

RADIO

STAGE

PICTURES

OUTDOOR

JUDICIAL ROOM
SERIAL LIBRARY
UNIV. OF MICH.

15 Cents

SEPTEMBER 5, 1936 SEP 10 1936

The Billboard

The World's Foremost Amusement Weekly



OSWALD

(Oh! Y-e-a-h!!)

Featured Comedian With Ken Murray's Rinso-Lifebuoy Program

Columbia Records Emanating From Station WABC.

ARTHUR KAY

radio

- MASQUERADE HOUR
CBS
- PENTHOUSE PROGRAM
CBS
- CHRYSLER PROGRAM
CBS
- ELGIN WATCH PROGRAM
NBC
- 2 O'Clock Curtain Program
WMCA

First Performer Engaged to Entertain a Radio Studio Audience (Chrysler Program CBS Studio No. 2, Playhouse, N. Y.)



movie cartoons

CHARACTER VOICE RECORDINGS ON TERRYTOONS and VARIED MAX FLEISCHER SUBJECTS



VAUDEVILLE

CLUBS

NIGHTERIES

MIMICRY CHARACTERIZATIONS ALL DIALECTS

also

- JOE PENNER
- JIMMIE DURANTE
- FRED ALLEN
- AL JOLSON
- TED LEWIS
- GEORGE BURNS
- AL SMITH
- LA GUARDIA
- HITLER
- MUSSOLINI
- GANDHI
- ROOSEVELT



also

- GERMAN
- IRISH
- FRENCH
- ENGLISH
- SWEDISH
- RUSSIAN
- RURAL
- JAP STATESMAN
- COMEDY and DRAMATIC DIALECT



DIRECTION ED RILEY
1560 BROADWAY NEW YORK



The Billboard

Vol. XLVIII
No. 36

The World's Foremost Amusement Weekly

September 5,
1936

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

RAIN HITS TORONTO OPENING

SAG Forces Studio Action Against Salary Chiseling

Barrage of legal test cases prompts Hays office meeting and Producers' Association to bear down on practice—casting men warned against future occurrences

HOLLYWOOD, Aug. 29.—On the heels of the Screen Actors' Guild's threatened legal barrage of test cases and salary suit claims against the major film studios, the Producers' Association has decided to get tough against any major company, producer, minor executive or others who continue to chisel on extras and other small-salaried employees in violation of the producer agreement to abide by the labor regulations of the former NRA code. With the adoption of this attitude by the Association, the scores of complaints posed court barrage against the industry will probably be dropped, altho no steps have yet been taken in regard to the two initial suits already instituted against Columbia and Warner Brothers.

The big stick was swung at a meeting at the Hays office this week attended by casting directors of the major lots and their various attorneys. Casting men were hauled on the carpet for putting the industry in a bad light thru their chiseling tactics, and were warned against any future occurrences in this direction.

Legal skirmishing of the Guild, handled by Attorney Laurence Beilenson and Paul Iversen, started last week in a test case against Columbia over the enforcement of the NRA rule guaranteeing \$25 per day to extras speaking lines. Several days later a salary claim was filed against

Coney in "Cleanup" Drive Before Mardi

CONY ISLAND, N. Y., Aug. 29.—Coney will give New York's sanitation department the old admiration stuff next Wednesday afternoon (2) when it will stage a "Clean Beach Day" to mark the san's exceptional work in manuevering the dunes thruout the summer. Parade will be hooked up with dedication of the Clean Beach Exhibition House, front-

N. Y. Fair's Xmas Gift May Be Naming of Amusement Manager

NEW YORK, Aug. 29.—The most-wanted-after job at the New York World's Fair of 1939, that of manager of amusements, may be filled in time to have the fortunate one stage a double celebration at Christmas time. Observers feel that the end of the year will have to be the deadline, as the midway and attraction mogul named will need at least two years to corral the best of this and that in the show fields.

It is learned unofficially that at least two prominent showmen are under consideration for the post, but Grover Whalen, president of the fair corporation, and Earle Andrews, general manager, aren't telling. Inner council will have plenty to say in deciding the character and caliber of the man to be selected, not mentioning the weight of political influence, altho the project insists that the appointee will be chosen solely on merit. It is believed that an amusement park man of outstanding importance will either get the top berth or a department niche. Both Whalen and Andrews have already "looked him over," in fact.

By October 1 all the land needed for the Flushing Meadows site will have been legally acquired and actual work is

Can. Censors Issue Rulings

List objectionable stuff—separate list for kids—only eight pix entirely out

TORONTO, Aug. 29.—Efforts are being renewed by the Ontario Board of Motion Picture Censors to have theaters emphasize the distinction which the board makes in passing pictures suitable for children and those intended for adult audiences alone. In his annual report for the year ending last March, issued Monday, Chairman O. J. Silverthorne stresses the fact that only a proportion of the pictures approved by the board are certified for "universal" exhibition. That is, passed as being suitable for children. It is considered likely that the board will insist that theaters indicate in their advertising whether or not

(See CAN. CENSORS on page 9)

A Toad's Jewel

NORTHAMPTON, Mass., Aug. 29.—Three-County Fair grounds here took a bad licking during the flood last March. Two-thirds of the fencing, all racing stables and all cattle sheds were washed away, grand stand and other buildings were damaged and the free-act platform and judges' stand floated off onto the track. Things looked critical for a fall fair, but the deluge hadn't figured on this community's stoutness and the leadership of W. H. Dickinson, president, and George H. Egan, secretary.

A fund was raised by public subscription. Grand stand has been repaired, judges' stand and platform are back where they belong, track has been scraped and new fencing erected. A few days ago 40 men donated their time and erected 1,100 feet of board fencing

(See A TOAD'S JEWEL on page 83)

But Second Day Tops 1935 Mark

Canadian Nat'l Exhibition has a handicap of 40,000 to make up during run

TORONTO, Aug. 31.—Undaunted by drenching rain, which started at 2 p.m., thousands attended the grand opening of the Canadian National Exhibition on Friday. Ceremonies took place from the new banishment. Mitchell Hepburn, premier of Ontario, pressed an electric button that sent rockets into the air, releasing hundreds of Canadian flags and officially opening the 88th annual. The spectacle had as its focal point the

(See RAIN HITS on page 83)

Increase in Crowds and Receipts Gives Iowa State Fair Good Start

DES MOINES, Aug. 31.—Iowa State Fair set off on Saturday to fulfill the promise given by one of the best opening days in the last five years. Only once since 1931 has the fair drawn such a crowd as on Friday, with 60,152 against 56,381 last year. High mark of the previous four fairs was 60,403 on the first 1933 day.

Receipts from outside gates and grand stand on Friday were \$5,000 above those of the same day in 1935, but the largest increase was \$2,290 shown at the gates.

Afternoon grand-stand show took in \$1,667 more than a year ago and the evening show \$1,154 more than in 1935, according to A. R. Corey, secretary of the fair board. Records Saturday night showed attendance that day as 47,348 against 39,037 last year, the best Saturday attendance in 11 years, with over 16,000 in grand stand, bleachers and paddock for auto races.

With 1,482 exhibitors this year compared with 1,173 in 1935 and premium

(See INCREASE IN CROWDS on page 83)

AFM Licenses Refused to All But Active Offices

Turn down at rate of 75 to 100 a week applications of agents who want them "just in case"—200 licenses dropped since January—list of new ones is issued

NEW YORK, Aug. 29.—With more than 1,800 agency licenses out, the American Federation of Musicians is now turning down applications of all those known not to be actually active in the field. It has been refusing 75 to 100 applications a week from agencies and individuals who want a license "just in case." More than 200 licenses have been dropped since the system went into effect January 1. Latest licenses canceled by the AFM are Acme Booking Agency, American Civic Productions, Columbia Entertainment Bureau, Durand & Later, J. Allan Lustman, Nevco Amusement Enterprises, Fred W. Nevins, Lew Price, Charles Rapp and Louis Ricardo, all local offices, and Ken Ray & Associates, Chicago; E. A. Oruel, Effingham, Ill.; Desmit Artists' Bureau, Inc., Detroit; Wayne's Theatrical Exchange, Kansas City, Mo.; Lee Barton and H. B. Vaudeville Exchange, Rochester; Graham Orchestra Agency, Utica; George W. Muller, Philadelphia; Jack Bowman, Maude Ingersoll and Orchestra Service Bureau, Inc., Pittsburgh; Walter Windsor Attractions, Dallas; Orchestra Service of America, Houston; Frederick W. Schmidt Jr., Sheyboyan, and Central State Music Association, Stevens Point, Wis.

The licenses of Charles K. Davis here and of Southwestern Amusement Service, Texas, have been restored.

Other changes include: Bernard & Melklejohn, Inc., of Beverly Hills, Calif., has changed name; Selig S. Lise, Roxy Theater music contractor here, has dropped his license; Phil Lynch here has gone out of business; Universal Feature Attractions of Cleveland is now the

(See AFM LICENSES on page 9)

In This Issue

	Pages		Pages
Bands	20	Letter List	70-71
Broadway Beat, The	27	Magie	28
Burlesque-Tabloid	24-25	Minstrelsy	28
Carnivals	52-59	Motion Pictures	22-23
Chicago Air Notes	11	Music	21
Chicago Chat	27	Night Spots-Gardens	18-21
Circus and Corral	38-41	Out in the Open	59
Classified Advertisements	61-63	Parks-Pools	48-51
Coin Machines	74-98	Pipes	67-69
Endurance Shows	29	Possibilities	28
Fairs-Expositions	42-46	Radio	6-13
Feature News	3-5	Repertoire-Stock	26
Final Curtain	33	Rinks-Skaters	47
Forum, The	32	Routes	35-37 and 82
General Indoor	29-31	Sponsored Events	60
General Outdoor	72-73	Thru Sugar's Domino	27
Hartmann's Broadcast	72	Vaudeville	14-17
Legitimate	12-13	Wholesale Merchandise	64-66

Busy Season in Offing for Federal Theater Companies

"891 Presents" slated for mid-September bow—Gilbert and Sullivan unit follows "Turpentine" in Harlem—"Can't Happen" ready soon—Bklyn. vaude cirk formed

NEW YORK, Aug. 29.—The scarcely breaking away from the category of routine announcements, the week's WPA Federal Theater Project news by its varied and voluminous nature indicates a pleasing quantity of enterprise in plans for the new season. "891 Presents," a new unit, will come before the public for the first time at the Maxine Elliott Theater in mid-September, the occasion being the production of a modernized version of the French farce, *Horse Eats Hais?* Written by Labiche and Michel in 1850, the play has been adapted by Orson Welles and Edwin Denby so that the time of the piece is now immediately post-war.

Welles, in addition to collaborating, is also the director and holds a leading role in the play, that of an old man. He is, in fact, the Federal Theater's Noel Coward. Or something. A musical score has been composed for the production by Paul Bowles, and the cast includes Frances Brentan, Joseph Cotton and Sydney Smith.

Over in Brooklyn, where the Majestic (See BUSY SEASON on page 11)

Pix-Watching for Speeders

PHILADELPHIA, Aug. 29.—Motorists who are haled before police magistrates will find the usual judicial lecture on safety and sudden death replaced by a vivid motion picture. Produced by the Seaboard Mutual Casualty Company with the co-operation of the State highway patrol, men and women accused by the police of driving recklessly or carelessly will be taken upstairs to Mayor Wilson's reception room and required to watch an educational film on the subject.

Motor cars will crash, women and children will be knocked down and hurt in dramatic films showing results of the wrong kind of driving. Other scenes will show the correct way to operate cars without risking life or property.

Accused parking hops will be ordered to watch it, too, on general principles. Pictures mark the inauguration of a widespread safety campaign, which will be furthered by the use of radio transmissions spotted on all stations throughout the State.

Japanese Dancers Here

SAN FRANCISCO, Aug. 29.—Orient has invaded the West to teach America dancing. Chiyu Tazawa, one of Japan's best known women dancers, was here this week bound for Paris, via Hollywood, where she will dance at an international exposition in April. She'll make several appearances in the country en route.

Kenji Hinoaki, another Japanese dancer, made his American debut Wednesday in the Community Playhouse here and will tour the country before going on to Europe.

Betty Inada, jazz dancer and picture actress from Tokyo, is in this country to take a fling at Hollywood pictures and then return to Japan.

Boycott Hearst Pix, Stations

PHILADELPHIA, Aug. 29.—The American Federation of Teachers, claiming a membership of more than 20,000 educators throughout the country, voted unanimously to effect a boycott of all newspapers, magazines, movies, newsreels, radio and other agencies of communication owned or controlled by William Randolph Hearst. Action was taken at the closing session of the federation's five-day convention, held here at the Sylvania Hotel.

Characterizing the Sage of San Simeon as the country's outstanding (See BOYCOTT HEARST on page 10)

Philly Mardi Gras Set

PHILADELPHIA, Aug. 29.—Another May Mardi Gras to set off an annual festival week was assured when 14 of the 27 Mummers' clubs voted to adopt Mayor Wilson's suggestion to perpetuate the show put on for the Democratic conventioners. Mummers will continue the traditional New Year's Day parade and efforts will be made to enlist the 13 clubs who were opposed to parading in May.

Business and civic leaders are organizing forces to provide a carnival week with all the finery and festiveness that mark the New Orleans Mardi Gras and prove to the country that Philadelphia's association with Sleepytown is just a bad gag. Meanwhile the hotel men, nightery nabobs and jobbers in novelties and souvenirs are keeping their fingers crossed and hoping that this Southerner awakening will mean that the millennium has arrived for the local amusement industry.

'Nother "Bank Night" Pinch

GRAND RAPIDS, Mich., Aug. 29.—A warrant has been served here for Walter W. Brown, operator of the Stocking Theater, for violation of the State lottery law. The warrant charges Brown with operating a "bank night" at his theater. Under the State law the weekly prize money should have been made available to all the public regardless of whether a ticket was purchased and announcement made of the lucky name in the lobby of the theater as well as in the theater proper. Because of the failure of the winners to appear the prize money had accumulated to \$165, according to Bartel Jonkman, prosecutor, who swore the warrant.

Philly Musicians Crack Down on Theaters; Battle Radio Stations

PHILADELPHIA, Aug. 29.—While the local musicians' union impose with the radio stations is still hanging fire, one trying to outwit the other, Local 77 officials have directed their attention against the theaters, including legit, vaude, burlesque and Jewish houses. Warner Bros' contract runs to September 10 while their newly acquired Fox Theater has until October 4, but all others expire on Monday (31).

Nabe film-flesh houses and the Walnut, housing Jewish stock, are first up.

Highbrow Boston Flocks to Grand Opera in WPA Version

BOSTON, Aug. 31.—More than 810,000 was realized when 14,000 music lovers from all parts of Massachusetts and

Cashiered

DES MOINES, Ia., Aug. 29.—Doris Wilson, 23, cashier of the Lincoln Theater here, felled two bandits the other night when they stopped up to the box office shortly before 10 p.m. and pointed a revolver at her, ordering her to put all of the cash in a black bag they shoved thru the window.

"I can't, for there isn't any here—they took it away," she replied as she looked blankly into a cash drawer containing more than \$50. The bandits then demanded that she give them her own pocketbook, but she replied she had only change in it. At that time Bert Thomas, manager, came to the front entrance and the bandits fled.

Grand Nat'l Films Has Chi Meeting

CHICAGO, Aug. 29.—Salesmen for Grand National Films, Inc., representing territory extending from the Mississippi River to the Pacific Coast, held a two-day sales meeting at the Madhnan Club here last week. Carl M. Lessman, vice-president in charge of distribution, and Earl Silverman, of Chicago, presided at the meetings.

The company plans 62 releases for the coming year and has made a deal with Associated British Film Distributors to handle its product. Grand National will have 25 branches in the United States, and Silverman will be in charge of the office here.

Shreveport Strike Settled

SHREVEPORT, La., Aug. 29.—With concessions being granted on both sides, strike of union motion picture operators in the four big downtown movie theaters was amicably settled "on a basis satisfactory to all concerned." It was announced today. Agreement was brought about thru conference between William F. Raoul, international rep of the Ehrlich Enterprises, and the officials of Saenger-Kirch Enterprises. Under the agreement the ops will return to their posts September 4.

CADM Elects New Officers

CHICAGO, Aug. 29.—Pearl Allen, La Fayette, Ind., was re-elected president of the Chicago Association of Dancing Masters at its 23rd annual convention held at the Congress Hotel here this week. Other officers chosen were Edna Christensen, Racine, Wis., first vice-president; J. Allan Mackenzie, Chicago, second vice-president, and May Blossom McDonald, Chicago, third vice-president. William J. Ashton and Robert Campbell were re-elected as secretary and treasurer.

Philly Musicians Crack Down on Theaters; Battle Radio Stations

Union has gathered much evidence as to chiseling and kickbacks in those theaters and has adopted an 802 (New York) rule to curb the evil. Theater will be permitted to choose its own house leader, while the union is holding out for the right to appoint its own contractor, taking the employment of musicians out of the hands of the theater manager.

Final negotiations with the Bijou and Trocadero, Isay Hirt's burlesque houses, (See PHILLY MUSICIANS on page 10)

Munsell Arb On Playsales

Temporary arbiter in place of Bickerton, with duties restricted to old pact

NEW YORK, Aug. 29.—Warren P. Munsell, business manager of the Theater Guild, has been named by the Dramatists' Guild as temporary arbiter in cases involving the sale of plays to the screen and the emolument accruing thereof to managers and playwrights in place of the late Joseph P. Bickerton. His tenure of office will last until Oct. 1 (See MUNSELL ARB on page 9)

Pensacola Houses Reopen

PENSACOLA, Fla., Aug. 29.—Saenger and Isla theaters here, closed since May 6 due to a squabble with the city of Pensacola over the amusement tax, reopened last night under a temporary agreement with the council by the Saenger interests. Agreement calls for a fixed privilege tax, 1 cent on admissions from 19 to 41 cents, and a 10 per cent tax over 41 cents. The usual price of admission in the past has been 25 to 40 cents for adults and 10 cents for kids. Tax also calls for the payment by each theater of \$38 for seating capacity of 500 or less and \$250 for seating more than 500. This tax to be absorbed by the theater, while the admission tax is passed on to patrons.

Syracuse Bookings

SYRACUSE, Aug. 29.—Irving Jacobs, managing Jimmy Deley's local office, last spotted Mills Wayne, Irene Whaley, Cooper and Madras and Dennis and Sayre into the Candee Club; John Booth into the Moonlong, both local spots, and also Sally Kay and Evelyn Roberts into Crossman House, Alexandria Bay, N. Y.

Jackson To Get New House

JACKSON, Miss., Aug. 29.—Plans for the erection of a new playhouse here costing more than \$250,000 and seating approximately 2,500 persons were drawn up this week for early start. The announcement was made by J. A. Kennington, of the Kennington Investment Company, an affiliate of the Saenger interests. The theater will give the Kennington-Saenger chain its fifth theater in Jackson.

OSWALD Alias Anthony Labriola (This Week's Cover Subject)

ANTHONY LABRIOLA, known far and wide as "Oswald," started his professional career at the age of 14. He displayed an aptitude for music and the piano-accordion in particular as a child, inheriting most of his ability from his father, who also was an expert on the instrument. His real stage career starts from the time he became a member of an orchestra conducted by his brother, Dick. From then on, following a few years of experience, he entered into the ranks of other musical organizations, including Vincent Lopez, Charles Strickland and the Original Cavalier, headed by himself. In 1931 he developed marked progress as a comedian, at the same time using his piano-accordion as the finish or climax of an act in which he was merely an assistant to the stellar artist. His work was so outstanding that he stopped the show on each occasion. This achievement started him on his own and his advancement was rapid and staple.

He is also a composer of note. In 1932 he provided the score for a film, "Night Shadows," produced in London. One number, "Oh! Sarah," was in collaboration with Johnny Broderick, of Arden and Broderick. After this Labriola appeared in various musical comedies, including the recent Earl Carroll "Sketch Book," which had a successful run on Broadway. His current bid for deserved recognition is as a fastured comic with Ken Murray at the Rinco and Lifebuoy radio program, impersonating that highly comic character, Oswald, with the inimitable drawl and nonchalant delivery. He also has made several shorts for Warner Brothers.

ROLL OR MACHINE FOLDED
TICKETS 100,000-\$17.00
 SPECIAL PRINTED-CASH WITH ORDER
 RESERVED SEAT TICKETS (409 LAFAYETTE ST., N. Y. C.)
 FOR STRIP TICKETS-COUPON (127 N. DEARBORN, Chicago)
 BOOKS-RESERVATION CHECKS (816 CHESTNUT ST., Phila.)
ELLIOTT TICKET CO.

many visitors from near-by States heard New England's first government-sponsored grand opera in the famous old Boston Grand Opera House on Huntington Avenue, in the Back Bay of the Hub. Totals are gleaned from a week of popular-priced grand opera from Tuesday, August 11, to Saturday, August 15. All except a Saturday matinee were evening performances, six in all.

On Tuesday and Wednesday and Saturday matinee Humperdinck's *Hansel and Gretel* took the stage, followed by (See Highbrow Boston on page 10)

802 May Call Strike on WPA

Objects to extra 'services' and presence of Sokoloff —hope to avert war

NEW YORK, Aug. 29.—The latest fight between the militant Musicians' Local 802 and the Works Progress Administration may precipitate a strike. At this writing, both sides are hopeful that a walkout will be averted. The trouble this time arises from the new WPA regime having its musicians work six and seven "services" a week, instead of the usual four, at the weekly rate of \$23.65.

The local's executive board claims the WPA here, under Administrator E. B. (See 802 MAY CALL on page 87)

2 Midwest Outlets Will Join Mutual

NEW YORK, Aug. 31.—Two important Midwest outlets will be added to the Mutual Broadcasting System list of stations when it officially stretches to the Coast and begins operations with the Don Lee Network December 29. The two newest stations to join MBS are KSO, Des Moines, owned by The Des Moines Register and Tribune, which operates the Iowa Broadcasting System, and WMT, Cedar Rapids and Waterloo, Ia., which has 5,000 watts power daytime and 1,000 watts at night. KSO has 1,000 watts daytime and 500 at night. Gardner Cowlee Jr. is general manager of this regional network.

Along with the recent announcement of the KOIL and KPOR links, these stations give Mutual primary coverage in the territory between Chicago and the Coast.

215 Pa. Op Licenses

HARRISBURG, Pa., Aug. 29.—Building Section of the Pennsylvania Department of Labor and Industry issued 215 motion picture projectionist licenses during the month of July. Of these 82 were renewals. In July, 1935, only 89 such licenses were issued. Examinations were given to 61 applicants for such licenses as compared with 25 in the same period last year.

RCA Services Spots Using Compet. Setup

CAMDEN, N. J., Aug. 29.—Photophone division of the Radio Corporation of America has entered the competitive picture in the company's battle for business in the motion picture field against the A. T. and T. Co. First move was made public with the announcement that RCA has completed arrangements with the National Agency Corporation, headed by Spyros Skouras, whereby sound equipment in more than 300 Fox-controlled theaters will be serviced by RCA engineers. Business was

MPPA Petitions FTC for Trade Conference; Adopts Code

NEW YORK, Aug. 31.—Move by the members of the Music Publishers' Protective Association, along with other publishers, to co-operate with the Federal Trade Commission in cleaning up the industry and do away for all time with unfair trade practices, which include bribery of radio artists and musical directors to use certain numbers, as well as providing special arrangements at no cost to the users in question, culminated in a petition to the FTC for a trade conference and a code being adopted by the MPPA, Inc., which goes into effect today.

Backing up these moves are the radio networks, which have taken the position that they are not going to be placed in the middle of any federal trade investigation and that the product of publishers who do not sign the code will be definitely barred from radio, or at least the important networks. First move in this direction came when John Royal, program manager of NBC, proscribed the tunes from three music houses, namely, the Broadway Music Corporation; Joe Davis, Inc., and the Joe Morris Music Company. The Broadway Music Corporation, owned by Will Von Tilzer, immediately signed the code, but Joe Morris' concern has been quoted as going to sue the network for barring its songs. This leaves only three music houses which have not signed the code. They are Joe Morris, Joe Davis and Roy Music Company.

Code is now signed by 53 music publishing houses. The decision to adopt the code arose during the interim after the industry voted last Tuesday to petition the FTC for a trade conference which would circumvent a federal investigation of the popular music publishing industry in regard to the alleged unfair practices against which a formal complaint has been lodged with the FTC. Since the federal bureau work together, it is feared in the industry that any findings by the FTC investigators would be used against the music men in the pending anti-trust suit filed last year by the federal government.

The code adopted has nine points relating to bribery and similar practices. These are almost the same as adopted and then disregarded when the NRA went out of existence. It also refers to the buying of theater tickets for artists or leaders, free arrangements of special nature, entertaining or cutting in writers who do not actually write part of the song. A meeting of the publishers and their professional staffs will be held tonight at the Hotel Astor for further explanations and rule of procedure by the professional men. John G. Payne, chairman of the board of the MPPA, will leave for Chicago Wednesday night to confer with local music representatives there.

A full corrected list of the publishers signing the code will appear in The Billboard next week as an official advertisement of the MPPA and signers of the code.

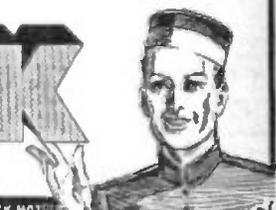
Where to Stop for Comfort and Service



All Albert Pick Hotels offer the comfort of superior surroundings, service and food per excellent at moderate prices.

- MIAMI HOTEL DAYTON, OHIO
- CHITTENDEN HOTEL COLUMBUS, OHIO
- FORT HAYES HOTEL COLUMBUS, OHIO
- FORT MEIOS HOTEL TOLEDO, OHIO
- FOUNTAIN SQUARE HOTEL CINCINNATI, OHIO
- BELDEN HOTEL (Opens Nov. 1) CANTON, OHIO
- ANTLERS HOTEL INDIANAPOLIS, INDIANA
- ANDERSON HOTEL ANDERSON, INDIANA
- TERRE HAUTE HOUSE TERRE HAUTE, INDIANA
- VENTURA HOTEL ASHLAND, KENTUCKY
- OWENSBORO HOTEL OWENSBORO, KENTUCKY
- NEW SOUTHERN HOTEL JACKSON, TENNESSEE
- MARK TWAIN HOTEL ST. LOUIS, MO.
- RALEIGH HOTEL WACO, TEXAS

ALBERT PICK HOTELS



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.

Ask for Our Quotations. We'll Get Your Order.
The Peak of Our Ambition is To Make the Best.
TICKETS
And Have One Order Bring on Another. That's Us.
The Toledo Ticket Company, Toledo, Ohio

Choose the Cheapest Where You Get The Best For Your Money

HOTEL CHELSEA

It CAN Happen Here
The Perfect Summer Vacation
In the exclusive Chelsea district—on the Boardwalk—private beach—bathing from your room—exclusive table facilities—conveniently in Grill.

From \$6.50 With Meals and Bath.
\$3.50 Room Only and Bath, Less Weekly.

ATLANTIC CITY
JOEL MILLMAN - JULIAN A. MILLMAN
J. CHRISTIAN MYERS

SHOW PRINTING

The QUALITY KIND that attracts and gets the orders. Finest Snow-White or Bright Yellow Paper. Brightest, Fastest Ink Colors.

TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, REALTOR, BUREAUS.

LOW PRICES—PROMPT SHIPMENTS
Write for Price List and Sample Book.

CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA

20,000 Costumes

All in good condition.
Jazz, Shirt Sets, Ties, Pants and Novelty Sets.
12 and 16 to Each Set.
We are going to sacrifice them all at 25c each. \$50 per Costume.

FIRST COME HAS FIRST SELECTION.
F. L. Y. THEATRE CO., 226 W. Superior Ave.,
Cleveland, Ohio.

WANTED

Big week stand Tent Rep.—Young, Hot Temper, good Value and Real. Preference if arrange some. Also want Hittably Gals; Player who sings or the good Vandellite Act to change for week. Also Party Man and Workman who drive trucks. Bize (some if exact answer). Tickets if secured.
OLLIE HAMILTON, Sylvania, Ga.

WANTED

Real live Merchant Salesman and Agent. Must have Personality and stay power. Can place good Cases Man not afraid of work. Pleased to hear from good Repertory People with specialties at all times.

WALLACE BRUCE PLAYERS
McKean, Kan., September 3, 4, Ds permanent address Hutchinson, Kan.

WANTED QUICK

Adverse Agent with Car. Must know the game and be able to book theaters, etc. Thirty per cent to reliable man. Ten years same territory or record. Show working month all winter. No time for correspondence. Who and be ready to join or same. No advance pay been stung. **BILL DORA PLAYERS, Buffalo, Wyoming.**

WANT

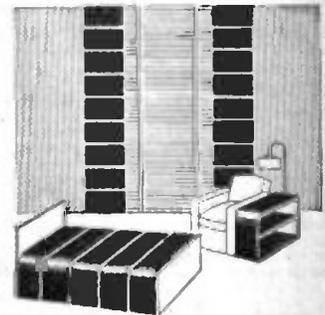
Straight Man, who can show preferred. Comic who can produce. Girls who can lead numbers. No middlemen. Tickets by express by mail. No bounce. Pay per wire. I pay mine.

H. B. POOLE
Happy Hour Theater, 1103 Congress Ave., Houston, Texas.

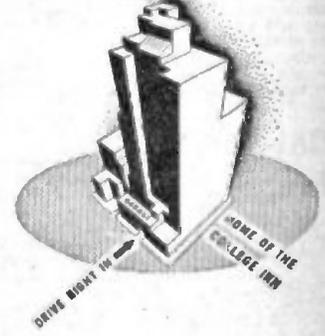
WANTED

Music Player who doubles. Team that double instruments. All others give or write. Salary your lowest. All winter's work fourth. Money sure. Bill and Miss Ansler answer, also Jack Hamilton.

BUSTER WILLIAMS,
V. V. V's Medicine Co., Lubbock, Tex.



THESE NEW ROOMS
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO



HOTEL RALEIGH

When You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.

Single Room, \$8.00—Double, \$7.00 per Week.
Unit headquarters. 5 minute walk to Loop.
Theatrical Booking Agencies located in unit.

WANT SMALL ORCHESTRA

Prefer people who double. Stage, Girls for Vandellite. This is one-nighter. Useful people write. Show names September 14. Salary sure. Tent show.

SEASIE HAYWORTH, Manager, Hicksville, Tenn.

Notice to Showmen

CHANGE IN CLOSING TIME

On account of Labor Day all last-minute Help Wanted and other Show Advertising for the next issue (dated September 12) must be wired to reach Cincinnati before 10 A.M., Eastern Standard Time, Monday, September 7.

WARNER REFUND DOUBTFUL

Silent to Date on Baldwin's Effort To Obtain a Decision

Unofficially, it is understood that broadcasters are hardly liable to receive license money back for the period between January 1 and ASCAP reinstatement

WASHINGTON, D. C., Aug. 29.—According to James W. Baldwin, managing director of the National Association of Broadcasters, the Music Publishers' Holding Corporation, holding company for the Warner Bros. group of music publishing houses, has not made an effort to explain its status on the matter of refunding license fees paid by broadcasters who took out Warner performing rights licenses between January 1 and the date of rejoining the American Society of Composers, Authors and Publishers. Baldwin contacted Herman Starr, president of the MPPHC on July 31, and sent the following wire as printed in the NAB Reports:

"Understand MPPHC filed application last evening for reinstatement in the ASCAP. Will appreciate full statement by telegraph and information concerning steps that have been taken to refund monies received by MPPHC directly from stations since January 1, 1934."

To date no reply has been received to this wire.

NEW YORK, Aug. 29.—Unofficial spokesman for Warner Bros. does not believe the concern contemplates any refunds to broadcasters who took out licenses between the date of Warner's leaving and rejoining ASCAP. It is pointed out that Herman Starr was superceded in handling the music matters in re ASCAP and broadcasters by Joseph Hazen, of the Warner Bros.' Coast legal staff. Starr was supposed to leave on vacation about the time the ASCAP negotiations for reinstatement were concluded and Hazen is now away on a honeymoon trip.

It is further pointed out that the broadcasters (in the personal opinion of the spokesman) took out the Warner licenses because they wanted to and had use for the Warner music and used it in their sale of time or for other important purposes. Also that if the broadcasters were on the opposite side of the fence, that they would not refund any money to advertisers who bought time on their stations but who later were enabled to go back to a different method of buying the time in question.

Understood, however, that in some cases broadcasters are entitled to a refund where Warner licenses overlapped past the time set for official return to ASCAP and these have been, or will be, attended to shortly. However, a sudden change of heart on the part of Warner, who have lost considerable money anyway as a result of the ASCAP squabble, may result in the refunds on the proposition that a few thousands of dollars more or less won't hurt them and that it may be a good idea in the way of cementing cordial relations all around.

"Wonder Show" in Chi

NEW YORK, Aug. 29.—The *Wonder Show*, sponsored by the Continental Baking Corp., on the Mutual Broadcasting System, will be heard from Chicago for the next six weeks. Dramas that stirred in the "Gay Nineties" will start in the Windy City beginning Sunday night, September 6, and first show will feature Orson Welles as The Great McCoy; Ken Christie's Orchestra, conducted by Scrapy Lambart, and the usual large supporting cast. Show, as in other towns, will be heard from a large seating capacity theater-studio.

KGBX to NBC Chain; Makes It Even 100

NEW YORK, Aug. 29.—Station KOBX, Springfield, Mo., will join the National Broadcasting Company network on September 1, as an optional outlet on the Southwestern supplementary group. KGBX is owned by the Springfield Broadcasting Company, which is headed by Lester E. Cox. It operates on a frequency of 1230 kc. and has 500-watt power.

New outlet makes the current NBO list an even 100 stations.

Wooley Goes WWJ; Others Moving Up

NEW YORK, Aug. 29.—Ernest G. Wooley, of the National Broadcasting Company station relations department, left to become manager of Station WWJ, Detroit, effective September 15. In keeping with its avowed policy of seeking to bring men up from the ranks whenever a promotion is possible, NBC is making the following changes in personnel as a result of the Wooley resignation.

John H. Norton, who has been associated with William S. Hodges, manager of the NBC-operated stations, goes to station relations department to succeed Wooley.

Lee B. Wallis, of the statistical department, moves up into the position vacated by Norton. Harry T. Rumpke, chief statistician in Chicago NBC office, comes to New York to replace Wallis. Carl Doty, member of the Chicago statistical department, is promoted to take the place of Rumpke.

WOR Signs Talent

NEW YORK, Aug. 31.—The WOR Artists' Bureau is signing additional talent to create the extra sustaining periods necessary for the Mutual Broadcasting System expansion. Acts signed today include Benay Venuta, warbler, heretofore with CBS; Joey Nash, tenor, and Welome Lewis, singer. Three of them will have a sustaining spot each. Also, as recently announced, Senator Ford will do his comedy sketch, *The Grummit*, on MBS. Series was heard a season ago on NBC.

"Oswald" Is Renewed

NEW YORK, Aug. 29.—Anthony (Oswald) Labriola, the "Oh, Yeah!" man of the Ken Murray CBS show for Rinsco and Lifebuoy soap, is set with a 13-week renewal on the program. Labriola formerly worked with Murray in Earl Carroll's *Vanities* as the original Sassafras character. His contract on this show is an exclusive one.

Participating Accounts Profit Via Contests on Pitt. Stations

PITTSBURGH, Aug. 29.—Spare time on the smaller stations here is employed profitably with the contest angle. Dealing with subjects that are of wide interest to radio fans, returns prove that thousands of listeners are regular tuners-in during hours when less interesting programs keep their sets turned off.

Among the more successful conductors of contest programs here is Joe Villella, of KQV, who uses two half-hour periods daily for that purpose. The opening program is piped at 10:30 a.m., with the second half-hour following at 6 p.m. His current idea is proving the most successful one. For the last seven weeks Villella has been conducting a contest to determine the most popular national band, national singer and the best liked local band. In six weeks, 25,000 entries

He's on His Own

BOSTON, Aug. 31.—Hoping to make an independent career in radio and not endeavoring to capitalize on his father's indelible position in Democratic politics, Paul Curley, eldest son of Governor James M. Curley of Massachusetts, began his apprenticeship in the radio industry by being appointed to the WMEX announcing staff by John E. Reilly, program director of that station.

Last year young Curley was traveling secretary of the Boston Braves. He has had a varied career in sports, and his association with the Braves labeled him as the youngest executive of any major baseball club or league.

Chi Agency's Radio Studio

CHICAGO, Aug. 29.—One of the most complete radio studios within an advertising agency is the one recently completed here by Ruthrauff & Ryan.

The studios occupy a floor space 18 by 20 feet, with a control room adjoining. Walls are treated partly in Masonite and the balance in open weave burlap, with an arrangement that allows the acoustics of the room to be regulated. Equipment is the latest RCA type and includes high velocity microphones, mixing panel and amplifier and three transcription tables. Programs and talent are heard thru wide-range overhead twin speakers, one of which is installed in the 20-foot-square client's room adjoining the studio.

Dale Perrill is radio director of the Ruthrauff & Ryan agency and has a staff consisting of Ross Metzger, musical director; Kathleen Prindville, assistant radio director, and Neal O'Brien, Catherine Haynie and George Drake, continuity writers.

KYW Personnel Changes; Returns to NBC This Week

PHILADELPHIA, Aug. 29.—KYW going back to NBC management on Tuesday (1), Westinghouse Electric, station owner, has added to the technical staff with the appointment of Henry Geist and Abe Cohen, formerly with WCAD, and George E. Hagerty, recent graduate of Tufts College. F. M. Slonn was upped to the position of studio supervisor, replacing Arthur C. Goodnow, who was transferred to headquarters staff.

With Lester Joy, formerly NBC representative at KYW, assuming full charge as station manager, J. F. M. Proulx was added in capacity of auditor and office manager, transferred from the NBC auditing department in New York.

ROBERT ST. CLAIR COMPANY, Inc., Wilkes-Barre, Pa., has been elected to membership in the American Association of Advertising Agencies.

Olive Branch To the Daily

WFIL to smooth fur of newspapers by requesting "consult your papers," etc.

PHILADELPHIA, Aug. 29.—While no sign of a newspaper-radio break is in the offing, WFIL turned a good-will gesture on Wednesday (26), to be effective thereafter, and tagged all news flashes and news broadcasts with the line that "for further details of today's news consult your favorite local newspaper." This is the phrase used on all Press-Radio broadcasts of news.

Station was the first to break the Press-Radio pact and buy International News Service and has engineered numerous space-for-time swaps with local newspapers and magazines. Formerly WFIL had deals with *The Daily News* and *The Microphone* magazine and currently swaps with *The Record and Inquirer*.

In explaining the reasons for this new policy, WFIL being the first station locally to make such grand-stand play for press good will, Donald Withycomb, general manager, said: "We believe that the inclusion of the single sentence will do much to increase the value of our news broadcasts, not merely from the standpoint of utility and service, but of a contribution to an accumulating store of good will. We are proud of our news service. We believe that it equals if not exceeds that of any competitor. However, we have never deluded ourselves to the extent where we believed that radio newscasting provides an able substitute for the newspaper. Our conception of news broadcasting automatically eliminates the possibility of a detailed reportorial account of news-worthy events. Time does not permit more than a brief summary of headline happenings. In our lines the news broadcast merely whets the appetite of the listening audience."

"Therefore with the single sentence 'for further details of today's news consult your favorite local newspaper' we intend to crystallize all these thoughts and bring them forcibly to the minds of our listeners. If indirectly newspaper circulation benefits so much the better."

In addition to the numerous flashes breaking into sustainer, station has commitments for five daily commercial news periods, making it probably the "newest" along radio row.

KFOR Is in Good Spot; No MBS Tie for KFAB

LINCOLN, Neb., Aug. 31.—The recent announcement that Central States Broadcasting Company stations, KOIL, Omaha, and KFOR, Lincoln, are included in the Mutual Broadcasting net's plans to go to the Coast on the Don Lee deal puts the KFOR program possibility in a very forte position—it being about the only 100-watt station in the country able to offer two chains, CBS and MBS. KFOR is a 250-watt station in the daytime. KOIL being a basic NBC Blue is also strengthened by the addition of MBS staff.

According to General Manager John M. Henry, who watches the Omaha end of KFAB and KOIL, date of the takeover depends on action of CBS relative to its contract with Don Lee, which has until December 28 to run, and its decision regarding operation of KNX, the recent Hollywood acquisition. If CBS buys of Don Lee MBS will probably go thru here around September 27, otherwise it'll wait until December 29, when the Don Lee-CBS association comes to the contractual parting of the way.

KFAB, also in the Central States group, is one of CBS' key stations and will not be able, because of contract restrictions, to touch any of the MBS lineage. It was erroneously reported that KFAB was in the Mutual picture also.

KFWB Quits Using Disks

No phonograph records since ASRA filed suit—live talent programs being set

HOLLYWOOD, Aug. 29.—As a result of suits filed against the station last week by the American Society of Recording Artists, KFWB will make a move within the next few days that is the most drastic ever undertaken by a local station. First step is immediate cancellation of the use of recordings, commercial or otherwise. All former staff artists will be replaced and transcription run will be reduced 50 per cent.

New talent is being developed and flesh shows will get the heaviest play in the station's history, with most of the newcomers being groomed from the roster of Curtin Calls, one of the transmitter's top commercials. In this group are John Lear, Peter Kent, Maureen O'Connor, Glen Padgett, Don Raymond, the Pep Boys, Three Aristocrats and Hallelujah Quartet.

Allowing the station to showcase its newly developed talent from time to time, a new departure is the ruling that a sustaining artist will be heard only once a week. Among the new shows to be produced by Jack Joy, who is also musical director, is a one-hour all-Negro musical with a cast of 30. Bob Sherwood returns to the station soon with his Wanderer period and will also participate in other specialties. Bill Demling will be heard in a weekly piece to be called *The Squirrel Cage*.

With the banning of recordings by Manager Harry Malzlieh, sponsors who demand canned entertainment will be forced to play transcriptions. This marks first time that this station has barred platters.

Production department of station has been augmented by five writers and two arrangers, and Jack Joy's studio orchestra has added six men to its strength of 15.

Station will abandon in two weeks its offices in the Warner Theater Building and move to the Warner Brothers-First National studio on Sunset boulevard, where three stages are being completely rebuilt for the broadcast outfit at a cost of \$200,000. New 5,000-watt transmitter will be completed at time of moving the entire staff to the Sunset lot.

Thompson Agency Frisco Changes

SAN FRANCISCO, Aug. 29.—Changes in local offices of J. Walter Thompson Company sends Fred E. Fidler, well known in Pacific Coast advertising and radio, who is account executive handling the Shell Oil Company account here, to St. Louis to take over management of the agency's office there. Transfer is effective September 10. He replaces Arthur Parlow, scheduled to return here October 1 as account representative.

Norman Strouss, who was formerly media department head, takes over the Shell Oil account which Fidler serviced. Fred Wilmar is being transferred from traffic to the media department and will work with Robert Thurmond. Phipps Rasmussen becomes head of the traffic department, with Gordon Steedman as assistant.

Hornel Increases CBS Time

NEW YORK, Aug. 29.—George A. Hornel & Company has extended its Columbia Broadcasting System contract for its Thursday night program to include an additional 15 minutes, making it 10:35-11:45 p.m. over Chicago, Davenport, Des Moines, Sioux City, Lincoln and Minneapolis. Talent will then be Jack Maley's Orchestra; Jack Fulton, tenor, and Gertrude Donahue, singer. Agency is BBD&O, New York.

Campbell Renews on CBS

NEW YORK, Aug. 29.—Campbell Soup Company has renewed both its accounts on Columbia Broadcasting System, Burns and Allen show for Campbell's Tomato Juice, effective September 30, and *Hollywood Hotel*, effective October 2. This makes the second year for Burns and Allen for this account and the third year for "Hotel." F. Wallis Armstrong is the agency.

See the "Geographic"

National Geographic Magazine for September, in an article glorifying the State of Indiana, includes the following paragraph:

"Doorbell ringers all over the nation sell silk hosiery made here (Indianapolis) while another product is advertised by a singing barber who fills the air with saponaceous rhapsody."

In other words *Reckless* hosiery and *Barbasol*.

De Lima to Coast; Will Head Bureau

NEW YORK, Aug. 31.—Peter De Lima, of the Columbia Broadcasting System Artists' Bureau, leaves for Hollywood on Thursday in company with Ralph Wonders, manager of the CBS bureau. Wonders delayed his trip scheduled for last week in order to take De Lima with him.

Purpose of the trip is to establish a CBS artist bureau on the Coast to replace the current representation by the Don Lee chain which terminates on December 31. According to present plans, De Lima will remain in Hollywood and head the new bureau. He has been on the Coast before and two seasons ago while with CBS represented it at the Lee talent offices.

Churchon at KYA; Big Schedule Set

SAN FRANCISCO, Aug. 29.—Leon Churchon, of the production staff of the Hearst Radio, Inc., station, WCAE, Pittsburgh, has been transferred to KYA here, as head of that department and takes over his new duties Monday, working under Program Director Harry Rogers. Station will go in for a heavy schedule of new live-talent shows and will increase its artists' staff considerably, adding new vocalists, novelty teams and trios, along with a permanent dramatic staff.

Linn Church, who has been holding down the KYA chief announcer spot since Harry Bechtel resigned several months ago, has gone over to the production staff, replacing Wayne Griffin, resigned. From all indications there will be no chief announcer for the time being at least. That post is being handled thru Rogers' office.

Lehn & Fink Buys "Between Bookends"

NEW YORK, Aug. 29.—Lehn & Fink will sponsor Ted Malone's *Between the Bookends* on Columbia Broadcasting System Monday thru Friday, 12:15-12:30 p.m., starting October 5.

Product is *Mad's Honey* and *Almond Cream*. William Esty Company is the agency.

Kiddie Singers Still Feel Ban As Web Accounts Are Scarce

NEW YORK, Aug. 29.—The passive attitude toward the kiddie gal warblers, which was much in evidence the past season, seems to hold good insofar as the networks are concerned, with the talent salesmen openly admitting that they are not trying to sell any of them. To date, the youngsters with ability, whether rhythm singers or versatile in the way of ballads, do not seem particularly in line for network commercials, although National Broadcasting Company is giving Mary Small two weekly 7 p.m. spots on the Blue network. Miss Small's work is comparable to adult singing and talking if not otherwise announced.

Currently Baby Rose Marie has just obtained a commercial on WHN for Sally's studio fur shop in company with Al Shayne and Don Albert's Orchestra, which is local, of course. She herself is dropping the "Baby" and working on her straight merits, although the continuity occasionally continues to use the "Baby" prefix. Sugar Cane, heard a season ago on WOR, is not on the air, nor is Mitzel Green, who is now considered pretty well grown up and of unusual versatility as an entertainer. She recently appeared once with Rudy Vallee, however. Blight on the young singers apparently

Int. Radio Club Gathering Proves a "Fine Large Time"

Give Yarmouth and vicinity the once over during big program of festivities—Premier MacDonald says hello and everybody returns with fish stories

YARMOUTH, N. S., Aug. 29.—Concluding one of the most successful conventions held in the seven years of its existence, the International Radio Club sailed last night for Boston on the S. S. Kvangeline, with everyone having had a fine large week. About 50 delegates attended, most of them from various parts of the U. S. and others from Central America to Australia. Party did not seem to have been quite as wet as last year's trip to Cuba and may have been due in part to the vast program of activity that was layed out and carried out perfectly.

At the final business meeting yesterday morning, Jack Rice, of Miami, was re-elected as president. Other officers elected were F. C. Sowell, WLAQ, Nashville; E. K. Cargill, WLAZ, Macon; Norman Reed, WFG, Atlantic City, and Gene O'Fallon, KFEL, Denver, all as vice-presidents. Peggy Cook is secretary; Roger Davis, legal counselor, and Joseph Rice, WLV, Cincinnati, is program director. Frederick Rogers, of Pittsburgh, remains as chairman of the board. International Council consists of Juan Sabatos, Havana; Major W. Borrett, Halifax; Edgar Anzola, Caracas, Venezuela; James Joyce, Melbourne, Australia; C. M. Jansky, Washington, D. C., and Clarence Venner, New York.

La. Outlets Again Hook Up for Fall

BATON ROUGE, La., Aug. 29.—Rehookup of the Southern Broadcasting System of Louisiana network for the fall and winter season began on August 26 when stations of the State aired *Alumni Night* of Louisiana State University with WJBO, Baton Rouge, as key station. The one-time program was aired for an hour beginning at 7:30 p.m. and featured music and discussions of alumni activities at the big college this coming semester. Dr. James M. Smith, president of LSU, presided.

It is reported that several commercials for the State-wide hookup are being negotiated and that regular schedules, especially for week-ends, are being drawn up for early fall.

Other stations in the system are WDSU, New Orleans; KVOL, Lafayette; KRMD, Shreveport; KALB, Alexandria; KPLC, Lake Charles, and KMLB, Monroe. All of the stations, with exception of the 1,000-watt WDSU, are 100-watt transmitters, the KRMD, KVOL, KMLB and WJBO are asking for increased power.

WJBO operating on 1420 k.-c. has filed for an increase to 1,000 watts on 1130 wave. This move has been oked by Examiner Melvin Dalberg, providing two other applications for the 1120 channel by WHB, Kansas City, and WISN, Milwaukee, are refused. In agreeing to let WJBO take the 1120 channel Dalberg says that *The Baton Rouge Times-Advocate* owners, are ready to go off air for one hour on Monday and Friday at 8 p.m. to allow WTAW at College Station, Texas, the wave.

RECENT STORY in these columns in connection with the Watertown (N. Y.) battle for an FCC license to operate a station in that city inadvertently stated that *The Ogdensburg* (N. Y.) *Advance-News* was owned by Frank Gannett. The newspaper in question is owned by J. R. Brady, of Ogdensburg.

Rosaline Green, of *Showboat* fame, was guest of honor, while Blanche Hemson, of Yarmouth, grabbed the crown as 1936 queen. At the annual banquet Tuesday night Premier MacDonald received the delegates on behalf of the provincial government and proceedings were aired over the Canadian and Mutual networks.

Among those who attended were George Maloolm Smith, of WTIC, Hartford; Norman Reed, WFG; Douglas Hibbs, WTEL; Marie Campbell, WBCM; Clarence Hayes, WHBC; F. E. Wilson, KFOL; Major Mitchell, WBOA; Gene O'Fallon, of KFEL-KVOD, and others. Prize for the biggest fish not caught went to Joe Ries, educational director of WLV, and Sam Gellard, of WJTH. Gellard battled a huge fish for 40 minutes before he collapsed and Ries went to the rescue, fighting the fish a half hour before the hook pulled clear.

Among those who attended were George Maloolm Smith, of WTIC, Hartford; Norman Reed, WFG; Douglas Hibbs, WTEL; Marie Campbell, WBCM; Clarence Hayes, WHBC; F. E. Wilson, KFOL; Major Mitchell, WBOA; Gene O'Fallon, of KFEL-KVOD, and others. Prize for the biggest fish not caught went to Joe Ries, educational director of WLV, and Sam Gellard, of WJTH. Gellard battled a huge fish for 40 minutes before he collapsed and Ries went to the rescue, fighting the fish a half hour before the hook pulled clear.

Lehr Joins Coast Agency

SAN FRANCISCO, Aug. 29.—Botsford, Constantine & Gardner, Inc., national advertising agency, has brought in Ellis Lehr as home economics director. She'll write copy and do a bit of radio. Miss Lehr was heard over NBC-KPO for several years as Ann Welcome. *The Call-Bulletin* home economist. She replaces Edith M. Abbott, who resigned from the agency after eight years to head the radio department of the Frederick Seid Advertising Agency here.

WBBM Sales Staff Changes

CHICAGO, Aug. 29.—Harry Mason Smith, formerly vice-president of the Henri Hurst and McDonald agency here, became sales manager of station WBBM on August 15, succeeding J. Kelly Smith, who has taken charge of sales for the Radio Sales, Inc. Another addition to the WBBM sales staff is George Bayard, former newspaper man, who replaced Robert E. Chaffee when he joined *Time* magazine advertising department.

Material Protection Bureau

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

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

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

WINGY MANNONE
 THE NEW ORLEANS SWING KING.
 Now Touring New England With His New,
 Full Size Swing Band.
 Pers. Mgt.—WILLS ARTISTS, INC.
 789 Seventh Ave., New York, N. Y.

RUSS
 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**
 Core Billboard, Cincinnati.
 ERNIE BRODERICK, Personal Representative.

The Dynamic
"ARNO"
 Conductor - Violinist
**SHEA'S
 Buffalo Theatre**
 WDBN Saturday,
 7:30 P. M.
 Exclusive Direction—Jack Levin, Paul
 Whitman—Artist Management, Inc.
 17 E. 45th St., New York City

ROY ★★ ★★
 Dramatic Baritone
 NOW 13th
 MONTH
 Mon. to Sat.,
 8:30 to 9
 P. M., EDT.
 Sundays, 2
 P. M. & 8 P. M.

SALLY'S MOTIVATED REVIEW
 WMCA

GOBEY

COAST to COAST
 ★ WALTER ★
TETLEY
 Radio's Outstanding Boy Actor
 FRED ALLEN 8:00 p.m. Wed. NBC
 SHOW BOAT 9:00 p.m. Thur. NBC
 PAUL WHITEMAN 9:30 p.m. Sun. NBC
 LOBBY BENSON 8:15 p.m. Mon. CBS
 Fri.
 DUKE ROGERS 6:00 p.m. Mon. CBS
 Wed. 6:55
 Fri.

JAYSNOFF SISTERS
 ★ IRIS and JUNE ★
 The Leading International Duo Pianists
 Radio • Concert • Stage Now on
 Tour

DONALD BAIN
 (IMITATOR-COMICIAN)
 UNUSUALLY LIFE-LIKE IMITATIONS OF
 BIRDS, ANIMALS, WILD BEASTS, ETC.
 Room 902, 723 Seventh Ave., New York City.
 Bryant 9-6107.

TOMMY DORSEY
 AND HIS ORCHESTRA
 Currently BAKER HOTEL, Dallas, Tex.
 Management M. C. A.

Station Notes

Address All Communications to the New York Office

ROBERT GILL, former announcer for WCAE in Pittsburgh, moved to Philadelphia, where he secured a similar position on WCAU. . . . BERNIE ARMSTRONG, Pittsburgh organist and band leader, joined KDKA in that city as staff organist. . . . ED SPRADUE, veteran Pittsburgh sports announcer, was engaged by a local oil company to broadcast thru WCAE all University of Pittsburgh football games played in that city this coming season.

CJLS, Yarmouth, N. S., is offering *Uncle Bob and the Kiddies* as a daily fixture at 5:30 from 15 to 30 minutes, usually the 15. . . . CHNS, Halifax, starts off each morning at 10 with morning devotions, consisting of prayers, and at the same time CJLS, Yarmouth, opens broadcasting for the day with prayers. . . . CEKW, Moncton, N. B., opens at 7:45 a.m. with *The Alarm Clock* program. . . . The earliest opening station in the maritime provinces is CHSJ, St. John, N. B., starting at 7 a.m. with the weather forecast, followed by recordings and a newscast.

KPRO, Longview, Tex., has appointed Harvey-Messingale Advertising Company, of Atlanta, to handle its magazine advertising. LEO P. BOTT JR. is the account executive and JAMES R. CURTIS is KPRO president. . . . ATILYN DESHAIS, of the advertising and publicity staff of WTAQ, Green Bay, Wis., is authoring and appearing in a 9:45 a.m. feature each Saturday. SKI is entitled *The Gossips*. . . . JACK DAY is the newest addition to the staff of WDNC, Durham, N. C. Day comes from Baltimore and will relieve LEE VICKERS of most of his announcing duties. Vickers is now program director of the outlet. Formal program celebrating the annexation of WDNC by *The Herald-Sun*, Durham, was scheduled for Tuesday evening, September 1.

WKRC, Cincinnati, now has a teletype installed to insure greater efficiency in its newscasts. Machine is connected with the United Press radio news bureau in New York. . . . JIM LIGHTFIELD, of WKRC, has taken his first vacation from the station's mike in 11 years. He is back on his 12th year as conductor of the Veterans' Civic Hour broadcasts. Being 63 years old, he lays claim to the title of "granddaddy of the announcers." . . . WFIL, Syracuse, N. Y., is conducting a talent contest, the winner to be signed by the station and the Roy Furniture Company. A CBS audition also goes with it. Another contest on WFIL is drawing school children from all parts of the State to the State fair. The program is sponsored by the fair commission and WFIL and the expense of the trophies is divided between the outlet and the fair. . . . KPAB was off the air recently for an hour and a quarter as a result of the power station in Lincoln, Neb., being burned out. Central States Broadcasting System engineers rigged up a battery amplifier and kept KPAB's sister station, KFOP, on the air.

WPTF, Raleigh, N. C., has so elaborate a fall schedule of remote broadcasts that the NBC station has added another complete remote unit to its present RCA equipment. Sports, dance music, tobacco market openings and legislative broadcasts are piling up. . . . WPTF will also add the *Pepper Young Family* serial, beginning this week, from the NBC Red network, sponsored by Procter & Gamble. . . . WHK, Cleveland, has started a new series with its *Golden Girls*, trio, heard Thursday nights. Guest artists will be presented. . . . WHAM, Rochester, N. Y., is now giving its baseball fans a late evening box-score resume as a supplement to the regular Monday thru Saturday sports broadcasts sponsored by the Kendall Refining Com-

pany. WHAM uses WJWP, 100-watt short-wave transmitter, to relay programs from distant points of origination. The engineers find it very handy in bringing colorful pictures of special events, even tho they take place in the middle of Lake Ontario. . . . BILL SCHUDT, president and general manager of WBT, Charlotte, N. C., continues on the sick list at his summer home at Lake Ronkonkoma, Long Island. He will be away another week at least. . . . WHN, New York, is bringing back *The Gridiron Smoker* program for the football season. MONTIE HETTLINGER, sports commentator, acts as emcee and writes the program which dramatizes highlights of famous games, gives odds on games to come, etc. An MGM trick flashlight newscast is used in the dramatizations.

DAN WILLIAMS, technical director at KQW, San Jose, Calif., for the past seven years, has been appointed chief engineer of the Northern California Broadcasting System, which includes that station and KJBS, San Francisco, and is affiliated with KQDM, Stockton, and KROW, Oakland. He succeeds JACK BURRELL, who resigned to take a similar post with KYOS, new 250-watt now being erected at Merced, Calif. L. SCOTT PERKINS has also resigned from the NCBS. He was formerly radio relations counsel for the Little web. . . . OECIL LYNCH is on his way to Honolulu on board the liner *Lurline*, having left San Francisco August 28 to join KOMB as operator-announcer. He was formerly with KTRB, Modesto, Calif., in a similar capacity.

TONY WAKEMAN, announcer at KQV, Pittsburgh, resigned to take a similar post with WOL, Washington, D. C. . . . JACKIE CLUNE, juve discovery on WIP, Philadelphia, signed to serve for NBC.

CARLOTTA DALE, back at the WCAU studios, Philadelphia, to resume her warbling with Jan Savitt's orchestra, having recovered from injuries sustained in an auto mishap. . . . DOC LEVY, domo at WCAU, Philadelphia, leaves for Europe and leaves the impasse with the Musicians' union hanging fire. . . . JAN SAVITT, WCAU musical director, doesn't figure to lose any time and books the local Fox Theater for a week's stage work. . . . HORACE J. GARDNER, book critic on WIP, Philadelphia, adds another published book to his shelf called *How To Become a Writer*. . . . Gardner is an exec at the Lippincott Publishing Company. . . . MARGARET SCHAEFFER takes over the home economic duties at WFIL, Philadelphia, with HELEN HUGHES moving to the fashion talks. . . . MAURICE ABRAMS, the Melsteringer, back on Philadelphia airtunes over KYW. . . . ANICE IVES, former women's club chatter over WIP and WFIL, Philadelphia, moves to New York to start a series for WMCA.

BILL SPARGROVE, KSO, Des Moines, took a poetman's holiday with radio friends in the NBC and CBS stations, Chicago. . . . MR. and MRS. GEORGE ENGLETER back from a vacation in South Dakota. . . . George is head of the traffic department for KBO and KRNT, Des Moines, and Mrs. Engleter is a hostess there. . . . THE ROCK CREEK RAMBLERS are expected to return to the Des Moines stations soon. . . . HAL PARKS, former sports announcer for KRNT, has been signed by Columbia to announce in Chicago. . . . GEORGIA LEE, former KSO warbler, is now singing with GEORGE OIVOT'S Radio Circus at the College Inn in Chicago. . . . Other Iowa Broadcasting System artists who visited Chicago on vacation were DICK TEELA and GWYNIE NEIL (Mrs. Teels). . . . RALPH BATEMAN, manager of the Detroit office of E. Katz Advertising Agency, visited IBS last week.

WVW, New Orleans, has been forced to find larger quarters for its regular Saturday night *Community Sing*. Seating for 1,000 has been found inadequate. . . . Officials of WAPI, Birmingham, refuse to favor one or the other and have titled their Sunday afternoon home advice to *Husbands and Wives*. . . . WSON, Birmingham, has added an hour to the starting end of its day's schedule with the *Dirie Early Birds*, featuring LUTHER PATRICK. Program begins at

6 a.m. . . . Prince Brothers, radio supply house of Birmingham, is sponsoring a *Community Sing* from 5 to 5:30 Sunday afternoons in Tutwiler Hotel studios of W8GN. . . . PHIL HARRIS and ORK, now playing at Hotel Roosevelt, New Orleans, leaves to join ORACIE ALLEN and GEORGE BURNS on an air program. GUS ARNHEIM succeeds Harris at the Roosevelt, broadcasting over W8MD and WVW three times daily. . . . KRMD, Shreveport, has asked FCC for increase in power from 100 to 250 watts on 1310 k. c. and also for permit to improve transmitter equipment and install new antenna. Affiliated with WBS, KRMD operates from 7 a.m. to 9 p.m. . . . The Texoma Broadcasting Company, of Wichita Falls, Tex., has asked FCC for permit to erect new 1,000-watt unlimited time station on cbs channel. KOKO, Wichita Falls' present transmitter, is to be moved soon to Fort Worth, where AMON CARTER, publisher, is due to pipe in Blue NBC net.

KNX, Los Angeles, staff threw a farewell party for NAYLOR ROGERS in Beverly Hills. . . . KECA is taking a series of home economics talks by NORMA YOUNG. *The Los Angeles Examiner's* "Prudence Penny." . . . GLEN HALL TAYLOR, continuity chief of KFI, Los Angeles, has been named program director. CHARLES BULOTTI JR., of the announcing staff, will be next in command as supervisor of production. Pair takes over duties of LINDBSEY McHARRIE, recently resigned to make transcriptions. . . . JOHN HALLAM HILSTAND, announcer at KFI, back in Los Angeles after a Northern honeymoon with his actress bride, JEAN WOOD.

KATHERINE BATCHELDER switches as secretary of the Boston University Department of Physical Education to general secretary of WCOP, replacing KATHERINE NUTTINO. . . . HAROLD'S, INC., of Bridgeport, Conn., inaugurated a series of eight Juvenile Opportunity programs via WICC, Bridgeport and New Haven August 30 and will be aired for a half hour on Sundays. Show, *Harold's Tiny Town Rapunz*, is emceed by SIME NERAY, former musical comedy and vaude name. Program is open to all kids within 16-year age limit. . . . ASB- (See STATION NOTES on page 10)

OSWALD ★★ ★★
OH YEAH!!!
 Featured COMEDIAN With
 KEN MURRAY'S
 Rinsos and Liftbuoy Programs.

ARTHUR KAY
 Radio Mimic • Characterizations
 Character Voice of Terryton Cartoons and Visual
 Max Fleischer Cartoons.

Marie
 Almonte
 THE SMART
 SET'S
 FAVORITE
 SONGSTRESS
 ★
 NBC ARTIST

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

West Coast Notes

LOS ANGELES, Aug. 29.—Giving its blue network a heavy buildup, the National Broadcasting Company will spot 13 commercials on KRCA, local outlet, beginning October 1. This supplements five now on the station and sets a new high for the outlet, giving it heaviest high of business in its history. In addition to the national business, local pickup for station will also reach a new high, according to Harrison Hollway, manager. Heading the list of new commercials is Ivory Soap, five times weekly. Others are Tapioca, International Silver, Fisher Hodges, Barbaol, Sloan's Liniment, General Shoe Goodyear Tires, Sunka Coffee, Log Cabin Syrup, National Biscuit, Real silk Hosiery and Associated Oil.

John von Cronkhite, of WBBM, Chicago, has been named Coast sales promotion manager for CBS. He is due here next week for preliminary conferences with Don Thornburgh, Clifford Carlson arrived this week to take over his duties as comptroller and office manager for the network. He was formerly berthed in similar capacity for the web in New York and Chicago.

Winding up their broadcasts from here October 2, Amos 'n' Andy will return to Chicago with the hope of returning to Hollywood for permanent residence this winter, when they broadcast from Palm Springs.

Using Hollywood screen talent, New York will be the origination point of a new air show this fall, sponsored by the Arnett publications, fan magazines, Ernest V. Heyn, editor, here from New York, and Carl Schroeder, Western representative of the maga, have been in consultation with studios for several days, feeling them out regarding the piping from Hollywood guest names. Jack Runyan, of Lord & Thomas office, is here to handle final details of the six talent tieups.

Prize radio plumb of the year for a local actress went to Barbara Luddy, who draws the gal lead opposite Don Ameche in the First Nighter series, starting September 4. Supporting cast will also be recruited locally. Sam Moore, producer of Camel Caravan, en route to New York for conferences with William Eby, head of the ad agency handling show. Chic Martini, radio producer for Gardner agency in St. Louis, in town to look over changes incidental to the September 6 switch of Station Talley's Ry-Krup broadcast from 15 to 30 minutes.

SAN FRANCISCO, Aug. 29.—NBC changed its mind about keeping it a secret that John Pickard and Frank Provo have left the Hawthorne House serial east and on its broadcast Monday night announced the substitution of new actors. Don Wilding, formerly of KYA, has been cast as Jerry Tremaine, the part played by John Pickard. Montgomery Mohb, NBC dramatic staff artist, has taken Provo's role and is being heard as Mel Sherwood in the serial which is sponsored by Wesson Oil and Snowdrift Sales Company. This is said to be the first time in Pacific Coast radio history that such a change has occurred—subbing new actors in already established roles. Wilding and Mohb were chosen after careful auditions, showing them to be almost carbon copies on the air of their predecessors.

Good Morning, Neighbor, which brings Tom Breneman and Alma Latta Hackett to the CBS-Don Lee network Tuesdays and Fridays at 10:15 a.m., has been renewed for another 13 weeks, starting September 1, under sponsorship of Durkee Famous Foods, Inc., to plug mayonnaise. Breneman gives song and patter and Mrs. Hackett a talk to the housewives. Botsford, Constantine & Gardner, Inc., is the agency.

Continuing to sponsor George Tolin's Students' Hour on KOOC Wednesdays at 8 p.m., Oullenkamp Shoe Stores Company has started a Thursday night Eastbay Students' Hour on KRE Berkeley. Tolin emceeds and directs both shows, picking talent from the San Francisco Bay region high schools.

Tommy Harris, tenor, known as the "little king of song," resigns from NBC, effective September 8, in favor of Hollywood. He's been with the network for seven years and heard on a variety of

transcontinentals, including American Songs and Carefree Carnival, of which he is one of the original members.

New Biz, Renewals

Newark

RESTLAND SALES AND MANAGEMENT, Inc., East Orange, N. J., starts Sunday, September 20, 1:15-1:30 p.m., with program featuring women's musical trio. WOR.

THE W. A. SHEAFFER PEN CO., starts September 10, Monday, Wednesday and Friday, 8:20-8:25 a.m.; beginning Saturday, September 10, Tuesday, Thursday and Saturday, 8:15-8:20 a.m. Musical show—electrical transcription. WOR.

JOHN MORREL & CO., starts Tuesday, September 8, 2-2:45 p.m., for six weeks, also Thursday and Saturday. Beginning October 19, Monday, Wednesday and Friday. Participation in Matha Desse program on WOR.

ALFRED McCOANN LABORATORIES, Inc., starts Monday, September 14, Monday thru Thursday, 10-11 a.m. Program Pure Food Hour, health and diet talks, etc., on WOR.

B. O. REMEDY CO., Durham, N. C., starts September 13, Tuesday thru Saturday, 6:45-7 p.m. Program Transradio News—Vincent Connolly on WOR.

Mutual Accounts

THE MENNEN CO., thru H. M. Kiese-wetter Advertising Agency, starts Monday, September 28, 10-10:45 a.m. EST. Famous Jury Trials, dramatizations, on WLW, WOR, WGN and WAAB.

Chicago

WON reports the following business: **W. A. SHEAFFER PEN CO.**, thru Sellers Service, Inc., time signal announcements, a local commercial, taking Mondays and Fridays for 14 weeks, beginning September 14, between 6 and 11 p.m.

WILSON J. CO., thru U. S. Advertising Co., Radio Cooking School, conducted by Eleanor Howe, renewing Tuesdays and Thursdays, effective August 25, 1936, TP, from 10:15 to 10:30 a.m.

Des Moines

HEGOENS SHOF STORES, three 15-minute programs per week, 13 weeks. KSO (direct).

SAROEANT FRED CO., increase from (See NEW BIZ on page 31)

MUNSELL ARR

(Continued from page 4)

tober 3, and it is understood that his duties will be limited to the completion of business regulated by the old minimum agreement, which expired in March. Should necessity for any immediate action occur, his decisions will be subject to the approval of Lucas Silcox, executive secretary of the Guild.

With Dr. Henry Moskowitz, executive adviser of the League of New York Theaters, in Europe, and the offices of the Dramatists' Guild unwilling to divulge information relative to the permanent disposal of the post formerly held by Bickerton, no definite information is forthcoming as to who will fill the latter's place permanently. It is felt, however, that the specialized training needed for the position will result in the naming of a man of both theatrical and legal qualifications. Among those rumored as possibilities are Sol N. Rosenblatt, Milton R. Weinberger, Philip Wittenberg and William P. Farnsworth.

