mrs. Becker.

been carefully considered to add to the enjoyment of Ray-o-Lite. It is not the usual stereotyped amusement device. It is an authentic rifle range calling for skill and accuracy but harmless and simple to operate. Men, women and children all receive a real thrill after once trying their skill on a Ray-o-Lite Rifle Range. The pleasure derived induces repeat play, which means steady patronage and constant profits. The J. P. Seeburg Corporation is solely responsible for this advanced step in amusement machine development.

"Over 1,000 machines have been placed on location within a 20-month period. Immediately the public responded to the unique playing appeal. From Coast to Coast profit reports were above expectations and the result was an increase of volume orders. Naturally with its customary efficiency the J. P. Seeburg Corporation met this demand with immediate delivery. Today the production department is still working on a maximum schedule to satisfy operators, jobbers and distributors all over the nation. Significant of the manufacturing thoroughness of the J. P. Seeburg Corporation is the maintenance of mechanical perfection, for, despite this high-pressure production, the Ray-o-Lite Rifle Range is performing with absolute perfection on over a thousand locations."

### Dave Robbins Places Big Order for Games

BROOKLYN, Oct. 17.—On his visit to Chicago last week Dave Robbins, of D. Robbins & Company, placed orders with Chicago manufacturers which reached a total of \$50,000. The largest order was said to have been given to the Stoner Corporation, of Aurora, Ill., for the new novelty football game, Hold 'Em. Dave "went to town" with Stoner's recent novelty game successes, Mad Cap and Short Sox. He says that Hold 'Em will be another long-time money maker which should continue to earn big money long after the football season is over. Dave says that he has already booked orders for over 500 Hold 'Em games from jobbers and operators in his territory who have not even seen a sample of the game.

"This just goes to prove that the efforts of Stoner in producing mechanically perfect and excellent money-making games are appreciated by all jobbers and operators," Robbins said. "Delivery of Hold 'Em will start in about two weeks."

### FOR QUICK SALE

One Keeney Bowlette, used 30 days, \$200.00. Perfect condition. Two Tycoons, \$50.00 Each. Two Fortune One-Shot Tables, \$25.00 Each. Large Selection of back-number Games, \$3.00 up. One Bally Ranger, \$25.00; Two Exhibit Rotary Mds. \$200.00. One-half cash, balance C. O. D.

E. & R. SALES CO., 1010 Hall Street, Grand Rapids, Mich.

### SUPREME PLANS

(Continued from preceding page) by express to take care of the demand. The factory promised to rush us carloads until we ask for it to stop. Therefore we can promise all of our friends prompt shipments."

Supreme Vending Company, Inc., claims this is the first time since Neck 'n Neck, also a Daval game, that it has faced such a tremendous demand for immediate delivery.

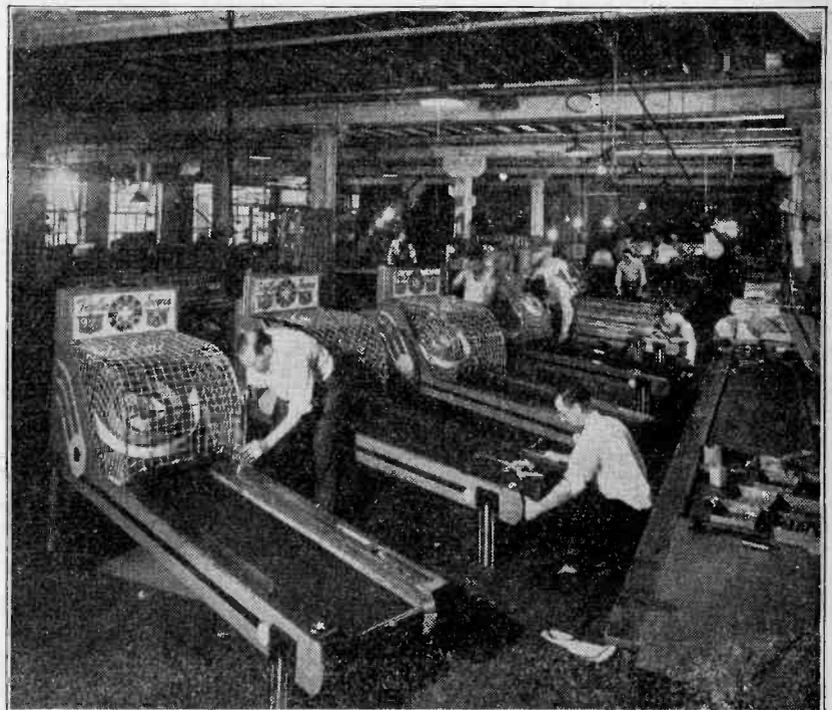
First large shipments of these games were sold even before their arrival here. They are so over-ordered at this time, Supreme officials claim, that they are hoping to be able to take care of the present demand within the next few weeks.

### Babe Builds Up Sales

NEW YORK, Oct. 17.—Babe Kaufman, "America's only woman distributor," has set up a strong selling organization for her company and from all indications is doing a real man-size job in selling amusement machines. In addition to jobbing a complete line of coin machines Babe has a phonograph exchange thru which she buys, sells and exchanges music machines of all makes. However, the big feature of her organization today is plugging the Keeney line, for whom she distributes in the East.

Bowlette, Keeney's alley game, has enjoyed a sensational sale in the East and now a smaller edition of the same game in a 10-foot size is on display. Babe claims she will really "go to town" on this game, as the locations in New York are better suited for a smaller game because space is very valuable.

The two new pay tables, Stop and Go and Velvet, have also made a great impression on the operators.



FINISHING TOUCHES on a line of Rola Score games in the plant of Chicago Coin Corporation. Over 35 of these nine-foot bowling games are turned out every day.

## WARNING OP'S!

If you don't buy your coin machines from us we both lose. Get our prices before buying elsewhere. We positively save you money—we carry the largest stock of new and used Slots, Pin Games and Counter Games in the country. Write today! Let's get acquainted.

HUBER COIN MACHINE SALES CO., 602-612 W. Van Buren St. CHICAGO, ILL.

# MERCHANDISE MACHINES

## Toy Pack Helps Sales of Candy

PITTSBURGH, Oct. 17.—B. D. Lazar Company reports that the "B. D." Special Toy Pack is becoming one of the most popular supply items with operators of the No. 1 Master Novelty Venders.

Firm prepares this pack specially for operators of the No. 1 Master machine and its long experience in the vending machine field has taught it to understand what operators need to make a success of candies, toys and novelties in a bulk merchandiser. The toy pack contains between 275 and 325 items. It makes a complete filling for the machine with the eight pounds of candy. Operator enjoys a profit of at least 86 per cent on the cost of the merchandise and over 46 per cent on the net using the "B. D." Special Toy Pack and the Master Novelty Vender, they claim.

They have also prepared a chart showing the method of operating the Master Novelty Vender, using Toy Pack and a regular candy assortment. Chart is easy to understand and may be used as a guide by service men and agents.

Ben Lazar claims Toy Pack has boosted the sales of the Master and the firm is unusually busy filling orders for the bulk merchandiser.

He also reports that more and more operators are entering this division of the business and that salesmen in their branch offices at Scranton, Reading and Philadelphia have been instructed to show Toy Pack and explain its method of operation with the Master Novelty Vender.

## Cigarettes Are Not Cause Of High Blood Pressure

ST. PAUL, Oct. 17.—Cigarette machine operators were pleased at the announcement by Mayo clinic physicians that "tobacco and alcohol do not cause high blood pressure."

The doctors declared that high-blood pressure is to a large extent inherited and also explained their treatment by cutting the sympathetic nerves. One of the Mayo doctors stated that high blood pressure causes most heart, kidney and blood vessel diseases, which kill four times as many as cancer.

Surgery can cure most high pressure cases occurring before 40, they said.

## Manufacturing New Stand For Vending Machines

DETROIT, Oct. 17.—De Hart Automatic Sales, Inc., Detroit jobbers, has a new sales office on Gratiot avenue which is equipped with a model display room, office and storage space in the

rear. Facilities for shipping thru the rear are available, making it an ideal spot. Incidentally, the location is right in Detroit's east side wholesale district and in an especially good location for operators of vending machines, in which the company specializes.

De Hart Company is preparing to place a new type of stand for vending or other machines upon the market. A considerable number are now under production and plans are being completed for quantity production, which will enable wider distribution. Stand is designed to come in various sizes, weighing from 22 to 65 pounds, according to the type of machine to be supported.

De Hart Company has recently been appointed Detroit distributor for the new Crown 1-cent Hershey bar machines, of which a model has been received for the sample room. Company is operated by Keith Dressel and Ernest Banghart.

## New Vender in Making

DETROIT, Oct. 17.—A. C. Wagner, manager of the Automatic Distributing Company, is continuing work of preparations for manufacturing a new vending machine designed to sell storage bat-

ting High Card, Derby Day, College Football and Hit Parade.

Burt Trammell, New Orleans manager for Electro-Ball, has returned from a week's trip thru the Southeast. He reports the sale of a dozen new Rock-o-Balls in Northwest Florida. Burt says that Florida operators are doing a wonderful business.

New Orleans ops who attend the various association meetings regularly say that Operator Scwenkl continues to draw heavy applause for his magnificent talks at the meetings.

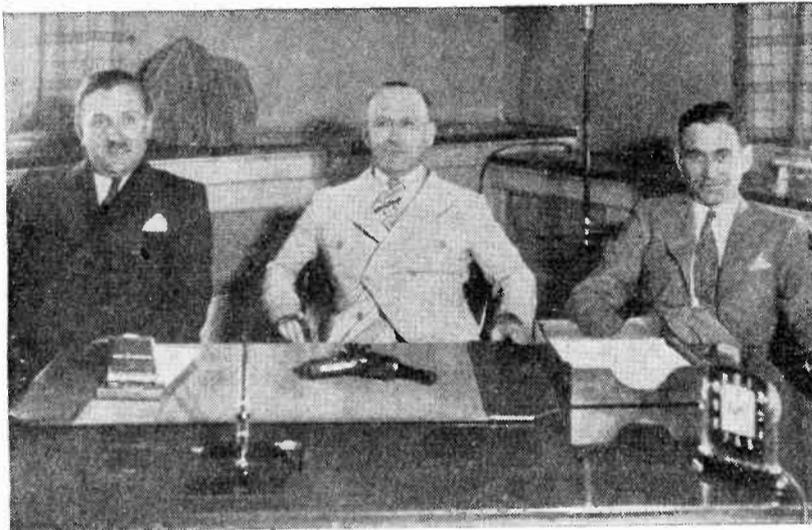
Jules Peres, "head man" of the local music ops, and Sterling Comeaux had a real argument in the Dixie Coin Machine showroom the other day and you can imagine what happens to 10 little fingers when two Frenchmen argue. And such language!

Somebody wants to know what has become of New Orleans' mysterious op, Mike McNally. Is it true that Mike is really Hugh Herbert of the movies? We'd like to know.

Jack Sheehan, manager of the Sports Center on St. Charles street, is back in his usual seat after an enforced vacation at home. Jack has fully recovered from an illness that set him down for several days.

## Atlas Novelty's Pittsburgh Office Establishes Record

CHICAGO, Oct. 17.—Art O'Melia, sales head of the Pittsburgh division of the Atlas Novelty Corporation, has recently turned in one of the most satisfactory



JOE FISHMAN, FRED C. McCLELLAN AND AL SCHLESINGER snapped after having negotiated deal whereby Fishman-Schlesinger Distributing Company laid down a heavy deposit on 1,500 Pamco Marksmen and the same quantity of Pamco Flying Ducks. Looks as tho Pacific's head man is flanked by a pair of men who hold high prospects for Pamco's new gun-lite equipment.

teries. Experimental models have been in operation for a long period and the machine is now ready for manufacturing, Mr. Wagner stated.

Mrs. Walter E. Whelan is managing the extensive coin-machine route in the city formerly operated by her late husband. A new manager has been engaged to handle detail operations. The business was being run for some time by her son, Joseph Whelan, who does not live in the city.

## New Orleans

NEW ORLEANS, Oct. 17.—New Orleans Novelty Company, owned jointly by Louis Boasberg and Ray Bosworth and one of the largest coin-machine operating firms in Louisiana, will act as State distributor for D. Gottlieb & Company, Chicago. Boasberg says that the first machine his firm operated was a Gottlieb Big Broadcast. He predicts a great season for Gottlieb's new games, includ-

sales records in the history of that company, according to the statements of the Ginsberg brothers, executive chiefs of this organization.

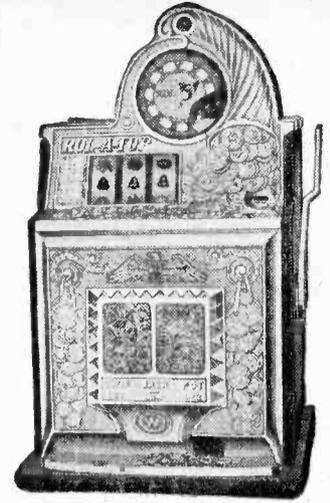
Atlas Novelty Company, manufacturers' representative, is represented by O'Melia in the States of Pennsylvania, Massachusetts, West Virginia, New York and part of Ohio.

O'Melia's report to the home office commented upon the astounding success of Stoner's Turf Champs in that territory. A new game, Hold 'Em, now in production and soon to be introduced, is considered to have great possibilities.

Art is well known in his territories and his thoro knowledge of operating problems has been a valuable asset in creating good will and confidence for the Atlas company in the Eastern section.

With business constantly increasing and giving evidence of a continued activity, the Atlas Novelty Company has appointed Allan J. Stern as assistant to Eddie Ginsberg, sales executive of the organization. Irving Ortz will share duties, now serving in the same capacity.

Mr. Stern's appointment is significant of the growth of the Atlas Novelty Corporation. This addition to the office personnel is necessary to enable the efficient handling of sales volume. Only recently the Atlas Novelty Corporation enlarged its quarters to facilitate the work of the sales and service departments.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 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

Here is the Greatest  
**STRAIGHT MERCHANDISE SALESBOARD PLAN**  
EVER OFFERED

EVERY PUNCH RECEIVES A HAND-SOME TIE—\$1.00 RETAIL—FOR AS LITTLE AS 1¢ No Blanks—No Losses

300 PUNCHES From 1c to 50c. MOVES SO FAST that any fair location sells out at least a BOARD A WEEK.

HERE IS THE CONTINENTAL SALESBOARD DEAL.....

PUNCH BOARD DISPLAY EASEL WINDOW DISPLAY POSTER 25 DOZ. First Quality TIES BOARD TAKES IN \$137.75 DEAL COST YOU \$47.75 Profit \$47.75

WE GUARANTEE THIS DEAL Unconditionally. If You Are Not Satisfied Return the Deal and We Will Refund Your Money. (Less freight charges.)

**JOBING FRANCHISES** Open in Many Sections of the Country.

1/3 deposit with order, bal. C. O. D., P. O. B., N. Y.

**CONTINENTAL MERCANTILE Co. 414 Broadway, N.Y.C.**

**FACTORY PRICES ON LITTLE NUTS**

Type B \$2.50  
Type C 3.50  
Type G 3.50  
Nut House 3.00  
Nut Shop 2.50  
50c extra for postage on samples.

**LITTLE NUT VENDOR CO.**  
Lansing, Michigan

**EXTRA SPECIAL—CLOSING OUT**  
25 Shipman Sanitary Stamp Machines. Brand new in original cartons.  
\$15.00 Each, or the Lot @ \$12.50 Each.  
**K. & S. AMUSEMENT CO.,** 125 Penn St., Reading, Pa.

**NEW! NOVEL!**  
ROTARY, DIGGER OR PREMIUM  
High-Class Chrome Plated  
**PELICAN ASH TRAY**

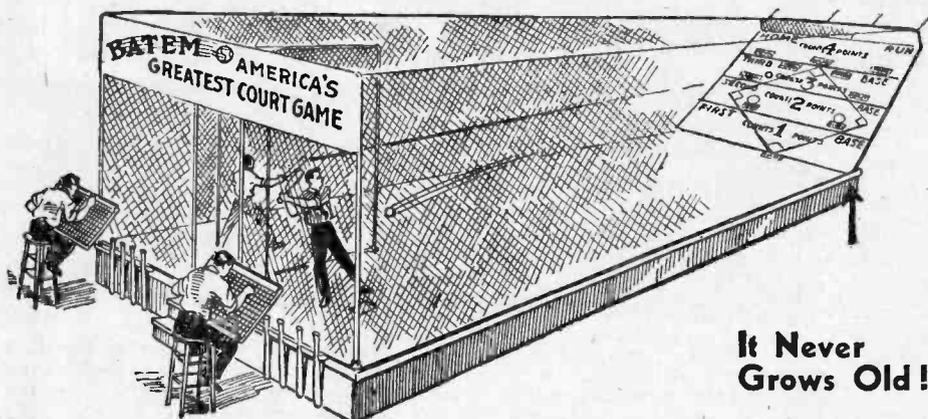
A flashy, useful item that everyone wants. Just the thing for Rotary and Digger Machines.

**\$9.00** Per Dozen Sample **\$1.00**  
Order Yours Today.

**MAJESTIC MFG. CO.**  
9505 Prairie Ave., Chicago.

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

# Announcing "BAT'EM"



It Never  
Grows Old!

"BAT'EM" . . . the Foundation for a Modern Sportland!

Game is played by one or two players at the same time, using regulation league baseball and bat. BAT'EM requires space 20 by 50 feet in building or tent. Game is portable.

Under our plan you can secure first franchise rights in your city, backed by fully protected patent rights. Write or Wire today for particulars. Address Department B.

A PROVEN amusement and health exercise game . . . now operated in a new and modern manner.

BAT'EM has operated in New York City at the same location for 15 years . . . making a PROFIT in all kinds of weather! BAT'EM was a big success both years at a Century of Progress and is now going great at the Texas Centennial Exposition. A downtown Dallas location has proven a sensation. BAT'EM, alone, operates successfully in other cities, for BAT'EM appeals to everybody . . . men, women, children!

We are now exclusive manufacturers and distributors of BAT'EM and offer a proven plan for operating a money-making "BAT'EM-LAND" that is legal everywhere, as no awards are necessary. BAT'EM is the foundation for a modern Sportland idea, and with bowling type games, electric shooting machine, automatic phonograph, automatic photograph machine, scales and merchandise venders . . . makes an attractive and 100 per cent legal sportland. The Twelve Dollars Per Hour potential earnings from BAT'EM alone makes high rent mean nothing.

## ELECTRO-BALL CO., Inc. 1200 Camp, DALLAS

Successors to Joe Aronoff Company as Manufacturers and Distributors of "BAT'EM"

### Rockola Enthuses Over Tom Mix Rifle

CHICAGO, Oct. 17.—David C. Rockola is enthusiastic over his latest creation, the Tom Mix Radio Rifle, which is reported to be going over big wherever it has been introduced.

The rifle has been placed on a great many test locations to determine its profit-producing value and also has gone thru a period of two years of research to make it absolutely foolproof. On location it has proved to be a big profit maker, Rock-Ola officials state.

Discussing the rifle, Mr. Rockola said: "Tom Mix is one of the biggest and best loved names in the amusement world. And that, coupled with the exceptional merit of our rifle, makes the Tom Mix Radio Rifle what we consider the greatest thing in harmless fun, sport and amusement that has ever been produced and not just 'another shooting game.'"

Rock-Ola officials state that the rifle embraces a brand-new principle which is registered under patent No. 101260. The principle of this new mechanism is so simple, they state, that it makes expert mechanics wonder how it works so perfectly. Claimed for it are uniform results and low operating cost, the mechanism using only the same amount of current as a 60-watt light bulb requires.

It is stated that orders for the rifle are pouring into the factory and that the few operators who have already had them out on location claim they are proving highly profitable. The Rock-Ola factory is now working on three eight-hour shifts, and Jack Nelson, general sales manager, states that cabinets are being turned out at the rate of 300 a day in an effort to keep up with the demand.

"When Tom Mix recently placed orders for 117 rifles for his Hollywood friends," says a Rock-Ola official, "he made the following statement over his signature: 'Take it from me, boys, Rock-Ola's radio rifle bearing my name is the keenest fun, sport and amusement in the world.'"

### Overseas Buyer Complains

To the Editor: "I notice that you invite your readers to write to you from time to time, to ask questions, etc., in connection with various problems which may occur. I shall be glad to take advantage of this service in the future.

"May I suggest that you write an article in *The Billboard* advising the many firms in the U. S. A. to give more attention to the manner in which they execute orders coming from this quarter. A great number of firms send flowery letters and price lists on 'slightly used' equipment and promise all sorts of things. When the purchaser opens the cartons or cases here he almost collapses with disgust at the sight of the rubbish he has paid for. Then, of course, letters are exchanged with the usual promise that the 'next order will have better attention.'

"This means that there is no next order from the firm in question, thus spoiling what might have developed into a fair yearly turnover to the mutual benefit of firm and client.

"Among the many complaints may be mentioned split legs, missing leg ad-

justers, old batteries, badly scarred cabinets and playing fields, balls missing, pins, springs and all sorts of defects. We cannot obtain spare parts over here, hence the importance of getting games that have been actually rebuilt. To receive repeat orders from over here decent firms should send only what they advertise."—H. Michaelson, Export-Import, Antwerp.

### Herb Besser a Daddy

ST. LOUIS, Oct. 17.—A boy was born to Mrs. Herbert Besser, wife of Herbert Besser, owner and manager of the Besser Novelty Company here, October 2 at the St. Louis Maternity Hospital. Baby weighed 8 pounds 11 ounces. Mother and son are doing great. Besser claims that the newcomer will make a partner for him in his business about 20 years hence. On the occasion of the birth the happy father sent out announcement cards to his many friends and customers in St. Louis and vicinity. His slogan, "Besser's Better Buys," which he carries on all of his literature, was carried out also on the clever announcement cards.