Meanwhile Munsell, who will take care of the sale of plays contracted for under the old basic agreement, will be aided by Sidney Fleischer, who formerly served as counsel to Bickerton.

CAN. CENSORS

(Continued from page 3)

their pictures have gained the "universal" certificates.

The board is endeavoring to meet the wishes of those interested in the welfare of the young by only granting "universal" certificates to films which cannot have any pernicious effect upon the child mind. Therefore no film is classed as a "universal" subject which deals with irregular sex problems, exaggerated love-making or crime, especially such as im-capable of imitation. Extreme violence or horrors calculated to frighten

children are also barred from this class. Silverthorne's report states.

It is understood that the board is considering the advisability of insisting that Ontario theaters should be allowed to exhibit only "universal" pictures at Saturday matinee performances.

During the year a total of 7,000,000 feet of standard film, embracing 2,188 subjects, were submitted for review, and of these 1,703 were approved as submitted. Of the remainder 415 were approved after certain deletions were made and only eight pictures were rejected. Of the total passed only 142 feature subjects were certified for "universal" exhibition.

Listing the reasons for rejecting picture or for making deletions, Silverthorne reported as follows: Sacred religious ceremonies, ministers of religion in equivocal situations, blasphemous incidents, inciting workers to armed conflict, objectionable prison scenes, girls and women in state of intoxication, reflections on the medical profession, hospital incidents treated flippantly, suggestive and indecorous dancing, nude and semi-nude figures, indecorum of dress and behavior, scenes indicative of habitual immorality; hanging, realistic and comic; methods of crime open to imitation, murderous gang fighting, cruelty to animals, equivocal and suggestive subtleties and speech, excessive drinking scenes."

AFM LICENSES

(Continued from page 3)

Cleveland branch of Consolidated Radio Artists, and Fred O. Williamson, also of Cleveland, has closed his office.

Latest batch of licenses issued as of September 1 consists of: Alabama—Birmingham, Moore A. Kennedy. Keystone Amusement Service, California—Berkeley, Mary M. Rowell, Beverly Hills, Nell Klages; Hollywood, Art Crippen and Phil Ohman, William Melkijohn, Inc.; Los Angeles, G. Astbury Gridley; Oakland, Frank E. Cox; San Francisco, Eddie Burke; San Jose, Jack Hamilton, Connecticut—New London, Norman E. Feltcorn. Georgia—Macon, Joe Galkin. Idaho—Boise, Camille Raymond. Illinois—Chicago, Walter Ford, Ralph Omsburg. Orphan Artists' Bureau, Inc.; Charles Pierce, Ted Weems; Edwardsville, Frank J. Fink; Mazon, Charles D. Hayes; Rockford, John J. Hill. Indiana—Indianapolis, Christine Maguire Entertainment. Iowa—Cedar Rapids, Jean H. Edwards; Dubuque, M. S. Germain; Sioux City, James K. Tate; Spencer, Earl Tuttle; Webster City, D. A. Beightol. Kansas—Lawrence, E. D. O'Brien Jr.; Topeka, Ray Shull. Kentucky—Lexington, Charles C. Barkman; Louisville, Harry E. Jennings. Kentucky Music Service. Maine—Lewiston, Bill Nagle. Maryland—Baltimore, Associated Colored Orchestras, Roy Bergere, O. Bowie Rose; Frederick, Harry L. Decker Music Service Bureau. Massachusetts—Hatfield, Emily L. Newcomb; Ludlow, Mitchell A. Labuda; Springfield, James O'Kane. Michigan—Detroit, George O. Taylor. Minnesota—Minneapolis, John O. Louis, B. E. Romling. Missouri—Kansas City, Horner Bureau, Inc.; Southland Orchestra Service; St. Joseph, Merle L. Welch, Sidney Belmont Amusement Service; Joe Brown, Joe J. Smith. Nebraska—Norfolk, Lindsay Amusement Bureau; Omaha, Butler Theatrical Booking Agency. New York—Buffalo, Stewart E. Scott; New York City, Century Orchestra Corp., Curtis and Allen, Frieda Flashberg, Max Hart Attractions, Inc.; Julius Horvath, William M. Koblenzer, Ruth Lovien, Lew Rigler, Rudy Vallee Orchestra Units Corporation, Ned E. Williams, Phil Wirb; Oswego, Weldon M. Orose; Rochester, Paradise Amusement Service; Schenectady, R. L. Wilson. North Carolina—Charlotte, J. Sedwick Bobbitt; Wilmington, Cecil W. Morgan. North Dakota—Bismarck, Harry Turner. Ohio—Cincinnati, Robert (Bob) Bishow, Ralph Zimmerman; Dayton, Ray Horch; Marietta, D. E. Mulvihill; Middleport, Charles L. Shunaker; Norwood, Herman Knott; Salem, J. B. Gunesch. Oregon—Eugene, Prentice L. Gross. Pennsylvania—Altoona, Sheldon W. Ehringer; Harrisburg, David H. Edleblute; Hokendauqua, John Zerush; McKeesport, F. Reigh Allshouse; Pittsburgh, John Bauer, Claude Fisher, James N. McGrath Jr., Danny Nirella; Reading, Paul J. Breedy; Upper Darby, Gustave K. Abmeyer; York, A. B. Ellsworth. Tennessee—Nashville, A. B. Jordan. Texas—Dallas, Abe A. Berger, Southwest Orchestra and Amusement Service, Frank A. Wright; Fort Arthur, B. A. Williams. Utah—Ogden, Clyde Lookwood; Salt Lake City, Western Theatrical Agency, Virginia—Norfolk, Joseph Brooks. Washington—Seattle, Bob Wheeler; Spokane, Bill Perry. West Virginia—Farmsou, J. H. Bennett, Wisconsin

—Green Bay, Green Bay Music Service; Madison, Kehl Chamberlin Theatrical Booking Agency; Milwaukee, Henry K. Moore, District of Columbia—Meyer N. Goldman, Willard Music Bureau.

Daley Booking Night Spots, Fairs Up-State

ALBANY, Aug. 29.—Jimmy Daley Attractions has been very active lining up talent for night spots here and up-State. Booked Kay Lorraine and Six Kaydets, Gladys Martin and Helen Joyce into the University Grill here; Bordine and Carole unit into the Rendezvous, Broadalbin; Jack Peek and Boots McIntyre into Rudd's Beach, along with Frank Small's Broadway Steppers and Shirley Manton.

Also spotted Bonnie Mills, Betty Hayden, Lottie Lee at the Magic Lantern, Gloversville; Norman Bailey, Lola Millroy and Laura Reid at the Greyhound Tavern, Nassau; Syncopated Rhythm Girls into the Tannersville Country Club, Tannersville; Five Dancing Dandies, Whirling Aces and Jack Herbert and Company into the Cambridge Fair, Cambridge, Mass.; Chief White Eagle and Princess Iona into the Masonic Mardi Gras, Castleton, N. Y.

Latest Pomeroy Bookings

NEW YORK, Aug. 29.—Jack Pomeroy office has sided the Club Lido in Montreal. First show opens Monday, with a line of Pomeroy, Earl Orla Montgomery and Wilthe, Sybil Kaye, Three Darles and Agnes Knox. Also Dawn and Darlow, held over, and Harry Stevens into the Blitz Carlton, Atlantic City. Phil Regan was the guest star for the weekend.

Pomeroy shows again go into the Kenmore Hotel, Albany, beginning September 25. Using five acts, line of girls and a band.

Big Cotton Club Show

NEW YORK, Aug. 29.—Herman Stark, operating the new Cotton Club on the site of Connie's Inn, is set to open about September 15, with Cab Calloway and band featured. Duke Ellington will follow Cab. Floor show will include White's Manfacs, Arts Andrews and the Berry Brothers. Benny Davis and J. Fred Coots are doing 12 songs for the show. Clarence Robinson is staging the dances and is working with 50 girls recruited by Connie Immerman during a recent tour. Julian Harrison designing the new decorations.

Weber-Gordon Bookings

NEW YORK, Aug. 29.—Weber & Gordon agency here has spotted Janice Andre and Jimmy Richards into the Paradise Restaurant, where another one of its acts, Bert Frohman, has been held over for the new show opening September 15.

Also booked Gall-Gall into the Versailles here; Gail Lee into the Yacht Club here; Pearl Twins into Marden's Riviera, Fort Lee, N. J.; Bee Kalmus into the State-Lake Theater, Chicago, to head an all-girl unit September 19.

Frog Hop To Reopen

ST. JOSEPH, Mo., Aug. 29.—With the completion of a \$15,000 remodeling program, the Frog Hop Ballroom is to reopen September 5 under new management. The Archer Ballroom Company, of Sioux City, Ia., operator of dance halls in five cities, has leased the Frog Hop. A. H. (Hank) Linder, formerly in charge of the booking bureau of Columbia Broadcasting System in Chicago, will manage the ballroom.

Rita Rio's Minneapolis Date

CHICAGO, Aug. 29.—Rita Rio and her Rhythm Girls, an all-girl orchestra, have been booked to headline the 14th annual Northwest Radio and Home Appliance Show at the Minneapolis Auditorium the week of September 30 to October 5. Leo B. Salkin, Chicago manager of the Consolidated Radio Artists, Inc., announced this week.

Daley Signs Lorraine

ALBANY, Aug. 29.—Jimmy Daley office has signed Kay Lorraine and Six Kaydets for one year. Daley opened the unit at the University Club here for three weeks, with an eight-week run set to follow in Montreal.

Program Reviews

EDST Unless Otherwise Indicated

"Sunny Smile Club"

Reviewed Wednesday, 7:30-7:45 p.m. Style—Comedy script. Sponsor—Dr. Algase. Station—WFIL (Philadelphia).

For more than 150 shows, on thrice weekly, Van Avery has been telling the folks to "keep smiling, it becomes you." A finished trouper of the Keith-Albee days when vaude meant steady work and short jumps, Van and his wife turned to radio to tell the town and sell them on the dental ability of Dr. Algase. Going like paucenka in a CCC camp, the D.D.S. cashed in on the program's appeal by going in the teeth-cleaning biz, and now a second turch is being carried for Sunny Smile Tooth Paste.

New series finds Avery and his little company registering with a Court of Comedy, club title retained for commercial reasons. Each stanza is built around the idea of a mock trial. When the clerk of the court stands to read an indictment, such as "that the defendant, Phineas Phog, did willfully pollute the waters of Crum Creek with black paint to further his own ends as a fancier of speckled trout," it hits the spot for the A. K. to start swinging the rocky chair for a funfest. Appeal is directed to that group and it must surely get them. Play is on homey stuff and philosophic musings, with the gags left for the network comics. It's ornery, long underwear, Dixie and jazzy for the didactic dialer. But for McCarthy and Clancy it's the closest thing to a hoedown bing without a fiddle scratcher in the parlor. ORO.

"Harper Varieties"

Reviewed Sunday, 11-11-30 a.m. Style—Variety show and opportunity auditions. Sustaining on WMXX (Boston).

From the opening to the closing station break, this weekly half-hour show romps thru a versatile variety compound. The program is the only one of its type during Sunday a.m. Script is written, arranged, supervised, produced by Prof. Charles Edgar Harper, owner and director of the Harper Conservatory of Music. The theme and all special music are written for these productions by Harper.

Harper Varieties comprise all types of instrumental and vocal groups and soloists, playing and singing pop, novelty and classical numbers; readings; *Breezy Corner*, serialized skit; *Opportunity Auditions* for new soloists who can pass pre-audition; *Composer's Publicity*, in which compositions by amateur writers are played, after a bit of Harper polishing; impersonations and comedy. The original cast of 10 can carry a regular show, but it varies to 20 and sometimes more when instrumental and vocal groups are added. Thirty years of show biz experience is injected into the production. The program is well balanced for music, entertainment and comedy. Harper is extremely careful in using picked artists in his regular groups, whom he chooses for their ability, versatility and personality.

Cast includes Katherine Byrne, Carmen Trudeau, Harriet Sawyer, Jeanette Potvin, Marlon Young, the Lohnes Sisters, Pearl Demsey, Mita Davis, Ken Rowe, Bill Coleman, the Beach Combers, LaVerne Anders and Tom Smith (con solo). Harper is at the keyboard for all solos. Joe Grant, announcer, is also used in the skits.

This particular show ran smooth and was entertainingly okeh. S. P.

"Cupid Interviews"

Reviewed Monday, 7-7-15 p.m. Style—Interviews and announcements. Sponsor—Spears & Company. Station—WJAS (Pittsburgh).

Of the newer programs, *Cupid Interviews* is one of the most clever features unearthed for a furniture and household dealer. The idea here is to interview engaged couples and confront them with questions that are productive of good, clean humor. At this hearing two prospective couples were interviewed by "Dan Cupid" (Walter Framer). Among questions asked were, "Should the husband or wife walk the floor with the crying baby at night?" and "Is it all right for a lady to buy her own engagement ring?" The answers, not rehearsed,

are reminiscent of the "Vox Pop" programs and manage to be laugh-provoking.

Questions used on the program are submitted by the listeners, with winning queries awarded prizes. Additional household prizes are given to all interviewed couples with the compliments of the sponsor. The wares sold by the store go hand in hand with the nature of this program and as a result should find increased business in due time. Walter Framer, as usual, handles his job smoothly and entertainingly, while Jack Logan proves a convincing commercial announcer. Between interviews announcements of engagements in this territory are made. S. H.

"Gridiron Smoker"

Reviewed Thursday, 9:30-10 p.m. Style—Football omnibus. Sustaining, on WHN (New York).

May seem a little early for pigskin stuff, but apparently WHN wishes to get the program rolling smoothly and an audience lined up by the time the weather gets cooler and the game is actually in the air. For lovers of football this program seeks to take in all angles, including dramatizations of stand-out games of the past; probable odds on games to be played; guessing contest as to which team will win; picking the outstanding players of the week and more. Of course, some of these features are not yet being utilized, but the half hour is crammed with gridiron lore.

Monte Hellinger, WHN's sports announcer, who built the show up last season, is again in the saddle, writing the program and acting as emcee. Ray Saunders handles the dramatizations, which also use background of music and possibly sound reproduction from films. Despite the seemingly "rushing of the season," first program got under way nicely, altho somewhat encumbered by considerable introductory continuity. Better co-operation from the musical end would help, such as picking up the cues on time. Music is the usual run of college tunes, but these seem to be played by modest orchestras in strict and slow dance tempo rather than the haphazard blare of a campus band. Less fine recordings would probably lend more color and pep up the proceedings. However, for a first show it was not a poor one and Hellinger has plenty on the ball. It is well worth the attention of a sponsor seeking an all-round seasonal football program. M. H. S.

"Movie-Go-Round"

Reviewed Sunday, 6:30-6:45 p.m. Style—Movie reviews and Hollywood gossip. Sustaining on WCOP (Boston).

The contents of this program are some of the best that the local airwaves have brought to the loudspeaker and are diversified and meaty enough to satisfy the cosmopolitan movie audience. The gal is Kathleen Lamb, whose sophisticated verse covering a period of some 18

months adorned the space below Walter Winchell's masthead. During the week she's Publicity Supervisor, Information Service, of the Federal Music Project of Boston. Newspaper trained and loaded with publicity experience, she senses what the public wants, delivers and is one of the station's best mail pullers.

During this Sabbath eve spot, which is the only available time she can muster during the week, she includes concise, unbiased reviews of pix currently screening at the town's top houses. Mort Blender, announcer, blends in with content of the week to determine how many proper names the participant can pluck from two pix dug soon, *Road to Glory* (Met) and *Last of the Mohicans* (Loew's State). Names must be those of the cast. Winners receive ducats to pix houses, the latter leaving the choice of contest to Lamb. The houses simply donate the ducats.

Lamb comes back with info that Eleanor Whitney is tap tops over Ruby Keeler, several silents will be laiked, the Bette Davis perpetual salary trouble, some dope about pix in production, how movie applicants fare . . . backed up by Central Casting statistics, personals about stars, brief bios, kiddie pix situation in Australia (which isn't doing so well in spite of Shirley Temple screenings), Katharine Hepburn's legit effort in *Jane Eyre*, coming to the Colonial next month, interesting behind-the-scenes thumbnail stories, and that *Camille* is Garbo's 21st film and that Robert Taylor is her 17th leading beau.

Winds up with fem fashion notes that have become a feature within the past few weeks, requested by milady. Kathleen announces four winners of last week's contest and takes it on the Lamb as the calliope grids out a merry-go-round tune. Her three years as a Hollywood correspondent for trade mags put this program on a level of its own. It's fresh and is delivered in a peppy, vivid, enthusiastic style. The listener is sure of first-hand atmosphere of the cinema capital and doesn't get any of that blanket press release stuff. Her copy is written that morning and contains the freshest news, gossip and reviews. S. P.

STATION NOTES

(Continued from page 5)

LEY ROBISON, WOOP, Boston general bookkeeper, leaves September 4 to wed LORRAINE LARSEN at Salt Lake City, Utah. They'll live in Boston on their return.

DAVID ROSS, CBS announcer, has purchased a 10-room house with a 400-foot frontage on Ball's Pond, near Danbury, Conn., at an estimated cost of \$18,000. . . . WHTT, Hartford, newest Connecticut station, has applied to the FCC for permission to erect another station. . . . JACK SPORLINO, formerly at WATR, Waterbury, Conn., is now on the engineering staff of WNBC, New Britain, Conn.

HUOH IVEY, recently of WRDW, Augusta, has been added to WSB announcing staff. . . . DAN HORNBY cranks up WGST every morning at 6 and does several commercial shows in evenings. Question: When does he sleep? . . . Nine hours of time has been booked over WSB this week by candidates in State political primary. . . . JAMES DAVENPORT, former radio reporter of

The Atlanta Georgian, is member of sales and announcing staff of WGST. . . . JOHN FULTON is doing a swell job broadcasting baseball games under Coca-Cola sponsorship. . . . WALTER PASCHALL, of Atlanta Journal radio news staff, is a widely recognized poet. . . . EDNA LEE, fashion, editor of *The Atlanta Journal*, begins series of five-minute fashion talks daily over WSB.

PHILLY MUSICIANS

(Continued from page 4)

hinges on one man. Pit has been holding six musicians and union officials are asking for seven, at a \$50 per figure. Shubert's is scheduled to open on October 5 as a hurly house, and Max Wilner will find the union asking that; nine men be employed, with the scale perhaps higher, depending on the box-office prices for ducats.

Legit houses had been running on a two-year agreement, with eight men at the Erlanger and Forrest and six at the Chestnut. Scale was \$68 per week with an \$3 reduction if the season approximated 25 weeks. Union has upped the scale to \$73, the \$3 reduction still holding good. Will bring the price list to the same level that existed prior to the present contract. Has also asked that the new agreement read as of December 1, breaking the piling up of negotiations at this time of the year and give the union the upper hand on all future dealings since the winter month marks the peak of the legit season.

Of far greater significance, this marks the first time union dealings are not being made in secret chambers on an oral basis. Anthony A. Tomel, union prexy, is insisting that everything be on black and white.

HIGHBROW BOSTON

(Continued from page 4)

Fucini's *Madame Butterfly* Thursday, Friday and Saturday.

The result, both pecuniary and audience, was surprising. The Boston Opera House once again had a sellout. With the thermometer hovering around the 90-degree mark and the proud, dignified, red-velvet-and-gilt auditorium minus the innovation of air conditioning, these enthusiastic thousands thronged the lobby long before curtain time, stood in line for 75 and 50-cent seats, and were glad to buy 25-cent balcony seats. It is safe to say that hundreds were there from 7 o'clock to the close at midnight. The crowd stuck in spite of the sultry weather, and enjoyed every minute of the productions.

Grand opera for the butcher, the baker and the candle-stick maker was a distinct success here.

In September Wagner's *The Flying Dutchman* will be presented, with *Monsieur Figaro*, by Paul Hastings Allen. *Hensel and Gretel* and *Madame Butterfly* will be repeated, and a less familiar one-act opera, *Die Toten Augen*, by D'Albert, will be introduced to an operaculous public.

All connected with the grand opera presentation were on WFA: From grips, supers, principals, box-office attendants, set designers and all the other departments.

A 45-piece orchestra was directed by Ernst Hoffman.

The choral group, formed in 1934 under the ERA, which was the first government-sponsored choral group in the country, was almost 100 per cent intact in this 1936 grand opera effort in Boston.

BOYCOTT HEARST

(Continued from page 4)

Jingolst, the chief foe of organized labor and friend of fascism, the Teachers' union resolved to set up a central anti-Hearst committee and recommended that each local follow suit. Placing the ban on a nation-wide scale, boycott will not only affect Hearst newspapers and magazines, but will also be directed against the publisher's enterprises in the amusement industry, primarily radio and movies.

In the picture field, blackbills will be directed against the Cosmopolitan flickers of Marion Davies, which are released by Warner Bros., and the Hearst Metrophone News, newswreel which goes thru MGM, Hearst Radio, the publisher's subsid, has stations spotted throught the country, and the individual local units of teachers will carry the torch in those localities. Interdict will hit KTSB; KNOW, in Texas; WCAE, in Pittsburgh; WBAL, Baltimore; WINS, New York; WIEN, Milwaukee; KEFE, Los Angeles; and WMAL, in Washington, when and if the Hearst buy goes thru in the capital city.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, viz WJZ, WEAJ 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, August 21, to Thursday, August 27, both dates inclusive.

Until the Real Thing Comes Along (27)	34	You Can't Pull the Wool Over My Eyes (16)	17
A Star Fell Out of Heaven (24)	30	Stompin' at the Savoy (10)	17
When I'm With You (33)	29	Crosspatch	16
Bye, Bye, Baby (27)	27	Lots Will Tell	16
Me and the Moon (24)	27	Why Do I Lie to Myself?	16
Take My Heart (20)	25	Taint No Use	15
I'm an Old Cowhand	24	Until Today (15)	15
You're Not the Kind	23	Without a Shadow of a Doubt (16)	15
I Can't Escape From You (19)	21	Sweet Misery of Love	14
If We Never Meet Again (18)	19	Knock, Knock, Who's There?	13
No Regrets (23)	18	Let Me Be the One in Your Heart	13
On the Beach at Ball Ball (21)	18	My Kingdom for a Kiss	13
When Did You Leave Heaven (18)	18	When a Lady Meets a Gentleman	13
		Afterglow	12
		Do You or Don't You Love Me?	12

SHEET MUSIC best sellers will be found on page 21.

Chi Air Notes

By F. LANGDON MORGAN

Better radio shows for the smaller, low-powered stations is an almost certain development of the near future, perhaps before the winter season is far advanced, and the fans can look forward to hearing a lot of first-line talent thru their local 100-wattors. Lack of available time on the big nets is the cause and sponsors are rushing to put some really good shows on records for outlet on the low-power list. One Chicago network executive commented this week that the only trouble with radio is that you can't sell standing room.

Norris Coff, Abner, of Lum 'n' Abner, recently celebrated his seventh wedding anniversary. . . . John Charles Thomas drew an estimated crowd of 100,000 to Grant Park this week when he appeared as guest soloist with the Chicago Civic Opera Company orchestra. . . . Wendell Hall, the red-headed music maverick, is home from Boston for a few days' visit with his family before going to New York, where he will direct the community sing when it goes on the CBS network. . . . Morton Downey, just back from England, is appearing in person at the Palace Theater here. . . . Bill Ray has taken over Ken Fry's desk in the NBC press department, Fry now being Chicago director of special events for NBC. . . . Pat (Uncle Ezra) Barrett flew to Mattoon, Ill., this week to assist in the dedication of the Lincoln Log Cabin State Park. . . . Allan Grant has joined the Chicago Conservatory staff to teach piano. . . . Jack Ryan will handle publicity for the new Sears, Roebuck and Swift & Company shows. . . . Everett Mitchell, chief of the NBC announcers' staff, is conducting an announcers' school for the page boys employed by the studio.

Smooth tuning: WAAF's Symphonic Hour, a well-selected recorded program. . . . Julian Bentley's clear, crisp and well-delivered WLS newscasts. . . . Jack Kelly's Moonlight Sonatas concert orchestra programs over WCFL. . . . Jesse Crawford's and Jane Harvey's organ

melodies over NBC and ABC. . . . Horace Heidt's music over WGN. . . . Statist: Meet of the Michigan City community programs over WIND. . . . WCFL's hesitant and stumbling girl news reporter last Wednesday night at 10:15 p.m. . . . Milton Rosen, WLW music arranger, is recovering in the Bronson Hospital, Kalamazoo, from injuries received when his automobile turned over three times en route to Interlochen, Mich., last week. . . . The King's Jesters, playing at the Bismarck Hotel here, have been signed for a 13-week radio program for the Fair department store. . . . It will be heard five mornings a week over either WMAQ or WENR. . . . Contract was arranged thru the local Consolidated Radio Artists office. . . . Henry Belinger, former manager of WGN and lately program manager of WMAQ-WENR, is now handling radio at the Blackett-Sample-Hummert agency. . . . WAAF's Radio Playhouse was reopened August 30 for the winter season with an original play, *Death at Midnight*, produced by Nathan Caplow. . . . The Wonder Show, aired over the MBS, will originate from the WGN studios here for six weeks, beginning September 6. . . . Words and Music, one of the oldest regular NBC programs, will celebrate its fifth anniversary on the air August 29.

WGN Notes: Olin Soule, WGN actor, is spending a few days in the hospital after having had his tonsils clipped. . . . Mary Afflick, of the continuity and production departments, has just returned from a vacation trip to Cuba. . . . Beese Taylor, of the dramatic staff and former stock leading man, will be in the *Dead End* production at the Studebaker Theater. . . . Jimmy Cornell, of the studio usher staff, was operated on August 26 for appendicitis. . . . Henry Weber, musical director, left for New York to huy music for the station and to visit his wife, Marion Claire, opera star, who is in the East preparing for new musical productions.

BUSY SEASON

(Continued from page 4)

Theater houses the Federal Theater's Gilbert and Sullivan repertory productions. *Pirates of Penzance* opened last week with no less a Saroyan in attendance than the redoubtable Mrs. Ada Littlejohn, who crosses oceans to see this sort of thing. Doing their best for her were Aubrey Yates, Vera Bernard, John Hendricks, Catherine Moore, Catherine Richmond, Lillian Konlver, Marguerite Zender and others. What went on she found interesting, it is said.

Following the closing of *Turpentine*, production of the Negro Theater unit at the Lafayette Theater in Harlem, September 5, the WPA Gilbert and Sullivan company will move into the house to give *H.M.S. Pinafore* and *Trial by Jury* September 8 to 12. Scheduled to follow are two Federal Variety productions. *On Top and Moving Along*, both of which will precede *Noah*, which the Negro unit will have ready the latter part of September.

We Live and Laugh, production of the Jewish Theater Division, gave three additional performances August 29 thru 30 at the New York Coliseum and has now played to more than 20,000 since its opening at the Public Theater on May 8. Edward Goodman, managing producer of the Popular Price Theater unit, returns from his vacation September 8 to cast and direct *The Sun and I*, a satirical exposition of Joseph's rise to power in ancient Egypt, by Looma and Barrie Stavia. The third Popular Price production, *Class of '29*, is now being shown by the Rural Federal Theater in Boston and Holyoke, Mass., and in Bridgeport and Hartford, Conn. Milwaukee will soon be included in this list.

Last week the newly created Manhattan-Bronx Theater division held a conference at the Arief Theater attended by the 300 actors and eight directors comprising the eight units of the organization. With Alfred Kreyemborg, managing producer, presiding, a production schedule was outlined, including plays by Knut Hamsun, Gerhart Hauptmann, Alfred Kreyemborg, Avery Hopwood and George Kelly, some of them already in rehearsal, were announced for production.

The Experimental Theater Unit during the second week of this month will make its debut with Valentin Karayev's *The Path of Flowers*, at the Experimental Theater, according to Virgil Oeddes, managing producer. Turner Bullock, who directed *The Emperor's New Clothes*, will handle this piece, which has sets by Theodore Fuchs and Robert Chertov. Colfax Anderson in the leading role will be supported by Georgia Graham, Ludmilla Toretzka, Alan MacAteers, Robin Radin, Jean Buckley and others. George Sims' ancient *Lights of London*, seen a few months ago at the Palm Gardens, is slated for the Majestic, Brooklyn, this week, for a run until September 12, after which it goes to the showboat *Buccaneer* in Hoboken.

The completed dramatization of Sinclair Lewis' *It Can't Happen Here* is expected from Vermont early next week, when Francis Borworth, national Federal Theater Project producer, will return to New York from a visit at Lewis' home. In New York the play will be offered simultaneously by five units, the principal Manhattan production being a collaboration by the Living Newspaper, the Popular Price Theater and the Experimental Theater. Yiddish versions will also be given, as well as a portmanteau version by the Suitcase Theater in Staten Island. All in all, there will be 20 companies throughout the country performing the play on October 20.

Other plans of the New York Federal Theater call for production of the following, the dates being tentative: *The Dying*, by the Popular Price Theater, in early October; *War and Peace*, by the early October; *Julius*, by the Living Newspaper, early October; *Julius Caesar*, by 881 Presents, October; *Lone of Country*, by the African Dance Group, September; two new musicomedies and two new revues by the Variety Theater, September and October; *The Horse Play and Flight*, by the Children's Theater, September and October; *Candido*, *Salut au Monde*, *Young Tramps*, *The Eternal Prodigal*, Arthur Mahoney's *Jazz Ballet*, by the Dance Theater, September and October; *The Scordfish*, *Toby Tyler's Circus* and *R.U.R.*, by the Marionette Theater, September and October; *Dr. Mamlock* (in English) and *Shakespeare the Second* (in Yiddish), by the Jewish Theater, September and October, and

The Persians, an Irish play to be announced and three German plays, by the Bronx Manhattan Circuit, in September and October.

By midseason the Federal Theater hopes to present a list of comprehensive American drama to the public, including *Yellow Jack*, *The Great God Brown*, *Capeperch*, *Saturday's Children*, *The Emperor Jones*, *Beyond the Horizon*, *The Adding Machine*, *Return of Peter Grimm*, *The Hairy Ape*, *Prince of Purthia*, *Little Old Boy*, in *Abraham's Bosom*, *The Front Page*, *Burlesque*, *Declasse*, *Uncle Tom's Cabin*, *Fashion* and *Gods of Lightning*. In the spring a grand windup of these plays will be held during a two-week festival, with each opus being presented for one night. More distant plans provide for a program of children's plays for varied age groups, a cycle of nativity and miracle plays for the holiday season by various units, presentation of the WPA Circus in Manhattan, and late in January a group of plays on the Faust theme by at least three units. Another cooperative effort will be a revue showing the history of vaudeville from the beginning of history thru troubadour days to Keith-Albee-Orpheum.

The Variety unit announces the formation of a Brooklyn vaudeville circuit, present plans calling for presentations nightly. The repertoire of the unit includes seven bills, and it is planned to show each of these five times weekly, each performance to take place at a different auditorium. Thirty-five sites are required, of which 17 have already been secured. Frank Merlino directs.

Arcadia Hall in Brooklyn is the third house engaged by the Variety unit for a series of musical comedies. *Moving Along* winds up there August 31, and during the following weeks *All-American Minstrels*, *Be Seated* and *Clap Hands* will be presented.

The success of the vaudeville and musical comedy acts presented on the Portable Theater's trucks has resulted in vaude becoming a permanent feature of this unit. Beginning August 31, eight vaude acts, comprising 16 people, will be shown at St. Mary's Park, Bronx; September 1, Crotona Park, Bronx; September 2, Yeshiva Field, Manhattan; September 3, Franz Stegel Park, Bronx; September 4, Washington Square Park, and September 5, New Roosevelt Park, Manhattan.

Odds and ends around New York: Leonard Barker has resigned his position as production workshop co-ordinator of the Federal Theater Project to go with the Shuberts to serve as general stage manager of their first autumn show, *Days of Grace*, opening in Boston in September. Morgan Petrie, technical director of the Federal Theater Project's Experimental Unit, has left for a similar job with the New England Division of the Project. Bernee Kazanoff, Broadway theatrical agent, has joined the staff of the Dance Division of the Federal Theater as production manager and assistant in the music department. She has begun work on the score for Mahoney's *Jazz Ballet*.

FRIDELAY, L. I. Aug. 29.—John Van Dusen's *There's Always Juliet* opens for a week's run at the Cedarhurst Theater September 7, to be followed by *The Old Maid*. Both plays will later tour Nassau and Suffolk counties. *Personal Appearance* leaves the Cedarhurst August 31 for a tour taking in Lake Ronkonkoma and winding up at the Club Merry-Go-Round Theater in Atlantic City. For the week of August 31 the New York City Federal Theater Project will produce *The Bad Man* at the Cedarhurst.

WHITE PLAINS, Aug. 29.—The Federal Theater musical *Little Jessie James*, with Jay Velle in the leading role, is remaining at the Webster Theater for a second week. It opened August 24. *The Silver Cord* plays Crotona Park September 1; *Personal Appearance*, with Blanche Collins, is slated for Pine Lake Park, Peekskill, September 2, with other engagements to follow. Following the five-day stay of *Little Jessie James*, September 14-19, at the Playhouse, Mt. Kisco, the house will be taken over by the Federal Project.

BOSTON, Aug. 29.—The Traveling Theater has definitely clicked in the Hub. Fourteen performances have been given to date and the attendance has passed the 80,000 mark, a record which accentuates the desire of Bostonians for entertainment presented under pleasant circumstances at various playgrounds throughout the city. Two performances remain to be given in as many communities, and the WPA Adult Recreation Project, which sponsors these dramatic programs, is anticipating capacity audiences for the remaining presentations.

Present plans call for dramatic plays to be given outdoors until the early part

of September. The dramatic group's activities have attracted the attention of community leaders to the extent that plans are already being formulated for an active winter campaign with community people working with community organizers for community entertainment.

The Traveling Theater visited Columbia Park Stadium, South Boston, during the past week and the first night styles featured bathing suits and cool summer suits as the crowds from the adjoining beach surged to the footlights.

Every point of vantage in the stadium was utilized and as the opening curtain was rung up the audience settled for the South Boston Community Theater presentation of the pantomime *Aunt Betsy*.

The Theater on Wheels will stop turning with these last dates to be filled: Barry Playground, Charlestown, September 2, and at 20 Union Park, South End, September 3.

CAMBRIDGE, Mass., Aug. 29.—The Cambridge unit of the Federal Theater Drama Project has merged into the Boston setup under the continued supervision of Lydia Le Barron Walker, with headquarters at the newly acquired Repertory Theater.

In being absorbed by Boston, Cambridge is no more a distinct unit. Miss Walker retains her supervisory position under Alphonse Luttringer, former supervisor of the Boston Dramatic Project and now general production supervisor of the Federal Theater, Boston.

The Shakespearean unit of the Federal Theater Drama Project, Boston, has dropped its work till the school season resumes, at which time it will prepare plays for high school presentation in the fall. At present the unit is in rehearsal with *The Thirtieth Candle*.

BRIDGEPORT, Aug. 29.—*Class of 1929*, the Broadway WPA hit, has proved to be such a great success as played by the WPA players at the Park Theater, Bridgeport, Conn., for the past two weeks that it will be held over for another week, the first time in the history of Bridgeport theatricals that a stage show has ever been held over for that length of time. Following the run of that show, Supervising Director Walter Bradley Klarun is presenting a new production, *Celstin*, by Joseph Walsh, depicting life, loves and escapades of Benvenuto Cellini, famous Florentine goldsmith, sculptor and soldier of fortune. The new production will be entirely in verse.

HOUSTON, Aug. 29.—The Houston unit of Federal Theater has been discontinued suddenly. Cyril Delevant, project supervisor and director, was released July 31. E. R. Baldwin, business manager, was retained for 15 days in order to clear up the affairs here. Eleven actors, five actresses and four stagehands, as well as props, etc., were transferred to Dallas. Only production offered by the Houston unit during its life of six months was *Pioneer Texas*, a talking pagant in seven episodes with a narrator prolog introduction at the beginning of each act.

NEW ORLEANS, La., Aug. 29.—A repertory theater, presenting new plays and revivals at performances for "as long a period as each is wanted by the public," will be established here by Federal Theater Project, it was announced by Bernard Craven, newly appointed director of the project, and F. Ralph Michel, business manager.

Bernard Stroid, former director, resigned to devote his time to the *Le Petit Theater du Vieux Carre* here.

New repertory plans call for a modern dress version of *Romeo and Juliet*, a production of *The First Legion*, *Russel Monik* and *Chalk Dust*.

An appeal for plays by local writers on themes of local color was made today by the new director. "The Federal Theater Project seeks to develop plays best fitted the locality and to the people among whom it works," he said.

DETROIT, Aug. 29.—The next production of Detroit Federal Theater will be *Let Freedom Ring*, by Albert Beza. The production is scheduled to open early in September at the Lafayette Theater. This will be the company's first venture into folk drama.

CAMDEN, N. J., Aug. 29.—South Jersey Federal Theater Project has completed plans for the inauguration of the first all-Negro Repertory Theater in this section of the State, according to Harry Home, supervisor. Unit is now rehearsing Octavus Roy Cohen's comedy, *Come Setev*, with an all-Negro cast.

Dress rehearsal will be an invitation affair for the press and the first performance scheduled to get under way early in September.

Chicago Legit Season Will Find Much WPA Competition

Federal Theater productions equal those of legitimate producers—government has four theaters—may add another soon—American Theater Society season starts

CHICAGO, Aug. 29.—Due to the increased attendance and a substantial spurt in the box-office intake, the run of George White's Scandals, currently at the Grand Opera House, has been extended to September 12. From here it is expected that the show will go to Kansas City to appear for nine performances at the Jubilee, municipal festival. The premiere of Al Wood's *The Night of January 16*, scheduled for September 6 at the Belwin Theater, has been postponed to September 20 to enable the company to tour for two weeks before beginning its local engagement.

The production of *Dead End* is shaping up under the direction of Edwin H. Morar at the Studebaker Theater, where it opens September 13, and Sidney Kingsley, author of the play, and Norman Bel Geddes, its producer, are expected here for the final 10 days' rehearsals of the cast.

The American Theater Society's season will definitely get under way here September 28, when Morris Oest's production of *Lady Precious Stream* opens at the Harris Theater for a two weeks' engagement. It is expected that *Idiot's Delight*, with Alfred Lunt and Lynn Fontanne, will be the second play of the subscription series, arriving some time in October. Max Gordon's *Pride and Prejudice* has also been added to the list of attractions to be presented under the society's auspices.

Thoda Coeroff, local manager of the American Theater Society, reports that 8,824 subscriptions have already been received, which represents a 40 per cent increase over last year at the same time and they look for the biggest season they have had in six years. Most of the increase, she said, has been entirely voluntary on the theatergoer's part, there having been no official announcements or advertising as yet, which is a sure sign of a renewed interest in the legitimate theater here.

From present indications it looks like Federal Theater projects are going to play an important part in appeasing the appetite of the amusement seeker here this winter. Four theaters have already been lined up and it is rumored that another is being negotiated for. The Hinckstone Theater continues to do big business with Harry Minturn's production of *Broken Dishes*, with Oscar O'Shea, a favorite here, in the leading role; the Civic Theater houses *Triple A Placed Under*; the Princess Theater, the WPA's latest acquisition, is preparing to open with the Negro unit in *Everyman*, and the Great Northern Theater will reopen next Monday night with the original Hartman company in *Macbeth*, which is coming from Dallas and Indianapolis. The spectacular scenery and costumes of this production were designed by Nat Krause, a former member of the Dalaban & Katz art staff here.

In addition, a big musical revue is being rehearsed here by Federal Theater directors, but is not expected to open for some time yet.

Savo—"Inn" Arb Agreement Reached

NEW YORK, Aug. 29.—The dispute between Jimmy Savo, who had a run of the play contract for Erick Charrell's *White Horse Inn*, slated for the Center Theater this fall, and producers of the play, including Charrell and his American manager, Rowland Stebbins, is reported to have been amicably settled, with Savo receiving adequate payment. Settlement papers have not yet been signed, but according to Actors' Equity a complete accord in the matter has been reached. This paves the way for William Oxtan, who has been named to play the leading role.

During the course of the quarrel, the *White Horse Inn* interests, it is alleged, sought to invalidate Savo's contract on the ground that Lyons and Lyons, his managers, had made certain misrepresentations. Savo, in addition to losing the role of Leopold, charged he was entitled to damages for an injured reputation.

Completion of the deal is expected momentarily, together with an announcement of details of Savo's compensation.

Colorado House Clicks Solidly

COLORADO SPRINGS, Aug. 29.—Fine Arts Center Theater has just concluded a successful four-week summer season under the direction of F. Cowles Strickland. The theater is a part of a new \$400,000 Art Center erected in Denver last April by Mrs. F. M. P. Taylor. It is ultra-modern in appearance, with the walls of mahogany veneer and a ceiling of acoustical plaster. The stage is 55 by 30, with a 30-foot proscenium, and the loft extends skyward 70 feet.

The first and only new play was a farce by Ferenc Molnar entitled *Mr. Somebody*, adapted by Harold Brighouse. Josephine Victor played the lead. The revivals included *Dangerous Corner*, *Rain From Heaven* and *Russel Manille*, with Vera Allen, Peggy Wood and Elizabeth Varden featured consecutively. Hunter Gardner was the leading man for the entire season. Others in the company were George Coulouris; Ivy Troutman and Gage Clarke.

The *Colorado Gazette* found "Mr. Strickland's direction flawless." "Hunter Gardner was a top-notch leading man." And the performances given by Miss Wood and Miss Victor "completely captivating—spellbinding."

From the excellent reception given to this new theater, further proof may be gathered that stock is far from dead.

Handling of the 17 rapidly shifting scenes in the three acts of the play, which ran for 19 weeks at the Federal Experimental Theater (Daly's), New York.

Boston "Chalk Dust" Set

BOSTON, Aug. 29.—*Chalk Dust* will open its Boston engagement under Federal Theater sponsorship Monday evening, August 31, at the Repertory Theater, recent Federal Theater-acquired house. Originally slated for August 24, *Chalk Dust* was postponed to Thursday evening, August 27. But for the same reason, mechanical difficulties, State Director Leonard L. Gallagher postponed the opening date to August 31. Billboard and window display maintenance crews have been kept busy the past week pasting postponed dates on advertisements.

Gallagher in postponing wants to assure a perfectly smooth first night in

From Out Front

By EUGENE BURR

Last week in this space there was begun a discussion of plays recently turned into pictures, a discussion that was unfortunately sidetracked in the intricacies of Shakespearean theorizing. So much time was spent talking of the performances in *Romeo and Juliet* that none was left for glances at *Mary of Scotland* and *The Green Pastures*.

Incidentally, last week's remarks, which indicated that perhaps Miss Norma Shearer was not precisely this corner's idea of the ideal Juliet, are at such complete variance with the opinions of practically everybody else that something really must be wrong. Miss Shearer's Juliet has been publicly called the greatest Juliet of all time. The nearest thing to condemnation heard by this reporter is that Miss Shearer is merely "good." Such overwhelming weight of public opinion must inevitably bear upon the hardest soul—yet, with all the good will in the world, this reporter is still unable to remember a single line which escaped the devastating ineptitude of Miss Shearer's playing.

The lines, it was indicated, were not the thing—at least not the primary thing—in MOM's screen version of *Romeo and Juliet*. They are even less the thing in Radio's screen version of Maxwell Anderson's *Mary of Scotland*. There have been many stage versions of the tragedy of Scotland's queen before Mr. Anderson's; the 18th century had a number of them. There have even been whitewashings of the feeble and rather vicious ruler as complete as Mr. Anderson's. But Radio Pictures bought the Anderson play at a good figure, and the screen version is prefaced by a credit line that reads: "As presented by the Theater Guild, Inc."

Then, having bought the play, Radio proceeded to throw out all of Mr. Anderson's blank verse, which was the only claim to fame possessed by the play, substituting dialog manufactured in the well-known Hollywood dialog factories. It all seems rather senseless. The company could just as well have assigned a couple of research people to build up a whitewashing of Mary, without bothering to buy Mr. Anderson's play. Some of the manufactured dialog, incidentally, is pretty painful.

As for Miss Katharine Hepburn in the title role, she justifies the fears expressed here some weeks ago. Hers is a mannered and an unsympathetic performance, filled to the brim with artificiality and lack of understanding. Coming thru surprisingly well, however, is Frederick March as a prettified Bothwell. Bothwell, a Scottish ruffian of the period, loses all of his original characteristics, but Mr. March does as well as he can within the cardboard boundaries of the writing.

Mary on the whole, however, is a depressing spectacle, both because of the foolishness of the producers in throwing out the blank verse, the only thing which lent distinction to the play, and because of Miss Hepburn's whole-hearted refusal to use her own talents in the interpretation of the title role. The bagpipes, tho, were swell.

A pleasant picture (ardon the pun) is offered by *The Green Pastures*. The screen version of the Bradford-Connelly miracle play is, if anything, even better than the stage version—and that is no mean praise, coming as it does from a fanatical defender of the stage. The larger scope of the camera aids immensely, and so does the telescoping of certain of the sections which came after the arrival at the Promise Land. They always appeared anti-climactic in the stage version; in the film they seem to be played over as quickly as possible, allowing the picture to rise unhindered to its final height.

The transcript is very faithful—which was only to be expected, of course, with Mr. Connelly so prominent in its making. It is an entirely excellent job, and one of which *Time* may, with every good reason, be proud.

Cowbarn End Is in Sight

Tryouts continue, but summer spots announce closing productions, final casts

NEW YORK, Aug. 29.—Persisting in a slow and ungainly demise, the summer theater circuit is fleeing more badly than it has any right to at this moment, but it is plain, despite some eight or so tryouts during the past week, and more to follow, subsequently, that the bottom has dropped out of the season's cowbarn business. The trek is homeward, both for the actors and the cattle.

Coming into the homestretch during the week were the following new plays: *All Through the Night*, by Parker Franelly, given by the Lakewood Players at Skowhegan, Me.; *Chilvester's House*, by Theodore St. John, by the Garrick Players at Kennebunkport, Me.; *Glamorous Night*, a musical, by Ivor Novello at the St. Louis Auditorium; *Heyday*, by the late Francis Edwards Marzagh at Milbrook, N. Y.; *The Eternal Indignity*, by Wendell Whitten, at the Berter Theater, Abingdon, Va.; *Bachelor Daddy*, by J. C. Bowman, at the Haubert Theater, Newfoundland, Pa.; *Sturdefant at Midnight*, a mystery farce, by Robert Sherman, at Ouy Palmerton's Lake Whalom Theater, Hitchburg, Mass., and *Family Reunion*, a satire by Stanley Dorr, at New London, N. H.

The Suffern County Theater has had its season extended an additional week (See COWBARN END on page 14)

Washington Celebs At "Hussy" Premiere

WASHINGTON, Aug. 29.—Diplomats, senators, government officials, movie magnates, radio stars, celebrities in numbers and a large section of Washington's top-notch newsmongers packed jammed Loew's Palace Theater on Thursday (27) eve for the world premiere of *The Gorgeous Hussy*, starring Joan Crawford, Lionel Barrymore and Robert Taylor. Carbon-copying Hollywood opening-night manners, Carter Barron, young maestro of Loew's Washington gestlines, made the nation's capital sit up and pay. In short, Mr. Barron didn't overlook a bet for his opening.

Orchids for Joan. Stepping almost clear of all sweet-simple characterizations with which she has been identified in the past, Mrs. Tone as Peggy O'Neale, warm-hearted, intelligent confidante of President Andrew Jackson, turns in a sympathetic interpretation. Lionel Barrymore, as Jackson, is little short of superb, handling a difficult role faithfully and impressively. Beniah Bondi, as the pipe-smoking, backwoods Tennessee wife of Jackson, might have stolen the show from Crawford had the script, following history accurately, not called for her demise rather early in the film. Bondi's re-creation of Rachel is tops for all of the character roles. Melvyn Douglas, as the aggressive-minded Senator John Randolph of Virginia and only man Peggy ever really loved, merits a deep bow. Robert Taylor, playing "Row" Timberlake, sailorman, who was Peg's first husband, and Branchot Toot as Jackson's Secretary of War, and Peg's second husband, furnish creditable entertainment in rather second position parts. Three others warrant mention: James Stewart as "Rowdy" Dow; Alison Skipworth, as Mrs. Beall, able scandal-monger, and Sidney Toler, as Daniel Webster.

Certainly MOM is marketing a timely piece in *The Gorgeous Hussy*. Its strong political flavor, altho concerned not at all with current goings-on, appears on the nation's screens when the public is politically-minded. For that very reason it may prove not to be good box office because its appeal will be confined to middle and upper class audiences.

The New Plays on Broadway

EMPIRE

Beginning Tuesday Evening, August 25, 1936
SPRING DANCE

A comedy by Philip Barry, adapted from an original play by Eleanor Golson and Eloise Barragon. Directed by Jed Harris. Settings designed by Stewart Chaney, built by Veil Construction Company, and painted by Robert W. Bergman. Presented by Jed Harris.

Mrs. Wickes	Mary Wickes
Water Beckett	Philip Ober
Miss Ritchie	Marie Bruce
John Harton	Jack Warren
The Lippincott	Jose Ferrer
Doc Boyd	Tom Neal
Buck Buchanan	Brooks Bowman
Mary Platt	Mary Logan
Frances Fern	Peggy O'Donnell
Alex Benson	Louise Platt
Kate McKim	Ruth Matteson
Sally Prescott	Martha Hodge
Sam Thatcher	Richard Kendrick

The Action of the Play Takes Place in Late May This Year, in a Small House Near the Campus of a Girl's College in New England.

ACT I—The Living Room. Late Friday Afternoon. ACT II—Scene 1: Alex and Kate's Bedroom. Friday Midnight. Scene 2: The Living Room. Saturday Afternoon. ACT III—The Living Room. Saturday Night.

It may be that this reporter consistently finds more in the plays of Mr. Philip Barry than Mr. Barry himself writes into them—yet such a supposition seems hardly logical, despite the fact that this reporter thought that the latest Barry play, *Spring Dance*, was far more than the light comedy which every one else seemed to think it. To at least one customer (this one) it was as bitter and appalling a play as he has seen in years—a frightening play and one which should have raised frantic shrieks of indignation from every woman who saw it. The shrieks, if there had been any, would have been all the more frantic since the indignation would have been roused by a simple statement of a universal truth.

Yet *Spring Dance* (which, by the way, Jed Harris presented at the Empire Theater Tuesday night) is not a successful play—and that is probably because Mr.

Barry based it on another drama written by two young women named Eleanor Golden and Eloise Barragon. Trying to see into causes (a critic's supposed to be clairvoyant anyhow), this reporter feels that the structure of the original play got into the way of Mr. Barry's statement of his underlying concepts. Faced with an already formed structure, he failed to pierce it with his own ideas. Something certainly did get in the way, for *Spring Dance* on the surface surely must seem to be nothing more than a nice little light comedy. Everyone says so; yet this reporter pig-headedly persists in considering it—in intention at least—far more than that.

The tale is very simple. A lass attending a girl's college in New England falls mightily in love with a Yale senior. Said senior, altho returning her love, has a man's vision and a man's ideals, he sees his path—and that path will take him to Russia for at least two years. The girl is heartbroken.

Being what is sometimes euphemistically referred to as a nice girl, she at first refuses to turn him from his path; but her roommates take things into their own hands, and by a series of typically cute little girlish tricks convince to keep the lad at home. And in their plans the girl acquiesces; the bomb—(See *NEW PLAY* on page 34)

"Winterset" Tangle Fixed

HOLLYWOOD, Aug. 29.—Settlement of the jam over production by William Todd and Paul Renay of Maxwell Anderson's *Winterset* has been effected with the Screen Actors' Guild and Actors' Equity, and the show will get the organizations' okay. Refused permission to open August 20, play was to have started last Thursday.

Cast members will not pay for parts under the adjustment. Production reins will be taken over by Georges Renavent, using pupils from his dramatic school under Equity rules. AEA-Guild members will be allowed to perform with the amateurs and will be paid the Equity minimum.

Summer Theater Reviews

"Nor All Your Tears"

(Abingdon)

Last week Robert Porterfield's Barter Theater in Abingdon, Va., presented the first production of *Nor All Your Tears*, a drama by Kate Horton about the return of a prodigal who fails to live up to his family's expectations.

Opening with a discussion of Willis, the son who went to a Western mining camp 20 years before and now is expected home, various members of the family are gathered round. Formerly regarded in the light of a God, Willis' entrance apparently disappoints the circle. He is a different man, beaten down by the depression and degraded by his wife, Ada, who belongs to another stratum of society. A few weeks go by, Ada has gotten on everybody's nerves, and the family, once so close, is now at swords' point. Daphne, the sweetheart of Willis' younger days, is shaken by the change in the latter and goes to Europe. Other members decide to clear out, and Mrs. Page, the mother, suffers a nervous breakdown. Ada, at this point, assumes charge of the household, which is in a state of hopeless turmoil.

Willis, offered a job as truck driver by a friend of the family, breaks down before he leaves and tells the family he realizes they are glad to be rid of him. He becomes more grief-stricken when he sees how much he has hurt his mother. Willis and his wife then leave, with Mrs. Page watching her son go out of her life for good.

In the cast of *Nor All Your Tears* are Nell Harrison, Jane Roberts, Wendell Whitten, Marion Willis and others. The play, which is full of complex interactions, went over very effectively and seems to have Broadway possibilities.

"All Through the Night"

(Shawhegan)

Parker Pennelly's *All Through the Night*, produced by the Lakewood Players under the direction of Melville Burke for a one-week run, played to many cash customers nightly. The plot, which elicited riotous laughter, tells of Knos Higgins, who, having purchased stock in a mineral spring represented as a fountain of youth, starts out with his brother, Caleb, to partake of its benefits. A storm comes up and they take refuge in a rambling old dwelling, where they find a group of nudists, a gangster, a summer visitor and the body of the owner, killed the night before. A native Haitian comes and goes mysteriously, seeking vengeance against the deceased; the gangster brings a girl he has kidnaped and a G man follows; Knos, who walks in his sleep, is mistaken for a leader sought by the nudists; the gangster is killed, and, in other words, there is something doing all thru the night.

Play is good fun and presents rural characters truthfully. Leading roles are played by Pennelly and his radio mate, Arthur Allen, together with A. H. Van Euren, Grant Mills, Don Dillaway, Ben Lakeland, Jessamine Newcombe, Charles Laite, Mary McQuade, Katherine Meskil, Mary Rogers, J. Hammond Bailey and Keenan Wynn. Allen and Pennelly are well liked in Maine because of their radio characterizations, which present the Yankee or Down Easter honestly and without belittlement. Play needs more pruning and touching up and may possibly go further than summer stock.

HAROLD L. CATL.

More Summer Theater Reviews

Appear on Page 30.

BROADWAY RUNS

Performances to August 20, inclusive.

Dramatic	Opened	Perf.
Buy Meets Girl (Dart)	Nov. 27	222
Dead End (Belasco)	Oct. 28	334
Minaret (Ambassador)	Oct. 24	357
The Jones Man (Hayes)	Nov. 30	134
Swing Dance (Imperial)	Nov. 26	7
Three Men on a Horse (Playhouse)	Jan. 30	664
Tubasco Road (Forrest)	Dec. 4	1176

Musical Comedy	Opened	Perf.
Minkah, The (Marlin Rock)	Nov. 20	12
New Farm (Vanderbilt)	May 10	119
On Your Toes (Imperial)	Apr. 11	161

Hallie Flanagan Holds Three-Day Chicago Meet

CHICAGO, Aug. 29.—A three-day conference of Midwestern executives of the Federal Theater projects was held at the Stevens Hotel here this week and was attended by Hallie Flanagan, national director; William P. Farnsworth, deputy administrator; John McGee and Howard Miller, of the Washington bureau, and some 68 regional and stage directors and supervisors.

In her speeches Mrs. Flanagan impressed three in attendance that the Federal Theater purpose is threefold, first for the rehabilitation of the professional theater worker and conservation of his skill; secondly, as a public service to the community and lastly for the bringing of theatrical entertainment to people and communities who have never seen plays before, or who cannot afford to see them.

She claimed that the Federal Theater is a work program, not a relief one, and that the 12,500 artists employed on the Federal Theater rolls are back into useful activity in their profession. She said that in the future emphasis will be made on new plays by American playwrights and that the development of native American drama would be encouraged.

SAG Hits Peak

HOLLYWOOD, Aug. 29.—Membership of the Screen Actors' Guild is continuing at a peak with 100 more players enrolled during the past month, around one-fourth of them Class A members. Dues payments to the organization for the quarter starting August 1 are already more than double those for any preceding quarter in the organization's history.

McGaw School's New Name

SAN FRANCISCO, Aug. 29.—With the opening of its fourth year September 8, the drama school directed by Baldwin McGaw, known as the Fairmont School of the Theater, becomes the Baldwin McGaw School of Dramatic Arts. Located in the Fairmont Hotel, the school has established itself as one of the leading schools on the Pacific Coast. Courses offered include dancing, radio broadcasting, costume and stage design, art of makeup and play production.

Hackett Studio Moves

SAN FRANCISCO, Aug. 29.—Eva Smith Hackett Studio of Dramatic Arts has moved to new headquarters at 1511 Gough street, and Willie Wise, Pacific Coast director, has been added to the faculty to teach costumes and stage design.

Equity Bonds Posted

NEW YORK, Aug. 29.—Actors' Equity has received security for the following productions: *Lend Me Your Ears*, to be done by Robert Weisz and Leo Peters, and *Timber House*, for Clifton E. Pike. A deposit has been received from Sam Grisman and Jack Kirkland for *As You Were*, and arrangements have not yet been concluded for Sidney Kingsley's *Napoleon*, Norman Bel Geddes' *Iron Men* and George Abbott and Warner's *Sweet River*.

Washington State Will Launch Touring Company

OLYMPIA, Wash., Aug. 29.—Financed by a \$35,000 grant from Rockefeller Foundation, Washington State this fall will launch a new project in the field of drama—a touring group of actors presenting Shakespearean and other plays in every larger city and town in the State.

The program is being put on, starting November 1, by the Repertory Playhouse actors, Seattle etrie theater, in co-operation with the State Department of Education. Touring actors first will present *Comedy of Errors* and later in the year make the loop around the State again with another play.

The Rockefeller grant makes it possible to operate the drama program for three full years, after which the State may appropriate funds to make the idea permanent, according to State School Superintendent N. D. Showalter.

Motion picture interests of the State already have adopted a resolution criticizing the program as injurious to their business.

Carroll Is Blacklisted

NEW YORK, Aug. 29.—Earl Carroll has been placed on Equity's defaulting list for non-payment of an arbitration award involving payment of approximately \$525 to members of last year's *Vanities* cast. The decision, which was decided in Equity's favor, was confirmed by the New York State Supreme Court. The cast charged they over-rehearsed and were not paid in full. Equity claimed the cast was entitled to three-eighths of a week's salary.

McCall to Curtis-Brown

NEW YORK, Aug. 29.—Monica McCall has resigned from the Ann Watkins office to take up her appointment as manager of Curtis Brown, Ltd., dramatic department, in charge of plays and plots.

"Human Relations" Shorts

NEW YORK, Aug. 29.—*Mad Money*, the first of the Court of Human Relations series, produced and directed by B. K. Blake and released by Columbia Pictures, was given a special screening yesterday. Both radio and the Madfadden interests are sponsoring this series.

"Wife" Closes on Coast

SAN FRANCISCO, Aug. 29.—After playing four weeks to capacity houses, breaking all Pacific Coast attendance records for a WPA project run, *The Farmer's Wife* closes at the Columbia Theater tonight. House reopens Thursday with 12 acts of vaudeville directed by Max M. Dill. Federal Theater Project supervisor of vaudeville, and is a sell-out for the first night.

Alviene SCHOOL OF THE Theatre

(Night Theatre Appearances While Learning)
Graduates: Leo Tracy, Fred Astaire, Peggy Shannon, Una Merkel, Zita Johann, Etc.
DRAMA, SPEECH, MUSICAL COMEDY, VOCAL AND DANCE.
Real professional training—the only school in the United States presenting its students a work in each play, film, talking picture and technical training in Voice, Diction, Make-up, Pathos, Dialects, Dancing, Acrobatics, Characterization, Posing and theory allied study subjects. Special courses for Teaching, Directing and General Culture.

RESIDENT FACULTY
Write for Bulletin to SECRETARY BELL,
66 West 85th St., New York.

OLD PLAYS

Over 1,000 famous old Melodramas, Comedies, Farces, etc., fast running out of print, for sale at 25 cents each. Send for Free List of titles.

SAMUEL FRENCH
25 West 45th Street, New York.

AMERICAN ACADEMY of DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SAIGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 26

For Catalog, address the Secretary, Room 145 I, Carnegie Hall, N. Y.

LaGuardia To Aid Unions in "Bring-Back-Flesh" Campaign

NEW YORK, Aug. 29.—Major LaGuardia will be the main speaker at the mass meeting sponsored by Musicians' Local 802 and the American Federation of Actors Thursday evening, September 10, at the Manhattan Opera House here. With the mayor himself there to insure plenty of publicity, the sponsors of this "bring back stage shows" movement promise a spectacular meeting that will be the opening gun of an intensive campaign to arouse public demand for flesh.

Among those listed as speakers at the meeting are Joseph N. Weber, president of the American Federation of Musicians; Joseph P. Ryan, president of the Central Trades and Labor Council of Greater New York; Jacob Rosenberg, secretary of Local 802; Ralph Whitehead, executive secretary of the American Federation of Actors; and William Collins and William Mahoney, representing the American Federation of Labor.

Two press agents, both members of the American Newspaper Guild, are already working out a publicity campaign. Local 802 is financing the drive, which is being run jointly with the AFA, plus the backing of all local theatrical unions. Heads of the various theatrical unions, along with stage, radio and music biggies, will be at the meeting as guests.

Altho the Manhattan Opera House can accommodate several thousand peo-

ple, the committee in charge of the meeting is anticipating an overflow crowd. The entire union membership and their families are being urged to attend.

Whitehead, now in Chicago, is due back in time for the meeting. Local 802 and AFA representatives have been meeting on campaign plans the last couple of weeks.

Cuban Law for Playing Vaude

HAVANA, Aug. 29.—Several members of the Cuban Congress have drawn up a proposed law thru which picture theaters would be compelled to use vaude policies, the acts and musicians to be Cubans. This was revealed in a report to the Department of Commerce by Assistant Commercial Attache Charles H. Ducote.

The acts would have to show at least once a day and the cost of the shows would be borne equally by the theater operators and the distributors of the films. Inspectors would be appointed to see that theaters comply with the law.

Cliff Giesman's Promotion

DETROIT, Aug. 29.—United Detroit Theaters has promoted Cliff Giesman, manager of the Michigan Theater, to a special post as assistant to George W. Trendis, president of the company. He will have general supervision, concentrating upon downtown houses, while also continuing in direct charge of the Michigan Theater. To relieve him of routine responsibilities Robert Corbin, manager of the United Artists' Theater, will also act as associate manager of the Michigan.

AFA Collects for Act

NEW YORK, Aug. 29.—American Federation of Actors has arranged for full settlement of a claim by one of its members, W. R. Williston, who had been booked for a club date by Thornton Webster, of East Orange, N. J., June 13. Williston failed to get paid off and filed a complaint with the AFA. AFA legal department threatened suit and forced a settlement.

Cushman Shows For W&V Spots

NEW YORK, Aug. 29.—The Wilbur Cushman Circuit is moving further and further east, coming in next month as far as Norfolk and Richmond, Va., thru a deal made with the Wilmer & Vincent Circuit. The two towns will split up a week for the Cushman shows.

The units will open in Norfolk Labor Day (September 7). They will play three days in each town. Wilmer & Vincent is building extra dressing rooms in the Norfolk house to take care of the units, and the circuit has informed the crafts that the policy will most likely carry thru the season.

RKO Not Considering Combo Policies; Time at New Low

NEW YORK, Aug. 29.—Altho RKO indicated at the close of last season that it had fair-sized plans for vaude in its theaters for the new season, the circuit is giving little thought to combo policies. As the books stand now the circuit is only represented by weekly vaude in five towns between here and the Coast, with another coming in early in October, and one spot that plays occasional shows. It appears very likely that the circuit will go thru the season with this playing time, the theater operating department revealing that there is nothing else in view.

The houses, playing weekly shows, booked from here by Bill Howard, are the Palace, Chicago; Boston, Boston, and Palace, Cleveland. Boston's stage shows open this Thursday and will continue thru the season. Two other houses using weekly shows under small budgets

"Knock-Knock"

NEW YORK, Aug. 29.—A new promotional night for theaters, lining up with amateur shows, bank nights, screens, etc., all replacing vaude shows, is "Knock-Knock Frolics," staged by the RKO Fordham, Bronx, last night for the first time.

Members of the audience went on stage to submit their original "knock-knocks," the winner getting \$10.

French Casino Unit To Be Road-Showed

NEW YORK, Aug. 29.—Following its major circuit dates, the French Casino's *Folies de Femmes* will go on a tour of one-nighters as a two-hour show, with Louis Epstein in advance. The show opens this Thursday at the RKO Boston, Boston, for two weeks, then into the Palace, Cleveland, for two weeks, and out to the Palace, Chicago, about three weeks later. RKO has also booked the unit for Minneapolis week of November 7. Loew is offering Washington, D. C., and Baltimore for the show.

The unit, which includes the Graddock, Campo and Partner, Red Dust and Gine, DeQuincy and Lewis, is slated to open at Miami's French Casino January 18. A route of auditoriums is being lined up for the one-nighters tour following the Minneapolis engagement.

Folies d'Amour, current show at the local French Casino, is slated to go on the road about December 10. Miles Ingalls, heading the International Theatrical Corporation, is arranging the bookings for the French Casino units.

Book Big Shows for Atlantic City Piers

PHILADELPHIA, Aug. 29.—Eddie Sherman bookings for the Steel Pier in Atlantic City presents an impressive array of "names" for the resort visitors, with Harry Biben matching the billing at the Million-Dollar Pier. Steel Pier for week of August 30 has Cookie Bowers, Brooks and Philson, the Eno Troupe and Bob Crosby's Ork, with the Million-Dollar Pier offering Charles Chase, Ed Roecker, Herman Hyde and Company, Paul LaVere and Brother, James Evans and Company, May Wynn Foursome and Harry Reser's Ork. Ben Pollack penciled in for the Labor Day week with several "names" to be added.

Holiday week at Steel Pier will find Leo Carrillo, Pappy Zeke, Ezra and Elton, Joe and Jane McKenna, Don Lee and Louise, the Five Elgins, and the bands of Hal Hallett and Benny Goodman. Benny Goodman remains, with Bob Hall coming in for the following week. Belle Baker is added for the show on September 5 and 6.

F&M Coast Talent Stunt

LOS ANGELES, Aug. 29.—Fanchon & Marco are lining up an "open talent" stunt for Rube Wolf, Paramount emcee. Open to both amateurs and professionals, Wolf's stage show will feature for the next few months several "discoveries." Auditions are to be held weekly, with 50 people already interviewed for starter September 3.

and not booked from here are the Colonial, Dayton, booked out of Chicago, and the Golden Gate, San Francisco, which is booked in Frisco.

Occasional attractions are spotted by Howard into Dayton and San Francisco and starting in November occasional attractions will be booked from here for Minneapolis. Latter's first show will be *Folies de Femmes* week of November 7.

The Shubert, Cincinnati, will go on Howard's books the first week in October, the house to be given a regular weekly diet of shows thruout the season.

Even the lesser important stands, such as the Tivoli,圆锥 Island; State, New Brunswick; Capitol, Trenton; Proctor's, Troy, and Proctor's, Schenectady, are doomed to straight picture policies for the new season.

F&M Busy on Flesh Plans

Shows in two St. Louis spots—to add to vaude books—plans girl units

NEW YORK, Aug. 29.—Fanchon & Marco is showing itself to be very stage show minded in the operation of its theaters in St. Louis, with two theaters already set for combo policies and another being considered for an elaborate lobby show and other flesh novelties. Local office is also working on adding several houses to its vaude books and is also making preparations to put out more units.

In St. Louis, the St. Louis Theater will open September 4 as a de luxe, the show to include Charles Collins, Nadine Gray, Lambert, Hector and Pais, local singer and line of girls. Second show will include the Badminton players (Willard and Hurley), the Four Les, James Evans and Company, local singer and girls. There will be three production numbers in each show and Freddy Mack, recently at the Roxy here, will lead the pit orchestra.

The Ambassador, St. Louis, will open October 2 with a stage-band policy, with Paul Ash as the starter. Three or four acts will work in front of the band. The Fox Theater there will probably get a lobby show, pending Jack Partington's visit to the Mound City.

The St. Louis houses will be booked from here by Jesse Kaye, who also books the local Roxy. By next month it is expected that his books will get some more houses, and it is expected that Kaye will also double into the F. & M. Agency, imparting his booking office knowledge to that department.

F. & M. is also making elaborate plans for the local production of several big girl units, currently working out a deal with a famous artist to superstate the shows.

Gus Sun's 50 Town Uit Tour

SPRINGFIELD, O., Aug. 29.—Gus Sun Circuit is lining up a unit circuit to start next month, promising a route of 50 towns for 18 to 20 people stageband units. The jumps will average from 50 to 100 miles, stands will be mostly two and three days with salaries ranging from \$125 to \$150 weekly, with a 75% percentage towns spotted in between.

Among the towns scheduled for the Sun route are Springfield, Sandusky, Ashland, Alliance, Zanesville, Marion, Newark, New Philadelphia, Logan, Wilmington, Greenville, Lancaster, Pactoria, Middletown, Hamilton, Portsmouth, Chillicothe, Athens, Mt. Vernon, Circleville, Findlay, Sidney, Coshocton, Lima, Mansfield, London, Steubenville and Pomeroy (all in Ohio); Beaver Falls, Altoona, Huntington, Alliqupa and Irwin (all in Pennsylvania); Moundsville, Wellsburg, Wellsville, Point Pleasant, Salem, Marlinton, Kingwood, Terra Alto, Beckley, Bluefield, Huntington and Charleston (West Virginia); Richmond, Anderson, Fort Wayne, Bluffton, Portland and Warsaw (Indiana); and Lexington and Louisville (Kentucky). Also the Butterfield house in Pontiac, Mich.