### Eagle-Eye Draws Unusual Response

CHICAGO, Oct. 17.—"The response to our announcement of Eagle-Eye in *The Billboard* proves three things," says Ray Moloney, president of Bally Manufacturing Company. "First, the tremendous pulling power of *The Billboard*; second, the fact that operators and jobbers are keenly alive to the possibilities of this type of equipment, and third, the confidence the trade has in Bally. We have not only been flooded with inquiries but have received an amazing number of 'sight-unseen' orders, altho no prices were quoted in our announcement. Let me say that operators and jobbers will realize that their confidence was justified when they see Eagle-Eye and its 20 great features."

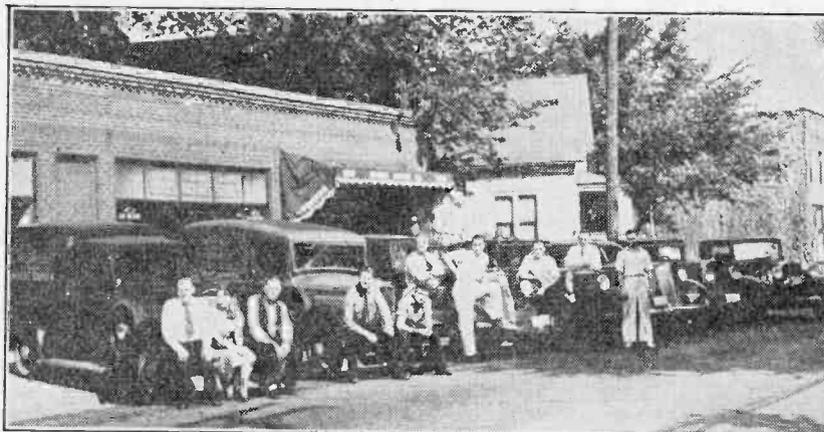
Eagle-Eye is Bally's ray-rifle type target machine which shoots a beam of light at moving targets sensitized with photo-electric cells. Eagle-Eye is said to embody a number of revolutionary innovations, including eight different moving targets, an adjustable device whereby player can operate target at any one of four speeds and a novel scene-in-action visualizer on which animals actually fall when hit.

### Lichtman Checks on New Locations for Machines

NEW YORK, Oct. 17.—Charley Lichtman, of the New York Distributing Company, representing the Daval Reel "21" and Races counter games here, reports that he expects to see a real counter game boom.

Lichtman believes there is a great deal of territory where the two counter games haven't as yet been sufficiently well introduced and he has made up his mind, he says, to cover the area with a fine comb and get operators started on the remarkable money makers.

Lichtman has had a great deal of experience in the past with counter games. He knows how they work and just how they should be operated. Being one of the oldtimers in the coin-machine business, he is preparing for a tremendous return of the games.



LINEUP OF THE ISETT ORGANIZATION IN KENOSHA, WIS.—Mr. Isett is on the extreme left. The firm covers a wide territory with the latest in coin machines.

STANDARD EQUIPMENT WITH 92% OF THE MANUFACTURERS

*Mr. Filch says...*

Why tolerate batteries when you can save their cost 10 times yearly by using

**ELECTROPAK**

ELECTRICAL PRODUCTS COMPANY, INC.  
6527 RUSSELL STREET - DETROIT, MICH.  
CHICAGO OFFICE: 1228 W. JACKSON BLVD.  
NEW YORK OFFICE: 151 WEST 24th STREET

of machines, operating from a downtown location.

Al Curtis and Charles Friedenber are conducting business in a small way under the name of C. & F. They have installed a couple of bowling alleys.

**Kirk Occupies Section Of Huge Jennings Plant**

CHICAGO, Oct. 17.—Due to the rapidly increasing demand for Rotary Merchandisers and the Kirk Marksman from distributors, jobbers and operators in every section of the country, C. R. Kirk & Company in a little over a month discovered their quarters on North Kilbourn street entirely inadequate to properly handle the increased volume and were compelled to move to much larger quarters. The company now occupies a large section of the huge, new and modern plant of O. D. Jennings & Company at 4309 West Lake street. Here with a much greater floor area and with the most modern manufacturing equipment known to the industry the company will have every facility at its disposal for the development and manufacturing of the many new machines which are to be announced to the industry in the very near future.

It will be remembered, as reported last month, that O. D. Jennings is associated with Mr. Kirk in the new organization. While both individuals at that time expressed the utmost confidence in the success of the new company, we question if either, in his wildest dream, ever anticipated such a phenomenal growth.

However, considering the capabilities of these two individuals, O. D. Jennings a pioneer of the industry and a man possessed of keen business judgment and Mr. Kirk an individual well seasoned in the business, capable and unusually aggressive, supported by such men as Frank Maitland, William (Bill) Strube and C. E. Collison, it is not difficult to understand why the company progressed so rapidly.

**Distribs Prominent in Groetchen Sales Plans**

CHICAGO, Oct. 17.—In marketing its line of machines Groetchen Tool Company is stressing the importance of its distributor and jobber lineup in getting these machines to where the operator can see them at first hand.

Karl Klein, in explaining the rapidly increasing sales of the Groetchen line, said that the reputation of these machines "is known round the world, but there are so many advantages to the operator in being able to see the machines near home and to inspect the mechanisms at leisure that distributors and jobbers are being given prominence in our sales plans. We take pride in the firms representing us in the United States and abroad and we feel that operators will recognize the reputation and reliability of the firms representing our products.

"When we have put our own reputation and full facilities into building good machines there is nothing better than to have a lineup of distributors and jobbers who know good machines to sell them," Mr. Klein added.

**Becker Issues Summons To Boost Stop and Go**

CHICAGO, Oct. 17.—With Ray Becker, sales manager of J. H. Keeney & Company, as the accusing witness, all operators, jobbers and distributors who have to their misfortune disregarded the Stop and Go game were recently summoned before a "court of appeals."

The plaintiff, J. H. Keeney & Company, is the instigator of one of the cleverest direct-mailing ideas in the advertising field. Realistic facsimiles of apparently legal summons were forwarded to all concerns not on Keeney's extensive purchasing list.

"The response to this brilliant advertising was tremendous. Telegrams, phone calls and letters have come in and are still coming, expressing admiration for the originality of Ray Becker's sales promotion. Aside from favorable comment, another decided reaction has been the accompanying orders to boost the Keeney sales peak to a new high. This, after all, is the real test of a well-founded sales maneuver. These marvelous returns are significant of an upward swing in the coin-machine industry. Decidedly the aggressive and unique tactics of J. H. Keeney & Company are a large motivating factor, but the stimulating influence of increased activity should be of mutual

**NOW READY TO HELP ALL OPERATORS WITH BOWLING GAME LOCATIONS**

**"THE SENSATIONAL GEORGE PONSER FINANCE PLAN"**

*for Genco's famous Bowling Game*

**BANK ROLL**

MR. OPERATOR . . . IF YOU HAVE BOWLING GAME LOCATIONS WRITE, WIRE, PHONE OR CALL AT OUR NEAREST OFFICE—WE'LL HELP YOU GET STARTED WITH BANK ROLL IN A NEW, EASY WAY, USING THE SENSATIONAL "GEORGE PONSER FINANCE PLAN!" IT HAS ALREADY HELPED HUNDREDS OF OPERATORS TO EARN STEADY PROFITS OF FROM \$20 TO \$50 EVERY DAY! IT'S FREE OF CHARGE!

FREE BANK ROLL—ABSOLUTELY NO OBLIGATIONS! WRITE TODAY!



**NO INCREASE IN OUR PRICES!**

BANK ROLL IS READY FOR IMMEDIATE DELIVERY IN ALL TERRITORIES FROM LOCAL WAREHOUSES IN 3 SIZES — 10'8"-11'8"-13'8".

**DON'T WASTE TIME — EARN BIGGER, BETTER AND EASIER PROFITS — WRITE NOW TO . . .**

**GEORGE PONSER COMPANY, INC.**

New Jersey Offices: 11-15 E. RUNYON ST., NEWARK, N. J.

General Sales Office 1140 BROADWAY, NEW YORK

George Ponser, President—Leslie G. Anderson, Gen. Sales Mgr.

**DUCK SOUP 1c Skill Game**

IT'S LEGAL 100,000 LOCATIONS

Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES	Sample . . . \$1.90
1/2 Deposit	Lots of 6 . . . 1.40
Bal. C.O.D.	Lots of 12 . . . 1.20

No Personal Checks, Please.

Protect Your Route Without Delay  
**STAR SALES CO.**  
3901-09 Wayne, Kansas City, Mo.

**Detroit**

DETROIT, Oct. 17.—Lemke Coin Machine Company, jobbing firm, has increased its fleet of trucks from three to five to handle sales and service needs in this territory, President Henry C. Lemke reported this week. Commenting on business, Lemke said:

"The new Bally Roll games are going strong in Detroit right now. We are operating a number ourselves and selling a lot to other operators as well. Bally-Rolls are especially popular in beer gardens, with the middle-class spots drawing as much money as the better establishments in many instances because of their wide appeal.

"There is a strong, conservative and steady demand locally for the non-pay-out type of game which is strictly legal, and this class of machine should be kept on the market. We are operating a number of Stoner Turf Champ machines up-State and getting very good returns from them. In fact, they look like the biggest money-makers we have on location right now.

"We are also going in heavily for operating the new radio rifles. There is a big local demand for them. An important development in this field will be a new rifle machine to be manufactured in Michigan and for which we expect to be national sales representatives. An old-time operator is developing the machine. Some models have been placed on test locations and have proved satisfactory."

Wilfred Kennell, of Kennell & Martin, operators, reports business in coin machines rather quiet just now and that bowling games seem to be the most popular at present. Company has recently added five new Rock-a-Ball bowling alleys to its equipment.

Robert Jackson, Detroit operator, formerly in the vaudeville booking business here, has retired from the coin-machine field. He specialized in the digger type

benefit to the entire industry. Stop and Go is considered one of the finest payout tables ever introduced. Based upon the modern trend of animation in amusement machines, the designers have made use of every possible device to attract attention and constant play. Two lights, red and green, are alternately flashing even when the machine is not in actual play. Another factor in the fast action and animation of this game is the constantly rotating odds-changing disc. The play of Stop and Go is as exciting as its appearance. The unlimited award possibilities and continuous free-play opportunities act as amazingly successful playing inducements that keep Stop and Go busy every hour of the day.

"Another feature that adds suspense is the payout ruling on the red and green lights. If a player makes a payout hole when the red light is on he receives awards as per indicated on the disc; if making the payout hole when the green light is on the player not only receives his award but the chance to try again for another winning. Keeney's exclusive power-operated shuffle-board mechanism automatically releases the ball for replay. A Right of Way hole pays \$2 on either stop or go lights. An-

other feature that adds to the playing appeal is the three Safety Island holes at the bottom of the board that become payout holes if they are hit when the green go light is flashing.

"The short period in which this game has been on location has produced a profit record that entirely justifies Ray Becker's drastic action of summoning the attention of all operators, jobbers and distributors to the marvelous opportunity of which they seemed to be unaware.

"J. H. Keeney & Company, creators and manufacturers of a popular line of amusement machines, many times before have undergone a similar rush of volume orders and are fully equipped to make immediate deliveries and not sacrifice production standards."

**LOOK**

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# A Natural 7 Big Hits



**OPERATORS WELCOME**  
*to our "Open House"*  
**OCT. 21-22-23**



Business is good, thank you! That's the reason for our new location . . . 10,000 square feet of space . . . largest, most elaborate display rooms West of Chicago! Come in and get acquainted . . . or better acquainted. Factory representatives will also be here. Don't fail to meet them. Let's make it a date now.

**AUTHORIZED DISTRIBUTORS**

- ★ O. D. JENNINGS & CO. Chief — Aristocrat Flicker
- ★ WESTERN EQUIPMENT "Jimmy Johnson" Thoro-Bred — Reel Races
- ★ CHICAGO COIN CORP. Rola Score
- ★ PACIFIC AMUSEMENT CO. Marksman — Pamco Bell Pamco Saratoga
- ★ STONER CORPORATION Turf Champs — Short Sox
- ★ RUDOLPH WURLITZER CO. Simplex Phonograph Skee Ball
- ★ HARLICH CO. & HAMILTON MFG. CO. Punch Boards

A COMPLETE LINE OF LATEST EQUIPMENT

## NATIONAL PREMIUM COMPANY

1312 FARNAM ST., - OMAHA, NEBR.

*"We Sell to Operators only"*

OUR NEW LOCATION

### CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC PAY-OUT TABLES

TREASURE SHIP . . . . . 2  
 PLUS 'N' MINUS . . . . . for  
 LIBERTY BELL, 10 Ball, Old Cabinet  
 SPORTSMAN, 10 Ball, Old Cabinet  
 ROCKET, 10 Ball . . . . . **\$15**

EXHIBIT'S FOOTBALL . . . . . \$15.00  
 EXHIBIT'S BASEBALL . . . . . 15.00  
 NATURAL . . . . . 65.00  
 TEN GRAND . . . . . 55.00  
 SUNSHINE BASEBALL . . . . . 55.00  
 BIG RICHARD . . . . . 45.00  
 MULTI-PLAY . . . . . 45.00  
 SUNSHINE DERBY . . . . . 39.50  
 WESTERN'S DAILY RACES . . . . . 50.00  
 RAFFLE BALL . . . . . 29.50  
 HOLLYWOOD . . . . . 29.50  
 BIG CASINO . . . . . 29.50  
 HARVEST MOON . . . . . 29.50  
 BIG FIVE . . . . . 22.00  
 TROJAN . . . . . 22.00

**NEW! NEW!**

DERBY DAY, HIT PARADE, COLLEGE FOOTBALL, HIGH CARD.  
 Write for Prices on Above Games. All Games for Immediate Delivery.

1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee, Wis.

**MILWAUKEE COIN MACHINE CO.**  
 3725 W. Center St., Milwaukee, Wis.

### AT SACRIFICE

35 Television Poker Games with 5c Slot, Used Only two months, \$35.00 Each.  
**T. Z. R. AMUSEMENT CORP.,**  
 1310 Surf Avenue, Coney Island, N. Y.  
 Phone: Esplanade 2-8527.

**PIN GAME AND SALESBOARD OPERATORS DOUBLE YOUR WEEKLY INCOME**  
 From Your Locations With Our **SALESBOARD NOVELTY DEALS**  
 Plenty of Profit — Small Investment  
**CHARRIS SPECIALTY CO.**  
 946 DIVERSEY PARKWAY CHICAGO, ILL.  
 100% Wholesale — Free Catalog

### Londoners May Have Socials

An interesting idea for coin-machine sociability appears in a recent issue of *The World's Fair*, British amusement weekly:

"This is just one name suggested for something which may come off in the very near future. At a certain hostelry in Fetter lane several London machine men are wont to foregather for conviviality and good cheer, their number being oftentimes swelled by trade visitors from the provinces. One well-known manufacturer is of the opinion that these gatherings might well be developed into the holding once a month during the winter of a social night on lines just as informal as when the "lads of the village" get together in the bar.

"His idea is that a club be formed for this purpose and that the monthly 'do' consist of a simple inexpensive supper—hot pot, sausage and mash, or something of that sort—followed by harmony and the telling of tales (whatever that may cover). These gatherings, the moving

spirit suggests, could be held in the dining room of the aforementioned hostelry.

"The idea of this monthly meeting chat is not to form anything savoring of another organization, far from it. Membership and participation will be open to all men in the machine business, and no doubt they will be able to bring along friends. Should the idea materialize full details will be given in these columns. The moving spirit has enlisted the cooperation of another who thinks as he does about the proposition and if nothing should transpire methinks it will not be for the want of trying."

### Big Game Hunters Sell

DETROIT, Oct. 17. — Over 300 Big Game Hunter machines have been sold in the past three weeks by the American Coin Machine Company and there is room for a large number of other locations to put in these popular machines, according to Frank Healey, company manager. The second item in popularity at present is the bowling-ball type of machine, according to Healey, who is planning to take over the agency for other new machine lines very shortly.

### Milwaukee Firm Enlarges Space

CHICAGO, Oct. 17.—While in the offices of D. Gottlieb & Company here last week Sam London, of the Milwaukee Coin Machine Company, told of the opening of enlarged quarters in his city. Altho located at the same address, 3725 West Center street, Milwaukee, the premises have been greatly enlarged and considerably remodeled.

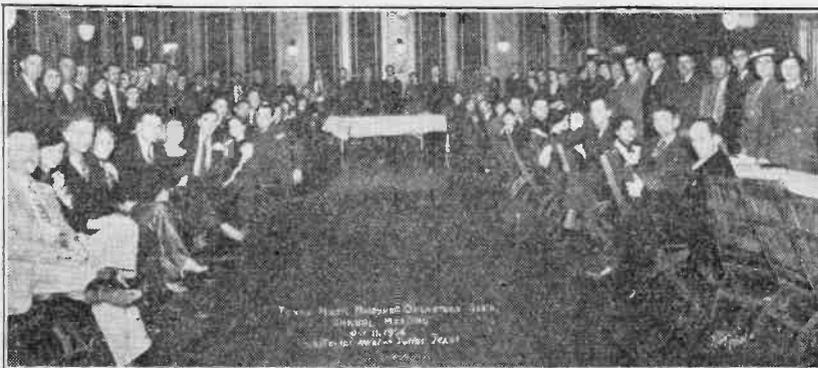
Opening was celebrated with an "open house" and operators from surrounding territory were present for the occasion. Remodeling gives more room for display purposes and a repair department for thoroly reconditioning used machines. All of the latest games will be put on display as soon as they are introduced. Firm now stocks a quantity of each game so that immediate delivery can be made to operators.

Games that are receiving a big play in his territory are the four Gottlieb favorites, College Football, Hit Parade, Derby Day and High Card. "The four games," said Sam, "are really doing a big job. Operators are reporting exceptional earnings on all locations that have one or more of the Gottlieb four. I am here today to place my order for a good number in each of these games so that I can offer operators in my territory immediately delivery."

### Kelly Back From Trip

CHICAGO, Oct. 17.—Leo J. Kelly, sales manager of the Exhibit Supply Company, is back at his desk here after a three-week business trip thru the Middle West and Southwest. Trip included stopovers at Dallas, Fort Worth, Houston, New Orleans, Kansas City, St. Louis and Memphis.

At Dallas Kelly attended the State meeting of the Texas Coin Operated Vending Machine Association and also explored the Dallas exposition. At Ft. Worth the local operators' meeting was in session and Kelly, with other Chicago manufacturers, was invited to attend. Following the meeting, a special party was arranged for the group at the Casa Manana, Fort Worth's feature attraction at the Frontier Centennial Celebration.



TEXAS MUSIC OPERATORS enjoyed their largest State meeting October 11 at the Jefferson Hotel, Dallas. Association re-elected its officers in an interesting business session and then enjoyed a banquet on the hotel's roof garden.

# N. Y. Licenses Bowling Games

**Awarding of prizes also okehed—territory to use thousands of machines**

NEW YORK, Oct. 17.—Attorney Theodore Blatt informed the coin-machine industry here today that the New York License Department had officially okehed the issuance of licenses for bowling games. Blatt, representing the operators' and distributors' associations, has been fighting for the past four weeks to obtain the licenses.

Jubilant was apparent in operator circles today. It is the belief of the men here that as a result of the license edict between 2,000 and 5,000 bowling games

will be placed into immediate operation in the New York area.

Attorney Blatt stated: "License fee will be \$50 for a year. This will apply to the first five games. There will be an additional charge of \$10 per machine for all licenses above the first five. Licenses will expire March 15. We have been successful in getting the first half-year licenses thru for the fee of \$25. After March 15 the licenses will be issued for a full year at the regular \$50 fee. Licenses will be issued in the name of the locations.

"License Department also approves the use of prizes with the bowling games. I am firmly convinced that they are games of skill from every direction. I urged this point and can only state that the wisdom of License Commissioner Paul Moss has indebted all the operators to him for allowing the bowling games to operate with prizes.

"Of course, we do not know yet how the courts here will receive the news of prizes for the games. It is my personal belief that the bowling games being games of skill we should not meet with many difficulties in this direction.

"Operators have already asked me to express their gratitude to the commissioner for the manner in which he approved the bowling games and the issuance of the licenses. Commissioner Moss is to be thanked by the entire coin-machine industry for his judgment in this matter."

Operators and distributors everywhere in the city are hard at work rushing bowling games to locations. It is generally believed that since the official okeh came with the opening of the fall season that the entire industry will find it to be a great stimulant for all future machines.

## Chicagoans Hear Of New Distrib

CHICAGO, Oct. 17.—While the coin-machine trade in New York was hearing the news of the formation of the new Fishman-Schlesinger Distributing Company, Fred McClellan, president of Pacific Amusement Company here, made known the important news to the local trade.

"These two men bring together a background of experience in the field of reality which should qualify them to make sound recommendations on equipment and operating methods," McClellan stated.