Most of the towns are those which played tab shows under the Sun booking in the old days.

Minevitch's U. S. Dates

NEW YORK, Aug. 29.—Borrah Minevitch, currently in Europe, has some dates lined up this side on his return. Paramount has him booked for the week of September 25 at the Michigan, Detroit, and the Chicago, Chicago, the week following. Loew will pick him up following those dates.

Mitchell and Durant to Chi

CHICAGO, Aug. 29.—Mitchell and Durant have been booked two and a half months in advance for an appearance at the Chicago Theater here. They are slated to open November 11, their contract calling for an option on a second week at the house.

Shakeup in French National Theaters

PARIS, Aug. 24.—The 13th of August was a lucky or unlucky day, according to viewpoint, for the managerial staffs of the national playhouses of France, as Jean Zay, Minister of Public Education and the Beaux Arts, issued a decree on that date inaugurating a radical shake-up in the staffs of all the government-controlled theaters.

Jacques Rouche, manager of the Opera, retains his post but in addition will supervise the Opera Comique. P. B. Gheusi, former manager of the Opera Comique, forced to resign as sequel to recent strike at that house, is replaced by Antoine Mariotte, composer. A consulting committee of 12 prominent composers, including Arthur Honegger, Darius Milhaud, Gustave Charpentier, Reynaldo Hahn and Georges Auric, has been named to assist Rouche in mapping out programs for the two melody spots.

At the Comedie Francaise, Emile Fabre, manager since 1915, has been put on the pension list and is replaced by the playwright, Edouard Bourdet, who will be aided by Gaston Baty, Jacques Copeau, Charles Dullin and Louis Jouvet, who are all four directors of advanced, arty theaters here.

"Femme Follicle" Reopens

NEW YORK, Aug. 29.—Happy Kirtitt's *Femme Follicle* unit will reopen this Friday, playing the Michigan, Detroit, for Paramount. Hal Leroy and Hildegarde will head the unit on that date, and others in the cast will be Lord and Pritchard, Adair and Richards, George Donnet, Gordon Bennett, Fields, Smith and Fields and the 16 Fashionettes.

John Boles Back for More

NEW YORK, Aug. 29.—John Boles, film "dame," will make more personal appearances. Nat Kalchheim, of the Morris Agency, has lined up three weeks for him out of the Paramount office, Toronto, Montreal and Boston, opening September 11. The Boston date is a repeat within several months.

Hyde Turning Californian

NEW YORK, Aug. 29.—Johnny Hyde, of the William Morris Agency, plans to make California his home state when he makes his next trip there in November. He will continue to work out of the local office, however, but will alternate with Abe Lastfogel on stays here and on the Coast. Most of his time will be spent here, but three months of the year will find him on the Coast. He will purchase a home out there and move his family.

No Deal Yet On State-Lake Bldg.

CHICAGO, Aug. 29.—Contrary to published reports, Balaban & Katz have not yet been successful in acquiring the State-Lake Theater Building, although negotiations have been going on for almost three years.

Following the offer of \$650,000 cash for the leasehold and building by the 190 North State Street, Inc. (Balaban & Katz), the board of directors of the State-Lake Building Corporation adopted a resolution recommending the sale of the property under the terms and conditions offered and called a special meeting of the shareholders on August 26 to consider the offer and sale. A quorum not being present and the number of proxies required by the Illinois law not having been received, the meeting was adjourned until September 17, when the subject will again be voted on.

Although it is understood that most of the stockholders would approve the transfer of the property to Balaban & Katz, the difficulty so far has been in getting the required two-thirds of them to send in their proxies voting for the change. Many of the stockholders are scattered over the United States.

In the event that Balaban & Katz are finally successful in getting the State-Lake property it would be necessary to give the Lake Theater Corporation (Jones, Linick & Schafer) at least a 90-day vacation notice. The house has been operated for three years by Aaron Jones and his two sons and has been a financial success from the beginning of their management. The house was dark for several months after RKO gave it up, but Balaban & Katz showed no interest in the theater until the Joneses acquired it.

WB-Musician Deadlock

PITTSBURGH, Aug. 29.—Additional meetings between officials of the musicians' union and Warner Brothers were held here this week, but no agreements were reached. Harry Kalmine, vice manager, stated that the firm cannot meet the union's demand of a raise of \$15 a week per man and a guarantee of a 40-week season. The Stanley Theater, lone combo house here, switches to pictures on Fridays with a run of Anthony Adverse.

Norfolk House Reopening

NORFOLK, Va., Aug. 29.—Flesh returns here in September with the reopening of the Oranby Theater, renovated, enlarged and improved. New policy of operators provides for a combo policy first three or four days of the week and film programs last part of week. Manager Leo Trainor says five shows already have been booked for the fall, including *Russian Fantasy*, *Chicago Follies*, *Girls in Radium*, *Times Square Follies* and *Hollywood Holidays*.

Elmer, N. J., Sundays

ELMER, N. J., Aug. 29.—Paintine Lake Park, near here, is making a grand-stand play for early fall biz by adding vaudeville as Sunday attractions. First show booked is the *Ritz Revue*, with a cast of 25. Jackie Fields emceeds the revue, which features Rose Gallo and Bernice Dellarton.

SAG FORCES

(Continued from page 3)

Warners asking \$413.13 allegedly due Rex Alexander on a \$75 per week one-picture contract.

The Guild legal machinery is free to members, and has been working for the past six months. Hundreds of letters have been written to the various studios requesting adjustments of complaints, while files of documentary evidence, including checks, photostatic copies, affidavits, etc., have been gathered.

As a result of the several studio evasions of NRA regulations, upon which the Guild based its suits, it is believed that the producers will again emphatically

announce their stand to adhere to the NRA rules. It is further indicated that a system of penalties will be instituted by the Producers' Association to govern those executives failing to live up to them.

Johnny Mercer To Write Songs for Warner Bros.

NEW YORK, Aug. 29.—Johnny Mercer, songwriter and erstwhile vocalist with the Paul Whiteman Orchestra, has been signed by Warner Brothers to write songs for their films on a 52-week non-cancelable contract. Deal was consummated by Jack Lavin, Paul Whiteman's manager, and salary is \$1,000 per week. Mercer, who recently returned from London, where he worked on a musical production, will team with Dick Whiting as a Warner Brothers' combination. He will leave for the Coast forthwith.

Florida Theater Op Sues Picture Firms

NEW ORLEANS, Aug. 29.—George E. Fuller, Florida theater op, Friday filed suit in Federal District Court here for approximately \$20,000 damages, alleging that seven motion picture distributing companies has entered into a conspiracy not to furnish him with film.

Distributing companies named in his suit are Paramount, Universal Film, United Artists, RKO, 20th Century-Fox, MGM and Vitaphone. Two individuals, Harold Wilkes and Gaston Dureau Jr., officers of the Saenger Theater Corporation, are also named defendants.

Fuller, former resident of Chicago, states in his petition that unless the court grants him an injunction directing

these companies to cease their alleged conspiracy that he will be forced out of business. He asks also for writ of mandamus to force Warner Brothers to deliver 39 films he contracted for but which they allegedly failed to deliver to him.

Fuller operates houses at Warrington, Pensacola Beach and Pensacola, having opened tent shows in Pensacola since Saenger interests closed both of their houses there as protest against theater admission taxes imposed recently by the Pensacola city council.

Detroit Hits Giveaways

DETROIT, Aug. 29.—Acting on instructions of the prosecuting attorney, which are based upon a recent Supreme Court decision, Lieutenant Lester Potter, police center, has announced an open drive to stop Skillful Screems, Bank Night and other giveaways. All types of cash giveaways, except auction night, will be stopped, Lieutenants Potter said.

Mayor Asks Admish Cut

LOWELL, Mass., Aug. 29.—A conference attended by Mayor Archambault, members of the license bureau and managers of local flicker houses was called by the mayor at City Hall this week to discuss the matter of reduction in theater admission fees. Mayor told the theater men he was not attempting to dictate in the matter, but felt a reduction would materially help the people to some extent and that increased biz resulting from lower charges would offset any loss. Managers promised to submit the suggestion to their head offices.

LOS ANGELES BRIEFS: Sam Kramer resigned as associate in the Bert Levey office to free lance. He has been with Levey for 13 years on and off and for several years represented Tivoli circuit of Australia. He has taken temporary quarters with Patrick & Marsh agency. . . . Murray Pennock resigned head of Fanchon & Marco School of the Dance, has joined Doc Howe's booking offices. . . . Patsy O'Connor, five-year-old daughter of Mildred and Jack O'Connor, vaude team, has been placed under contract by Columbia Pictures. . . . Because business of Avalon Theater, Catalina Island, has jumped 35 per cent last few weeks, house has spotted five more acts of vaude for Fridays and Saturdays.

MARIA COMAS, coloratura soprano, who has just returned from a tour of South America and of Europe, shows for the bookers at the Bronx Opera House, New York, September 7. Has done opera and concert, in addition to picture work in Hollywood. Managed by Carl S. Von Elmendorf, who is also handling the South American magician, Richard, who has joined the Rubin & Cherry Exposition. . . . Theo Creo, veteran acrobatic teacher, whose studio in the Jane Gray Building was burned down recently, is now operating from 263 West 47th street, New York. . . . Al Allen of the William Morris Agency, is busy answering wires from Jerry Shubert, Boston night club singer. Looks like a real romance.

WALTER DARE WAHL and Emmett Oldfield split up recently at the Casa Manana, Fort Worth, Tex., after a nine-year partnership. . . . Bert Nagle and his three-people cat act opens this Saturday at the State-Lake, Chicago, the house building a production number around it. . . . Capli Barra Harmonica Swing Ensemble made its radio debut Saturday night on CBS on the *Swing Session* broadcast, act agented by Phil Bloom. . . . Marita, Cuban rumba dancer, arrived in New York recently from Puerto Rico. . . . Russ Brown's engagement at the Roxy, New York, as news commentator is for an indefinite period. . . . Bert Bertram, formerly of Bertram and Raymond, is back in New York after booking the Southern Plantation Singers. . . . Alice Garry, singer, has been signed for a Warner short.

PAUL DEMPSEY is back on the job at P. & M. Agency after being bedridden with a back injury. . . . Tom Kearns, also with P. & M., is back in

Princess
YVONNE
"PSYCHIC WONDER"
OPEN THE DOOR. M. IRVING.
W.B. MAIL ADDRESS, N.Y.

"A Tempting Mass of Rhythm and Color."
RIMAC'S Rumbaland
Muchachos

Featured in C. B. Cochran's
"FOLLOW THE SUN."
UNITED STATES: Care of Harry Rosen, Office, RKO Bldg., New York City.
ENGLAND: Care Rimad, American Express, London.

SAUL
GRAUMAN
AND HIS
"MUSICAL STAIR-A-TONE"
Grandest Nocturne of the Age Always Working. Personal Rep. JACK KALOMEIM, Chicago.

MARVIN
LAWLER
DANCING JUVENILE
OPENING AUGUST 31st
ZIEGFELD FOLLIES
WINTER GARDEN, N. Y. C.
Direction—LOUIS SHURR.

LEMPI PERNU
on tour with
GIRLS IN RADIUM
Management BILL AOERHOLT.

Norman **HARRIS**
and
Sylvia **SHORE**
"It remains, however, for Harris and Shore to really bring down the house. This number could last thirty minutes, instead of the ten minutes of time it covers. It has much to recommend it and nothing on the table title of the picture."—LONDON LATRD, *Alert*, Pittsburgh, Pa., Sun-Telegraph, 8-22-35.

New York from St. Louis, coming in to handle general publicity for P. & M. Stageshows and the P. & M. Agency. . . . Harry Romm and John Hickey were in Pittsburgh last week looking over their *Glorified Follies* of 1936 unit, which is at the Stanley Theater there. . . . Dave Broudy, orchestra leader at the Stanley, Pittsburgh, is keeping his band intact, believing that the musicians' union and Warners will get together and resume stage shows next month.

PAUL BENSON, former advance man for *Femme Follies* unit, is now holding a similar job with *Glorified Follies* of 1936. . . . HARRY THOMAS, Pittsburgh booker, was appointed press relations representative of the Entertainment Managers' Association of Pittsburgh, an organization composed of leading theatrical agents in that city.

HELD OVER!!!
PAUL REMOS
and his
WONDER MIDGETS
Record Return Appearance
at **RADIO CITY MUSIC HALL**
Radio City, New York
Booked for SECOND ENGAGEMENT at
this HOUSE Within 8 Weeks
Direction
PHIL BLOOM—SIMON AGENCY



ED GARDINER WANTS FOR WILBUR CUSHMAN UNITS
Outstanding Vaudeville Acts, Light Comedy Acts preferred. Youthful Girl Singing and Dancing Quartets, McNally Sisters, write. Youthful Singing-Dancing Sister Team. Musicians doubling accordion or other flash instruments. Other useful and performers. Units travel private bus. No commission. Long season. Write full particulars and send photos, which will be returned. State if have played Cushman Circuit.
ED. GARDINER, 2534 Agnes Street, KANSAS CITY, MO.

Low's Capitol Theatre, Washington, D. C.
THE ORIGINAL GATTY
BRITTON BAND
"MUTE TO YOU"
Under exclusive direction:
MILLS APARTS, Inc., 799 7th Ave., N. Y. C.

Loew's State, New York*(Reviewed Friday Evening, August 28)*

With a weak picture and a stage show headed by Milton Berle, lasting nearly one hour, the State drew heavy business at this evening. Berle, on the stage almost continuously, emceed through in addition to eliciting nicely in the Shubert comedy skit, *A Day at the Brokers*, from *Life Begins at 4.40*.

After a short session of gags, followed by an anti-war piece of business delivered in recitative fashion, Berle introduced the Maxwell, acro troupe, comprising six men who do a variety of Risley and hip-up stunts. In addition to the smooth technique of the performers, a hoke angle is injected into the proceedings by Berle, who is hounded around by the boys and threatened with a "double twist."

Second spot to Dolly Kay, recently arrived from the Trocadero, Hollywood. Opened with *Rolling Along* and followed with *Take My Heart*, with which she scored okeh. Third and closing number was *You Can't Pull the Wool Over My Eyes*, a hoked-up affair, with Berle breaking in with nutty interruptions. They wound up with comic hoofing and went off very well.

With Ralph Sanford as the stock-

broker, Berle develops a fine froth in the Shubert skit as the man who buys silver mines and sells at the wrong time. After dropping \$5,000 Berle is inveigled to put his last dollar on a horse, the result being negative and hilarious. Sanford, explaining that it is merely a hobby, then produces a punchboard to get Berle's last nickel.

Following a parody on a number of songs, including *Is It True What They Say About Dixie?*, *Goody Goody* and *The Touch of Your Lips*, during which the history of an amour is related, Berle introduced the various winning teams of the News Harvest Ball contest. Among the exhibitions given were a one-step, tango, rumba and Lindy hop. The latter, performed by two colored teams from Harlem, virtually created a riot of applause. Berle joined in with spontaneous gagging and comic dancing, bringing the show to a rousing close.

Pix was *His Brother's Wife*. Business very good. PAUL ACKERMAN.

Roxy, New York*(Reviewed Friday Evening, August 28)*

More applause during the Roxy stage show this week than at any time within memory, everybody gathering in a heavy harvest of approval. But the climaxing

thunder came at the finale when the One Poster Girls, the house troupe, revived their famous bicycle number, the most amazing chorus routine that this reporter has ever seen. It is, as practically everyone must know by this time, terrific.

Donald Novis heads the bill, using the mike to intone four numbers and gathering in heavy hands on each. They include *Life Is a Song, It's a Sin To Tell a Lie, Take My Heart and The Daughter of Peggy O'Neill*. He stays on stage, at the side, to furnish vocal background for the Poster Kids' center-spot number, a pretty affair done in 18th century costumes, which leads up to the breath-taking and excellent adagio performed by Sylvia Manon and Company—the company being three lads, Don Kramer, Ray Borden and Victor Vincent.

Earlier in the show the Three Berry Brothers sock over with their hot—but hot—hoofing, which is as grand as ever, and Steve Evans comes thru with some of his impersonations. The Poster Kids open the show by marching off the ork elevator to go into their *English Johnny* number, an effective routine.

The usual amateur winner is absent this week, but a novelty is introduced in the form of what the program bills as "The Roxy Newstator." The newstator merges into a session of Russ Brown, at the side of the stage, reading off up-to-the-minute flashes from the day's news. There a sort of flash machine which sounds enough like a Bronx cheer to become pretty embarrassing, and Brown reads his comments in a voice energetic enough to be heard without the mike he uses. *The World-Telegram* gets a plug at the end. The innovation is hardly an unqualified success.

Eddie Paul leads the pit boys and acts as emcee, following Freddie Mack, for long a favorite at the house. Paul, whose businesslike manner is something of relief, lumps all of his emceeing in an announcement at the start of the show. It's a good idea but it's possible that it fails to identify the performers sufficiently.

Picture is *Girls' Dormitory* (20th Century-Fox), which has had a huge advance ballyhoo on the strength of Simone Simon, new Gallic charm gal, who makes her debut in it, and hoise was packed even at the supper show opening day. EUGENE BURR.

Palace, Chicago*(Reviewed Saturday Afternoon, Aug. 29)*

Morton Downey heads a week's interlude of straight vaudeville between the *Follow the Stars* unit, which has just finished a three-week run, and another unit coming in next Friday to accompany the new Fred Astaire-Ginger Rogers film *Singin' Time*, also expected to stay at least three weeks.

The Five Jansleys gave the bill a fast start with their Risley work. Among the highlights of the act is the three-people throwoff and the double-twist trick near the end of the act. Comedy business is interpolated between tricks and they left to a good hand.

Hector and his pals deuced it. An aggregation of different-sized dogs whose variety of tricks show careful and patient training. Hector keeps up a running line of chatter thruout and many of the dogs' antics came in for hearty laughter. Good hand.

Chester Fredericks and Company, three women and one man, open with some very weak comedy that meant not a thing to the audience. More dancing and less talk would improve the act greatly and some routining would also help. During the proceedings Helen

Kane sang *When I'm With You*, and the brightest spots of the act were one of the Glison Sisters' impressions of Charles Butterworth and Katharine Hepburn and Fredericks' sliding act. The Glison girl also sang *How Am I Doin'?* as Mae West. Zani Pitts and Jimmy Durante would do it, and the act closed with the girls singing as Fredericks did some sock stepping. Two bows.

Morton Downey came on to a hand and, with Al Hoffer at the piano, he put across *My Heart and I, Did I Remember? Until Tomorrow, Farewell to Arms, The Rosary* and *When Irish Eyes Are Smiling* to resounding applause.

Harris, Clair and Shannon held the customers spellbound with their classy three-ome routines. They opened with a graceful waltz, followed with an unusual modern number danced to De Falla's *Fire Dance* that was beautifully done. Leo O'Neill, last seen here with the Mattison Rhythms act, did a nifty tap routine to *Rhapsody in Blue* that garnered a nice hand, and Harris, Clair and Shannon returned for another of their delightful numbers, this time a tango. Big hand.

P. LANGDON MORGAN.

Loew's Grand, N. Y.*(Reviewed Friday Evening, August 28)*

Vaude returns to the Bronx at this former Loew vaudeville, and it shaped up as an EVENT, the warmth with which it was received doing good to the heart of this reviewer who has lived vaude so many years. Only a four-day policy (Friday thru Monday), but still vaude. The ordinarily empty seats, occasioned by a straight six policy, were all filled, the audience was most enthusiastic from start to finish, and the rear pews were crowded with booking office execs and agents. Seemed like old times. Besides an inexpensive 63-minute five-act layout combined with the picture *Suzie*, an additional 37 minutes of guest stars was provided for this occasion.

The house, inside and out, has been dolled up swell, the front giving a big play to the vaude policy. Only a 10-cent boost for vaude, tonight's top being 40 cents. Bernard Zelenko is manager, coming in last week, and the house is in capable hands.

One minute of solid applause greeted the appearance of Henry Frankel and his pit crew, who after playing for an audience songfest went in for playing the show, which they did splendidly all the way. Don Francisco, on the slack wire, aided by a girl, opened the festivities and came away with a terrific hand. He does swell work on the wire, doing difficult tricks without the aid of a parcel of other balancer.

Arthur Boran followed to corral another heavy hand. He does nice imitations, but could better his act by a more lively opening and trimming lengthy dramatic imitations. His Roosevelt finish is a humdinger, and among his other takeoffs are W. C. Fields, Charles Laughton, George Givot, Ben Bernie, Walter Winchell, Lionel Barrymore and Eddie Cantor.

Carr Brothers and Betty are old reliables, an act remembered by the Bronxites even tho the boys hasn't seen vaude in ages. They go thru their acrobatic routine, handled as comedy and straight, in grand style to win heavy applause appreciation.

Stuart and Martin, aided by a girl, hoke up the next-to-closing spot in likable style, garnering a lot of laughs and applause. The boys work aggressively and confidently, selling their amusing bits, singing and music for all and more than it's worth.

Don Costello *Revue* closes, an adequate

MASS MEETING

• MAKE JOBS •
RETURN MUSICIANS TO
THE THEATER

Speakers:

F. H. LAGUARDIA, Mayor of New York City.

JOS. N. WEBER, President, American Federation of Musicians.

JOS. P. RYAN, President, Central Trades & Labor Council of Greater New York.

JACOB ROSENBERG, Secretary, Local 802, A. F. M.

RALPH WHITEHEAD, Executive Secretary, American Federation of Actors.

WILLIAM COLLINS, American Federation of Labor.

WILLIAM MAHONEY, American Federation of Labor.

And Others.

AT
MANHATTAN OPERA HOUSE,
311 West 34th Street, New York City
Thursday EVENING, Sept. 10, at 8 o'Clock

UNDER AUSPICES OF
LOCAL 802 A.F.M.

ADMISSION
FREE!

ALL WELCOME!

THE SIMON AGENCY, NEW YORK, Presents

"FOLLOW THE STARS"

WITH

★ VIC OLIVER

★ Alphonse Berg

★ Gilbert Bros.

★ Robbins Family

AND

BEBE BARRI'S 16 DANCING COMETS

JUST FINISHED 3 WEEKS RKO PALACE, CHICAGO

BOOKED SOLIDLY

AFM's Rule on Underscale Goes Into Effect Sept. 15

New law holds band leader solely responsible for underscaling—individual musicians authorized to sue maestros—measure designed to protect tooters loyal to AFM

NEW YORK, Aug. 29.—Beginning September 15, union band leaders will have to watch their step more than ever before. A new law, passed by the Detroit convention, will then go into effect and will make the band leader absolutely responsible for paying his men underscale, rather than spreading the responsibility among all men in a band. The law, which authorizes individual musicians to "sue" their band leader or band contractor thru their local or thru the national office of the American Federation of Musicians, is intended to make impossible collusion between band leaders and bookers and agents.

Under the new law, musicians offered under-scale dates by their band leaders may play the date and accept the money and then file a complaint for the difference between actual money received and the scale salary. By turning "State's evidence" and bringing under-scale proof to the union, the accusing member will not be subject to punishment. This is expected to frighten band leaders into refusing under-scale dates, as they would never know when one of their own men might snitch on them.

Members of a band who, upon accusation by the union, deny working underscale and then are discovered to have lied, will be liable to disciplinary action, along with their leader.

The new arrangement protects those musicians who bring in under-scale info and is designed to meet the criticism that the men loyal to union principles often had to suffer when volunteering evidence on under-scale jobs.

London Night Spots

LONDON, Aug. 25.—Savoy Hotel has three great American acts featured in its current floor show. Lois and Jeanne Steener, cute and versatile rhythm and tap dancers, with ultra modern routines and new ideas in costuming, are held over and also double at the Berkeley Hotel. Act is classy and is making an unusually big hit here. Same goes for Joe Jackson, the imitable pantomimist, who clicks heavily in the laugh division with a sure-fire act that has been seen at this spot about a dozen times this year. Earl and Fortune offer a dance divertissement that finds immediate favor. They have the capable assistance of Virginia Fono, an exquisite toe dancer.

Carol Chilton and Maceo Thomas, Groote tap dancers and entertainers, are a veritable sensation at the Dorchester Hotel, where George Reedy, American monologist and master of ceremonies, is held over for a third successful week.

Reeta Ray, American tap dancing entertainer, whose smart act won her a place as leading lady at the Prince of Wales' Theater, takes her first crack at a night club audience at the Trocadero Restaurant, where she scores heavily.

Paul and Nino Ghezzi, international equilibrist and "upside down" dancers, and Marion and Irma, graceful contortionists, presenting "Symphony in Motion," are retained at the Trocadero Grill Room.

Cafe de Paris, Cafe Anclaus, Grosvenor House, Ritz, Carlton and May Fair hotels are without floor shows. They reopen in mid-September.

Pitt Bookers Discuss Varying Wage Scale

PITTSBURGH, Aug. 29.—The Entertainment Managers Association of Pittsburgh, during its last meeting held at the William Penn Hotel, discussed the enactment of individual selling prices for acts working banquets and acts booked into night spots. Leading agents here feel that banquet entertainment rates a higher price, since the work in booking and producing such an affair takes a lot of time and effort. President James N. McGrath Jr. stated that only thru the proper legislation will the agent business prosper here. Moves are under way to introduce bills into the next session of the legislature opening in Harrisburg in January which, when passed, will benefit both the booker and the performer. "While our association is composed of bookers only, we are working for the good of both the booker and the actor," Mr. McGrath stated.

N. Y. Entertainers Hurt

UTICA, N. Y., Aug. 29.—Harry Carter, Utica, master of ceremonies at the Hotel Commander, Rome, and Francis Banville, a musician at the same hotel, are recovering from injuries received in an automobile crash near Rome early last week.

Carter suffered a fractured skull but his companion only minor injuries.

Rogers Joins Pomeroy

NEW YORK, Aug. 29.—Henry Rogers has joined Jack Pomeroy Productions, handling cafe bookings along with Phil Berle.

Marden Negotiating

NEW YORK, Aug. 29.—Ben Marden, operator of the Riviera in Fort Lee, N. J., is negotiating to take over the Dunes, Palm Springs, Calif.

Remodeled Aragon, Chicago, Reopens

CHICAGO, Aug. 29.—The Aragon Ballroom, which has been closed for several weeks for complete renovation and re-decorating, reopens tonight with Freddy Martin and his band. The new scheme of decoration reflects a Castilian atmosphere with an entirely new color and lighting scheme. The stage and band stand has been remodeled as a Moorish pavilion, and the smaller backstage, where the relief orchestra plays, has been rebuilt to resemble a royal garden. Elmer Feldkamp, Terry Shand and the Martinettes are featured with Martin.

MIACO, magician, opened Monday at the Hotel Biltmore Roof Garden, New York. . . . Three Wiles, in for a week at the Riviera, Fort Lee, N. J., have been held three more weeks. . . . Hotel Holland, New York, is now using a show in its dining room.

Night Club Reviews

French Casino, New York

Not as good as the last couple of shows here, this fourth edition is nevertheless an opulent song and dance pageant, sprinkled with a few startling ideas and liberal nudity. It's mostly flash, with hardly any comedy to space off the big scenes. As a result, the few specialty acts used go over like a house afire. In fact, the biggest applause-getters are the Bryants, standard vaude act.

Despite its shortcomings, when compared with the preceding shows, this edition, called *Foies d'Amour*, is undoubtedly the most spectacular night spot show in town—and probably in the country.

Featured is Cinda Olenn, a red-head girl radiating a captivating personality and offering some fair singing and grand comedy contortionists. Her final number, which seems to be a contortionist's nightmare, is a show-stopper and truly a most unique specialty.

The Bryants, or, toward the close, are terrific, their pantomime comedy coming as a most welcome relief from the big scenes. Another applause-getter is Gibson and Company, knife-throwing act which starts off slowly but builds into a sock climax, the man slinging knives at the girl thru a paper covering.

A trained seal is another hit, while the grand pyramid building and athletic posing of the Seven Menorahs, males clad in trunks, also draws appreciative response.

The Ballet Bodenweiser, seven girls, are spotted in several numbers. A modern troupe, it offers interesting and out-of-the-ordinary dancing, considering this is not the concert stage.

Miss Eily Ardcliff, a charming little blonde, goes up the rope to a swinging trapeze to do her breath-taking balance stunts, winning deafening applause for herself. A red-headed cantor, unbilled, almost stops the show with his unusual sweet and compelling tenor voice.

Drena, handsome singer; Ben Tyber, another good-looking singer and general utility man; Miss Annelise, blond singer; Miss Maifa Tamara, brunet beauty; Miss Rosa Ricca-dio, blond beauty; Zdenek Koutbek, girl Olympic champ runner now turned into a man,

are among the other featured artists. In addition, several dance teams are used: Tamara and Barry Lupino, Tonio Clare and Leopold, Barry and Beatrice, Riccardo and Tyber, Taniel and Flacomico, the latter being outstanding.

Credits: Clifford C. Fischer, producer; Jean LeSeuyx, of Paris, stage; Mme. Natalie Komarova, of Paris, choreographer; George Komaroff, music; Raymond Deshayes and Lavignac & Pellegry, of Paris, scenery designers; Johnstone, of London, executor of scenery; Max Weldy, of Paris and London, costumes, from sketches by Erte and Freddy Whitlop, of Paris; group costumes by Buxon, of Paris; furs by Max Koch, of New York.

Vincent Travers and 12 men play the musical accompaniment for the show and don't miss a beat. A grand performance, Albert Kavelin and orchestra, 14 men, handle the dance sessions capably, being especially effective in the hotter numbers.

Eddie South and five-piece band, colored, entertain in the cocktail room. South features his own violin. A new set of Russell Patterson marionettes in comic poses is in the cocktail room, too.

Dents.

Kit Kat Club, New York

An all-colored band and floor show are in this intimate spot on 85th near Third avenue. Current show is an entertaining one, going on three times a night after midnight. The Cocktail Room gets intimate entertainment all night.

A tastefully decorated spot, managed by the genial Charlie Lucas, this one has no cover, but there is a \$1.50 minimum week days and \$2 Saturdays and holidays.

Show is emceed by Pearl Baines. She sings in pleasant contralto and dances, too. Light-colored May Daniels offers entertaining singing and dancing. Dorothy Rhodes specializes in undulating dancing—hip waving to you. Eve Coles sings nicely and does acrobatics in addition. The Three Roccos, boy pianist and two girl singers, are a botcha novelty turn. The girls are only fair at harmonizing, but the boy lifts the act with his sippy comedy piano style. He knocks himself all over the place, giving the act a much-needed punch.

Lillian Yuen, here the past several

Joe Moss To Run Huge New Nitery

NEW YORK, Aug. 29.—Joe Moss, operator of the Hollywood Restaurant, has rented the second floor and 41 feet of ground floor space in the new Criterion Theater Building on Broadway, between 43rd and 44th. Lease gives Moss about 30,000 square feet, with a frontage of 203 feet for his new night club.

Lease arranged for the 1814 Broadway Corporation by the Wood, Dolson Company, Inc., and their associate agents, Joseph P. Day, Inc. and William A. White & Sons.

Texas Fair Builds Nitery

BEAUMONT, Tex., Aug. 29.—Directors of the South Texas State Fair Association here have decided to go night club in a big way. L. B. Herring Jr., secretary, and a committee of three others are to make a final report on their efforts to finance a \$15,000 renovation in the educational and historical building for the setting up of a permanent night spot. They plan to use nationally known acts and orks.

Herring said that project would be self-liquidating and that "the plan is in keeping with national and State aims in providing places of high-class entertainment besides slide shows, ballgame and Ferris Wheels."

Walker and Mame Kelly Fight, But Make Up

NEW YORK, Aug. 29.—Harry Walker, who has been sending floor shows to Mame Kelly's club in Panama the past few years, almost severed his relations with the club owner last week. Claiming she collected more than \$400 in commissions for him and then refused to pay him, he had her served last Wednesday with a magistrate's summons, charging her with unlawful withholding.

Mary Lee Kelly, her real name, finally got together with Walker, adjusted the dispute and sailed Saturday for Panama.

Jess Willard Plans Cafe

PITTSBURGH, Aug. 29.—Jess Willard, former heavyweight champion, has been in town looking over the Commodore Restaurant on Seventh avenue here. He plans to convert the place into a spot similar to that operated by Jack Dempsey in New York.

months, is a gawky singing and dancing comedienne who knows how to get comedy effects. Looks like a corner. Jennie Dancer, stout and vigorous singer, offered *My Handy Man* and then *My Handy Man Ain't Handy Any More*. Delivers both of these classics in clear and interesting voice. Dot and Dash, two boys, snap off hot hoofing after a brief singing introduction. Their break-leg specialties, after a mid beginning, put them over.

Band is led by Bobby Hargraves and called the Park Avenooers. Hargraves leads and plays occasional violin selections, putting the band thru nice shadings of the newer swing styles. Among his best men are Carl Orsen, tenor sax; Cyrus St. Claire, bass fiddle; Raymond Wood, piano, and U. S. Sent, clarinet. Other boys, also doing good work, are Sonny Saunders, hot trumpet; Clifton Alexander, skillful drummer; Slim Moore, trombone; Henry Jameson, first alto sax, and Elmer Edwards, first trumpet. Band has been on WNEW and WIIN.

Dents.

Hi-Hat Club, Chicago

This is one of the liveliest of the new North Side spots and has an atmosphere of intimacy and coziness. The room is tastefully decorated with novel lighting effects. The back of the room is terraced, giving patrons in the rear a clear view of a floor show which is peppy but not well balanced, there being too many dancing acts. Billie Burns and Dennis White head the bill, with White doubling as emcee. Syd Lang's six-piece combination furnishes the tunes.

The show opened with Margaret Allan and Mollie Martin, two attractive blond misses, whose tap routine with big kicks gave the bill an excellent start. Peggy Moore, a cute little soubrette, followed with a song, *Id Rather Lead a Band*, and an eccentric tap that drew nice applause. Joy Kalasc, announced

(See NIGHT CLUBS on page 21)

Club Chatter

16th Week
HOLLYWOOD RESTAURANT
NEW YORK.

THAIS

presenting her own original
dance creation.

"IN MEDITATION"
Perf. Mgt. LARRY SITTENBERG,
107 W. 48th St., New York City.

dick clyde
Conway and Parks

Colored Comedy Song and Dance Sensation.
15th WEEK—KIT KAT CLUB, N. Y.

BLANCHE ULTRA
AND MODERN
DANCERS
ELLIOTT

Presenting Repertoire of Sensational New Dances
Mounds Country Club, St. Louis, Mo.

DON HUGHIE MARVIN
RAYE, PRINCE & CLARK

Currently POWNATAN CLUB, Detroit. Concluded 7th month Park Central Hotel, N. Y.
Mgt. CHAS. V. YATES, 1560 BROADWAY

IRVING JACOBS
Manager
SYRACUSE OFFICE
Jimmy Daley Attractions

Home Office, Albany, N. Y.
11 No. Pearl Street, Syracuse Office, Keith Theatre Bldg.

★ **BERT LYNN** ★
The Musical Star of Earl Carroll's "Sketch Book"
Now featuring his new musical invention
The only **ELECTRIC VIBROLYNN** in the world
Management **FRANK OUNGAN**,
1560 Broadway, New York.

california's chatter box
DICK BUCKLEY

now on tour

ENRICA and NOVELLO
DISTINGUISHED DANCERS!!!!

Grace Morgan
MUSICAL SATIRES

ON TOUR.
Address care Billboard, N. Y. C.

JAN JRUBINI

in person
AND HIS
ROMANTIC
DANCE AND CONCERT ORCHESTRA
"MUSIC THAT THRILLS"

Management
CURTIS & ALLEN OFFICE,
RKO Building, Radio City, N. Y.



NEW YORK
30 Rockefeller Plaza.
Telephone:
Gluburne 6-1049.

CLEVELAND
Keith Theatre Bldg.,
Tele.: Main 3454.

OHIO, OHIO.
32 W. Randolph St., Tel.: Franklin 1300.
Booking World's Leading Radio and Dance Orchestras.

"Dean of Sophisticated Swing"

BEN POLLACK AND HIS ORCHESTRA

Now playing Madison-Country Club, St. Louis.

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

Featuring the Mound City Blue Blowers.

RED MCKENZIE AND HIS ORCHESTRA

Now playing at Brighton Beach, N. J.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting to NBC, Coast to Coast.

HARRY RESER AND HIS CLIQUE CLUB ESQUIMOS

NOW ON TOUR.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Portraying Swinging Spain, Americas Argentina, Colorful Cuba in Dance and Song.

SYLVITA FINA

46 West 64th St. New York City

ZEB CARVER
and his Country Cousins
Country, Music, Singing, Dancing
VILLAGE BARN, NEW YORK, Indefinite.

RAMON RAMOS AND HIS CONTINENTAL ORCHESTRA
Now Playing
AMBASSADOR GARDENS
AMBASSADOR HOTEL, N. Y.

The Harlem Express! Himself

JIMMIE LUNCEFORD AND HIS ORCHESTRA

the new King of Syncopation

NOW ON TOUR IN NEW ENGLAND
Direction:
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

The Essence of Tejaso-Tap Dancing.

MADGE CARMYLE

Ultra Nudes Midwestern
At NOMAD CLUB, Atlantic City, N. J.

Now Playing Ben Merden's Riviera, Broadcasting WOR, Mutual Network.

IRVING AARONSON AND HIS COMMANDERS

DANCE TOURS

Exc. Mgt. Radio Orchestra Corp., 1619 Broadway, New York City.

Send your correspondence to advertisers by mentioning The Billboard.

NICE, FLORIO and LUBOW, sensational knockout dance trio, appearing this week at the Edgewater Beach Hotel in Chicago, will continue to work dates in that territory indefinitely. The act, appearing in the Windy City for the first time in nearly five years, is enjoying unusual popularity. . . . **JACKIE HELLER**, Grace and Charles Herbert and the Coltons opened at the Coconut Grove, Chicago, August 28. Booked by Al Borde. . . . **EUPE DAVIS**, formerly of the Radio Rubes, will be in the new College Inn shows. . . . **GEORGE GIVOT** closes at the College Inn September 14. . . . **JOHN AND EDNA Torrence**, Edith Mann and the Titan Trio will open September 17 in the Terrace Room of the Hotel Morrison, Chi. . . . **CHARLES HOFFMAN** is playing the Hollywood Dinner Club, Galveston, Tex., with his Magic Bar. . . . **MARION PARKER** and Jack Orant opened at Bruins Palm Garden, Chicago, August 26. . . . **MARMON SISTERS** and Sue Kister are current at Vine Garden, same city. . . . **KDITH BROWN** and Peggy and Peter Mathews are at the Lake Hotel in Gary, Ind. . . . **ADELINE KIRKOFF** and Delaire Dunont are in their second week at the Club Forrest, Milwaukee. . . . **BUDDY RALPH** opened August 28 at the Tommy Sacco office, of Chicago. . . . **ELBIE COLE** flew to Cleveland last week on business.

Mary Walker, New York agent, who has been booking Panama night spots the past 15 years, objects to an item we ran here last week about Panama cafe owners wangling out of contracts with performers. Walker says contracts are for three months and that "It is an international law to see that performers are returned to their destinations. The only way possible that some other employer wangles the girl out of any further work would be to post a bond and be responsible for her return." Walker says he has more than 50 performers down in Panama now.

NEW SETUP of the Al Norton booking offices in Rochester, N. Y., has Jack O'Meara, formerly of the Paradise Showboat, Troy, in complete charge of orchestras, and Mac McOmber, local entertainer, handling floor shows. Office reports the following acts under exclusive management: Dance Cocktails, Gwen Shaw Girls, Ruth Hurley Girls, Three Debs, Francis Sisters, Rita Delano, Tucker Sisters, Jean May and Nita Letour, besides Ted Sands and band. . . . **SUZANNE FRANCE**, lyric soprano, recently moved from the Nixon Cafe, Pittsburgh, to the Summit Hotel, Uniontown, Pa., where she will remain until the season closes.

HARRY LEE, Cleveland hooper and emcee, is now connected with Pete Jodice's Amusement Booking Service in Detroit. . . . **VILLANO and LORNA**, clever dancers, will finish the balance of the summer season on the Steamer Horizon, Lake George (N. Y.) Showboat. . . . **PAUL LESHAY** and Manya Paul, Chicago dancers, have the distinction of being the first dancers to appear with the Toronto Promenade Symphony Orchestra this season. They presented original interpretations of Les Fetes of Debussy and Yabouchka of Gilese on Thursday (27). . . . **NEW SHOW** opening this week at the Club 500, Cape Henry, Va., includes Sylvia Harris and Muriel Ames. . . . **CHARLES AND VIRGINIA Tiffany**, who have been working Chicago night clubs and theaters since closing with Jack Laughlin's unit, are now touring Midwestern night-eries. Recently closed an engagement at the popular Red Gables Club in Indianapolis. . . . **CARL WHYTE**, pianist, who claims to be able to play higher, lower, louder and longer than most pianists, is attempting to promote another farewell tour of the renowned Cherry Sisters. Whyte, who has handled the sisters on most of their tours in recent years, is confident of placing them in several Midwestern clubs.

Walters running thru the floor-show space have ruined more acts than you can count in your sleep. Many a ballroom team has looked suspiciously like a trio when some slow waltzer crossed the floor. Somebody ought to start a Society for Keeping Walters Off the Floor During the Show.

TOOTS and JACKIE Richards, versatile rhythm dancers, opened at Blondies Cafe in Chicago on January 9 and are still going strong. Will remain at the spot indefinitely. . . . After a busy season in Chicago clubs

and radio work **MYRTLE HEBARD** is relaxing for a few weeks at the Wisconsin summer cottage of Vera Oriffin. Both girls will be back in Chi this fall. . . . **BILLY JULIAN**, acrobatic dancer, is currently working night spots in and around Detroit. . . . **HENRY LEWIS**, emcee, and the Dell Sisters, out of Los Angeles, head the current entertainment hill at the Piar D'Italia Club in Modesto, Calif. Both acts will remain indefinitely at the spot, which is, incidentally, enjoying excellent business.

In New York City the curfew law demands that cabarets close 4 a.m., week days and 3 a.m. Sundays. This is about the most liberal curfew law of any major city. In Rochester closing time is 2 a.m., and a police patrol comes around to all the night spots to make sure they really close up. Night-spot owners should be careful about the law, as it doesn't take much to have one's liquor license revoked. And what's a night club without a liquor license?

VELOZ and YOLANDA, dancers, go into the Waldorf-Astoria Hotel, New York, in October. . . . **ED SULLIVAN**, columnist for The New York Daily News, was given a farewell party at the Riviera, Fort Lee, before sailing for Europe. . . . **SOL IMMERMANN**, commercial artist, has moved back into the building housing the Irving Mills office. . . . **MOGUL**, mentalist, will go into the Trocadero, Los Angeles, after a string of vaude dates in the East. . . . **BALASH AND SKAREN**, eccentric dancers, opened this week at Steeplechase Park, Coney Island, resuming night spots next month.

LOS ANGELES BRIEFS: Dede and Jack Stiles are set for a run at the Club Esquire. . . . **CAROLYN MARSH**, deep-throated songstress, is drawing name audiences to the Casanova with her song style. . . . **ANTONIO AND RENE DE MARCO**, dance team, went into the Coconut Grove with Henry King's Ork, which moved south from Mark Hopkins Hotel in Frisco. The De Marcos recently returned from a sensational run at Grosvenor House, London. . . . **SEBASTIAN'S COTTON CLUB**, Culver City, changes its policy September 1 and will open as a ballroom cafe in Palomar. . . . **LILLIAN ROTH** is leaving Hollywood Country Club in Galveston, Tex. . . . **ETHEL WATERS** goes into the Casanova this week.

Can somebody figure out why singers in tiny night clubs have to use a mike? In some nighteries even a whisper sounds like a shout, due to the cramped space. And yet in these same spots singers clutch a mike and hide their face while singing. Night-club patrons want to see faces and bodies, too, of course. Mikes should be used only when really necessary.

EDDIE ELKORT (Chicago MCA office) married Claudia Pierce, non-pro of Mobile, Ala., at Crown Point, Ind., back on March 8. It was revealed last week. . . . **RUFF DAVIS**, who just signed with MCA, joins the Roger Fryer Band at the College Inn, Chicago, October 2. . . . **JIMMY DALEY AGENCY**, of Albany, booked the Cabaret Night for the New York State Grotto Convention at Odd Fellows' Hall, Albany, Saturday. Show comprised five dancing dandies, Whirling Aces, Jack Herbert and Company, Ina Leeland, Janet Allen and Helen Grey and the George Roff Band.

THREE MUSIC HALL BOYS (Frank Kamplain, Van Kirk and Alan Sterling) are leaving New York September 5 to open at the Victoria Palace, London, September 14 in a revue, booked thru Eric Wolheim and MCA. Played vaude and night spots in England and Ireland eight months last year. . . . **RAYE, PRINCE and CLARK** just closed a seven-month run at the Park Central Hotel, New York. Opened Monday at the Powatan Club, Detroit. . . . **ANN COURTNEY**, singer at the Hotel Montclair, New York, is in her fourth month there and held over for the fall show.

THREE WILES (Harry, Al and Joe) opened last week at Marden's Riviera, Fort Lee, N. J. Had been playing vaude. . . . **AUGUST GONZALES** and Don Rangel, guitarist, now playing the Hotel McAlpin, horseshoe bar, New York. . . . **THE IDLERS TRIO**, along with Miss Doris, palmist, and Alex Kann, tea leaf reader, are doing the cocktail hour entertaining at the Versailles, New York.

PAUL ROBINSON
The Ultra Modern HARMONICIST.

ESTELLE ★
"DANCE STYLISTS" and ★
Nightly BEN MARDENS RIVIERA, FT. LEE, N. J.
Le Roy

DICK DIXON The Romantic Tenor
AND HIS AMBASSADEURS ★
Featuring PAUL POUPE
20th week at GLORIA PALACE, New York.
Ret.—HARRY MOSS, 1619 Broadway, N. Y. C.

Garion Bennett ★ ★
500 Club
Atlantic City, New Jersey

Dancers and Singers of Sophisticated Songs.
JEAN & JANE FARRAR ★
24th Week Club 1523 Locust, Philadelphia.

3 RACKET-CHEERS
STEVE - PETE - LOU
MERRY MAD - CAPS
return engagement at
MURRAYS
TUCKAHOE, N. Y.
Bronx River Parkway

COLLETTE and BARRY
Currently at the Edgewater Beach Hotel, Chicago, Ill.
Musical Comedy Dancers

SHEILA BARRETT
NOW PLAYING
ARROWHEAD INN,
SARATOGA, NEW YORK
Management — Charles Morrison

Paul AND Eva REYES
Back from Europe
C. B. Cochran's "Follow the Sun,"
Dorchester House, Mayfair
and Carlton Hotels, London.
Per. Mgt. WILLIAM KENT,
1776 Broadway, New York

Bands and Orchestras

ART KASSEL replaced Joe Haymes and band at Moonlite Gardens, Coney Island, Cincinnati, last week. Kassel will remain at the spot until it closes Labor Day week. . . . **LUCILLE BECKWITH**, pretty Columbus (O.) songstress, replaces Honey Sinclair as vocalist with Eugene Jelencick's band, currently playing the Ten Eyck Hotel in Albany. Miss Sinclair is Hollywood bound, Paramount studios summoning her for screen tests. . . . **HOWARD LE ROY**, musical director for the Van Orman hotels, Midwest chain, is now in his fourth month at the Hotel Orlando, Decatur, Ill., with his own combination. Besides supplying the music LeRoy, assisted by his singing wife, Marguerite Claudet, has been overseeing the hotel's floor entertainment. . . . **EARL HOPPMAN** and band spent the summer at the Hotel McCurdy, another Van Orman hotel, located in Evansville, Ind., and Ray Kappella played the Van Orman Hotel Shawnee in Springfield, O. . . . **KEN BROWN** and band have been signed until October at the ballroom of the Maplehurst Inn, East Stroudsburg, Pa., and Joe Roberts' orchestra holds on indefinitely at the Penn-Stroud Hotel in the same city. . . . **CHARLIE KNECHT'S** Ramblers will remain at the Hof Brau, Delaware Water Gap, Pa., until late in the fall.

CAB CALLOWAY'S recent turn-away biz at a one-nighter in Wichita, Kan., indicates that that section is hungry for name bands. Foreign license plates showed visitors came from as far as 150 miles. . . . **NICK LUCAS** succeeded Kay Kyser at Lakeside Park in Denver. Lucas' engagement will be short and snappy. . . . **MAL HALLETT** was followed at Elitch Park, Denver, by Anson Weeks, who also will fill a limited engagement. . . . **IN RESPONSE** to many requests in recent years, Missouri State Fair, at Sedalia, is offering nightly dances on an open-air platform for the duration of this year's event. Don Willard and band supplying the melodies.

ALBERT KAVELIN'S Orchestra was a last-minute replacement for the Don Mario Band at the French Casino, New York. . . . **VINCENT LOPEZ** and band will go into the Paramount Theater, New York, week of September 9 after completing a summer run at the Pavilion Royal, Valley Stream, L. I. . . . **RALPH WATKINS** and band open next Thursday at the Riviera, Fort Lee, N. Y., succeeding a five-week run by Irving Aaronson's Band. . . . **HERRY KING'S** Band replaced the Eddy Duchin outfit on the Burns and Allen program over CBS this week. King is playing the Coconut Grove, Hollywood.

KING COLE and band, featuring vocalist Jean Howard, opened the roof garden of the Hotel Onondago, Syracuse, N. Y., Saturday. Managed by Charles R. Cole. . . . **TEMPO KING** and band are being held over at the Town Casino Club, New York. . . . **JOE REICHMAN** back leading his band at the Hotel Pennsylvania, New York, after a minor operation. . . . **RUSS MORGAN** and band are presenting "songwriters' nights" at the Hotel Baltimore, New York. . . . **KAY KYSER** opens at the Trianon Ballroom, Chicago, September 5. . . . **HORACE HEHDT'S** Orchestra will remain at the Drake Hotel, Chicago, until October 5, when he will be succeeded by Dick Jurgens' Band from San Francisco. . . . **AL KAVELIN'S** Orchestra will return to the Blackstone Hotel, Chicago, October 16. . . . **ROGER PRYOR** and his new orchestra open at the College Inn, Chicago, September 15.

MAL HALLETT is back in New England after completing a successful Western tour highlighted by stands at the Trianon Ballroom in Chicago and Elitch Gardens, Denver. Charles Shribman last week booked Hallett into Hampton Beach Casino, Hampton Beach, N. H. . . . **CENTURY ORCHESTRA CORPORATION**, New York, set Todd Rollins and band at Donohues, Mountainview, N. J., for four weeks with options. Spot has a WNEW wire three times nightly. . . . **HAL HARTLEY** and his Belmont Park Orchestra recently terminated their stay at the Fairmount Country Club, Hull, Quebec, and are now located until Labor Day at the Meridian Club, Champlain, N. Y. . . . **BILL SWANNER** and band will close on Labor Day at the Belhaven Hotel, Rehoboth Beach, Del. Personnel of the unit has Swanner; Conny Dole, singer and dancer; Midge Hampton, blues warbler; Spencer Entley, Max and Harry Clark, Freeman Watson, Willie Lowder, Lawrence Hill, Joe Williams

and Jinks Moser. . . . **BOBBY BELBERG**, Portland, Me., rock and attraction booker, is actively engaged these days handling fall dates. He recently got out a clever flyer announcing his booking services.

JIMMY DORSEY'S swingsters go into Sebastian's Cotton Club, Culver City, September 1. . . . **GEORGIE STOLL'S** orchestra will furnish music for Bing Crosby's new pic, *Pennies From Heaven*. . . . **JIMMY ORRER** replaces Eddie Duchin on the Burns and Allen air show beginning September 2. Duchin goes on a Texas tour of one-nighters. Orrer has also been signed for the Joe Penner radio show over CBS next month. . . . **JIMMY DORSEY'S** band getting six weeks' contract for the Lily Pons picture at RKO.

DIXIE BENNETT and Lyle Smith are singing the songs for Miss Bennett's eight-piece Kings of Swing combination. Huck Round, first trumpet, is handling the Dixieland arrangements. The combo has been filling an indefinite engagement at the Hotel Scott in Hancock, Mich. . . . **CONTINENTAL ORCHESTRA CORPORATION**, Utica, N. Y., has Jan Campbell's Washington and Lee Orchestra placed at the Clayton Casino, Thousand Islands, N. Y., until September 14, with a Boston date following: Joe Nevils and his Alabama Aces one-nighting thru Pennsylvania and New Jersey, and Tommy Blanton touring Massachusetts and Connecticut. . . . **BENNY KRUEGER** doesn't have it tough enough leading his band at the Essex House, Newark, N. J., playing with Rudy Vallee on Thursday nights, and directing the Pick and Pat combo over WABC. Last week someone helped himself to Benny's pet sax and several musical manuscripts.

DAN RUSSO and his Orioles, who close their engagement at the Wisconsin Dells on September 7, have been booked by Kennaway, Inc., Chicago, to play ballroom dates in leading North-western cities. . . . **TINY SPECHT** and band, featuring Irene Denning, Tommy Paul, the Sequin Sisters, Willard Erickson and Harry Greenberg, have completed their engagement at the State Theater in Virginia, Minn. Date lasted 10 weeks. . . . **HARRY RESER** has been appearing at Westwood Gardens, Detroit. Lynn Gordon, vocalist, well known over the air, is featured with the combo, booked by Consolidated Radio Artists. . . . **JOHNNY HAMP** follows Reser at Westwood, beginning a five-day stay on Thursday (3). . . . **JERRY GILBERT**, back from a jaunt to California, is playing at the Sunset Lodge in the Hotel Bayfront, Far Rockaway, L. I., N. Y., with an entirely new outfit featuring Chip Decker, comic.

JO HARRIS and band began a 10-week engagement August 16 at the Edgewater Club in Lafayette, La. Spot is expected increased biz as the fall season approaches. . . . **NEIL WEST** recently closed a two months' engagement at Bear Lake Pavilion, Bear Lake, Mich., and moved into Lewiston Ballroom, Lewiston, Mich., with an augmented combo. Contract calls for the unit to remain until early in December. Personnel of the band has P. J. Patterson, Russell Derby, Gale Cromkhite, Gerald Peterson, Albert Johns, Harold Snyder and West. . . . **DEL COURTNEY** replaced

Dick Jurgens and band at the Balfair, Salt Lake City resort, last week. Both units booked by MCA. Jurgens, who ceased the broadcasts, and Carl Brandt, Stan Norman and Eddy Howard, vocalists, obtained a great local following during their stay.

Record Reviews Brunswick

TRIO of Brunswick disks using tunes from the RKO picture *Swing Time*, music by Jerome Kern and lyrics by Dorothy Fields. Fred Astaire does the vocals and throws in a few taps here and there, while Johnny Green's Orchestra is at its best.

7718—A *Pine Romance*, in fox-trot tempo, is described as a "sarcastic love song" and Astaire reveals himself capably sarcastic. Lyric is smart and the Kern music a safe bet as usual. Reverse side has *The Walts in Swing Time*, Green standing out with his work on the piano and celeste. This is one of those musical comedy numbers in which a new dance routine gets under way.

7717—*The Way You Look Tonight* and *Pick Yourself Up*, two fox trots, with Astaire doing the vocals and tap dancing as well in the latter side. This selection is more snappy than the others and gives Astaire plenty of latitude. The former tune is considered the possible hit of the entire score.

7718—*Never Gonna Dance* and *Bojangles of Harlem*, both fox trots; Astaire misleads a little singing the first side and gives in on the other, which is a fancy "swing" proposition yet very singable.

Arrangements on all three platters reveal plenty of conscientious work, and Green has a strong orchestra in hand of versatile instrumentation. M. H. S.

Pickman, Mindling With MCA; Elkort Back to Chi

NEW YORK, Aug. 29—Milton Pickman, manager of Ted Lewis, has joined the theatrical department of the MCA office here and will concentrate on stage units and productions. Will continue handling financial affairs of Lewis, with Sam LeMaire, brother of Rufus, moving in as Lewis' manager.

Lou Mindling has also joined the local MCA office. Eddie Elkort, handling non-band talent for the Chicago MCA office, left for Chicago Wednesday after two weeks here looking up new acts.

INA RAY HUTTON and her Melodians are touring the South on one-nighters and breaking records. Played to 5,500 people, a record, at the Auditorium, Birmingham, and also broke records at Hendersonville, N. C.; Johnson City, Tenn.; Goldsboro, N. C.; and Tulsa, Okla. End tour Labor Day. Then a two-week vacation, followed by vaude.

Eleanor Wood
Featured Dancer
Vaudeville • Night Clubs • Revues
ADDRESS ALL COMMUNICATIONS TO 1564 BROADWAY, NEW YORK, N. Y.

Don LOPER AND Beth HAYES
"INIMITABLE DANCE STYLISTS"
Currently
RADIO CITY MUSIC HALL
New York

YES, IT'S TRUE WHAT THEY SAY ABOUT
HAL AND JEAN
ABBOTT AND TANNER
NOW PLAYING BON AIR COUNTRY CLUB, WHEELING, ILL.

Music News

Altho not commonly known, Harry Link, professional manager of the Irving Berlin Company, had quite a hand in shaping and promoting the song *These Foolish Things Remind Me of You*. The number is an English importation and Link first heard it thru the medium of a phonograph record. Recognizing that it had all the essentials of a hit, with some revision here and there, he changed the chorus and verse, supplied some bars of his own and otherwise transformed things around to meet the requirements of American consumption. The surprising feature of Link's work is that the composition in its new form is only now catching on in the very land where it was first published.

Thru a deal engineered by E. B. Marks that firm has gained control of the catalog of A. Fusco, New York. Heretofore the Marks Corporation merely acted as sales agent for the Fusco concern, with the publications embracing excellent folk for voice and piano with such numbers as *Hunorita*, *Napoli*, *Germania*, *Camisita*, *A Media Luz*, *Tango of Roses* and *A La Luz De La Ma* predominating. Also in the take-over are a new series of compositions by contemporary writers such as Debussy, De Falla, Albéniz, Stravinsky, Prokofiev and Respighi. Some other important and noteworthy acquisitions also include the works of Sugarman and Rodick, a representative collection of modern songs by such masters as Chabrier, Rahn, Paulin, Pierne and Koehlin, with the original French text and English adaptations.

The Words and Music Company has accepted for immediate publication the text and score of the new *Masque and Wig* University of Pennsylvania show which will have its premiere Thanksgiving Day night. It is the joint work of Moe Jaffy and Clay Boland. Follow-up for the opening date the attraction will start a road tour of five weeks.

The Wiener-Davison, Inc., a new music publishing firm already located in the heart of New York's present Tin Pan Alley, is to the fore with its first number, *Is It Any Wonder?* The song is credited to Charles Slinning, Raymond Laveen and Walter J. Kastor.

Eddie Kelly has resigned his position with the Words and Music Company to become West Coast representative of Sherman, Clay & Company. Al Jacobs, professional manager, left last week for a two weeks' trip that will take him to Los Angeles, San Francisco and Chicago. The journey is for the purpose of establishing a picture deal with a well-known corporation.

Brooks Bowman, composer and lyricist, who is responsible for *East of the Sun*, *When Autumn Leaves* and other successful songs, and who also furnished the last Princeton-Triangle show, has turned actor. He is now appearing in the new Philip Barry *Spring Dance* production, which opened in New York last week.

A trinity of songs, all containing the word love in the titles, are to be published by the Steany-Lang firm. The captions are as follows: *Love Had a Preview Last Night*, *I'm Thru With Love Affairs* and *We Can Stand Love*.

Rigar Leslie and Joe Burke have just completed their first waltz, that is, since they became a team. It has been christened *You're Still Mine in My Dreams*.

Several changes have been made in the personnel of music publishers' offices in Chicago during the past week: Marty Fay became manager of the Famous Music Company August 16, replacing Tubby Garon, who has joined the Popular Melodies, Inc., New York office; My Kantor, formerly with the Marlowe Music Company, has become affiliated with the Harms' staff, and Jack Perrin, formerly with Mills Music, Inc., was appointed manager of the Marlowe Music Company, effective August 20.

Ted Wallerstein, RCA-Victor record sales manager, sailed for England on a six-week business trip. While in Europe Wallerstein will confer with officials of RCA's British affiliate, the Gramophone Company, which is now part of Electrical

Musical Industries, Ltd. He will also make a study of the record business abroad and audition new talent. Before sailing Wallerstein announced that RCA's record business, which has been scoring spectacular gains for the past three years, has maintained its rapid rate of progress and already shows a 64 per cent increase for the first seven months of 1936 over the year before.

MCA Opens London Office October 1

NEW YORK, Aug. 29.—Music Corporation of America opens its London office October 1. J. G. Stein, president, is going over for the opening. Branch will be in charge of Earl Bailey, shifted from the MCA Los Angeles office.

MCA has already arranged several important London bookings. Sophie Tucker closes September 15 at Blossom Heath Inn, Detroit, and sails the next day for London, opening at the Grosvenor House September 24. Edgar Bergen, also MCA, on the same bill. Miss Tucker will be given an English band for her Grosvenor run.

The De Marcoss, now at the Coconut Grove in Los Angeles, will return to London this winter after completing a repeat engagement at the Hotel Plaza here, opening October 14.

Lydia and Jorosso have been booked into Dorchester House, London, opening September 17.

With Bailey leaving the Los Angeles office, Arthur Park moves up. Larry Barnett has just joined the office.

he will offer a modern program of colorful and characteristic numbers.

It will mark the second time that Whiteman commanded the spotlight at the Academy. Some years back, when Ross Gorman's wizardry on the woodwinds was Whiteman's pride and joy, he brought his band here to give the carriage trade a lesson in symphonic jazz.

Having been big guns when he appeared with the Chicago Philharmonic Orchestra on August 17, Rublnoff and his violin may do a guest in Philly this season. Rumored that the air fiddler and his manager, brother Phil, were in town last week negotiating for a date to strut his stuff within the sacrosanct portals that only Whiteman has been able to permeate.

NIGHT CLUB

(Continued from opposite page)

as "The Dramatist of Rhythm," sold two songs over a public-address system that wasn't working properly. These were *You Got What It Takes*, *Sweetheart* and *Everything Is Rhythm in My Heart*. Good hand.

Mollie Martin came back to do a graceful toe number with some very fine turns to the tune of *Manhattan Serenade* and then Burns and White made their appearance to close the show. They opened with a tap routine to *Your Dancing Feet* and followed with another routine to *Stardust*, in which Billie Burns did a few acrobatic twists. The pair made a smart appearance and were loudly applauded. Dennis is best remembered in the profession as a former vaudeville headliner and producer of flash acts.

Morgan.

Urban Roof, Pittsburgh

For the first time in three seasons the Urban Roof at the William Penn Hotel

Golden Grill Inn, Rochester, New York

This large cabaret at Charlotte Beach, on the outskirts of Rochester, is among the most popular nighteries in town. Operated by the genial Mrs. Ann Titus, it gives the customers a big variety show, with Loe Goetz's four-piece band accompanying and also playing the dance music.

Very popular here are Emily Clark and Babe Cahill, comedy combo, which has been here the past year and a half. Miss Cahill handles most of the comedy, with Miss Clark doing straight. Their low comedy is very blue and their ditties are all double entendres, but the customers seemed to like them. Their style of working is skillful, but their material is far too dirty.

Adra Cooper, here the past few months, is another favorite. She is a vivid brunette who offers exotic dances, including a snake dance. Live snakes, too. Straight dancing is offered by Yvonne and LaMar, mixed team doing smooth ballroom work. Their waltz was too quiet for this audience, but their Darkie Strut livened things up a bit.

Peggy Hinman, redhead, sang pop number in pleasing fashion, while Scotty Stratton, shapely blonde, came thru with entertaining warbling of pop numbers. Ethel Ray and Jesse Franko, mixed comedy team, got plenty of laughs with their hokum. Frankie, as a pale-face mis-dressed stooge, is quite amusing, while his blond partner does straight and also dancing specialties, including a nude lady in silver dance.

Band is okeh, bringing a large portion of the crowd out on the floor for dancing.

Atmosphere and service are congenial. Prices are moderate.

Dents.

Sir Francis Drake Hotel, San Francisco

San Francisco, famed for its eating places, today offers to epicures a distinctive new dine and dance salon—the new Persian Room of the Sir Francis Drake Hotel—said to represent an investment of more than \$250,000. It opened Thursday (27).

Room, seating 300 persons, is a thing of beauty, the theme of the architecture being modernistic with Oriental touch. New salon is thick rugged, silver trimmed, with a series of curved illuminated low ceilings, separated by metal cones containing approximately 5,000 invisible changing colored lights controllable with a bank of dimmers. In the center is the dance floor and around the entire outside walk of the dance and supper room are alcoves for diners, decorated with bas relief murals depicting the colorful fantasy of a Persian prince's search for romance. Murals, 10 in all, are by A. B. Heinsbergen, Los Angeles artist.

Larry Kent, who has been playing the Cass Del Mar Club in Santa Monica, has the band and will broadcast over the CBS-Don Lee network five nights weekly. His featured vocalists are Mary Lou Cook, one of Gus Arnheim's discoveries, and Nelson Hall, formerly with Ben Bernie. Larry Blake, an exceptionally clever improvisator, comes from a long engagement at the Rainbow Room of Rockefeller Center to emcee. Then there is the ballroom dance team of Baron and Blair, well known on the Pacific Coast, and the Continental Trio, song and dance team.

Gluckman.

"Compare My Trumpet with others selling for \$25 more!"



"YOU'LL rave over my new Bundy Trumpet. Sells for only \$50, fine Gladstone case included. I'd like to have you try the Bundy, compare it with higher-priced instruments. Postcard or letter brings you free-trial details and complete new catalogue, without cost or obligation. Address me care of

Selmer Department 1838, ELKHART, INDIANA

BUSES FOR RENT

Fully insured, Radio equipped—12-15-25 or 33 passenger capacity. Lowest rates per mile or week.

Write or Phone
The Checkerway Charter Coach Co., Inc.
740 So. Wabash Ave., Chicago, Harrison 6-72.

Sheet-Music Leaders

(Week Ending August 29)

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. Did I Remember? (2) | 9. I Can't Escape From You (15) |
| 2. When I'm With You (1) | 10. Bye, Bye, Baby |
| 3. A Star Fell Out of Heaven (4) | 11. You're Not the Kind (13) |
| 4. A Rhapsody With a Dream (3) | 12. Knock, Knock, Who's There? (9) |
| 5. It's a Sin To Tell a Lie (7) | 13. Empty Saddles (12) |
| 6. Until the Real Thing Comes Along | 14. These Foolish Things Remind Me of You (5) |
| 7. On the Beach at Ball Ball (6) | 15. Me and the Moon |
| 8. No Regrets (10) | |

PHONOGRAPH RECORD best sellers will be found on page 79.

Lopez, Crosby Incorporate

ALBANY, N. Y., Aug. 29.—Two new orchestra organizations have been chartered to engage in business in New York State. One of the new projects is the Vincent Lopez Enterprises, Manhattan. Capital, 100 shares of stock. Promoters and shareholders: Vincent Lopez, Henry A. Redstone and Ethel Gaddis, New York City.

The other new concern is the Bob Crosby-Gil Rodin Corporation, Manhattan. Capital, 125 shares of stock. Directors and shareholders include Bernard L. Miller, Arnold Dresden and Rudolph L. Londerer, 365 Fifth avenue. Both enterprises propose to engage in the business of providing musical features for all occasions.

Whiteman Set To Conduct Philadelphia Orchestra

PHILADELPHIA, Aug. 29.—Paul Whiteman, who for the last two years took command of the podium at the summer series presented by the Philadelphia Orchestra, will be the only guest conductor for Stokely's town band during the regular concert season of 1936-'37, according to an announcement issued Friday (28) by the directors of the Philadelphia Orchestra Association. Whiteman will swing his way into the Academy of Music Hall for the evening concerts on November 27 and 28, when, it is planned,

has added floor-show entertainment between dance-band sessions. Classed among the distinctive spots in town, the opening bill emerges as refined entertainment headed by Paul Rosini, one of the most able and entertaining magicians seen here in a long time. Doubling as emcee and offering an 18-minute act of his own, Rosini ties the offerings into one unit in nice fashion and keeps the customers highly amused with his clever feats. He works smoothly and speedily and leaves the patrons hungry for more of his doings.

The show, running about 45 minutes, is opened by the Rainbeau Sisters (Ted, Lols and Novoline), a tuneful song trio, who deliver two numbers to a good reception. The girls are attractive and their work is dotted with originality. Rosini is on next with his mystifying bird-cage trick and then introduces Ethel Dixon, a personable songstress, who solos with pop tunes. Ethel, a soloist with the last band to play this spot, has been held over indefinitely.

Earl and Josephine, talented dance team, follow Rosini's act. They do three numbers and impress with their versatile work. They proved a show-stop at this viewing. Another Rosini trick closes the floor-show entertainment.

The dance music is furnished by the late Orville Knapp's outfit, billed as "The Dance Band of Tomorrow," and is conducted by Leighton Nobel, the vocalist. The boys do high-class work, playing smooth dance music that is a treat. Edith Caldwell pleases as the curtil's girl vocalist.

Honigberg.

"GIRLS' DORMITORY"

TIME—65 minutes. (20TH CENTURY-FOX) RELEASE DATE—August 14.

PLOT—A youngster just graduating from a strict girls' school falls heavily for the middle-aged but still handsome headmaster, who in turn is loved by his lady assistant. The girl writes wish fulfillment love notes to the guy. They're discovered and when the headmaster tries to tell who the man is her parents are sent for. She runs away, the headmaster gets her back and she tells him. So, all of a sudden, he finds that he loves her too, much to the distress of his lady assistant. However, when the kid finds out about the state of heart of the latter she pulls a lovely Ann Harding act, with much heavy sob stuff as she gets her diploma from the great love of her life. In a sequence that's tacked on by a sort of sentimental hairpin, the headmaster follows her, finds her and wins her again.