"Al Schlesinger, of Square Amusement Company, Poughkeepsie, N. Y., has spent 17 years in the coin-machine industry. From that early beginning to the present Schlesinger has laid his hand to all forms of amusement equipment. All kinds of novelty games, bells, one-ball tables, automatic music and other types of vending equipment have entered into his operating activities. As vice-president of Empire Skill Games Board of Trade in 1934 and president in 1935 Schlesinger accomplished much for the betterment of New York State operators and jobbers. Observing Pamco Marksman, Schlesinger was quick to recognize the merit of the new ray-shooting unit. He says the machine impressed him greatly because of the interest manifested in many Marksman locations viewed while visiting the Windy City. The matter of replacement units from time to time lend to Marksman an element of permanency, and Schlesinger was moved by this feature alone to call it one of most carefully planned products in many a year. Acting on the good prospects held for Marksman in New York and surrounding States, Al saw an opportunity too good to pass up. Accordingly he brought to a climax negotiations with Joe Fishman to form the Fishman-Schlesinger Distributing Company, located at 682 Broadway, New York. Fishman, like Schlesinger, had likewise been watching Marksman. Consequently, their opinions lining up in perfect harmony, a deal was made to

join hands and capital in what promises to be one of the nation's leading distributing firms.

"The combination of Fishman and Schlesinger in their new enterprise is said to be heralded by operators and jobbers as a most welcome event. It offers up-State New York and the metropolitan section the services of two men who know both areas intimately, and with Pamco Marksman offering a legal ray-shooting machine much is anticipated with the new company now entering in the field."

## Finance Plan Comprehensive

CHICAGO, Oct. 17.—Frank Maitland, vice-president and general manager of C. R. Kirk & Company and originator of the CRK finance plan, said to be "the first comprehensive financial plan offered to the industry," reports the plan has already proved a phenomenal success.

Maitland said: "From the conception and during the development of the CRK finance plan we believed we had a plan that would prove a definite assistance to distributors, jobbers and operators in the purchasing of new equipment and that the plan would assist them in the development and expansion of their territories. We believed these individuals would be quick to recognize the advantages of a plan that gave them the opportunity to pay for their equipment from the profits the equipment produced and that they would be eager to take advantage of it. However, we didn't, in our most exaggerated estimates, anticipate the tremendous response that the plan was to receive in the short time it has been in existence.

"For the past few weeks we have been literally flooded with telegrams and letters from distributors, jobbers and operators in every section of the country requesting that they be extended the privileges of the CRK plan. Our correspondence has reached such proportions that it has been necessary to almost treble our force to handle it.

"Strange as it may see, we are receiving a great many letters from small business men of reputable character that have never been associated in the coin-machine business but have had the desire to enter it and were unable to do so because they lacked the necessary capital to get started. These individuals see in the CRK plan the opportunity they have hoped for and are placing orders with us for equipment, to be operated in their own localities.

"In a recent survey of the thousands of distributors, jobbers and operators now using the CRK plan we discovered two distinct advantages that the plan offered. First, it affords the individual the opportunity to greatly expand his operations. Where an operator normally placed orders for 10 or 15 machines he is now placing orders for from 50 to 100 under our finance plan and yet is not tying up additional capital. This enables him to greatly expand his operations and to realize a much larger income from the additional machines he has on locations. Second, our plan enables the operator to take advantage of the newest machines. Quite frequently in the past an operator had the desire to add new equipment to his route because he realized the money-making possibilities of the newer equipment, but because the purchase necessitated a large outlay of cash he was forced to pass it up. This in reality handicapped him from increasing his profits. However, now with the CRK plan he is able to buy the newest equipment with a very small outlay of cash and thus increase his profits proportionately."

## WHAT'S NEW?

IS THE VERY FIRST QUESTION OPERATORS ALWAYS ASK US! HERE'S THE ANSWER . . .

1. ROCK-OLA'S SENSATIONAL NEW PHONOGRAPH HIT!

## RHYTHM KING

2. ROCK-O-BALL
3. RAY'S TRACK
4. PREAKNESS
5. EXCEL
6. REEL "21" and RACES
7. BIG BANK NITE
8. MONTE CARLO
9. MASTER No. 77
10. STOP and GO
11. "B. D." TOY PACK FOR No. 1 MASTER NOVELTY VENDOR.

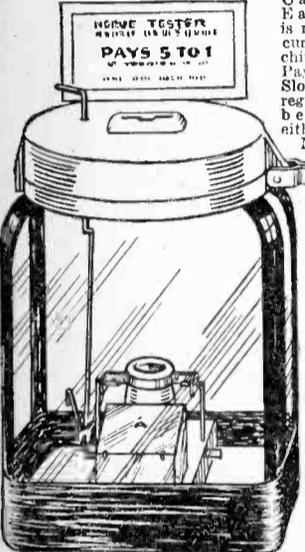
AND A DOZEN MORE!! BEFORE YOU BUY, WRITE OR CALL OUR NEAREST OFFICE.

"You can ALL-WAYS depend on LAZAR"

## B. D. LAZAR CO.

- 1340 FORBES STREET, PITTSBURGH, PA.
- 620 SPRING GARDEN STREET, PHILADELPHIA, PA.
- 119 PENN STREET, READING, PA.
- 136 FRANKLIN AVENUE, SCRANTON, PA.

**JIGGER**  
OPERATORS, here is the Machine with the Payout Cash Box. Each Payout is registered accurately. Machine also has Payout Control Slot. Can be regulated. Can be furnished either Penny or Nickel Slot. Cap and Mechanism made of Copper and Aluminum. Regulated before leaving factory to app. 40% payout. Mechanically perfect. Mechanically delivers hits to payout cash box. Has stood the most rigid tests on Cheat locations.



SAMPLE MACHINE, \$7.50  
LOTS OF 6, \$7.25 | LOTS OF 12, \$7.00  
1/3 with Order, Balance C. O. D.  
Wire or Write  
**THE GLOBE MACHINE COMPANY,**  
229 West 15th Street, Fort Worth, Tex.

**—SIDE LINE SPECIALS—**  
CARTON BOOKS, \$1.25 per 100; SHIMMIES, 25c Doz.; RUBBER GLOVE, 80c Doz.; Sand Cards, 30c Doz., etc., are just a few of the thousands of items listed in new catalogue of RED HOT SELLERS. Send 25c for 10 samples and Cat. or order from above. **COMIC SPICY XMAS CARDS** over 100 different. My Bulletin listing of these and other Hot Xmas items is now in preparation. 25c brings it with samples. You deduct the 25c from your order.  
**T. R. PAYNE,**  
25 Cardinal Place, New York

**GUARANTEED PHONOGRAPHS.**

WURLITZER P-10	\$140.00
WURLITZER P-12	175.00
WURLITZER P-30	160.00
WURLITZER P-412	200.00
WURLITZER P-400	215.00
WURLITZER JUMBO	315.00

Cabinet good as brand-new machine. Order one and you want more.  
Terms: 1/3 Down, Balance C. O. D., F. O. B. Brenham.  
**SCHATZ NOVELTY CO.,**  
St. Charles Street, Brenham, Tex.

**3000 BIG BARGAINS**

**AT WHOLESALE PRICES.**  
Hundreds of items from many parts of the world are shown in Sports Wholesale Catalog, 1936. A 194 page clock full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.  
**SPORTS CO.,**  
10-36 Erie St., Le Center, Minn.



**USED MACHINES**

1 RADIO STATION, Not Auto.	\$ 3.00	10 5c MILLS SKYSCRAPER BELLS, Ea.	\$42.50
1 REBOUND, Not Auto.	3.00	3 10c MILLS SKYSCRAPER BELLS, Ea.	50.00
7 MILLS TARGETS, Each.	2.00	2 5c MILLS WOLFHEAD BELLS, Ea.	40.00
1 PUT AND TAKE, Auto.	10.00	1 10c MILLS WOLFHEAD BELLS, Ea.	45.00
3 CARIOCAS, Auto, Each.	10.00	2 25c MILLS WOLFHEAD BELLS, Ea.	50.00
1 5c WATLING TWIN J. P., Like New	50.00	1 10c PACE SINGLE J. P. and Stand.	25.00
1 25c CAILLE SINGLE PACE POT.	20.00	1 25c MILLS BELL, No Jack Pot.	10.00

Sold Subject to Prior Sale. 1/3 Deposit Must Accompany Orders. Prices F. O. B. Clinton.  
**CLINTON VENDING MACHINE CO.,** 205 S. 4th St., Clinton, Iowa

**BEAT THESE PRICES**

10 Pamco Chase Cash Payout, Used One Week	Each \$44.50
10 Gottlieb Daily Races, Cash Payout, Like New	44.50
3 Hialeahs, Cash Payout, Perfect	49.50

We must sell 200 slightly Used Pay Tables. Write for special prices. Each Machine Guaranteed O. K.  
**CAROLINA NOVELTY CO.**  
216 N. Martin Street Elizabeth City, N. C.

**SALE!**

10c Jennings Century	\$47.50
10c Mills Dragon Head Bells	37.00
10c Mills Gold Award Bells	57.50
5c Mills Extraordinary Vender	65.00
5c Mills Escalator Vender	37.50
5c Pace Comet Front Vender	50.00
1c Watling Rotator Vender	50.00

Write for Complete List of New and Used Coin Games.  
**AUTOMATIC COIN MACHINE CORP.**  
37-43 Essex St., Springfield, Mass.  
All Phones 4-1100

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED**

**THIS WEEK'S SPECIALS**

PAMCO PARLAY, SR.	\$49.50
MULTIPLE	82.50
PEERLESS (Ticket)	56.50
BIG FIVE, SR.	37.50
FLICKER (New Model)	89.50
BIG RICHARD	44.50
MAMMOTH	33.50
REPEATER	38.50
PUT 'N' TAKE	12.95
BAFFLE BALL	29.50

AND 200 OTHER Attractive Payout Bargains. Write for Latest Price List.

**ATLAS NOVELTY CORPORATION**  
2200 N. WESTERN AVE., CHICAGO, ILL. 1901 FIFTH AVE. PITTSBURGH, PA.

Personal Service

**DON'T BE DISAPPOINTED WHEN ORDERING from DELUXE "DELUXE PLASTER"**

LATEST CREATIONS — FINEST FINISH  
**CORN GAME FLASH**  
'NUF SED — YOU'LL BE SURPRISED

**Beacon BLANKETS and SHAWLS**

Order Now — While They Last — Beacon Magnets — Mingos

**WISCONSIN DELUXE CORPORATION**  
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN



**NOVELTY MEN and CARNIVAL WORKERS**  
GET TOP MONEY WITH OUR NEW LOW PRICE NOVELTIES

Mickey Mouse & Pop Eye Slim Jim Balloons, printed in 2 Colors. Gr.	\$3.25
Giant Demonstrators, 6"x72". Each	.25
No. 8 Oak's Mickey Mouse Balloons, Inflated Ears, Gross	3.00
Straw Hats with Feathers, Gross	4.00
24" Silk Parasols, Dozen	1.20
Ride 'Em Cowboy Hats, Gross	7.20
May West Dolls, with Beaded Necklace and Feathers, Gross	8.50
30" Straight Circus Whips, Gross	3.75
Cowboy Lash Whips, the Guaranteed Crackers, Gross	6.50
Large Whistling Flying Birds and Decorated Sticks, Gross	2.00
Swagger Canes with Silk Tassels, Gross	5.00
Oak's 723 Mickey Mouse with Heavy Feet, Gross	4.25

GET OUR NEW PRICE LIST WITH THE LOWEST PRICES AND SAVE YOURSELF MONEY. 25% Deposit With Order, Balance C. O. D.

**MILTON D. MYER CO.,** 433-4th Ave., Pittsburgh, Pa.  
THE UNDERSELLING SUPPLY HOUSE.




**WANT-SHOWS AND CONCESSIONS-WANT**

Temple, Tex., Fair and Exposition, October 26 to 31; Cuero, Tex., Turkey Trot, November 9 to 14; Beeville, Tex., Fair, November 16 to 21. Other dates to follow. Want first-class Cook House and Grab. Now booking Shows and Concessions for season 1937, opening at Laredo, Tex., Thirty-Seventh Annual Washington Birthday Celebration. Ten Days. Twenty fairs booked. Wire what you have.

**J. GEORGE LOOS, GREATER UNITED SHOWS**  
Week October 19, Huntsville, Tex.

**LITTLEJOHN'S FAIR CIRCUIT**

Booking Independent. Will book Shows and Rides not conflicting for 20 per cent, commencing Crenshaw County Fair, Luverne, Ala., November 2. A maiden fair sponsored by the Parent-Teachers' Association. Then American Legion Fair, Union Springs, with 10c gate; Eufaula, Cuthbert Fairs under strong auspices. Big opportunity for Motordrome. Want Tilt-a-Whirl, Kiddie Rides, Loop-O-Plane, Plantation Show. Want Cook House, Grab, Corn Game and all legitimate Concessions. Positively no graft our policy. Dittmar and George Stoltz, wire. Want small Band. Want Electrician. Got Free Acts. Address THOS. P. LITTLEJOHN, Troy, Ala., this week; Andalusia, Ala., next week.

**MAJESTIC SHOWS WANT**  
FOR MARION, ALA., AND BIGGEST ARMISTICE CELEBRATION IN ALABAMA,

Colored Musicians to strengthen Band, Tuba and Saxophone. CAN PLACE all Concessions. No X. CAN PLACE Shows and Rides not conflicting with what we have. Dancers for Streets of Paris. Slim David come on. Have outfit for Girl Show. Ashland Ala., This Week.

**Pittsburgh**

PITTSBURGH, Oct. 17.—Jack Levin has sold his interests in the L. & S. Sales Company, distributing firm in Wheeling, W. Va., and returned here to make another connection.

Councilmen in McKeesport recommended a 90-day trial period for parking meters in the congested areas. Plan involves an installation of 478 machines.

Sam Strahl, of the Northwestern Company, New York, was here this week checking up on business at the American Cigaret Machine Company.

Parking meters yielded \$974 in Meadville, Pa., during the first six-week trial period.

Nut machine operators in the school areas are reporting better business this school year as compared with a similar period in 1935.

**ROUTES**  
(Continued from page 58)

Too Hot for Paris: (Hudson) Union City, N. J., 19-24; (Howard) Boston 26-31.  
Vaniteasers: (Casino) Pittsburgh 19-24; (Gayety) Baltimore 26-31.  
Wine, Woman and Song: Open week, 19-24; (Rialto) Chi 26-31.

**MISCELLANEOUS**

Birch, Magician: Hamilton, O., 21; Oxford 22; Dayton 23; Lebanon 24; Troy 26; Marysville 27; Bellefontaine 28; Springfield 29; Kenton 30-31.  
DeCleo, Magician: Marysville, O., 19-24.  
Long, Leon, Magician: Columbus, Miss., 21; Meridian 22-23; Jackson 24-26; Laurel 27-28; Hattiesburg 29-31.  
Marine-Firestone Co.: Gonzales Tex., 19-24; Lockhart 26-31.  
Newton, Magician, & Master Denton, Mentalist: Churubusco, N. Y., 19-24.  
O'Neill Circus Unit: Stuttgart, Ark., 19-24; Marianna 26-31.  
Original Floating Theater: Easton, Md., 19-24; Cambridge 26-31.  
Silver's Fun Show: Monona, Ia., 19-24.

**REPERTOIRE**

Billroy Comedians, Billy Wehle's: Gainesville, Tex., 21; Denton 22; Mineral Wells 23; Breckenridge 24.  
Blythe Players: Brooks, Me., 19-24.  
Choate's Comedians: Gleason, Tenn., 19-24.  
Fox Players: Gladewater, Tex., 19-24.  
Green Players: Melbourne, Ark., 19-24.  
Harvey Players: Dyersburg, Tenn., 19-24.

**CARNIVAL COMPANIES**  
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Macon, Ga.; Zebulon 26-31.  
B. M. Am. Co.: Tishomingo, Okla.  
B. & B.: (Fair) Jacksonville, N. C.; (Fair) Henderson 26-31.  
Bantly Greater: (Fair) Dillon, S. C.  
Barfield's Cosmopolitan: (Fair) Greensboro, Ga.; (Fair) Barnesville 26-31.  
Baysinger, Al: Gideon, Mo.; Portageville 26-31.  
Beckmann & Gerety: (Fair) Beaumont, Tex.; (Fair) Waco 25-Nov. 8.  
Bee, F. H.: (Fair) Ita Bena, Miss.; (Fair) Canton 26-31.  
Big State: San Augustine, Tex.  
Blue Ribbon: Lagrange, Ga.  
Brown Novelty: (Fair) Dublin, Ga.; (Fair) Camilla 26-31.  
Bruce: (Fair) Americus, Ga.; (Fair) Cordele 26-31.  
Bullock Am. Co.: (Fair) Statesville, N. C.  
Burdick's All-Texas: Mart, Tex.  
Burke, Harry: Crowley, La.  
Byers Bros.: Manila, Ark.  
Campbell & Heller: (Fair) Dillon, S. C.  
Capital City: (Fair) Linden, Tenn.  
Cetlin & Wilson: (Fair) Henderson, N. C.; (Fair) Clinton 26-31.  
Corey Greater: (Fair) Suffolk, Va.; (Fair) Loris, S. C. 26-31.  
Crafts 20 Big: San Fernando, Calif.; Wilmington 26-31.  
Crystal Expo.: Pageland, S. C.  
Cumberland Valley: (Fair) Lafayette, Ga.; (Fair) Summerville 26-31.  
De Luxe Shows of America: (Fair) Lancaster, S. C.; (Fair) Newberry 26-31.  
Dennert & Knepp: Lumberton, N. C.  
Dixie Expo.: Gadsden, Ala.  
Dixie Model: (Fair) Kingstree, S. C.; (Fair) Marion 26-31.  
Dodson's World's Fair: (Fair) Greenwood, S. C.; (Fair) Orangeburg 26-31.  
Dudley, D. S.: Tahoka, Tex.  
Endy Bros.: (Fair) Goldsboro, N. C.  
Georgis Amusements: Cadwell, Ga.  
Gibbs, W. A.: (Fair) Harper, Kan.  
Gold Medal: (Fair) Many, La.; (Fair) Jennings 26-31.  
Golden State: Shafter, Calif.  
Grady, Kellie: Russellville, Ala.; Belmont, Miss., 26-31.  
Great American: (Fair) Griffin, Ga.  
Great Coney Island: (Fair) Eunice, La.; Orange, Tex., 26-31.  
Great Olympic: (Fair) Leland, Miss.  
Great Superior: W. Helena, Ark.  
Greater Expo.: (Fair) Greenwood, Miss.; (Fair) Greenville 26-31.  
Greater United: (Fair) Huntsville, Tex.; (Fair) Temple 26-31.  
Greenland Expo.: (Fair) Princeton, N. C.  
Gruber's World's Expo.: (Fair) Bennettsville, S. C.; (Fair) Sumter 26-31.  
(See ROUTES on page 86)

**CANDIES**

FOR VENDING MACHINES

Choc. Raisins  
Choc. Peanuts  
Choc. Mint Patties  
Lime Drops  
Clove Drops  
Sunny Day Mixture

Write for Price List

**PAN CONFECTION FACTORY**  
(National Candy Co., Inc.)  
345 W. Erie St. Chicago

**Concessionaires...**  
NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.  
Catalog with New Low Prices  
THE TIPP NOVELTY COMPANY  
TIPPECANOE CITY, OHIO

**FREE! NEW ILLUSTRATED CATALOGUE**

Of Parts and Supplies for ALL operators. Write for your copy and if you want some Slug-Warning Labels that command respect, include 10c.

LOUIS HENRY, Philadelphia, Pa.  
926 Lindley Avenue.

**WARRENTON, GA.**  
WEEK OCT. 26th  
AMERICAN LEGION FALL FROLIC.

Six other good spots, then all winter's work. WANT Shows of all kinds, Eli Loop-o-Plane, Flat Ride. Concessions \$10 a week. We haven't closed in four years.

**BIG 4 SHOWS**  
Suwanee, Ga., This Week.  
P. S.—Youngs, Morgan Blair wire.

**SHELBYVILLE, TENN.**

Week November 2, Auspices Co-operating Merchants. WANT Rides, Shows, Concessions except Bingo. Photos, Penny Pitch, Scales, Popcorn, Ball Games already sold. All Concessions will be sold exclusive basis at reasonable rates. A real event. Address

**B. H. NYE**  
Shelbyville, Tenn.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

**TURKEY CARDS**  
Lowest Price in U. S.

COMIC XMAS CARDS, FUNNY GIFTS. New Bulletin on press. Send for it. Or \$2.00 will bring you 50 samples of FAST SELLING Tricks, Jokes and Puzzles. DONKEY and ELEPHANT SPINNERS. Doz. 35c; Gr. \$3.25. DONKEY or ELEPHANT SOONER FIGURE, with Pills, \$1.00 per doz. (Sells like hot cakes for 25c.)

BIG SELLERS listed below at dozen prices are . . . SHAME, 80c; Giant Cigar, 80c; Shim-mie Dancers, 25c; Comic Mirrors, 30c; Snapper Trick, 25c; Sparkle Match, 30c; Shooting Matches, 30c; Best Cigar or Cigarette Loads, 30c; Rubber Bill, 25c; Alarm Clock Candle, 25c; Doggonit 3 layer pile, 50c, etc. MAGNOTRIX NOVELTY CORPORATION, 136 Park Row, New York.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

## Top 'Em Said To Top Expectations

CHICAGO, Oct. 17.—Addition of Top 'Em to the popular line of machines made by Western Equipment and Supply Company is said to have exceeded the expectations of both the manufacturers of the game and customers who have tried it.

"The reasons behind its success are apparent," according to Jimmy Johnson, head of the firm. "Borrowing from the universally popular card game known as Black Jack, the designers of Top 'Em have built one of the most original table machines in the industry. The thrill of this game has been cleverly combined with a series of mechanical devices to produce a one-ball payout table with a dynamic suspense to its play. The player competes with the house. Adding spice to the game is a spinning odds-changing dial that goes into action upon the insertion of a coin. A big bronze ball when reaching the top of the table is forced to roll down one of a series of channels. These channels range in number from 16 to 21 and also Bust and Black Jack.

"The number carried by the channel thru which the ball rolls flashes on the illuminated backboard, indicating the house number to be exceeded. On the lower section of the field are holes bearing numbers comparing with the house numbers. If the ball enters one having a higher number than that of the house the player wins. If the ball goes thru the Bust channel the player wins regardless of his eventual number. Western's double-action motor-driven payout unit takes care of all awards. This unit is perfect in its action, being fast, reliable and accurate.

"Characteristic of Western production, the sensationalism of its creative ideas is completely backed by thoro mechanical workmanship. Every machine that is shipped is subject to an exhaustive test that does not permit one imperfection which might have occurred in assembling to pass. The Western machine that is on location is assured of trouble-free operation.

"Shipments have reached volume proportions, but the delivery facilities of Western enable it to meet its order schedule with no delay."

## DIVORCES

(Continued from page 33)

stage actress, at Carlisle, Eng., October 16.

Arlene Varden from Francis Reynard Varden in Milwaukee October 8. They are a song and dance team.

## RAIL CIRCUS

(Continued from page 3)

Clyde Beatty's Circus, operated by Adkins and Terrell.

Last winter S. W. Gumpertz in an exclusive announcement in *The Billboard* said that the Hagenbeck-Wallace Circus, which was off the road for 1936, would be in the barn for only one season. While nothing further has been said officially regarding this show, it appears more than likely that H.-W. will tour in 1937.

There was another rail circus out this season, its first—E. H. Jones' Cooper Bros.' Circus—a two-car organization.

## DOWNIE MAKES

(Continued from page 3)

T. Harriman with a broad smile and his personal friend George Blume, potentate of Morocco Temple.

The Downie show is the first circus of the season to play Jacksonville and the State of Florida. The Jacksonville engagement, October 19-20, is being played under auspices of Morocco Temple Shrine, making the first two-day stand of the season for Downie Bros.

## Capacity for Wirth At Norwich, Conn.

NORWICH, Conn., Oct. 17.—Frank Wirth opened his indoor circus under auspices of the Grotto for the third year and played to capacity business the entire week. Business was over 15 per cent ahead of the first two years, with the house completely sold out for Friday and Saturday.

The program consisted of 21 numbers and was conceded to be the best show ever brought in by Wirth. The program: Hal Wong Troupe of Chinese; Dr. Bernard's elephants; Ora, aerial bar act; Minerva and Sister, swinging ladders;

Don Bish presented Diamond the Black Horse; Six DeBuskys, teeterboard acrobats; Seven Avalons, double wire act; the Saytons, contortion act; Torelli's Dog and Pony Circus; Randow and Company; Aunt Jemima and her Pals; the burlesque boxing match; Frank LeFavor and Company, comedy revolving ladder act; Frank Prevost, clown for come-in; Michael Victor and his band.

The same show goes to Pittsfield next week.

The circus will play for the second year under auspices of the Elks at the armory in Paterson, N. J., next month.

Due to the great success of the show last year an extraordinary high advance sale has been attained. The advance sale has exceeded \$12,000 up to last Saturday.

The Tigris Shrine Circus will be held at the armory, Syracuse, N. Y., next month under direction of Wirth.

## Rube Liebman in Hospital

CHICAGO, Oct. 17.—Ernest (Rube) Liebman, well-known free-act salesman, is in American Hospital here suffering from a stomach ailment. He has been bothered with this disease practically all season and finally had to undergo treatment. However, he is improving after several weeks under care of a specialist. His hospitalization is being sponsored by the Showmen's League of America, of which he has been a member many years.

## Death; Seeking Relatives

CINCINNATI, Oct. 19.—Joe W. Stoneman, manager Playland Shows, wired *The Billboard* from Forest, Miss.: "Ten Grand Red, concessioner, dropped dead in Hollandale, Miss. Body held for identification. Anyone knowing relatives notify chief of police, Hollandale. Real name not known to us."

## CBS IN MIDDLE

(Continued from page 5)

from the local studio was heard for at least the last 10 minutes of the time Vandenberg was talking in Chicago. Further, the commercial that was to follow at 9 p.m. did not get under way until 10 minutes after the hour and ran that much into the half hour that was to carry the speech of Judge Bleakley, running for governor of New York under the Republican banner.

Altho the Republican press head, Hill Blackett, of Blackett-Sample-Hummert Advertising Agency, demanded a full half hour of CBS for a rebroadcast of the Vandenberg speech, the radio network stated it would rebate the half-hour cost in full, but under no conditions would it condone phonograph records on some of its key outlets.

## TRANSRADIO CO.

(Continued from page 3)

aters will undoubtedly strengthen film opposition to radio. Common knowledge that news broadcasts, in radio, command large and steady followings. Similar aid to box-office grosses might accrue from news services.

Envisioning the plan consummated, the newsreels as they stand today are foreseen as adjuncts of the new service rather than competition. The reels are compared to weekly news magazines such as *News-Week* or *Time* and in the same relation these mags have to daily papers.

According to Moore, Transradio hasn't evolved any rate structure yet. One of the plans broached to cover this phase is for payment on a per seat basis. This might logically apply to indie houses, with another arrangement also possible. This would affect circuits, where the charge, presumably, would be on a per theater basis, and a blanket price covering all the houses in the circuit.

Commercial sponsorship of the theater news broadcasts is foreseen eventually but not for some time after the project is under way. Theaters, it is felt, if they do allow advertisers to buy the "time" in the houses, will permit only such advertisers which can use the institutional type plug rather than a direct selling appeal.

The Roxy deal in New York is a tieup with *The New York World-Telegram*, which supplies the bulletins. *Telly* is a Scripps-Howard paper. Advantage of the Transradio arrangement, it is claimed, is that the theaters eliminate the possibility of reprisals on the part of newspapers which have no tieup with the theaters. It is thought that the theaters' advertising volume will preclude any possibility of a general clamping down on publicity by dailies due to re-

**A SENSATIONAL MONEY MAKER**

*Mutoscope's*  
**HURDLE HOP**

- GETS INTO MORE LOCATIONS!
- EARNS A FASTER NICKEL!



**TAKES LESS SPACE! HAS SAME THRILLS AND SAME ACTION AS**

**LARGE BOWLING GAMES**

TICKET MODEL  
**\$97<sup>50</sup>**

**STANDARD MODEL**

**\$59<sup>50</sup>** Tax Paid F.O.B. N. Y.

SEE YOUR JOBBER OR WIRE YOUR ORDER DIRECT TODAY

MANUFACTURED BY  
**INTERNATIONAL MUTOSCOPE REEL CO.** INC. NEW YORK CITY  
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

**BIGGEST SMALL GAME HIT IN TWO YEARS.**

Size: 42" x 20".  
Fast Action—10 Balls for 5c



**BALDWIN EXPOSITION SHOWS**

WANT FEW MORE SHOWS AND CONCESSIONS FOR TWO OF THE LARGEST CELEBRATIONS IN THE SOUTH:

**SHRINE CLUB ORPHANS HOME**  
OXFORD, N. C., OCTOBER 26.

COLORED  
**GRAND LODGE OF B. P. O. E. NO. 317**  
DURHAM, N. C., NOVEMBER 2.

Can always use real Show Folks. We have several more Fairs to follow. This Show stays out all winter.  
Address all Mail-Wires  
**GEO. A. BALDWIN, General Manager, Princeton, N. C., This week.**

**J. J. PAGE SHOWS WANT**

For Greater Griffin Fair, Griffin, Ga., next week. This is a bona-fide Fair, sponsored by County and Home Demonstration Agents, Newspapers and American Legion. Can place legitimate Concessions of all kinds. Good opening for Diggers. Help for Girl Show. Also want Shows with or without own outfits. Three more fairs to follow. Address  
**J. J. PAGE SHOWS, Eastman, Ga., this week; next week, Griffin, Ga., Fair.**

**BRUCE GREATER SHOWS WANT**

Cook House and Grab Joints for following fairs: Americus, Cordele, Ocilla, Dawson; all Georgia. Also Foreman for Loop-O-Plane. Concessions. Come on or Wire.

**THE BANTLY GREATER SHOWS**

Season Extended to Thanksgiving Week or Longer.

Want legitimate Stock Wheels and Grind Joints. Write or wire for space. American Legion Festival, Timmonsville, S. C., week October 26; Wadesboro, Anson County, N. C., Fair, November 3; Dillon County Fair, Dillon, S. C., now.

**ISLER GREATER SHOWS WANT**

Ferris Wheel. Will furnish wagon if necessary. Rides that do not conflict, also Kiddie Rides, Shows with own outfits, or will furnish tops. Concessions of all kinds. Hula Girls, Lila wire GEORGE SWINK. Ten-car railroad show, out all winter. Kilgore, Tex., week October 26.

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

**MORE SPECIALS**

See Last Week's Ad Also for Complete List of Bargains from NEW YORK Only

Quantity	Description	Amount
	Steel Pot Cleaners, Medium Size, Sponge Mesh, Gross	\$1.85
	Steel Wool Cleaner, 6 Balls to Box, Gross Boxes...	2.75
	Can Openers, Automatic, With Safety Handles, Dz.	.72
	Tape Measures, 60", Cello, Linen Finish, Gross...	3.25
	Steel Rules, Flexible, In Closed Nickel Cases, Doz.	1.90
	Handkerchiefs, Ladies' Colored, Imported, Dozen	.10
	Handkerchiefs, Men's, Col. Impt. Large Size, Doz.	.27
	Blankets, Large Size, Ass'd, Indian Patterns, Each...	1.35
	Men or Boys' Zipper Polo Shirts, Ass'd, Colors, Doz.	2.15
	Handlitte for Reading, Adjustable for Chair-Bed, Ea.	.69
	Elec. Corn Popper, Approved Constr. AC-DC, Each	.60
	Flashlights, 2 Cell, with bulb, Each in Box...	.24
	Flashlight Bulbs, For 2-3 Cell Flashlits, 100 Bulbs	.90
	Flashlight Batteries, Newest Type, 50 in Box, Each...	.02 1/2
	Dog Collars, Assorted Sizes and Colors, Dozen	.65
	Dog Leads, Leather or Nickel Plated, Dozen...	.70
	Paint Brushes, Ass'd, 36 in Box, Assorted, Dozen	.72
	Garnishing Sets, 4 Pieces, in Attract. Box, Doz. Sets	1.65
	Salt & Pep. Shakers, Green Glass, Bakelite Tops, Gro.	3.60
	Lime & Lem. Squeeze, Pres'd Steel, Will not Rust, Doz.	1.80
	Gas Lighters, Ea. on Attractive Card, Imported, Doz.	.54
	Glass Cutters, Doz. Ass'd, on Cd. Test'd Wheel, Doz.	.72
	Butcher & Slicer Knives, Walnut Hndls, Ass'd, Doz.	1.44
	Rubber Soles on Attract. Cds. With Tack Cement, Doz.	.69
	Nail Clippers, Tempered Steel, Ea. on Card, Dozen	.70
	Typewriter Rib'n's, in Litho. Cans, Doz. to Box, Box	2.50
	Second Sheets, 500 Sheets to Package Package...	.15
	Hair Brushes, Impt'd, Fine Bristles, Doz. to Box, Doz.	1.50
	Shaving Mirrors, With Stands, Doz. to Box, Doz.	.54
	Hair Clippers, American Made, Each in Box...	.45
	Incense, Imported, Cubes, Ass'd, Odors, Doz. Boxes	.48
	Brilliantine, Liquid, Attr. Bottles, Dozen	.48
	Lot'ns, Hair Ton., Bay R'm, Quinine, etc. Lrg. Sze, Dz.	.58
	Adhesive Plaster, 1/2 x 5 or 1 x 2 1/2, Litho. Spis, Doz.	.45
	Mineral Oil, Col. Guar. U. S. P. Dozen Bottles	1.44
	Milk of Magnesia, 16 Oz. Guar. U. S. P. Doz. Bot.	1.32
	Haarlem Oil Capsules, 24 to Box, Dozen Boxes...	1.20
	Cough Syrup, Large Size Bottle, Dozen	.72
	Menthol Inhalers, in Glass Tubes, Doz. to Cd. Doz.	.45
	Menthol Inhalant, Individ. Ex'd, Doz. to Disp., Dozen	.60
	Hot Water Bot. American Made, Indiv. Boxed, Each	.24
	Beef, Iron & Wine Tonic, 16 Oz. Body Builder, Doz.	3.40
	Therap. Lmps, Bulbs, Wired Complete, Boxed, Each	.85
	Peroxide, Medium Size, Attractive Label, Gross	3.90
	Rubber Sponges, Fine Texture, Ass't, Col. Gross	2.40
	Dental Floss, Bead Silk, in Glass Vials, Doz. to Box	.54
	Perfume, Attract. Labeled, Cello, Wrapped, Gross...	3.25
	Powder & Perfume Comb. Cello, Wrapped, Doz. Sets	.54
	Perfume - Powder - Necklace Comb. Cel. Doz. Sets...	.84
	Mascara Sets, For Eyelashes & Eyebrows, Doz. Sets	.70
	Eye Shadow, Col. Col. Gross	.72
	Dental Floss, Colored, Doz.	.72
	Purse Cosmetic Bags, Rubberz Rayon, Ass't, Clrs, Dz.	.72
	Face Powder, Large Box, Assorted Shades, Doz...	.30
	Powder Puffs, Velour, Cellophane Envelopes, Doz...	.36
	Dusting Powder, Giant Size, Attractive Box, Dozen	.66
	Facial Tissue, 100 to Box, Cello, Wrapp, Dozen Boxes	.60
	Sanitary Napkins, 12 to Bx, Good Grade, Dozen Boxes	1.08
	Rubber Aprons, Assorted Colors, Fine Quality, Doz.	.96
	Zipper Bags, 2 Hdle, Heavy Leather Fln, Fabrikoid, Ea.	1.40
	Work Gloves, Canvas, Doz. Pair to Box, Dozen	.90
	Styptic Pencils, Attractively Labeled, Doz.	.45
	Shaving Soap, Individually Boxed, Gross	1.95
	Quinine, Bay Rum, Liliac, Large Size, Gross	7.50
	Chocolate Laxatives, 8 Tablets in Tin, Gross Tins...	2.75
	7 Cake Wonder Assortment of Soaps, Box	.10
	Hand Soap, Litho. Can, Full & Lrg. Can	1.20
	Mercurchrome and Iodine with Applicator, Gr. Ass'd	2.75
	First Aid Strips in Window Front Envelopes, Gr. Pkgs.	3.25
	Aspirins, 12 5-Gr. Tabs in Tin, Gross Tins...	1.60
	Aspirin Tablets, 6 Tablets in Tin, 50 Tins to Display	.50
	Adhesive Tape, 1/2 x 5, Attr. Litho. Spots, Gross	4.95
	Petroleum Jelly No. 2 Size, White, Fine Quality, Gr.	2.75

For Direct Import and Factory Prices Send Orders to NEW YORK Only. Deposit of 25% with All C. O. D. Orders. FREE CATALOGS of 1,000s OF OTHER ITEMS.

**MILLS SALES CO.**  
901 BROADWAY, NEW YORK, N. Y.  
ESTABLISHED 1916 Branch, 85 ORCHARD ST., NEW YORK

**Jack Keeney Is Back From Swing Thru West**

CHICAGO, Oct. 17.—Jack Keeney, head of J. H. Keeney & Company, has recently returned from an extended Western tour. Swinging thru Texas, Arizona, New Mexico, Nevada, California, Utah, Oregon and Washington, Keeney made an extensive survey of market opportunities and demands thruout this great stretch of the country.

With so much experience and knowledge of operating problems, Mr. Keeney's contacts were of a decided value to his company's Western associates. Jack further popularized his three outstanding amusement machines now on location, Stop and Go, Bowlette and Bowlette Jr. The profit reports in every section were more than gratifying to Mr. Keeney.

Jack also did a little pioneering on two new creations now in the process of production. The outlook on these games is tremendous and only the future can tell to what new profit peaks these machines will reach. The games soon to be released are Para-Dice and an Electric Eye target machine.

**ROUTES**

(Continued from page 84)

- Gulfport: Keiser, Ark.
- Hames: Gonzales, Tex.; Lockhart 26-31.
- Hansen, Al C.: (Fair) West Point, Miss.; (Fair) Lexington 26-31.
- Happy Days: (Fair) Troy, Ala.; (Fair) Andalusia 26-31.
- Hennies Bros.: Vicksburg, Miss.
- Henry's United: Lewisville, Ark.
- Hehn, L. J.: Amory, Miss.
- Hilderbrand's United: Modesto, Calif.
- Hofner, Wm., Am. Co.: Dixon, Ill.
- Howard Bros.: Nelsonville, O.
- Hurst, Bob: Gilmer, Tex.; (Fair) Pittsburg 26-31.
- Imperial: Stuttgart, Ark.; Marianna 26-31.
- Isler Greater: Hope, Ark.
- Joe's Playland: (Fair) Forest, Miss.
- Jones, Johnny J., Expo.: Macon, Ga.
- Kaus United: (Fair) Littleton, N. C.; (Fair) Greenville 26-31.
- Keystone Expo.: (Fair) Ellijay, Ga.
- Krause: Lanett, Ala.
- Lane, C. E.: (Fair) Collins, Miss.
- Lang, Dee: Stuttgart, Ark.
- Liberty National: (Fair) Sharon, Tenn.; (Fair) Moscow 26-31.
- Liberty State: (Fair) Rosenberg, Tex.
- Lotta Hooyer: Eaton, Tenn.; Gibson 26-31.
- Majestic Expo.: Ashland, Ala.
- Marks: (Fair) Athens, Ga.; (Fair) Milledgeville 26-31.
- Metropolitan: (Fair) Fitzgerald, Ga.; (Fair) Perry, Fla., 26-31.
- Miller, Al: Colon, Canal Zone.
- Mimic World: (Fair) Coushatta, La.
- Miner Model Expo.: Litzitz, Pa.
- Mohawk Valley: (Fair) Abbeville, S. C.
- Naill, C. W.: Monroe, La.; Waterproof 26-31.
- Page: (Fair) Eastman, Ga.; (Fair) Griffin 26-31.
- Pool & Brewer: Houston, Tex., 19-31.
- Reid Greater: Reidsville, Ga.
- Regal United Amusements: Camden, Ark.
- Robeson Am. Co.: Lumberton, N. C.
- Rogers Greater: Erin, Tenn.
- Rogers & Powell: Elaine, Ark.; Clarksdale, Miss., 26-31.
- Royal American: Jackson, Miss.; Mobile, Ala., 26-31.
- Royal Amusement Co.: Humphrey, Ark.
- Royal Palm: Elba, Ala.; Milton, Fla., 26-31.
- Savidge, Walter, Rides: Wayne, Neb.
- Scioto Valley Expo.: Arlington Heights, Cincinnati, O.
- Sheesley Midway: Charlotte, N. C.
- Shugart, Doc: Lott, Tex.
- Smith's Greater Atlantic: (Fair) York, S. C.; (Fair) Columbia 26-31.
- Spencer, C. L.: Sheffield, Ala.
- State Fair: (Fair) Leonard, Tex.
- Strates Shows Corp.: (Fair) Emporia, Va.; (Fair) Tarboro, N. C., 26-31.
- Tassell, Barney: Greenville, S. C.
- Terrill's: (Fair) Monroe, Ga.
- Tidwell, T. J.: (Fair) Haskell, Tex.
- United Shows of America: Houston, Tex., 19-22; Shreveport, La., 24-Nov. 2.
- Valley: (Fair) Franklin Tex.; (Fair) Bastrop 26-31.
- Wallace Bros.: (Fair) Carthage, Miss.; (Fair) Jackson 26-31.
- Ward, John R.: (Fair) Meadville, Miss.; (Fair) Hattiesburg 26-31.
- West Bros' Am. Co.: Conway, Ark.
- West Coast Am. Co.: (Fair) Reedley, Calif.; Delano 27-Nov. 1.
- West Texas: Roscoe, Tex.
- Western State: Hobbs, N. M.
- West's World's Wonder: Burlington, N. C.; Rutherfordton 26-31.
- Work, R. H.: (Fair) Troy, N. C.
- World of Mirth: Columbia, S. C.
- Zeiger, C. F., United: Phoenix, Ariz.
- Zimdars Greater: (Fair) Clarksdale, Miss.; (Fair) Cleveland 26-31.

**CIRCUS AND WILD WEST**

- Barney Bros.: El Monte, Calif., 20; Upland 21; Redlands 22; Banning 23; Hemet 24.
- Cole Bros.-Clyde Beatty: Laredo, Tex., 20; Corpus Christi 21; McAllen 22; Harlingen 23; Victoria 24; Bryan 26; Palestine 27; Henderson 28; Longview 29; Texarkana, Tex., 30; Hope 31.
- Haag, Harry: Thief River Falls, Minn., 22-24; Devils Lake, N. D., 29-31.
- Kuhn, Eddie, Camel Bros.: Bethel Springs, Tenn., 20-21; Selmer 22; Adamsville 23-24; Leapwood 25-26.
- Mix, Tom: Norfolk, Va., 20; Portsmouth 21; Petersburg 22; Lynchburg 23; Roanoke 24; Pulaski 26.
- Polack Bros.: Walla Walla, Wash., 19-24; Boise, Ida., 26-31.