CAST—Herbert Marshall, Ruth Chatterton, Simone Simon, Constance Collier, J. Edward Bromberg, Frank Reicher and others. Most of the interest centers in the much ballyhooed Simon. She turns out to be a cute and appealing little trick who'd be much more effective if she didn't go overboard at times on her cuteness and appeal. When called on to act in the dramatic sequences, tho, she's pretty flat. Chatterton okeh in the little she has to do, and Marshall shows a distressing tendency towards ham.

DIRECTOR—Irving Cummings. Excellent work when he's not snowed under by the story.

AUTHORS—Screen play by Gene Markay. From a play by Ladislav Fodor.

COMMENT—The beginning holds high promise, but the customers are knee-deep in saccharine by the end.

APPEAL—Inveterate fans. **EXPLOITATION**—Simon.

"PICCADILLY JIM"

TIME—90 minutes. (MGM) RELEASE DATE—August 14.

PLOT—A young American cartoonist in London sees a beautiful girl and falls in love with her without knowing who she is. His father, a Shakespearean ham, falls in love with the girl's aunt, but is kicked out by wealthy relatives. The son, still not knowing the connection, makes the family the basis for a cartoon strip and they become the laughing stock of London. They beat it to America, he following the girl, who still doesn't know his identity. When she finds out she gives him the air, so he turns his cartoon strip characters into a bunch of lady bountifuls and wins both the family's forgiveness and the girl.

CAST—Robert Montgomery, Madge Evans, Frank Morgan, Cora Witherspoon, Eric Blore, Billie Burke, Ralph Forbes, Grant Mitchell and others. Excellent all the way, with Montgomery almost turning out to be a comedian. Blore terrific.

DIRECTOR—Robert Z. Leonard. An excellent farce job. He lets it slump a bit in the middle but picks it up again beautifully.

AUTHORS—Screen play by Charles Brackett and Edwin Knopf, from the book by P. O. Wodehouse. Plot outline doesn't matter. It's the zany incident and the hilarious stuff dialog that counts. A swell job.

COMMENT—A thoroughly amusing comedy.

APPEAL—Anytime, anywhere.

EXPLOITATION—Cartoon stuff, etc.

"TO MARY—WITH LOVE"

TIME—90 minutes. (20TH CENTURY-FOX) RELEASE DATE—August 14.

PLOT—A young married couple (Warner Baxter and Myrna Loy) are having their early marital troubles. Architect husband is so busy making dough and becoming an overnight millionaire that wifey seeks escape in drinks, parties and divorce. Comes the crash of '29, and husband begins the upward climb again. There's a baby, but it is born dead. Finally the husband ruins riches and the wife runs away, fearing money madness will again ruin their domestic life. There's a scene in the lawyer's office in which they become reconciled. The lawyer was their best man at the wedding and has always loved, from afar, our hero's wife.

CAST—Loy and Baxter as another gay, romantic team, as in *Broadway Bill* and *Penitence*. They make an engaging combination. Inn Hunter, as the quietly-suffering friend, is swell. Claire Trevor and Jean Dixon are okeh in minor roles.

DIRECTOR—John Cromwell. Meticulous detail-piling stuff that successfully recreates the pre and post-crash eras.

AUTHOR—Screen play by Richard Sherman and Howard Ellis Smith, based on original story by Sherman.

COMMENT—A picture that will undoubtedly appeal more to women than to men. Its intimate presentation of domestic life and heart appeal should certainly get the women trade.

APPEAL—The women in particular and everybody generally.

EXPLOITATION—The Baxter-Loy combo in a return date. Play up also the angle of it being a faithful portrayal of the money-making boom days.

"THE GENTLEMAN FROM LOUISIANA"

TIME—69 minutes. (REPUBLIC) RELEASE DATE—August 22.

PLOT—Based on the career of Tod Sloan, noted jockey who revolutionized horse racing by inaugurating the "monkey crotch" method of riding, the picture tells of Tod's association with Deacon Devlin, horse trainer, and their ups and downs. They become associated with the stable owned by Fay Costigan and Baltimore, owners of the great mare, Lucky Linda, with whom Tod makes racing history. Thru the machinations of Baltimore, who marries a girl, Linda, who is loved by Tod, the latter is signed to ride a rival horse in a great English stake. Fighting with another jockey for using a whip on Linda, the mare, Tod is barred from racing, but is reinstated as the best of Diamond Jim Brady, who, in a lax moment, buys the broken-down horse at an auction. Devlin cures the animal, Tod rides her to a noble victory and wins back his girl from the now discredited Baltimore and everybody cashes in handily.

CAST—Edward G. Robinson, Charles "Chic" Sale, Charlotte Henry, Marjorie Gatenon, John Miljan, Pierre Watkin, Charles Wilson and others. Acting is somewhat naive but generally engaging.

DIRECTOR—Irving Pichel. Has made no bones about it, and goes overboard pleasantly on sentimentality.

AUTHORS—Screen play, Gordon Rigby and Joseph Fields; story, Jerry Chodorov and Bert Granot.

COMMENT—Fair production, but the atmosphere effects sought after in the presentation of personalities as Brady, John L. Sullivan, etc., are puny pieces of business.

APPEAL—Strong dual material.

EXPLOITATION—Horses, Sloan, Brady, Sullivan and the good old days.

"CASE OF THE VELVET CLAWS"

TIME—62 minutes. (WARNERS) RELEASE DATE—August 15.

PLOT—Perry Mason, about to give up criminal law for a while in order to enjoy his honeymoon, becomes involved in a case centering around the murder of George Belter, owner of a blackmail sheet yeelp *Spicy Bits*. Indications seem to be that Belter's wife, Eva, is the murderer, the motive apparently being a desire to keep a scandal out of the rag involving her and another man. She seeks Mason to defend her and then about faces and accuses him of the crime, backing up her statements with various attempts at tricky reasoning. Mason, of whom the police become suspicious, finally pins the murder on a totally unexpected party.

CAST—Warren William, Claire Dodd, Winifred Shaw, Oordon Elliott, Joseph King, Addison Richards, Eddie Acuff and others. William's portrayal is excessively breezy as the imperturbable and brilliant Mason, but not unpleasant. Others okeh.

DIRECTOR—William Clemens. Good routine treatment of a potboiler.

AUTHORS—Screen play by Tom Reede from story by Earle Stanley Gardner.

COMMENT—Fast murder-mystery of average production quality.

APPEAL—Usual audiences.

EXPLOITATION—A routine proposition.

"TWO-FISTED GENTLEMAN"

TIME—63 minutes. (COLUMBIA) RELEASE DATE—August 15.

PLOT—Ginger Roberts, daughter of a fight-club proprietor, marries Mickey Blake, a small-town boy with ambitions to become champion. She successfully manages him for a few fights but he is soon corralled by a society dame. Crows soft after living on Park avenue for a while, and ultimately reaches the lowest rung of the ladder thru the machinations of a crooked promoter. Olinger meanwhile has become a successful promoter on her own and manages to have Mickey score a K. O. over an up and coming fighter in a rough and tumble brawl, thus restoring his confidence. They join hands again and it is presumed all goes well.

CAST—James Dunn, June Clayworth, George McKay, Thurston Hall and Muriel Evans. Clayworth best of the lot. Otherwise stock.

DIRECTOR—Gordon Wiles. Pattern.

AUTHOR—Tom Van Dyke. An oldie.

COMMENT—Strictly a routine piece of business.

APPEAL—Does not get out of the doubles.

EXPLOITATION—Wife-fight-manager angle.

"THE LION'S DEN"

TIME—59 minutes. (FURITAN) RELEASE DATE—July 6.

PLOT—Tim Barton, who does a cowboy act in a night club, is offered a job by Merwin, proprietor of the Cross Bar X Ranch in Texas, where a group of villains headed by Nate Welch are trying to take Merwin's land from him. Barton arrives in town and is mistaken by the crooks for Single Shot Smith, whom Welch has sent for in order to make things hot for Merwin's outfit. Barton aids in the deception, and with the aid of the sheriff gets the drop on all of Welch's men while they are watching the auction of the Merwin property. Barton, with the money he is about to collect in rewards, buys Merwin's spread and gives it back to him. Latter has a nice daughter.

CAST—Tim McCoy, Joan Woodbury, Don Barclay, Frank Glendon and John Merton. Satisfactory performances all round.

DIRECTOR—Sam Newfield. Fair enough.

AUTHORS—Original story by L. V. Jefferson; screen play by Jack Neville.

COMMENT—Better than average Western in production and direction.

APPEAL—Alfalfa winner.

EXPLOITATION—Night club cowboy rides the range.

"A FACE IN THE FOG"

TIME—60 minutes. (VICTORY) RELEASE DATE not given.

PLOT—Frank Gordon and Jean Roberts, reporters on a daily, seem to be pursued by a mysterious fiend who kills his victims by shooting "frozen poison" at them. While backstage with Peter Fortune, a playwright, the lights are suddenly dimmed and Gordon just manages to yank his girl friend out of the path of the silent bullet, which kills an adagio dancer instead. This business goes on for some time and then Gordon, becoming suspicious of Fortune's actions and topics of conversation, reveals the latter as the killer. Fortune, who has ultimately hoped to ruin his producers, who were somewhat responsible for the death of his brother, tried to rub out the two reporters also for fear that they might ascertain his identity.

CAST—June Cullyer, Lawrence Gray, Lloyd Hughes, Jack Mulhall, Al St. John and Jack Cowell. Terrible.

DIRECTOR—Bob Hill. Strictly a case of malfeasance.

AUTHOR—From the novel by Peter B. Kyne.

COMMENT—Unfortunate piece of hocus-pocus.

APPEAL—Very little.

EXPLOITATION—Murder-mystery-horror routine.

Indie Wheel Boosts Time

Toledo, Worcester, Harrisburg come in—Jaffe also—new shows going out

NEW YORK, Aug. 29.—Activities of Iszy Hirst's Independent Burlesk Circuit continue in full swing, with two new towns being added to the wheel for a total of 20 weeks played in 21. Toledo and Worcester are the additions, while in Pittsburgh the shows will play the Casino instead of the Variety. New shows are also being cast and sent into rehearsal.

The Empire, Toledo, and Worcester, Worcester, have notified Hirst that they will play the Indie shows, and will probably get them the middle of next month. However, the Burlesque Artists' Association will first have to okeh both towns. The Variety, Pittsburgh, is to be torn down, but the town is being kept on the circuit thru George Jaffe's willingness to play the road shows at his Casino Theater in that city. Harrisburg has been added to the Pennsylvania one-nighters on the circuit.

Another new show, *Sean-Dolls*, will open September 4 at the Rialto, Chicago. Cast will include Harry Evanson, Billy Fields, Evelyn Whitney, Jean Lee, Jess Mack, Connie Ryan, Johnny and Sis Patchon and Conchita and Ferber.

Three new shows open September 6. *Beauty Parade* opens at the Gayety, Baltimore, the cast including Mauby King, Honey Bee Keller, John Barry, Evelyn Brooks, Charlie Harris, Kane and Harris, Murray Green and Elsie Lang. *Kece High* opens at the Old Howard, Boston, the cast including Vic Plant, Patsy Johnson, Frank Smith, Ferber and Martin, Jack and Jerry Wright, Dorothy May and John Grant. *Babes of Broadway* opens at the Casino, Pittsburgh, the principals including Billy Hagen, Billy Lee, Palmer Cote, Mack Sisters, Joe Devlin, Marjorie Latham and Vernie, and Nellie Carson.

Two shows open September 13. *Red Rhythm* opens in Pittsburgh, the lineup including Billy (Bumps) Mack, Louise Stewart, Harry Seymour, Margie Bartel, Jimmy Francis Jr., Condo and Allen, Jean Rose and Sid Stone. *Steppin' Stars* opens on the one-nighters, the cast including Sam Raynor, Murray Brisco, "Hello Jake" Fields, Billy DeSbon, Rose Heatherly, Eileen Dale, Joe Altee, Madeline Moore, Gladys McCormack and Bubbles Yvonne.

PITTSBURGH, Aug. 29.—George Jaffe, veteran burly operator who acquired the Casino Theater last season and switched to pictures, returns to a burlesque policy (See INDIE WHEEL on opposite page)

Burch Burly for Canton, O.

CANTON, O., Aug. 29.—Bob Burch, who conducted a short season of burlesque at the old Grand Opera House here last spring, has closed negotiations for the house and will reopen for an indefinite run of stock burlesque September 25. Several members of the old company will be back. Many improvements will be made to the theater.

Colonial, Indianapolis, Open

INDIANAPOLIS, Aug. 29.—For the first time in several years burlesque road shows are to be presented again in Indianapolis. The Colonial Theater opened August 21 with *Broadway Scandals*, featuring Louise Keller. There will be a new company each week, opening Friday. The policy will call for four shows daily, with a midnight show on Saturdays. A feature picture will be run in conjunction with the burlesque.

Michaels' Circuit Signs Up With BAA

NEW YORK, Aug. 29.—Making a plane trip to Buffalo last Sunday, Tom Phillips, president of the Burlesque Artists' Association, signed up the members of the new Metropolitan Circuit to a "closed shop" agreement. The theaters in this circuit, which guarantees nine weeks to performers, are the Palace, Buffalo; Raxy, Toronto, and National, Detroit, operated respectively by Dewey Michaels, Lou Appleby and Dave King.

Contacting Michaels, Phillips was re-elected with open arms, a friendship of long standing being renewed between the two, as Phillips worked with Michaels in Buffalo for some time. Furthermore, Michaels revealed that he was very happy to at last be a part of the BAA and felt that the organization was of considerable value to the industry.

U-Notes

By UNO

MR. AND MRS. ABE MINSKY returned to New York, August 20, from a two months' European tour. Abe said the trip was most enjoyable. Heard the roar of the guns in the Spain strife. Heard New York burlesque much more undressed than shows he saw in Paris. Liked the beer and the singers atop the Alps and brought back with him several stage novelties to introduce at Minsky's Gotham and Olety houses the coming season.

MIMI LYNNE, exotic stripper, returns to the Star, Brooklyn, where she established herself as a favorite on an extended run last season. Opens September 4 for another lengthy stay.

BERT GRANT, who sprained his right arm in a fall during a scene at the Apollo, New York, recently, showed his uncle, Albert Lawrence, a rope merchant of Boston, the town last week. With Joey Faye, his new team mate, Grant has signed a contract with the Wilners for 20 weeks.

VIRGINIA GREEN, who was compelled to retire for 18 months because of a date with the stork, is back in show business, this time in a misery, Charlie's Inn, Elmont, L. I., as emcee.

LEW HOLLANDER has returned from Montreal, where he visited three weeks to hunt up possible sites for burlesque.

DANNY MORTON, tenor, New York, has moved from the Republic, New York, a few doors away to the Apollo. Opened September 4 on a contract for 12 weeks with two options of 12 each.

MARY INNES and Irene Koenig, usherets at the Globe, Atlantic City, returning to New York after the summer season's close, September 10, for a vacation. Joe Quintner, operator of the Globe, has in mind promoting Mary to a strip principal at the Eltinge, New York.

FRANK HARCOURT, Murray Solow and Berdie Winters postcard that they are in their eighth week at the Hotel La Reine, Bradley Beach, N. J.

VIRGINIA SCHAAD, front-line chorine at the Apollo, New York, congratulated August 18 on her marriage that day to (See U-NOTES on opposite page)

Burlesque Reviews

Republic, New York

(Reviewed Monday Evening, August 24)

An entertaining show this week. Nothing particularly outstanding, but show as a whole is okeh.

Lillian Harrison was out, due to illness, when caught, but the other principals more or less made up the gap. Show opens with a mike spiel about Minsky being to burlesque what Belasco and Ziegfeld were to the stage, etc. Very modest. Show itself is built around the swing idea, with Freddie O'Brien staging a couple of swingy routines for the girls.

Girl numbers are okeh. The 10 chorines and seven showgirls are nice lookers, generally spazing, and are given neat costumes to sport. Routines are fairly simple, most of the time being taken up with posing and walking formations. One of the chorines, Ann Mason, steps out for a couple of sweet (See REPUBLIC on opposite page)

Old Howard, Boston

(Reviewed Saturday Afternoon, Aug. 22)

Mae Peaches Brown and the pretentious Sean-Fees show opened the Old Howard season this afternoon to an SRO audience that went completely gaga at its first real peek at back-to-nature frivolities since the house went dark for the summer. Peaches Brown is a tantalizing blonde who gives the peepers plenty in her two specialties. Her slow rhythmic bumps and effective crouch had the boys completely on edge.

After the opening greeting number by the entire company, Earl Root and Billy Harris come out for a comedy routine, followed by the Bryanettes doing a Red Hot number, with Cornish and Dean tapping.

Lew Devine, Frank Penny, Billy Harris, Boots Burns and Billie LaMont gathered the laughs in a *Do You Parley You?* bit, which is a grand buildup for Miss Burns' (See OLD HOWARD on opposite page)

Burly Briefs

MARION MORGAN and Buster Lorenzo have returned to Chicago after spending an eight-week vacation in California. . . . Lorenzo opens at the Rialto, Chicago, September 4. . . . June St. Clair will open at the Yacht Club, Chicago, shortly, doubling from the

Rialto, Chicago. . . . Ada Leonard is back in Chicago after having spent several weeks with relatives in Kansas City. . . . George Kaye closed at the Rialto, Chicago, August 27 and will open at the Gayety, New York, September 4. . . . Billy (Bumps) Mack stopped off in Chicago on his way to Pittsburgh, where he opens with an IBC show September 13. . . . He has been at the Capitol, San Francisco, for the last year and is being booked by Milton Schuster. . . . Bartel and Francis, after spending their vacation in Dallas, were in Chicago on their way to Pittsburgh, where they open September 13. . . . Charles LaFord and Frances Milley closed at the Palace, Buffalo, August 28. . . . Willie Oordon is with a unit playing fairs thru the Middle West. . . . Bobbie Young opened with the Jack Kane show at the Colonial, Indianapolis, August 28. . . . Bill DeShon closed at the Center Theater, Denver, and is en route east, where he will open with an IBC show at Atlantic City.

NADJA has given in her notice to close at the Playhouse, Hollywood, September 9, but she will probably remain out there to pick up Popkin & Ringer offers. Iszy Hirst wants her services when she returns East. . . . Tommy Levene has returned from the Catskills and is again working out of the Dave Cohn office. . . . Joan Carroll and her sister were visitors in New York last week, returning to their vacationing. Joan will open about September 11 for the Herk-Minsky combo. . . . Renee and Hayward made a four-day auto trip into New York from the Coast and they're going to the Indie Circuit.

ANN CORIO has prepared her route for the new season. She will open September 4 at the Apollo, New York, and follow into the Gayety, Washington, September 13; Howard, Boston, September 21, and then to the West for 10 weeks as added (See BURLY BRIEFS on opposite page)

"KNOCK — KNOCK" WHO'S THERE? ★ NADJA ★ NADJA WHO? Mod Your Mind! See Mr. Manager, and More Burlesk's Best! Box Office! Permanent Address, 441 Rockefeller Hotel, New York, N. Y.

PROFESSIONAL CARDS WATCH FOR Anne Mitchell Something Entirely New, Odd and Rare in an Undress Routine. A Feathered Fantasy. A Real Box-Office Draw — A Doublet Hit.

FAY TOBY SOMETHING NEW IN STRIP-TEASE. Season 1936-1937.

DANNY MORTON JUVENILE TENOR Formerly Radio Connected. Now on His 8th Week at the Republic, New York.

CLAUDE MATHIS ECCENTRIC COMEDIAN

TOMMY RAFT ECCENTRIC COMEDIAN Also Plays Instruments, Songs and Dances

BOB-FAYE & VOGEELE-ERMA PLAYING EMPIRE CIRCUIT. Thanks to Milt Schuster.

PATRICIA PAIGE THE GLORIOUS NOSE AT THE 425 ST. APOLLO, N. Y., INDEP.

BONITA GERMAINE NEW FACE — DIFFERENT DANCE. DR. STANLEY WOOLF, 1807 B'way, N. Y. C.

EXTENDING BEST WISHES TO ALL BURLESK FOR A PROSPEROUS 1936-37 SEASON MIMI LYNNE NELSON BELL, Washington, D. C., Dramatic Critic, in his review of "SILK STOCKING REVIEW," said: "A personal nomination for the most provocative of the brunette hair-musers, handkerchief-snatchers and cheek-patters would be that brilliant and faven-haired strom, Mimi Lynne. As good as 8 to 5, none will be able to top her next week." At the Star, Brooklyn, indefinitely, and where I enjoyed a wonderful and pleasant long run last season.

Tab Tattles

AT LAST the mystery concerning Charles (Slim) Vermont is cleared up. For months we have been hearing rumors that Slim had died in the South and was buried there. We couldn't find a soul who could definitely deny or affirm the rumor. Now, however, comes William (St) Perkins, of Bradshaw, W. Va., to say that Vermont is very much alive and that he played that town only a few weeks back with Reno's Punmakers. "He's the same old slim and had the people with him here," Perkins postals. . . . Everett and Pearl Lawson are in their 16th week at the Mutual, Indianapolis, where Ev is doing straight and a bit of hoofing and Pearl numbers and line. . . . Billy and Grace Cornen, who with their daughter, Naomi-Bell, have been working clubs for some time, are now a feature with Owen Bennett's new unit, *New Faces and Fads Revue*, which opened at the Palace, Jacksonville, Fla., August 22. . . . Al Tint, erstwhile tabeter and minstrel performer, during his engagement last week at the American Legion Night Club on Lake Erie at Port Clinton, met up with an old friend, Vi Dana, formerly of tabcom, who appeared on the same bill. Al says Vi is getting over swell with a tap dance in wooden shoes and an eccentric routine.

THE Gales, three boys and three girls, billed as the "dance sophisticates," have just closed at the Chez Maurice, Dallas, and are now in Kansas City, Mo., rehearsing with Glen Dale's new unit, *Midnight Revels*, slated to open almost any day now. Two new members of the sextet are George Miller, of Idaho Falls, Ida., and Betty Joyce Coole, of Kansas City. The Gales were with Ed Gardiner's *Passing Parade* on the Cushman Time last season. . . . Lew and Kitty Green, currently with Harry and Daisy De-Grasse's med opry in Indiana, have changed their mind about working burly this fall and winter. Instead, they expect to work with an indoor circus, offering their juggling, spinning and balancing turn. . . . Jay (Tex) Mason is now recuperating at his home in Dallas after an illness which had him confined for a time in the Baylor Hospital there. Mason worked part of the summer with the Warden Lawes' Show at the Dallas Expo. . . . Ed Leo and wife have joined with Orla L. Oliver to handle the latter's No. 1 unit, scheduled to open at Owatonna, Minn., September 2. Oliver now has three units working theaters, armories and school auditoriums around the Twin City and expects to have six going by the middle of October. Oliver has engaged O. R. Spencer to look after the advance of the units. Others signed by Oliver to look after the engagement of the various units, besides Mr. and Mrs. Ed Lee, are Vera Browne, Edith Gridley, Kolyn Kaye, Elele Grund and Hazel Watson. . . . Among the towns slated to use Gus Sun units this season, according to Bob Shar, Sun general manager, are Pontiac, Mich.; Beaver Falls, Pa.; Altoona, Pa.; Athens, Sandusky, Zanesville, New Philadelphia, Newark, Circleville, Logan, Greenville, Springfield, Hamilton, Middletown, Marietta, Lima, Lorain, Coshocton, Chillicothe, Portsmouth, Tiffin, Kent, Bucyrus, Mansfield, Portora, Wilmington and Lancaster, all in Ohio; Richmond, Ind., and Port Wayne, Ind.

ART AND RUTH KAVANAUGH, of tab, rep and burly, are this season on tour with the George Sweet Players, currently in Iowa under canvas. . . . Jack Dalley, Pittsburgh booker, has labeled his new tab *Vanderbilt on Parade*. It opened last week with a three-day stand at the Rialto, Denver Falls, Pa. Featured with the outfit are the College Imps, stage band; the Silver Cyclones, roller-skating trio; the Rhythm Sisters, song and dance team; Mulligan and Mulligan, singers, and Dee Reynolds, dancer. . . . Granby Theatre, Norfolk, Va., under the management of Leo Trainer, will play tabs the first three days of each week, beginning September 7. . . . Jack and Rene Keating opened recently at the Joy Theater, Oklahoma City, where Jack is producing, with Rene in charge of the line girls. Kenneth Cantrell is still featured comic at the Joy, with Paul Mahar handling the straight. . . . John Hickey, of Hickey & Anger, unit producers, was in Pittsburgh over the week-end looking over *Glorified Follies of 1936*, which he whipped into shape for Harry Romm. Hickey states that he will have several

shows on the road this season. . . . Maurice Bauwens has his new unit on fairs in Indiana and Illinois, making two and three night stands. Show is now in its third week.

EBMA Continues With 6 Theaters

NEW YORK, Aug. 29—Eastern Burlesque Managers' Association is continuing on as an active organization after recent indications that it would fold up. Meetings were held this week whereby the organization was put on a stronger basis and claims filed by the Burlesque Artists' Association were settled. . . . After huddling with Tom Phillips Wednesday night, the EBMA agreed that BAA claims will be paid, the claims dating back to last season. The BAA will present a bill to the EBMA and a check will be forthcoming. . . . Six theaters now comprise the rejuvenated EBMA. They are the Apollo, Eltinge and Republic here; Werba and Star, Brooklyn, and Shubert, Philadelphia.

Repeat Raid of Hollywood Show

HOLLYWOOD, Aug. 29—For the second time this month *Hollywood Goes Minsky*, playing the Playhouse, was raided Monday night by police, who seized Samuel Hertzig, business manager, and nine performers on indecency charges. Raiding officer, Det. Lieut. C. M. Buxton, declared that the show had not been cleaned up as promised after the first raid when 12 persons were arrested. He warned that the next time he had to raid the show he would arrest the audience. . . . After Hertzig and the nine performers had been released on bail from Lincoln Heights jail, Edward Weinstein, managing director of the show, stated that he was weary of the in-again, out-again jail routine and that he was going to seek a court restraining order to prevent further police interference.

3 More N. Y. Houses Opening September 4

NEW YORK, Aug. 29—Three more local burlesque houses have announced their opening dates for the new season. All will open September 4. They are the Irving Place and People's Theater and the Oxford, Brooklyn. . . . Ida Rose will produce the shows at the Irving Place, while Charlie Schwartz has engaged Leo (Pop) Stevens to put on the shows at the Oxford.

U-NOTES

(Continued from opposite page)
Harry Flaher, a naval officer, whom she met two years ago while in Panama.

ROXANNE'S current added-attraction itinerary includes two weeks, beginning September 4, at the Palace, Buffalo; one at the Rxy, Toronto, and one at the National, Detroit.

MURIEL EVANS, recently advanced by Harold Minsky to principal at Minsky's Gotham, New York, has decided to change her name to Muriel Loy.

ROSE LA ROSE, shifting from the Republic, New York, and burlesque to Leon and Eddie's nitery a few blocks further uptown, has changed her name to Connie Rye. Another burlesquer at Leon and Eddie's is Jay Leta.

WALTER (BOOB) McMANUS, comic, has signed thru the George A. Hamid office to a 10-week contract for the Dallas Expo. Left the Eltinge, New York, August 27 and opened at the Gaiety, further uptown, August 28 for two weeks. Starts at the expo September 13.

ANN VALENTINE has been prevented, so far, from signing a contract because of a tonal operation in her home town, Syracuse, N. Y.

PATRICIA PAIGE has moved across the street from the Eltinge to the Apollo, New York, opening at the latter spot August 28.

JOE LYONS left the Gaiety, New York, August 27 for a two weeks' vacation on a Connecticut farm. Then back to complete a recently signed 20-week contract. Co-principals who have placed signatures to contracts for both the Gaiety and Minsky's Gotham are Gladys Fox,

Betty Rowland and Lee Perrin, each for 15 weeks with a 10 weeks' option.

IDA ROSE is the new number pro at the Irving Place Theater, New York, to open the season September 4.

BOBBY EVANS and Jackie Adams are with *Swinging High*, a floor show at the Wonder Bar, Fallsburgh, N. Y., where Eddie Ross is emcee.

EDDIE INNES soon to leave the Empire Hotel, Perendale, N. Y., for an indie show. A co-entertainer at the Empire, Lew Nelson, juve dancer, may be a new burlesque principal this season.

CHARLES L. COHN, formerly of the house staff at the Gaiety, New York, now with Major Bowes' units as advance man. Recently closed with the Showboat Golden Rod which sailed the Ohio River.

MARGIE HART left the Apollo, New York, August 25 to vacash for one month at her home, Edgerton, Mo.

BILLY POSTER and Frank Harcourt, reunited as a team, to be part of the house cast at the Jacques, Waterbury, Conn., set to open September 14. Frank Ilio Company, Inc., will operate the house with indie circuit shows. Augmented by six house principals and two vaude acts. The policy of Joe Hurlig, in charge of the stage productions, is to play burlesque six days. For Sundays, eight vaude acts and a grile revue. George Alabama Florida will be resident manager. House to be remodeled and redecorated inside and out.

JOE QUINER, operator of the Globe, Atlantic City, has purchased a 28-foot, 250 H.P. speedboat, christened *Burlesque*, and for which Max Goldstein, house auditor, is the pilot.

BURLY BRIEFS

(Continued from opposite page)
attraction. Issy Hirst wants her for his road shows, but her present bookings will not permit her to accept until after the December holidays. . . . Alabassi and Irene Ross replaced Irene Austin and Mildred Clark at Minsky's Gotham, New York, last week. . . . Harry Stratton, Lew Denny, Artie Lloyd, Zonia DuVal and Ted Blair replaced Bert Carr, Patricia Paize, Millie Bronson, Walter (Boob) McManus and George Kinnear at the Eltinge, New York, last week. Sally Van has been held over at the house, getting a new eight-week contract, and Sonny Lovett is another holdover, getting a 10-week paper. . . . Fay Tobey and Margot Lopez exited from the Gaiety, New York, Thursday night, with Dorothy Dee and Sue White getting their spots.

LO KI LING, Chinese dancer, is being featured at the New Capitol. Frisco burly house, in *The Sacred Dance of the Goddess of the Lotus Blossom*. . . . Cynthia Mitchell, toe dancer, in a specialty scene, and Sammy Weston, eccentric comedian and dancer, are also new to the cast.

NAT MORTAN is busy signing up his people. He has a new sister team, Walts Sisters (Nadine and Ginger), who are going on the indie circuit. Also Joe Young, Frank Masters, Eleanor Olshon, Walter Stanford, Andy Anderson, Billy Fields and Joe Melino on the indie circuit. Mortan also set Sonny Lovett to a 10-week contract at the Eltinge, New York, and has spotted Artie Lloyd, Chique Bione and Barbara Doane into the house. He got a nine-week contract for Jerry Dean from the Metropolitan Circuit, a long contract for Joan Carroll from Abe Minsky and is also repping Annette and Joey Faye. Nadine, also repped by Mortan, goes into the Gotham, New York, this Sunday.

AMONG the new faces in burly is Patricia Broadhurst, daughter of George, doing a specialty dance with the Hinda Wassau indie show. . . . Hon Nichols and Gus Flaig are showing a healthy coat of tan from their summer vacations. . . . Buddy Nichols, son of Hon, has just been appointed secretary of the Hon, Nichols Enterprises.

REPUBLIC

(Continued from opposite page)
dance specialties. Her acrobatic waltz was very well done. . . . Principal strippers were Dyna (Mito) Dell, a bronze-haired, compact little girl, unloping over her teasing and personality, while blond Alma Maiben came thru with fair parade and stripping. Jean Canton, blonde, sang off key, but made up for this by pulling a show-

stop with her enticing undressing. Mabel Frances, energetic brunet affecting a French personality, offered vigorous cooching. Not polished, but the customers liked her anyway. Jane Dobbin, blonde, was on for two numbers, both under dim lights, so that the customers never really got a good look. Has a good figure but her dancing is weak.

The comedy scenes were handled by aggressive and likable Max Furman and round and skillful Irving Selig. Murray Briscoe provided capable straight work, while Billy Crooks, tenor, and Danny Morton, singer and straight, rounded out the cast. Blackouts were mostly new versions of familiar scenes. As usual with all burlesque nowadays, most of the comedy was double-meaning stuff. The five-piece pit band provided good accompaniment. Lighting was okeh. House is well kept and about the only complaint we have is the enormous number of candy butchers between shows. Incidentally, the house staff is selling a souvenir Minsky program for 10 cents. It's no program, however. Just a collection of cartoons and a few plugs for Minsky burlesque. **PAUL DENIS.**

OLD HOWARD

(Continued from opposite page)
suek warbling and nice stripping. This girl has by far the best voice in the show. Other comedy numbers which registered with the mob were the *Strolling in the Park*, with Charlie McNally, tramp comedian; Root, LaMont, Burns and Harris; *The Electric Dummy*, with Devine, Penny, Root, Harris, Nealy and Burns; *Satan's Garden*, with McNally, Root, Harris, Penny, LaMont, Burns and DeLeese; and *Meet the Wife*, with Devine, LaMont and Root. . . . Jeud'esprit of Devine, Penny and McNally flowed over the footlights for laughs galore.

Art Nealy vocally introduced each of Joyce Brazelle's solos, supported by the 18 Brunettes in *Red Hot, Stars and Roses, Chains, Flame Parade, Black and White, Dance of the Mist and Top Hat*. The lovely Miss Brazelle rates plenty of sincere nods for her admirable work in exotic, fancy hokey, afro and high-kick routines. A sooty hit. Line did okeh pedal work, with gals facially and bodily pleasing. Dawn Deleese, blond charmer, completes the trio of strip teasers, with two specialties, whose daintiness and surprise at her clothes dropping, appealed to the lads for nice applause. Brown, Burns and Deleese disrobe very artfully. Deleese also works with Devine, Penny, Harris and Root in *A Chinese Illusion*. . . . Saffor Rhythm, with line working from a battleship drop with semaphore flags, very okeh with Cornish and Dean joining in with swell tap terp to Peef and Peasant. During *Flame Parade*, Cornish and Dean do a sitting-down tap routine. Led triples with fiddle and sax solos. . . . Two hour and 20-minute show was well-rounded out with the Two Lightning Bugs, fast tap terp sepiu duo. **SID PAINE.**

INDIE WHEEL

(Continued from opposite page)
the middle of next month when he re-opens the house with Issy Hirst attractions. Four shows and pictures will be presented daily. Extensive renovation work starts Monday. Jaffe was in New York this week arranging the final details. . . . In the meantime, it was decided this week to dismantle the building housing the Variety Theater, lone burly spot last season. The theater has been in operation for over 70 years and was known at various times as the Library Hall, Bijou, Lyceum and Academy. Because it would have taken over \$20,000 to put the house into shape again, the building owners decided to tear down the building and erect a modern parking lot.

WANTED

CHORUS GIRLS

FOR THE
INDEPENDENT BURLESQUE CIRCUIT
SALARY, \$28.00
No Experience with

MILTON SCHUSTER, Western Representative
38 W. Randolph St., CHICAGO, ILL.

VAN ARNAM'S BARN DANCE WANTS

Cleveland, Ohio: Tom of Tom, Rough Keweenaw Art, Variety, News, Banner, Sun, Post, Show, Times, North. Directed by service. Cincinnati, N. Y., September 24, 1936, 21, September 16.

Ginnivans Lose Top in Cyclone

PAYNE, O., Aug. 29.—With only one more date to play this season, the Frank Ginnivan Dramatic Company lost its new top and sidewalls in a cyclone which struck here at 2:30 Tuesday afternoon. Canvas was torn to shreds and the poles and ropes broken but no one was injured.

With the aid of the towners the showfolk succeeded in raising the top in time for the night performance. Only a good weather break will enable the Ginnivans to finish out the season under the present outfit. Show's canvas had been in use only 30 weeks. Frank and Grace Ginnivan were returning here from their home in Pleasant Lake, Ind., when the storm struck.

Woodburn, Ind., the show's banner date for the last two seasons, is scheduled for next week and was to have finished the show's present season. Efforts are being made for a sort of an air-drome arrangement to enable the company to play the date.

This is the first time the Ginnivans have played Payne in 20 years and the Monday night opening was highly satisfactory. Ginnivans will purchase a complete new outfit for the 1937 season.

Heffner-Vinson Show Marching Thru Georgia

LA PAYETTE, Ga., Aug. 29.—Heffner-Vinson Show, Jim Heffner, manager, began its march thru Georgia here Wednesday night, after spending the early summer in Kentucky. Company skipped thru Tennessee en route here, playing only five stands in that State. Troupe is showing all two-day stands. Show enjoyed healthy business on its opening night here. Featured with the outfit is Al Bedell, high-wire act, formerly with the Ringling show. Among the other leading lights are Betty Noble, acrobatic dancer; Dorothy LaQuinn, dancer; Happy LeRoy, h.-f. comedian, and an eight-piece orchestra which plays a 30-minute concert before the show. Prices are scaled at 15 and 25 cents, with women admitted free on the opening night.

After a week in the northwestern part of the State, show will move southward. Heffner-Vinson company is about a month late in returning to Georgia this season.

Roy Jones Buys Showboat

PRAIRIE DU CHIEN, Wis., Aug. 29.—Roy Jones, St. Paul, has purchased the Manitow Showboat, which for two years has been stranded at Guttenberg, Ia. The barge has been towed from Guttenberg to Prairie du Chien, from where it will be taken to St. Paul for alterations. The boat will be used as a floating menagerie. Jones plans to start down the Mississippi with his menagerie this fall, continuing into Southern waters for the winter. Jones' private zoo consists of lions, tigers, monkeys, pelicans and a rhinoceros.

GLADYS BASKIN was a recent visitor on the Kennedy Sisters' Stock Company in Corpus Christi, Tex.

A BRAND NEW PLAY NIGHT CLUB NELLIE

Feature Inonius and Star Toby
Full cast is 8 men and 3 women, but can be played 4-3 or 4-2 or 3-2. One set. Plenty of other suitable Comedies Dramas. DON MELROSE, 827 Penn St., Kansas City, Mo.

TOBY'S PLAYERS WANT

For No. 1 Show—Young Team, Man for Leads and General Business, to double cast in Orchestra. Lady for Intergates. Must in Specialties. State all size, age, etc. Desires People wired or write. WANT two good Carriers. Bob Brady and Bert Balkum write. South for winter. Birmingham, Mo., August 31 to September 3; Campbell, Mo., September 8 to 10. BILLY TOBY YOUNG, Manager.

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Shamokin, Pa. \$15.00

Cash With Order—No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000

Rep Ripples

AMONG THE SHOWS playing the Georgia tobacco country are the Billy Hughes-Jack Holmes show, Ollie Hamilton Players, Al H. Miller troupe and the Mill Tolbert Show. All are reported to be doing satisfactory business.

LEW CHILDRÉ, radio and recording artist, featured this season with the Mill Tolbert Show, and Lucius Jenkins, who now operates a tourist camp and playground at Tifton, Ga., enjoyed a season of yarn-swapping during the show's recent engagement in Tifton. The pair tramped together 13 years ago. Bessie Leighton, who tramped with Jenkins back in 1922-'23 on the Swain Show, is also a member of the Tolbert cast.

MILT TOLBERT SHOW, Buddy Hale, manager, is slated to play several more weeks in Georgia's tobacco section before heading into Florida.

CARL L. WILLIAMS, whose motion picture show has been playing schools and CCC camps in Georgia for some time, was a visitor at the rep desk Wednesday of last week. Williams and the midgets were in Ciney for a visit with relatives. They left Cincinnati early Thursday to rejoin the show at Dahlonega, Ga. Outfit has been in charge of Carl's father during their absence. Williams will continue thru North Georgia and Southern Tennessee until the holidays.

WASHER BROTHERS, comedy boxing midgets, are now operating their three-for-a-dime photo machine thru Arkansas. They report business as OK.

ROY AND RICCA HUGHES, veteran rep and tab performers and formerly part owners, with Billy Wehle, of Billyroy's Comedians, have returned to the bow and arrow country of Oklahoma after a workout for Popkin & Winger in Los Angeles. Writing from Oklahoma City under date of August 17, Roy chirps: "Must say it isn't so good here. We must get out or go broke. There is a law here that requires that one spend a mill with every nickel one owns. It seems that the actor here is not getting any money—just the mills. They have a hole in the center and all the actors carry a wire with them and atring all their mills on one wire. Saw lots of burly actors out West. It must be a health resort, as most of them were laying off. This country is burned up. Grasshoppers are the only food."

CARL WHYTE, pianist, is again attempting to resurrect the celebrated Cherry Sisters (Effie and Addie) to play a string of celebrations in Minnesota and Iowa.

MR. AND MRS. HARRY A. DAWSON (Bessie Mae Smith) were visitors on the Roy E. Fox Popular Players tent show at Vernon, Tex., recently. According to Harry and Bessie, the big top was filled and a capable cast presented the Western drama, *Arizona Skies*, with a fine line of specialties and a cowboy presentation. Fox is carrying 25 people, including an eight-piece orchestra, directed by Bob Healy. The Dawsons are tramping thru Texas, with Harry being occupied at present as field adviser in that State for the Public Service Training Corporation, of Detroit. Dawson has several new song numbers which will be published soon by the Joe McDaniel firm. Mrs. Dawson has recovered from a two-week illness and is anxious to hear from old friends.

DOROTHY DAWN (Mrs. Howard Hendricks) was a recent Houston visitor. She enjoyed many visits with old rep friends during her stay here.

Van Arnam's Barn Dance

GOVERNEUR, N. Y., Aug. 29.—Several visitors the past week, among them Ruth Flanagan, of Springfield, Mass., who came on to spend a few days with her sister, Mrs. Roddy Jordan. Louise Massey, of Montreal, was also a welcome guest recently. Jerry LeRoy, formerly of the acrobatic team LeRoy and Adams, called on us backstage at St. Albans, Vt. LeRoy has been out of the business for several years and is now sixth vice-president of the Vermont Federation of Labor, with office in St. Albans.

Harry Berry, owner of Sunkest Vanities, playing New England, saw the show at St. Albans. Berry is a native of Paducah, Ky., the writer's birthplace, and it was the first time we had ever met. Happy Benway, former minstrel star, on the lot to see us at Saranac Lake. Benway, the picture of health, has been discharged from the NVA Sanitarium and now presides over the local St. Regis bar.

Harry LaToy will close on the show in 10 days to open a booking office in Syracuse, N. Y. Entire company regrets to see Harry go. We shall miss his infectious good humor.

Bob and Maddy Driscoll were away from the show the latter part of this week. Drove to Boston to visit relatives and to purchase new wardrobe for the coming fall season.

John R. Van Arnam is enlarging the show for the Southern tour. Noises in the night: Jim (Man Mountain) Miller and Carl (The Bruiser) Babcock in a wrestling match to the finish (?). John Barleycorn, referee.

Add safe scenes: Billy Hall and Harry LaToy out for a large evening with two local belles out-lumbering each other for the check. After a strained wait of two hours LaToy weakened and feebly picked up the bad news.

The new route card takes us into New Jersey and soon we will be down below the Mason-Dixon line. Candied yams and black-eyed peas. Yum, yum.

MACK D. FERGUSON.

Princess Stock Reopens Under New Tent Theater

TIPTON, Mo., Aug. 29.—Princess Stock Company, management of Ed C. Ward, after a two weeks' layoff for reorganization, reopened here this week under a new specially built 60 by 120 top. New piano, scenery, electrical equipment and reserved seats were also purchased. The working crew was busy during the lay-off painting the poles, ticket boxes and other equipment.

An entirely new line of plays have been leased for the season and many new faces are seen in the cast. Roster includes Ed C. Ward, manager; Mrs. Ed C. Ward, P. Agar Lyons, Sonny and Ardyce Dexter, Mr. and Mrs. J. Richmond Roy, Helen Terry, Blacky Scherrer and Gus Hamilton. Larry Haggard is in advance.

Gilbert's Comedians Find Biz Okeh in Ga.

SUGAR VALLEY, Ga., Aug. 29.—Gilbert's Comedians, with Harry Gilbert at the helm, showed here the first half of the week to satisfactory returns. Show has a new Baker-Lockwood top and, with all equipment spick and span, makes a flashy appearance on the lot. Two trucks, two cars and two trailers are used to transport the outfit. Show also carries its own light plant.

The Gilbert organization has spent the entire summer in Northwestern Georgia and business, considering the exceedingly hot weather, has been good, the management reports. Show has been making all three-day stands, but Manager Gilbert is planning to augment the show and play all one-nighters until the cold weather sets in.

Among the leading performers with the show are Mrs. Harry Gilbert and daughter, Nellie.

Annabelle Davis Spotlighted

FORT WORTH, Aug. 29.—Annabelle Davis, formerly with the Brunk Show, and now a dancer in the Casa Manana Revue at the Fort Worth Frontier Centennial, was given the spotlight at performances last Friday, which was Albany, Tex., day at the show. Albany is Miss Davis' home town and she was introduced to the audience and Albany friends by Paul Whitman.

Stock Notes

JACK STERN is slated to inaugurate a season of stock at the Capitol Theater, Albany, N. Y., September 28.

FRANCOLIA WATERBURY has succeeded Sunda Love in one of the principal roles of *The Old Maid*, the Chicago Group Theater production, now in its 11th week at the Woman's Club Theater, Chicago.

WILMA WILSON, Hollywood actress, is on her way to Honolulu to join the Wilbur Players at the Queen's Theater there, having sailed from San Francisco August 25 on board the Malolo. She'll remain in Honolulu three months or more.

JOHN McQUADE and John Davis, Pittsburgh actors, are back from Keene, N. H., where they worked in Herbert Gellendré's summer playhouse.

WILLIAM HETZEL, featured in Red Rowland's *Murder in the Old Red Barn* in Pittsburgh, is in New York this week, being screen tested for the 20th Century-Fox Studios.

MIKE SCHWARTZ and Leonard Persky, Pittsburgh actors, are in New York, where they plan to remain thru the fall and winter.

RED ROWLAND, Pittsburgh producer, whose current production, *Murder in the Old Red Barn*, is playing its fifth consecutive week at the Schenley Hotel, that city, returns from an Atlantic City vacation this week-end. He plans to continue with his present vehicle thru September and then move it to the Fort Pitt Hotel in Pittsburgh's downtown section.

West Players in 'Ten Nights'

LEADVILLE, Colo., Aug. 29.—Ann West Players, under the management of E. G. Cole, of the Billie Bates Studios, Alamosa, Colo., presented *Ten Nights in a Barroom* at the Elks' Opera House, formerly the old Tabor Opera House, here last Friday and Saturday nights. Mingling has taken a sudden boom here recently, with many of the old properties being reopened. Leadville's population has jumped from a normal of 5,000 to 8,000 in the past year.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 29.—Mal Murray, who took over the management of the Henderson Stock Company in Michigan last spring, has closed the show and was seen on the local radio this week. Murray, who has managed the Mal Murray Players for the last several winters, is making tentative arrangements to reopen his show on a circle stock operating out of Olathe, Kan.

George Sweet Players are scheduled to close the season September 12 at Storm Lake, Ia.

Don Null Players opened in Remsen, Ia., this week. Null was formerly associated with Ed C. Ward, manager of the Princess Stock Company.

Frank Smith Players, who have been in Illinois nearly all season, have invaded Missouri.

Eddie and Mona Hart Players have started playing their contracted fair dates in Nebraska.

Mr. and Mrs. Cliff Bryant, former rep folks, were in the city this week en route to California on a vacation trip.

Mrs. Fannie Henderson, after closing her show in Northern Michigan, is at home in Mason City, Mich.

Jay Cogshall and Ted Hawkins, formerly with the Morris-Davis circle, have departed for the West Coast.

Winnie Lorraine, former repertoire leading woman, is now operating a beauty shop in the Revere House Building in the Windy City.

P. Agar Lyons, formerly with the Rice-Perry Players, has joined the Princess Stock Company in Missouri.

Phil Duncan is making tentative preparations to open his circle in a Southern spot at an early date.

Miss Lou Fisher, who has been with Tip Tyler's Comedians all summer, is said to be closing this week to resume her studies at Chillicothe, Mo.

Mr. and Mrs. Henry Larson, former rep folks, who have been in retirement in this city for the last five years, are (See KANSAS CITY on page 32)

Thru Sugar's Domino

ON THE frequent occasions of late on which we discussed conditions in the night club field we studiously avoided bringing into the picture as an active factor the American Federation of Actors. The reason for this has been the fear that the impression might be created that the various diatribes were designed solely for the purpose of promoting interest in the ever-active membership drive of the AFA. But the tying up of the AFA with efforts to better conditions in the night club field is as inevitable as a strawberry festival on the social calendar of a congregation's Ladies' Aid Society. The AFA has jurisdiction over the night club and allied fields. If the actor is to turn a finger to improve these conditions that are universally recognized as a menace to the show business he can expect to achieve results only thru the organization headed by Rudy Vallee and Ralph Whitehead.

Were we to devote many pages in a succession of issues to preachments on conditions in the club and cafe field without suggesting the AFA as an efficacious agency for reform it would be as useless as telling a professional politician that he has no conscience as a means of reforming him. We tell local authorities nothing startlingly new when we direct their attention to intolerable conditions in night clubs within their corporate limits. Surely we don't expect to startle night club operators with vivid accounts of what they are doing or are failing to do to make possible the successful hunt of performers for a livelihood. But by reminding the performer that it is possible to better his lot by getting behind the AFA we are contributing something to a situation that cries for the attention of all who have the slightest interest in upholding decent standards in the show business.

Girls from 17 to 20 are forced to mix in cafes and clubs all over the country, but possibly less in New York than elsewhere.

These girls are in many instances forced also to gulp down as much liquor as is physically possible.

There are so-called famous cafe owners who disregard almost entirely the reasonable notice custom. They fire at will. They pay full salaries only when business is terrific and their moods good.

While slavery has become a recognized twin sister of hostess work.

Performers are kept in virtual captivity in road houses betwixt and between towns because their salaries are held back in the same way that plantation owners keep field hands in conditions of slavery by being months behind in wages at all times.

One who hasn't actually seen these things with his own eyes gathers perhaps from reading the foregoing that it is a sample of Hearst treatment of a situation, with remote cases highlighted to create a sensation. But this is by no means the case. Any performer who has worked in night clubs all over the country is in a position not only to confirm these statements as exaggerated generalizations but can probably list twice as many draws from his own book of life.

We have been among those since the very inception of the AFA to plead for slow but sure progress as against hasty action that might leave a trail of regrets. We still feel that the AFA should tread cautiously in its attempts to line up members and obtain better conditions in the theater, circus and carnival fields. But there is no need for caution in connection with organizing the night club field and proceeding thereafter with the enforcement of its principles.

The honest, legitimate night club and cafe operator will welcome regulation and a clean sweep. The racketeering, yipping and lecherous operator will fight in the dark and by threats and bulldozing, but if dragged out in the light and cornered by a powerful organization representing the bulk of night club performers he will become as meek as the proverbial lamb.

The AFA, regardless of the commendable work it is performing in other fields, must apply itself at once to the sore spot of night club conditions. It must concentrate its resources on a membership campaign. It must jockey local authorities into the position whereby they will have to take action to wipe out the various abuses to save their necks.

Politicians can be easily bought, but the same cannot be said for newspapers in connection with the vicious elements that control night clubs in various towns and cities thruout the country. The AFA can expose conditions thru newspapers and, as a last resort, thru reform elements in towns where abuses run to extremes. Every town big enough to have a night club has a reform party or element. Better to stay as far away from these as the plague, but when necessity compels the actor cannot be too discriminating. Aside from the professional reformers there are enough decent-minded, sympathetic people in every town to help an organization like the AFA in its attempt to clean up conditions for performers.

Aside from any other considerations, what is most important in the night club field so far as the AFA is concerned is the minimum salary question. Performers work in night clubs today for money that is an insult to our profession. A team working for \$25 a week and board is no better off than a maid-chauffeur combo in a middle-class household. Lack of work is one thing; working for less than subsistence wages is another. If the AFA does nothing else in the beginning it will deserve the undying gratitude of the performer if it at least paves the way for a decent minimum salary.

The AFA can do it and it will do it if it has the support of all performerdom. If it hesitates much longer there will be no night club field to save—merely a plenitude of spots employing persons who call themselves actors but who have long ago seen the sunset of a day that spelled doom to their professional pretensions. The night club field possesses potentially the elements of the most remunerative field for performers since the demise of big-time vaudeville. It is up to the AFA to realize these potentialities so that not only the night club actor but various and sundry persons in related branches of the amusement business will derive lasting benefit.

The Broadway Beat

By GEORGE SPELVIN

LAST week there was a mistake in the column—or over the column, rather. . . . With Mr. Spelvin at long last back from vacation the column was attributed to Sid Harris, the last of the pinch hitters. . . . The correction is being made to bring Harris' head back to normal size. . . . Eddie Elkort, in town visiting his ailing dad, revealed that he was married in March in Crown Point, Ind., to Claudia Pierce, non-pro, whose pappy is general supervisor of the Southern Pacific Railroad. . . . William Morris Jr. sailed last Wednesday on the Queen Mary to meet his misus in Europe. . . . The coming shows scheduled by the Living Newspaper are labeled *War, Power and Medicine*. . . . And the pop-priced unit's next two will be called *The Dictator* and *The Sun and I*. . . . Wonder if the last-named is suggested by Yum-Yum's song in *The Mikado*. . . . Billy Glason is writing the comedy material for Jackson, Irving and Reeve at the Yacht Club. . . . Ed Marr, legit actor, has written a comedy which he calls *Behind the Eight Ball*. . . . *Three Men on a Horse* will have rung up 700 performances by next week, and the press agent, Bill Doll, is wracking his brains for an appropriate press release. . . . The Village Barn presents live turtle races every night at 10. . . . Local night spots are finding that Apollo Contests (male bathing beauty contests, Gwendolyn!) are good stimulants for lunch and cocktail-hour business. . . .

Fame! Earl Carroll, who had avoided entering the French Casino since it was converted into a night spot after being the Earl Carroll Theater, entered the place Tuesday, accompanied by Beryl Wallace. The head waiter asked: "What's the name?" Carroll, keeping a straight face, said: "Carroll." "Oh, yes," said the desk man, "there's a reservation for Carroll. What's the first name?" "Earl," said the surprised Earl. So, with a bland expression, the head waiter escorted them to their table. FAME!

Song titles do sometimes get kind of funny at that; consider the new number that's entitled *Love Had a Pretext Last Night*. . . . No cracks. . . . Judging from the noise being made by those restless project street pavers in front of the Palace, they pave a street first as a test and then rip it up and do it all over again. . . . If they stick around the Palace sector let's hope that after this they get it right the first time. . . . Or is it that they have to be kept on work relief at any cost? . . . The Manhattan Theater, which will be the scene of the new Major Bowes broadcasts for Chrysler over CBS, is in the same building that houses WMCA. . . . Once WMCA hired the theater when it went to full time and no longer had to divvy with WNYC. . . . Add *Beat on the Summer Circuit* (again courtesy of Frank Moss, who evinces plays with ecst and dispatch); Stagestruck apprentices who avidly hunt celebrities in the lobby. . . . Easily spotted visitors from the city, pale and wan in comparison to the country folk. . . . The popularity of tugging agents at the bars after the play. . . . Bond Crawford, confronted with a stage emergency in *What Price Glory?*, quick-wittedly used a match instead of a pencil—and suddenly finding himself with a torch on his hands. . . . Thirty actors playing to an audience of 20 people. . . . The elite of Long Island, sweltering, taking their dinner jackets off. . . . Debutantes who persist in coming to the theater in pajamas, unmindful of the fact that the show is on the stage. . . . Audiences at White Plains, Mount Kisco and Roslyn the most appreciative and courteous of the bunch.

Chicago Chat

By NAT GREEN

SEPTEMBER will bring some interesting changes in bands and shows in local night spots. . . . None more interesting, perhaps, than that at the College Inn of the Hotel Sherman. . . . It is understood that the Inn is to undergo extensive alterations to accommodate a new type of show and Roger Pryor is said to be slated for an engagement there with his band. . . . The Ice Carnival at the Inn has set a record for Chicago, having been in the spot continuously for a year and a half. . . . Esther Schultz, radio ed of *The Chi American*, will be on leave of absence for the next few weeks, awaiting a visit from Sir Stork. . . . G. Cornwall Spencer will handle the department while Esther is away. . . . Lucille Cohen, who has left the William Morris office and will be married September 15, was tendered a farewell dinner by girl employees of the Morris, RKO and B. & K. offices. . . . Patricia Dobbins takes over Miss Cohen's duties at the Morris office.

Steve Janick, Emmie Nelson (Mrs. Janick, of the Stevens Hotel publicity office) and Henriette Stuart, editor of *This Week in Chicago*, local night life mag, leave this week for a vacation on the H F Bar Ranch at Buffalo, Wyo., where they will be guests of the owner, Frank (Skipper) Horton. . . . Rod Wagner in town ahead of *Dead End*, colossal show coming soon to the Studebaker. . . . Robert Romaine, doing a semi-heavy in the air show *Modern Cinderella*, is in private life Mike Romano, formerly of the State's attorney's office as criminal prosecutor. . . . Henry Saxe, playing in *Back Stage Wife* and several other air shows, had his mother, Mary Saxe, of Hartford, Conn., as his guest last week. . . . It was the first time Mrs. Saxe had seen her son in five years and the first time she had ever seen him in a radio production, and both were thrilled. . . . In the mail: From Betty Mueller, talented young dancer: "Spending a few weeks enjoying the beautiful Colorado mountains, Grand Lake and Estes Park, and returning to Chi soon to resume work." . . . From Carl Whyte: "It might interest you to know I am once again attempting to resurrect the celebrated Cherry Sisters, Effie and Addie. Our last tour, which took us from Peoria to Broadway, was a fruitful success, despite jealous rumors to the contrary. If the sisters can be induced to leave their Iowa farm again I have already lined up a string of *Lutebah Dinner* and *Sauerkraut Day* celebrations for them. The sisters are in splendid voice." . . . From O. B. Kempf: "Doing well here (Great Lakes Expo) with mechanical cities. Hazel Helen Kempf is at Ivoryton, Conn., with a stock company. Won \$200 scholarship at Westfield and goes there this week."

Those who regard the fan dance as strictly modern should see an old lithograph from the early '90s that *Cliff Finney* is exhibiting. . . . It's an old Peter P. Dalley one-sheet, and while the dance was not as revealing as *Sally Rand's*, it doubtless gave the public of that period quite as much of a thrill. . . . Finney recently came into possession of several score of very interesting theatrical and circus one-sheets, dating as far back as 1872. . . . Many of them doubtless are valuable from a collector's standpoint.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

ROBERT REINHART gave his annual magic show at the Westport, Conn., Country Playhouse August 22.

MOGUL, 21-year-old mentalist who created quite a stir in New York with his work, closed a 10-week run at the New York Paramount Theater last week. Laying off a week and then opens at the Metropolitan Theater, Boston, for a run. Enjoyed a long run at the French Casino, New York, just before going into the Paramount.

OALI-OALI, now under Weber-Gordon management, has been booked into the Versailles Club, New York.

THE GREAT WALTON, Chattanooga magician, has begun his fall tour of schools, churches and theaters in that territory. He is doing comedy juggling and straight magic.

BOB NELSON, of the Nelson Enterprises, Columbus, O., is due back at his desk this week after a two-and-a-half-week vacation and business trip thru the East. He is stopping off at the Great Lakes Exposition in Cleveland on his return. Bob announces that the Nelson Enterprises will this season have on the road three new mental attractions. Says they'll be radically different and promises more details later.

LEO LONG, for many years associated with Marguls the Magician, has retired from the road and is now residing in Bedford, Ind. Long, who is a candidate for Congress from Indiana's ninth district, has just been elected Indiana president of the American Poets' Association. His book, *Life in Rhythm*, has been enjoying a heavy sale and has been placed in hundreds of public libraries thruout the country.

NEVIN V. HOEFERT and his four-people magic turn were a feature for three nights at the recent Trumbull County Fair held at Warren, O.

CHARLES McCLYMONT, secretary of the New Orleans Society of Magicians, reports that he has been authorized by Felix A. Herrmann, New Orleans magician and last of the famous family of magicians, to sell at auction all scrap-books, mementos and pictures of Herrmann's uncle, Alexander Herrmann; his cousin, Leon Herrmann, and his aunt, Adelaide Herrmann, along with much of Felix's own stuff. According to McClymont, all bidders must guarantee that the collection will be used strictly for the best interests of magic and be kept intact in memoriam of Herrmann the Great.

THE TYRES, mentalists, are reported to be enjoying a successful run at the Dallas Expo.

PAUL ROSINI, originally booked for two weeks in the Urban Roof of the William Penn Hotel, Pittsburgh, is now filling his seventh week there and remains indefinitely. He has made hundreds of friends in Pittsburgh.

AMONG THE GUESTS at one of the Wizards' Club, Chicago, regular noonday luncheons last week were Bill Bowman, Seattle; Capt. T. Jones, Hollywood, and Harry Holfeldt, of New York. The luncheon meetings have been a daily occurrence for almost seven years and are attended by local as well as visiting magicians.

W. C. (DORNY) DORNFIELD opened a week's engagement at the Vigo County Fair, Terre Haute, Ind., August 29.

BLACKSTONE has been booked for a four weeks' tour of Michigan by the Butterfield Circuit. Opening engagement was at Flint August 23. He will also play Lansing, Kalamazoo, Bay City, Saginaw and several other towns.

CHARLES HOFFMAN made his first aeroplane flight last week when he was rushed from New York to open at the Hollywood Dinner Club, Galveston, the following night. He had just arrived in New York after playing five successful weeks in Cleveland when he received a wire from his manager and hopped the

next plane to Texas, carrying with him 225 pounds of baggage, including his popular Magic Bar. Hoffman believes his experience should entitle him to be called the highest paid bartender in the world.

ANTHONY MARKS, card, thimble and paper manipulator, is impressive in his first stop at the Washington-Youreco Hotel, Shreveport, La., where he is headlining a floor show of seven acts. He went to Shreveport from the Park Plaza, St. Louis, and is to appear soon at the Chez Maurice, Dallas.

YENDYS, playing pantomime with sleight-of-hand tricks and a puppet show, is en route east after a prolonged stay on the Pacific Coast.

FELIX HERRMANN, nephew of the late Herrmann the Great, has left New Orleans with a combined minstrel-vaudeville troupe of WPA entertainers for a two-month jaunt thru Louisiana and Arkansas.

SONDA, mentalist, now playing New York State after a swing thru Maine and New Hampshire, will shortly invade Pennsylvania. He is working gradually southward toward New Orleans. Business in Maine and New Hampshire was good, Sonda says, but New York State is even better.

JUDGE opened August 21 at the Village Grove Nut Club, New York, with his crystal readings and mental turn. He is working single and booked indefinitely.

RUSSELL SWANN, American magician of ceremonies, continues to win big favors at the exclusive Dorchester Hotel, Park Lane, London. Booked in there for a limited stay, his engagement has been extended indefinitely.

DESPITE THE "INSIDE DOPE" that's been making the rounds recently to the effect that Dante will bring his mammoth magic revue to this country the coming season booked with a sensational line of exploitation and ballyhoo, take it from us that Dante will not invade America this season or any other time in the near future. Only one thing can change that complexion—and that's war. If the political upheaval in Europe should become such as to lead to another European strife Dante will naturally bring his *Sim Sala Bim* to this country to avoid the catastrophe. However, if conditions, theatrical and political, in Europe remain as they are now Dante will continue his foreign tours for a long, long time. He is at present at the Alhambra, London, for an indefinite engagement, with his full-evening magic show under the direction of Sir Oswald Stoll, and he has a long string of major foreign bookings to follow. Who in America today is able to guarantee Dante the money and the advance bookings which he is receiving on his foreign tours, what with the road-show business in this country in the deplorable state that it is? Surely Dante cannot be coaxed across the Atlantic with a half dozen split weeks of vaudeville.

WILLARD, the "man who grows," who also is a magician, is appearing with a Ripley Believe It or Not unit.

THE KARNACKS, under the management of Tim Michaels and Ethel Pierce, are booked solidly with their school show from September 21 until next May, Michaels reports.

AN "OLYMPIADE" of amateur and professional magicians was held in Munich, Germany, recently with magicians from all parts of Europe taking part.

CORTINI is presenting his coin tricks at Nofsefaltet Park in Stockholm.

WILBA is conjuring with dice at the Liseberg Park in Gothenberg, Sweden.

BILL WINNAY, endman and banjoist with the old Primrose, Thateber & West aggregation and the Jack Haverly Minstrels, has sold his hotel and is now managing a tourists' inn at Onconota, N. Y.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For FILMS

JUDY CANOVA—hillbilly comedienne in the *Follies* last season and heard on the air Sunday nights with Paul Whiteman on NBC-WJZ network. Good bet as a femme version of Bob Burns. She can sing and play instruments and is an excellent all-round performer.

STEPHEN KENT—caught recently in summer stock at Brighton Beach, New York, in *The Night of January 16*. Tall and handsome, handles his lines well and builds up a real characterization. Has a striking personality reminiscent of Clark Gable's. Worth a screen test.

For LEGIT MUSICAL

RAUL AND EVA REYES—Cuban dance team caught at the Paramount Theater, New York. Snappy, vivid and authentic Cuban dancing such as has not been seen around these

parts in a long time. Rhythm is marvelous, and their grace in executing the intricate steps is something to see. Would be swell for a revue spot.

For VAUDE

VALERIE PARKS—nude dancer seen recently in burlesque at the Apollo, New York. A unit could use her to advantage. Has looks, figure and talent. Caught doing two routines, both excellent, featuring dim lighting and real grace in her dancing.

For NIGHT SPOTS

BOB DUPONT—juggler caught last week at the Paramount, New York. Combines technique with subtle pantomimic asides, working with balls, clubs, plates, etc., and including a hilarious turn with a napkin, apple and plate. A sure-fire worker.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL BERNARD, the "Gentleman From the South," has written another song, *Mamie, the Hiker*. He's given the song a tryout over WWL, New Orleans, where he is a sustaining feature twice a week.

SENATOR FRANK GILMORE and Ship-Foot Clifton are still located in Syracuse, N. Y.

FRANK L. MINOR, "basso profundo" with such oldtimers as the Great Barlow, Gus Sun, Al G. Field and J. A. Coburn minstrels, was the subject of a lengthy human interest story in a recent issue of *The Springfield News-Sun*, Springfield, O. The story related Minch's extensive minstrel experiences and carried photos of Minch "then and now." Minch now operates a tobacco shop at 823 W. Main street, Springfield.

THE DE LANO BROTHERS, veteran burnt-cork artists, who have been vacationing the last several weeks, are slated to resume their club bookings at the Wonder Bar, North Adams, Mass., September 8. They spent several days of their vacation in Troy, N. Y., where they visited with a number of the old minstrel lads, among them Billy Delano, formerly of the old DeRue Bros.' Minstrels, who is now producing amateur minstrels in the Troy and Albany territory. They also bumped into Red Ludwig there. Latter would like to hear from Ed Labaron, of the gang, last heard of with Van Arnam.

BERT LOWE, formerly with Joe Gorton's Minstrels as endman and in recent years an RKO theater manager, is now residing in Schenectady, N. Y.

FRED SPAFFORD, formerly of the DeRue show, is now holding down a good job with the WPA orchestra in Syracuse, N. Y.

CLAYTON HUBBARD, harmonica minstrel, this season again touring his established territory in the Catskills, recently visited with Dan Sherman and Mabel DeForrest, hillbilly and radio minstrels, now on tour with Campbell's United Shows, playing Hudson River

towns. Hubbard was formerly a feature of the Guy Brothers', DeRue Brothers' and Joe Gorton minstrels. He has been making the Catskills for the last 31 years.

KENNETH (DOC) HAINES is back in Syracuse, N. Y., after closing with the band on the Tom Mix Circus.

C. SPENCER CHAMBERS, of the Department of Education, Syracuse, N. Y., who has a collection of nearly 19,000 programs, representing all branches of the amusement business, starting with the John Street Theater, New York, back in 1789, sends us a list of the minstrel programs in his collection. Chambers makes it clear that minstrelsy is not his hobby and that he hasn't anything for sale, but he says he is always willing and happy to give the minstrel lads any information which may be garnered from his old programs. Chambers' list is too long to print here, but it contains nearly all of the old minstrel programs. Write writing to him for information be sure to inclose a stamped envelope.



FAST, FURIOUS FUN for Your Minstrel Show

Complete selection of Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedry Songs, Jokes, Gags, Powers, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
623 S. Wabash Ave., Dept. 150, Chicago, Ill.

MINSTREL MATERIAL

Carroll's Big Minstrel Show contains complete sets Minstrel, Opening and Finale and Songs for Show, \$5. Same with Orchestration, \$10. Big Comedry Collection, \$1. With a complete Minstrel Show with Orchestration, \$10. Minstrel Material of all kinds. Big Catalogue.

E. L. GAMBLE, Playwright, East Liverpool, O.

Mid-South's Prosperity Reflected in Construction

MEMPHIS, Aug. 29.—Signs of a more prosperous MidSouth may readily be seen in the increased construction of new theaters and remodeling, enlargement and modernization of present movie houses. Theater owners, who saw their profits dwindle to almost nothing during the depression, have watched them increase steadily during the last two years, and more than a quarter million dollars' worth of new small houses are now under construction in Mississippi, Tennessee and Arkansas. Another \$100,000 worth of construction work has been completed recently.

In Memphis two suburban houses are soon to be started, one at a cost of \$50,000 with a 1,000 seating capacity and another at a cost of \$30,000 announced following purchase of a \$10,000 lot recently. Three other Memphis houses have been renovated and air conditioned.