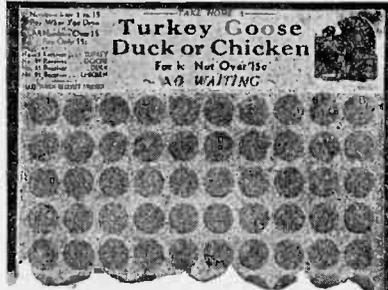
**Top the Midway with these Items**



WRITE FOR CATALOG

ONE DAY SERVICE

**CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN**



**MAKE BIG MONEY**

From Now Until Christmas Selling **JUMBO TURKEY BOARDS**  
A Real Flash that Readily Sells at \$1.00 Each  
150 Holes. No Numbers Over 15c  
**BRINGS \$21.45 AND SELLS**  
1 Turkey, 1 Goose, 1 Duck and 2 Chickens  
Price \$3.00 per Doz. \$22.50 per 100  
Sample, \$1.00  
Remittance With Order or 50% on C. O. Ds.  
Arcade Novelty Co., 927 Walton Ave., St. Louis, Mo.

**SAMPSON COUNTY FAIR**

Week October 26, Clinton, N. C.

**ROCKY MOUNT FAIR**

Week November 2, Rocky Mount, N. C.

Want strictly Stock Concessions of all kinds. No exclusives, except Bingo and Diggers. All must work for their advertised price and for STOCK. We can furnish equipment for Grind Show that don't conflict. Want Workmen in all departments. Address all this week, Henderson, N. C., Fair.

**CETLIN & WILSON SHOWS, Inc.**

**BROWN NOVELTY SHOWS WANT**

Loop-O-Plane, Kiddie Ride or Flat Ride, legitimate Stock Concessions, Grab, Popcorn, Cat Rack, Lead Gallery, Grind Shows, Oconee County Fair, Colored, Dublin, Ga., this week; Brooks County Fair, Quitman, Ga., following. Max Heller, can use you.

**Wanted For Orange County Fair, Orange, Texas**

WEEK OF OCTOBER 26TH.

Shows, Stock Concessions of all kinds. Morgan City, La., Free Fair on the streets to follow. This show will be out all winter in Louisiana. Winter rates on all Concessions after Fairs. Harry Burke Show wants Cook House, Stock Concessions. Crowley, La., this week. All wires

CONEY ISLAND SHOWS, Eunice, La., this week.

- Ringling Bros. and Barnum & Bailey: Jackson, Tenn., 20; Nashville 21; Chattanooga 22; Knoxville 23; Bristol 24; Asheville, N. C., 26; Winston-Salem 27; Danville, Va., 28; Greensboro, N. C., 29; Raleigh 30; Wilson 31.
- Sadler, Harley: Sonora, Tex., 20; Junction 21; Kerrville 22; Fredericksburg 23; Burnet 24; Llano 26; Mason 27; Brady 28; Coleman 29; Rising Star 30.

**Additional Routes**

- (Received too late for classification)
- Bell's Hawaiian Folles: (Rivoli) Ebensburg, Pa., 21-22; (Rivoli) Cambria City 23-24; (Rivoli) Hastings 25; (State) Aliquippa 26-27; (Ritz) Belle Vernon 28.
- Bower Sisters: (Mal.) Harrisburg, Pa., 21; (Cap.) Reading 22-23; (Family) Williamsport 24.
- Bragg Bros.: Burke Hollow, Vt., 19-24; East Burke 26-31.
- Cannon Show: Church Hill, Tenn., 19-24.
- Cooke & Cooke: (Fair) Emporia, Va., 20-24.
- Daniel, Magician: Stilesville, Ind., 19-24.
- Harris Road Show: Gaylord, Minn., 19-24.
- Lucey, Thos. Elmore: Kansas City, Mo., 26; Wheaton, Kan., 27; Republic, Mo., 29; Arkadelphia, Ark., 31.
- Miller, Al H., Show: Leslie, Ga., 19-24.
- Morales Bros. & Little Daisy: (Ye Olde Tavern) Ft. Wayne, Ind., 19-24.
- Morris, Will & Bobby: (Fair) Greensboro, N. C., 19-24; (Shrine Circus) Toronto, Can., 26-31.
- Pavan Show: Victoria, Tex., 19-24.
- Roberta's Circus: (Fair) Salisbury, N. C., 26-31.

**WANT FOR SEASON OF 1937**

CONCESSION OPERATORS for Merchandise Stands, also Palmist. Must be sober, no chasers or chiselers need apply.

Will Buy, Book or Lease Tilt-a-Whirl, Whip or Caterpillar, Leroi Engines, Big Wheel, also Light Plant and other Carnival Equipment.

For Sale: Shadow of the Cross Painting, also Turn Over Fun House, complete with beautiful panel front.

Am interested to build a small Motor Drome, if sober riders with ability can stand a season of good business are available.

**HENRY MEYERHOFF,**  
Calhoun Hotel, Seattle, Wash.

**MEN'S SWEATERS**

PULLOVERS, V or round necks, plain or sports backs, novelty knits and brushed effects, maroon, blue, Oxford gray, brown, 36 to 44, \$8.75 Dozen. Sample, \$1.00. 25% deposit with order, EUREKA, Dept. B, 307 W. 38th St., N. Y. City.

**4 FOR 10 PHOTO STRIP OPERATORS**

Send for our Catalogue describing new invention for Gifts that will boost your receipts. Edward Feldman, General Manager, THE FOTOSET CO. OF AMERICA, 1825 Chestnut St., Philadelphia, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# Los Angeles

LOS ANGELES, Oct. 17.—Operating conditions in the Los Angeles area are reported favorable, due to the constructive work of the CAMOA, amusement machine operators' association. . . . Joe Orcutt, of the California Games Company, large operators, said their business was increasing with the coming of cooler weather . . . At National Amusement Company, Earl Lusby, in charge of sales, states that sales of Rock-Ola Multi-selector phonos was hitting new high marks.

Milton Swanstrom reports an increasing business on the Hot Shot records. On Thursday, October 8, a total of 806 records were shipped, a high for the week.

Jack McClelland, who has been in the Midwest, is back on the Coast and was looking over the San Francisco office returns this week.

Irving Bromberg Company is in new quarters. J. M. Gould states that business is on the increase and all are pleased with the new location. Lights Out, Neck and Neck and New Flashlight games enjoying large sales. Keeney's Bowlette also going good.

Sol Gottlieb reports Daily Races as going over fine and that Derby Day is also attracting a lot of attention. . . . Wurlitzer's Simplex is making good sales, and the firm has made a shipment of used games recently to Japan. . . . Will P. Canaan is pleased with the sales on merchandising machines and supplies.

Herb McClelland, of Pamco, reports or-

ders on the new Marksman as coming in fine and that three carloads have been ordered from the Chicago factory. Most sales to operators, he said, are in units of 10, and one of them placed an order for 100. Herb says that the ray-shooting principle is an amusement idea that will go places. C. R. Pettyjohn, of the road force, reports good sales from the North, and Paul Blair, new addition to the sales force, says conditions are good in the San Francisco district.

Max Mohr, of Mohr Bros., states they are having a very satisfactory business. . . . Fred Reilly says business is good with diggers at the Pomona Fair. . . . Paul Laymon and the "missus" are busy and optimistic.

Dan Banwer, owner of the Golden States Games Company, says operating business is very good. . . . Ben Sherman is one of the very successful operators in the Los Angeles district. . . . M. M. Harrison, of the American Vending Company, says the fact that his firm is buying a lot of new equipment answers the question about business conditions.

Locally it is noted that the ray-shooting machines are getting a good play without any awards being given, and many are of the opinion that awards would do much to insure an enduring play for these amusement devices.

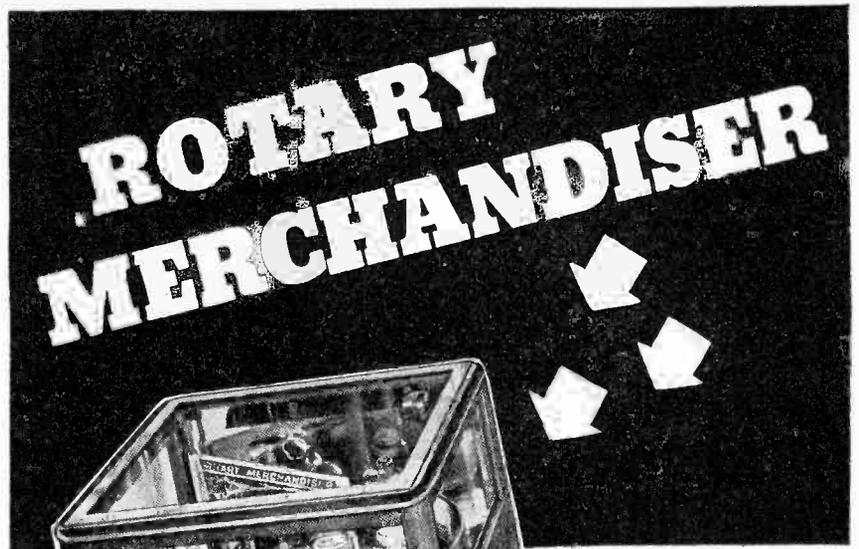
## CHICAGO RODEO

(Continued from page 3)

bunch of stock for contests. Among cowboy and cowgirl contestants entered are some of country's top hands. The several hundred head of stock being used were furnished by W. E. (Candy) Hammer and Joe Greer.

Program opened with an elaborate grand entry to music of the Stadium organ. Bronk riding next, followed by a colorful quadrille. Between the dozen or more competitive events there were staged entertaining features, including a shooting demonstration by Edna Alec, roping by Cy Compton, sheep-dog demonstration, leaping dogs and comedy mule act.

Entire program is under general direction of Arthur W. Wirtz, Stadium head, and Donald McLeod, manager. Candy Hammer is arena director; Harry Greer, assistant; Fred Kressmann, arena secretary; Tex Sherman, announcer, and Pete Adams, assistant. James C. Mullen is advertising director and Lonnie Rooney superintendent of stock. Judges are Capt. Tom Hickman, Fred Beeson and a third chosen by them. Albon Holden and Lou Diamond are handling publicity for the Stadium, but most of advance publicity was done by Tex Sherman, who did a splendid job. Newspapers have carried numerous stories and pictures, and a number of excellent publicity tie-ups were made by Sherman. Contests and entertainment are both full of interest, and indications are for a successful rodeo.



Buy it on...  
**C. R. K. FINANCE PLAN**  
Available to our Distributors, Jobbers and Operators everywhere. The Rotary Merchandiser pays your weekly payments from profits. Investigate today! Wire or write.

# WORLD'S MOST Consistent MONEY MAKER

The Rotary is setting a new high in profits—Operators everywhere report the biggest profits they've ever experienced with any type machine. BIG PROFITS—profits that go on day after day—month after month. It's the only machine with a player appeal that's new every day. And best of all you can pay for the Rotary from profits.

DON'T WAIT—ORDER YOUR ROTARIES TODAY!

**C. R. KIRK AND COMPANY**  
4309-39 WEST LAKE STREET • CHICAGO, ILLINOIS

## PUT & TAKE



"PUT" This on Your Locations and "TAKE" in Your Profits.

Thousands of Locations Open for This Proven Money-Maker.

12 Complete, \$26.00

Refills, \$3.00

Empty Jars, \$3.35 per doz.

1/3 Deposit, Bal. C. O. D.

ORDER TODAY.

Protect Your Route Without Delay.

**STAR SALES CO.**

3901-09 Wayne, Kansas City, Mo.

## TOBACCO FESTIVAL

CLARKSVILLE, VA., WEEK OCTOBER 26

With Victoria, Va., Fall Festival on the Streets To Follow.

Want Eli Wheel, Kiddie Auto, Loop-O-Plane, Loop-the-Loop and Flat Ride. All Concessions open, including Cook House. Plant Show, Ten-in-One, Pit Show or any show that doesn't conflict. Girls for Girl Show.

JOHN GECOMA or EDWARD OLIVER, this week, Appomattox, Va.

## MOOSE FALL FESTIVAL

RALEIGH, N. C., OCTOBER 26 TO NOVEMBER 1

In the Heart of the City in Ball Park.

Can place Concessions of every description, also Side Show and Loop-O-Plane. Write or wire

**WILLIAM GLICK EXPOSITION SHOWS, Inc.**

This Week, Dunn, N. C.; Next Week, Raleigh, N. C.

## CANTON, MISS., COLORED FAIR

WEEK OF OCTOBER 26

In the heart of the Pearl River Delta, where the greatest cotton crop in history is bringing such wonderful prices. Twenty-six thousand paid admissions at this fair last year.

WANT Concessions that will put out stock for a reasonable profit. No percentage wanted. Have six Rides, nine Shows and cannot place any more Shows or Rides at present. Address

F. H. BEE SHOWS, INC., Itta Bena, Miss., Fair, This Week.



## The 70 PER CENTER

A Flashy Quick-Selling Board That Insures a Square Deal for the Players, and Should Repeat Many, Many Times, Because

**70% Goes Back To The Players**

1,000-Hole 5c Brings \$50.00. Pays Out \$35.00.

**Suggested Resale Price \$2.50 Each.**

PRICES TO BOARD OPERATORS:

\$9.00 PER DOZEN, \$50.00 PER 100. (Sample \$1.00).

F. O. B. St. Louis. Tax Included.

Will Consider Exclusive Distributorship to Large Quantity Buyers.

**ARTHUR WOOD & COMPANY,**

219 Market Street, St. Louis, Mo

## SALESMEN WANTED

To Represent Leading Coin Machine Distributor in Illinois, Indiana, Michigan and Wisconsin. Drawing Account With Liberal Commissions. Must Know the Business.

Box No. 121, The Billboard, Chicago, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Bally's EAGLE-EYE RAY-RIFLE TARGET MACHINE

Ready for Delivery  
**OCT. 20**

**20 Great  
FEATURES**

**WRITE or  
WIRE for  
DETAILS**

**New ADJUSTABLE  
TARGET SPEED CONTROL**  
PLAYER CAN SET TARGET TO  
ANY ONE OF FOUR SPEEDS

1. FOR THE AMATEUR
  2. FOR THE AVERAGE SHOT
  3. FOR "BETTER-THAN-AVERAGE"
  4. FOR CRACK SHOTS
- Only EAGLE-EYE gets play from all types of players. From amateur to crack shot—and holds the play by enabling player to adjust target to his increasing skill!

Wait for **EAGLE-EYE**.... it's by Bally!

## YOU CAN'T --- YOU WILL

**YOU CAN'T**—make money with claims by SOME that they are the world's largest, country's best distributors and so on.  
**YOU WILL** — make money using only the best machines—**WE ENDORSE NO OTHERS** and we recommend them conscientiously and fairly.

Coin Operated Machines of Every Description.

**BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.**

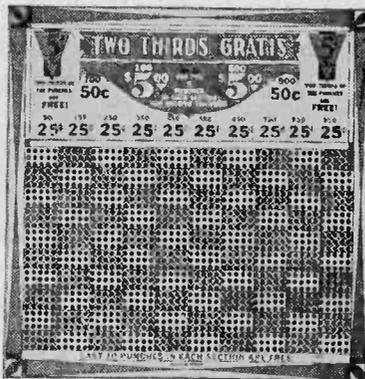


Operators Are Making Money With  
**TWO-THIRDS GRATIS**  
Player Buys 5 Punches, Gets 10 Free.  
Board Takes In ..... \$25.00  
Pays Out ..... 13.50

PROFIT ..... 11.50

Price \$1.46, plus 10% U. S. Tax. THE BEST MONEY BOARDS FOR OPERATORS.  
Write for Sales Messenger.

**SUPERIOR PRODUCTS, Inc. 14 No. Peoria St., Chicago**



### THIS WEEK'S BIGGEST BARGAINS

PAYOUTS		COUNTER GAMES		DITTO	
BALLY DERBY	\$55.00	BLACK MAGIC, Like New	\$25.00	BIG LEAGUER	\$18.00
BALLY BONUS	52.00	PUNCHETTE	8.00	BANKER	12.00
BALLY HIALEAH	50.00	KINGS SIX, JR.	10.50	SCREAMO	12.00
BALLY RAMBLER	38.00	EXHIBITS Horseshoe	6.00	ARCHER, A. B. T., Ticket or Tape	14.00
BALLY JUMBO	37.00	SANDYS HORSES	8.00	AUTO FLASH, Ticket or Tape	14.00
PAMCO PARLAY, with Bally Unit	55.00	TOTEM TICKET	6.00	SPEEDBOAT, A. B. T.	18.00
DAILY LIMIT	45.00	MUTOSCOPE Diggers Roll Chute, from \$75.00 to	115.00	FOUR ROSES, A. B. T.	18.00
COCKTAIL HOUR	45.00	RADIO RIFLE	30.00	OLYMPICS, A. B. T.	18.00
GRAND SLAM	45.00	PIN GAMES		WINNER, A. B. T.	12.00
ELECTRIC EYE, Exhibit Pistol	60.00	CHAMPS	\$19.00	BEAMLITE	7.00
FAIR PLAY	20.00	TOTALITE, Register	20.00	ARMY & NAVY	6.00
HOLLYWOOD	35.00	FLASH	24.00	CANNON FIRE, JR.	7.00
BIG RICHARD	40.00	FLASHLITE	38.00	CANNON FIRE, SR.	10.00
MONARCH, with J. P. Unit and Free Games	20.00	SQUADRON	20.00	SIGNAL, JR.	8.00
7-11 2-Ball with Pay-out and Free Games Unit	12.00	HEADLITE	20.00	SIGNAL, SR.	10.00
				CRISS X	6.00
				DROP KICK	8.00

Write for Our Prices on Latest New Games. 1/3 Deposit, Balance C. O. D.

**ISSETTS COIN MACHINE CO., 6822 Sheridan Road, Kenosha, Wisc.**

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

## Men and Machines

S. L. Stanley, president of the Automatic Amusement Company, Memphis and Fort Worth, was in Chicago the past week visiting the various coin-machine factories. Left early this week for Texas.

Other prominent coin-machine men from various parts of the country seen around the various factories were George Adams, of the American Sales Company, Des Moines; Bill Marmer, of Sicking Manufacturing Company, Cincinnati; Joe Abrams, J. M. Novelty Company, Youngstown, O.; Ed George, of Ed George Company, Akron, O.; Meyer Marcus, of Markepp Company, Cleveland; Art Rudd and Don Donaldson, of Portland, Ore., Eric Wedemeyer representatives in the Northwest, and J. D. Lazar, of the B. D. Lazar Company, Pittsburgh.

Jack and Clarence McClelland, of Los Angeles and San Francisco, were in the Windy City the greater part of the past week. While here they placed an order for as many Rhythm King phonos as can be shipped within a month, also an order for 1,000 Tom Mix Radio Rifles. Both items are for operations on the West Coast.

A. W. Juster, of Badger Sales Company, Green Bay, Wis., one of the oldest music men in the field, recently took on the Rock-Ola Rhythm King phonos and Tom Mix Radio Rifles for extensive operations in Northern Wisconsin.

J. P. Seeburg, head of J. P. Seeburg Corporation, was off to the Pacific Coast this week for a visit. Seeburg phonographs and the Ray-o-Lite target machine are setting a high pace in that big market, he said.

J. W. Kline, operator of amusement games in Chattanooga, was a visitor around the Exhibit Supply Company salesrooms this week. He is purchasing equipment for the Tennessee territory.

Said *The Chicago Tribune* this week: "Carl T. Morris, 28, partner in the advertising firm of Morris & Davidson, Inc., and his wife, Libby, were robbed of cash and her jewelry early yesterday by two gunmen in the vestibule of their apartment building. Mr. and Mrs. Morris were returning from a wedding party."

Old stuff to Chicago coinmen, but introducing to our readers the inimitable Knights of the Doghouse, a high competitor of the Henpecked Husband's Club. Neatly framed certificates of membership can be seen hanging in the offices of manufacturers and distributors here—among them Gerber and Glass, Lee Jones, Tratsch et al. Members demand the right to stay out five nights per week and give no account to the missus as to their whereabouts, right to carry the family purse and no CPA check on it, and many other principles of individualism under the constitution.

The boys in Dallas are laughing at this one: "An ordinance passed by the city fathers and since it was decreed an emergency existed the three readings before passage were waived. The city of Dallas now prohibits by law the accosting of a man by a woman. The femmes must not smile, wink, wave the hand, etc., at a gentleman on the streets." It has not been decided yet whether members of the trade pass as gentlemen, altho they are known to be mostly males.

### "Congrats," Miss Waraft

NEWARK, Oct. 17.—Congratulations are in order for Matilda Waraft, secretary to Mr. Ponsler in the home office of the George Ponsler Company, who on Sunday, October 11, became Mrs. B. Lyons. She is one of the best liked and most capable women in the coin-machine field.

### An Engineer's Viewpoint On Genco's Bowling Game

NEWARK, Oct. 17.—Charles Chapler, chief technician of the George Ponsler Company here, has spent a great part of the past year experimenting with bowling-type games. He has set up, repaired, constructed, suggested and invented various improvements on the games. Here is what Charlie has to say about

## Gerber & Glass Put Robinson in Iowa Field

CHICAGO, Oct. 17.—To keep pace with the wide expansion of their business, Gerber & Glass have recently acquired the services of Ben Robinson, who will have charge of sales in the States of Iowa, Nebraska and Western Illinois.

Possessing a wealth of knowledge concerning the amusement machine industry, Robinson is well equipped to handle the organization's extensive sales program. Formerly associated with the Ex-



BEN ROBINSON

hibit Supply Company, of Chicago, his past record has been brilliant.

The permanent address of the new Gerber & Glass representative will be the Kirkwood Hotel, Des Moines. This will be the focal point for Robinson's contacts with operators thruout the whole territory.

Well informed on all phases of the industry, Ben is familiar with the various problems that confront operators and distributors. He should be of tremendous value to Gerber & Glass customers. Mr. Robinson's appointment was made in complete accordance with the Gerber & Glass policy of adding to its staff only men whose reputation and ability will prove an assured asset to the whole coin machine field.

The two heads of the company are confident that Ben Robinson will stimulate business in the entire territory to the mutual benefit of Gerber & Glass and all its innumerable associates.

### Babe To Give Special Showing on Bowlettes

NEW YORK, Oct. 17.—A special showing of the 10-foot Bowlette Jr. and the original 14-foot Bowlette, manufactured by J. H. Keeney & Company, of Chicago, will be held under the sponsorship of Babe Kaufman, distributor in this area, at her attractive showrooms October 24.

Also on display will be Stop and Go, new Keeney production, which has been launched on what seems to be a sensationally successful career.

Babe is well known as "the first woman jobber in the amusement machine industry." She has built an efficient sales organization which is an outstanding factor in the Eastern market. Having direct factory connections with J. H. Keeney & Company, she has been directly responsible for the marvelous success of this company in that section.

In the past 10 days, to fill her orders, five carloads of both sizes of Bowlette and Stop and Go have been shipped by the Keeney company.

Genco's Bank Roll: "The game is constructed so well that it will hold up and operate perfectly no matter how busy the traffic may be. The unit and electrical apparatus on Bank Roll is simple. That is why the average operator can master it without any trouble whatsoever."

I. X. Morris, sales manager of Ponsler's Newark office, prides himself in having a mechanic of Charlie's ability ready for action at a moment's notice. "The way Bank Rolls come to us," Morris states, "is a credit to Genco. In 10 minutes the game is uncrated, hooked up and ready to bring in the nickels."

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

REBUILT - READY TO OPERATE

HIALEAH .....	\$49.50	TYCOON (BATT.)	\$29.50
ALAMO .....	47.50	DAILY DOUBLE ...	29.50
BONUS (TICKET)	52.50	CAPTAIN KIDD ..	29.50
PALOOKA JR. ....	72.50	DE LUXE 46 .....	29.50
PALOOKA SR. ....	89.50	DOUBLE-UP .....	29.50
PAMCO PARLAY ..	49.50	WHEEL of FORTUNE	29.50
RED SAILS .....	49.50	REPEATER .....	34.50
PINCH HITTER ...	49.50	DAILY LIMIT .....	37.50
SPEEDWAY .....	49.50	FORTUNE .....	22.50
DOUBLE HEADER .	44.50	SHELL GAME .....	10.00

1/3 Deposit With Order, Balance C. O. D.

**GERBER & GLASS** 914 DIVERSEY CHICAGO ILL.

TURF CHAMPS

Dominates The Entire Field!

TICKET MODEL



\$137.<sup>50</sup>

ELECTROPAK EQUIPPED

STONER CORPORATION

Aurora, Illinois

A. S. DOUGLIS, President of DAVAL MANUFACTURING COMPANY, says



"OPERATORS WHO WANT A SQUARE DEAL EVERY TIME WILL GET IT BY DEALING WITH JOE CALCUTT AND THE VENDING MACHINE COMPANY OF FAYETTEVILLE, N. C."

WRITE TODAY—LEARN WHY LEADERS RECOMMEND

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	J. H. Keeney & Co.	Exhibit Supply Co.
Pacific Am. Mfg.	D. Gottlieb Co.	Daval Mfg. Co.
Groetchen Mfg. Co.	A. B. T. Co.	Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



Non-breakable center fold. Fits coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

HAMILTON MFG. CO. MINNEAPOLIS - MINN.

On all orders for Turkey cards, full payment must be

We furnish Turkey Cards with take-in as follows: "Numbers 1 to 10 Free—Numbers 11 to 25 Pay What You Draw—Numbers over 25 Pay only 25c." Also "Numbers 1 to 10 Free—Numbers 11 to 35 Pay What You Draw—Numbers over 35 Pay only 35c."

Size	1e to 25c Cards with 10 Free	1e to 35c Cards with 10 Free	Per Doz.	Per 100.	Per 500.	Per 1,000.
60	\$11.45	\$14.50	\$0.84	\$5.87	\$23.84	\$44.01
70	13.95	18.00	.93	6.44	26.09	48.14
75	15.20	19.75	.98	6.71	27.21	50.19
80	16.45	21.50	1.01	6.99	28.34	52.26
100	21.45	28.50	1.17	8.12	32.83	60.51

sent with order. State take-in that you desire. Add 10% govt. tax to all prices.

SURE-SHOT SWEEPS NATION LIKE A STORM

Distributors Everywhere Are Cleaning Up With This Maglo Deal NO BLANKS—EVERY ONE A WINNER

Merchants go wild when you show them how to sell National Brands of 15c Cigarettes for 10c and yet make a greater profit than selling them at 15c.

ODD NUMBERS RECEIVE 20 CIGARETTES AND PAY ONLY 10c. EVEN NUMBERS RECEIVE 5 FOR 25c UNIQUE DOUBLE-EDGE GUARANTEED RAZOR BLADES AND PAY ONLY 12c.

Because every one receives more than full value and a set price is paid for Cigarettes and a set price for Blades makes this deal LEGAL EVERYWHERE.

For States where a tax exists we make this deal to read Cigarettes 10c and Blades 15c (When ordering specify which you desire.) There are still many Counties available for exclusive distribution with protective territory.

Mail Money Order for \$2.00 for 1 complete Sure-Shot, consisting of 50 packages of UNIQUE GUARANTEED BLADES on a display card and we will ship it prepaid. The price to our distributors with protected territory in quantity shipments \$1.75 Each.

UNIQUE DISTRIBUTING COMPANY, America's Leading Creators of Trade Stimulators, Loeb Arcade Building, Dept. 11, Minneapolis, Minn.



BIG PROFITS-FAST PLAY

6 LARGE ASSORTED FISHING & HUNTING KNIVES Pearl Colored.

On 300-Hole 5c Board, Pays Out \$2.10 In Cigarettes (14 Packages). Brings In \$15.00 NET TAKE, \$12.90.

No. B115—Sample, \$3.25; 12 Lots, Each \$3.00. 25% With Order, Balance C. O. D.

OPERATORS! Write Us for Prices on All the Latest Colored Operated Counter Games.

Our New Colored Page Catalog Full of New 1-2-5c Assortments and Boards and Counter Machines Now Ready. Send for a Copy and Save Money. LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.



# A 9 FOOT GAME

PRICED AT \$75 LESS THAN

OTHERS ON THE MARKET:

Electropak Equipped...  
Electrical Scoring System.  
Trouble-free Mechanism.  
Animated Lights Flicker on Back Rack...  
Cheatproofed Against Every Known Method.  
No Lost Balls—Visible Ball Count.  
Score Automatically Cancelled if More Than 9 Balls Played.

# ROLA SCORE

**IMMEDIATE DELIVERY BY**  
Ordering Direct or From Your Jobber.

**CHICAGO COIN CORPORATION**  
1725 DIVERSEY BOULEVARD  
CHICAGO ILLINOIS

**\$179.50**

F. O. B. Chicago

## YEAH, MAN! HERE IT IS!!



THE DADDY OF ALL "FREE PLAY" BOARDS

**FREE-FOR-ALL**  
No. 4050 - - 4000 Holes  
**2000 FREE PLAYS**

Takes in .....\$100.00  
Definite Payout ..... 50.00  
**GROSS PROFIT .....\$50.00**

PRICE EACH, **\$4.80** Plus 10% Tax.  
Price includes Easels and Fraud-Proof Tickets for Big Winners.

Get our Complete Catalog. Write, stating Your Line or Business, to

**HARLICH MFG. CO.** 1411 W. JACKSON BLVD. CHICAGO, ILLINOIS

## SAVE 33% ON THESE BARGAIN MACHINES!

REBUILT BY FACTORY TRAINED EXPERTS!

- |                               |  |
|-------------------------------|--|
| 5 ALL STARS. Ea. ....\$48.50  | 5 PALOOKA, Jrs., Ilke new. Ea. ....\$54.50 |
| 3 CHALLENGERS. Ea. .... 69.50 | 3 BALLY DERBYS. Ea. .... 48.50             |
| 5 HIALEAHS. Ea. .... 47.50    | 5 MULTIPLES, Ilke new. Ea. .... 69.50      |
| 1 NATURAL ..... 69.50         | 4 LEATHERNECKS, Ilke new. Ea. .... 47.50   |
| 1 FENCE BUSTER ..... 47.50    | 4 PEERLESS. Ea. .... 47.50                 |
| 4 BONUS. Ea. .... 47.50       | 1 JUMBO ..... 32.50                        |

USED SLOT MACHINES

- |  |  |
|--|--|
| 1 MILLS FUTURITY, serial 379,590, 5c play, Ilke new .....\$69.50 | 5 JENNINGS SINGLE JACKPOT, 5c play. Ea. .... \$ 9.50 |
| 1 MILLS SKYSCRAPER, serial 314,000, 5c play ..... 37.50          | 1 25c PLAY CAILLE Single J. P. .... 7.50             |
| 1 WATLING 10c MYSTERY, large Jack Pots ..... 37.50               | 1 5c PACE BANTAM Double J. P. .... 17.50             |
| 1 JENNINGS TRIPLE JACKPOT, Little Duke, 5c play ..... 14.50      | 1 10c PACE BANTAM Double J. P. .... 17.50            |
| 5 MILLS SINGLE J. P., 5c play. Ea. .... 12.50                    | 2 5c BALLY RELIANCES. Ea. .... 47.50                 |
|  | 1 25c BALLY RELIANCE ..... 44.50                     |
|  | 1 MILLS DICE MACH., orig. cab. .... 195.00           |
|  | 10 USED MILLS SAFE STANDS. Ea. .... 4.95             |

SEND ONE-THIRD DEPOSIT, BALANCE C. O. D.

**INDEPENDENT NOVELTY COMPANY**  
220 NORTH 5th ST. SPRINGFIELD, ILLS.

## BOWLETTE

KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME.

IMMEDIATE DELIVERY!

9 Balls  
12 Coin Escalator.  
GUARANTEED  
100% SILENT.  
Light-Up Score Board.  
Perfect Mechanism.

**2 SIZES**

14 FOOT  
NEW!  
10 FOOT SIZE

NEW! STOP and GO — 1 BALL ODDS CHANGING PAYOUT

**BABE KAUFMAN, INC.**  
250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.

### Bowlette Junior Follows Earlier Senior Model

CHICAGO, Oct. 17.—J. H. Keeney & Company's design engineers claim to have solved the age-old problem of location requirements and its various complications in the recent production of Bowlette Jr. Preceded by the now famous 14-foot Bowlette, the smaller machine is 10 feet in length and contains the same totalizing, score mechanisms and positive ball counter as the larger machine.

"Possessing all the playing thrills of the larger game, Bowlette Jr. is ideal for the average type of location. There is no limit to its placement possibilities and its profit capabilities.

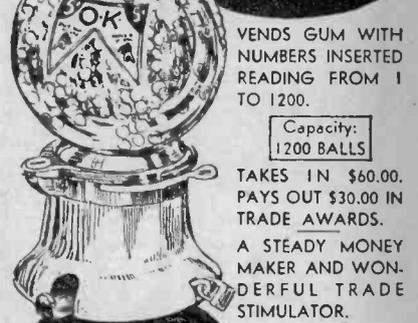
"Bowlette Jr. has an 18-inch bowling alley surface width and 2 3/4-inch balls are employed. This smaller game, altho four feet shorter in length, has the same playing field proportions of the big Bowlette. The first production is authentically known and used as the 'official game' by nation-wide Bowlette leagues and associations. Bowlette Jr. has the identical skill appeal, as its alley pitch is also conducive to exciting bank shots and expert play.

"There is this same satisfaction gained from playing the technically correct game, and in the comparatively short period that Bowlette Jr. has been on location it has given evidence of duplicating its 'big brother's' amazing profit and performance record.

"Keeney factories are in full swing and a maximum production schedule has been put into effect, necessitated by the huge amount of orders that already have been placed."

### BETTER THAN A PUNCH-BOARD!

**O.K. 5 BALL GUM VENDOR**



VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200.

Capacity: 1200 BALLS

TAKES IN \$60.00. PAYS OUT \$30.00 IN TRADE AWARDS.

A STEADY MONEY MAKER AND WONDERFUL TRADE STIMULATOR.

PRICE ONLY **\$15** For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE  
WRITE FOR QUANTITY PRICES

**D. ROBBINS & CO.**  
1141 DE KALB AVE. B'KLYN, N.Y.

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

# Congratulations

TO YOU, if you belong to that fortunate group of operators who can afford the Best in Operating Equipment.

WE SALUTE YOU MEN who have developed to appreciate the array of EXTRA FEATURES which the Groetchen Firm is building into their new Counter Games.

Extra values which are yours for a Dollar or two more over prices which you may be accustomed to pay for other products, Yet—what a difference a Dollar or two can make, in giving you freedom from worry about your equipment, in discovering the thrill of checkal Cash Boxes—in promoting friendly feelings between you and your Locations!



## HIGH STAKES

Five Reel Game, with the famous match-a-color Horses. Player tries to line up complete horse of one color. Fourth Reel indicates position, fifth Reel quotes liberal odds each Race. Name spelling Strips optional. "They come back to play it again and again—it's tantalizing!"

### BUY FROM THESE DISTRIBUTORS

- |   |   |
|---|---|
| ATLAS NOVELTY CORP.<br>2200 N. Western Ave.,<br>Chicago, Ill.       | EUREKA NOVELTY CO.<br>N. Washington at Potter St.,<br>Saginaw, Mich.            |
| AUTOMATIC COIN MACH. CORP.<br>37 Essex St.,<br>Springfield, Mass.   | O. D. GRIFFIN<br>4762 Woodward Ave.,<br>Detroit, Mich.                          |
| BIRMINGHAM VENDING CO.<br>2117 Third Ave., No.,<br>Birmingham, Ala. | H. & D. SALES CO.<br>410 N. Gay Street,<br>Knoxville, Tenn.                     |
| DIXIE COIN MACHINE CO.<br>1006 Poydras St.,<br>New Orleans, La.     | KEYSTONE NOVELTY & MFG. COMPANY<br>28th & Huntingdon Sts.,<br>Philadelphia, Pa. |
| ELECTRO-BALL CO., INC.<br>1200 Camp St.,<br>Dallas, Tex.            | MARKKEP CO.<br>3328 Carnegie Ave.,<br>Cleveland, O.                             |

**WHAT YOUR EXTRA DOLLAR BUYS**

Your Locations will compliment you on having chosen the BEAUTIFUL NATURAL WOOD CABINETS of the Groetchen Games; their elegance attracts the freely spending crowds.

### Absolutely Cheatproof

Groetchen Counter Games are completely cheatproof, they resist all attempts to shake reels to different Combinations or to manipulate shutters fraudulently.

• Ever figure how much money you could save that way?

### SILENCE

Completely silent operation of Groetchen Games is indicative of the matched precision of all component parts, engineered for top performance, regardless of price.

Specify "GROETCHEN" Games for Greater

# PROFITS

# THE CHOICE OF THE NATION DE LUXE "21"



## DE LUXE 21 - BLACK JACK

GROETCHEN'S successful Black Jack Game. Plays REAL Black Jack, Player tries to beat House Score. Positive shutter operation. Try it in competition with other "21" Games and note how your profits will increase.

### ENDURING PROFITS FROM GROETCHEN GAMES

You buy a steady income for years to come when you purchase Groetchen Games. Better Built—they get more play, have longer life. Groetchen Games will earn their price difference in addition to your regular weekly collection—let a sample prove it to you.

European Distributors:

**COIN OPERATED MACHINE SUPPLY**  
381 Cambridge Road, LONDON, E. 2.

**GROETCHEN TOOL CO.** 130 N. UNION ST. CHICAGO, ILL.

MIDWEST NOVELTY SALES CO.  
812 W. Broadway,  
Muskogee, Okla.

MOHR BROTHERS  
2918 W. Pico St.,  
Los Angeles, Calif.

MOSELEY VENDING MACHINE EXCHANGE  
60 Broad St.,  
Richmond, Va.

SPARKS SPECIALTY CO.  
Soperton, Ga.

TRI-STATE SALES CO.  
24 W. Connecticut St.,  
Seattle, Wash.

UNITED AMUSEMENT CO.  
3411 Main St.,  
Kansas City, Mo.

VIKING SPECIALTY CO.  
530 Golden Gate Ave.,  
San Francisco, Calif.

W. B. SPECIALTY CO.  
3800 No. Grand Blvd.,  
St. Louis, Mo.

## TURKEY SPECIAL BARREL

FASTER ACTION THAN SALESBOARDS.  
FASTER ACTION THAN PUSHCARDS.  
Sells 25 Turkeys and 96 Trade Awards at 10c a Coupon.  
Earns \$56.00 on a \$3.50 Investment.  
Also Made To Sell at 5c per Coupon and Sell 12 Turkeys, With a Profit of \$28.00.

**SAMPLE BARREL \$3.50 F. O. B. PEORIA**

Remittance With Order. Specify 5c or 10c Label.  
Special Quantity Price to Operators for Refills.

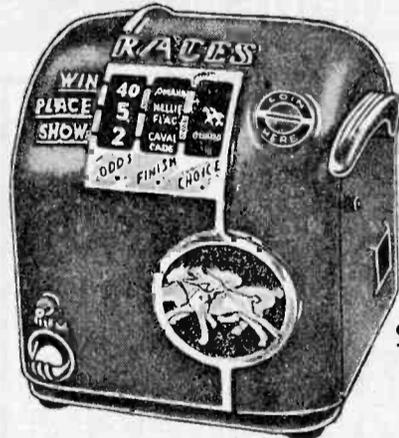
### GAM SALES COMPANY

1321 South Adams Street, Peoria, Ill.



## RACES

Beautifully designed, Silent Mechanism, 4-Way Play—i.e. 5c, 10c and 25c Play through same slot.  
Proven by many weeks on test locations to be the biggest money maker of any counter game.



Order your Sample today. A few days on location will make you order more.

**\$17.50**

REEL "21" 10 DAY TRIAL \$23.75 Double Door & Register, \$2.00 Extra.

**SICKING MFG. CO., Inc.,** 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

**BALL GUM** 15c a Box (100 Pieces). Case Gum (100 Boxes), \$12.00. 1/3 Deposit With Order.

### MONEY TO BANK with BANK-O-MONEY

Fastest Money Maker ever made—100 Winners! EVERY STEP A WINNER! EVERYTHING GOES.

Four Beautiful Colors.

Takes In ..... \$50.00  
Pays Out ..... 23.10

PROFIT ..... \$26.90

Price \$2.40

### GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.	227 S. Presa Street, SAN ANTONIO, TEX.
418 South Wells Street, CHICAGO, ILL.	22 West 23d Street, NEW YORK, N. Y.
1352 N. E. First Avenue, MIAMI, FLA.	248 Marietta Street, ATLANTA, GA.
3502 1/2 McK Inley Street, TACOMA, WASH.	

## CARL TRIPPE SAYS:

"Look Over This Week's Sensational Used Machine Bargains."

TOTALITE .....	\$ 16.50	SANDY'S HORSES .....	\$10.00	COCKTAIL HOUR .....	\$37.50
BALLY ROLL .....	159.50	BEAT IT .....	8.50	RAMBLER .....	30.00
VELVET (Ticket) .....	69.50	BELMONT, JR. (Horses) .....	5.00	CLUB VENDER (Jen-nings 1c) (Floor Sample) .....	35.00
GREAT GUNS .....	25.00	TRANS-PACIFIC (ABT One Ball) .....	25.00	LINE-O .....	10.00
PUNCHETTE .....	4.00	CYCLONE .....	5.00	BIG SHOT (5 Ball) .....	17.50
HORSES (Buckley) .....	10.00				
HOLD AND DRAW .....	8.50				

Terms: 1/3 Deposit, Balance C. O. D.

**IDEAL NOVELTY CO.,**

1518 MARKET STREET ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## 2 CANDY SALESBOARD DEALS

### SENSATIONAL MONEY MAKING DEAL

**50 WINNERS** 44 Boxes of High-Grade Candy—1 Lb.—1/2 Lb.—1/4 Lb. 6 Jars of Assorted Filled Candy.  
A 5c Salesboard. 1 300-Hole Salesboard.  
COSTS YOU \$5.50 • TAKES IN \$15.00

### QUICK TURNOVER DEAL

Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 39.  
24 1-Lb. Boxes of Candy. 1 24-Hole Salesboard.  
COSTS YOU \$4.25 • TAKES IN \$8.00  
20% Deposit With Order. Balance C. O. D. Send for FREE Illustrated Catalog.

**DELIGHT SWEETS, INC.** 50 EAST 11th STREET NEW YORK N. Y.

## CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box ..... **65c**  
5-Lb. Box of American Mixed Hard Candy. Per Box ..... **55c**  
All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

# TOP'EM with REEL RACES

OPERATE THIS UNBEATABLE PROFIT COMBINATION!

## REEL RACES

The Greatest Offer in Counter Machines! Positively Superior in Construction, Design and Play to 4-Reel Counter Machines priced \$4 and \$5 More.

**\$19.50**  
★ TAX PAID

Remember! Reel Races Has 4 Reels Not 3!



# TOP'EM

A REAL GAME OF BLACK JACK in a marvelous new 1 BALL AUTOMATIC PAYOUT TABLE. The insertion of a coin spins the illuminated odds dial which shows the various odds on every pocket. The player shoots the big bronze ball . . . as it passes thru a channel it lites up the number to be beat on the backboard. "BUST" pays on any pocket. It's positively the tops in playing appeal and profits!