A \$25,000 house is going up at Oxford, Miss., by an indie, while Malco interests have bought a large lot in Tupelo, Miss., for a \$30,000 new house. New theaters here just been completed at Bella, Tenn.; Hector, Ark., and Ashley, Miss. A \$20,000 house was recently dedicated at Forest City, Ark., and about a dozen smaller houses remodeled.

Victorgraph, Inc., has just closed a lease for \$20,000 building to be erected in downtown Memphis.

Kansas City Jottings

KANSAS CITY, Mo., Aug. 29.—LARRY HAZARD has rejoined the Princess Stock Company to blaze the trail thru the cotton country.

Bill and Lola Olson are in the city after closing with the Harvey Brandon Players. Reported that Olson may put out a circle this fall to play his old territory in Kansas.

Scotty Greenhagan is scheduled to close the tent season September 12 at Callender, Ia. It is understood the show will jump to Illinois immediately after the tent is stored and open on a circle in that State.

Al Spahr, juvenile and dancer, is now with the Federal Theater Players here. Jess and Lola Sund, formerly with Toby's Comedians, have joined the Ralph Dennis Players in Colorado.

Carl LaCascio, who recently closed with the Jimmy Todd circle, has joined Don Null's Comedians in Iowa.

Leslie Teague recently joined the Princess Stock Company at Tipton, Mo. Edon and Edith Johnson have departed for Colorado to visit friends and relatives.

Carl Wheeler is sojourning in Palmer City, Ill., after the closing of the Rice-Percy Players.

Hester Holderby recently joined the Don Null Players in Iowa.

Maxine Martens recently joined the Morris-Davis circle in Nebraska.

Reports from South Texas are that cotton and tobacco crops will be the largest in several years and things look good for the fall.

Sam Bright and Betty Promen have joined the Don Null Players, now re-bearring in Iowa.

Hila Morgan Players have started playing their contracted fair dates in Iowa.

Kennedy Sisters' Stock Company, after 15 weeks in Corpus Christi, Tex., have started playing week stands in West Texas.

Rice-Percy Players, who reopened four weeks ago in Illinois, lost their top in a severe windstorm at Waynesville, Ill., recently. It is reported the company has closed for the balance of summer.

Nell Schaffner Players have started playing their contracted fair dates in Iowa.

TOBY NORD, former tent rep manager, now has his own dance orchestra playing the night spots in and around Lewiston, Ida.

Dorothea Antel

126 West 72d St., New York City.
BIRTHDAY, EVERY DAY, CONVALESCENT
In Bond Advertisements, 10 Recluse and Original
Cards to the Box, \$1.00.
Special Discount on Large Quantities.
WRITE FOR PARTICULARS.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment
Fields Generally.
Conducted by MARTIN C. BRENNAN,
100 City Tailors Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

Paris Theaters' Big Subsidies Gambling Aids Theater

PARIS, Aug. 24.—The French government is providing the huge sum of 4,000,000 francs (\$626,666) toward the operating expenses of the four national theaters in Paris. Of this sum 2,000,000 francs (\$133,333) goes to the Opera Comique, 1,500,000 francs (\$100,000) to the Comedie Francaise, 1,200,000 francs (\$80,000) to the Opera and 150,000 francs (\$10,000) to the Odéon.

All of these theaters have been operating in the red, and as the new labor laws recently enacted will add heavily to operating expenses the large subsidies were found necessary. Various changes in the methods of operating the national theaters are envisaged for the near future, but details have not yet been mapped out.

4 Per Cent Sales Tax for N. O.

NEW ORLEANS, Aug. 29.—Citizens of New Orleans will pay a 4 per cent sales tax on all but necessary foodstuff after October 1, on which date a 2 per cent State sales tax goes into effect. The city government this week oked the addition of 2 per cent for the city. Shows will not be affected, because city has had a 2 per cent tax on amusement admissions for last two years, while night spots continue to pay a 5 per cent tax on their admissions. City officials recently cut out tax on show admissions of 15 cents and under.

Alden Back to Pix

NEW YORK, Aug. 29.—REO Alden Theater, Jamaica, L. I., which has been presenting revivals of Broadway plays during the summer, returns to its former talking pictures policy September 4. John Helms, manager of the house, will be in charge, with Barney Feingold as assistant. The brief legitimate season under the direction of Jules Leventhal and Raymond Payton, which began last June with *Sellor, Beware!*, was unusually profitable.

Endurance Shows

Conducted by ROGER LITTLEFORD JR.

3 Couples Remain In Oceanside Show

NEW YORK, Aug. 29.—The walkathon in progress at Oceanside, L. I., near here, is now well past the 2,000th hour with three couples still in the running. Louie Meredith and Ruthie Snyder, Johnny Makar and Joan Leslie, and Phil Chris and Marie Stevens are battling it out for premier honors.

The contest, which is expected to come to a close around Labor Day, is under the direction of Frank Ravess. Floor staff consists of Joe Purcell, head judge; Tom Henderson, day judge; Dick Whiting, trainer, and Nettie Richards, matron. Syl Reilly handles the evening, assisted by Pistol Pete Wilson and Red Oleski.

Tacoma Show in Final Stage; 3 and 1 Remain

CINCINNATI, Aug. 29.—Latest reports from Rookie Lewis' walkathon, now in progress in the beautiful Century Ballroom, six miles from Tacoma, Wash., state that out of the 32 couples that started on June 25, only three teams and one solo remain. Those are: Scotty Reed and Ida Reeves, Charley Loeb and Chad Alvies, Leonard (Pop) Bremer and Margie Myers, and Johnny Russo, solo.

Rookie Lewis, Bill Owens and Sam Gore are handling the mike and Forrest Bailey, the judge duties.

Hamby-Tyne Combo Victors In Ross-Hayden Show

PEORIA, Ill., Aug. 29.—Harry Hamby and Helen Tyne defeated Bill McDaniel and Opal Ferdig for first honors in the Hal J. Ross-Charles M. Hayden show here. Show ran 1,440 hours. The crack team of Joe and Margie Van Raam finished third. The event was aired three times daily.

VRNICE, Italy, Aug. 24.—Educational pictures and the theater will share in the profits from a gambling casino to be established in the Giustiniani Palace, Gambling in Venice was abolished in 1778, but the Fascist Government recently decided to create a modern casino in the Giustiniani Palace. One-half of the gross receipts from the gaming rooms will go to the city, and from this sum 500,000 lire will be devoted to educational films, 500,000 lire to the promotion of tourist activities and the remainder will be used for enhancing the artistic and historic buildings of Venice. One of the first projects for the use of the gaming profits will be the restoration of the La Fenice Theater, one of the oldest theaters in the world.

1,530 on L. A. Relief

LOS ANGELES, Aug. 29.—Federal Theater personnel director announced this week that 1,530 persons are working on the Los Angeles County project. Of this number 545 are actors, actresses and directors. Rest are supervisory, technical, wardrobe, property, promotion, research, office and other personnel necessary to operating.

Los Angeles County quota is now filled and Federal Theater project activities here have reached the highest point of the current season, operating six houses.

CAPT. J. W. MENKE, operator of the Golden Rod Showboat, which recently cut short its season following an eight-week tour with Major Bowes Amateurs, reports that the small river towns do not care for amateur entertainment. Showboat patrons still like their meller-dramas and between-the-act entertainment, Menke says. Menke is undecided about the future of Golden Rod. While he is making his home in Pittsburgh, he hasn't decided whether to take the showboat back to the Smoky City.

with Monte Hall at the mike and Jane Shannon featured entertainer.

FORREST BAILEY, floor judge with the Tacoma, Wash. show, is anxious to hear from his many friends, and especially Joe O'Neil, thru the Letter List.

FRANK AND LEE TRENER are more than busy operating a string of dancing schools thru Vermont and New Hampshire. Main office is at 306 North Main street, Barre, Vt.

HENRY LEWIS has been signed to appear for 20 weeks as emcee at the Star D'Italia night club in Modesto, Calif. Henry states that altho he has been out of the walkathon business for some time, both he and his wife follow the industry's trend and when the right show comes along we will see them back in the game. He requests letters, thru the Letter List, from Joe and Mary Rock, Junior Jack Kelly, Jack Hayes and Bob Taylor.

TEDDY HAYES, musser and hospital man, has returned to Miami Beach, Fla., from a visit with his folks in Milwaukee and is in a hurry to communicate with Jackie Fields, Tommy Greenhouse, Annabelle Day and Jack Steinel thru The Billboard.

FRANKIE WISEBURN writes from Washington, N. J., that he is anxious to read notices from the following friends: Marie Jacobs, Stan West, Miss Red Smith, Billie Stewart, Jackie Parr and Rosie Pink.

HARRY CLARK, out of the walks biz temporarily, is working in C. R. Belpers's Club Ritz in Grand Island, Neb. Harry infoes that he sees Marge Eberhart occasionally and states that she also is occasionally with a local nighterie. Clark would like to learn of the activities of Don (Publicity) King and Jack Freeman.

J. KENNY WERKMAN, formerly in the walkathon business but more recently connected with a Wheeling, W. Va., office equipment firm, is wonder-

dering why he has not heard from more of his old friends via the Letter List of The Billboard. Kenyu hopes they're not too lazy!

CLIFF REAL would like to hear from Vic Puree, Bobby Reagan and Jackie Murphy. It is important that he contact Reagan as soon as possible.

NIGHT GLURS finally caught up to Eddie Cotton, former emcee, but he assures us that his new occupation is only temporary and that it won't be long before we see him back on a walkie stand. Wants to hear from Joe Brandt thru the Letter List.

JOHN STEVENSON and Eldie Pette have been working at Eastwood Park, East Detroit, this summer, but will return to the walkie business late in September. They are connected with the Eastwood Center Company. As usual, the boys are looking to the future and wondering what Charlie Hayden has in mind for this year.

HAL J. ROSS WALKATHON

STARTS SEPTEMBER 10
\$1,800.00 In Cash Prizes

Flash Teams and Comedy Teams, Attention: This is a proven spot. Last show, three years ago, was the biggest floor money and best sponsored show of the year. Don't delay—Address air mail letters to

HAL J. ROSS
GUNTER HOTEL,
SAN ANTONIO, TEXAS.

See Next Week's Issue of The Billboard for Full Particulars.

Another Promise Fulfilled

"A VIRGIN SPOT"
Opening September 3

Rock Avenue Showgrounds,
Seventh St. & Rock Ave.,
Between Plainfield & Duncelles, N. J.
Population 225,000 to draw from.
Want Good Teams of "Pop" Dunlap
standard. \$2,000.00 prize money.

Address "POP" DUNLAP or
DICK EDWARDS, Gen. Mgr.
PARK HOTEL, PLAINFIELD, N. J.

OPENING THURSDAY, SEPT. 17th

Valencia Ballroom

Sponsored by
American Legion
This is a Virgin.
Flash Teams
HAVE 15 SPONSORS READY.
WRITE, Do Not Come.
FRED PETERS, 191 E. 11th St., St. Paul, Minn.

Want to Hear From Archie Oystel, Mal Brown, Mickey Brennan, Haines Hunt and good ties.

CONTESTANTS—LAST CALL WALKATHON

KNOXVILLE, TENN.
Opens September 9.
One Full Sprint Show, Plenty of Sponsors. Need
Omic.
Contact MOON MULLINS, Caro Park Hotel.

WINDOW CARDS

We specialize in them: in fact nothing but! Quick Service, Low Prices. Write for BIG FREE CATALOG, showing several hundred stock window cards in color.
BOWER SHOW PRINT CO., FOWLER, IND.

Summer Theater Reviews

"Squaring the Circle"

(Point Pleasant)

The Ostrow translation of the Valentine Katerer farce, beloved by summer stock, took Jersey Coast audiences for a merry ride. Staged by Point Pleasant's dramatic entrepreneur, S. Iden Thompson, with settings by Chester Cooper, this comedy of errors and adjustments introduced the new talent optioned by movie outfits.

The cast displayed the usual lack of discipline, running amuck with the comic plot based on Rikast's marriage and divorce laws; frequently overplaying situations to the hilt instead of to the point.

Major criticism of *Squaring the Circle* was too apparent. Force to be prevented correctly needs straight performances played against the comic situations. At the Playshop, however, the group chased after the play for two acts and finally caught it in the third. We suspect it was only because the author paused in the last act to tie up the loose ends.

Despite these faults the newcomers turned in nice performances, considering their collective inexperience. A minor character portrayed by Henry Leonard was so finely acted that the audience spontaneously responded with appreciative applause. In the characterization of Emilian Tonkonogov, the poet, he contributed more laughs than the rest of the combined group.

Connie Nickerson, another newcomer, in the role of Ludmilla, shows good possibilities if she avoids gushy macabre roles.

Others in the cast were Eleanor Meredith, as Tonya; Hoxie Wright, as Vasya, a draftsman; George Seburg, as the Party-ambitious Abram; Jules Grayer, as the Co-Op organizer, Rabinovitch; Chester Cooper, as Boris Novikov, district organizer; and Gloria Wack as Sasha, an "Octobrist." MICHAEL ROTHMAN.

"Accent on Youth"

(Point Pleasant)

Samson Raphaelson's hit comedy, *Accent on Youth*, energetically presented at the Point Pleasant Playshop by S. Iden Thompson, proved to be the exact vehicle for the debut or talented Miss Helen Gillett. Her performance as Linda Brown, the love-sick secretary, was as skillful a characterization as has yet been seen in these parts. Pretty, graceful and with a good voice, she kept the play moving as neatly as clockwork. Despite these excellent qualities her youthfulness has led her into an occasional imitation of Joan Crawford's lower-lip pouting.

Playing opposite Miss Gillett with more zest than character was William Bordan as Gaye, the playwright. The rest of group rarely approached the quality of the leading combination, too often slowing the pace of the play. However, the group has improved somewhat, avoiding the posturing spoken about some time ago.

Supporting players in the order of their appearance were Jarrett Wells, Jules Grayer, George Hutchinson, Everett Johnson, Marion Chadwick, George Seburg and Hoxie Wright. MICHAEL ROTHMAN.

"First Love"

(Jackson Heights)

Richard French, who might well be Mr. John Golden, presented Ernest Truex in a new play by Guy Andros and Norma Mitchell at this subway circuit try-out spot during the past week. And Andrews and Robert Fischer were featured, with staging credited to Robert Ross and settings by Syrjala.

It's been a long, long time since Ernest Truex has really had a good play. *First Love*, a feeble combination of expatriates and nostalgic milquetoast, dribbles slowly forward to its lukewarm conclusion and scores another red mark in the Truex ledger.

It tells of Edgar Pritchard, mamma's boy at 39, about to marry his second cousin until his first love, gone these many years in Europe, loses her husband. His fiancée sends him off and he finds Serena, the girl of his youth, blessed with three sons, a stepfather, and other appendages found in a pseudo-art homestead. Needless to say, after two and a half acts he willingly renounces Serena for his little Hartford cousin, who seemed to this reviewer a

much tastier package right from the start.

Mr. Andros and Miss Mitchell's writing lacks spontaneity, finesse and originality. The character of the grandfather, a second-rate modern painter, seems to be the result of the authors spending too much time in the Whitney Museum. Action, according to this play, means that everyone on the stage must be doing something different at the same time.

Mr. Truex tried his best in the beginning, and that best is very good indeed. But he did seem a mite discouraged along about 10:50 p.m. Miss Andrews had more to do than Mr. Truex, with less fortunate results. Robert Fischer, as the lusty, second-rate Degas, played and played until eventually he wore himself out. Robert Ross directed in a static, heter-skelter manner—but then one must always remember that the play's the thing.

At this showing business was fair, with the audience in not too receptive a mood. It's rumored that Mr. Golden intends to bring the play into town shortly. To use one of the titles in a recent amateur songwriting contest, *Why? That's What I Want To Know! Why?* FRANK L. MOSS.

"Night of January 16"

(Brighton Beach, N. Y.)

Jack Linder's Brighton Theater, on the Boardwalk here, is in its eighth week, playing one-week stands of Levantine revivals. Business has been surprisingly good, and there is a chance the theater will remain open through the winter. Current show is *Night of January 16*, which enjoyed a run on Broadway this past season. At least five of this company were in the original cast.

Main interest is in Lya Lys, French movie star, here on a picture contract and playing legit in order to polish her newly acquired English. She is a strikingly attractive golden blonde, who displays a vivid personality and skill in handling her lines as Karen Andre, the defendant. Her expressive voice is one of her greatest assets. The most likable performance is turned in by Stephen Kent, who provides a rattle, glittering portrayal of "Guts" Regan, the gangster. He should be a good bet for pictures.

The old Edmund Breese role of the D. A. is played by Edward K. Robins, who is far too theatrical to be credible. Robert Shayne was inadequate as the defense attorney, as was Alfred Kappeler as Dr. Kirkland. Kent Thurber was excellent, along with Hermann Lieb, Helene Constantine and Iris Hall over liberal applause with their greatly over-acted performances.

The Herbert Moore setting was all right. PAUL DENIS.

"Moon Over Mulberry Street"

(Jamaica)

With practically the same personnel that helped to record a run of almost a year in New York, and headed by those two sterling artists, William Edmunds and Valerie Bergere, Nicholas Cosentino's comedy-drama, *Moon Over Mulberry Street*, found new converts at the RKO Alden Theater here. Whatever the shortcomings the play may possess it certainly provided real and unmistakable entertainment for a large audience, with laughter frequent and at times bordering on the boisterous.

Edmunds once more proved himself a fine actor. Altho called upon occasionally to resort to obvious hokum and bits of business that were reminiscent of his vaudeville days he rose above each situation with masterful skill, literally lifting the second act climax to heights evidently beyond the expectations of the author. He might have soared to greater results with more help from Norman Stuart, as Filippo Morello. Stuart was convincing enough in some of the earlier and less important scenes. In this particular stanza, however, he failed in a gradual build-up which the text provided.

Miss Bergere gave the requisite touch to her role. She was always natural, patient and abiding as Mrs. Morello. In addition she never overlooked opportunities to assist in the comedy without trespassing on the character itself.

Betty Kashman in her original assignment, Giovanna Baccolini, embel-

lished the portrait with gestures and mannerisms that met with approval and also sang acceptably the song, *Moon Over Mulberry Street*, during the merry-making session in the final act.

Adelina Rosolino, with always an eager eye toward marrying off her favored daughter, Otovanna, and invariably hoping that cupid's dart would strike the heart of the studious Filippo, made the most of her part.

It assuredly was a triumphant evening for Mr. Edmunds and Miss Bergere and for that matter the entire company. In fact the matter can be said to have matched in performance and genuine hilarity any of the previous productions presented in Jamaica since the season started here last June. BEN BARNETT.

"Among the Moonshiners"

(Washington)

Harold Stepler, behind handle-bar mustachios, injects enough fire into his villainous role to make this redraft of an old melodrama acceptable entertainment at the Roadside Theater, Rockville pike barn rendezvous of the nation's capital legit lovers. Despite the fact that *Or a Drunkard's Legacy*—the play's second-thought billing—gets away on crutches and closes in an anticlimax, it has its dramatic moments, particularly when Mr. Stepler, as William Mooby, barkeep - moonshiner - villain, stomps the boards.

It is over Mooby's brass rattle that Jim Case earns his "drunkard" characterization in the dramatic personae. There also the dastard learns of a half-million legacy left to Case, plots its theft and abducts Case—suddenly gone sanctimoniously sober—to the Mooby mash-mill in the mountains. It is at this juncture, and while he is torturing Case with a salt mackerel diet for refusing to sign away his inheritance, that Mr. Stepler gives the show its elixir amid a great hiss and boo from the hayloft fans. His ungentelemanly designs are foiled, however, by one J. Cadwell Dusty Rhodes, revenueur. Messrs. Creyke and Hardt should have closed their adaptation of McPhail's old play at this climax, but in an effort to ring down the final curtain on a homespun happy ending they tack on a weak scene in the Case home that adds nothing to their otherwise creditable stature as revisers of old music hall tear jerkers.

Four women contribute undeniable talent to this Roadside performance—two in preparation, two in presentation. Edith Allen has exhibited not a little ability in the settings, notably the bar-room and the mountain scenes at the moonshine still. Dorothy Croissant, daughter of a popular George Washington University professor of the drama, costumed the players with faithful attention to period and social standing.

Virginia True is delightful in an astonished, prissy, naive and oh-my-virtuous interpretation of Mary, wife of Jim Case. Margaret Osterwald, singing *It's the Sins the Whole World Over* in an entracte, does a vulgar cockney street girl in a voluptuously husky torch manner that takes.

Among the Moonshiners opened August 24 and it should continue to whet Washington's hearty appetite for melodrama in a three-week run. *Artists* will be revived—by public demand—for the final production of the '36 season.

"Three Boys and a Girl"

(Jamaica)

Originally christened *Three and One* and presented in New York at the Longacre Theater October 25, 1933, by William Harris Jr., this play from the French of Denys Amiel, adapted by Lewis Galantieri and John Houseman, was revived at the Alden here under the new title of *Three Boys and a Girl*, incidentally marking the final selection of Broadway shows offered during the brief summer season here, which closed Saturday night, August 29. Compared to some of the pieces submitted it fell quite short of expected financial returns, altho little fault could be found with the production itself or the acting in general. The cast held several artists whose names are familiar to the devotees of the drama, with the personnel including such experienced troupers as Sherrill Oliver, Sydney Fields, Derek Fairman and Nancy Evans.

Oliver had charge of the staging. He not only furnishing an excellent directorial job, but his performance stood out so conspicuously as to indicate that he is one of the most promising juvenile leads that this reporter has witnessed in

Chorus Equity Notes

Twenty-four new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lela Gans, Gladys Harris, Eda Hedlin, Marge Hyman, Marion Hyman, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Rusc.

To date not one Chorus Equity member working in the WPA has taken advantage of the concession granted by the Council—that is, that any WPA in arrears for dues for two years or more may place himself in good standing to November 1, 1936, upon the payment of \$13—and the further concession that this amount may be paid in installments.

Yet these same members continue to demand service of their association in their problems connected with WPA work. A member who has had 52 weeks work on WPA has made a higher annual salary than the average chorus member in the commercial theater, who has been required to keep himself in good standing without concessions. We feel that the Council ruling is most generous and meets the pocketbook of the most un-lucky member.

In arriving at this plan the Council was motivated by the often repeated statements of WPA workers, both verbal and in writing, that they were most anxious to again become active members of their association, but were unable to do so because their years of unemployment had caused so great an accumulation of dues that they could not hope to catch up.

The Council has removed that difficulty. It is now for our members to prove whether they were on the level, in view of the Council's ruling, the association cannot recognize or help in any way any member in bad standing who fails to place himself in good standing before November 1, 1936. Further, such members will not, upon their return to the commercial theater, be granted any reduction in the amount of their indebtedness and will be required to place themselves in good standing before they can go into rehearsal with a commercial production. DOROTHY BRYANT, Executive Secretary.

Cullen Play for Hedgerow

PHILADELPHIA, Aug. 29.—Jasper Deeter, director of the Hedgerow Theater, has scheduled the world premiere of Countee Cullen's *One Way to Heaven*, said to be an answer to Carl Van Vechten's best seller, *Nigger Heaven*, for September 28. Described as a mixture of satire and faith, love and comedy, script calls for a large cast, with 15 principals, 14 being Negroes.

Deeter has had the play for three years and hoped to run it some day with a cast composed of the late Rose McClenodon, Abbie Mitchell and Frank Wilson, all of whom played under his direction here in 1927 in *In Abraham's Bosom*, Pulitzer prize winner, which got the Rose Valley group out of an \$11,000 debt. The first time since then that a large Negro cast has appeared at Hedgerow, roles will be filled by Philadelphians and a choir from Media, Pa.

Clampdown Stops Show

HOLLYWOOD, Aug. 28.—Due to the Actors' Equity-Screen Actors' Guild clampdown last week, production of Maxwell Anderson's *Winterset* by William Todd and Paul Renay at the Writers' Club did not open yesterday. The actors' bodies withdrew several members of the cast when it was learned that others in the production were paying to play in the show.

many a day. In fact, his work was so good that one wonders why he has not been discovered long before this as a sure-fire potential Hollywood fixture.

Miss Shields was capable and natural in her role, that of a mother who has three sons from three different fathers, each inheriting characteristics of his male parent. As a dashing and charming red-headed widow, embroiling the three brothers in a love affair, with one contemplating to her wiles so deeply as to cause a sincere heartbreak when she seemingly accepts the be-man of the trinity, Miss Evans was excellent.

BEN BARNETT.

"Mantle" Too Sophisticated For Worcester Audience

WORCESTER, Mass., Aug. 29.—Federal Theater's third offering at the Worcester Theater this week was *Russel Mantle*, staged by Willard Dashiell, the show was off to a poor start on Monday, picked up noticeably Tuesday and finished its run on Wednesday with two fairly good performances.

After Monday night's show Dashiell defended the performance by claiming that the actors had been in rehearsal only one week and that they had not even had a dress rehearsal. The house was poor on opening night and fair on the following days.

Worst spot in the cast was that of the leading man, played by Frank Sullivan. The others tried desperately to hold him up and succeeded only moderately. Frank Charlton, as Horace Kincaid, retained too many of the poses common in the old tear-jerking meller-drama.

As feminine lead, Helen Shea was adequate. Her mother, played by Grace O'Leary, registered nicely. Brightest spot in the show, however, was Laura Churchill's brief bit as Mrs. Pawcett. That stopped the show.

It was very noticeable that the play was too sophisticated for the audience. JACK JAFFEE.

Guild's Boston Season; Subscriptions Go Up

BOSTON, Aug. 29.—*Call it a Day*, with Philip Merivale and Gladys Cooper, will inaugurate the 1936-37 Boston Theater Guild subscription season on Monday evening, October 19, at the Shubert Theater. The second play of the Guild's six weeks' series will be Robert Sherwood's *Idiot's Delight*, with Alfred Lunt and Lynn Fontanne, definitely slated for the Colonial Theater.

It is expected that Katharine Hepburn will Boston-premiere *Jane Eyre* some time in November, with appearances following in the different subscription cities of the country before opening in New York. *Jane Eyre* undoubtedly will be booked at the Colonial Theater. It is by Helen Jerome, dramatized from the novel by Charlotte Bronte.

In addition to these announcements, Rebekah Hobbs, managing director of the Guild here and the American Theater Society, Inc., commented that she looked forward to the biggest season the Guild-Society has had. Subscription business to date has been unusually good, with 150 per cent increase over the same period as compared to 1935.

Forget To Book Show But Cast Arrives Anyhow

WEBSTER, Mass., Aug. 29.—A situation believed to be without precedent confronted the Federal Theater Campus Wives troupe in this town on Tuesday of this week. The company was to stage the musical comedy in the afternoon and evening, but when the troupers arrived they found the theater not only empty but padlocked.

It seems that after Federal Theater officials decided to send *The Campus Wives* to Webster some time ago they promptly forgot all about it. Several determined phone calls by the company while here brought out that *The Campus Wives* had not even been billed for Webster!

After a lapse of a few hours the cast found the manager of the theater and persuaded him to open the place. They sent young boys all over town telling the oldsters that there was a show in the old "opry" house that night. A show was given in the evening and everybody seemed to be having a good time.

Dark Philly Labor Day

PHILADELPHIA, Aug. 29.—Local theatrical front finds the proverbial Labor Day offering with a flicker for the opening. Chestnut is first to light up on Saturday (30) but keeps the stage dark for the *Romeo and Juliet* screening. No word coming from the other houses. *Alley Cat*, opening in 1934, was a bad sendoff for the season, and last year's initial in *Portuguese Gal*, also proved a flop. With Max Gordon and Sam Harris taking their toupets elsewhere, managers are not taking chances and apparently waiting for a sure bet to come along.

NEW BIZ

(Continued from page 9)

three to six 15-minute programs per week. *Tell Corn Time*. KRNT, WMT (Fairall Adv.).

PETER PAN FOOD STORES, three 15-minute programs per week. *How to Cook Dinner Time*, 13 weeks. KRNT (dir.).

KA-SEE CO., Kansas City, three 15-minute programs per week. KSO (Barrous Adv.).

GOODRICH SILVERTOWN, Inc., three 15-minute programs per week. *Goodrich Roundup*, eight weeks. KSO (dir.).

CHASE INVESTMENT CO., three weather forecasts daily. KSO (Coolidge Adv.).

FRANKEL'S CLOTHING STORE, football scores and dope, three 15-minute programs weekly. KSO (dir.).

ECONOMY COAL CO., three announcements per day, 26 weeks. KSO (dir.).

YOUNKER BROS., one hour per week during school year, Junior Broadcasters. KSO (dir.).

SCHULER COAL CO., weather forecasts, three per day. KENT (Coolidge Adv.).

FIRESTONE SERVICE STORES, six 15-minute programs per week. KSO (dir.).

NEW UTICA, one 15-minute program per week. *Tim's Rancho Adventures*, 26 weeks. KSO (dir.).

DERBY OIL CO., Wichita, six one-minute announcements per week. KSO (Fotts-Turnbull).

"7-UP" (beverage), three 15-minute programs per week, 13 weeks. KSO (dir.).

STEARNS STYLE SHOP, three 15-minute programs per week, 13 weeks. KSO (dir.).

HAMM BREW. CO., four chain break announcements per day, indefinitely. KSO, KRNT, WMT (McCord Adv.).

BLATZ BREW. CO., 64 one-minute announcements. KSO, KRNT, WMT (Klau-Van Pieterston & Dunlop Associates).

ADAMS OUM, daily weather reports. KRNT, WMT (Badger, Browning & Hersey).

POINTER BREW. CO., three 15-minute programs per week. WMT German Band. KRNT, WMT (Fairall Adv.).

MALTO-MEAL, renewal, 26 weeks. *Libby's Vaughn's Magic Kitchen*. KRNT, WMT (Mitchell Paust).

HUBBARD MILL CO., *Libby's Vaughn's Magic Kitchen*, 13 weeks. KRNT, WMT (dir.).

MINIT-RUB, six 15-minute programs per week, 26 weeks. KRNT (Young & Rubicam).

Boston

TIDEWATER OIL COMPANY, 30 15-minute programs, Thursdays, Fridays and Saturdays; starting October 1. Program listing: Thursdays, *Eddie Casey's Football News*; Fridays, *Eddie Casey's Predictions of the Big Games*; Saturdays, *Eddie Casey's Football Resumes and Scores*, thru Lennen & Mitchell. WNAO and 10 stations.

JOHN MORRELL & CO., 56 participations in the Yankee network news service, twice weekly; starting September 29, thru Henri Hurst & McDonald, Chicago. WNAO and nine stations.

R. FOUGERA & CO., nine five-minute transmissions one weekly; starting September 27, thru Small, Kleppner & Seifer, N. Y. WNAO.

DAWSON'S BREWERY, Inc. (Dawson's Ale), 156 participations in the Yankee Network News Service, p.m., three times weekly, Monday, Wednesday and Friday, starting September 28, 1936, and ending September 24, 1937, thru Dowd & Ostreicher, Boston. WNAO, WEAN, WSAW, WMAS, WNBH, WLLH, WVIC, WVIC, WLBZ, WFEA, WATR, WCSH.

COMMUNITY DENTISTS, Boston, 104 15-minute programs, twice weekly, Tuesday and Thursday, starting September 29, 1936, and ending September 23, 1937. Program listing: To be announced. Direct. WNAO.

GRANADA VINEYARDS, Inc. (Bear Creek Wine), 23 100-word announcements daily, including Sundays, p.m., started August 31 and ending September 15, thru Stoddard Sampson Co., Boston. WNAO.

WEBSTER CIGAR CO. (Grand Cigars), 20 participations in the Yankee Network News Service, twice weekly, Saturday and Sunday, starting September 27 and ending November 22, thru N. W. Ayer &

Son, Inc., New York. WNAO, WVIC, WEAN, WICO, WCSH, WLBZ, WFEA, WSAW, WNBH, WLLH.

F. B. WASHBURN CO. (Waltco Candy Bars), 52 30-minute programs, once weekly, Saturday, starting September 12, 1936, and ending September 4, 1937. Program listing: To be announced, thru Broadcast Advertising, Boston. WNAO.

CRAZY WATER HOTEL, Mineral Wells, Tex., 151 15-minute programs, three times weekly, Monday, Wednesday and Friday, p.m., starting September 14, 1936, and ending August 30, 1937 (pick-up from Mutual, program listing to be announced), thru Luckey, Bowman, Inc., New York. WAAB.

Providence

GRANADA VINEYARDS, Inc. (Bear Creek Wine), 23 weather reports, daily, including Sundays, started August 24 and ending September 15, 1936, p.m., thru Stoddard-Sampson Co., Boston. WRAN.

DR. FORBES (dentist), 13 15-minute E. T., once weekly, Tuesday, starting September 8 and ending December 1, direct. WRAN.

Bridgeport

R. O. SULLIVAN CO., 100 30-word announcements daily except Saturdays; started August 29 and ending December 14, thru Broadcast Adv., Boston. WICO.

DODGE BROS. CORP., Detroit (motor cars), five one-minute E. T., started August 24 and ended August 28, thru Rutherford & Ryan, Inc., New York. WICC.

Chicago

PRINCESS PAT, LTD., thru McJunkin Advertising Company, from 8:30 to 7 p.m. CBT, Fridays, for 18 weeks, began August 14, on ABC network.

SAWYER BISCUIT CO., thru Neisser-Meyerhoff, Inc., a local commercial, called *The Man on State Street*, taking Monday thru Saturday for 52 weeks, beginning September 28 and including September 25, 1937, from 11:30 to 11:45 a.m. WGN.

GROVE LAB., Inc. (Bromo Quinine), Gabriel Heater, news commentator, will be heard Monday thru Thursday, from 9 to 9:15 p.m., beginning September 28 and including March 25, 1937. WGN.

AMERICAN BIRD PRODUCTS, thru Weston-Barnett, *The Singing Canaries*, a local commercial, taking Sundays for 22 weeks, beginning October 4 to and including May 10, 1937, from 10:45 to 11 a.m. WGN.

CARSON, PIRIE, SCOTT & CO., *Morning Matinee*, an MBS commercial, originating at WOR, taking Thursdays from 9 to 9:45 a.m., beginning September 10, 1936, for 39 weeks. WON.

South

CRAZY WATER CRYSTALS, Mineral Wells, Tex., direct, six 15-minute programs weekly, from August 24, featuring Schroeder Brothers, 12:30 p.m. WWL, New Orleans.

PRINCE RADIO CO., Birmingham, direct, *Community Sing*, Sundays at 5:30 p.m., from August 23. WSGN, Birmingham.

PROCTER & OAMBLE (White Naptha Soap), thru Blackman Adv. Agency, spot announcements five times weekly, from August 17, 1936, thru May 14, 1937. JWLL, New Orleans.

Philadelphia

REPUBLICAN CENTRAL CAMPAIGN COMMITTEE, thru Al Paul Lefton Agency, starts August 31, for four weeks, 28 spot announcements. WIP.

INTERNATIONAL WORKERS, thru Prudential Advertising Co., starts October 1, for four weeks, Thursdays, half-hour period. Political. WIP.

CREW-LEVIK CORPORATION, thru Cox & Tanz Agency, renewal starting September 1 for one month, daily except Sunday, 6-6:15 p.m. Sports talk. WFIL.

SCHMIDTS, placed direct, renewal started August 17, for 13 weeks, daily participation in Merry-Go-Round program. WDAS.

CREW-LEVIK CORP., thru Cox & Tanz Agency, renewal, starting September 1 for one month, daily except Sunday, 6-6:15 p.m. Sports talk. WFIL.

LINCOLN THEATER, placed direct, starts August 30 for 36 weeks, Sunday, 6-7 p.m. Colored kiddies' program. WPN.

DR. LOCKE, thru Harvey-Best Agency, started August 24 for 26 weeks, daily spot announcements. WIP.

REPUBLICAN CENTRAL CAMPAIGN COMMITTEE, thru Al Paul Lefton

Agency, starts August 31 for four weeks, 26 spot announcements. WIP.

INTERNATIONAL WORKERS, thru Prudential Advertising Company, starts October 1 for four weeks, Thursday, 9:30-10 p.m. Political talk. WIP.

DR. GEORGE WOOD CLAPP, placed direct, renewal, starting September 22, for 13 weeks, Tuesday, Thursday and Saturday, 11-11:15 a.m. Dental talk. WIP.

HISCOLLIA BROTHERS, thru Philip Klein Agency, November 3, 11-12 p.m., and November 4, 12-2 a.m. Election returns. WIP.

Newark

GENERAL ELECTRIC SUPPLY CO., schedule of spot announcements from August 24, for 13 weeks, booked direct on WNEW.

GUMEZE CREAM, thru Schilling Advertising Agency, series of spot announcements, for 26 weeks from August 24, on WNEW.

GROSSMAN FURNITURE CO., thru Schilling Agency, spot announcements from August 17, for 52 weeks, on WNEW.

KRICH-RADISCO, INC., 15-minute daily program, indefinitely, started August 17, on WNEW.

ANTOINE BEAUTY SHOPS, thru Friend Advertising Agency, schedule of spot announcements to run indefinitely on WNEW.

Mutual Accounts

CRAZY WATER HOTEL CO. (*Crazy Water Fix*) thru Luckey, Bowman & Co., starts September 2, on WOR and 10 additional MBS outlets Wednesdays 1-1:15 p.m. Additional outlets are WBAL, CKLW, WRV, WFIL, WSM, WCAE, WQAR, WWA and WAAB which joins September 14 and WBAL on September 28. Contract for 52 weeks.

LUTHERAN CHURCH, Sundays 1-1:30 p.m., starting October 4, thru Kelly & Stuhlman, St. Louis. Program originates in KFUP studios, also heard locally. Outlets are WLW, CKLW, WOR, WAAB, WQAR, WEAN, WVIC, WHTT, WJJD, WBAL, WCAE, WSM and WRVA.

H. FENDRICK & CO. (Charles Denby Cigars) thru Rutherford & Ryan, Chicago; starts September 27, Sunday 1:30-2 p.m. Program entitled *Smoke Dreams* on five MBS outlets—WLW, WON, CKLW, WQAR and WSM.

West Coast

DURKEE FAMOUS FOODS, INC., thru Bolsford, Constantine & Gardner, Inc., San Francisco, renews September 1, Tuesdays and Fridays, 10:15-10:30 a.m. (PST). Twelve CBS-Don Lee network stations. Program, *Good Morning, Neighbors*, Talent, Tom Breneman and Elma Latta Hackett.

BUDD & VOTAW, thru Doremus & Co., San Francisco, renewed August 16 for 19 weeks, Sundays, 6:45-7 p.m. (PST). KFRC, KPBC, KMJ and KWQ, Program, *Your Fellow Man's Opinion*. Talent, Bill Davidson, narrator.

SPEERY FLOUR CO., thru Westco Adv. Agency, San Francisco, renewed August 19 for four weeks, Wednesdays and Fridays, 9:20-9:30 p.m. (PST). Twelve CBS-Don Lee network stations. Program, *Feminine Fancies*. Talent, Tom Breneman, emcee; Claude Sweeten's Orchestra and guest vocalists.

TILLAMOOK COUNTY CREAMERY ASSN., thru Bolsford, Constantine & Gardner, Inc., Portland, Ore., starts September 23 for 18 weeks, Fridays, 10:10-10:15 a.m. (PST). NBC-KPO, KFI, KGW, KOMO, KHQ, Program, *Bennie Walker's Tillamook Kitchen*. Talent, Bennie Walker and home economist.

STANDARD OIL COMPANY OF CALIFORNIA, thru McCann-Erickson, San Francisco, renews October 1 for 53 weeks, Thursdays, 9:15-9:18 p.m. (PST). NBC-KPO, KFI, KGW, KOMO, KHQ, Program, *Standard Symphony Hour*. Talent, symphony orchestra.

CARDINET CANDY CO., thru Tomacke-Elliott, Inc., renews September 6 for 13 weeks, Sundays, 8:15-8:30 p.m. (PST). Starting September 27, Sundays, 9:15-9:30 p.m. (PST). NBC-KPO, KFI, KGW, KOMO, KHQ.

ALBERS BROS.' MILLING CO., thru Erwin Wasey & Co., Seattle, starts September 29 for 13 weeks, Tuesdays, 9:30-10 p.m. (PST). NBC-KPO, KFI, KOW, KOMO, KHQ. Program title and talent not decided.

REDLICK NEWMAN CO., thru A. L. Adkins Co., San Francisco; starts September 1 for 52 weeks. Daily announcements in conjunction with Weather Reports. NBC-KOO.

JOHN MORRELL & CO., thru Henri Hurst & McDonald, Inc., Chicago, renews August 31 for 26 weeks, Mondays, Wednesdays and Fridays, 11:55-12 noon. KFRC, San Francisco. Program, *Talks on Pets*.

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.
Hats off to Dan Valadon for his letter about vaudeville in The Forum of August 22! He has started something that should have been done long ago. But apparently he forgot one of the most important things that helped to kill vaudeville—stagehands with their high wages, which they don't deserve because they do so little towards vaudeville. I played on a three-act bill recently and the only work that the property man did for his \$68 a week was to take a chair off the stage in the dark. Here in Providence stagehands picket one in front of a theater, trying to keep audiences away. Managers would play vaudeville if wages of stagehands would be fair. Let actors, stagehands and orchestras come together and in that way vaudeville would come back. When such stars as Rudy Vallee and Sophie Tucker are willing to head a union to help the actor, why don't the other unions help such performers as Dan Valadon, who have the courage to go to bat for their sister and brother performers? A good slogan should be adopted, such as "Bring Back Vaudeville," "We Want Vaudeville" or "Give Us Vaudeville." I am still in the game, going on 10 years, and want to remain. So let's go.

Albany, Ga.
Regarding former circus bandmasters, I have played with William Sweeney, Buffalo Bill Show; William Merrick, Forepaugh-Sells; Park Prentiss, Sells & Downs, John Robinson Ten Big and Sells-Flooto Shows; C. O. Bronzen, Great Wallace Shows and Carl Hagenbeck; Charles Tinney, Sells & Downs and Cole Bros.' Shows; Carl Clair, Barnum Show; Johnnie Gill, Forepaugh-Sells; Al Wheeler, Howes Great London Shows; Beach Parrott, Gentry Bros.; Jack Phillips, Sparks Circus; Charles Wilkinson, Tiger Bill Wild West; Charles Stewart, Shipp & Peltus, and Rodney Harris, present bandmaster of Downie Bros.' Shows. These men were not windmill musicians standing up and fanning the air, but were capable directors, and when they brought the stick up or down you better hit it or stop, whatever the case might be. They were allowed to carry one trunk of music, which was used for a pedicel (the trunk, I mean) during the program. There is not one mentioned here but who could conduct anything from grand opera down. They were capable business men of the highest type, surrounding themselves with the best professional musicians obtainable. To the ones that do not know, every move in the arena is timed to the second with the music and it is up to the director to have good musicians that can put it over. Let some inexperienced director, I don't care how good he is with a town band or wherever he might work, try to put over a circus program and concert and watch things go haywire. A musician who puts in five or six seasons with a circus can make good on any job in the world. Sobriety is essential and 2:30 p.m. does not mean 2:31. I am mighty thankful for the experience obtained while trouping with these wonderful circus bandmasters.

Cincinnati.
I have been reading with interest the letters in The Forum regarding "gilly" shows. I think the word is derived from "guld," of the early guild players of England, even before Shakespeare. They gave annual pageants in which each of the various trades presented some Biblical episode, each performed on a stage mounted on four or six wheels and moved in sequence from one designated place to another. In that way the populace would see the entire story presented without the necessity of moving from one spot to another. In England in 1415, we read, 45 guilds had floats which presented some story from the Bible. These guild plays bridged the revolutionary period between the era of the purely ecclesiastical performances and the coming of the secular drama and, principally thru the works of Shakespeare, relegated the so-called mystical plays to oblivion. Some 10 years ago a dramatic critic referred to some repertoire players as "gillies" coming back to winter in Kansas City. At the time there was considerable resentment and Herschell C. Weiss, well-known stock actor and playwright, took the writer to task in *Equity Magazine* in no uncertain terms, winding up by saying, "These players are not 'gillies,' as some of them own cars and property." Therefore I take it that the strolling actor of "Elizabeth the Queen's" day was not held in high esteem. I read in *The Federal Theater Magazine* where some plays were given on a truck and that its sides were let down to make a stage for presentation of some one-act plays. That is just what the guild players of Merrie England did—acted on a cart or on the grass.

Relation Seen 'Tween 'Guld' And 'Gilly'

Holdes Unions Concerned Can Revive Vaude

Thinkers Circus Musicians Due A Better Break

Other departments. Without a band the show could not go on. The musician plays steadily for six or seven hours at a stretch, but no one seems to pay attention to that. In the cookhouse the musician is given an average table, the same as the workmen receive, and on some shows he's not even given sleeping quarters. To me the "staff" is one of the biggest and best laughs of all. The staff of managers, fixers, press agents, etc., spend the greater portion of their energy

boasting about themselves, so why should they receive the big salaries, do the least work, have the finest trailers, get the best in the cookhouse and dictate to other show members? At the close of the season the staff disappears and they are neither seen nor heard of until the show opens the following year. The musician is an artist and should receive as much respect as an equestrian director or staff member, and in my opinion the musician should be paid more money than an adjuster or press agent. I will realize the public pays to see acts and not to hear a band, but nevertheless the band is one of the most important features of a circus. So, I say, let's give the musician a break and realize his value.

KENNETH (DOC) HAINES.

Albany, Ga.
Regarding former circus bandmasters, I have played with William Sweeney, Buffalo Bill Show; William Merrick, Forepaugh-Sells; Park Prentiss, Sells & Downs, John Robinson Ten Big and Sells-Flooto Shows; C. O. Bronzen, Great Wallace Shows and Carl Hagenbeck; Charles Tinney, Sells & Downs and Cole Bros.' Shows; Carl Clair, Barnum Show; Johnnie Gill, Forepaugh-Sells; Al Wheeler, Howes Great London Shows; Beach Parrott, Gentry Bros.; Jack Phillips, Sparks Circus; Charles Wilkinson, Tiger Bill Wild West; Charles Stewart, Shipp & Peltus, and Rodney Harris, present bandmaster of Downie Bros.' Shows. These men were not windmill musicians standing up and fanning the air, but were capable directors, and when they brought the stick up or down you better hit it or stop, whatever the case might be. They were allowed to carry one trunk of music, which was used for a pedicel (the trunk, I mean) during the program. There is not one mentioned here but who could conduct anything from grand opera down. They were capable business men of the highest type, surrounding themselves with the best professional musicians obtainable. To the ones that do not know, every move in the arena is timed to the second with the music and it is up to the director to have good musicians that can put it over. Let some inexperienced director, I don't care how good he is with a town band or wherever he might work, try to put over a circus program and concert and watch things go haywire. A musician who puts in five or six seasons with a circus can make good on any job in the world. Sobriety is essential and 2:30 p.m. does not mean 2:31. I am mighty thankful for the experience obtained while trouping with these wonderful circus bandmasters.

Sings Praises Of Old Circus Band Leaders

Bill Rice, Rice and Evans.

Gowen City, Pa.
I have been reading so much lately of old-time shows and stars it has set my memory cogs going. A recent article in *The New York Sunday American* inspired me to offer Forum readers the following list of stars and shows that, to my mind has never been duplicated; William J. Scanlan in *Friend and Foe* and Myles Aron and James A. Herne in *Hearts of Oak and Shore Acres*; Louis Morrison in *Paulist*; Louise Arnot in *Repertoire*; J. Z. Little's *World and The Black Flag*; Richard Mansfield in *Beau Brummel*; Thomas E. Shea in *The Bells and Jekyll and Hyde*; Hanlon Brothers' *Fantasma*; Byrne Brothers' *Eight Bells*; Madame Augusta Neville in *The Boy Tramp*; Charles L. Davis in *Alvin Jolson*; Harry Lacy in *Still Alarm*; Katie Everett in *Wife of New York*; Frederick Brighton in *Foreigner*; Lincoln J. Carter's *Fort-Mall*; Edinger E. Vance in *The Limited Mail*; Joe Ott in *The Star Gazer*; William H. Crane in *Henrietta*; Hallen and Hart in *Later On*; Donnelly and Girard in *Natural Gas* and Charles H. McCarthy in *One of the Bravest*, in which show the writer made his professional bow at the Taylor Grand Opera House, Trenton, N. J., on January 10, 1899. I also played piano in our

Played Piano For Old-Time House-Packers

local theater at Shenandoah, Pa., for the above attractions, all of which were house-packers and standard attractions. In the Forum recently I saw articles by two of my old friends, Joe Thayer and Walter Nelson. Both were darned good agents.

Cobourg, Ont.
I wish to add to what has been appearing in The Forum regarding the word "gilly" that the word is in common use in England and Scotland. It is sometimes written "gillie" and means youth or man servant, being derived from the Gaelic, gille or lad. As a schoolboy our history ascribed the decline point in the Scottish victory at Bannockburn (1314) to a band of gillies, having cloths and coming into sight behind the Scottish army. The English mistook them for reinforcements and fled. The word meant retainers or camp followers. Does this help?
CHARLES R. GUMMOW.

Sloux Falls, S. D.
Having been interested and amused by the various definitions in The Forum recently about the word "gilly" as applied to shows, I would like to give, after years of experience in show business, my version of the word gilly. Small shows, both circus and carnival, loading in box cars or privately owned baggage cars and having tow drays convey the show equipment from car to lot were called gilly shows. Many had a couple of "dead-ax" wagons, which they would knock down for storage room in the cars. In other words, it means, in show parlance, a show that is not loaded on wagons, ready to run to the lot, but which must be loaded and unloaded at the railroad cars.

ELMCKR E. PORTERFIELD.

Showsfolks Make the World Go 'Round

Yes, it's showsfolks, big timers and small, That make the world go round. Giving their best till life's curtain falls, They leave for heaven bound; And in that land of final rest Showsfolks will please the Lord the best.
—R. DUKE MORGAN.

Writer Amused By Definitions Of 'Gilly' Term

Showsfolks are the folks that I like, They make the world go round. They keep it gay, they keep it bright, They keep it rhythm bound. Their mirth and joy like rivers flow Chasing gloom where'er they go.

They blend our sorrows with cheerful notes That gladden our hearts on dreary nights. They knock our blues with their tearful jokes That give us courage to face all plights. Even when showsfolks are weary and sad, Your hearty applause will make them glad.

Yes, it's showsfolks, big timers and small, That make the world go round. Giving their best till life's curtain falls, They leave for heaven bound; And in that land of final rest Showsfolks will please the Lord the best.
—R. DUKE MORGAN.

Saranac Lake

By BETTY HUNTINGTON
For the first time in its history the Olympic Arena at Lake Placid presented a real circus under its huge roof last week. Booked by George A. Hamid thru the management of E. G. Dodds, manager of the Palace Theater, it proved to be one of the biggest events of the season. Headline acts included the Fantinos, famous aerial act; the DeCardo Troupe, former attraction with Ringling Bros.; Tudor Sisters and Avery, contortionist act, also at one time with Ringling Bros.; Bernard's Elephants, including the one and only Toby, who walks the rope; Poodles and Noodles, clowns; the Oliva Brothers and many other big features. It was a grand performance. Gertrude Broderick, sister of Jahnnie Broderick, ace New York cop, who has been in Saranac Lake for the past several years, left for New York last week to attend the wedding of her sister. Gertrude is planning a trip to California, where she intends to make her home for the time being. Dorothy Hughes, a former patient here, and her friend, Margaret Doyle, of New York, were here on a visit and stopped in at the NVA lodge to see Ethel Cloude. Dorothy has since been in Hollywood working with the "Billy Symphonies."

leaving this week for California, where they will become permanent residents. Betty Felton, daughter of King Felton, featured illusionist with the Hila Morgan Players, has joined the company to assist her father. Dorothea Bates, formerly with Chase-Lister Company, is now director of the Group Theater in Chicago. Gus and Lucella Locktee, who recently closed with Choute's Comedians, have joined the Ben Wilks Show in Indiana. Mr. and Mrs. L. K. McKay and Mr. and Mrs. Tudie Manley, of Walter's Comedians, were week-end visitors in the village. Kelley Masters is making preparations for the opening of his circus the second week in September in Alabama. Rosalie Nash Players are scheduled to close the season September 5 in Michigan. Mary Grandi, formerly in rep, now has a girl band and is playing the better class night spots in and around the city. Henry L. Brunk Show, after many weeks in Colorado, will invade Nebraska territory next week. Jack Harvey Haws is framing a circle for Tennessee territory this fall and winter. Jack Hart's Comedians, after many weeks in Kansas, will start south next week to play his regular territory in Oklahoma and Arkansas.

The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD, President and General Manager.
E. W. EVANS, Secretary-Treasurer.
A. G. HARTMANN, Editor
Outdoor Dept., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Inquirer Dept., 108 S. Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 3306. Cable Address, "Billbibo," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor, Palace Theater Bldg., 1584 Broadway, Phone, MIddle 3-1816, 3-1617, 3-1618. **CHICAGO**—4th Floor, Wholesale Bldg., Randolph and Dearborn Streets, Phone, Central 8-2007. **ST. LOUIS**—310 Arcade Bldg., 8th and Olive Streets, Phone, Central 6443. **DALLAS**—401 Southland Life Bldg., 1416 Commerce Street, Phone, 2-2922. **PITTSBURGH**—R. A. Patrick, 7222 Lawrence Road, Upper Derby, Pa. Phone, Main 6861. **LONDON**—Bert Moss, care "The Performer," 18 Queens Cross Road, London, W. 2. **ST. PAUL**—Theatrical Bldg., 194 Pitt Street. **PHOENIX**—Theatrical Bldg., 100 N. Broadway, Rm. 1100. **ST. CINCINNATI**—A. D. STEIN, 100 N. Broadway, Rm. 1100. **ST. LOUIS**—100 N. Broadway, Rm. 1100. **ST. PAUL**—Theatrical Bldg., 100 N. Broadway, Rm. 1100. **ST. CINCINNATI**—A. D. STEIN, 100 N. Broadway, Rm. 1100. **ST. LOUIS**—100 N. Broadway, Rm. 1100. **ST. PAUL**—Theatrical Bldg., 100 N. Broadway, Rm. 1100.

SUBSCRIPTION RATES: PAYABLE IN ADVANCE—One Year, \$31; Two Years, \$58. These rates apply to the United States, U. S. Possessions, Canada and Continents in Pan American Postal Union. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address. **DISPLAY ADVERTISING**—Fifty Cents per Line per Week, Whole Page, \$175; Half Page, \$75; Quarter Page, \$37.50. No display advertisement measuring less than 10 lines accepted. Last advertising term goes in payment Monday. All telegraphed advertisements accepted unless republishers is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII, SEPTEMBER 5, 1936, No. 36

KANSAS CITY
(Continued from page 26)
leaving this week for California, where they will become permanent residents. Betty Felton, daughter of King Felton, featured illusionist with the Hila Morgan Players, has joined the company to assist her father. Dorothea Bates, formerly with Chase-Lister Company, is now director of the Group Theater in Chicago. Gus and Lucella Locktee, who recently closed with Choute's Comedians, have joined the Ben Wilks Show in Indiana. Mr. and Mrs. L. K. McKay and Mr. and Mrs. Tudie Manley, of Walter's Comedians, were week-end visitors in the village. Kelley Masters is making preparations for the opening of his circus the second week in September in Alabama. Rosalie Nash Players are scheduled to close the season September 5 in Michigan. Mary Grandi, formerly in rep, now has a girl band and is playing the better class night spots in and around the city. Henry L. Brunk Show, after many weeks in Colorado, will invade Nebraska territory next week. Jack Harvey Haws is framing a circle for Tennessee territory this fall and winter. Jack Hart's Comedians, after many weeks in Kansas, will start south next week to play his regular territory in Oklahoma and Arkansas.

leaving this week for California, where they will become permanent residents. Betty Felton, daughter of King Felton, featured illusionist with the Hila Morgan Players, has joined the company to assist her father. Dorothea Bates, formerly with Chase-Lister Company, is now director of the Group Theater in Chicago. Gus and Lucella Locktee, who recently closed with Choute's Comedians, have joined the Ben Wilks Show in Indiana. Mr. and Mrs. L. K. McKay and Mr. and Mrs. Tudie Manley, of Walter's Comedians, were week-end visitors in the village. Kelley Masters is making preparations for the opening of his circus the second week in September in Alabama. Rosalie Nash Players are scheduled to close the season September 5 in Michigan. Mary Grandi, formerly in rep, now has a girl band and is playing the better class night spots in and around the city. Henry L. Brunk Show, after many weeks in Colorado, will invade Nebraska territory next week. Jack Harvey Haws is framing a circle for Tennessee territory this fall and winter. Jack Hart's Comedians, after many weeks in Kansas, will start south next week to play his regular territory in Oklahoma and Arkansas.

The Final Curtain

ARNOLD—Sam G., 49, El Dorado, Ark., theater owner for over a decade, in an El Dorado hospital following a heart attack at home of his sister. Survived by two sisters. Interment in El Dorado Cemetery.

BENNINGER—Merrill, former manager of the Oliver and Upton theaters, Detroit, recently from heart ailment.

CAUSSEADE—Georges, vocal instructor at the Paris Opera and president of the Association des Artistes Musiciens, at Chanteloup-les-Vignes, France, August 17.

COINT—Jacques, 70, formerly stage director for the old Chicago Grand Opera Company and for Oscar Hammerstein's Manhattan Opera Company, New York, during which time he staged many of the latter's productions in London, August 23 after an illness of five weeks. Coint was said to have been the first manager to produce *Parasol* outside of Burroughs.

COOLS—Eugene, French editor of music, head of the Editions Eschig music-publishing firm and a well-known musician, in Paris August 13.

COPRET—Dr. Pierre, 86, pioneer French radio technician and author, in Paris August 7.

DEBRODA—Grazia, 61, celebrated playwright, in Rome August 16.

DELPH—Mrs. Mary, 63, mother of Richard Delph, technical adviser at Station WFIL, Philadelphia, August 17 at her home in that city.

DONNELLY—John James, 67, former theatrical manager, once associated with Daniel Frohman, one-time manager of the old Empires Theater, New York, and representative of E. H. Sothern, James K. Hackett, John Drew, Effie Shannon and other notables of the stage, August 21 at the home of his sister, Mrs. Mary Ruth Simmons, New York. More recently he was associated with Katharine Cornell in the management of *The Barretts of Wimpole Street*. He was a member of the *Times*, *Pratts* and *Players Clubs*.

DUFF—Thomas, 80, veteran clown familiarly known as "Duro-Devil Tommy," recently at Liverpool, England. Duff joined the Barnum Circus when he was 10 years old and toured the world with many circuses, including Buffalo Bill's and Mexican Joe's. In 1870, the beginning of his career, he performed before King Edward VII. Years later he appeared before King George, and when, as the Prince of Wales, the present King visited Liverpool in 1932 he appeared at another less formal Royal Command Performance. Of late years he supplemented his old-age pension by giving performances in the streets of Liverpool.

FARNUM—Ralph, 36, veteran theatrical and film agent, in Los Angeles August 22 from cerebral meningitis. He started in show business as an usher in vaude houses in Dayton, O., and Toledo, O., and later worked in the office of Harry Weber, New York. Later he joined Edward Kellar, after which he started on his own after handling acts thru United Booking Offices. For a number of years he did most of the casting for Ziegfeld, Earl Carroll and Schwab & Mandell shows. He opened offices in Hollywood four years ago. Surviving are his mother and a daughter, Frances Melinda.

PERROUD—Pierre-Octave, French composer, was killed in an auto accident near Debrecin, Hungary, August 17. Lajtha, Hungarian composer, was gravely injured in the same accident.

PISHER—George E., 75, for 22 years manager-secretary of the annual Chatham (N. B.) Fair, recently at Woodman's Point, N. B., where he had been summering at the home of a daughter. He had been in failing health for a year. He was the first president of the Swine

Breeders' Association of New Brunswick and a past president of the New Brunswick Farmers and Dairyman's Association. Surviving are his widow, three daughters, six grandchildren and one sister. The funeral was held from the home of a daughter in Fredericton, N. B.

FORTIER—Catherine Lydia, daughter of the late L. M. Fortier, for 20 years superintendent of Fort Anne Park, Annapolis Royal, N. S., recently at Mount Kisco, N. Y. She was private secretary for Ernest Schelling, musician, and for Grace Moore, singing star of the stage and screen. At the time of death she was hostess at a Mount Kisco hotel. Surviving are one brother and four sisters. Interment was at Annapolis Royal, N. S.

GESLAND—Charles F. Sr., father of Irving J. Gesland, well known in tabloid, minstrel and vaudeville, at his home in Clinton, Ia., August 18. He was soloist with Beach & Bowers Minstrels in 1892. Surviving are his widow and two sons, Charles and Irving.

GOFFP—Dr. Philip Henry, 72, widely known musician and composer, August 25 at his home in Philadelphia. Tho a member of the bar, he has not practiced law since 1891, when he took music as a profession. He was music teacher at Temple University and Ursinus College, organist, pianist, author of many musical books and for many years wrote the descriptive notes for the Philadelphia Orchestra. He composed the fairy opera, *The Lost Prince*. Temple University and the Philadelphia Musical Academy honored him with the degree of doctor of music.

HALL—Frank E., owner of Vanderburg Bros. Circus, at Hutchinson, Minn., August 24 following an operation at Community Hospital in that city for ruptured appendix.

HORNING—Mrs. Louise W., 38, wife of Frank S. Horning, territorial sales manager of the RCA-Victor plant in Camden, N. J., August 20 at the Atlantic City Hospital of injuries received in an automobile accident. Her husband survives.

HUNTER—Paul, at Nix Hospital in San Antonio, Tex., August 23.

JOHNSON—Wayman, 48, rodeo performer, at a hospital in Bonham, Tex., August 23 of injuries received August 21 at his ranch near Red River, Tex., when the horse he was riding fell on him. Johnson was chief deputy under Sheriff A. L. Chaffin and had conducted a ranch for more than 10 years. Funeral services August 24. Survived by his mother, a sister and brother.

KELLY—Father of Francis J. Kelly, concessioner with the Art Lewis Shows, in New Bedford, Mass., August 5. Survived by his widow and one son. Mass from St. Mary's Church was followed by burial in St. Bernard's Cemetery, New Haven, Conn.

KEVAL—Bena, 60, Franco-Jewish operetta and vaudeville actor, in Paris August 19.

KOVAL—Popular French comedian noted for his portrayal of American and English characters, in Paris August 17.

LEBMAN—Saul, 48, bass viol player with the Philharmonic Symphony Orchestra, of a heart attack while broadcasting with the Joseph Mondl Orchestra over NBC at Radio City, New York, August 21.

LYONS—Edward P., former Albany theater manager and newspaper man, in Denver recently. He was manager of the Albany Leland Theater and later became sport writer and secretary of the late John J. McGraw, manager of the New York Giants. He was president of the Denver Press Club. Surviving are two brothers, Joseph S. and Harry J. Burial at St. Agnes Cemetery, Albany.

McANN—John, with Downie Bros. Circus as a canvasser on big top, August 21 at King's Daughters' Hospital, Norfolk, Va., following an accident.

MACKENZIE—George (Doc), 28, widely known Edlington (Pa.) race driver, was fatally injured on the first lap of the 25-mile feature AAA race at State Fair Park, West Allis, Wis., August 22 when he crashed while angling for the pole position. The race was Mackenzie's second start since a previous accident at Reading, Pa., July 12. Mackenzie finished third in the last 500-mile race at Indianapolis and ninth in 1935.

MADDEN—Harry T., father of Jennie Madden, picture player, August 22 at his home in Scranton, Pa.

MASON—Sidney, usher on the Ring-

ling-Barnum Circus, recently at Sarasota, Fla.

MAVO—Cecile, known in private life as Mrs. Hugh E. Steele, former actress and once with the musical show *Havana*, in St. Vincent's Hospital, New York, August 21. Services at Delaney Funeral Hall, New York.

MEAD—Ralph, 27, radio baritone, in Orthopedic Hospital, Orange, N. J., after an extended illness. Survived by his widow, two sons, two daughters, five sisters and three brothers.

MOFFAT—Jennie R., 57, well known in Detroit music circles, at Oxford, Mich., recently. Survived by her husband, William Moffat, and a son. Burial at Oxford.

MURPHY—Walter, 63, for more than 40 years a theatrical and circus agent in the Northwest, August 20 at his home in Minneapolis after a heart attack. Murphy entered the circus field with the Barnum & Bailey show and was later with Ringling Bros. From 1903 to 1906 he was general agent for the Walter L. Main show and later was contracting agent for the Sells-Floto Circus. He acted as advance agent for various theatrical companies and was formerly part owner of the Minneapolis Boxing Club. Surviving by his widow, a sister and two brothers. Funeral services at the Church of the Incarnation, Minneapolis, with interment in St. Anthony Cemetery there.

MYERS—Mrs. Mary M., 85, mother of Jake Myers, of the Myers Duo, August 22 at her home in Dallas. Funeral services from Ed Smith Funeral Home and burial in Oakland Cemetery, Dallas. Surviving are her son and five daughters.

PADOETT—Henry, 24, chief announcer for KMLB, Monroe, La., and formerly announcer for several other Southern stations, August 22 from a heart attack while announcing a program. Padgett was also a singer with Lloyd Huntley's Ork. Survived by his parents, of Mer Rouge, La., where interment was made.

PARIS—Mme. Adele, ex-ballet mistress of the Paris Opera, at the hospital of Nanterre, Paris, August 12 of injuries received in an auto accident.

REED—Robert, 46, secretary of the National Minstrel Players and Fans' Association, inspector of weights and measures of the city of Cleveland and representative of *The Billboard* in that city since 1933, was found dead in the lake there Tuesday morning, August 23. Survived by his widow. Funeral Thursday afternoon, August 27, with burial in East Cleveland Cemetery. Officials, concessioners, performers and showfolks of the Great Lakes Exposition Midway and Streets of the World sent a magnificent floral piece five feet high, a replica of the blue, white and red pylons of the main entrance gate of the exposition, to the funeral.

RICE—Charles, 70, circus veteran, suddenly at his home in Belvidere, Ill., August 26 from heart disease. Rice, who of late years had been employed at the National Sewing Machine Company, spent the best part of his life travelling with old-time circuses. He started out with the old Forepaugh Circus and later went with the John Robinson Circus. He was in charge of lighting the big tops and saw the transformation from torches to electric lights. His travels with the circus took him to every part of the United States and Australia.

ROBINSON—Robert, 26, ballet dancer and former member of the Robinson and Corlone team with Andre Lusk's *French Revue*, in the Roebing Clinic sanitarium, Dallas, August 24 from a stomach ailment following a week's illness. Survived by his mother, the former Madame Verobell, of operatic fame; a sister and a brother. Burial in Graceland Cemetery, Chicago.

SCHADE—John A., 41, pianist and orchestra leader, at his home in Elizabeth, N. J., August 26.

STAYTON—Robert, 30, of Johnny J. Jones Exposition, at the Holy Family Hospital, La Porte, Ind., August 24 following injuries received when run over by a wagon. Interment at Danville, Va., his home.

STOUT—George O., 38, of Easton, Pa., talker on Motordrome with Budy Bros. Shows, August 25 in Fairmount Park, Red Lion, Pa., of a heat stroke.

TIERSOT—Julien, French composer and music critic, in Paris August 12.

TIOCCONI—Albert, 46, founder and president of the supreme Art Novelty Company, carnival supply firm, August

12 in a Milwaukee hospital. Survived by his widow and three sons, all of Milwaukee.

WHITE—Luther S., 78, New York theatrical photographer of 30 years ago, who perfected the instantaneous flash-light powder method of photography which supplanted the flame-and-powder method, in Stamford, Conn., August 24 after a two-year illness.

Marriages

BODO-RERI—Eugene Bodo, Polish film producer, to Reri, Polynesian actress, recently.

BUCKNER-WELCH—Jack Buckner, whipcracker, of Doniphan, Neb., and Bertha Welch, of Omaha, both members of the J. L. Landes Shows, at McCook, Neb., August 21.

CLARK-MELROI—Floyd Clark, ride manager, and Virginia Melroi, both from East St. Louis, Ill., and members of the J. L. Landes Shows, at McCook, Neb., August 22.

COHEN-DIAMOND—Harold W. Cohen, movie editor of *The Pittsburgh Post-Gazette*, and Stephanie Diamond, radio artist and staff member of WCAE, Pittsburgh, to August 20.

DEFEW-SHOFFSTALL—William Defew, saxophonist with Benny Goodman's Orchestra, to Barbara Shoffstall, musician, in Hollywood August 26.

DEVLIN-BELL—William Devlin, non-professional, of Galveston, Tex., and Naomi Bell, daughter of Billy and Grace Carmen, vaude and night club entertainers, August 20 in Galveston. The couple will reside in Galveston, the bride having retired from her parents' act.

FERTORSS-CLOVER—John Matthew Fertorss, Yankee Network operator (WYAC), and Frances Clover, nonpro, in Cambridge, Mass., August 22.

HALSEY-RUFFENACH—Francis O. (Pat) Halsey, Pittsburgh radio entertainer, and Anna O. Ruffenach in Pittsburgh August 27.

HARDING-STEVENSON—Bob Harding, musician and former staff accompanist at WTP, Philadelphia, and Martha Stevenson, nonprofessional, at Philadelphia August 24.

HOGAN-SKELLY—Tweet Hogan, Chicago orchestra leader, and Monica Skelly, recently one of a song and dance trio appearing in Chicago, New York and other key city night spots and a sister of the late Hal Skelly, musical comedy and movie star, in Chicago July 7.

HOWELL-HACKETT—Gene Howell and Juanita Hackett, trick riders and ropers, at Centralia, Wash., recently.

LESSER-WITCOSS—Irving M. Lesser, managing director of the Roxy Theater, New York, and Peggy R. Weiss, non-professional, in Greenwich, Conn., August 21.

MCCORMICK-MURNON—James J. McCormick, non-professional, and Mary Murnon, staff member of Station WFIL, Philadelphia, there August 17.

McTAGGART-PEARCE—Bud McTaggart and Adele Pearce, little theater players, in Los Angeles August 23.

MOYER-STRAIN—Charles E. Moyer and Madelyn Strain, Pittsburgh chorus girl, in Willsburg, W. Va., August 25.

WHATELY-O'HAVANNES—Roger Whately, free lance economist, and Dr. V. Cecile Ohavannes, August 22 in Hollywood.

YATES-COX—Louie Yates, non-professional, of Indianapolis, and June Cox, chorus girl at the Mutual Theater, that city, in Greenfield, Ind., August 13. Joan Tanya and her husband, Bob Cruise, were witnesses.

Coming Marriages

Alan P. Haiser, former circus equestrian director, now a coin machine operator on the Dodson's World's Fair Shows, and Meda Wisenbaker at Tampa, Fla., in the fall.

Jeanette MacDonald and Gene Raymond, Hollywood film players, soon.

Billy Sloan, comedy dancer and emcee, who has been appearing in Ohio and Kentucky night clubs recently, and Esther Fine, Pittsburgh, a non-professional. Date for marriage not decided.

Max Davis, musician and leader of New York, to Wilma Houser, burlesque principal woman, in the East in August.

Mary Frances Wait, Station WLS staff member, and Walter O. Danabson, of Reynolds, Ill., at Taylor Ridge, Ill., September 12.

Pete Woolery, radio singer and manager of the Philadelphia office of the Irving Berlin Music Company, and Helen Barrett, radio congress and member

Herbert D. Smyser

Herbert D. Smyser, 67, manager of amusements and racing secretary of York (Pa.) Fair since 1909, died at his home on August 26. While cerebral hemorrhage was cause of his sudden death, he had not been in good health for two years. He had long been active in the State Association of Fairs, was widely known in harness-racing circles and in the amusement field, having for years booked an outstanding grand-stand show. A strong advocate of clean concession games, he was largely responsible for employment of a games sensor in York the past two years. His wife died on December 14, 1931. He is survived by a sister, Mrs. Abbe J. Eshenhart, York. Funeral on afternoon of August 28 from the residence was largely attended by business associates and fair officials.

of the Canadians, vocal trio, at Philadelphia soon.

Bill Wilson, singer, and Mary Stewart, of the Stewart Sisters, vocal trio, in Philadelphia soon.

Henry Fonda, screen actor, and Mrs. Frances Seymour Brokaw, nonprofessional.

Lionel Lindon, film cameraman, and Jane Weil, dancer and bit player, in California soon.

Naomi Waters, English stage and film actress and former wife of Roland Oltiet, to Thomas Arundale Bourne, nonprofessional, in London in September.

Births

A seven-pound daughter, Patricia Joyce, to Mr. and Mrs. Hal Wilson at Elizabeth City, N. C., recently. Father is a scenic artist.

A nine-pound son, Robert Edward, to Mr. and Mrs. Frank Weatherford at Baptist Hospital, Fort Worth, August 23. Father is manager of the Worth Theater there.

An 8½-pound son, Edgar Alexander, to Mr. and Mrs. Howard Smith August 11 in Philadelphia. Father is a booklet for 20th Century-Fox pictures.

An 11-pound son, Richard Marion, to Mr. and Mrs. Sandy Ouyer August 13 in Philadelphia. Father is radio announcer at WIP, Philadelphia.

To Mr. and Mrs. Harry Roy a daughter August 13 in London. Father is a vaude and radio orchestra leader there.

To Mr. and Mrs. Herb Moulton a 4½-pound daughter in Los Angeles August 20. Father is a Paramount Pictures trailer executive.

A daughter to Vet Boswell Jones, one of the Boswell Sisters, and John Paul Jones, nonprofessional, August 22 in Toronto, Can.

An eight-pound nine-ounce daughter to Mr. and Mrs. Jack Dempsey August 23 at Polyclinic Hospital, New York. Father is former world's heavyweight champion and mother the former Madna Williams of the stage.

Divorces

M. J. (Jack) Harris, with Fort Worth Frontier Centennial, from Bertha Harris, former business performer, at Seminole, Okla., August 12.

Bobbe Arnet, film player and musical comedy actress, from Robert Cavanaugh at Reno August 18.

George B. Trabbord, magician, from Julia Trabbord in Woodbury, N. J., August 24.

Virginia Hargreave from William K. Hargreave in Los Angeles August 20. Both are radio and stage entertainers.

Jane Clayworth, stage and screen actress, from Benedict Brstein, of New York, in Los Angeles August 22.

NEW PLAY—

(Continued from page 13)

ing instinct of woman—the desire for security and children which eternally conflicts with man's sky-born crusades—wins her over not too unwillingly. The boy—harassed, confused, his mind in a whirl, torn by all the cheap little feminine tricks that have been played upon him, wiled by man's instinctive and idiotic gallantry, pulled by his "love"—drags his Lillith to the nearest justice of the peace.

One frequently wonders, incidentally, why most people insist that Lillith and Eve were two different persons.

The dialog has frequent flashes of the well-known Barry wit, tho on occasion it does let down, particularly when Mr. Barry feels it necessary to go into the thistledown intricacies of the original plot. Many of the lines which audiences will probably consider the most uproarious are among the bitterest of all.

For surely the play is bitter. The dissection of the predatory female, as presented by Mr. Barry in his dormitory scene, is as cold-blooded and as horrifying a thing as may be imagined. The pitiful, confused, frantic speech of the lad after his disintegration in the last act is the last despairing cry of defeated man, "the second strongest sex," as Mr. Barry calls him.

Sprightly tho the dialog may be, however, it does not always seem sprightly on the Empire stage, where it is mounded and thrown away by a young cast which rides roughshod over most of it. Chief offender is Louise Platt, a young lady who was entrusted with the leading role, and who interprets it about as sensitively as—well, as a predatory and lovelorn girl might interpret the dreams of her victim.

Among the scheming roommates the work of Peggy O'Donnell and Ruth Matteson stands out. The male division is somewhat more successful, with Richard Kendrick bringing belief to the role of the chief sacrifice, and Jose Ferrer creating excellent comedy effect—the not really so much as he might have—in the very fat part of The Lippincot, a wise Yalo man—if that isn't a flat contradiction in terms.

A couple of excellent character bits are contributed by Mary Wickes and Marie Bruce.

Perhaps Spring Dance is just a cute light comedy after all, perhaps the bitterness that didn't quite come thru was merely read into it by this reporter; only Mr. Barry can say. But it does seem that he was again discussing a problem in which he has shown interest before, this time dissecting the modus operandi and this time presenting a poor lad who, unlike Tom Collier of *The Avarice Kingdom* and Quin Hanna of *Bright Star*, didn't even have a chance to set out on an abortive journey to the stars. It's pretty horrible if you stop to think about it.

EUGENE BURR.

OUT-OF-TOWN OPENINGS

"The Anchor's Weighed"

(Rose Valley)

By Simon Gantillon. Translated from the French by Mrs. D. L. Orna. Produced and presented by the Hedgecroft Theater at Rose Valley, Pa., on August 17-18. Settings and scenery designed by Adrienne Bancker. Costumes by Mary Estherick.

David Metcalf, Patricia Murray, Alfred Rowe, Harry Sheppard, Rose Henley, Goldie Erwin, Robert Hanley, Al McOranary and Henry Jones in the cast.

Gantillon, whose *Maya* was banned some years back in New York, frames a simple and paradoxical story in an elaborate setting, making demands on the group to provide a cast of 42 to tell the tale in three acts and 14 scenes. David Metcalf, as Jean, and Patricia Murray, as his twin sister, Jeanne, spend their childhood in day-dreaming abandonment, planning a Nirvana of infantile phantasms. The boy turns to the sea, becoming a sailor. The sister, historically inclined, becomes an actress. And adult life finds their ultimate reality a period of frustration—their magic lantern transposes the adolescent air-castles into phantasmagoria.

Mrs. Orna's translation caught the beauty of the childhood fantasy and the philosophical leanings of the lines of stark realism. While the author slides the tangent in a logical development of early themes, the imaginative quality of its entirety earns an appreciation which results in theatrical enjoyment.

The two main characters set an admirable spark in their dreams and longings, which found the huge cast entering into the spirit of the play. An outstanding performance was registered by Henry Jones, as stage manager, and worthy of particular note were the settings designed by Adrienne Bancker.

ORO.

COWBARN END—

(Continued from page 12)

In order to present O. B. Stern's new comedy, *The Middleman*, with Ernest Truex, the week of September 7. This follows *Parnell* and *In the Next Room*, and will have in its supporting cast Reginald Mason, Allan Marshall and Phyllis Joyce. Direction and settings are by Joshua Logan and Barton B. Griffin, and, if all goes well, Max Gordon will bring the play to Broadway early in November.

Maryverne Jones' Starlight Theater, Pawling, N. Y., has also had its season extended, and for no less than three weeks, during which time there will be presented *Danger*, by Tom Barry, the week beginning August 31; *Meet My Wife*, by Lynn Starling, the week beginning September 7, and *Sea Shells*, a near English comedy by Ray Parry, the week beginning September 14. Other imminent new ones to be born next week at Stony Creek, Woodstock and Matanuck, respectively, are *In Gold We Trust*, by Sara Sandberg; *Black Magic*, by Helen Kedington, and *Honor Bright*, by Miesela O'Harris.

Important final notes: Tuttle and Skinner for the 12th and last production at the Ridgeway Theater will give Somerset Maugham's *The Circle*, the week beginning August 31, with a cast headed by Viola Roache, Nicholas Joy and Conway Wingfield, and including Peggy Converse, Stephen Ker Appley and John O'Connor. Direction and sets are by Day Tuttle and John Koenig. Miss Roache, who has played a variety

of roles this summer at Tuttle and Skinner's Westchester Playhouse, will tour this fall for the Theater Guild in *Call It a Day*, with Gladys Cooper and Philip Merivale.

Ruth Gordon, following her week's engagement at the Ridgeway Theater in *A Church Mouse*, will play the same part when the piece is given by Tuttle and Skinner at the Westchester Playhouse, White Plains, starting August 31. John Koenig has designed the sets. Frank Brown is directing, and the cast includes Paul McGrath, Florence Britton, Raymond O'Brien, John Winthrop and William Chambers. Following this engagement Miss Gordon will return to New York to start rehearsals for *The Country Wife*, to be presented on Broadway this fall.

With James Rennie in his original role, Co-Respondent Unknown will be the final attraction of this, the 10th anniversary season of Raymond Moore's Cape Playhouse at Dennis, Mass., the week starting Monday, August 31. Also in the cast are Katharine Warren, Ruth Gilbert, Dudley Hawley, Otto Hulett, Ernest Docker and Louise Lee. The corresponding closing concert at the Cape Cinema (Allied with the Playhouse), occurs on September 2, when Albert Spalding, violinist, will appear.

The Ballet Caravan, the group of dancers from the American Ballet of the Metropolitan Opera who have been touring New England in a repertory of ballets of their own composition, will close their first summer season with a week's engagement at Walter Hartwig's Theater in Ogunquit, Me., where they open August 31 for an engagement lasting thru Labor Day. Among the numbers to be presented for the stand are: *Promenade*, *Harlequin for President*, *The Soldier and the Gypsy*, *Encounter* and *Pocahontas*. In addition to being featured in Lawrence Langer's production of *The Would-Be Gentleman* at the Country Playhouse, Westport, the troupe has played Bennington, Burlington, Middlebury, Dorset and Woodstock, Vt.; East Hampton, L. I.; Keene and Claremont, N. H., and Skowhegan, Me.

Last Thursday the executive board of the Brattleboro (Vt.) Theater entertained the patrons at a cocktail party on the stage, and during the festivities a report on the season's activities was given, eliciting the information that every performance for each of the five plays presented was sold out. The theater seats 190, and it was computed that 3,800 saw Tomorrow's Monday, Noah, Yellow Jack, Serena Blandish and *Bury the Dead*.

The final bill given by the Buck Hill (Pa.) Players is *Kind Lady*, showing currently. At the Paragut Playhouse, Rye Beach, N. H., *Biography*, starting September 2, closes the season. *Camille*, with Eva Le Gallienne, will be the last presentation at Westport, beginning August 31. Ditto for *Personal Appearance* at the Robin Hood Theater, Arden, Del., September 2 to 5.

The Lakewood Players at Skowhegan offer their 14th production of the season, *The Old Maid*, starting August 31, with Dorothy Bernard in the Judith Anderson role and Katherine Meskil in the Helen Menken part. For the remainder of the season A. H. Van Buren replaces Melville Burke as director at Lakewood, the latter leaving in order to start rehearsals for Sam Byrd's New York production of *White Man*. Starting August 31, *Fair and Warmer* will be revived for one week at Guy Palmerton's Lake Wauson Theater, Pitchburg, Mass.

Frank McCoy, manager of the Auditorium Theater at Concord, N. H., will reopen the house September 14 with the *Night of January 16*, to be followed by *Co-Respondent Unknown* and another.

REVIEWS—

(Continued from page 17)

reason for the title, closes the bill. To the tune of *The King Must Have Swung* the entire company returns for a swing dance in costumes and powdered wigs. The screen has *Meet Nero Wolfe* (Columbia), and business, according to the management, was average, with the crowds here not starting to come in until late Saturday afternoon.

SAM HONTGEBERG.

Paramount, New York

(Reviewed Wednesday Evening, Aug. 26)

Current band show is strong on dance, vocal and comedy specialties, in addition to offering a distinctive brand of music by Lud Gluskin and orchestra.

Band show ran 46 minutes, with Hal Sherman's lingering 19 minutes stretching the running time out of proportion. Sherman, spotted towards the close, was

a solid hit with his clever pantomimic comedy and eccentric dancing. But he made the mistake of doing too many encores and thus weakened his effectiveness. Except for his staying on too long he was absolutely in tip-top shape.

Gluskin, a retiring and unobtrusive leader, led his 19 men thru some swell stretches of music. On the Continent for some time, the band excels when doing snatches of tangos and rumbas. A well-balanced outfit handling clean-cut arrangements, the band revealed fine musicians in some of the men who stood out for solos, including the violinist, trombonist and saxophonist. Band carries a male harpist, Casper Reardon, who not only plays the so-called flar type of music but also can pluck off hot jazz. He did *St. Louis Blues*, drawing a fine hand.

Ogo Delys, a charming blonde in blue velvet gown, made a distinct hit. A familiar voice on the networks, she is making her stage debut here and revealed an expressive contralto voice and a skillful delivery. Offered *You're Not the Kind of a Boy, Did I Remember?* and *I Want To Be Loved*, the latter as an encore.

With Chiquito thumping out a hot Cuban rhythm and also doing a snatch of Cuban singing, Raul and Eva Reyes are on for swell rumba dancing. The girl, in flashy rhinestone costume, is a grand dancer, with the boy not far behind either. Their dancing gets away from the conventional and includes some rarely seen movements.

Gluskin closed the session with a batch of pop numbers he helped popularize in Europe, including *You're Blase*; *Just a Gigolo*, played both as a tango and as a fox trot; *Tell Me That You Love Me Tonight* and *When Day Is Done*. A pictorial still background is thrown behind the band stand, giving the show an appropriate and inexpensive setting.

Don Baker offered a session at the organ and got the customers singing his love ditties. He is a swell organist and rarely has trouble whipping up vocal enthusiasm.

Picture is *To Mary With Love* (20th Century-Fox). Emily Pulle and Sam Silverman, playing ping-pong in the mezzanine, entertain the waiting customers, succeeding Mogul, mentalist, who just closed a 10-week krun as lobby entertainer.

PAUL DENNIS.

London Bills

(Week of August 24)

Joe E. Brown, American film "name," remains at the Palladium for a second successful week and scores heavily with his smart comedy and clowning in connection with the Talo Brothers, high-speed Continental Riskey and teterboard experts. George Beatty, rapidly becoming a favorite this side, hits solidly with a peach of a comedy and monolog act that is good for plenty of laughs. The Pettley Jones Company clicks with a comedy trampolite act, while Lois and Jeanne Sterner, attractive young American dancers, play an early return date and are an outstanding hit with their dandy ultra-modern tap and rhythm dances.

Back after a seven-month absence, Michel and Hero, American comedy and dancing xylophonists, are the big hit in a strong bill at the Finsbury Park, Astoria.

Molly Flood, internationally famous comedienne and impressionist, headlines at the Hippodrome, Birmingham, where she proves a riot with her grand act.

George Black's *O-Kay for Sound* is in its second week at the Brighton Hippodrome and major successes are recorded by two American entrants, the Three Nonchalants, hokum trio, with plenty of new and zany bits, and Patricia Bowman, premier ballerina, whose exquisite dancing brings down the house. Business capacity.

Fourth version of Will Mahoney's road show is tabbed *Bats in the Belfry* and opens at Portsmouth Hippodrome, where the irrepressible Mahoney lays them in the aisles with socko comedy and Eric Hayes show-stops with her swell singing.

Hal Menken, novelty tap dancer, returns from America to headline and score solidly at the Winter Odeum, Murecambe.

Three American acts share headline honors, with all hitting heavily on applause and laughs at Manchester Hippodrome. Trio are Harris and Howell, with Paul Harris, colored comedians and dancers; Arnaud, Peggy and Ready, with a mirthful comedy dance travesty that's built for laughs, and Valaida, colored leading lady from *Blackbirds*.

Harris Twins and Loretta impress greatly with their novel dance offering, and Chilton and Thomas are a solid hit with their rhythmic tap dancing and other talents at Hockney Empire.

September 5, 1936

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
ABC Trio (El Chico) NYC, ne.
Adams & Evans (Wonder Bar) Philadelphia, N. Y., ne.
Adrienne, Mlle. (Shea's Hipp.) Toronto 31-Sept. 3, t.

B
Balboa, Pearl (Kit Kat Club) NYC, ne.
Baker, Babe (Hoxby Club) NYC, ne.
Ballard & Rae (McVane's) Buffalo, ne.
Ballet, Bodenweiser (French Casino) NYC, ne.
Ballet, Eddie & Lamb (New Yorker) NYC, ne.
Barnes, Eddie, & Fred Eieger (French Casino) NYC, ne.
Barnes, Lillian (Rabette's) Atlantic City, c.
Barnes, Ruthie (Rarlie) Washington, D. C., 31-Sept. 3, t.

B
Barrie, Orance (Chicago) Chi 31-Sept. 3, t.
Barron, Judith (Acropolis) Phila, ne.

B
Barrow, Marie (Place Elegante) NYC, ne.

B
Barrow, Marie (Place Elegante) NYC, ne.

B
Barrow, Marie (Place Elegante) NYC, ne.

B
Barrow, Marie (Place Elegante) NYC, ne.

B
Barrow, Marie (Place Elegante) NYC, ne.

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.

PRINCESS CHIYO
Alhambra Theatre, Paris, France.
Commencing September 4.

Clair, Roberta (Bon-Air) Chi, c.
Clark, Ruddy (Paramount) NYC 31-Sept. 3, t.
Clark & Cahill (Golden Grill) Rochester, N. Y., ne.
Clark, Sylvia (Marbro) Chi, t.
Claret, Marguerite (Ireland) Decatur, Ill. h.
Clayton, Charles (Cafe Ball) NYC, ne.
Clayton, Hal (Vogue Club) NYC, ne.
Clyde, Curtis (Club Diamond) Wheeling, W. Va., ne.
Collins, Rose (Riviera) Fort Lee, N. J., ne.
Compton, Dorothy (Hollywood) NYC, re.
Condos Brothers (Tower) Kansas City, t.
Connors Jr., Chuck (Tia Pan Alley) New York, ne.
Conrad, Jean (Starline) NYC, re.
Continental Trio (Cocoanut Grove) Chi, ne.
Cook, Nell (Greenwich Village) San Francisco, ne.
Cooley, Marion (Stork Club) NYC, ne.
Cooper, Odra (Golden Grill) Rochester, N. Y., ne.
Coquette, Six (Embassy Club) San Francisco, ne.
Corbana, Kay (Dixie Club) NYC, ne.
Cort, Nina, singer (Club Mayfair) Boston, ne.
Cortez & Yorlita (Helen-Lake) Phila, ne.
Coutinier, Ann (Montclair) NYC, h.
Crane, Dorothy (Edgewater Beach) Chi, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

C
Cronk, Ford & Gene Stulix (Paradise) NYC, re.
Cridler & Page (Fair) Staunton, Va.; (Imperial) Zanesville, O., T-P.
Crooker, Dorothy (Helen-Lake) Chi, t.
Crosby, June (Victoria) NYC, h.

D
D'Arcy Girls (Fair) Elmira, N. Y.
Dale, E. Marie (Monimoney) Royal

D
Dale, E. Marie (Monimoney) Royal

D
Dale, E. Marie (Monimoney) Royal

Gettemen of Rhythm (Congress) Chi, h.
George, Eileen (Colosimo) Chi, ne.
Gerry, Julia (Don Air) Wheeling, Ill. ne.
Gerrita, Paul (St. Regis) NYC, h.
Gibson, Billy (Grandia Inn) Atlanta, ne.
Gilbert Brothers (Lyric) Indianapolis, t.
Giff, Nannie (Shea's Hipp.) Toronto 31-Sept. 3, t.
Givens & Karol (Wire's) NYC, re.
Givoli, George (College Inn) Chi, ne.
Glorified Follies of 1936 (Stanley) Pittsburgh 31-Sept. 3, t.
Glory, Camille (18 Club) NYC, ne.
Gluskin, Luc & Band (Paramount) NYC 31-Sept. 3, t.
Goff & Kerr (Westbury) L. I., ne.
Golden, Neil, Trio (Lyster) Lake George, N. Y., h.
Gonzales & Rangel (McAlpin) NYC, h.
Goodale, Nella (Arrowhead Inn) Saratoga Springs, N. Y., ne.
Gury, Gene & Roberta (Everglade) Orlando, Fla., 2-4 (Pha), St. Augustine 5-7, t.
Grace, Three (Astor) NYC, h.
Graham, Miriam (Blossom Heath Inn) Detroit, ne.
Gram, Robbie (Colony Club) Chi, ne.
Grant, Jack (Drum Palm Garden) Chi.
Grayson, Frank (Steamship Empire State) NYC, t.
Green, Kay (Stateline) Lake Tahoe, Calif. ne.
Green, Millicent (Show-Bar) Forest Hills, L. I., ne.
Greenwood, Dawn (Paradise) NYC, re.
Grisha (Leon & Eddie's) NYC, ne.
Growler Man, The (Oang Plank) NYC, ne.
Gypsy Albert Trio (Beverly Bar) NYC, ne.

H
Haggerty, George (Steamship Empire State) NYC, t.
Hale, Gardner & Carter (Leon & Eddie's) NYC, ne.
Hale, John (Yacht Club) Chi, ne.
Hale Sisters (Yacht Club) NYC, ne.
Hall, Deb (Earle) Washington, D. C., 31-Sept. 3, t.
Hansen, Eddie (Chez Maurice) Montreal, ne.
Hardy, Moore (Oarlie's) NYC, ne.
Harper, Ruth (Mount Royal) Montreal, Que., h.
Harey, Russ (Maple Diner) Hartford, Conn., re.
Haines, Mitz (Hollywood) NYC, re.
Hall, Frank (Adelphia) Phila, h.
Hawley & Mills (Gloria) Columbus, ne.
Haver, Henri (Maple Diner) Hartford, Conn., re.
Harrington, Pat (18 Club) NYC, ne.
Harris, Sylvia (Club 500) Cape Henry, Va., ne.
Harrison, Muriel (Entertainers Club) Atlanta, Ga., ne.
Hart, C. (Number One Bar) NYC, ne.
Hartman, The (Chez Parce) Chi, ne.
Harris, Harry (Villanova) Saratoga Springs, N. Y., re.
Havallans, Benny Hanno's (Monmouth Court) Monmouth, N. J., c.
Hayden, Tommy (Wire's) NYC, re.
Haywood, Billy, & CUII Allen (Le Mirage) NYC, ne.
Hayes, Pat, & Jim Ashley (Dassert) Brooklyn, N. Y., h.
Heat, Warren, Three (College Inn) Chi, ne.
Heath, Helen (Entertainers) Atlantic City, ne.
Heidelberg, Omer (Old Heidelberg) Chi, ne.
Heller, Jackie (Cocoanut Grove) Chi, ne.
Henry, Flo (Alabama) Chi, ne.
Herbert, Charles & Grace (Cocoanut Grove) Chi, ne.
Herman, Irving (Man About Town Club) NYC, ne.
Hether & Blackstone (Chrz Panchard) Massachusetts, L. I., ne.
Hilton Sisters (Chez Parce) New Orleans, ne.
Hix, Frankie (170th Century) Phila, ne.
Holiday, Byron (Westchester Bath Club) Westchester, N. Y.
Hollis, Marie (Edgewater Beach) Chi, h.
Holly, Edna Mae (Ubangi Club) New York, ne.
Horn & Jarrett (Michigan) Detroit 31-Sept. 3, t.
Homan, Helen (Stevens) Chi, h.
Honeyboy & Saxatras (Met.) Boston 31-Sept. 3, t.
Honolulu Islanders (Steamship Empire State) NYC, s.
Hope, Bob (Wire's) NYC, re.
Howard, Helen (18 Club) NYC, ne.
Howard, Joseph E. (Gay '90s) NYC, ne.
Howard, Kathleen (Deauville) New York, ne.
Howard, Tom (Shea's Hipp.) Toronto 31-Sept. 3, t.
Horse, Jamma (Sherry-Netherlands) NYC, h.
Hyers, Frank (18 Club) NYC, ne.

I
Idlers, The (Versailles) NYC, ne.
Indefatigable Charles (83 Reg.) New York, h.
International Trio (Devonshire) Atlantic City, h.
Irene & Martha (Blossom Heath) Detroit, ne.
Jack & Jill (Park Casino Bar) Palisades Amusement Park, Palisades, N. J.
Jackson, Lawrence (President) New York, h.
Jackson, Irving & Reece (Yacht Club) NYC, ne.
Jacobs, Peggy (Torre) Jamestown, N. Y., h.
Jail-Leta (Leon & Eddie's) NYC, ne.
James, Jacquelyn (McCombs) Albany, N. Y., h.
James, Linton (New Yorker) NYC, ne.
D. C., 31-Sept. 3, t.
Jarleys, The Five (Edgewater Beach) Chi, h.
Jaros Sisters (Beverly) Chi, h.
Jarrett, Lucille (Chateau Moderne) NYC, ne.
Jay, Theo (Pavilion Royal) Valley Stream, N. Y.
Jeffers, Dorothy (Paradise) NYC, re.
Jennings, Don & Sally (Stateline) Lake Tahoe, Calif., cc.
Johnson, Kay (Kit Kat Club) NYC, ne.
Johnny & George (Yacht Club) NYC, ne.
Johnson, Joyce (Paradise) NYC, re.
Johnson, M. & Kit Kat Club NYC, ne.
Johnsons, The (Navarro) NYC, h.
Jolly Singers (Claremont Inn) NYC, ne.
Jones, James (Gony Club) NYC, ne.
Jordan & Grace (Ontario) Dayton, O., t.
Jordan Sisters (Club Continental) Mount Morris, Mich., ne.
Joyce & Freddie (Kit Kat Club) NYC, ne.
Joyce, Bobbe (Greenwich Village) San Francisco, ne.
Joyce, Marion (Leon & Eddie's) NYC, ne.
Jullian, Lewis (Biltmore) NYC, h.

K
Kaiser & McKenna (Probes) Niagara Falls N. Y., c.

L
Lambert, Edith (Valder-Astoria) NYC, h.
Lancaster, Kay (Paradise) NYC, re.
Lanzone, Frank (Gony Club) NYC, ne.
Cardinal (Riviera) Fort Lee, N. J., ne.
Cardona, Kay (Dixie Club) NYC, ne.
Carenina, Lena (Club Cauccho) New York, ne.
Carrington & Juliette (Washington Arms) Marquette, N. Y.
Carmen, Billy & Grace (Capital) Atlanta, Ga., t.
Carmel, Madge (Club Nomad) Atlantic City, N. J., ne.
Carr & Francis (Shea's Hipp.) Toronto 31-Sept. 3, t.
Carr, Mary Ann (Park Central) NYC, h.
Carrington Bros. (Terrace Gardens) Rochester, N. Y., ne.
Carroll, June (Club Mayfair) Boston, ne.
Carroll, Nina (Hotel) NYC, h.
Cartier, Joan (Parillon Royal) Valley Stream, L. I., ne.
Castle, Billy (Chateau Moderne) N. Y. C., ne.
Cavanaugh, Bob, Trio (Robert Tree) Newark, N. J., h.
Ctallis, Beth (Silver Lake Inn) Clementon, N. J., re.

M
Mack, Edith (Valder-Astoria) NYC, h.

M
Mack, Edith (Valder-Astoria) NYC, h.

Kalmus, Ben (State-Lake) Chi, h.
 Kane, Patsy (Hollywood) NYC, h.
 Kania, Alex (Versailles) NYC, nc.
 Karbon & Thomas (Powers) Rochester, N. Y., h.
 Karson & Thomas (Jermy) Scranton, Pa., h.
 Kator, Grace (Hicort) Chi, h.
 Kaufman, Max (Highmont) Highmont, N. Y., ca.
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (State) NYC 31-Sept. 3, t.
 Kemper, Charles (Steamship Empire State)
 Kemple, Leslie (Hollywood) NYC, nc.
 Kennedy, Billie (Honey Club) New York, nc.
 Kennedy, Alice (Embassy Club) San Francisco, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kennedy, Bob (Deau Rivage) Sheepshead Bay, N. Y., nc.
 Kenny Phyllis (Feltman's) Coney Island, c.
 Kenna, Sherry (Windy) NYC, nc.
 Kessler, Ernie (Hickory House) NYC, nc.
 King Goes Swing (Pal.) Cleveland 31-Sept. 3, t.
 King, Jean (Victorial) NYC, h.
 King, Keen (Ballyho) Columbus, O., nc.
 King, Mickey (Chicago) Chi, t.
 Kirk Gene (Bon Air) Wheeling, Ill., nc.
 Kirk, Maxine (Bismarck) Chi, h.
 Kirkoff, Adeline (Club Puertal) Milwaukee, nc.
 Kistler, Sue (Vine Garden) Chi.
 Knight, Eleanor (Pavilion Royal) Valley Stream, L. I., nc.
 Kolb, Harold (Claremont Inn) NYC, nc.
 Koris, Nadia (St. Regis) NYC, h.
 Kovs, Al (Pendant Grill) Boston, Mass., ca.
 Kramer, Dolly (Midway Circus) Great Lakes Expo., L. I., nc.
 Kramer, Ida (Swanee) NYC, nc.
 La Central, Fog (Lexington) NYC, h.
 Laird, Ruth (Lookout House) Covington, Ky., nc.
 Lambert, Jean (Ballyho) Columbus, O., ca.
 Lambert, Helen (Man About Town) NYC, nc.
 Lambert, Nellie (Man About Town Club) NYC, nc.
 Lamberton, Charles, & Charlotte (Hollywood) NYC, nc.
 Lane, Leota (Number One Bar) NYC, nc.
 Lane, Lillian (Dixy Club) New York, nc.
 Lane, Mildred (500 Club) Atlantic City, N. J., nc.
 Lane, Muriel (Arrowhead Inn) Saratoga Springs, N. Y., ca.
 Lane, Ted (Hickory House) New York, nc.
 Lang, Edith (Hi Club) NYC, nc.
 Lang, Jeanne (La Club) NYC, nc.
 Langhelle, Cecil (Port Arthur) Providence, R. I., nc.
 Larson, Bobbie (Ballyho) Columbus, O., nc.
 Larson, Al (Top Hat) Union City, N. J., c.
 Lastrap Bros. (Oriental) Chi 28-Sept. 3, t.
 Lastrap Bros. (Palmer House) Chi, nc.
 La Viole, Ed-Helen (Jumbo) Port Worth, Tex.
 LaVola, Don (Crockton) Minn.; Minot, N. D.
 Lawler, Terry (500 Club) Atlantic City, nc.
 Lawrance, Lucille (Swanee) NYC, nc.
 Lazaro, Leo (Pine Blenheim) NYC, nc.
 Laxter, Freda (Club Diamond) Wheeling, W. Va., nc.
 Lee, Ah San (Orange Acres) Orange, Conn., nc.
 Lee, Annabelle (Pavilion Royal) Valley Stream, L. I., nc.
 Lee, Betty (Colonial) Dayton, O., t.
 Lee, Bob (Wives) NYC, nc.
 Lee, Gail (Yacht Club) NYC, nc.
 Lee, George (Radio City Rainbow Room) NYC, nc.
 Lee, Happy (Steamship Empire State) NYC, a.
 Lee, Joe & Betty (King Edward) Toronto, Can., h.
 Lee, Virginia (Palmer House) Chi, nc.
 Lee, William (Dixy Club) New York, nc.
 Lehr, Raynor (Colonial) Chi, nc.
 Leitz, Steve (Pine Blenheim) New York, nc.
 Leonard Jr., Eddie (Show Bar) Forest Hills, L. I., nc.
 Leslie Sisters (Ritz) Brunswick, Ga. 3; (Pal.) Jacksonville, Fla., 4-5, t.
 Lester, Jerry (Greenwich Village) San Francisco, nc.
 Leonard, The (Chez Panchard) Massapequa, L. I., nc.
 Leahy, Paul (King Edward) Toronto, h.
 Lester, Ann (Newport Long Beach, L. I., h.
 Lester, the Great (Fountain Club) Detroit, nc.
 La Viva, Mlle. (Maple Diner) Hartford, Conn., ca.
 Lewis, Berna (Embassy Club) San Francisco, nc.
 Lewis, Betty (Will Oakland's) East Paterson, N. J., ca.
 Lewis & Dody (Mandaly) NYC, h.
 Lewis, Evelyn (Chesterfield) Boston, Mass., ca.
 Lewis, Orela (Jimmy Kelly's Paradise) Brooklyn, nc.
 Lewis, Henry (Pier D'Italia) Modesto, Calif., nc.
 Lewis, Norman (Club Paris) Hartford, Conn., nc.
 Lewis, Ted, Band (Orand) Atlanta, Ga., 31-Sept. 3, t.
 Lessor & Pender (Chez Panchard) Massapequa, L. I., nc.
 Liptova, Schura (St. Regis) NYC, h.
 Little, Jimmy (Nassau) Long Beach, L. I., h.
 Little, Marguerite (Lookout House) Covington, Ky., nc.
 Long Jr., Nick (Chicago) Chi, t.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lord, Velma (Paradise) NYC, ca.
 Lorna & Carl (Capri) Lawrence, Mass., re.
 Lorraine, Jackie (Club Paris) Hartford, Conn., nc.
 Lorraine, Bill, & Ed Furmen (Gay Nineties) NYC, nc.
 Lorraine, Jean (Stradbrook) Saratoga Springs, N. Y., nc.
 Lorraine & Manders (Cocoanut Grove) Boston, nc.
 Lowell, Alice (Town Casino) NYC, nc.
 Lowery, Fred (Pavilion Royal) Valley Stream, N. Y., nc.
 Luce, Alton (Palumbo's) Phila., ca.
 Lyte, Rose & Ray (500 Club) Atlantic City, N. J., nc.
 Mack, Billy (Benny the Bum's) Phila., nc.
 Mack, Dorothy (Show-Bar) Forest Hills, L. I., nc.
 Mack, Louise (Entertainers) Atlantic City, nc.

Mackay's Rhythm Debs (Broadway Room) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Mandell, Killy (New Town Bar) New York, nc.
 Manders, Gene, & Bernice Lee (Paradise) NYC, re.
 Manders, Grace (1525) Phila., nc.
 Manning, Laura (Pamorus Door) Phila., nc.
 Manon, Sylvia, Rerue (Roxy) NYC 31-Sept. 3, t.
 Marcus Show (Golden Gate) San Francisco 31-Sept. 3, t.
 Marianne (St. Morris) NYC, h.
 Mario & Florin (Piazza) NYC, h.
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
 Marlowe, Jerry, & Irma Lyon (Congress) Chi, h.
 Marmon Sisters (Vine Garden) Chi, nc.
 Marr, Patsy (Embassy Club) San Francisco, nc.
 Marsh, Garyslyn (Casanova) Los Angeles, N. J., nc.
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
 Maria, Joan (Club Diamond) Wheeling, W. Va., nc.
 Martin, Marian (Hollywood) NYC, re.
 Martin, Muriel (Pavilion Royal) Valley Stream, L. I., nc.
 Massey, Tommy, & Joane Miller (Brachcomber Bar) NYC, nc.
 Matthews, Babe (Bangli Club) NYC, nc.
 Mathis, Percy & Peter (Lakei Gary, Ind., h.
 Maurice & Mirgo (Park Central) NYC, h.
 Maurice & Norva (Stevens) Chi, h.
 Masello, The (State) NYC 31-Sept. 3, t.
 Maxine & Bobby (Riverdale) Milwaukee, t.
 May, Edna (Paradise) NYC, re.
 McCabe, Sara Ann (St. Morris) NYC, h.
 McConor, & Moore (Pioneer Palace) Ft. Worth, Tex., nc.
 McCormick, Frank, & Ruth Kidd (Cocoanut Grove) Washington, D. C., nc.
 McCoy, Francis (Hi Club) NYC, nc.
 McGUI, Billie (Wonder Bar) Owasso, Mich., nc.
 McKay, Doreen (Paradise) NYC, nc.
 McLennan, Rodney (Arrowhead Inn) Saratoga Springs, N. Y., ca.
 McKim, May (Le Mirage) NYC, nc.
 McLean, Ross (Penton Farms) Deal, N. J., re.
 McKahan, Larry (Village Barn) NYC, nc.
 McLaughlin, Virginia (Silver Lake Inn) Cleveland, N. C., re.
 McNeill, Don (Marbo) Chi, t.
 McDardo, Lozano (El Torador) NYC, nc.
 Medina & Michael (French Casino) Atlantic City, nc.
 Meenan, Stanley (500 Club) Atlantic City, N. J., nc.
 Mele, Vi (Riley's on the Lake) Saratoga Springs, N. Y., nc.
 Mendeza, Lola, Dancers (Streets of Paris) Luna Park, Coney Island, N. Y.
 Meyer, Mary (Nassau) Long Beach, L. I., h.
 Michon, Joe & Pete (Colonial) Dayton, O., t.
 Miller & Lamare (Lexington) NYC, nc.
 Miller, Mary (Trix Club) Pittsburgh, nc.
 Minor & Root (Arrowhead Inn) Saratoga Springs, N. Y., ca.
 Mirkin, Barry, emcee (Club Mayfair) Boston, nc.
 Mitchell, Charlie (Man About Town Club) NYC, nc.
 Mitchell, Virano (Cocoanut Palms) East Des Moines, Ia., nc.
 Mollard, Dot (Benny the Bum's) Phila., nc.
 Monahan, Dave (Shea's Hipp.) Toronto 28-Sept. 3, t.
 Monarca, Seven (French Casino) NYC, nc.
 Monroe, Jerry (Woods) Palm Garden, L. I.
 Monroe, Tommy (Entertainers) Atlantic City, nc.
 Monroe, Vaughn (Arcadia) Phila., re.
 Monson, Mildred (Radio City Rainbow Room) NYC, nc.
 Monte & Carmo (Great Lakes Expo.) Cleveland, nc.
 Moon Winners (State) NYC 31-Sept. 3, t.
 Moore, Peggy (Hi-Hal) Chi, nc.
 Morano, Conchita (Chesapeake House) NYC, re.
 North Sisters, The (Marbo) Chi, t.
 Morse, Francis (Hi Club) NYC, nc.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morris, Johnny (Pavilion Royal) Valley Stream, L. I., nc.
 Morse, Lee (Yacht Club) Chi, nc.
 Mosman, Harry (Casino) Jones Beach, nc.
 Morton & Balzo (Club Gaucos) NYC, nc.
 Muryl, Mimi (Peurles) NYC, re.
 Myra (The Chicken Grill) New York, nc.
 Myras (Hollywood) NYC, re.
 Mystics, Two (Leon & Eddie's) NYC, nc.
 Natalie & Darnell (Club Nomad) Atlantic City, nc.
 Nazarek, Tasha (St. Regis) NYC, h.
 Nazario Jr., Nat (Lido) Montreal, nc.
 Nelson Sisters (New Yorker) NYC, h.
 Nelson, Walter (Playland Park) Nye, N. Y.
 New Yorkers, Three (Stork Club) NYC, nc.
 Newdahl, CHORUS 184, Regis NYC, h.
 Newman, Harry (Gabriel's) NYC, nc.
 Nichols Hantz Four (Vineyard Gardens) Chi, c.
 Niles, Norma (Swanee) NYC, nc.
 Nison & Martin (French Casino) Atlantic City, nc.
 Niva, Vira (Riviera) Port Lee, N. J., re.
 Noga & Irene (Steamship Bear Mountain) NYC, a.
 O'Neil, Carkles (Hollywood) NYC, re.
 Ody, Mel (Curly's Bar) Minneapolis, Minn., nc.

Ogden, Patsy (500 Club) Atlantic City, N. J., nc.
 Ojeda, Lou (El Torador) NYC, nc.
 Oliver, Vic (Lyric) Indianapolis, t.
 Olvetti, Eva (State) Laka, Tahoe, Calif., nc.
 Olmstead, "Minto" (Number One Bar) NYC, nc.
 O' Shea, Helen (Pavilion Royal) Valley Stream, N. Y., re.
 Orlin, Margy (Stork Club) NYC, nc.
 Orlando & Yolanda (Mandaly) NYC, s.
 Orlins, Toddy (Nut Club) NYC, nc.
 Ortega, Eva (Radio City Rainbow Grill) NYC, nc.
 Osborne, Will (Earle) Washington, D. C., 31-Sept. 3, t.
 Pablo, Don (National Roof) Peoria, Ill., h.
 Page, Gale (Marbo) Chi, t.
 Page, Martin (Hollywood) NYC, re.
 Palm, Dorothy (La Casino) Jamaica, L. I., nc.
 Palmer, Bess (Town Casino) NYC, nc.
 Palmer & Deborah (Black Cat) Kenosha, O., nc.
 Palmer, Trio (Hudson River Day Line) NYC, s.
 Park, Con. 1-6.
 Parker, L. Rube (Grand) Mackinac Island, Mich., h.
 Parker, Marion (Brins Palm Garden) Chi, h.
 Park, Glen (Glen Island Casino) New Rochelle, N. Y., ca.
 Parsh, Jimmy (Lyon's Musichall) Seattle, wa.
 Pasquale & LaDorr (Port Arthur) Providence, R. I., nc.
 Patterson, Trent (Troadero) Lindenhurst, L. I., nc.
 Patterson's Personalities (New Yorker) NYC, h.
 Paul, Charles (Montclair) NYC, h.
 Paul, Mandy (King Edward) Toronto, h.
 Peck, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pearl Twins (Riviera) Port Lee, N. J., nc.
 Pedulla, Hugo (Larus's) NYC, re.
 Pegue, Frank (Cocoanut Palms) NYC, re.
 Pepper, Mack (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Perens, Anthony (Gabriel's) NYC, re.
 Pete, the Page Boy (Black Hawk) Chi, ca.
 Peterson, Fred (Cocoanut Palms) NYC, h.
 Pez, Tommy Martin (Harmony Inn) Lanston, Ill., nc.
 Phelps Twins (Yacht Club) Chi, nc.
 Pierce & Harris (Mayfair Casino) Kansas City, Mo., nc.
 Pinsky, Jerry (Dixy Club) NYC, nc.
 Pontec, Joe (Claremont Inn) NYC, nc.
 Pope & Thompson (American Music Hall) NYC, nc.
 Popy "N" Peanuts (Harbor Inn) Rockaway N. Y., ca.
 Phil & Doty (Tower) Kansas City, t.
 Powell, Jack (Riviera) Port Lee, N. J., nc.
 Powers, Happy (Montclair) NYC, h.
 Pratt, Dr. (Marbo) Chi, t.
 Price, Fred (Nightingale Room) NYC, re.
 Price, Uncle Job (Hudson River Day Line) NYC, s.
 Pritchard, Eddie (Riviera) Port Lee, N. J., nc.
 Pritthead & Lord (Green Gables) Hazleton, Pa., nc.
 Pryme, Alberta (Le Mirage) NYC, nc.
 Rae, Eddie (Bear Mountain) NYC, a.
 Ranch Boys, The (Marbo) Chi, t.
 Randall, Peter (Deau Rivage) Sheepshead Bay, N. Y., ca.
 Randolph, Amanda (Black Cat) NYC, nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Raseh, Albertson, Ballet (St. Regis) NYC, h.
 N. Y., nc.
 Raul & Eva Reyes (Paramount) NYC 28-Sept. 3, t.
 Raul & Rene (Red Gables) Indianapolis, nc.
 Ray, Connie (Leon & Eddie's) NYC, nc.
 Ray, Gilbert & Vicky (Tavern) Ft. Wayne, Ind., nc.
 Ray, Eric & Clarke (Park Central) NYC, h.
 Raymond & Ann (Ray-Ort Club) Niagara Falls, N. Y., nc.
 Raymond, Marjory (Greenwich Village) San Francisco, nc.
 Rayson, The (Chez Panchard) Massapequa, L. I., nc.
 Redinger Twins (Chez Paree) Chi, nc.
 Reed, Billy (Dixy Club) NYC, nc.
 Reed & Blane (Wellington) NYC, h.
 Reed, George (Palumbo's) Phila., ca.
 Reed, Jeanne (Hi Club) NYC, re.
 Reed, Ruth (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Renaud, Rita (Bonita's) NYC, re.
 Renay, Dell (Town Casino) NYC, nc.
 Reno, Kay (Cape Diner) Hartford, Conn., re.
 Reno, Lillian, & Co. (Edgewater Beach) Chi, h.
 Rhythm Bays (Weylin Hotel) NYC, h.
 Richer, Abby Morrison (Carnegie) NYC, re.
 Rich, Gloria (Leon & Eddie's) NYC, nc.
 Richards, Harold (Claremont Inn) NYC, nc.
 Richards, Jimmy (Paradise) NYC, re.
 Richards, Toots & Jackie (Blondies) Chi, c.
 Ringer, Jimmy (Vogue Club) NYC, nc.
 Rink, Edith (Collegiate) NYC, nc.
 Roon, Mark (Hi Club) NYC, re.
 Robbins, Betty (Lyric) Indianapolis, t.
 Roberts Bros., Three (Morrison) Chi, h.
 Roberts Sisters (Paradise) Lynn, Mass., re.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson, Paul (Club Rio) Allentown, Pa., nc.
 Robinson Twins (Bon Air) Chi, ca.
 Roddy, Juanita & Anita (Sak's Bar) Detroit, re.
 Rodrick & Francine (Edgewater Beach) Chi, h.
 Rogers, Dick & Dorothy (Katie) Washington, D. C., 31-Sept. 3, t.
 Rogers, Muriel (Chateau Moderne) NYC, nc.
 Rohkast, Marianne (Club Normandie) NYC, nc.
 Rojter, Nita (Town Casino) NYC, nc.
 Rojter, Nita (Hollywood) NYC, re.
 Rolph, Wynne (Wives) NYC, re.
 Roma-cie, Gypsy (Benny the Bum's) Phila., nc.
 Rondell, Gloria (Town Casino) NYC, nc.
 Root, Isabelle (Showplace) Atlantic City, c.
 Rosalena & Gailie (Versailles) NYC, re.
 Ross, Dr. Gony (Radio City Rainbow Room) NYC, re.
 Rots & Stone (State-Lake) Chi, t.
 Ross Twins (French Casino) Atlantic City, nc.
 Ross, Pal (Cafe Lyric)
 Roth, Lillian (Hollywood) New York, nc.
 Roth, Ruth & Robins (Bonita's) NYC, re.
 Roth & Shay (State-Lake) Chi, t.
 Rowe, Dorothy (Bouquet) Brooklyn, h.

Royal Hawaiians (Dixie Club) NYC, nc.
 Royalists, Ivy Campbell (Astor) NYC, h.
 Royce, Rosita (Knights Club) San Francisco, nc.
 Rozelle, Mildred (Ys Old Tap Room) NYC, nc.
 Russell, Frank (Gay Nineties) NYC, nc.
 Scoble, Mickey (Man About Town) NYC, nc.
 Scoble, Carlos (Hi Club) NYC, nc.
 Scott & Gloria (Streets of Paris) Luna Park, Coney Island, N. Y.
 Scoville, Andy (Delaware) NYC, h.
 Sanford, Ralph (State) NYC 31-Sept. 3, t.
 Sanford, Teddy, & Jack (Swain (Villegue's) Sheepshead Bay, Brooklyn, re.
 Santell, George (Hotel St. Regis) NYC, h.
 Santos & Evira (Jimmy Kelly's) N. Y. C., re.
 Gantschi & Buckley (Pennsylvania) NYC, h.
 Sarchie, Ken (1525) Philadelphia, nc.
 Sarant, Kenny (Radio City Rainbow Room) NYC, nc.
 Savage, Jack (Bonham's) Baltimore, nc.
 Sero, Jack (Villegue's) Sheepshead Bay, N. Y., re.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Schmitt (Grand Opera House) Chi, t.
 Schmitt's Wondrettes (Riverdale) Milwaukee, t.
 Schmitt, Frankie (Claremont Inn) Cleveland, N. J., re.
 Scott, Fred (Bal Tabarin) San Francisco, nc.
 Scott, Kay (Queen's Terrace) Woodside, L. I., nc.
 Scott, Phil, Trio (Leon & Eddie's) NYC, nc.
 Seymour, Ann (Habelle's) Atlantic City, c.
 Shields & Carlson (Bon Air) Chi, ca.
 Shaw, Carl, & Co. (Michigan) Detroit 28-Sept. 3, t.
 Shaw & Mead (Gloria) Columbus, nc.
 Shaw, Jack (Club Royal) McAllen, Tex., nc.
 Shayne & Armstrong (Bon-Air) Chi, ca.
 Shea, Martin (Park Central) NYC, h.
 Sheldon, James (Club Normandie) NYC, re.
 Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherman, Hal (Paramount) NYC 28-Sept. 3, t.
 Sherman, Muriel (Arcadia) Phila., re.
 Sherry, Elmer (Shea's Hipp.) Toronto 28-Sept. 3, t.
 Shore, Willis (Cocoanut Grove) Chi, nc.
 Silk, Vinice (Embassy Club) San Francisco, nc.
 Simmons, Lee (Ubangi) NYC, nc.
 Simmons, Hiramanelles (State-Lake) Chi, t.
 Sims & Bailey (Chez Paree) Chi, nc.
 Sison, Dorothea (State-Lake) Chi, t.
 Skelton, Red (Shea's Hipp.) Toronto 28-Sept. 3, t.
 Skilmore, Kay (Hotel Piccadilly) NYC, h.
 Skinner, Freddie (Kit Kat Club) NYC, nc.
 Slyker, Ken (Paris) NYC, h.
 Slums of Paris (Leon & Eddie's) NYC, nc.
 Smith, Ed (Villegue's) Sheepshead Bay, N. Y., re.
 Smith, (Steel Pier) Atlantic City, t.
 Smith, Roy (State-Lake) Chi, t.
 Smith, Alma (Ubangi) NYC, re.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith, Erby (Brevo's) Chi, h.
 Smith, Mamie (Town Casino) NYC, nc.
 Smith & Sully (Dixy Club) NYC, re.
 Snyder, Marguerite (Hotel Skilton) NYC, h.
 Solar, Willie (Le Mirage) NYC, nc.
 Solari, Eleanor (Bonham Gardens) Newport, R. I., nc.
 Sonia, Gussier, & Andre (French Casino) NYC, re.
 Spelle, Mary Lou (French Casino) NYC, nc.
 Spelber, Amy, & Roger Sinclair (Black Cat) NYC, re.
 Spritely, Phil, & Band (Century) Baltimore 28-Sept. 3, t.
 Stamm & Larue (Lookout House) Covington, Ky., nc.
 St. Claire, Pusan (Ubangi) NYC, re.
 St. Onge Trio (Carnival) Williamsport, Conn., nc.
 Steel, John (Paradise) NYC, re.
 Steele, Bill (Chez Paree) Chi, nc.
 Steele, Don (Club Deauville) San Francisco, re.
 Steele, Jolly Bill (Hudson River Day Line) NYC, re.
 Stephens, Three (Ubangi) NYC, re.
 Stevens, Frances (Claremont Inn) NYC, re.
 Stevens, Harry (500 Club) Atlantic City, N. J., nc.
 Stevens, Sisters (Dixy Club) NYC, re.
 Stiles, Berbe (Show Bar) Forest Hills, L. I., nc.
 Stille, Duds & Jack (Club Equire) Los Angeles, nc.
 Stone, Bentley (Palmer House) Chi, h.
 Stone, Dick (Essex House) NYC, h.
 Stone, Robert (Chateau Moderne) NYC, re.
 Strange, Peaches (Cocoanut's) Chi, nc.
 Strong, Benny (Lookout House) Covington, Ky., nc.
 Sullivan, Bobby (Swanee Club) New York, re.
 Sullivan, Ann (American Music Hall) NYC, re.
 Sulliv, Paul (Adelphi) Phila., h.
 Sylvia & Clemence (Barle) Phila 31-Sept. 3, t.
 Table Toppers (Chateau Moderne) NYC, re.
 Talld, Joseph (Delasco) NYC, t.
 Tania & Kiroff (Sun & Surf Club) Atlantic Beach, L. I., nc.
 Tappan, Marie (Essex House) NYC, h.
 Taylor, Jack (New's Barnyard) Gary, c.
 Taylor, Estelle (Cocoanut Grove) Chi, ca.
 Teague, Tommy (Marine Park)
 Tenhill, Frank (New Yorker) NYC, h.
 Terry, Ruth (Hollywood Restaurant) NYC, re.
 Terry, (Hollywood) NYC, re.
 Theodora & Deceha (Chez Maurice) Montreal, nc.
 Thomas, Eddie (Pamorus Door) Phila., re.
 Thomas, Estelle (French Casino) Atlantic City, re.
 Thompson, Bill (Marbo) Chi, t.
 Thompson, Mappy (Pavilion Royal) Valley Stream, N. Y., re.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Patsy Club) Canton, O., re.
 Timbina, Edm (Riverdale) Milwaukee, t.
 Tiffany, The (Atlantis) Atlanta, Ga., 2-Sept. 10, t.
 Titan Trio (Michigan) Detroit 28-Sept. 3, t.
 Tomasso, Oris (Pine Blenheim) NYC, nc.
 Tompkins, Jacobs (El Torador) NYC, re.
 Torres, Ralph (Edison) NYC, h.
 Town Tattlers (Leon & Eddie's) NYC, nc.
 Towne & Knox (Adelphi) Phila., h.
 Trask, Billy (Number One Bar) NYC, nc.
 Travis, Fred (Bon Air) Chi, ca.
 Tuck, William (Streets of Paris) Luna Park, Coney Island, N. Y.
 Tucker, Sophie (Piping Rock Club) Saratoga Springs, N. Y., nc.

THE NONCHALANTS

New Playng
PALLADIUM LONDON in the "CRAZY SHOW"
 Exclusive Management M. G. A.
HARRY FOSTER EMCEE IN EUROPE.
 Nolan, Mary (Cocoanut Grove) Washington, D. C.
 Nord, Nancy (Navarro) NYC, h.
 Norman, Al (Capitol) Washington, D. C., 31-Sept. 3, t.
 Nova, Yvonne (Paradise) NYC, re.
 Novis, Donald (Roxy) NYC 31-Sept. 3, t.
 N. T. Show (Paramount) Springfield, Mass., 28-Sept. 3, t.
 O'Neil, Carkles (Hollywood) NYC, re.
 Ody, Mel (Curly's Bar) Minneapolis, Minn., nc.

Turley, Dorothy (Chateaux Moderne) NYC, no. Tucker, Sid (Lafayette) NYC, re. Twentieth Century Revue (Michigan) Detroit 2F-5693. 3. & 4. Taylor, Evelyn (Radio City Rainbow Room) NYC, no.

Valencia, Magdo (Club Ganchou) New York, no. Valera, Lou (Edison) NYC. Valente, Dorothy, May & Delaney (New York) NYC, no. Valley, Vivian (Club Normandie) NYC, no. Valverde & Armstrong (Radio City Rainbow Grill) NYC, no. Van, Oscar (Luna) Chi. cc. Van, Boyd (Harbor Inn) Rockaway Beach, N. Y., no. Vaughn, Ray (Oriental) Chi. & Velez, Ester (Roosevelt) NYC, no. Velez, Kippy (Famous Door) Phila, no. Venuti, Nancy (Riviera) Fort Lee, N. J., no. Vevoff, Florida (Paradise) NYC, no. Vickers, Jean (Broadway Room) NYC, no. Vico, Tony (Chateaux Moderne) NYC, no. Vign, Victoria (Edison) NYC, no. Villa, Celia (Chateaux Moderne) NYC, no. Villano & Lorna (Lake George Show-Boat) Lake George, N. Y. Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, no. Virginia & Pauline (El Mirage) NYC, no.

Walker, Bob (Lexington) NYC, h. Wald, Johnnie (Waldamere Hofbrau) Erie, Pa., no. Waldron, Jack (Hollywood) NYC, re. Wallace Sisters (Rue de la Paix) NYC, cc. Walsh & Barker (Savoy-Plaza) NYC, h. Walsh, Clara Bell (Ambassadeur) NYC, no. Wambly, Donna (Waldamere Hofbrau) Erie, Pa., no. Warner, Misses (French Casino) Atlantic City. Ward, Diana (Radio City Rainbow Room) NYC, no. Ward & Murray (Met.) Boston 28-Sept. 3, & Warner, Kay (Town Casino) NYC, no. Warwick Sisters (Edison) Phila, no. Waters, Elsie (Casanova) Los Angeles, no. Watson, Betty (Caliente) NYC, no. Wayne, Marcia (Leon & Eddie's) NYC, no. Weaver, Jeanette (Paradise) NYC, no. Webb, Capt. George (Edin) Cambridge, Minn. Webster, Florence (Ambassadeur) NYC, h. Weidner, Helena (Maple Diner) Hartford, Conn., no. Weines, The (Palmer House) Chi. h. Welch, Knights (Wayline) New York, h. Welch, Jackie (Empire State Steppers) Hopk. 194. Wendle, L. L. no. White Billy (Marbo) Chi. t. White, Donna (Broadway Room) NYC, no. White, Jack (18 Club) NYC, no. White, Jerry (Dixie Club) NYC, no. White, Olive (Nixon) Pittsburgh, h. White, Pierre (Club) San Diego, no. White, Teddy (Normandie) New York, no. Whitney, Marcia (Westchester Embassy Club) Alton, N. Y., no. Wick, Gus (Gay Nineties) NYC, no. Wiles, Thrice (Riviera) Fort Lee, N. J., no. Wiley, Lee (Versailles) NYC, no. Williams, Jerry (Man About Town Club) New York, no. Williams, Robert (London Casino) London, no. Williams, Charlotte (Bohemian Gardens) Newport, R. I., no. Williams, Corly (Caliente) NYC, no. Williams, Midge (Met.) Boston 28-Sept. 3, & Williams, Eileen (Sun & Surf Club) Atlantic Beach, L. I. Williams, Janice (Vaux Club) Chi. cc. Willis, Claire (Radio City Rainbow Grill) NYC, no. Willis, Beth (McAlpin) NYC, h. Wilson, Brooking & Mitchell (Leon & Eddie's) NYC, no. Wilson, Ward (Met.) Boston 28-Sept. 3, & Winchell, Cliff (Arrowhead Inn) Cincinnati, no. Winthrop, Dale (Century) Baltimore 21-Sept. 3, & Winkler, Billy (Marbo) Chi. t. Winsted Trio (20th Century) Phila, no. Winston, Boris (18 Club) NYC, no. Winter, Betty (Town Casino) NYC, no. Wolfe, Lorna (Savoy) Syracuse, N. Y., h. Wolf, Pearl (Benny the Bum's) Phila, no. Wolman, Harold (Port Arthur) Providence, R. I., re. Woods, Ann (Paradise) NYC, re. Wood & Bray (Jack-O-Lantern Lodge) Eagle River, Wis. Worth, Stanley (Favillon Royal) Valley Stream, L. I., no. Wright, Charlie (St. Moritz) NYC, h. Wynn, Natalie (Club DeLille) NYC, no. Wynton, Victoria (Dixie Club) NYC, no.

X Sisters, Thrice (Met.) Boston 20-Sept. 3, & Yelland, Mary (Hollywood) NYC, re. Yeoanettes (Bear Mountain) NYC, re. Yoniz, Ducky (Roosevelt) NYC, h. Yonar, Irwin (Valhalla) NYC, no. Yonze & Webb (Fair) Cambridge, Minn. Yoon, Lily (Met. Club) NYC, no.

Zane & Gordon (Delancy Club) Phila, no. Zanette, Guido, & Joyce Coates (St. Moritz) NYC, h. Zetta, Madame (New Howard) Baltimore, h. Zoedelia & Company (Gayety Village) Chi. cc.

FAIR GRAND-STAND ATTRACTIONS

(Routes are for current week when no dates are given.)

Aelva, Furr; Norwich, N. Y.; Phila 7-12. Aelva, Rita; Staunton, Va.; Dayton, O. 7-12. Aida, Donald; Elmira, N. Y.; Brockfield 7-11. Balahadow's Mayfair Revue; Belleville, Ont. Fallenberg; Hamburg, N. Y. Selman Bros.; Ann Arbor, Mich., 1-4; Newyork 7-8; Hastings, N. Y. Reno, Ben; Newark, O., 3-4. Billitt Troupe; Dunkirk, N. Y., 7-12. Bowers, Major; Hamburg, N. Y. Eleanor; Belleville, Ont. Cardenas, Fve; Bridgeport, Ill.; De Quain 7-12. Clark, Janet, & Co.; Charleston, W. Va., Sept. 6-13. Cervano Band; Hamburg, N. Y. Clifton & Jules; Cambridge, Md. Confidential Revue; Cambridge, Md.

Cortello's Dogs; Belleville, Ont. De Gardes, Sims; Toronto, Ont., Can., 21-Sept. 12. DeWaldo's Attrs.; Sinton, Minn., 3; Jackson 4-7; Tripp, S. D., 8-11. Della, Thrice; (Cade; Point Park) Cedar Point, O. Edick, Chief Ed; Pontiac, Ill., 5-7. Dicks; Beckville, Ont. El Rey Sisters; Newman, Ill. Franklin Pausley Pullins; Newark, O., 1-4. Franz & Fuller; Marine, Mich., 1-2; Traverser City 3-4; Van Wert, O., 8-11. Gladstones, The; Angelica, N. Y.; Piquette Isle, N. C., 7-12. Holland & Duckhill; Northwood, Ia., 31-Sept. 2; Austin, Minn., 3-5. Honey, Golden; Hamburg, N. Y. Jemima, Aunt, & Pancakes; Belleville, Ont. Jerr ythe Monk; Lewisburg, W. Va. Jordan Troupe; Jackson, Minn., 4-7; Tripp, R. D., 8-11. Korak; Brownstown, Ill. LeVeh, Don; Regina, Sask., Can. Large & Metzger; Creco, Ia. Latonia Troupe; Dodge City, Kan., 7-12. Lauren, Guy; West Point, Neb., 31-Sept. 3; St. Peter, Minn., 4-8; Ghbey, Ia., 8-19. LeDoux & Louise; Angelica, N. Y.; Piquette Isle, N. C., 7-12. Low, Mite & Stanley; Creco, Ia., 1-4; Minneapolis, Minn., 3-12. Martin & Martin; Lewisburg, W. Va., 1-5; Paradise Park; Fallsburg, N. Y., 7-12. Merrill Bros. & Sister; Okonko, Wis., 1-4; Chilton 3-7; Greenfield, Ia., 9-11. Morris, Will, & Bobby; Hamburg, N. Y. Nilsson, Walter; Cambridge, Md. Pankis & Noodles; Charleston, W. Va., Sept. 6-12. Racco; Hamburg, N. Y. Revelations of 1914; Lewisburg, W. Va.; Charleston, W. Va., Sept. 6-12. Reynolds, Helen, Shalers; Hamburg, N. Y.; Syracuse 6-12. Ritchey, Billy; Hamburg, N. Y. Robert's Circus; Lewisburg, W. Va.; Charleston, W. Va., Sept. 6-12. Rubin & Tamara; Elmira, N. Y.; Brookfield 7-12. St. Claire & O'Day; Marine City, Mich.; Alpena 7-12. Smith's Band; Staunton, Va. Taylor & Moore; Shyrton, Minn., 3-5. Trauger, Don; Creco, Ia.; Marshfield, Wis., 6-12. Waite, Kenneth; Toronto, Ont., Can., 31-Sept. 12. Zobeide Sisters & Fred; Split, Port Dodge, Ia., with Mount Hotel, Wis.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Aaron, Leo; (Eagles Nest) White Sulphur Springs, N. Y. Adamson, Irving; (Riviera) Fort Lee, N. J., re. Adams, Johnnie; (Subway Gardens) Canton, O., no. Adcock, Jack; (Famous Door Tavern) Phila, no. Aldin, Jimmy; (Olmo's Cedar Gardens) NYC, & Albin, Jack; (Borers) Brooklyn, N. Y., h. Alvin, Danny; (Vanity Parl) Chi. cc. Andolov, Russ; (French Casino) Atlantic City, no. Anderson, Andy; (Jayland) Lexington, Ky., & Anthon, Al; (Troaders) West End, N. J. Arden, Harold; (Rustic Cabin) Englewood Cliffs, N. J. Armstrong, Mrs. Louise; (Silver Grill) Buffalo, no. Arnsheim, Gus; (Roosevelt) NYC, h. Ashman, Eddie; (Behron Manor) Eschroon Lake, N. Y., h.

Barnett, Charles; (Olen Island Casino) New Rochelle, N. Y., re. Bart, Alfred; (Oriental Gardens) Chi. cc. Bartel, Jenn; (Dunsmuir) NYC, re. Bass, Paul; (Eitel Pier) Atlantic City, h. Bass, Paul; (Anna M'Id's) NYC, re. Bastie, Bob; (Palais Royal) Dunkirk, N. Y., no. Balkin, Alex; (St. Moritz) New York, h. Becker, Bubbes; (Club Forest) Dallas, no. Beecher, Keith; (Elevens) Chi. h. Beliano, Leon; (Steelebach) Kansas City, h. Bennett, Bob; (Silver Lake Inn) Clevelannd, N. J., re. Berkeley, Duke; (Monkey-Dory) Stamford, Conn., no. Berdo, Ben; (Westwood Gardens) Detroit, h. Berrigan, Bunny; (18 Club) NYC, no. Bilger, Bill; (Red Hill Inn) Pennsylvania, N. J., re. Black, Bob; (Pere Marquette) Peoria, Ill., h. Bone, Americo; (Mastair) Williamsville, N. Y., no. Boroff, Misha; (Morocco) Mountainside, N. J., no. Bow, Nianche; (Famous Door) Los Angeles, & Bradford, Forrest; (Glenn Redentvost) New York, re. Bragg, Vincent; (Arrowhead Inn) Saratoga Springs, NYC, no. Brandwans, Nat; (Essex House) NYC, h. Breidholt, Verd; (Lagoon) Salt Lake City, Utah. Brink, Lou; (Rainbow Grill) Radio City, NYC, no. Bruckers, Howard; (Crestwood) Creco, Pa., h. Brooks, Billy; (Cavalier Beach Club) Virginia Beach, Va. Brock, Bobby; (Wayline) NYC, h. Brown Ensemble Joe; (Congress) h. Brown, Ken; (Maplehurst Inn) East Stroudsburg, Pa., h. Bruckman, Maurice; (Club Forest) Jackson, Miss., no. Brunesco, Jan; (Dempsy's) NYC, re. Brunelock, Count; (Centennial) Dallas, Tex. Bunchouk, Alex; (Russian Eagle) NYC, re. Bundy, Rudy; (The Mansion) Youngstown, O., no. Buvide, Dave; (Cataract) Niagara Falls, N. Y., h. Busse, Henry; (Ches Paree) Chicago, no. Byard, George; (Old Country Club) Phoenix, Ariz., cc.

Caceres Emilio; (Merry-Go-Round Club) Dayton, O. California Ramblers; (Westchester Country Club) Westchester, N. Y., re. Campbell, Jan; (Clayton Casino) Thousand Islands, N. Y., no. Campus Jesters; (Cypress Arms) West Hartford, Conn. Carey, (St. Moritz) NYC, h. Carroll, Frank; (Maples Inn) Lakeside, Que., Can., re. Carey, Ken; (Half-Moon) Coney Island, Brooklyn, N. Y., h. Carstairs, Ray; (Dunsmuir) Oaklyn, N. J., h. Chaikin, Louis; (Rohrman) Camden, N. J., re. Chasty, Lop; (Greenbrier) White Sulphur Springs, W. Va., h. Christie, Grov; (Club Silhouette) Chicago, no. Clancy, Louis; (El Tivoli) Dallas, no. Cliff, Pat; (Brightview) Rochester, N. Y., no. Clegg, Allan; (Florence Inn) Castro, N. Y., no. Clemente; (Versailles) NYC, no. Coburn, Jolly; (Claremont) NYC, re. Cudahan, Cornelius; (St. Regis) New York, h. Cole, Richard; (Heldberg) Baton Rouge, h. Collins, Art; (Southern Heights) Dallas, no. Collins, Eddie; (Pretzel Vine) Columbus, no. Collins, Harry; (Greenwood Springs) Greenwood Springs, Colo., no. Conroy, Paul; (Municipal Beach) Wildwood, N. J., p. Conn, Irving; (Arrowhead) NYC, re. Copeland, Eddie; (Beam Rivage) Sheepshead Bay, Brooklyn, N. Y., re. Cooney, Del; (Solinit) Hot Lake City, no. Crandall, Chlr; (Wagner) Bath, N. Y., h. Crickeit, Ernest; (Unique Grill) Delaware, N. J., re. Cromwell, Chounsey; (Sagamore) Camden, B. O., h. Cummings, Bernis; (Edgewater Beach) Chi. h. Dailey, Frank; (Hunt's Plaza) Wildwood, N. J., no. Dantis, Kil; (St. George) Brooklyn, h. Darrell, Pat; (Wander Star) Zanesville, O., no. Davis, Billy; (Annie Club) NYC, no. Davis, Ed; (LaRue) NYC, re. Davis, Peas; (House of Jacques) Oklahoma City, Okla., no. De Balvo, Emile; (L'Algon) Chi. cc. DeSavoy's Tango Band; (Palmer House) Chi. h. De Torre, Emile; (El Chico) NYC, no. Dibort, Sam; (Webster Hall) Detroit, h. Dixon, Dick; (Gloria Palace) NYC, no. Donahue, Al; (Rainbow Room) Radio City, NYC, no. Dorsey, Jimmy; (Sebastian's) Los Angeles, no. Dorrance, Jack; (Climas) Okmas, N. Y., h. Duerr, Dolph; (Green Derby) Cleveland, no.