VISIBLE ESCALATOR COIN CHUTE—DE LUXE 24x50" MODERNISTIC CABINET — WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT.

**\$139.50** **\$149.50**  
Power Pack or Batteries Optional  
TICKET MODEL  
No Charge for Check Separator



IMMEDIATE DELIVERY

*Immediate Delivery!*

WESTERN EQUIPMENT & SUPPLY CO. 925 W. NORTH AVE., CHICAGO

## LET'S TALK TURKEY!

ABOUT SOME REAL PROFITS

Here is what the 10c jar does:

Takes in . . . \$205.20  
Pays out . . . 149.20  
(in turkeys)  
**NET PROFIT \$56.00**



Here is what the 5c jar does:

Takes in . . . \$102.60  
Pays out . . . 74.40  
(in turkeys)  
**NET PROFIT \$28.20**

Sample Jar \$3.50—Refills \$3.25

Send One-Third Deposit, Balance C. O. D.

**INDEPENDENT NOVELTY COMPANY**

220 North Fifth Street

Springfield, Illinois

### Jimmy Johnson Comments On the Profit Motive

CHICAGO, Oct. 17.—Commenting upon the recent trend in coin-machine advertising to emphasize the profit angle, Jimmy Johnson, head of Western Equipment and Supply Company, recently expressed his opinion on its basic value.

Johnson stated: "Profit, being a comparative term, can be used in a very misleading manner, sometimes exaggerated to gigantic proportions. The determining factors as to the sensationalism of any amusement machine's profit capabilities is the initial cost and its consistent money-making performance over a reasonably long period of time. I consider Reel Races, our outstanding payout counter machine, to possess all these factors necessary to substantiate an authentic profit claim.

"The past history of Reel Races shows that after the first flurry of huge volume orders its demand reached a steady flow which has been maintained since the introduction of the machine.

"The mechanical feature of its playing device is a series of four reels. All that is required of the player upon the insertion of a coin is the pressing of a streamlined lever that starts the reels racing. If the first two reels match the third reel designates win, place or show. The fourth reel gives the respective awards for win, place or show."

Mr. Johnson, the guiding genius of Western Equipment and Supply Company, is well known in the automatic amusement machine industry for his keen knowledge and perspective of the whole field. He is directly responsible for the famous Western line of productions.

### LOOK THEM OVER, YOU CAN HAVE THEM AS LONG AS THEY LAST

- |                               |                              |
|-------------------------------|------------------------------|
| Beamlite . . . \$5.00         | Goal Klok . . . \$5.00       |
| Criss Cross-A-Lite . . . 7.00 | Forward Pass 4.00            |
| Kings . . . 8.00              | Skyscraper . . . 5.00        |
| Castellite . . . 6.00         | Waiting Blue Seal . . . 3.00 |
| Drop Kick . . . 4.00          |                              |
| Rebound . . . 5.00            | <b>AUTOMATIC PAYOUT</b>      |
| Major League . . . 8.00       | Rocket . . . \$ 9.00         |
| Register . . . 5.00           | Champion . . . 10.00         |
| Lightning . . . 3.00          | Rapid Fire . . . 7.00        |
| Golden Gate . . . 3.00        | Red Arrow . . . 8.00         |
| Beacon . . . 6.00             | Stamper . . . 22.00          |
| Contact, Jr. . . 5.00         | Gold Rush . . . 10.00        |
| Contact, Sr. . . 6.00         | Put 'N Take . . . 10.00      |
| Big Bertha, Jr. . . 4.00      | Do or Don't . . . 10.00      |
| Big Bertha, Sr. . . 5.00      | 'Hit & Run . . . 10.00       |
| Signal . . . 5.00             | Carlock . . . 10.00          |
| World Series . . . 2.50       | Jumbo . . . 35.00            |
| Jig Saw . . . 2.50            | Fortune . . . 27.50          |
| Streamline . . . 4.00         | Trojan . . . 27.50           |
| Blue Ribbon . . . 4.00        | De Luxe 46 . . . 22.50       |
| Criss Cross . . . 5.00        | Ivory Golf . . . 17.50       |
| Rockelite . . . 5.00          | 1/3 Deposit—Balance C. O. D. |

**COLONIAL MFG. & SALES CO.**  
1805-11 E. 39th. KANSAS CITY, MO.

## AUCTION! AUCTION!

MAKE US AN OFFER!

- |                      |                     |
|----------------------|---------------------|
| 6 Bally Jumbos.      | 9 Palooka Srs.      |
| 8 Bally Derbies.     | 3 Battery Tycoons.  |
| 9 Bally Challengers. | 8 Electric Tycoons. |
| 10 Bally Naturals.   | 2 Mammoth.          |
| 12 Bally Hialeahs.   | 4 Sun'sno Derbies.  |
| 8 Bally Peerless.    | 3 Dolly Limits.     |
| 3 Bally BALLY ROLLS. | 3 De Luxe 46.       |
| 3 Bally Multiples.   | 8 Ten Grands.       |
| 6 5c Paces Races.    | 4 Dolly Races.      |
| 2 25c Paces Races.   | 3 Keeney Bowlettes  |

**\$10.00** Allowance on Penny Packs or Centapacks on Reel 21's, \$23.75; Highstakes, \$24.75.

Wire us for Quick Action and a Square Deal.

**UNITED AMUSEMENT CO.**

511 West Houston, San Antonio, Texas  
Texas Distributors for Rotary Merchandise.

## OPERATORS—Make year 'round Profits with BAR-BOY



It's a brand-new fast action four reel game for Taverns and Bars. Gets the Best Spots. Make barrels of money all year round.

Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY **\$14.95** F. O. B. CHICAGO

7-Day Trial Offer

**GARDEN CITY NOVELTY MFG. CO.**  
4347 E. RAVENSWOOD AVE. CHICAGO, ILL.

# EXCEL

THE BIGGEST HIT IN PIN GAME HISTORY!

**WE GUARANTEE  
YOU'LL LIKE EXCEL!  
WE GUARANTEE  
YOUR MONEY BACK  
IF YOU DON'T!**

**DAVAL MANUFACTURING CO.**  
200 SOUTH PEORIA STREET • CHICAGO  
Manufacturers of Penny Pack - Reel "21" - Daval's Races



*"It's All-Ways a Better Game—  
when it bears the DAVAL name!"*

CORRECTLY AND SCIENTIFICALLY BASED ON THE PLAY OF "21" OR "BLACK JACK," WITH THE SAME CHANGING ODDS AND PLAYER "OUTGUESS GAME FEATURE" WHICH MADE REEL "21" BREAK EVERY SALE AND PROFIT RECORD EVER ESTABLISHED!

*Operator's Price*  
**54.50**  
TAX PAID

**BARGAIN SPOT**  
MULTIPLE  
**\$68.00**

## TREMENDOUS VALUES IN PAYOUT TABLES

THOROUGHLY RECONDITIONED BY FACTORY EXPERTS.

PACES RACES (Serial No. Over 3,000, Black Cabinet) . . . \$275.00	Bonus . . . \$49.00	De Luxe "46" . . . \$27.00
Challenger . . . \$70.00	Peerless . . . 49.00	Baffle Ball . . . 27.00
Daily Races (Mystery) . . . 70.00	Hialeah . . . 49.00	Big Five, Sr. . . 27.00
Daily Races (Multiple) . . . 49.00	Alamo . . . 47.00	Big Five, Jr. . . 25.00
Fence Buster . . . 69.00	Sunshine Derby . . . 44.00	(Free Game Unit) . . . 25.00
McCoy . . . 65.00	Jumbo . . . 35.00	Aces . . . 22.50
Credit . . . 53.00	Golden Harvest (10 ball) . . . 34.00	Stampede . . . 18.00
Bally Derby . . . 53.00	Prospector . . . 33.00	Varsity (5 b.) . . . 15.00
Tycoon . . . 49.50	Big Shot . . . 29.00	Put 'N' Take . . . 13.00
Brokers Tip . . . 49.00		

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.  
1407 Diversey Blvd. CHICAGO, ILL.

**NATIONAL COIN MACHINE EXCHANGE,**

## LOOK!-OPERATORS AND JOBBERS-LOOK!

MOSELEY CAN MAKE PROMPT SHIPMENT OF THE FOLLOWING NEW MACHINES

### THE LEADING MONEY MAKERS TODAY

PACES RACES, BALLY'S PREAKNESS, ROCK-OLA'S BIG BANK NIGHT, ROCK-O-BALL, MONTE CARLO, DAVAL'S 21, RACES, EXCEL, MARBLE GAME, PACIFIC'S MARKSMAN, WURLITZER'S SKEE BALL, GROETCHEN'S BLACK JACK 21 and HIGH STAKES, STONER'S TURF CHAMP and SHORT SOX, and also DUCK SOUP, the penny game that gets all the pennies.

If you are a Jobber write us and we will quote you Jobber's prices.

	EACH		EACH
2 BIG RICHARDS . . . . .	\$15.00	11 5c MILLS GOOSENECK, Serials: 249402-240273-240541-220381-280659-226920-181151-260335-258507-195184-221977 . . .	\$ 12.50
5 PROSPECTORS . . . . .	17.50	GROETCHEN'S High Stakes F. S. . . .	19.50
2 RED SAILS . . . . .	37.50	21 BLACK JACK, Never on Location. . . .	19.50
1 HURDLE HOP, Ticket Model . . . . .	70.00	1 JENNINGS BELL, 5c Play . . . . .	12.50
1 BAFFLE BALL, Cash Payout . . . . .	25.00	1 MILLS GOOSENECK, 25c Play, Serial 213562 . . . . .	12.50
4 DOUBLE HEADERS . . . . .	35.00	3 MILLS GOOSENECK, 1c Play, Serials 280511-280523-280559 . . . . .	12.50
2 JUMBOS, Cash Payout . . . . .	33.50	1 PACES RACES, 25c play, ser. 3681 . . . . .	350.00
8 PAMCO CHASE, Cash Payout . . . . .	42.50	1 5c PLAY PACES RACES, Never on Location . . . . .	355.00
3 PAMCO PARLAYS, Cash Payout . . . . .	37.50	1 VELVET, Brand New . . . . .	90.00
1 CREDIT . . . . .	60.00	5 PALOOKA JUNIORS . . . . .	52.50
1 BALLY BONUS, Cash Payout . . . . .	40.00	1 PALOOKA SENIOR . . . . .	75.00
5 MULTIPLES, Like New . . . . .	52.50	2 DAILY RACES . . . . .	42.50
2 HIALEAHS . . . . .	42.50	1 PAMCO FASCINATION, Bowling N. W. NUT VENDERS, 1c Play, New . . . . .	200.00
2 PINCH HITTERS . . . . .	37.50	1 RELIANCE, 25c Play, F. S. . . . .	80.00
2 NEW YORKERS, Latest Model . . . . .	10.00	2 BALLY DERBY, Cash Payout . . . . .	45.00
1 CAPTAIN KIDD . . . . .	40.00	25 CLEARING HOUSE, Used 10 Days . . . . .	8.50
1 MCCOY . . . . .	50.00	25 TIT-TAT-TOES . . . . .	6.00
1 FLYING HIGH, Cash Payout . . . . .	45.00	1 ROCK-OLA MULTISELECTOR, F. S., Never on Location . . . . .	200.00
6 REPEATERS . . . . .	20.00	1 EVANS ROULETTE, F. S. . . . .	125.00
2 VELVETS, All Ticket, Like New . . . . .	60.00	1 PEERLESS, Cash Payout . . . . .	40.00
1 JITTER . . . . .	25.00	1 TURF CHAMP . . . . .	102.50
2 PAMCO BALLOTS . . . . .	30.00	3 RITHMETICS, Used 10 Days . . . . .	11.50
3 ALL STARS, Cash Payout . . . . .	35.00	4 GALLOPING PLUGS . . . . .	52.50
3 MAMMOTHS . . . . .	17.50	1 PACES RACES, 5c, Ser. 3798 . . . . .	325.00
1 BROKERS TIP . . . . .	40.00		
1 IVORY GOLF . . . . .	17.50		
1 BIG 5 . . . . .	15.00		
1 GRAND PRIZE . . . . .	15.00		
1 ACE MACHINE . . . . .	12.50		
13 MILLS J. P., Side Vender, 5c Play . . . . .	12.50		
40 SNACKS, 1c Play . . . . .	15.00		
4 LITTLE DUKES, 1c Play, serials: 18330-9255-14849-8777 . . . . .	12.50		

WE HAVE 5 BRAND-NEW PALOOKA JUNIORS, TICKET MODEL, AT \$90.00 EACH, AND CASH PAYOUT AT \$85.00. THESE ARE OFFERED SUBJECT TO PRIOR SALE.

All orders must be accompanied by one-third deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX., Inc.,** 00 BROAD ST., Richmond, Va.  
DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

## BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075

Takes In . . . . . \$144.00

Pays Out . . . . . 112.00

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**

Largest Board & Card House in the World

6320-32 Harvard Avenue, Chicago, U. S. A.



## SALESBOARD OPERATORS

A 2,500 hole Penny Deal complete with one Landscape Alarm Clock, two Pyramid Table Lighters and two Opera Classes. Board pays out 38 packages of Cigarettes and \$1.00 in cash or trade. Clock is given for last sale on board.

**SAMPLE \$4.50. Lots of 5 or more \$4.00**

**H. G. PAYNE COMPANY,**

312-314 BROADWAY, Nashville, Tennessee





JOE FISHMAN



AL SCHLESINGER

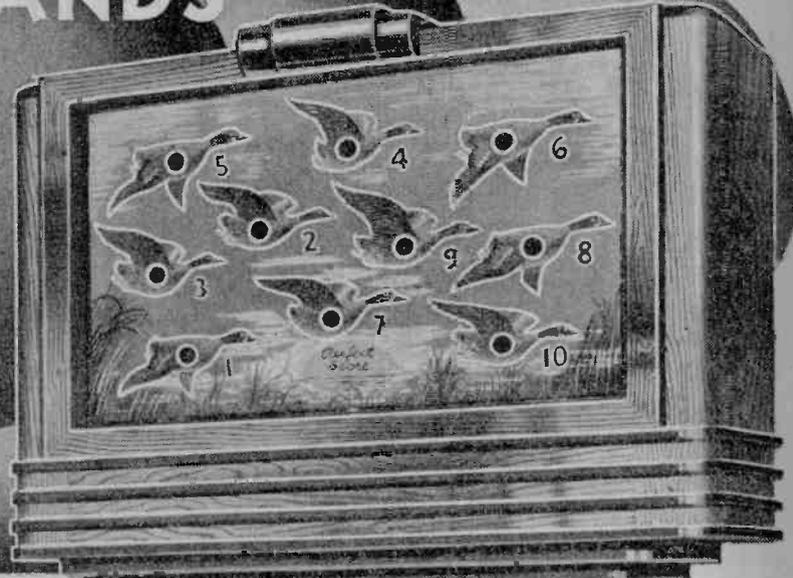
*A New Star*  
**RISES IN THE EAST!**

**JOE FISHMAN**  
LEADER OF THE WORLD'S LARGEST  
OPERATORS ORGANIZATION

and  
**AL SCHLESINGER**  
ONE OF THE WORLD'S LEADING  
COIN MACHINE DISTRIBUTORS

**JOIN HANDS**

*in Presenting Pacific's*  
**MARKSMAN**



No more timely announcement could be made on the business union of two men who have given so many years to the study and betterment of operating conditions in New York and surrounding territory. It comes in the form of **BIG NEWS** that Pamco "MARKSMAN"—New "Gun-Lite" Ray-Shooting Unit is ready to invade the New York Market — that Joe Fishman and Al Schlesinger are the men behind the gun in New York and Surrounding Territory. It comes with "MARKSMAN" in **CARLOAD LOTS**—1,000 on order! Jobbers—get ready! Operators — Prepare **YOUR** Locations for this **TESTED** and **PROVEN** "Greatest of All-Time" **MONEY-MAKING WINNER!** Wire or Phone for Full Details!

MARKSMAN

Patents Applied For

**5**

TYPES OF  
INSTALLATION  
SUIT EVERY  
REQUIREMENT

HIGH STAND

•  
LOW STAND

•  
WALL MODEL

•  
CONSOLE

•  
SUSPENDS FROM THE  
CEILING

**YOU CAN BUY ON  
PAMCO'S**

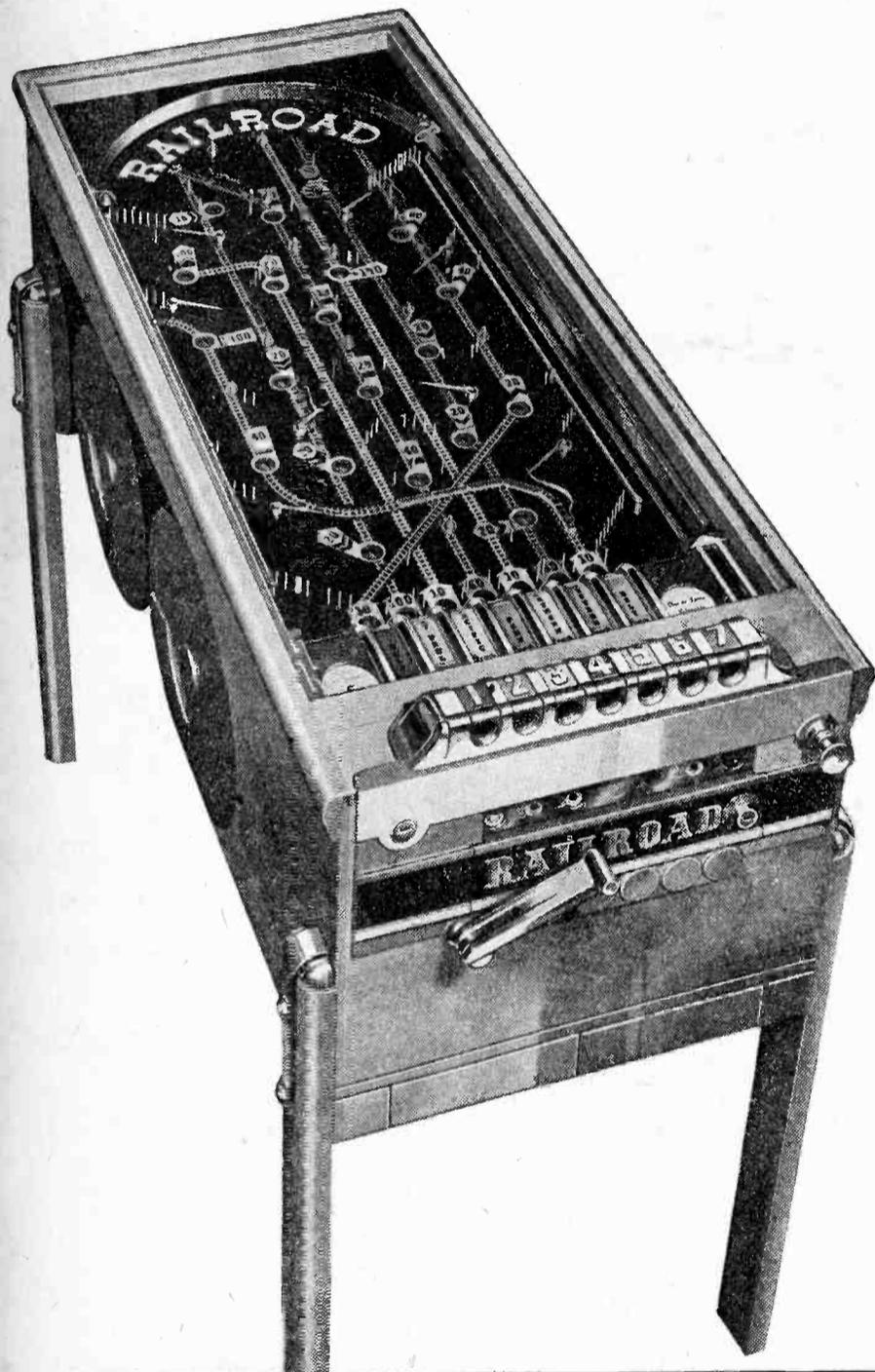
PAY AS YOU

**PROFIT PLAN!**

Permits you to  
Invest in Pamco  
"MARKSMAN"  
and pay as you  
EARN. Full De-  
tails furnished  
without obli-  
gation!

**FISHMAN-SCHLESINGER DIST. CO.**  
**682 BROADWAY · NEW YORK CITY**

IT HAS THE RIGHT OF WAY!



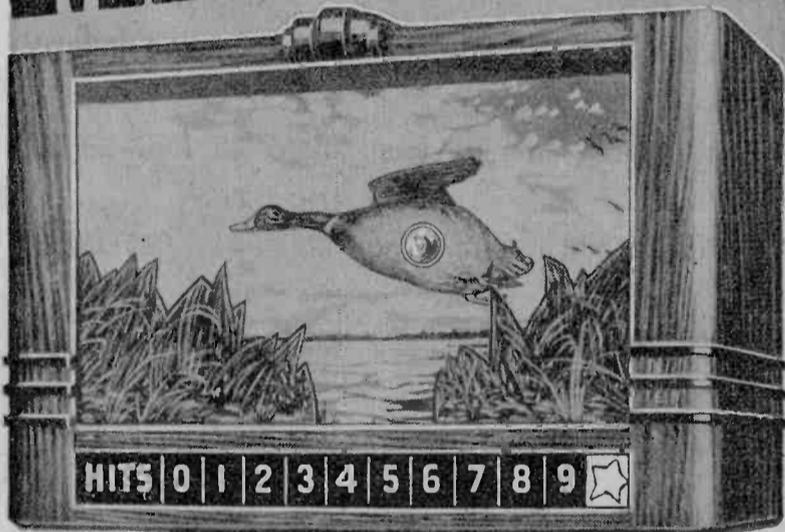
*Railroad with its new motor driven payout, its perfected and exclusive 7-way slot, presents a new type of amusement never before offered to the pin ball public. In four days, and in one of the most competitive pay table locations in the south, Railroad made \$175. Collections that run anywhere from \$75 to \$125 a week are duck soup for Railroad. The price **\$135**. Delivery: immediate. Mills Novelty Co., 4100 Fullerton Ave., Chicago*

MILLS NEW RAILROAD!

**PROFITS BOOM**

**...IN EASTERN NEW YORK-  
NEW JERSEY-CONNECTICUT  
UNDER THE GENERALSHIP OF  
FISHMAN-SCHLESINGER!**

**WITH PAMCO  
MARKSMAN**

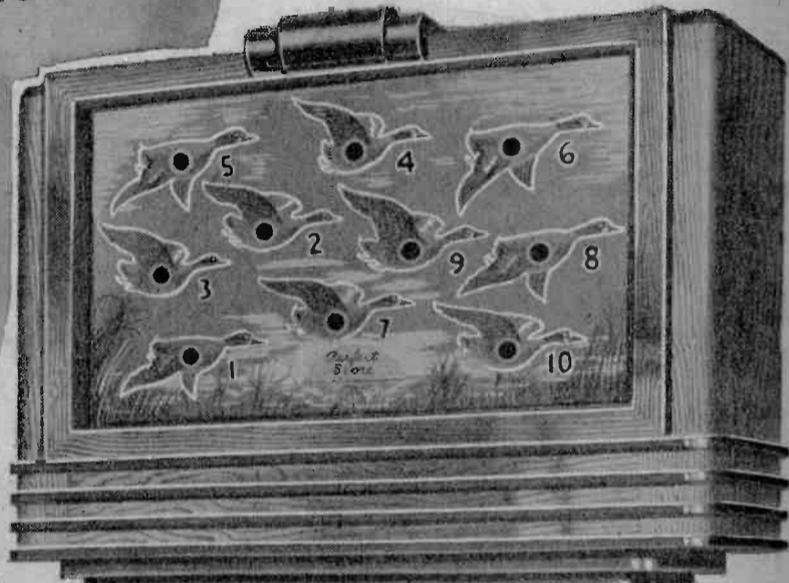


U. S. Patent 2,052,678  
Sept. 1, 1936

**3 SPEEDS**

- **SLOW** for the beginner! "Flying Duck" moves its wing up and down with "slow-motion" so even the novice can score!
- **MEDIUM** for the average man—woman—or child. Permits one shooter to handicap another.
- **FAST** for the Sharp Shooting experienced eye. Wing moves with erratic action as **TRUE TO LIFE** as any Genuine Flying Duck!

**ALL-SKILL, ALL-LEGAL!**



**MARKSMAN**

PATENTS APPLIED FOR

- 5 DIFFERENT TYPES OF INSTALLATION**
- HIGH STAND
  - LOW STAND
  - WALL MODEL
  - CONSOLE
  - SUSPENDS FROM THE CEILING

**...and  
PAMCO**

**FLYING DUCK**

These 2 Brand New "Gun-Lite" Units have honestly EARNED their claim to GREATER APPEAL and SUPERIOR MONEY MAKING POWER! Both members of the firm of FISHMAN-SCHLESINGER DISTRIBUTING CO. have honestly EARNED their right to recognition as Pamco "MARKSMAN" and "FLYING DUCK" distributors in EASTERN Half of Upper and Lower NEW YORK State, together with ALL of NEW JERSEY and CONNECTICUT. Here's your OPPORTUNITY, Mr. Operator and Jobber, to capture those RICH locations ON SIGHT with Pamco "MARKSMAN" and Pamco "FLYING DUCK". Imagine! TWO types of BETTER "Gun-Lite" equipment enable you to CONTROL and DOMINATE every location without any competition!

**ORDER THESE TWO BIG WINNERS TODAY**

**PAMCO'S  
PAY AS YOU  
PROFIT PLAN!**

A Lenient Deferred Payment Plan is available to Operators, Jobbers and Distributors everywhere. Permits you to Invest in "MARKSMAN" and pay as you go along making RICH "MARKSMAN" PROFITS. Complete information furnished on request.



**PACIFIC AMUSEMENT MFG. CO.**  
4223 WEST LAKE ST. • CHICAGO, ILL.  
1320 SOUTH HOPE ST. • LOS ANGELES, CAL.

# EARNINGS PROVE GOTTLIEB LEADERSHIP!

Operators all over the country are reporting exceptional "takes" with Gottlieb automatic payouts. The continuous avalanche of orders has made D. Gottlieb & Co. the largest manufacturers of payouts in the world. Operators have learned to look to Gottlieb for the latest and finest in payout games.

★ **MYSTERY SINGLE COIN SLOT**  
The feature that made Daily Races the sensation of the year.

★ **IN-A-DRAWER MECHANISM**  
Simple construction — all parts easily accessible.

★ **ESCALATOR**  
A.B.T. or Gottlieb Belt Type Optional.

They know that Gottlieb is always FIRST with an idea. They know that these payouts are perfect mechanically. They know that they are BEST, because earnings on actual locations prove Gottlieb leadership in the Automatic Payout Field.

★ **AWARDS**  
Mechanically adjustable by invisible control in light-up rack.

★ **MAMMOTH**  
Cabinet 54"x26"  
Beautiful design—rigidly constructed by expert craftsmen.

★ **MOTOR DRIVEN**  
Payout Unit  
Accurate, jam-proof, smooth action payouts.

## IMMEDIATE DELIVERY

Any of These Four Games

# \$149<sup>50</sup>

Mystery Single or Multiple Coin Slot Optional.

Ticket Game, \$10.00 Extra.

Check Separator, No Charge.

D.C. Adaptor, \$5.00 Extra

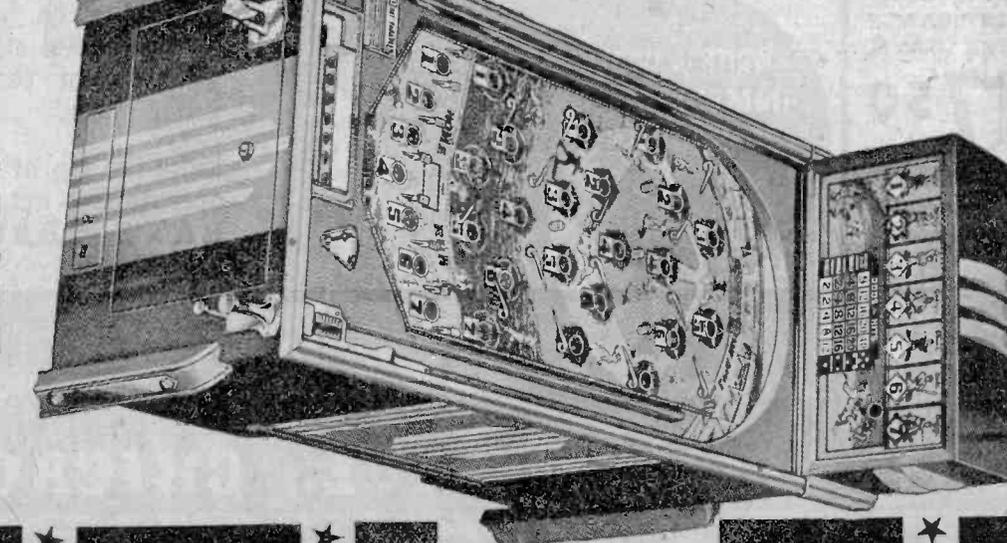
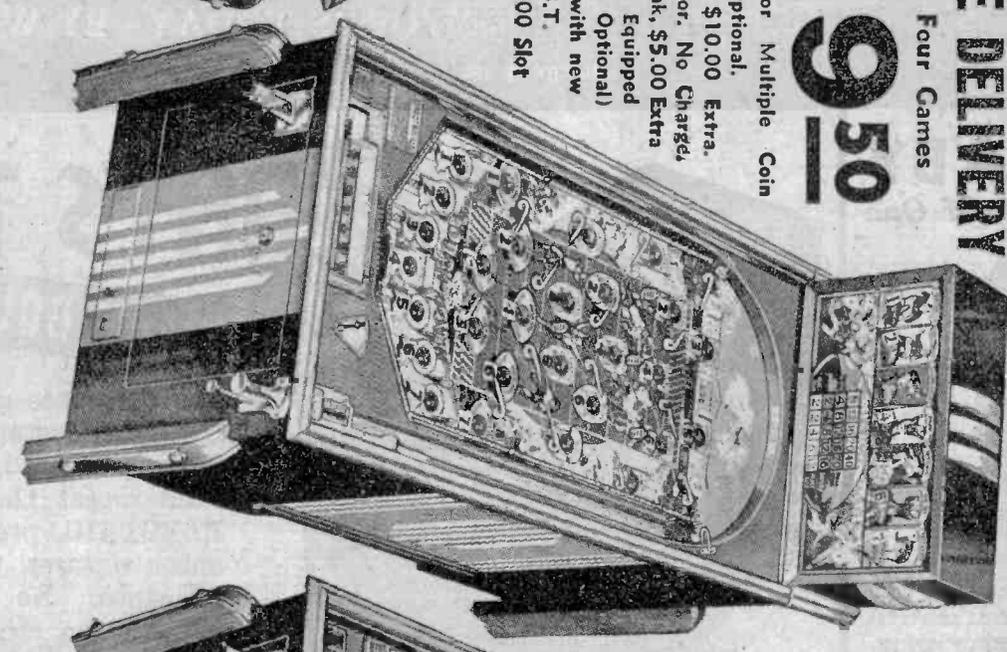
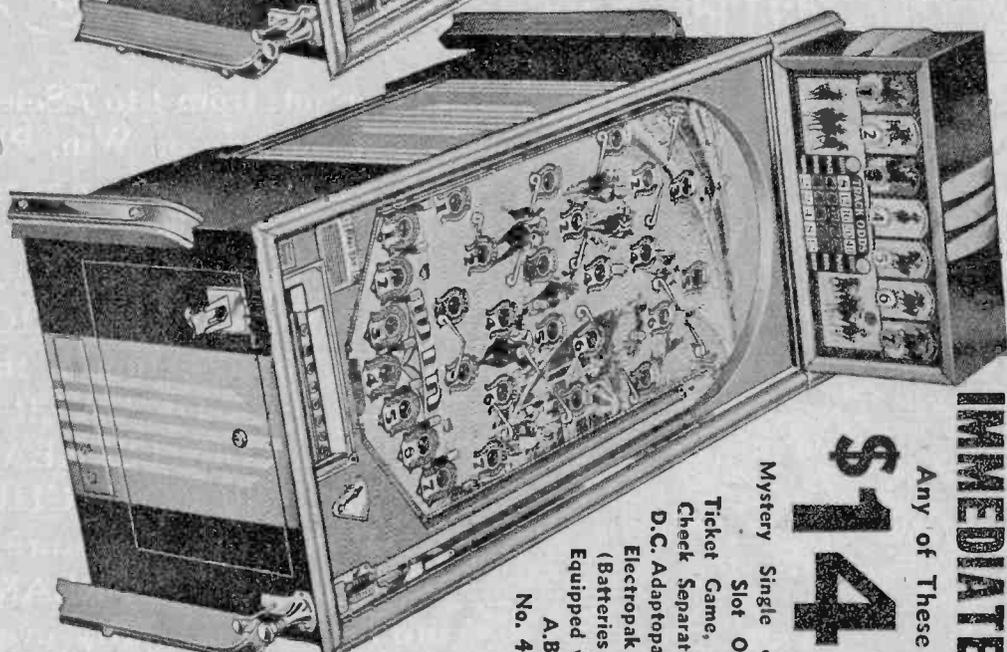
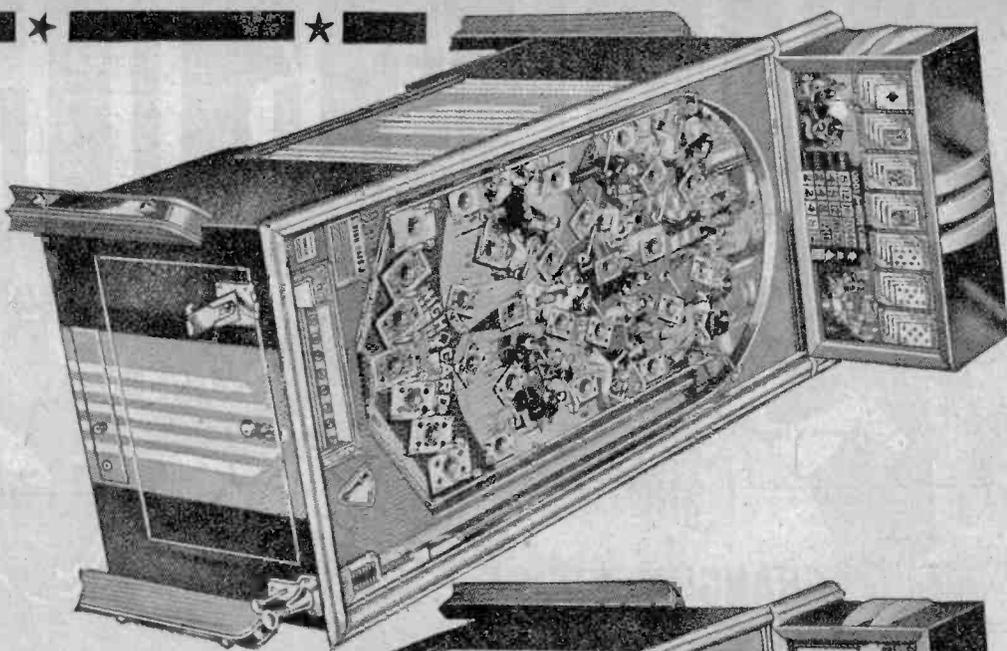
Electropak Equipped

(Batteries Optional)

Equipped with new

A.B.T.

No. 400 Slot



## HIGH CARD

Deal yourself and your locations a winning game! HIGH CARD will prove to be your ace in the hole for profits. A game for card fans—for everyone! Players "go" for HIGH CARD because it gives them 28 chances to win—and a game of real fascination. Odds as high as 40-1 for Spades, 20-1 for Hearts, 16-1 for Clubs and 12-1 for Diamonds. HIGH CARD has the most elaborate playing board ever offered—striking scenes of Monte Carlo activity in 12 beautiful colors. Be sure to order yours today!

## DERBY DAY

Seven winners of every famous derby, lined up ready to give all the thrills and excitement of a real DERBY DAY! Odds up to 40-1. Pays off on Win, Place, Show and FURTH. The original horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. Put your money on the winner... DERBY DAY!

## COLLEGE FOOTBALL

Here is College Football in all its pep and spirit represented by the seven sectional champions, performing in a new thrilling football payout. Soldier's Field in Chicago, scene of many a championship grid-iron battle, provides the colorful background of the playing field. 28 winning opportunities. Touchdown pays out as high as 40-1. 20-1 may be paid for a Field Goal. A Safety pays as much as 16-1 and a Place Kick up to 12-1. Cash in on COLLEGE FOOTBALL popularity—order today!

## HIT PARADE

A line-up of baseball stars at bat to pay odds as high as 40-1 for Home Run, 20-1 for Triple, 16-1 for Double and 12-1 for a Single. The baseball game that gives 28 opportunities to win. HIT PARADE has everything to attract and hold play, plus handsome profits to the operator. Make your locations show champion earnings with HIT PARADE!

DAILY RACES STILL GOING STRONG!

D. GOTTLIEB & CO. CHICAGO, ILLINOIS

2736-42 N. Paulina St. CHICAGO, ILLINOIS

DAILY RACES STILL GOING STRONG!

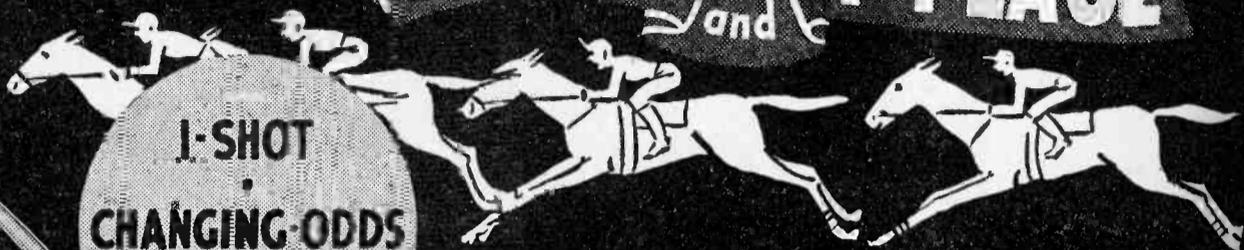
Bally's

# PREAKNESS

PAYS ON WIN | PLACE | SHOW | and | 4<sup>th</sup> PLACE



1-SHOT  
CHANGING-ODDS  
PAYOUT



Player gets from 1 to 7 Selections each game—and can win on Win, Place, Show AND 4th PLACE—28 winners possible on a roomy, wide-open board—and 40-TO-1 TOP ODDS! See the dazzling flash of the big 14-INCH-HIGH LIGHT-BOX—the sizzling spring-action of the play-field—the simple IN-A-DRAWER MECHANISM—the 12-COIN ESCALATOR—the new A.B.T. 400 COIN CHUTE—positive ADJUSTMENT feature—and you'll see why operators call PREAKNESS the fastest money-maker Bally ever built! ORDER YOURS TODAY—BY WIRE!

PAYOUT  
\$149.50

TICKET: \$159.50

POWER-PAK  
EQUIPPED

NO CHARGE FOR  
CHECK SEPARATOR

54 IN. BY 28 IN.

## BALLY BABY

3 Machines For Price Of One



The world's smallest counter game—only 6 in. by 5 in.—but packed with a world of powerful play appeal! 3 QUICKLY INTERCHANGEABLE REELS make it 3 SEPARATE GAMES IN ONE! PENNY CIGARETTE GAME, NUMBERS GAME with 400-to-1 ODDS, and 5-10-25 CENT TRADE STIMULATOR GAME! Insure your territory for heavy profits NOW—with BALLY BABY.

\$17.50

Complete with  
Interchangeable  
Reels, etc.



## Only RAY'S TRACK

HAS THE **DAILY DOUBLE** FEATURE!

WRITE or WIRE  
IMMEDIATELY  
FOR PRICE AND  
FULL COLOR  
CIRCULAR

The only race game with DAILY DOUBLE feature—Special 50-to-1 Surprise Award, resulting in constant repeat play. Simple ALL-ELECTRIC, precision-built mechanism insures trouble-proof performance. No tie races, no sequences, no charting, no favorite horses. Rich beauty of matched walnut buffet style cabinet wins a welcome in the high-grade big-profit spots.

Take the tip of America's leading operators—get on BALLY'S RAY'S TRACK Now!



# BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributors, 453 W. 47th St., New York, N. Y.

# BIG BANK NITE

... still the  
**BIGGEST  
WINNER!**

**NEW! NOVEL! COLORFUL!**

**MONTE  
CARLO**



★ The big mammoth one-shot automatic pay table . . . Rock-Ola's newest but already a positive sensation . . . the great game of color designed originally to sell for \$149, but with the tremendous Rock-Ola production facilities—the large volume turnout on first quota is the operators' good fortune, being able to secure the year's biggest bargain . . . At this price it belongs on every one of your locations.

**\$98<sup>50</sup>**

**\$49<sup>50</sup>**

The **BIG  
DRAWING CARD**



**DRAW BALL** **\$67<sup>50</sup>**

★ Everybody likes to play poker and, therefore, likes to play DRAW BALL—simply push button on front of machine to replay any of the five balls over again—just like having the dealer “fill your hand” with new cards—the re-draw enables you to make three of a kind—a straight, etc.—draw on your distributor for DRAW BALL and you will draw in big profits.

Continues to be the biggest producer of 1936 . . . original quota renewed **TEN TIMES** . . . almost every theatre throughout the United States is constantly advertising your **BIG BANK NITE** for YOU . . . no wonder operators are cashing in on this billions of dollars of advertising with the result that **BIG BANK NITE** is filling coin boxes with more money than operators ever dreamed of . . . at this **EXTREMELY** low price . . . **BIG BANK NITE** is a “good buy” in any language and a great big “hello” to operators' realization of a gigantic money maker . . . it fits in any and every location . . . getting your order to your distributor now is like putting money in the bank.



**ROCK-OLA MFG. CORPORATION**

800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS



... RESTAURANTS AND TAVERNS



HOTELS AND CLUBS



SODA PARLORS AND DRUG STORES



TOURIST CAMPS AND ROADSIDE SPOTS



BILLIARD AND POOL PARLORS, BOWLING ALLEYS

# A BIG OPPORTUNITY

*in Every Type of Location*

Locations of every type everywhere are awake to the growing demand for the presence of good music—realize that they must furnish this form of entertainment to draw the crowds that spend real money. A wide-open opportunity that Wurlitzer-Simplex operators are cashing in on from coast to coast.

Wherever installed, the beauty and tone of the Wurlitzer-Simplex packs in the free-spending crowds—produces big profits for location owners and operators alike. Get the lion's share of this business in your territory. Be in a position to replace other less effective instruments—to offer the finest automatic music produced in America today. Operate Wurlitzer-Simplex and you're off to a head start on the road to riches.

THE RUDOLPH WURLITZER COMPANY  
NORTH TONAWANDA, NEW YORK

WURLITZER  
SIMPLEX

AUTOMATIC  
PHONOGRAPH

*Sold only to operators*