Eddy, Ted; (Feltman's) Coney Island, Brooklyn, N. Y., re. Edmund, George; (Loyale) NYC, c. Ekins, Edie; (Murray's) Tuckahoe, N. Y., re. Elliott, Barron; (Kennedy Park) Pittsburgh, Pa., no. Emswiler, George; (Vacht Club) Chi. cc. Eisenbach, Leo; (Arrowhead Inn) Cincinnati, no. Ernie, Val; (Riviera) Fort Lee, N. J., re. Evans, Ossie; (Petrock Gardens) King of Prussia, Pa., re. Fallon, Bob; (Bluff House) Millford, Pa., h. Farley-Riley; (Hickory House) NYC, re. Ferret, Willie; (Leon and Eddie's) New York, no. Fenton, Ray; (Ritschin Post) Union, N. Y., no. Ferdi, Don; (Ocean Drive) Salisbury Beach, no. Fernando, Don; (Cocoanut Grove) Chi. cc. Peter, Werner; (Chateau) Chi. h. Fidler, Max; (Towse Club) Pittsburgh, no. Fields, Shop; (Waldorf-Astoria) NYC, h. Fischman, Jack; (Colony Club) Chi. cc. Fiske, Mark; (Vieta del Lago) Chi. h. Francisco, Don; (Centennial) Dallas, Tex. Fray, Jacques; (St. Regis) NYC, h. Frederic, Marvin; (Salem) Detroit, no. Freeman, Jerry; (Paradise) NYC, cc. Frick, Sammy; (Golden Spot) Chi. cc. Fulk, Larry; (Arcadia) Phila, re.

Gabriel, Al; (Montgomery Roys) Brooklyn, cc. Gber, Jan; (Cajino) Catalina Island, Calif., no. Gena, Gory & Roberts; (Evangladi) Orlando, no. Gentry, Tom; (Walled Lake) Detroit, h. Gilbert, Irwin; (Coq Rouge) NYC, no. Gilbert, Don; (Toreador) New York, no. Gill, Emerson; (Lotos Gardens) Cleveland, no. Gilmann, Benny; (Palomar) Los Angeles, h. Collins, Murray; (Hillside Farms) Scarsdale, N. Y., re. Gordon-Andrews; (18) NYC, no. Gordon, Herb; (Bible's Lake House) Saratoga Springs, NYC, no. Goshen, Manfred; (Jermyn) Scranton, Pa., h. Grafmiller, Frenchy; (Arnold's Park) Arnold Park, Ia., p. Grant, Bob; (Hollywood) Galveston, Tex., no. Grant, Douglas; (Angle Pond) Sandown, N. H., h. Green, Ray; (Villa) Youngsville, N. Y., cc. Greene, Jimmie; (Casino Moderne) Chi. cc. Greth, Rod; (Black Out) Wilmington, Del., no. Grunay, Harry; (Torch Club) Canton, O., no. Groy, Roy; (Barbery Coast) Canarsie Shore, L. I., N. Y., no.

Hall, Ewen; (Plaza) San Antonio, h. Hall, George; (Taffi) New York, h. Hall, Sleepy; (Lord Baltimore) Baltimore, h. Hallett, Mal; (Hampden Beach Casino) Hampton Beach, N. H., no. Hamilton, Phil; (Fifth Avenue) NYC, h. Hardie, Dick; (Club Frolics) Albany, N. Y., no. Hardy, Earl; (Morocco) Mountainside, N. J., no. Harger, Bar; (Eastwood Park) Detroit, h. Hargrave, Bobby; (St. Regis Club) NYC, re. Harlow, Gus; (St. Regis) Detroit, no. Harris, Joe; (Club Mayfair) Boston, no. Harris, Joe; (Edgewater) Lafayette, La., no. Harris, Lou; (Centennial) Dallas, Tex. Hart, Charlie; (Maple Hartford) Conn., re. Hart, Ruth; (Herald) Philadelphia, Pa. Hartley, Hal; (Meridian Club) Champlatin, N. Y., no. Hays, Billy; (Willow Grove Park) Phila., p. Heidt, Morice; (Drake) Chi. h. Henderson, Fletcher; (Grand Terrace) Chi. cc. Hendrick, Warren; (Ball) NYC, c. Hetbeck, Ray; (Maltman) Portland, Ore., h.

Herbert, Henry; (Toto's) Smith's Ferry, Mass., no. Her, Billy; (Morocco) Phila, no. Hill, Teddy; (Ubangi) New York, re. Holland Claude; (Biltmore) Dayton, O., h. Hoellmae, Al; (Clement Inn) Clevelannd, N. Y., re. Hoffman, Charles; (Hollywood Dinner Club) Galveston, Tex., cc. Holt, Frank; (Becky Westchester, N. Y., cc. Holt, Hal; (Montclair) NYC, h. Howard, Al; (Barr) Pecos, Tex., no. Huntley, Lloyd; (Mount Royal) Montreal, h. Hutchinson, Bob; (Eighth Avenue Club) Ft. Worth, no. Hutson, Ina Ray; (Centennial) Dallas, Tex. I Irwin, Leo; (Tabernaes) Fleischmanns, N. Y., h. Jeterick, Eugene; (Ten Eyck) Albany, N. Y., h. Jenke, Al; (New Kennore) Albany, N. Y., h. Jennings, Ted; (Robert E. Lee) Winston-Salem, N. C., h. Jurl, Frank; (Bellevue-Stratford) Phila., h. Keasbe, David; (Cliff Bell) Detroit, no. Kara, Peter; (Victoria) Loch Beldrahe, N. Y., h. Kessel, Art; (Coney Island) Cincinnati, p. Kavelin, Albert; (French Casino) NYC, no. Keener, Lee; (Madison) Jefferson City, Mo., h. Kellom, Manny; (Palmer) Phila, no. Kemp, Hal; (Astor) NYC. Kerr, Charlie; (Convention Hall) Cape May, N. J., h. Kitchin, Ken; (Hollywood at the Beach) Madison, Wis., no. King, Henry; (Cocoanut Grove) Los Angeles, h. King's Jesters; (Hollywood) Chi. h. Kirkham, Don; (Bakeland Inn) Denver, no. Klein, Jules; (Stalder) Detroit, h. Knecht, Charley; (Hof Brau) Delaware Water Gap, Pa. Kruif, Harold; (Adelphi) Phila, h. Kruif, Peter; (String Ensemble) (Blackstone) Chi. h. Kova, Al; (Pennant Grill) Boston, re. Kress, Andy; (Avon Inn) Astbury Park, N. J. Krumin, Cozay; (Russian Bear) New York, re. Kuzler, Robert; (Martin's Bathsheller) NYC, no.

La Marr, Frank; (Arcadia) NYC, h. La Mothe, Orlan; (The Spot) Hartford, Conn., no. LaPorte, Jack; (Ball) NYC, re. La Salle, Frank; (Wish) New York, no. Legman, Bill; (Club Trilanon) Mobile, Ala., no. Lamb, Drexel; (Gava Loma) South Bend, Ind., no. Lange, Jules; (El Regis) NYC, h. Lang, Lou; (Boover) Brooklyn, N. Y., h. Lang, Syd; (El-Hat Club) Chi. cc. Leifer, Allen; (Tavern on the Green) NYC. Lee, Billy; (Yaqui) NYC, no. Leonard, Al; (Promenade) Brooklyn, h. Leroy, Howard; (Orlando) Decatur, Ill., h. Lisk, J. (Pal) Jacksonville, Fla., 4-5, & Lewis, Johnny; (Netherland Plaza) Cincinnati, h. Lewis, Victor; (Ontario Beach Pavilion) Rochester, N. Y., re. Lewis, Vic; (Times Square) Rochester, N. Y., h. Light, Enoch; (McAlpin) New York, h. Lindeman, Udo; (Gloria Palace) New York, cc. Linton, Herri; (Ebon) Chi. cc. Livingston, Jumper; (Club Chalfonte) Pinehurst, N. C., no. Lombardi, Ralph; (Dixie's Garden) Albany-Saratoga road, no. Lopez, Spencer; (New York, re. Long, Steve; (El Pindal) Ossage Beach, Mo., h. Lyles, Clyde; (New Yorker) NYC, h. Lynn, Lynn; (Chateau) Milwaukee, cc.

McCann, Grace; (Chinco T Gardens) Detroit, re. McGilly, Billy; (Duffield Bar) Detroit, no. McGraw, Ed; (Long Point) Canasus, N. Y., p. Mack, Austin; (Harry's N. Y. Cabaret) Chicago, cc. Mack, Tom; (Brighton Beach) Brooklyn, h. Macman, Steve; (Riviera Club) Avenell Park, NYC, no. Mann, Milton; (Village Barn) New York, no. Mansfield, Dick; (Governor Clinton) NYC, h. Mantel, Al; (Sloan About Town) New York, re. Mantzaris, John; (Centennial) Dallas, Tex. Maple, Nelson; (Hyperic) Detroit Pittsburgh, no. Mareno, Frank; (Sweeney) Baltimore, cc. Mariani, Hugo; (Waldorf-Astoria) NYC, h. Margraf, Irving; (Old Heidelberg) Chi. re. Marvico, Al; (Club Mirador) Homestead, Pa., no. Martel, Gus; (Stor) New York, no. Martell, Paul; (Arcadia) New York, h. Martin, Freddy; (Rice) Houston, h. Martin, Gordon; (Crescent Club) Boston, no. Martin, Ted; (Chateau) Paramount) NYC, re. Matthews, Frankie; (Cocoanut Grove) Phila, no. Mayo, Al; (Eberman's Pier Restaurant) Atlantic City, re. Mayo, Artie; (Belmont Grill) Bridgeport, Conn., no. Meadowbrook Boys; (Versailles) NYC, re. Meeker, Bobby; (Chez Maurice) Dallas, no. Meeker, Paul; (Shawnee) Springfield, O., h. Meyers, Jack; (Club New Yorker) New York, no. Middleman, Harman; (Nixon) Pittsburgh, c. Miller, Russ; (Edgewood) Treton, N. J. Little, Jay; (Colony Surf) West End, N. J., cc. Mohr, Frank; (Harve) of Park) NYC, no. Mohr, Bob; (Grand) Santa Monica, Calif., h. Moore, Jerry; (Woodside Palm Gardens) Long Island, re. Moneey, Art; (Cocoanut Palms) Detroit. Moore, Carl; (New Blossom Health) Tonawanda, N. Y. Morgan, Eddy; (Million-Dollar Pier) Atlantic City. Morgan, Russ; (Biltmore) New York, h. Morro, Bobby; (Palumbo's) Phila, cc. Nagel, Harold; (Rainbow Room) New York, re. Navarre, Leon; (Hollywood) NYC, cc. Navarre, Ted; (Roseland) Brooklyn, N. Y., br. Navarro, Al; (Belvedere) Baltimore, h. Naylor, Oliver; (Anchorage) Philadelphia, no. Center, K. Y., no. (See ROUTES on page 32)

Community in Seven Shows

Gainesville org draws well at Cooke County Fair—engagements are lined up

GAINESVILLE, Tex., Aug. 29.—Gainesville Community Circus closed its three-day engagement at the Cooke County Fair Wednesday night of last week with a near-capacity crowd, despite the fact it was the seventh performance of the show here this season.

Show's next engagement is to be the Lamar District Fair in Paris, Tex., Labor Day, which will be followed by a two-day stand in Bonham, Tex., under the auspices of Veterans of Foreign Wars. There will be no Panna County Fair this year and the circus will occupy the fairgrounds during the week that the fair is customarily held. The circus had a splendid engagement in Denison, Tex., recently under the auspices of the American Legion and High School Athletic Association. Show set up in front of the football stadium grand stand.

Capt. Tom R. Hickman, serving as deputy sheriff here and who has been doing sharpshooting and trick roping for the show, will leave next week for a two months' tour. He will serve as judge at a number of rodeos in Oklahoma City, Detroit and elsewhere. Hickman was principal speaker at the Denison Rotary Club luncheon during the show's engagement there. Doris Marie Norman and Jim Piper assisted with tap dancing and sleight of hand, respectively.

Visitors during the Gainesville engagement included Joe C. Webb and Justus Edwards, of Russell Bros. Circus; Eaton Sisters and Capt. John Hart, of Bill H. Hames Shows; Frank Thompson, secretary of the Red River Valley Fair at Sherman; Otis Fowler, secretary of Denton County Fair, Denton, and Bob Knisely, editor of *The Anadarko* (Okla.) News.

Charged With Manslaughter

NORFOLK, Va., Aug. 29.—John McCann, 40, canvasser with Downie Bros. Circus, died in a local hospital August 21 of injuries received when a show truck ran over him. Later L. L. Boush, circus employee, was arrested in South Boston and returned here to face manslaughter charges. Police allege that Boush drove the truck which backed over McCann while the latter was sleeping.

Norfolk and Richmond, Va., Big for Downie Bros.

MARTINSVILLE, Va., Aug. 29.—Show played both Norfolk and Richmond, Va., to turn-away houses last week. Circus Paints and Sinners attended show at both spots in a body and entertained many of the circus folk. Mr. and Mrs. Charles Sparks were guests of Colonel Convolvo at both towns. Show is experiencing plenty of hot weather, but business is holding up wonderfully. Alice White has rejoined the show. Several additions to Rodney Harris' band have made that combo one of the strongest on the road. Dr. Frank Rogers, chiropractic physician and late of Roger Pryor's Band, joined at Olena Falls, Va., and has added much prestige to the trombone section. When not playing with the band Doe may be seen playing some of our best concessions.

A new wardrobe for the ushers and working departments has added much color to the show. The Lauterbach brothers could not do enough for the show at Petersburg, Va., and believe me, they certainly know how to entertain. Show is headed south, and the writer is looking forward to a long season.

HARRY MACK.

Silver Bros. Tour Penn.

POCONO LAKE, Pa., Aug. 29.—After a profitable tour of the Adirondacks and Catskills, Silver Bros. Circus is now in the Poconoes of Pennsylvania. According to Karl Annon, business thus far has been the best show has experienced in a long time. A 50-foot top with two 30s was delivered recently, and performance are now staged in two rings, and new banner lines have been added to the Side Show and Pit. Jack DeComa, who lives near Hawley, Pa., visited Manager Sam Dock when the show played there recently. They formerly worked together on the Adam Forepaugh show in 1889 and many happy hours were spent talking over old times. Leland Gorthy, clarinetist, joined Al Kadel's Band here. Bob Russell has purchased a new truck to carry his novelty stand and equipment. A long winter season in the South has been planned with the show playing the same towns it did a few years ago.

Mix in Connecticut

HARTFORD, Conn., Aug. 29.—The Tom Mix Circus has just re-entered Connecticut after a short tour of Massachusetts, which was a most satisfactory territory even tho a bit late in the season. Hartford was one of our best days. Mr. Mix was greeted by reporters and photographers at Holyoke, and together with the mayor and his secretary visited the Bright Side Orphanage. Newspapers have been very liberal and enthusiastic (See MIX IN CONNECTICUT page 51)

Real Co-Operation

HIGH POINT, N. C., Aug. 29.—For the first time in many years, Bob Penny, of High Point, made it possible for Downie Bros. Circus to post and banner this city, and to him Owner Charles Sparks gives credit for a big day's business here. Penny is manager of City Lake Park and complimentary to Sparks cleared the park for the day. Penny claims he is having a wonderful season at the park. He is one of the famous Penny Brothers, of the land sales, the boys who always wore the high hats.

Wisconsin Good For Seils-Sterling

HUDSON, Wis., Aug. 29.—Bella-Sterling Circus continues to do such good business in Wisconsin that it has planned to stay in the Badger State until September. From there they head south to Illinois and Iowa. A new five-girl aerial act has been added to the show and is creating considerable comment. WPA clown act continues to go over big. Al Lindeman, between shows here, took the elephants, clowns and band to Waupun, Wis., where they put on a short performance for the criminal insane. Hodgkin Bros. (Joe and Ted) have added several new routines to their riding act.

Betty Heller, daughter of Mac and Rose Heller, and Shirley Lindeman, daughter of Orval and Verna Lindeman, celebrated their birthday anniversaries at Plymouth, Wis., recently. They were the recipients of many beautiful gifts. Ice cream and cake were served, after which (See WISCONSIN GOOD on page 51)

Pickups From Europe

PARIS, Aug. 24.—New bill at the Circus Feneys, in Budapest, has Rodella Ru's and Arter, bike act; Rostando, juggler; Orlando-Waldemar troupe; Boley act; Two Hakens, acrobats, and the Singing Babes girl flash.

Howard Nichols, American hoop juggler, is at the Krystallpalast, in Leipzig. Joe Bonell and Doris Bay, acro-musical act, are at the Stadtgarten, in Stuttgart. The Four Skating Mades, American roller-skaters, are at the Ronacher, in Vienna.

Cole Bros. Set for Frisco

SAN FRANCISCO, Aug. 29.—Cole Bros.-Clyde Beatty Circus moves into town next Friday and will pitch canvas at the new circus grounds at Mt. Vernon avenue, off Mission street. Show will stay four days and Friday is to stage an old-fashioned circus parade in downtown San Francisco, the first in 12 years, according to Floyd King, general agent. Town has been plastered with advance notices and local newspapers are giving the circus plenty of publicity.

Cole Does Big Washington Biz

LONGVIEW, Wash., Aug. 29.—Cole Bros.-Clyde Beatty Circus concluded a successful tour of Washington here last week and moved into Oregon for five days. Already Victor Robbins' bandmen and those under Prof. P. O. Lowry are practicing *California Here I Come*. About five weeks will be spent in the Mission State, with everyone on the show looking forward to engagements in San Francisco, Los Angeles, Hollywood, Oakland, San Diego and other important cities.

Business was wonderful in Washington. Spokane gave the show one of the largest days of the season. There was absolute capacity at the matinee and thousands were on the "straw" at night. Candy stands, under Ernest Tucker, and Side Show and midway attractions packed 'em in from opening until closing time. Wenatchee and Everett also came thru with bang-up days.

Seattle provided four big houses, despite a newspaper strike which affected the publicity there. With *The Post-Intelligencer* tied up by the Newspaper (See COLE DOES BIG on page 51)

Talbot, Mrs. Bert Bowers Injured in Auto Accident

LOS ANGELES, Aug. 29.—Mr. and Mrs. John O. Talbot and Mrs. Bert Bowers suffered injuries in an automobile accident this week when en route from Denver to the Talbot ranch their car left the road. Mrs. Talbot suffered a broken ankle, her husband bruises and a severe shaking up, and Mrs. Bowers slight bruising. Talbot, for many years prominent in the circus world, is now retired and living in Beverly Hills, Calif. Mrs. Bowers, who is the widow of Bert Bowers, circus magnate and banker of Peru, Ind., was a guest of the Talbots at the time of the accident.

Notes From Scandinavia

STOCKHOLM, Aug. 24.—The Circus Orlando, Swedish tent circus, is touring Sweden with a big bill, including the Orlando horsee; Tahlman, with a group of Hagenbeck lions; Wetzel Sisters, aerial; Alcardis, jugglers; Sobsky's dogs; Fire Cavallas, acrobats; Miss Mitzl, wife walker; Paula and Bruno Derrington, bike act; Livornis, musical; Five Raffinetsas, gymnasts, and Lill and Bill, Western novelty act.

The Circus Mische-Glauret is playing Copenhagen with a big bill, which includes Oskar Glauret's horses, Abdeyfrhman Ben's 14 Abyssinian tumblers; Three Daniels, clowns; Two Gelters, acrobats; Helene Heyer, horses; Pete and Leo, comedy acrobats; Minna Stoekel, aerial; Erik Soder, strong man; Akebono, Jap acrobat, and Julian and Cnarmaire.



PERSONNEL of the Walter L. Main Circus for the season of 1936.



With the Circus Fans

By THE RINGMASTER

President, CFA. Secretary, RINGING BROS. AND BARNUM & BAILEY.
FRANK H. HARTLESS, W. M. BUCKENHAM,
 1330 West Lake Street, Chicago, Ill.
 (Conducted by WALTER WOHENADRI, Editor "The World's Best" 1935 International Printing Campaign, Boston, Ill.)

Mr. and Mrs. Storms H. Shultz Jr., of Ocala, Fla., and Fred Schlotzauer, of Ocala, Fla., left Evansville Tuesday morning after the close of the CFA convention and were on the Ringling-Barnum lot in Galesburg at 4:30 in the afternoon. Show arrived late due to a twisted rail just outside of Dubuque, Ia., which delayed it but the first section. Performance started at 8:30 and show did a near-capacity business both afternoon and night. A. T. Sawyer, of Monmouth, Ill., and Mr. and Mrs. J. Fred Temple attended the night show.

F. C. Freidman, of St. Paul, and Sumner Peterson, of Atwater, Minn., caught the Ringling-Barnum & Bailey Circus at La Crosse, Wis.

F. E. Loxley, of Cranston, R. I., caught the Tom Mix Circus at Providence and Forttucket, R. I. Loxley says the performance was fine and that the circus has a swell layout.

Frank H. Hartless, national president, who was re-elected for a third term at the CFA convention at Evansville, and Mrs. Hartless were met at the train in Chicago by their son, who rushed them to the hospital to see their new grand-

daughter. Mr. Hartless left shortly after on a business trip to Oklahoma City, Okla., accompanied by George Freeman, of Peoria.

Harper Joy, past president CFA of Spokane, states that Cole Bros.-Clyde Beatty Circus had a fine beginning at Spokane, their first stand on the Pacific Coast. Attendance at both performances was estimated at 18,000. Clyde and Harriet Beatty, John and Mary Kinko, Mr. and Mrs. Otto Gruebling and Emmett Kelly spent Sunday night with the Joys at their summer home at Liberty Lake, 17 miles east of Spokane.

Barnes Makes Southern Ill. After Several Years

CRESTON, Ia., Aug. 29.—The 21st week of the Al G. Barnes Circus saw its first visit to Southern Illinois in several years, and for a few stands it was in close proximity of St. Louis. Terrific heat which everyone has hoped would let up seemed to be worse thru here than at any place thus far. With only one or two exceptions the circus personnel has been in good health, which speaks well for circus life.

Arrival at Alton, Ill., was delayed somewhat, due to moving thru the East St. Louis railroad yards, causing the afternoon show to be a little late.

Elery Reynolds, of Mayfield, Ky., well known among circus folk, visited show at Litchfield, Ill. At Jacksonville Dr. Boyd, of the circus, played host to his father, T. L. Boyd, who came over from Virginia. The doctor's grandmother, who is 99 years old, came to see him from Peoria when the show played Macomb recently. Visitors at Jacksonville included K. E. Fernandez, G. W. and Harold Chitney, Merritt Blue and wife, Dinah, and Mrs. Morton. Sidney Belmont and family drove over from St. Louis.

Dan Grogan, who used to accompany Tom Webb, of Peoria, on many of his circus trips, visited with Bill Moore at Macomb, as did E. W. Ritchey. Both are from Peoria.

Crossing the Mississippi River for probably the last time this year, show arrived early at Keokuk, Ia., for a week's stand. This was the show's third visit to this State this season. The haul to Keokuk was a long one but everything was up early and on schedule. One of the first persons noted on the lot here was Stanley Dawson. Dawson, after spending a lifetime trouping with circuses, now has a trailer which serves him as a land yacht. He travels about the country visiting various shows and his many friends. Jake Brauer and Mr. and Mrs. Doe H. Do Hartwick, of the Beckmann & Gerety Shows, also visited here. Between shows Duke Drukenbrod, Sideshow manager, arranged for a fish fry and chicken supper at a house near the lot, where several showfolks, together with Dawson, the Hartwicks and Jake Brauer, gathered for talk and refreshments.

Forstall Makes Apology

CINCINNATI, Aug. 29.—Relative to the Al G. Barnes Circus double-page advertisement in the August 15 issue, Theo Forstall, treasurer of the circus and president of the Pacific Coast Showmen's Association, Los Angeles, has received a letter from his friend and former employer, Patty Conklin, president of the Showmen's League of America, in which the latter expressed surprise at the line in the Pacific Coast Showmen's Association card in the advertisement which read: "Only Outdoor Show Club Welcoming Circus People to Membership."

Forstall states that the line in the advertisement was his copy, that he regrets the way it was worded, that neither the POSA nor himself wishes to infer that the SLA, the HASC or any other recognized showman's club is antagonistic to circus people, altho he thinks they will admit the POSA has more of the circus men enrolled than any of the others. He apologizes to both President Conklin of POSA and President Castle of HASC for any offense the line may have caused them or their members.

Barnum Kin Is Land Donor

BRIDGEPORT, Conn., Aug. 29.—Announcement was made here last week of a gift of 30 acres of land to the city of Bridgeport by Clinton Barnum Seeley in honor of his grandfather, P. T. Barnum. The land, which is adjacent to Seaside Park, will now make that park consist of 132 acres. It originally started with seven acres, a gift of Mr. Barnum. The new land is expected to be used for recreational purposes.

Col. and Mrs. Lillie To Celebrate Golden Wedding

PHILADELPHIA, Aug. 29.—"Pawnee Bill" (Gordon W. Lillie) and the Philadelphia bride he took 50 years ago, May Manning, will renew their marriage vows in celebration of their golden wedding anniversary in the Taos Indian Pueblo, in New Mexico, at high noon on August 31, when the couple are now residing. "Pawnee Bill," for years was with the Buffalo Bill Wild West show and before that had a show of his own. The couple toured Europe, where May was transformed into a "real Western cowgirl" and became the toast of Europe's capitals. "This is going to be my show," says Mrs. Lillie. "It's going to be a simple ring ceremony at high noon. For 50 years I've read of people doing things at high noon and always wondered when that was. Now I'm going to find out."

Indian Stoup Grounds

RIVER BEND, Va., Aug. 29.—A recent addition to the staff at the Reservation is Mrs. Edgar B. Merritt, widow of the former United States Assistant Indian Commissioner, Edgar B. Merritt, who was with the Indian office in Washington for 35 years. Mrs. Merritt will be in charge of the educational work at the Reservation and on tour. Staff of the Reservation is as follows: Mrs. Edna Acker, director general; Nelda Acker, assistant director general; Rex M. Ingham, director of public relations and general agent on all tours; Mrs. Edgar B. Merritt, director of Educational Bureau; Bill Williams, superintendent of Reservation; Chief Deer Foot, master of ceremonies; Chief High Star, in charge of Sioux Indians; Chief White Eyes, in charge of Cheyenne Indians, and David Horned Horse, medicine man for the Reservation.

One unit of Indians is at the Page County Fair this week putting on a grand-stand show with Mrs. Acker and Colonel Ingham. Another unit is at Glen Echo Park, near Washington, for the annual Capital Transit Outing on Thursday. Sam Michaels, of Shenandoah Junction, W. Va., a recent visitor, reports that he has several counties lined up for the Indian tour of schools. Sam was with a group of Winnebagoes and Chippewas last season when they played this deck of the woods.

Los Angeles Briefs

LOS ANGELES, Aug. 29.—Peggy Michel, former acrobat with Al G. Barnes Circus, is in a local hospital with a broken limb, the result of a fall at the Million-Dollar Theater. She was doing her act when her rigging broke.

Tom Atkinson's show, Barney Bros., was visited by several local showmen who state it has been considerably enlarged and presents a fine performance. Show will winter in Southern California.

Pat and Bill King, clowns, are working in the films, as are also Bimbo and Bernie Grigs.

Grapevines that Al G. Barnes Circus would be home about September 28, with some opposition with the Cole Bros.-Beatty Circus en route to quarters. Jake Newman has completed looking up towns in Southern California and left for San Francisco.

Ken Maynard's bulls and equipment are being booked for studios and events.

Temple Predicts Big Year For His Poster Plants

CHICAGO, Aug. 29.—Mr. and Mrs. W. M. Temple, proprietors of the Central Printing Company, of Mason City, Ia., and the Temple Litho Company here, spent several days recently visiting the local plant and conferring with Jack Auslet, their Chicago manager.

Temple believes that 1936 will prove a banner year for both his plants. "No less than eight circuses have been served by this company, a new high in this line for us, and there has been a noted increase in orders from other amusement enterprises and outside commercial concerns," Temple said. The Chicago plant also has secured large orders from the Rock-Ola Company, amusement machine manufacturer.

Harry Patterson Injured

RALEIGH, N. C., Aug. 29.—Harry Patterson, banjo player on Dowale Bros.' advance, while tacking a banner hit here recently was seriously injured by falling bricks from a loose chimney. He was immediately taken to a doctor by Irish Moran and others.

NEW, UNUSUAL AND EXCEPTIONALLY ATTRACTIVE DESIGNS IN PICTORIAL PAPER AND CARDS FOR

CIRCUS CARNIVAL RODEO AUTO RACES

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INK.

The **Donaldson Litho. Co.**
 NEWPORT, KY.
 Opposite Cincinnati, Ohio

Showmanship

Light Plants. Ask for Catalog B-9.

UNIVERSAL MOTOR CO. OSMOSH, Wis.

"DRIVER - TENTS - BANNERS"

29280 Canopy Style SIDE SHOW TENT. 50x77 KHAKI TOP AND WALL. Outstanding Tunnel Cover. Good Condition.

CHARLES DRIVER, Manager.

O. HENRY TENT & AWNING CO.
 4611-13 N. Clark St., Chicago, Ill.

SHOW TENTS WRITE FOR PRICES

Fulton Bag & Cotton Mills

The Lanquay Costume Co.

188 North State Street. 404 Capitol Building. CHICAGO, ILL.

Everything For Theatrical Wardrobe

RHINESTONES—SPANGLES—TIGHTS

Photo Post CARDS 4x8x10

REPRODUCTIONS OF YOUR PHOTOS

MIRROR FINISH

100 - 1.99	12 - 2.75
250 - 4.00	25 - 4.75
500 - 6.75	50 - 6.75
1000 - 11.75	100 - 9.75

WANTED

Showmen Who Are Interested in **MOTORIZING**

Write for Our Special Financing Plan.

CHARLES T. GOSS
 (With Standard Chevrolet Co.)
 EAST ST. LOUIS, ILL.

RINGLING BROS. AND BARNUM & BAILEY COMBINED CIRCUS

September

1—St. Joseph, Mo.	7—Beatrice, Neb.
2—Shenandoah, Ia.	8—Tepuka, Kan.
3—FL Dodge, Ia.	9—Concordia, Kan.
4—Sioux City, Ia.	10—Emporia, Kan.
5—Omaha, Neb.	11—Wichita, Kan.
	12—Great Bend, Kan.

THE GREATEST SHOW ON EARTH

RUSSELL BROS. CIRCUS

Wants Colored Band, Side Show Acts and good Comedy Big Show Acts. Blackwell, September 1; Guthrie, 2; Stillwater, 3; Drumright, 4; Bristol, 5; Seminole, 6; Holdenville, 7; Ada, 8; all Oklahoma.

WANTED

JOE B. WEBB CIRCUS SIDESHOW

Requires 24 Band, Inside Man, Don Taylor and other Original Bandmen, Novelty Acts. For more info, All answer cards above show to RALPH NOBLE, 1640 Central, Kansas City, Mo.

WANTED QUICK FOR GOLDMAN BROS. CIRCUS

Trained Dog and Pony Act, Circus Act doing two or more. Please write to Goldman Bros., care of Mrs. C. J. Goldman, 1001 West 12th Street, St. Paul, Minn.

LEWIS BROS. CIRCUS WANTS

Side-Show Acts, Workmen in all departments, Carvers and Decorators. Also Wild West People for Carvers; without stock. Write as follows: September 5, Bedford, 4; Bloomfield 5; Birkhead, 7; Washburn, all Indiana.

JOE B. WEBB CIRCUS WANTS

Headline Riders, Performers, Musicians, good Banjo, Piano, and good Flute. Shows will be one all winter in South. ALSO WANT Colored Musicians for Side Show. Wire or write **JOE B. WEBB, Gen. Del., One Girardeau, Mo.**

FOR SALE

Two Units, 50x100 Dramatic End Tent, Seats, Two Ford Trucks, Concession Trailer, Kohler Light Plant, Caliche. All in good shape and ready to go. Great financing for one-night stands. Also have old-time Hand Wagon, Water Wagon, Fire Cares and other Circus Property for Trade Show. Address **G. H. HERBERT, 103 S. Main St., Tulsa, Okla.**

Under the Marquee

By CIRCUS SOLLY

H. E. BROOKS and Athleta have left Russell Bros. Circus to play fair dates.

"BROWNIE," a valuable pet of Mr. and Mrs. Sam Miles Jones, died in Los Angeles.

WHEN AL O. BARNES played Keokuk, Ia., recently it marked that show's third visit to the State this season.

CHARLIE DRIVER and Bernie Mandelson, of the O. Henry Tent & Awning Company, Chicago, have left there for an extended business trip thru the East.

ROY E. BLAIR, of Bend, Ore., visited Seal Bros. Circus recently and renewed acquaintances. Says that it is a well-balanced show.

JACK COOK postcards that Doc Hefner is managing girl show for his old friend Ray Dalley on Happy Days Carnival and that biz is very good. Cook was a recent visitor.

THOMAS A. BROWNIE and Inga L. Peterson, who were married June 20, are making their home in Raleigh, N. C. Brownie was with Downie Bros. and Russell Bros. circuses the last three years.

MR. AND MRS. "ECK" ERDLITZ and daughter, Mary, of Oshkosh, Wis., visited the Seis-Sterling Circus when it played Berlin, Wis., recently. Dr. Taylor, from Fond du Lac, also visited the show there.

CLARENCE AUSKINOS, who had been with the Jack Wizard Circus, later with the Kuhn Circus, is spending a few weeks at home in Mt. Vernon, O., following which he will be back on road again.

EDDIE KECH and the missus, formerly Marion Tudor, of Tudor Sisters and Avery, are again appearing at fairs for George Hamid after a honeymoon at Lake Placid, N. Y.

VISITORS FROM Detroit to the Walter L. Main show when it played Royal Oak, Mich., recently included Bob Couls, Bill and Carl Torneau, May Swanson and George Rice.

ART MILLER, general agent for Seis-Sterling Circus, visited Terrell Jacobs and wife, Fred Leggett and Hal Silvers with the Al G. Barnes Circus when that organization played Sparta, Wis., recently.

A. J. EMAHJER, known among the white tops as Capt. Jack Maloney, has closed his show and is entering a veterans' hospital. Emahjer had an animal show and ox team at the Century of Progress in 1934.

EDNA ACKER'S Congress of American Indians from the Reservation at River Bend, Va., was a feature attraction at the Page County Fair, Luray, Va., August 25-29. Mrs. Ackler and the Indians, presented by Rex M. Ingham, worked in front of grand stand.

WILLIAM F. McDONOUGH and Chief Paul Demers, former circus troupers from Gardiner, Me., saw following shows this season: Downie Bros., Kay Bros., Eddy Bros., and visited with Frank McGuire and wife, George Singleton and Milt Robbins and wife.

AL HELWIG, of the Jordan Troupe, informs that he has left the American Hospital, Chicago, where he had been receiving treatment for a fractured shoulder. He wishes to thank his performer friends for the many courtesies extended him during his illness.

JOSEPH AND WINFIELD SWANSON, formerly with 101 Ranch, have returned to Lincoln Center, Me., after enjoying a vacation at Baxter's National Park, Mt. Katahdin, Me. They report that they are planning to return to the white tops next season.

ACCORDING TO JACK O'BNIAN, he and P. C. Fisher scored heavily with their show and advertising campaign at the recent centennial celebration held at Onsted, Mich. Merchants co-operated 100 per cent and plenty of banners were in evidence.

THE BRIGADE of the Ringling-

Barnum show that billed Dallas for its September 27-29 showing is made up of the following: F. A. Boudnot, manager; Charlie Grove, Clyde Carlton, Ed Markhom, Carl Wallendorf and G. W. Goehmann.

PROFESSOR WATSON, who caught the WPA Circus in Boston recently, says the five-act program is a well-balanced effort, with the clowns, chief among whom are Bill Reano, Mr. Simmons and George Pickett, stealing the show. The jugglers and bicycle acts also came in for much comment, Watson infers.

ERNEST L. KENT, former kid show talker, visited the Walter L. Main show at Royal Oak, Mich., and reports a clean, well-balanced program. Visited with Mrs. Walter L. Main and William Newton, who extended him many courtesies. According to Kent, the show has been finding business good.

GOOD WORK among showmen is being done by the Showmen's League of America, Chicago; Heart of America's Showman's Club, Kansas City, and the Pacific Coast Showmen's Association, Los Angeles. Circus folks can join any of these organizations; in fact, a number of white-top troupers are members.

MR. AND MRS. "ECK" ERDLITZ and daughter and R. A. Lemieux, of Oshkosh, Wis., spent several days with Ringling-Barnum Circus recently visiting the Genders, Austels and Gram and Pat Valdo. They then caught the Al G. Barnes show and renewed acquaintances with Hal Silver, Milt Taylor and Terrell Jacobs. They report that both shows are doing a nice business.

HARTFORD, Conn., went for Tom Mix Circus in a big way when that show played there recently. Large crowds were on hand for the big kid matinee. Ringling-Barnum and Downie Bros. also played there to big crowds in July. Three circuses in one season sets a new record for Hartford. Bill Garvie, The Billboard representative, and wife were visitors to the shows.

COL. G. G. STURTEVANT did some fast moving after attending the Circus Fans' convention at Evansville, Ind. Ran into Cincinnati, where he visited The Billboard and John G. Robinson Jr.; next to Troy, O., his old home town; back to Cincinnati for a visit to the Zoo; then to St. Louis, where he visited the Ringling show and St. Louis Zoo, and back to San Antonio, his home, August 25, after a stopover at the Texas Centennial Exposition, Dallas.

NINETY-TWO towns were played by Seis-Sterling Circus during the recent Wisconsin tour, according to Art Miller, general agent. He reports that the show enjoyed good business in almost every town visited. "Every newspaper in the State carried special editorials regarding 'Wisconsin's Own Circus,' while The Milwaukee Sentinel and Milwaukee Journal featured the show in full page color in the Sunday magazine section," Art infers.

ACCORDING TO RAYMOND DUKE, Harry Haag's Circus Revue, now in its fourth week of fairs, is booked solid until October 3. Show opened early in August at the Brownstown, Ind., Fair. Complete roster is as follows: Harry Haag, manager and emcee; Ruby Haag, loop web, featuring wire-walking dogs; Brownie Silverlake and Company, Roman rings; Blente Bros.' triple bars and double traps; Three Dukes, comedy acrobats; Arthur Fisher, Josephine Silverlake, iron jaw and ladder; Johnny Grimes, Liberty horse; White Cloud, trained Brahma bull and the New Deal.

ACCORDING TO REPORTS, Downie Bros. Circus will again play Savannah, Ga., under the joint sponsorship of Council No. 631, Knights of Columbus, and the Brotherhood of Mickie Israel Synagogue. Dates have not been definitely set and it has not been decided whether the engagement will be for one or two days. It has, however, been the custom of Charlie Sparks to select Savannah for a Monday and Tuesday stand and to reach there in time to spend Sunday on the lot with the tents up for inspection of the public and entertainment of Mr. and Mrs. Sparks' many friends.

First-Nighters

We sat at a table in Dempsey's; I ordered up dinners for two; My guest was a grimy intruder, Who asked me to buy him a stew.

But somehow I pitied the beggar, So shabbily dressed and so old, And asked him the cause of his trouble, And this is the story he told:

"I know what it means to be happy; I once had a wife and some dough; We did a trapeze act together And circled the globe with a show.

"But long years of dangerous acting Had tired us of roaming around, And this was to be our last season, We'd 'pack in' and stay on the ground.

"We'd pick out a home in the country, And one or two kids would be swell; She'd live for no one but her Larry And I'd live for no one but Nell.

"We counted the days till the 'blowoff'; The final act now was at hand; We sat in our dressing room, waiting; We listened—they struck up the band.

"We looked at each other in silence, The last time for us to go on; We trotted out under the big top, She carried herself like a swan.

"I thought as she swung into action, So graceful and spry as an elf, If God made a soul any sweeter, He kept her up there for himself.

"Now thousands of people applauded, The regular routine was thru, The single and double went perfect, We just had the climax to do.

"I still can't account for the crackup, But, God, I can picture it yet, She made a bum leave on the triple, I missed her and she missed the net.

"With Nell gone and nothing to live for I let myself go to the bad, I've anchored in barrooms and hay joints, They took me for all that I had.

"At night I lay drunk in some hallway And dream about high hats and Nell, I see her white form coming at me, I mase her and let out a yell."

With that the poor devil quit talking, He shuddered and bowed down his head, I shook him but he didn't answer, I summoned for help—he was dead.

I looked at my watch, I must hurry, I'd almost forgotten my date, Right now I was due at the Bijou, An opening night there at eight.

I paid for his meal and departed, I smiled for I knew very well, While I was first-nighting on Broadway, He, too, was first-nighting with Nell.

—W. E. ROLLINS
(Roll-Down Shorty).

Notes From France

PARIS, Aug. 24.—Cirque Medrano and the Empire (Amar Bros. Circus) are readying for the opening of their indoor seasons on September 4. Medrano will feature the return of the popular clown trio, the Fratellinis, to this circus. Opening bill at the Empire will have Fred Scarlet's chimpanzee; Three Bonos, acrobatic clowns; Josef Goleman's animal pets and the Orlando-Waldemar troupe of teeterboard tumblers.

Gallar's chimpanzee and Joe Brettbart, strong man, are at the Cigale, and the Willy Jo duo, bike act, are at the Paramount here. The Cirque Bureaux, big tent circus, is playing Atlantic Coast towns. Cirque Piumi, modest tent circus, is playing week-stand at Choisy-le-Roi. Lemeny's menagerie is at street fair in Armentieres and Arnoel's dog show is at the street fair in Viernon. Bobby May, American juggler, is at the Casino in Juan-les-Pins.

Donaldson Litho Co. To Move to Erie, Pa.

CINCINNATI, Aug. 29.—Donaldson Lithographing Company, Newport, Ky., will move to Erie, Pa., within the next two months. It was learned today.

The company, founded in Cincinnati in 1863 and incorporated in 1888, moved to Newport in 1902. It became a part of the United States Printing and Lithograph Company more than 30 years ago.

The move to Erie will make possible a combining of processes which will result in cheaper manufacture, according to an official of the company.

Dressing Room Gossip

COLE-BROS.-CLYDE BRATTY—Guessing contest for the bunch here. Those answering all 30 questions correctly and having the answers in the writer's hands not later than noon, August 29, will be awarded a sack of corn meal as first prize. Those answering 15 questions correctly will be given a road map to Greenland. The questions, together with my own answers, are as follows:

- Q. Who is the tallest man in the dressing room?
A. Chester Barnett.
Q. Who is the shortest?
A. Otto Ortbling (always short).
Q. Where are the most flies found?
A. At Harold Nicholson's stand.
Q. Who sleeps on his trunk most?
A. Walter Goodenough.
Q. Who has the most writing?
A. Jimmie McCoy (mail man).
Q. Who is the greatest animal man in the dressing room?
A. Captain Benardi (Clyde dresses separately).
Q. Who is Mrs. Fairfax?
A. Harold Voice (answers all questions).
Q. Who has charge of clown alley?
A. The dogs.
Q. Who has the least to say?
A. Percy Clarke.
Q. Who is the gabbiest?
A. Ray Dean (announcer).
Q. Who is the best rifle shot?
A. Otto Oretona.
Q. Who is the best fisherman?
A. Kinko (always at it).
Q. Who is the best sports promoter?
A. Clint Barnes.
Q. Who has the most radios?
A. Harold Barnes (two pocket radios).
Q. Who wins most on horse ball?
A. Joe Lewis (has the pool).
Q. Who reminds one of a kangaroo?
A. Bill Ward, champion jumper.
Q. Who has the most hats?
A. Bill Harddig.
Q. Who is the most cheerful clown?
A. Joe Short.
Q. Who is the handy man?
A. Mal Bates (trunk repairing).
Q. Who is always shining his boots?
A. Tom Allen.
Q. Who smokes the strongest pipe?
A. Paul LeBoy.
Q. Who has charge of the most rope?
A. Harold Voice.
Q. Who shines boots as a side line?
A. Jimmie Foster.
Q. Who chews the most tobacco?
A. John Smith.
Q. Who has charge of the goose grease?
A. Harry McFarland (calling bugler).
Q. Who ties the best knots?
A. Kinko (contortionist).
Q. Who has the most dogs?
A. Veo Powers.
Q. Who jumps the most?
A. Paul Nelson (Roman standing jumps).
Q. Who combs his hair most?
A. Jack Joyce.
Q. Who eats the most in cookhouse?
A. Horace Laird. Thanks for your patience.
EMMETT KELLY.

AL O. BARNES—June Seigel had a little tussle with the heat and was out of the show for three days. Clown Alley has one less trunk since Toby Tyler departed. Chick Dale needs more room anyway, now that he has added concert to his duties. Believe it or not, Chick is doing some trick riding.

Mark Kirkendahl was not greatly hurt when Kelly, New York photographer, left for home after being on the show for two or three days. Mark was his bad partner. Marie Wolfe has been under the weather for several days. All the folks here hope she will be able to get back to her part in the show and Wild West soon.

Marion Bendixon, despite the hot weather, always seems to have plenty of pep for her Russian dance in the concert. Shorty Olson, old-time trouper, was around most of the day at Keokuk. Bill Moore and he "cut it up" for some time. Fred and Irene Ledgett, after 21 weeks, departed from the show at Jacksonville. Their first stop was to be Sioux City, Ia.

Circus Fans noticed at the night show at Burlington were Dr. Peterson, Moine, Ill.; F. W. Schlotzhauser, Oquawka, Ill.; Mr. Schnager, Sterling, Ill., and At Sawyer, who brought over a large party of friends from Monmouth, Ill.

Everyone knows, of course, that circus horses get the best of treatment. That fact has been very noticeable here of late. Merle Rittenour, ring stock boss, has had ice bags on some of his charges daily, as has Mike Tschuddy, in charge of baggage stock.

The Corral

By ROVDY WADDY

THE grand-stand audience at the recent Jay County Fair became so interested in Cecil Tatum's efforts to bulling a steer that it broke down 100 feet of wooden fence in front of the grand stand. People and fence fell upon Cecil and Tatum. All that saved him from having his legs crushed was the fact that the fence was held off him by the steer's horns. Rather than permit the steer to charge the audience Tatum held on until other cowboys rescued him.

BOB MURRAY, bareback rider of Fort Worth, Tex., was seriously injured in a rodeo performance at Siney. In last week when his horse threw him over a fence and then crashed thru the fence on him. He suffered a severe concussion of the brain and was rushed to a hospital at Hamburg, Ia., where his condition was said to be critical.

A second accident occurred when Earl West Perrytown, Tex., was thrown from his Brahman steer directly in front of a chute. He suffered severe leg injuries.

FRANK PULLER, secretary of Mid-South Fair Association at Memphis, announced upon his return from a visit to rodeos in Nebraska, Kansas, Oklahoma and Iowa that he has booked some big-time performers for the rodeo to be held here in conjunction with fall event in September. John A. Stryker will be in charge of rodeo and among those booked, Puller says, are Frank and Benjie Dean, Opal Wood, Ira Dell Jacobs, Norma Shults, Floyd and Francis Weaver and Clark Shultz.

TO ADD a little spice to the attention of the Real Branch Rodeo, to be held for charity on the Fort Arthur, Tex., road near Beaumont, the mayor of Fort Arthur has issued a challenge to Beaumont's mayor to a "massive and monstrous" calf-roping contest. The Beaumont mayor, F. D. Renfro, an old cowboy of Angelina County, immediately took up the dare. Louis Hebert, sponsor of the show, says he has also signed Ellis Mae Partin, of Fort Worth. Hebert also reports that he has bought out the interest of the G. T. Bell Rodeo, which put on more than a half dozen successful events in East Texas this summer.

RESULTS of War Bonnet Roundup held at Idaho Falls, Ida., August 11-13: Bronk Riding—First day, Burt Mulkey (113 RAA points), Alvin Gordon (67), Bill Stevens (45). Second day, Herman Linder (113), Bill McEckan and Eddie Jones (56 each). Finals, Burt Mulkey (228), Bill Stevens and Alvin Gordon (28 each). Bull Riding (One Oo Round Only)—Fox O'Callahan (107), Smoky Snyder (95), Frank Schneider (86), Whitey Hoffman (84), Jonas DeArman, Herman Winter and Weslie Walls (25 each). Bareback Riding—Frank Schneider (41), Ralph Stanton (25), Fox O'Callahan (17). Calf Roping—First day, Harry Hart (78), Charlie Jones (48), Howard Westfall and Everett Bowman (18 each). Second day, Carl Arnold (75), Red Allen (45), Olen Mayes and R. E. Ingersoll (18 each). Finals, Carl Shepard (123), Howard Westfall (74), John Bowman (46). Steer Wrestling—First day, Jim Massee (75), Steve Heacock (45), Red Allen (30). Second day, Tom Hogan (75), Everett Bowman (45), Frank Van Meter (30), Finak Red Allen (109), Steve Heacock (62), Rusty McGinty (44).

WINNERS at Henry Stampede and Stockmen's Reunion held at Seda Springs, Ida.: Bronk Riding (One-Horse Average—Two Days)—Burt Mulkey and Eddie Woods (148 RAA points each), Dave Shipp (82). Third day, Burt Mulkey (180), Buck Peterson and Eddie Woods (97 each). Finals, Burt Mulkey (90), Eddie Woods (84), Eddie Jones (36). Bull Riding (One-Steer Average—Two Days)—Ralph Stanton and Smoky Snyder (51 each), Earl Bescom, Hughie Long and Eddie Woods (8 each). Third day, Duward Ryan (64), Smoky Snyder (80); Nick Knight, Whitey Hoffman and Eddie Woods (8 each). Bareback Riding (One Bareback Horse Average—Two Days)—Duward Ryan (66), Whitey Hoffman (39), Fritz Truan and Jonas DeArman (12). Third day, Duward Ryan (66), Whitey Hoffman (39), Hughie Long (25). Calf Roping—First day, Howard Westfall (22), Carl Shepard (13), R. R. Ingersoll (9). Second day, Carl Shepard (21), Charles Jones (13), Howard Westfall (9). Third day, Aburby Schell (22), Jimmy Kenney (13), Howard Westfall (9). Finals, Carl Shepard (100).

Howard Westfall (60), Charles Jones (40). Steer Wrestling—First day, Jonas DeArman (60), Hugh Ridley (35), Rusty McGinty (22). Second day, Harry Hart (60), Tom Breedon (35), John Bowman (22). Third day, Ralph Stanton (80), Jack Kerscher (35), Tom Breedon (22), Finak, John Bowman (53), Harry Hart (32), Jonas DeArman (21).

LOS ANGELES—Things have slowed up a bit at the studios. At present there are but two Westerns being shot, Jesse A. Duffy is production manager at the Larry Darmour studios, with Louis Sargent as assistant director. This studio, it is reported, will screen a series of Westerns soon. All the boys have returned from *The Plainsman* location in Montana. Chief Blue Cloud, Hopi warrior, was shot in the left arm at Republic studio during the filming of its latest Western, *Ride, Ranger, Ride*. The picture is being shot at Acuro Ranch, with Gene Autrey and Kay Hughes starring. Gene Howell and Juanita JACKET supplied an added attraction to the Pioneer Days Celebration recently at Centralia, Wash., when they were married by a municipal judge. Monte Montana was best man, while Augie Gomez gave the bride away. Mrs. Monte Montana was matron of honor, and Jane Harrison, who was queen of the rodeo, was one of the bridesmaids. Bride and groom are well-known trick riders and ropers. Contest bands are getting ready for the autumn rodeos. Andy Jauregui will be arena director and furnish the stock at the Montebello (Calif.) Rodeo, Jack Cavanaugh, who has been playing vaudeville, has a restaurant and garage, together with a trucking line, at Thousand Oaks, Calif. Cynthia Big Tree and the Chief have the Indian Show at the Hawthorne Powwow, Cal Goddard, chairman the Victorville (Calif.) Rodeo committee, writes that this year the show will be dedicated to William S. Hart. Abe Lefton will be emcee, and the noted Fred Stone will do his original shooting and whip act. Sam Garrett has been engaged as special trick and fancy roper. Homer Holcomb and his mule will play rodeos and special events. Buck Moulton just finished a character part in a Western at Darmour studios.

RESULTS of Rochester Rodeo held at Rochester, N. Y., July 21-25: Bronk Riding—First day, Floyd Shoemaker (90 RAA points), George Ward and Slim Welsh (52 each), Vick Blackstone (16). Second day, Frank Martz (90), Slim Welsh (60), Bart Clennon and Floyd Shoemaker (30 each). Third day, Harry Van Campen (90), Frank Martz (60), Tommy Horner (45), Tex Sanford (15). Fourth day, Harry Van Campen (90), Frank Martz (60), Bart Clennon (45), Speedy Denmore (15). Steer Riding—First day, Tex Jones (45), Vick Blackstone (30), Rock Parker (9). Second day, Curley Hatchell (45), Buttons Yonnick (30), Bob Matthews (9). Third day, Tommy Horner (45), Buttons Yonnick (30), Slim Welsh (9). Fourth day, Buttons Yonnick (45), Vick Blackstone (30), Bob Matthews (9). Steer Wrestling—First day, Vick Blackstone (80), Jack Jackson (40), Tommy Horner (30), Speedy Denmore (10). Second day, Percy Moore (60), Slim Welsh (40), Poncha Villa (30), Speedy Denmore (10). Third day, Vick Blackstone (60), Slim Welsh (40), Blackie Russell (30), Tommy Horner (10). Fourth day, Percy Moore (60), Tommy Horner (40), Burt Weens (30), Curley Hatchell (10). Calf Roping—First day, Vick Blackstone (30), Junior Ekew (20), Everett Vassar (15), Oklahoma Curley Roberts (5). Second day (afternoon), Junior Ekew (30), Jack Van Ryder (20), Tom Mix Ekew (15), Vick Blackstone (5). Second day (night), Junior Ekew (30), Tony Travis (20), Oklahoma

Curley Roberts (15), Frank Martz (61). Third day, Dock Blackstone (30), Junior Ekew (20), Jack Van Ryder (15), Everett Vassar (5). Fourth day (afternoon), Tony Travis (30), Junior Ekew (20), Bert Weens (15), Frank Martz (5). Fourth day (night), Junior Ekew (30), Frank Martz (20), Dock Blackstone (15), Tony Travis (5). Fifth day (afternoon), Frank Martz (30), Tony Travis (20), Jack Van Ryder (15), Oklahoma Curley Roberts (5). Fifth day (night), Jack Van Ryder (30), Everett Vassar (20), Junior Ekew (15), Bert Weens (5).

WINNERS at the Salem County Rodeo, Woodstown, N. J., August 4-8: Bareback (See CORRAL on page 46)

Old-Time Showmen

By CHARLES BERNARD

Readers of circus literature who are 20th century additions to the population and have become Fans since the World War find it difficult to realize that so little is said by writers of the present regarding prominent circus owners of only 40 to 50 years ago. A recent letter from a Midwest State reader of amusement publications asked, "Who was Robert Hunting and in what capacity was he connected with the circus business?"

It did not seem possible that the name and fame of Robert Hunting could have faded from public memory to the extent that all circus fans and readers of circus literature would know that as late as 1895 he was the owner of a rail-transported circus of size and importance to meet competition of the average medium-sized circus that toured the States east of Ohio. As early as 1865 Bob Hunting was in the employ of the Height & Chambers Circus; in 1868 he began training as a hurdle rider under instruction from Dan Gardner, and in the spring of 1870 joined Adam Forpaugh's aggregation and remained with it three seasons; then two seasons with the O. O. Grady show, which was a Kenton (O.) organization noted for long season tours. In 1875 Hunting was with the Buckley Hippodrome, and in 1876 managed the privileges with the Hilliard & Hamilton Circus, then became a part owner for the 1876 season and remained with Hilliard three seasons, during which it was known as the (See OLD-TIME SHOWMAN on page 51)

Around Ringling-Barnum Lot

PITTSBURG, Kan., Aug. 20.—Business with the Ringling-Barnum Circus in the Middle West continues to be very good. Show made a 239-mile jump into Springfield, Mo., after playing a three-day stand in St. Louis. Doors were opened for the matinee performance at 7 p.m., latest hour of the season for the show to start, and played to a nice house. Due to lack of time the matinee wild West performance was not held. Doors were opened for the evening performance immediately following the matinee.

Myrtle Compton has rejoined the show after an absence of two weeks due to illness. Frank (Pop) Asher was kept busy greeting his many friends when the show played Galesburg, Ill., his home town, recently.

The usher department was grieved to learn of the death of Sidney Mason in Sarasota, Fla., last week. Mason was an usher on this show most of the season, leaving for his home immediately following the Chicago engagement.

HUGH HART, SMILEY CARLTON.

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, Aug. 20.—The executive committee is certainly working hard, which is an indication of a busy season for the Tent. At a recent meeting the treasurer reported on the status of the memberships. . . . A fine list of Fall Guys were lined up. . . . Change of luncheon notice was decided upon and Tony Berg was requested to sketch a form of announcement that could be used regularly instead of having a separate caricature for each meeting. . . . The amendment proposed by Judge Schlesinger (the chronic amendment proposer) had to do with the Home Finance and Promotion Committee. . . . Col. J. Fred Margerum sent in word that Governor Harold O. Hoffman, an ardent CSSCA'er, wanted the Tent to hold its next meeting under a tent at Sea Olt, N. J., but owing to the fact that most of the membership is still out of town, it was impossible to gather together a sufficient number to make the trip. This was done with much regret. The crowd is well aware of the fact that when the governor throws a party it stays thrown. . . . It was decided to have Zito's caricature of the Fall Guy located outside by the ticket wagon on luncheon days and be autographed at that spot rather than have it passed around the dining table. . . . Hereafter the cost of the luncheon will be \$1.75, but at each gathering an Omega watch will be drawn for, the cost of which is half a century. Worth the increase in show cost, eh? The executive committee looked with favor on making Colonel Linard Jones an honorary member of the Tent. . . . A committee was appointed consisting of Pitzer, Haffenden, O'Rourke, Sielke, Carey, Pond and Steitke to examine our present props and to originate new gags and gadgets.

We have purchased for J. V. Chloupek a book entitled *Ins and Outs of Circus Life, or Forty-Two Years' Travel of John H. Glenroy*, bareback rider, thru the United States, Canada, South America and Cuba. Narrated by John O. Glenroy and compiled by Stephen Stanley Stanford. This book was published in Boston in 1885 and printed by M. M. Wing & Company. It was copyrighted by Parker Spinney, who was the proprietor of the Merrimac House, Boston, where Glenroy was clerking at the time the book was published. The book measures 6 1/2 by 4 1/2 inches and is made up of 15 chapters and 190 pages. It is a sort of route-book written in essay form and if we had more books of that sort there would be some future hope of writing a history of the circus. It is abaze with names that have made circus history; it teems with names of old circuses and we want to congratulate Chloupek in acquiring this book, as it is a mighty rare one. We have abstracted certain historical paragraphs which we will publish from time to time for the enlightenment of those who follow the circus.

We learn from Ches Goldston, national secretary, CSSCA, that the annual convention is to be held in Richmond, Va., on October 1 and 2, and that a full delegation is expected from the Consolvo Tent. If the Raleigh Tent is organized by that time the initial ceremonies will be held at the convention. A good-sized committee was appointed to make arrangements for the convention, which is expected to be more elaborate than ever before.

We are still digging thru the accumulation of material which greeted us on our return from a mighty restful vacation. One pleasing thing was the 1936 spring issue of *The Sausdust Ring*, official organ of the English CPA. The paper is improving with each issue and we want to congratulate Editor W. S. Meadmore. The present number is instructive and historical and makes mighty fine reading. If it contained nothing more than the "genealogical table" of the Cookies it would be well worth the price of the paper. Strange such tables are not gotten up here in America, where we are rich with circus families. We are of the opinion that such an undertaking by the CPA would be well worth the money invested. Besides the genealogic setup of the Cookies, the current issue of *The Sausdust Ring* contains *Circus Memories*, *That Astley's* (fourth installment) and other worthwhile circus things. We hope Mr. Meadmore keeps us on his exchange list, for it is always a refreshing moment when a new issue arrives.

Circus Saints and Sinners Club

For the Troupers—and a Home



RICHMOND, Va., Aug. 20.—Downie Bros. Circus pitched its tent at Tantiilla Gardens and showed to capacity crowds despite the hard rain last Monday night. We are glad to have had Charles Sparks and his associates with us. They gave us a fine show.

After the show a number of the performers visited the clubrooms of the CSSCA, where entertainment had been provided for them. About 50 of our members were present. The show left Newport News and Norfolk, Colonel the Consolvo invited the members of the Consolvo Tent to attend the show on Wednesday as his guests.

The board of trustees of the national club selected October 1 and 2 as the dates for the annual convention, which will be held in Richmond. Charles Somma, director of all activities, will have charge of all arrangements. The banquet, at which the women will be present, will be on the night of October 2. Initiations will be night of October 1. It will be recalled that we initiated Governor George C. Perry at the last convention held here.

CHES GOLDSTON, National Secretary.

EARLY BIG ONES OVER TOP

Ill. Crowds Bring Profits

Record attendance of more than 900,000 good for biz—Contest Day introduced

SPRINGFIELD, Ill., Aug. 29.—The 1936 Illinois State Fair, 84th annual, ended at midnight last Sunday, shattering all existing attendance records. Fair officials said attendance was about 917,000, compared to the previous high in 1935 of 725,000. Beckman & Cery's Shows on the midway exceeded its 1935 record gross of \$49,000.

This year's exposition ran an extra day, making nine full days. The last day was Contest Day—a new series of attractions—the program consisting of competitive events, featured by a night beauty pageant participated by 86 girls from various cities. First prize went to Miss Virginia Moeller, 18, a high-school senior of Springfield. Winning the title of Miss Illinois, she will represent this State at the national beauty pageant in Atlantic City on September 7. In other feature contests of the day Archie Sprague, Terre Haute, Ind., swept the motorcycle events and won the governor's trophy.

Capacity for Grand Stand

The A. A. A. sponsored 100-mile auto race on August 22 was won by Wilbur Shaw, Indianapolis, in one hour 12 minutes and 31.58 seconds. Management said 165,000 were attracted for auto race day, with around 30,000 watching the speed. (See ILL. CROWDS on page 47)

First Night Fair Is Success

SANDY CREEK, N. Y., Aug. 29.—The first night show held here at Sandy Creek Fair, August 18-21, proved a big attraction for fairgoers, about 5,000 attending each night. Grand-stand show, booked thru George Hamid, was a big draw, being heavily applauded at both afternoon and night performances.

Biggest Gate at Green Bay

GREEN BAY, Wis., Aug. 29.—Attendance at four-day Brown County 28th annual fair, which closed on August 17, was estimated at 35,000, with figures promising profit of between \$1,500 and \$2,000. Daily attendance was higher than at any past fair, with a new high mark of about 18,000 on August 16. Receipts at the gates and grand stand were reported about \$2,500 higher than last year, while WLS National Barn Dance played to grand-stand capacity.

Lincoln Planning Outboards

LINCOLN, Neb., Aug. 29.—In event of this town's becoming race-track conscious, depending on turnout at State Fair races, the State Fair track here will probably be lengthened to a mile from its present half-mile length. An engineer has been assigned to figure cost. Plan is to fill at least half of the quarter-stretch with water, which may be utilized for boat races for outboards as an adjunct to auto racing days.

Exhib Space Gone in Mich.

DETROIT, Aug. 29.—George A. Prescott, secretary-manager of Michigan State Fair, announced that all available exhibit space has been sold. He said this is the first time in the 23 years that he has been associated with Michigan State Fair that a complete sellout has occurred so early.

STAUNTON, Va.—Shenandoah Valley Fair Association, reorganized to conduct Staunton Fair, elected Augustus N. Dull president to succeed Dr. S. O. Jeff. Major W. E. Tribbett was elected vice-president and Charles B. Raiston secretary-treasurer and manager.



TEXAS CENTENNIAL EXPOSITION, Dallas, proved a success in more ways than one for John McMahon, showman, when he married Miss Elizabeth Lamb, Dallas. She had been employed in the exhibit of a life insurance company with headquarters in Nashville. Mr. McMahon operates Streets of Paris, night club at the fair, and also operated this concession at A Century of Progress in Chicago. Miss Lamb is well known as a radio performer in Nashville. Photo taken on their honeymoon.

New Exhibit Arrangement Set Up in Anderson, S. C.

ANDERSON, S. C., Aug. 29.—Greatest demand for exhibit space in 16-year history of Anderson Fair is reported by Secretary-Manager J. A. Mitchell. Exhibit departments are being remodeled, with new masonite fronts, trimmed in gold and black and silver and black in modernistic effects, with indirect lighting arrangement.

Management is trying to provide additional space for commercial displays. Drought has not hit this section hard and industries are running full and some on double schedule. Dodson's World's Fair Shows will be on the midway.

Young Unit Goes to Canada

CHICAGO, Aug. 29.—Ernie Young's unit, *Passing Parade*, which will tour Canada, will open in Sherbrook, P. Q., on September 1. Cast has Alvia Morton, prima donna; Glyde Snyder, emcee; Roberts and Marie, dance team; and Dorothy Dawn, solo dancer. Mrs. Young will travel with the show as manager. Walter Pallit is musical director; John Miller, electrician; Elmer Morris, stage manager, and Mme. Ernestine, wardrobe mistress. Show was produced by Lester Montgomery.

Wisconsin Ahead of 1935 Figures On First 5 Days With Bad Weather

MILWAUKEE, Wis., Aug. 29.—Despite adverse weather Wisconsin's 86th annual State Fair and Territorial Centennial, which opened here on August 22, clocked 278,109 admissions for the first five days, against 258,414 for the same period in 1935. This year's show runs eight days instead of the usual seven, with 25-cent gate and 50-cent grand stand.

On the night of August 22 a sudden wind and rain storm drenched some 8,000 spectators on hand for the only appearance of the Century of Glory Pageant directed by William Kay Martin. Three actresses were slightly injured when part of the scenery blew down. More than 1,450 were in the cast. Wisconsin Day, August 23, had attendance of 82,941 despite sweltering weather. Burnes-Carruthers revue, *Above the Stars*, opened its seven-night stand before more than 10,000 in the grand stand, featuring Cervone's Band, Peejay Ringens and Clipse Troupe. Festival of Lights, fireworks display by Thearle-Duffield, was nightly grand-stand attraction.

Curbing Hazards

LANSING, Mich., Aug. 29.—Fair associations through Michigan are being asked by the State fire marshal to prohibit smoking in wood-constructed grand stands and bleachers because of fire hazard from drought, according to Charles V. Lane, assistant State fire marshal. Boards also are asked to prohibit use of gasoline stoves by concessioners underneath grand stands.

Dailard Is Offered Post at Paris Expo

SAN DIEGO, Calif., Aug. 29.—Wayne W. Dailard, executive manager of California Pacific Exposition here, said directorship of Paris International Exposition, to open next May, has been offered to him.

Offer was made by Gaston Akoun, Paris Exposition president, to John Shultz, Mr. Dailard's New York representative, who notified Mr. Dailard. His decision will be announced by September 9, when the local exposition closes, he said.

Mr. Akoun visited San Diego Exposition last February inspecting buildings and grounds. Mr. Dailard was appointed executive manager here last spring by Frank O. Belcher, president. In addition to being identified with Fox West Coast, Mr. Dailard for 13 years was with RKO, part of which time he was Southern divisional manager.

Taylor Revue Going South

CHICAGO, Aug. 29.—Earl Taylor's *Parley Vous Parre*, playing fair dates in the Northwest, will open in Princeton, Ind., on September 1. Cast is composed of Alice Fizzo, prima donna; Buddy Lake, Ray Oswald, Frazier Brothers and a lineup of 25 girls. Frank Taylor is manager; Earl Taylor, advance agent; Del Smith, musical director; Ray Oswald, stage manager; William McManis, carpenter; and Marlon Dady, wardrobe mistress. Highlights are a Cuban number, modernistic scene and Russian finale. Company will head south for winter.

Jackson, Miss., To Expand

JACKSON, Miss., Aug. 29.—For Mississippi Free State Fair here, Miss Mabel Stire, secretary-manager, reports exhibit space in greater demand than for several years, with prospects good for enlargement of one building and erection of another. Mayor Walter A. Scott, chairman, made application for \$50,000 in WPA funds to enlarge the Liberal Arts structure and to erect a building to include an auditorium-dining hall. Midway has been rearranged in an oval shape. Royal American Shows will again furnish attractions, with Ernie Young staging grand-stand show and J. Alex Sloan in charge of auto races.

Ionia Puts on Its Best Show

New records set in attendance and profits—midway gross makes big leap

IONIA, Mich., Aug. 29.—Early harvest, farm crops, five nights of benenical rain and improved financial conditions were given as chief reasons for unusual success of the greatest exposition in the 22 years of Ionia Free Fair on August 17-22 since it was founded in 1915. Records in attendance and financial receipts were re-established in many departments as visitors taxed facilities of fairgrounds and city.

Fair Secretary Fred A. Chapman announced that a 50 per cent increase in net profit had been realized and he estimated that a profit of about \$10,000 would be made, compared with \$5,000 last year.

Believed to be largest of all crowds by at least 20,000, it was estimated 273,000 passed thru the main gate. Over 22,000 cars were counted on Thursday; 1935 attendance was exceeded by 30,000 with figures placing the number last year at 243,000. The largest crowd on record was 253,000 in 1929.

Parking Is Capacity

Grand stand and bleacher paid admissions were 60,767 compared with 50,586 in 1935; increase in cash from grand-stand tickets was 14 per cent. Private parking lot gave an increase of 50 per cent, with 12,723 cars, against 8,606 a year ago. That figure included 61 private parking lot stickers sold before the fair opened. Largest single day in fair history was Thursday, when 4,100 cars filled the lot to capacity.

Wednesday proved to be the largest Wednesday crowd in history and it was estimated more than 70,000 attended. On Thursday, when an estimated 85,000 were present, the all-time record was shattered. Wednesday, Thursday and Friday nights the grand stand was a complete sellout. Several thousand were seated on the race track in temporary circus seats, while Thursday night over 600 received refunds. Saturday afternoon an overflow crowd was placed on the infield.

Rubin Gruberg, president of Rubin & Cherry Exposition, reported 68 per cent (See IONIA PUTS ON on page 47)

Hamid Arranges for Cycle Events at Trenton Annual

TRENTON, N. J., Aug. 29.—On New Jersey State Fair grounds here, buzzing with activities practically every weekend up to September 12, latest event was motorcycle races last Sunday with more than 3,700 cyclists coming from all Eastern States, sponsored by the Motorcycle Chamber of Commerce, on their "Grassy Tour." Races were under direction of Vic Brunskill and attendance was more than 7,000.

George A. Hamid has contracted with the American Bicycle League to sponsor sanctioned amateur bicycle races at New Jersey State Fair during fair week, devoting Saturday to the events. Title and trophy amateur contestants will be invited from 17 States to participate in this event, which was an attendance record-breaker at the Chicago World's Fair and recently at the Cleveland Exposition.

Hot Springs Annual Started

HOT SPRINGS, Ark., Aug. 29.—W. G. Laughlin, Garland County agent, was named president of a group of business men organized here for launching of a fair association, first annual to be held this fall. A Southwest Arkansas Fair is expected to be the goal of the new organization, with 19 counties asked to join up for 1937. Pan-American Shows have been booked for its fair this fall, to be held in Oaklawn Park.



Great Lakes Exposition

CLEVELAND

Officials Sure Of 4,000,000

2,000,000th mark has been passed—park ops visitors from Australia

CLEVELAND, Aug. 29.—Half-way mark in anticipated attendance was reached Saturday about 6 o'clock when Harry F. Parker, 50-year-old railroad man, of Massillon, O., entered as the 2,000,000th visitor. Beacon passes for the family, a dinner on the Show Boat, presents from exhibitors and personally conducted tours with exposition officials left the Parker family gasping for breath.

Secretary of Agriculture Henry A. Wallace was principal speaker on the Farm Produce Day program on Wednesday. His talk was broadcast from Radioland, exposition studio in Public Hall.

Thursday was Al Koran Temple Day and 18,000 Shriners from Greater Cleveland, Buffalo, Toledo, Columbus and points between, brought their chanters, bands and drill teams. Colorful costumes and brilliant fezzes were much in evidence in the Streets of the World.

Attendance on Friday topped all previous Friday records with 37,248. For the last four Fridays attendance has increased several thousand each day and officials are confident the 4,000,000 anticipated attendance will be reached before end of the exposition run.

Visitors Pour In

Friday, Saturday and Sunday were three of the hottest days, yet attendance took a steady climb and concessioners reported nice business on mid-way and in Streets of the World.

Among visitors on Sunday were Mrs. and Harold O. Sprey, Manly, Australia, holders of the visitors-coming-the-longest-distance record. Epy and his wife are well known as operators of Luna Park in Manly. They traveled more than 10,000 miles to reach this show and are returning over the same route with plenty of new ideas.

A feature for September 5 is a pony express relay from the grounds, carrying greetings from Ohio's youngest exposition to its oldest (1865 years) fair, Geauga County Fair, Burton, O.

Not since the opening has there been such an influx of visitors from down-State and near-by States as there was on Sunday. Fourteen special trains on its railroads brought an estimated 10,000. Bus companies reported travel to Cleveland almost unprecedented and downtown garages and parking lots were filled to capacity all day.

Death of Bob Reed

The day picked for Jesse Owens' homecoming and celebration day at the expo proved one of the stormiest of the season. Intermittent rain and wind storms kept attendance down and just before noon, at height of Owens' triumphal parade, downtown Cleveland was as dark as midnight.

To bring further gloom to showmen, performers and concessioners of the mid-way and Streets of the World came word of the death of Robert (Bob) Reed, representative of The Billboard and who has conducted this column, whose body was found in the lake near the coast guard station.

For its 130th show, Tuesday afternoon, Frank Hines and Floyd Zimmerman brought out the 32 handsome young swimmers and 25 other performers of the Marine Theater in new colorful rubber bathing suits. New routines and new acts perked up this free attraction. All the most popular acts are remaining, including Peely Rings and Tiny Gorman. Among new acts is a water ballet to the tune of the waltz number, Meet

Attendances	
Previously reported	1,852,429
Wednesday, August 19	34,005
Thursday, August 20	39,607
Friday, August 21	37,248
Saturday, August 22	50,757
Sunday, August 23	52,982
Monday, August 24	34,591
Tuesday, August 25	33,614
	372,804
Total to date	2,125,233

Me on the Shores of Lake Erie, written by Walter Logan and theme song of the exposition.

Among the visitors on this day were Rufus C. Dares, president of Chicago's A Century of Progress, Dr. William A. Pusey, former president of the American Medical Association, and Albert N. Gonsior, who planned the buildings here and was chief of construction in Chicago.

Health Camp Drawing

Jose Iturbi, noted Spanish conductor and solo pianist, was given unconditional release Tuesday night as guest conductor of Great Lakes Symphony Orchestra, after Iturbi at the 9:15 p.m. symphony concert had held up a Mutual network broadcast nine minutes while a pianist was searched for; told the orchestra that he could not stand an audience eating hot dogs and drinking pop, and noise of whistles and street cars; ended his scheduled 45-minute broadcast five minutes before time and refused to return to the stage to acknowledge applause after both intermission and end of program.

The new Health Camp at the Outdoor Sports show is drawing in business for that spot, according to Harry Calvert. Nudist Health Colony includes H. H. Harrison, Ann Fedor, Dolores Darragh, Vanita Rosenheim; Eleanor Anderson, who was Miss Chicago of 1933; Leo Theodore, Virginia Waid, Beth Arnold, Madeline Perter, Charles Stone, Marion Salisbury, Margaret Stout, Clara McCoy, Margaret Williams and June Knight. In the Water Sports show Harold Steinbrunner, Joe Kantor, Violet Roberts, Alice Calvert and Mabel Foster make up the roster. Harry Harrison and George Middleton are working the front. Four Lorenzos, acrobats, closed an engagement Friday night of last week. Crowe's performing bears being the new free attraction in the amusement zone.

Contest for Talkers

Hundreds of Florida residents will migrate to Cleveland next week and participate in a seven-day program honoring Florida.

Wednesday afternoon the first round of competition to find the snappiest talker or "apleler" on the grounds will take place. Four talkers from the Streets of the World compete, winner to compete with the best talker from the mid-way next Monday. Entered in the competition are Gustav Chen (Shanghai LL); Al Hall (French Casino); Blaine Young (Moorish Harem); and Paul Trexler, from fortune-telling booth. Contest came about as result of a casual argument between John H. Oourly, manager of the Streets of the World, and Frank D. Shean, assistant to Almon R. Shafer, associate exposition director and in charge of the mid-way.

Space Sales Are Going Up For N. C. State in Raleigh

RALEIGH, N. C., Aug. 29.—An early rush for exhibit space at North Carolina State Fair has run sales 20 per cent ahead of the corresponding date last year, said Norman Y. Chambliss, who is managing the State Fair in co-operation with George A. Hamid. Premiums will total \$18,000, an increase of 15 per cent over last year. Only North Carolinians are eligible for awards, but outsiders may exhibit without entering competition.

Managers Chambliss and Hamid are

shooting for attendance of a quarter million, a close approach having been made to that figure last year. As heads of North Carolina Fair Operating Company, Mr. Chambliss and Mr. Hamid also operate fairs in Williamston, Greensboro, Clinton, Salisbury and Rocky Mount. Max Linderman's World of Mirch Shows will return to the State Fair, while Cellin & Wilson Shows are booked for several of the local fairs. Grand-stand features will include Lueky Teter's Hell Drivers, Ralph A. Hankinson's auto races; nightly revue, Hamid's Revelations of 1936; Honey Family, Carver's Diving Horse, Mile. Gaida and Will Morris and Bobby.

This will be the fourth consecutive year that Mr. Chambliss and Mr. Hamid have operated North Carolina Fair. In each of previous years they made money for the State, under a percentage agreement. Grounds have undergone a land-scaping program. A new exhibit hall has been completed at cost of about \$30,000.

Batavia Attendance Goes to New Mark

BATAVIA, N. Y., Aug. 29.—Attendance at Genesee County Fair here on August 17-22 was about 40 per cent above that of any previous year, it was reported, despite unfavorable weather. George Hamid personally directed the first-night performance of the Schooley revue, *Fascinations of 1936*, which was lauded by press and patrons.

Others on the grand-stand bill were Jorgensen's Comedy Animals, Billetti Troupe, Four Aces, Will Morris and Bobby, Tarzan and His Mate, Christiana's Great Danes, Four Queens and Joe Basile's Madison Square Garden Band. Lueky Teter's Hell Drivers thrilled a capacity grand stand Tuesday afternoon.

Strates Shows on the midway, with attractive fronts and meritorious shows and rides, did good business. Fair officials from Erie County, Niagara, Syracuse, Rochester, Dunkirk, Naples, Albion and Hemlock fairs were visitors.

Frisco Expo Officials Plan For Pageant and Air Races

SAN FRANCISCO, Aug. 29.—Golden Gate International Exposition administrative personnel moved into its new building at Bush and Stockton streets on Monday. Three-story structure, erected at a cost of \$180,000, will be headquarters until 1939, when a move will be made to the fairgrounds, according to Leland W. Cutler, president of the exposition company.

Proposal to stage a Pageant of Youth at the exposition is being considered by exposition officials. Movement has been started, sponsored by the Convention and Tourist Bureau, to bring the 1939 National Air Race to the San Francisco bay region as a feature of the exposition, and a committee was appointed to raise \$100,000 as a guarantee to the National Aeronautical Association.

Ice Carnival Is Held Over

Free attraction credited with record attendance at San Diego Exposition

By FELIX BLEY

SAN DIEGO, Aug. 29.—Credited with attracting record-breaking attendance at California Pacific International Exposition last week, the Ice Skating Carnival has been held over for another week by Wayne W. Dallard, executive manager. Featuring 30 champion skaters, troupe of 75 is presented at 7:15 and 9 each night at the organ amphitheater as free attraction. Mabel Thorne, fancy skater, has joined and her solo numbers add thrills.

On Monday, Kids' Day featured a tire race in Enchanted Land, boys and girls being admitted free if they brought an old tire. A program was arranged by Ernest O. Hulick, special events director. Maglin Kiddies presented a revue in House of Hospitality auditorium, and Louise Mercer dancers gave a program in the Palace of Entertainment. Large crowds attended the opening of the House of Magic at the Palace of Electricity, with H. T. Plumb, electrical engineer, in charge. The BRO sign was hung out at the organ amphitheater for the Ice Skating Carnival long before performance started.

Party Given for Boosters

On Thursday of last week the first surprise party for boosters who have joined the Appreciation Pledge Campaign to close the exposition with a record crowd was given at the Fun Zone. Only those who have visited the exposition five times and have had their cards validated participated. Every seat in the huge Ford Bowl was occupied and many turned away at the concert of the San Francisco Orchestra. The 30th Infantry Band gave a concert under direction of Arthur A. Jason; U. S. Marine Corps Band played retreat, with Teresa Rautlinger as soloist, and the motion picture *Festa* was presented as free attraction in the House of Hospitality.

On Friday *March Hares*, a three-act comedy, was given in the House of Hospitality as free attraction. Cast included Grace Knulson, Peggy Hayes, Jack Nolen, Pete Hoff, Genevieve Brady.

(See ICE CARNIVAL on page 44)

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAY. 170 FEET HIGH. Finishing With a 300 Ft. Slide for Life. Available for Fairs, Parks and Celebrations. Address care of The Billboard, Cincinnati, O.

5--MISSISSIPPI FAIRS--5 Starting at Meridian -- SEPT. 28th

WANT CONCESSIONS OF ALL KIND

except Wheels and Coupon Stands.

THE HENNIES BROS.' SHOWS HOLD EXCLUSIVE on all Concessions on Grounds and in Buildings. Cook Houses, Grab, Demonstrators, Pitchmen and all sorts concessions. Will sell Novelties exclusive. All Mississippi Fairs. Communicate with Show, Meron, S. D., week September 13, or see Show's Representative at Meridian, week prior fair.

SHELBY BIG COMMUNITY STREET FAIR AND CELEBRATION

September 23-24-25-26

Wanted—Shows, Legitimate Concessions and Free Acts. Positively no control devices. All locations Main street. Rides booked by F. E. Gooding Amusement Co.. C. L. BEAL, Concession Com., Shelby, O.

new! different! ★ A HOT ITEM with a Ready-Made Market

Lucky Fur Auto Tail

on one end of wire with
Genuine Rabbit's Foot
on other end with Red, White and Blue
Biscamides

\$10.80 * **\$6.50**
GROSS * GROSS
(Large) (Small)

SAMPLES, 15c Each.

Order today! Write for Free Illustrated Circular, "Everything in Fur."

CHARLES BRAND 208 W. 26th St.,
New York, N. Y.

Schuylkill County Fair
OPENS LABOR DAY

Attendance Rate of Tickets already in excess of \$10,000,000, which goes to paid-in-advance admissions more than 50,000 people.

CONCESSIONAIRES
Come and set yours.
F. W. BAUSUM, Secretary, Pottsville, Pa.

UNION COUNTY FAIR
LEWISBURG, PA.
Day and Night, October 6, 7, 8, 9.
WANTED—Attractions, Shows, Rides and Concessions.
M. M. MUSSER, Secy., Lewisburg, Pa.

WANTED

A good Carnival for Kemmer County Fair, Camden, S. C., October 12 thru 17. This fair has been run successfully for the past 22 years and is among the best County Fairs in the State. Owned and operated for the past six years by the American Legion and Red Fox Club. Communicate with W. F. NETTLES, Central Chairman.

DORCHESTER COLORED FAIR ASSOCIATION
ST. GEORGE, S. C.

Now open for exhibits for Shows, Rides and Concessions. Write, Frank O'Brien, S. O. 1938, W. M. J. ROBINSON, Gen. Manager, St. George, S. C.

ATTRACTIONS WANTED

If have good high-class Attractions or Shows in our section, our dates September 23-24, contact us right away.

MADISON COUNTY FAIR ASSN.
MUNTSVILLE, ALA.

OPEN AFTER SEPT. 8
THE ORIGINAL WOLTERS TRIO

2 Men—1 Lady
America's leading platform troupe. Three distinct acts.
Plans, Celebrations. Write or write 223 W. 19th St., CHICAGO, ILL. or Phone PULLMAN 1888.

BLOOD PRESSURE

COIN MACHINES, original patent. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Shows, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at \$30.50. Send for illustrated circular. LAUF-MANOMETER CORP., 4632 Park Ave., New York City.

SHOWMEN AND CONCESSIONERS, THE BIG DOWN RIVER FAIR AND INDUSTRIAL EXPOSITION
WYANDOTTE, SEPTEMBER 14th to 20th

Will be one of Michigan's outstanding fairs. Can place high-class Shows and Rides, also high-class Free Attractions. Also Concession Stands. All address JOSEPH E. KALASH, Pres., Police Headquarters, Wyandotte, Mich.

Courier-Record Fair and Exposition
SEPTEMBER 21 to 26, BLACKSTONE, VA.

WANTS Demonstrators and one more Ground Free Act doing 2 or more. Gray Producing Co. wants Spaco Salesman. Must know the South; work all winter.
A. J. GREY, Blackstone, Va.

Texas Centennial Exposition
DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Two-for-One Prices Tried

Special prize days may be regular week-end feature—analysis of attendance

DALLAS, Aug. 29.—The big feature this week-end is Exhibitors and Concessioners' Days, which include two-for-one prices at leading midway attractions and distribution of \$100,000 in prizes. List includes six automobiles, truck, motorcycles, bicycles, ponies, refrigerators and ranges. All cash admissions to grounds on the two days, Saturday and Sunday, were accompanied by numbered drawing tickets.

Concessions where two-for-one prices prevailed are Warden Lawes' Crime Show, Block Forest, Little America, Life, Hollywood Animal Show, Tony Sarg's Marionettes, Streets of Paris, Midget Village, Monster Show, Globe Theater, Mermaids and Screens. Special days are expected to about double average week-end attendance. Promotion, if successful, may be adopted as a regular week-end feature.

Phone Figures Used

A breakdown on attendance to date by Frank Watson, director of promotions and publicity, revealed that 35 per cent of visitors to August 7 has been Dallasites; that during first week 50 per cent of attendance was from Greater Dallas and attendance of Dallasites had dropped to 36 per cent for week ending August 7. Dallasites have accounted for about 800,000 of total for that period. Texas outside of Dallas furnished 37 per cent of total attendance the first week. That percentage had climbed to 54 by August 7 and had set an average of 47 for the nine weeks.

First analysis by geography of attendance was based on statistics compiled from information gathered at the Southwestern Bell Telephone exhibit where a total of 800,034 had registered applications for free long-distance telephone calls from the exhibit. They had given their names and addresses. At the time the statistics were compiled, the number of persons registered had approximated one-third of total attendance for the period. "Estimates made from the telephone exhibit statistics are actually sound because of the great volume," said Mr. Watson.

Daytime attendance has increased considerably the past two weeks. First 10 weeks rarely revealed a figure over 15,000 by 6 p.m., but during the last 10 days the figure at that hour is 20,000 or over. With cooler weather, day attendance is likely to increase to such an extent as to change the expo to a "day fair."

Attendances

Previously reported	2,989,897
August 19, Wednesday	35,540
August 20, Thursday	31,246
August 21, Friday	35,363
August 22, Saturday	37,993
August 23, Sunday	34,640
August 24, Monday	31,512
August 25, Tuesday	41,486
Total	3,237,667

Negro Spec Closes

Souvenir Day on August 21 was a success, so far as distribution of souvenirs is concerned. Crowds literally mobbed the foods building where the event was held. It was estimated 150,000 souvenirs were given away, valued at \$10,000. Value of giveaway averaged \$2.11 per person, according to estimate.

Macbeth, WPA Federal Theater Negro production in the Band Shell, was called off last Sunday night. In a brief rainstorm Sunday afternoon one of the scenic wings broke loose and fell on wires of the loud-speaker system. It was impossible to make repairs in time for the night show, its last scheduled performance. During the nine days of playing, *Macbeth* played to fair crowds. The all-Negro production, coming here heavily publicized, was not the success predicted, although business done can be classed as "successful run" class. During the nine-day engagement at nine performances it showed to 10,000. Its largest crowd at a single performance was 3,500. As presented here, *Macbeth* ceased to be literally drama, but became a gigantic spectacle, riot with color and sound. National Dairy Show on October 10-18 will top the list of 14 live-stock shows and four national poultry and bird shows to be held at the expo.

Ride Booster Plane

A Bowen airliner, with stellar performers of the expo, left early Thursday morning for North Texas and Oklahoma with invitations to visit the Centennial for mayors of cities visited. In the party were Queen Elizabeth, of the Old Globe Theater; Miss Corrine, Streets of All Nations; Paris Peggy and Mona Leslie, Streets of Paris; and Evelyn Chandler, of the Black Forest. Centennial literature was dropped over all cities and towns en route.

Chief feature of Kids' Nickel Day last Tuesday was the finals in a talent-discovery contest held at night in the Band Shell. The 35 winners in seven previous weekly contests competed for final honors. Winners gave a show the same night in English Village, under direction of Johnny Martin, local dancing school conductor. Midway concessioners and exposition officials were judges.

Evelyn Chandler, champion skater, currently at Black Forest, won the miniature auto race held last week. The event, originally planned for fun and publicity, turned out to be a serious matter when rivalry of villages entered into the event. Managers and employees of villages that furnished racing drivers were more enthusiastic over the race than expoers.

The Show Boat, Stanley Graham attraction, gave its 200th performance of *The Drunkard* last night. Because of an "understudy contest," the usual celebration surrounding such an event was canceled. Stanley Graham, owner of Midget City and the Show Boat, left by plane for San Diego, where he has the Nudist Colony. He will proceed to Los Angeles, San Francisco and Cleveland, where he has a Midget Circus at Great Lakes Exposition. Whitely Woods, Graham's star talker, may desert the front for the inside. He has been rehearsing a part and has entered his name in the understudy contest. May Smith, Ingenue, recent arrival from Pittsburgh, filled the part vacated by Dorothy La Verne. Neil Fletcher, formerly of Madcap Players, is a recent addition to the cast. Wednesday night Streets of Paris French Revue was presented on the stage of the Majestic Theater at a midnight performance for benefit of *The Dallas Dispatch* Milk Fund.

Midway was well represented at the show and was responsible in a large measure for the heavy ticket sale.

Old Globe Bis Up

Old Globe Theater in English Village has had its best week of the season. For several weeks there has been noted increases in business at the theater and at the concessions in the village. *Midsummer Night's Dream* has been added to the repertoire. Old Globe will give its 500th performance in Dallas at the 8:30 show tonight; also marking the 3,400th performance since its organization in 1934 in Chicago.

Juanita La Bente's roller-skating act, formerly in Streets of Paris and Hollywood Nights, opened at the English Village on Saturday. Royal Scots Guard, bagpipers, arrived early this week from Hollywood, where they played in Mary of Scotland, to open an extended engagement at the English Village. Every Tuesday night the Fairstaff Club at the English Village celebrates Centennial Night, when all Centennial employees get together after they are thru work. Impromptu acts from midway shows are offered.

Yvette, dancer in Hollywood Nights, proved herself a real showgirl on her opening night when a jealous fellow performer threw heavy objects from backstage during her dance, but Yvette danced on. . . Days of Real Sport opens on Monday after several months of postponements. . . Little, Dallas scenic and props Harry built, bought and shipped a carload of theatrical equipment to the grounds from New York, on WPA orders, but there isn't a body within miles who knows what it's all about. . . Carmita, Yanyego voodoo dancer, was set to "go on" last Tuesday night when a wire was handed her with information that her aunt, sister and niece had died of typhus in Cuba. She "went on" . . . Will Rogers Jr. spent a day at the exposition, on Tuesday, coming from Fort Worth, where he participated in the events surrounding Will Rogers Day. . . Teddy Goldstein, hum-a-tune pitchman, is appearing with Lee Keener, poet of the banjo, on two radio programs weekly from the Gulf studios. . . Pat Campbell, of World Broadcasting System's New York office, made an inspection of the exposition radio and public address setup this week. . . Joe Manzanares and His South Americans will present fourth in a series of sustaining radio programs over an NBS hookup next Saturday. Program will originate in Gulf-Expo studios and will feature the Latin-American, for which Manzanares is internationally noted. . . Clyde M. Vandenberg, associated with the Texas Centennial for the past year as director of magazine, radio and public address, will leave on September 1, when his resignation becomes effective. He will vacation in Colorado before joining the Prisco World's Fair radio staff.

ICE CARNIVAL

(Continued from page 43)

Sue Pranslet, Elya Bresler, Frank Everett and Sally Sherry.

On Saturday as an added attraction Stallcup's California Girl Troop performed twice at the athletic field. Featured riders included Dixie Watson, Jane Wilkenson, Virgel Westbrook, Ruth Ferris, Lola Peck, Glenna Jones, Happy Stroupe, Margaret Camm, Clarice Frank, Nedra Bolton, Jane Imbell, Alice McPherson and Harriet Wilson.

Total Gate 1,883,738

On Sunday a Cutesy Child contest had several hundred youngsters competing for the exposition title of cutesy pottinger, with Ernest Hullek in charge. Winner received a gold trophy, silver feet and gold-framed miniature. Margaret Turtle, novelist, was featured on the program of Ohio Day in the House of Hospitality. Entertainment included Genevieve Roberts, violinist; accompanied by Eldie Stromand and Ruth Gleason, tap dancer.

San Francisco Symphony Orchestra made its final bow in Ford Bowl to a capacity audience. Dr Alfred Hertz, conductor.

Last week attendance, ending on August 23, was 113,712, bringing the year's total to 1,883,738. This was several thousand more than the previous week, when 109,644 entered. Elwood T. Bailey, executive vice-president, said an analysis of the attendance figures shows that in addition to Monday, the exposition had record crowds on Tuesday, Friday and Saturday.

PORTAGE, Wis. — Robert Dunn, Wyoena, was elected treasurer of Columbia County Fair, succeeding E. E. Dalton.

Casa Manana Prices Hiked

Overhead at Ft. Worth show called too big for \$1 admish—Rand ranch leads

FORT WORTH, Tex., Aug. 29.—Admission prices at Casa Manana, open-air cafe-theater at Frontier Centennial here, will be increased on August 31. General admission, which has been \$1 since opening, will be \$1.50 during the week and \$2 on Saturdays. Book tickets purchased prior to opening will be honored after the hike.

"We've been giving the show away. The enormous overhead on a revue of this type cannot be met on a \$1 basis, even with the capacity houses we have been having," said Billy Rose.

A wind and rain storm last Sunday afternoon damaged several concessions, as well as some scenery at Casa Manana and costumes at *The Last Frontier*. This Frontier show seems to attract high winds, as the only two times it has rained since opening day on July 18 high winds accompanying the rain have caused some damage. Up to August 25 Casa Manana and *The Last Frontier* have been rained out only one night and that was two nights after the show opened. Since that first time rain interference has been obtained for Casa Manana. It is said the show can collect \$3,500 for every night the Casa Manana Revue is rained out.

Add New Broadcast

Another weekly broadcast has been added to the growing list of broadcasts from the local show. The new "giant" broadcast is on Thursday nights from midnight until 2 a. m., and features all orchestras and singers from major shows. Program originates at Casa Manana and tickets to the broadcasts cost the same as those for the revue. Broadcasts feature music from these five orchestras: Paul Whiteman's and Joe Venuti's, Casa Manana; Hyman Maurice's Jumbo; Enslin Hollander's, *The Last Frontier*, and Ed Lilly's Pioneer Palace, and these entertainers: Everett Marshall and Veralty Eight, Casa Manana; Bob Lawrence and the Singing Razorbacks, Jumbo; Bea Goughlin and the Leonard Oordon Chorus, *The Last Frontier*, and Lulu Bates, blues singer from Pioneer Palace Honky Tonk Revue.

Bill Pierman, formerly at the Nude Ranch, is now on front at Ziegfeld's Milk Bath. Jesse Phillips, burlesque straight man from Chicago, is also on the front with an act. Eddie Golden, who arrived from Hollywood, is on inside at present. Vera Barton, formerly one of ranch nudies, is tub girl in this show. Bally girls are Mitzie Fitz, Billie Carrison, Margaret Kerr and Boots Brewen. The Milk Bath, after a poor opening week, is getting into its stride, with crowds increasing nightly. Bally stand has been moved to east end of building, nearer main midway and attracts much better there. Milk Bath itself, patterned after the stunt Ziegfeld used for Anna Held, is artistically produced under direction of Charlie de Haven.

Boggiano Shows Pull

John Boggiano, who has interests in Nude Ranch, Milk Bath and Tango Palace, is enjoying his visit to Texas, especially since his three attractions are best draws on the west end of the midway. The three form a triangle in front of the Jumbo Building. Sully Rand and her ranch are still the biggest drawing card at the Frontier show, Nude Ranch drawing more gate than any other attraction except Casa Manana. Gross is around \$6,000 weekly.

Rappy Myers and Verne Newcombe have opened Drop 'Em in Hay attraction. It has a good spot between Jack Mayo's Monkeyland Jazz Band and Milk Bath. Andy Anderson, lately of San Diego, is in charge.

Jack Ross is back at the Nude Ranch, altho his injured knee is still in a cast. Jack Spoons, formerly in Pioneer Palace Honky Tonk Revue, has returned to New York. Robert Johnson, one of the Singing Razorbacks in Jumbo, has replaced Stewart Grace as soloist of *Another Mile in The Last Frontier*.

Harry Stein, Charlie Chaplin imitator, was over from Dallas doing his imitations this week.

Walter K. Sibley has received a shipment of rattlesnakes from San Antonio.



HERBERT D. SMYSER, manager of amusements and racing secretary of York (Pa.) Fair since 1908, whose death on August 28 removed a leading figure in fairdom in the Keystone State and the East. Further details in the Final Curtain in this issue of *The Billboard*.

He had hard luck with his snakes during the hottest weather recently, losing not only part of his pythons but also about 100 smaller snakes. G. M. Magruder has charge of snakes.

Richard E. Daley has arrived to manage Casa Manana and Pioneer Palace for Hotel Management, Inc. Dr. Herman Ostermaier, who went to Germany when his wife died, returned to the cast of Jumbo on August 21. Dr. Ostermaier features the trained horse Doheos.

May Open Drama School

Morty Gottlieb and Willie Cohen, who have picture machines, left this week for New York via Chicago and Detroit.

Richard Pope and Allen Duffey have a Roll-Over-Out-of-Bed concession here. Pope, actor and talent scout, and Duffey, playwright, plan to open a drama school here in co-operation with Charlie deHaven and Lester Bryant.

Art Lovi is pleased over another record he made, when he guessed 50 weights correctly in a row. Lovi and Gene Berry have guess-your-weight scales.

M. J. Harris now has charge of the Brazilian Board game on the midway. Eddie Parlee, formerly there, left on Sunday for Dallas. Game is owned by Tony Miller and Sam Salerno, who have pig races.

Claude Delaporte came down from Western States Show to work with Booby Obadahl's attractions. Babe Flowers, Foots Reeves and Eddie Booth are working with Hank McAllister in Japanese Roll Down, one of Obadahl's games here.

Seen on the midway this week were Mr. and Mrs. Tul Teeters, who visited friend Bob Williams at the Nude Ranch. . . . Joe Rogers and Lew Dufour, Dallas, are seen quite often on the midway here. . . . Chuck Bedell, in charge of front of Streets of All Nations at Dallas show, was here, as were Mr. and Mrs. T. R. Fickman, who were en route to Casa Manana. Mrs. Booby Obadahl is spending a week in Fort Worth.

Bill Is Varied in Reading

READING, Pa., Aug. 29.—Many new entertainment features will be introduced at the 22d annual Reading Fair. Grand Circuit harness racing will be inaugurated with purses of more than \$18,000. On opening Sunday Edwin Frank Goldman will bring his band of 60 for two concerts. On Saturday Lucky Teter's 13 Hell Drivers will present auto and motorcycle stunts. Eastern championship auto racing, presented by Hankinson Speedways, Inc., will dominate closing Sunday with six AAA-sanctioned events. George Hamid's revue, *Revelations of 1936*, will be in front of the grand stand nightly. Other acts include Great Wilno, Oscar Babcock, Five Juggling Jewels and Alf Loyal's Dogs.

DILLSBURG, Pa.—Dillsburg Farmers' Day Association has organized into an incorporated fair association so as to receive State aid. Under name of Dillsburg Agricultural Association, the group elected: President, Charles S. Smith; vice-president, M. E. Shillito; secretary, Hugh Castles.

Premium Facts

(Data collected from lists received by The Billboard)

DETROIT—Michigan State Fair, 87th Anniversary, Centennial Year, September 4-13, 228 pages. Officers: Honorary chairman, Governor Frank D. Fitzgerald; chairman of the board, James F. Thomson; secretary-manager, George A. Prescott Jr.; executive secretary, William H. Watt; director of live stock and exhibits, H. B. Kelley. Attractions: Grand-stand show, Barnes-Carruthers acts; Wild West Rodeo, MacDonald Highlanders' Band, horse racing, Pet Show, horse-pulling contests. Midway: United Shows of America.

INDIANAPOLIS—Indiana State Fair, 84th annual, September 5-11, 308 pages. Officers: C. H. Taylor, president; Charles H. Morris, vice-president; Lieut. Gov. M. Olliford Townsend, commissioner of agriculture; Carl James, manager of grounds. Admissions: Adults, day, 50 cents; night, 25 cents; children, 6 to 12, 25 cents; vehicles, 25 cents; grand stand, day, 50 cents; reserves, 75 cents; box seats, \$1; Sunday, 25 cents; reserves, 50 cents; night, 25 cents; reserves, 50 cents; box seats, 75 cents; Coliseum, night, reserves, 50 cents; box seats, 61. Attractions: Grand-stand show, Barnes-Carruthers acts; revue and water ballet, Grand Circuit harness races, Dog Show, Cat Show, Midway: Johnny J. Jones Exposition.

SYRACUSE—New York State Fair, 96th annual, September 6-12, 180 pages. Officers: Peter O. Ten Eyck, commissioner of agriculture; Dr. Albert L. Brown, director, State Fair division. Admissions: General, 50 cents. Attractions: George Hamid-booked grand-stand show, Indian Village, Flower Show, Midway: Gruberg's World's Exposition.

TIMONIUM, Md.—Timonium Fair (Maryland State Fair) 58th annual, September 7-12, 86 pages. Officers: John N. Dennis, president; Laban Sparks, vice-president; Charles E. McLane, treasurer; M. L. Deiger, secretary; Edward J. Brennan, racing secretary. Admissions: Adults, 50 cents; children under 12, 25 cents; grand stand, 50 cents; paddock, 50 cents. Attractions: Free acts, running races. Midway: William Olex Shows.

WEST MINERAL, Kan.—Mineral District Free Fair, 10th annual, September 9-12, 102 pages. Officers: John Blait, president; R. O. Mizener, vice-president; J. C. Thompson, secretary-treasurer. Attractions: Free acts, bike races, boxing, concerts, team-pulling contests, Baby Show. Midway: H. C. Swisher Shows.

SAGINAW, Mich.—Saginaw County Fair, 23d annual, September 13-19, 118 pages. Officers: Thomas B. McDonagh, president; John C. Rauchholz, Charles Girman, vice-presidents; Jerome P. Ward, treasurer; William B. Jahnke, secretary-manager. Admissions: Adults, day or night, 50 cents; children, 6 to 12, 10 cents; parking, 10 and 25 cents; grand stand, day or night, adults, 35 cents; children, 6 to 12, 10 cents; reserves, 50 cents. Attractions: Grand-stand show, Barnes-Carruthers acts; revue, *Everything's Tops*; Farm and Home Equipment Exposition, Thearle - Duffield World's Fair fireworks. Midway: Happyland Shows.

DOYLESTOWN, Pa.—Doylestown Fair, 14th annual, September 16-19, 60 pages. Officers: Dr. H. W. Turner, president; Horace B. Wilgus, vice-president; Robert H. Engart, treasurer; J. Allen Gady, secretary. Admissions: Adults, day, 50 cents; children, under 12, 25 cents; grand stand, 50 cents; reserves, 75 cents and \$1; vehicles, 50 cents; free parking; night, 25 cents; grand stand, 25 and 50 cents. Attractions: George Hamid-booked grand-stand show; Winter Garden Revue, Four Flying Flemings, Mooren Troupe, Palmer's Dog and Pony Circus, Looping Nixes, Frank Cervone's Band, Lucky Teter's Hell Drivers (Tuesday, Kids' Day only), harness racing. Midway: Shows and rides.

CINCINNATI—Hamilton County Fair (Carthage), 81st annual, September 16-19, 108 pages. Officers: Myers Y. Cooper, president; D. R. Van Atta, vice-president and secretary; Eleanora Blum, assistant secretary; George K. Poeter, treasurer. Admissions: General, day or night, 35 cents; vehicles, 25 cents; grand stand, day or night, 25 cents; reserves,

Buckley Has Record Annual for Bad Axe

BAD AXE, Mich., Aug. 29—Biggest year in attendance and receipts in its 67-year history is reported by Secretary-Manager R. P. (Bob) Buckley for Bad Axe Fair on August 18-21. Oats over last year is about 40 per cent, he said. Giveaways of automobiles again drew capacity crowds. A Ford was given on Wednesday, Chevrolet on Thursday and Plymouth on Friday. Drawings at 5 p. m. always saw peak crowds. Mr. Buckley has conducted these giveaways for 10 years and declares interest increases annually.

Bean queen contest created great interest in three counties, from which there were 67 girl contestants. Queen was crowned by Governor Fitzgerald Friday night before a packed grand stand from which hundreds were turned away. Henry Lueders' 50-people revue was before the grand stand. Happyland Shows did big business on the midway. Mr. Buckley praised the appearance of Melton E. Coleman, bat man, as a big draw. He went up in a plane to 10,000 feet, jumped and glided down to 800 feet before opening his parachute.

Manager Buckley, a member of the board of managers of Michigan State Fair, Detroit, was visited by a number from the State Fair office, including Executive Secretary William H. West.

Great Frisco Live-Stock Expo Building Is Started

SAN FRANCISCO, Calif., Aug. 29—State and county officials, business leaders and cattlemen from California, Arizona and other Western States participated in the cornerstone laying of the Grand National Live-Stock Exposition Building at Geneva avenue and Rio Verde street here on August 18. Structure to cost \$3,000,000 when completed, will be opened in 1938 for its first show and will be used for live-stock exhibits during the 1939 Golden Gate International Exposition. Larger than Madison Square Garden in New York, it will also be used as an arena for sporting events. Main exhibit building will be of an ultra-modern construction, steel and concrete, offering more than 500,000 square feet of floor space. Within the structure will be stalls and arenas for horses, cattle, sheep and swine. A half-mile track for light harness races and a stadium seating 5,000 persons are included.

Meeting of the newly organized National Live-Stock Breeders and Exhibitors' Society, scheduled to follow the cornerstone-laying ceremonies, was postponed to September 18, when officers of the organization will be elected.

Ottawa Grand-Stand Bill Highly Praised

OTTAWA, Ont., Aug. 29—George Hamid was busy receiving congratulations at end of the opening day's grand-stand show at Central Canada Exhibition in Lansdowne Park Monday night. Everybody agreed he had assembled one of the best-balanced bills yet seen here, including Christianzen's Great Danes, One Happy Family, Elaine Dowling and Her 4 Costles, Will Morris and Bobby Balabanows, Captain Jorgen's Jungland and the Races, Goldman's Band, another Hamid booking, opened the night show, which featured Schooley's *Fascinations of 1936*.

This year's review was called the speediest and classiest of the different reviews that Mr. Hamid has had Edgar Schooley prepare for his fair bookings. *Fascinations* is divided into five emsembles, Tropical Land, Chinese Fantasy, Southland, South Sea Islanders and Military Finale. Each one is lavishly gowned, with appropriate songs and dances by a chorus and ballet of 30.

Principals are Helen King, prima donna; Lee Barton Evans, baritone and emcee; Mary Stone, soubrette; Four Aces, male quartet; Lola Lee, upside-down tap dancer; Dorothy Martin and Company, ballroom and adagio dancers; Margaret Koche, prima ballerina, with Al Butler, musical director of Joe Brown's orchestra of 40 pieces. It was Children's Day and fair officials judged the attendance of youngsters to be the largest in history.

50 cents. Attractions: Grand-stand show, Horse Show, harness racing, parades and concerts. Midway, independent shows and A. W. Gooding's ride.

Davenport Hurt By Tardy Rains

Last-half attendance cut at Mississippi Valley Expo—lower gate is popular

DAVENPORT, Ia., Aug. 29.—After getting away to a record-breaking start for the opening three days, Mississippi Valley Fair and Exposition here on August 16-22 suffered considerable loss of attendance when first heavy rains of summer descended upon the drought-baked region and halted the gate on Thursday and Saturday, normally the two big days. As a result, the week's total reached only \$7,926 or 6.879 under the mark of a year ago. Prior to the deluge attendance was running 10 per cent above a year ago and officials were optimistic of reaching highest figure since record days of 1929-'30.

Altho attendance was much below expectations, it was sufficient to keep the management out of the red and was considered satisfactory in view of weather. Officials were well satisfied with the turnout on the good days and general interest manifested, said President M. H. Calderwood.

Despite drought exhibits compared favorably with "fat" years and in the live-stock section entries approached the 600 mark, largest in several years. Exhibits of farm machinery were also unusually heavy.

Much credit for encouraging attendance during the first part was attributed to lower admission prices, 25 and 10 cents, inaugurated last year. Children's Day on Monday packed kiddies in and concessionaires and rides of Hennies Bros. Shows had capacity business thruout the afternoon. Hennies Bros. did fair business despite curtailed attendance and concessionaires in general expressed satisfaction.

Clyde S. Miller's Rodeo again thrilled grand-stand crowds with daily performances and on the strength of its reception is due to be on hand again next year. Grand-stand acts included Atenos Troupe, aerialists, Mann Brothers, bounding rope and rolling balls; Petroff's Russian Bears and Siegfried.

Owntonna Gains Its Goal

OWATONNA, Minn., Aug. 29.—Well over the long-sought 100,000 mark in attendance, despite two days of rain, Steele County Free Fair and Southern Minnesota Exposition on Sunday ended the most successful year in its history, setting up new marks in attendance and quantity and quality of exhibits and entertainment. Contributing notably to success of the fair was the United Shows of America. With opening grand-stand performance Wednesday night cut short by rain and Thursday afternoon and evening similarly hampered, the fair was nevertheless notable for the support given it by crowds that disregarded rain, mud and other obstacles of adverse weather.

STEINER Trio, Merrill Brothers and Sister and Three Chesters were at Delphos (O.) County Fair.

CLEAN SHOWS AND CONCESSIONS WANTED
SEPTEMBER 15, 16, 17 and 18, 1936
WYOMING COUNTY FAIR
TUNKHANNOCK, PA.

Fair Grounds

FORD CITY, Pa.—With good weather and large crowds nightly, annual Armstrong County Fair here was pronounced most successful in years. Walter and Roy Bowser, in charge, said the event closed with a profit and that Fearless Exposition on the midway played to large crowds.

MONROEVILLE, Ind.—Announcement that there will be no Monroeville Fair this year was made by Fire Chief Les Marquart.

DONALDSONVILLE, La.—For 24th annual South Louisiana State Fair officials predict a record-breaking attendance of close to 160,000. A series of rallies are being held in large communities of South Louisiana, attended by the press and community leaders, under direction of R. S. Vickers, secretary-manager.

CEDARBURG, Wis.—With adult admissions double those of a year ago, three-day Ozaukee County Fair closed here on August 16 with estimated attendance of 10,000. Grand stand was filled for nearly every performance of Barnes-Carruthers acts, while concessionaires and midway reported good business. Exhibits were larger than in recent years.

ANDERSON, Ind.—Co-operation of city departments and industrial and business firms, with Kiwanis and 4-H Club leaders, made possible the most successful annual free fair here in 1936. Royal Bechtold, general chairman, reported in submitting final accounting to the Kiwanis Club. The 78 exhibitors and concessionaires cared for increased cost of tents, equipment and entertainment, while concessionaires and salvage of materials left a fair sum for the next year's budget.

WINDRIDGE, Pa.—Jacktown Fair here on August 11-13 was biggest in the last six years, officials stated. Second night attracted about 10,000 people. Entertainment was furnished by a vaude unit and Roberta's Circus.

BUTLER, Pa.—Officials reported Butler Fair and Exposition closed to beat receipts in several years, attendance exceeding last year's by several thousand, with Thursday night, despite threatening weather, drawing 25,000. Ceelin & Wilson Shows were on the midway and George Hamid furnished the grand-stand show.

MARION, O.—Loss estimated by Secretary J. Aultman Raub at \$1,000 resulted from fire which leveled a horse barn on Marion County Fair grounds. Barn was struck by lightning. It will be rebuilt, officials said.

URBANA, O.—Profit of \$2,767.85 realized from this year's Champaign County Fair was largest in many years, according to Secretary John W. Yoder. Receipts were \$13,839.37 and expenditures \$11,089.52. Profit of 1935 fair was \$509.

SAN DIEGO, Calif.—Governor Merriam laid cornerstone for campanario and grand stand of 22d District Agricultural Association's \$540,000 project at Del Mar on August 22. Program was arranged by James E. Franka, president of the association, assisted by Directors George Sawday, Dr. N. Matzen, Frank G. Forward, Robert Graham, Fred W. Mitchell and John Barger. G. Aubrey Davidson, chairman of directors of California Pacific International Exposition, is a member of the advisory board.

Gainesville Makes Bid for Gate Mark

GAINESVILLE, Tex., Aug. 29.—Cooke County Fair, which opened here on Monday, is making a strong bid for an all-time attendance mark. Opening day was little short of the first day in 1929, while second and third days smashed all existing records.

The fair runs six days this year instead of five as has been customary. Gainesville Community Circus reported good business, and Bill H. Hames' Shows on the midway did business far in excess of last year for the first half of the week. Weather has been good, altho temperature has been high.

Entertainment includes the circus, three-day rodeo, free programs by artists from Denton, Sherman and Nocona, Tex., and Ardmore, Okla., and the carnival attractions. Principal exhibit is a replica of the courthouse square of pioneer days, with exhibits of priceless relics of a century ago. Theo Ledel, secretary, has been ill all week and confined to his room. Bill Hames has been dividing time between the shows here and his attractions at the Frontier Centennial in Fort Worth.

A BIG outdoor show at Portland Interstate Fair, Gresham, Ore., on August 25, booked by Western Booking Corporation, included Babe Egan and her Hollywood Girls' Band; Pepito, Spanish clown; Gene Hawes, comic; Juanita, Wright and Kelsey, six jesters, Barrios and Val Serelny.

Watson Gets Paris Post

PARIS, Aug. 24.—Thomas J. Watson, New York, has been appointed general commissioner for the United States at the Paris International Exposition of 1937.

More Money for Paris Expo

PARIS, Aug. 24.—French parliament has voted a supplementary sum of 200,000,000 francs (\$13,333,333) to be used by promoters of Paris International Exposition of 1937 to cover expenses resulting from annexing of additional space to the grounds.

CORRAL

(Continued from page 41)

Riding—First day (afternoon), Harry Van Campen (23 RAA points), Slim Welsh (18), Tommy Horner (8). Evening, Harry Van Campen (23), Pete Forester (15), Tommy Horner (8). Second day (afternoon), Harry Van Campen (23), Tommy Horner (15), Ted Cole (8). Evening, Pete Forester (23), Tommy Horner (15), Slim Welsh (8). Third day (afternoon), Harry Van Campen (23), Tommy Horner (15), Slim Welsh (8). Evening, Harry Van Campen (23), Slim Welsh (15), Tommy Horner (8). Fourth day (afternoon), Tommy Horner (23), Harry Van Campen (15), Ted Cole (8). Evening, Harry Van Campen (23), Tommy Horner (15). Fifth day (afternoon), Tommy Cole and Ted Cole (10 each), Evening, Tommy Horner (23), Slim Welsh (15), Ted Cole (8). Finals, Tommy Horner (84), Harry Van Campen (50), Slim Welsh (34). Calf Roping—First day (afternoon), Jack Van Ryder (20), Glen Soward (10). Evening, Olen Soward (20), Dock Blackstone (10). Second day (afternoon), Junior Eskew (20), Henry Snidley (10). Evening, Henry Snidley (20), Glen Soward (10). Third day (afternoon), Glen Soward (20), Henry Snidley (10). Evening, Everett Vassar (20), Jack Van Ryder (10). Fourth day (afternoon), Olen Soward (20), Frank Martz (10). Evening, Henry Snidley (20), Junior Eskew (10). Fifth day (afternoon), Frank Martz (20), Henry Snidley (10). Evening, Henry Snidley (20), Olen Soward (10). Finals, Olen Soward (128), Henry Snidley (77), Jack Van Ryder (51). Steer Wrestling—First day (afternoon), Bert Weens (20), Slim Welsh (10). Evening, Bert Weens (20), Dock Blackstone (10). Second day (afternoon), Tommy Horner (20), Bert Weens (10). Evening, Slim Welsh (20), Tommy Horner (10). Third day (afternoon), Bert Weens (20), Dock Blackstone (10). Evening, Blackie Russell (20), Jack Jackson (10). Fourth day (afternoon), Slim Welsh (20), Bert Weens (10). Evening, Blackie Russell (20), Jack Jackson (10). Fifth day (afternoon), Jack Jackson (20), Slim Welsh (10). Evening, Dock Blackstone (20), Bert Weens (10). Finals, Bert Weens (100), Slim Welsh (60), Blackie Russell (40).

Grand-Stand Shows

NEELD'S CONCERT BAND, which opened season of fairs last week in Clarion, Pa., comprises Dan Burgess, Joyce Felts, Curtis Clark, cornets; C. E. Dubis, Robert O'Neal, trombones; Oscar Wheeler, baritone; Dan Lewis, French horn; C. E. Bridges, bass drum; Frank Oppie, snare drum and tympani; Roy Goodman, bass; Glen Dando, Raymond Hoes, James Allen, clarinets; Janna Neeld, conductor and solo cornet.

GOOD start on the fair season is reported by Higgins Circus Review, which recently played fairs in Celina, O., and Eagle River, Wis., the same week. Featured in the troupe are Edith Cooper, aerialist, and Junior Higgins, contortionist.

AFTER playing Orange County Fair, Middletown, N. Y., Smith's Superba Band will be in the East several weeks before starting Southern dates, among which are fairs in Clinton, Williamson and Rocky Mount, N. C., under the Hamid-Chambliss banner.

OLADSTONE, Four Earles and Onaki and Takl, acrobats, were in the grand-stand show at Butler (Pa.) Fair.

ACTS at Knox County Fair, Olesburg, Ill., on August 17-18 included Wheeler and Wheeler, roller skaters; Wayne Cunningham and Betty Lee Kocher, acrobatic dancing and singing; Riley and White, acrobats; the Flowers and Yvonne and Vernon.

BIG crowds saw the grand-stand show at Pipestone (Minn.) Fair on August 20-22, among William & Lee acts being the Chilkotts, Bonnie Miller Skating Trio, Five Lees, Pat Reinhart, Vinton and Bulmer, Joe Klein and Silvers Johnson and his Funny Ford.

AFTON (N. Y.) FAIR presented a grand-stand show of George Hamid-booked acts, including Helen Reynolds and Her Right Wonder Skating Girls, Honey Family and Cucci, Conley Circus, Edward Franko Goldman's Band and Bradley Kitties' Band.

GRAND-STAND show at Hamilton County Fair, Carthage (Cincinnati), O., will include Aerial Bauers; Shorby Flemm, clown; Frank's Animal Circus and Spittle's Military Band, latter having played at the fair for 60 years and now under direction of George Smith IV, of the fourth generation of band leaders.

MODERN ARABIAN NIGHTS will be presented nightly in front of the grand stand at Ohio State Fair, Columbus. Other acts are Jammie Graves, slide for life; Cook's Comedy Ford; Five Wonder Girls, tumblers; Tierney Troupe, jugglers; Huxtrei Troupe, high-wire bicycle; McElroy Harmon-Frodell, comedy acrobats; Hamilton Troupe, barrel jumpers; Aerial Bauers, Graham's Western Riders; Billy Count De Armo, clown, and Neeld's Concert Band.

MORE THAN 100 entertainers were signed to give two shows daily at North-western Michigan Fair, Traverse City, in Manhattan Vanities and Parisian Revue, musical revues. Vaude acts include Bob Stanley and Company, tight wire; Silver King and Company, performing dogs and cats; Kitzalines, acrobats; roller-skating act of the Thrillers; comedy team of Franz and Puller; St. Clair and O'Day, bicycles; King and Gary, dancing team, and McMahon and Adelaide, acrobats.

DOC SCHNEIDER'S TEXANS, vaudeville-radio-big top cowboy unit, will be free feature attraction at Bridgewater (Mass.) Fair, sponsored by Plymouth County Agricultural Society. Besides nine regular members, including educated dog, Tootsie, the unit includes acrobatic acts, dancers, comedy skits and general roundup of entertainment. Glen B. White, manager of Artists' Service, Inc., of Massachusetts, NBC subsidiary, placed the unit.

CLARION (PA.) FAIR on August 25-28 used more entertainment than in several years. Sun Bros. Circus, featuring Hodgkin Brothers and Rooney Brothers, was staged on Tuesday and Wednesday, afternoon and evening. Another feature was Bee Kyle, high diver. Other attractions included Paige & Crider's Coppers of Africa, troupe of 25, and B. Ward Beam's thrillers.

G
A
H

George A. Hamid, Inc., extends condolences to the York Fair, York, Pa., on the loss of its beloved manager of attractions, that great gentleman and friend of trouper, Herbert D. Smyser, and deep sympathy to his family and loved ones in their bereavement. Herbert Smyser leaves behind him a sterling record of integrity, skill and showmanship. His achievements at the Great York Fair will stand forever as an unforgettable monument, an ever-reminding symbol of success. May he rest in peace.

GEORGE A. HAMID, Inc.

1560 B'WAY
NEW YORK,
N. Y.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

FIRE of unknown origin swept thru historic old Winter Garden, now known as Iceland Roller Skating Rink, San Francisco, on August 19, doing damage estimated at \$100,000 and injuring three firemen. Flames narrowly missed spreading to adjoining new Dreamland Auditorium and for a time threatened the Optima Theater and Golden Gate Commandery, Knights Templars Building. Alex Young Jr., president of Pavilion Ice Rink Company, said Iceland, Pierce and Sutter streets, will be rebuilt immediately. The pavilion was undergoing conversion for ice skating at time of the fire.

OPENING of the new roller-skating floor in Riverside Park rink, Indianapolis, will be on September 5, said A. W. Colter, park manager. John Darter will continue as rink manager.

EXHIBITIONS will be given in Ben Moore's Pleasure Beach Rink, Bridgeport, Conn., by Charles (Poppy) Harlan, York, Pa., on September 1-3, writes E. M. Moorar from the Bridgeport rink. The following three days Harlan will be at Moore's Riverview Beach Rink, Pennsville, N. J.

DIAMOND Square Roller Rink, Pittsburgh, has had excellent biz despite hot weather, advises Publicity Director Gilbert L. Moser, who adds, "We are looking forward to the best season yet, beginning around the middle of the coming month, business conditions in the district showing marked improvement. Last season we inaugurated instruction in dancing on roller skates, glide, two-step, waltz, etc., and it met with so much interest that we are planning on emphasizing it to an even greater extent as a part of program for the fall and winter season. I am planning on getting around to the other rinks in the Pittsburgh district during the next three or four weeks and will pick up and pass on all the news about roller skating in this section."

"SINCE October 1, 1935, I have covered much territory, giving exhibitions and promoting in various rinks," writes Frank Vernon. "Many rink owners I found much enthused that the winter of 1935-'37 roller skating again has a great chance of coming back into its own. The many letters I have received from managers asking me to enlighten them on some local attractions for their rinks show renewed interest. In a recent letter a brother professional skater asked what system I used in procuring so many rink engagements. I am able to secure these bookings by not holding up rink owners on large salaries. I make it possible for them to engage my services and at the same time make a profit out of it for myself. This is the only system that I use. On my tour these past several weeks all the rinks in which I exhibited drew large attendance, which proves that the attraction was a good drawing card and added all of these rink owners to increase and stimulate their business. Many of these rinks were well managed, also some would add more prestige to their places if they had experienced employees. Of course, they say that it would cost more money to operate. This is true in one sense, but

I would say it is money well spent. For good, experienced help will surely prolong the business. I also found some dissatisfaction in the attitude of one rink owner toward another. This may be attributed to pure jealousy, and there is no excuse for such an attitude, but it seems they rarely make an effort to efface this unpleasant characteristic. We are all human or should be, so why not have friendly co-operation between all? It can be done; let's all try."

FOUR EARLES, skating act, were featured at Butler (Pa.) Fair. Feature will continue with outdoor dates for remainder of summer.

TECH AMUSEMENT COMPANY, INC., owner and operator of Tech Roller Skating Rink, Cambridge, Mass., is making a top-to-bottom renovation of the rink. A new floor is being laid, to accommodate 500 skaters. This is the second year of roller skating. Until last year the place was on a circus design for a Walkathon Derby, which was also operated by the TAC. Roller skating was found more lucrative, so tiers of seats were taken out and floor area increased. The rink will be aluminum-colored and is equipped with Chicago roller skates. Manager Joe Fitz opened the new rink on August 27 and will continue policy of afternoon and evening skating seven days a week.

"O. J. MEGREW, a former racer and fancy skater of Cincinnati, visited Rosedale (Ky.) Park Rink on the night of August 23 and renewed old friendship with Bert and Frank Bacon, who made the old boy feel at home," advises Armand J. Schaub, Cincinnati roller fan. "Megrew has only one leg, having lost the other in a railroad accident 26 years ago, but he is hale and hearty and still railroading as a clerk. This goes to show, as has often been said, that once one has been a skater, racer or is an ext-ink manager, he will always return to the rinks. Megrew enjoys watching young folks skate, and that is the proper spirit. It is hoped more oldtimers will continue to visit the three rinks operated by the Bacon brothers. I can recall some accounts of Megrew's races when he was under management of Bishop, Hall, Huggins and Hoffman, of the Music Hall Rink."

MILTON GARDENS Roller Rink, on Youngstown-Akron highway at Lake Milton, O., will reopen on September 8 under management of Carl Cowell, who for the past few seasons has been assistant manager of Craig Beach Park and is well known in amusement circles in that vicinity. Milton Gardens has been closed during summer while extensive alterations and redecoration have been made and new equipment installed, including several hundred pairs of new Chicago skates. Schools and clubs are making reservations for parties. Regular skating nights will be Tuesdays, Thursdays, Saturdays and Sundays, with Sunday matinees.

Roller Derby

By TED MULLEN

(As seen thru the eyes of the announcer)

At last we have a sporting event that can be sold to the public thru the medium of radio and public-address system strictly on its merits. No more painting of verbal pictures that do not exist, no more insinuating that certain things will happen, maybe. In other words, now we have an event that can hold the public's interest for the entire run of from 21 to 45 days without need of some fanciful stimulation or balldoo and without necessity for weird, gruesome features that tend to attract morbid curiosity-seekers and the class of people who like to hang out in public places.

The Roller Derby is and will be a monument to the foresight and deep-thinking ability of Leo A. Seltzer, whose shrewd mind spent many weary and disheartening months of research with very little help from anyone in a determined effort to find out why roller skating was not advancing more rapidly and why the public apparently had lost so much interest in a sport with which all of us in our younger years had been familiar. The answer finally popped up, and it was a serious ailment that needed a strong antidote. There was no outlet for roller skaters who had spent years in perfecting themselves in a sport that is healthful, entertaining and interesting.

Ten or 15 years ago a few of the more

daring and resourceful skaters had barnstormed the country, holding races and meets here and there for what they could get, either on a percentage or a guarantee by some of the more enterprising rink managers and owners who were willing to take a chance on a few dollars' profit. Some of the oldtimers even went so far as to promote intercity and State meets that lasted from three to six days in an effort to establish records, etc., but as every floor was different and each district had its own champions, the results were not satisfactory and roller skating appeared to develop into a matter of cliques and groups that had no chance of national recognition.

It remained for Leo A. Seltzer to bring out roller skating as sport and, above all, to put it on a basis that would demand national recognition, not only as a highly entertaining feature but as an institution that was not an expensive hobby but a self-supporting business in which skaters actually could make a good living while learning and perfecting themselves.

(Continued next week)

IONIA PUTS ON

(Continued from page 43)

higher cash return than last year with paid admissions to shows and rides at 234,384, while last year they were 185,263. The 1935 total was surpassed after the first four days, he declared. Concessionaires and others in charge of games said increases ranged between 50 and 80 per cent above 1935.

Revue a Big Hit

Grand-stand spectators acclaimed the afternoon program and evening revue the most successful staged here. Revue, Ritz and Cheer America, was brought by Barnes-Carruthers. Under personal direction of M. H. Barnes and Fred Kressman, it was presented in elaborate style. Cast was composed of nearly 100 performers, many property men and assistants. Music was furnished by Izzy Cervone's Band. Emcee was Frana Ross, radio star. Others were Charles Ellis, master electrician; Arthur Manning, master carpenter; Byron Smith, master prep; Mrs. Inez Smith, chief wardrobe; R. A. Allen, production; costumes by Lester; Eva Langway Chicago Costume Company; scenery by Acme Studios, and lighting by Major Equipment Company.

The show was presented with swiftness and accuracy seldom witnessed during opening week. High-stepping Almsworth dancers in lovely costumes and scenery never excelled here presented a spectacle of rare beauty. Ross, Pierre and Schuster, radio star singers and comedians, were among leaders. Climax of revue was Paul Graumann and Company presenting sensational Hollywood Star-O-Tone with four dancers. Gaudin-Smith Brothers, comedy two-man and two-dog act, refused an offer to leave Barnes-Carruthers for a contract in London while attending Ionia Fair. Danwill troupe of six tumbling artists added thrills with three and four high jumps from teeterboards. Madame Edna Curtis and her trained dogs and ponies appeared each afternoon, while her husband, Dannie Curtis, led his expertly-trained horses thru their paces. Curtis' taximeter consisted of five principals and a trained mule. Shorty Flemm, former circus clown, replaced the seriously ill and beloved Billy Lovette. Flemm, however, skillfully filled the bill and worked not only on the track and stage but mingled with grand-stand audiences. Eight Nordic Nightingales, assisted by Kit Kat Four, radio singers and instrumentalists, provided vocal and instrumental music.

Golden Wedding Novel

One of outstanding acts was that of the Robert Cline Company, motorcycle teeterboard act, at top of a 90-foot steel pole. Charles Ahearn's Millionaire Band and his fashion were tops in comedy roles. A public wedding attracted additional customers opening night. To close

the fair the association presented the "Golden Wedding." Last year both golden and public weddings were held closing night. Thirty-one couples, 1,000 of them from Ionia County, appeared on the program.

Clem Sohn, "bat wing man," was visible to make his sensational leap because of injuries sustained in London, England, two months ago. But he was able to pilot his ship and each evening carried Bob O'Dell 9,000 feet into air for mile drop before opening parachute. Another special feature was the daily "dog fight" in the air by Art Davis and his fleet of four planes.

Governor Fitzgerald was honored guest at Governor's Day on Wednesday. His presence attracted nearly 70 State officials. Among guests were Howard O. Lawrence, State banking commissioner and free fair director; James Thomson, commissioner of agriculture; Orville E. Atwood, secretary of State; David Crowley, attorney-general, and Paul Chase, State prison commission chairman. Group were seated on the large stage and were introduced by Former Governor Fred W. Green, president of Ionia Free Fair.

Two Shows Next Year

Altho wet track caused by nightly rains halted several harness races, interest was not lagging during Tuesday, Wednesday, Thursday and Friday afternoons. W. C. Hinck's Dureville Congress was featured on Monday, Kids' Day, Saturday was Auto Race Day and a great array of dirt-track users were on hand to compete. Races were in charge of J. Alex Sloan and managed by Jim Van-cise. John Sloan Jr., Chicago newspaper writer, was starter.

Fireworks, most elaborate in years, and day fireworks, presented on Monday for children, were by Thomas-Duffield, Frank P. Duffield personally directing. Maurice W. Jencks, secretary of Kansas Free Fair, Topeka, visiting on Saturday, expressed satisfaction with the night revue, which is to appear at his fair.

Because of the overcrowded condition on each Thursday at Ionia Fair, Secretary Chapman said he will discuss plans with directors in January for presentation of two complete grand-stand shows next year for the one day.

ILL. CROWDS

(Continued from page 43)

sters. Other daily attendance figures announced were:

August 15, Thrill Day, 60,000; August 16, Veterans' Day, 92,000; August 17, Children's Day, 70,000; August 18, Springfield Day, 70,000; August 19, Republican Day, 100,000; August 20, Governor's Day, 200,000; August 21, Farm Bureau Day, 80,000; August 23, Contest Day, 80,000.

The grand stand, which has a seating capacity of about 10,000 and which also sells standing room only, was filled each day except the first day (Thrill Day) which featured a series of stunts by the C. W. Hinck group. Most of the night programs, featuring vaudeville by Sidney Belmont's acts and fireworks by the Illinois Fireworks Company, were well attended.

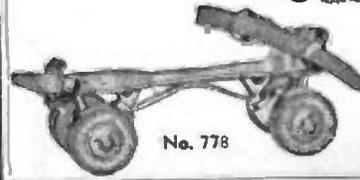
Free Tickets Put Out

Belmont acts also appeared during the afternoon between harness trotting races on the five-day Grand Circuit race card. The State distributed more than 500,000 free gate tickets to all parts of the State, assuring large throngs throughout the week and especially on Governor's Day.

Heavy attendance, created by what practically amounted to a free gate, reflected greatly in increased profits and a bigger and better fair. For instance, there were 320 concessionaires, an increase of almost 30 per cent over a year ago; there were 200 exhibitors, 50 more than a year ago, and 6,300 live-stock entries, 1,300 more than a year ago. Because of a number of free grand-stand tickets given for both afternoon and night performances, it was impossible to estimate accurately grand-stand receipts. Prices ranged from 25 cents for unreserved seats to \$1 for boxes, with top for auto races being \$1.50.

The USERS of "CHICAGO" SKATES

ARE SUCCESSFUL
There is a reason. Service and PROMPT DELIVERIES.



No. 778

CHICAGO ROLLER SKATE CO.
4427 W. Lake Street, Chicago.



The First Best Skate

QUALITY

RICHARDSON BALL BEARING SKATE CO.

Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

FOR SALE
ONE ARTIZAN ORGAN

(8-Key A, in grand similitude, reasonable for rath. feature at STUDER'S RINK, Route 2, Dover, O.

BIZ UP IN OHIO AREA

A. C. Central Pier
Plans Strike a Snag

Season's Profits Best Since 1929

August registers highest gates and grosses—rehabilitation plans are on

CANTON, O., Aug. 29.—Majority of Eastern Ohio amusement parks will close on Labor Day. Without exception, all major parks in the area have experienced the most profitable year since depression struck. Already there is talk of rehabilitation, new construction and expansion before start of the 1937 season.

Dance pavilions and roller rinks will continue to operate thruout September in several parks, while a few will operate ballrooms week-ends thruout the winter. Some parks will remain open week-ends as long as weather is favorable.

Parks generally thru this area reported August best of the summer for attendance and gross receipts, topping the same month in previous years in some cases as much as 50 per cent. Bookings for August in all larger parks were heavier since before depression.

Executives and operators of a dozen smaller playspots, interviewed recently, reported without exception that patronage and receipts were far in excess of any previous year since 1929. Improved business will enable several smaller park operators to take care of long overdue obligations and make definite plans for expansion next year.

Beechner May Lose an Eye

LINCOLN, Neb., Aug. 29.—It's an even bet here that Ralph Beechner, pool manager at Capitol Beach, will lose his left eye. Recently infected when a swimmer smacked him in the eye with an elbow, Beechner has been hospitalized for nearly a fortnight. Latest reports say infection of the one eye is already contaminating the other. He is coach at Lincoln High School too, and that's worrying him plenty since football practice will start soon.

Free Bus Helps End Spot

ENID, Okla., Aug. 29.—Lake Hellums Amusement Park here has drawn well all summer and swimming pool did record business because of prolonged hot weather. Rides, concessions and skating rink met with success. As the park is several miles out of town, Manager Ray Steck ran a free bus daily.

Free Gate for Philly Zoo?

PHILADELPHIA, Aug. 29.—Movement is on foot to secure an increased appropriation from city council to make admission to the Philadelphia Zoo free at least five days a week. City appropriates \$50,000 a year, and an estimated \$150,000 will adequately staff the zoo on a free-admission basis. At present the gardens are one of the few in large American cities to charge admission every day.

Riverview Show Hitting High

CHICAGO, Aug. 29.—Palace of Wonders in Riverview Park is having the best season in many years, according to Harry Dunn, manager. Personnel includes Nelson, sword swallower; Martha Morris, armless wonder; John Forman, strong man; Gravityo, man of a thousand thrills, and a two-headed baby. Louise Sorenson and Carl Forman are on the front and Bill Henning is handling tickets.

LITTLE ROCK, Ark.—Adhering to requests of hundreds of visitors, officials of Fair Park Zoo decided to keep the park open until sunset, or an hour and a half longer each day. Henry G. Leiser, chairman of the zoo commission, said the zoo was forced into later closing as many people could not gain entrance since the new section was opened on last Sunday.

"Back in Form"

ATLANTIC CITY, Aug. 29.—"I do not think anyone can kick about this season," declared President Frank P. Gravatt, of Steel Pier Company, in an exclusive interview to The Billboard yesterday, "and the way in which money is being spent on amusements here makes it really look as though the country is back in old form. Higher-class amusements of the resort have been prosperous and greater attractions have been booked. I know we have spent considerably more for name acts than ever before. July 4 was the largest we have had to date, but I believe Labor Day will set an all-time record. Steel Pier will run full tilt for the greater part of September and keep a large number of attractions going as long as weather holds out."

Maryland Spot Under Hammer

CHESTERTOWN, Md., Aug. 29.—One of Maryland's oldest and most noted resorts, Tolchester Beach, will go under the hammer on September 22, according to a ruling of the Circuit Court in Baltimore, which authorized the sale. Along with the pioneer amusement park two excursion steamers will be sold.

Better in Oklahoma City

OKLAHOMA CITY, Aug. 29.—Exceptionally hot weather has sent folks scurrying to parks here. Spring Lake Park has had a successful season with dancing, concessions and rides. Better business prevailed, due to hot weather, than last year. Park was improved and well-known dance orchestras did well.

Bridgeport Pleasure Beach Reports Big Biz for August

BRIDGEPORT, Conn., Aug. 29.—Excellent weather has accounted for unexpectedly good business in Pleasure Beach Park here during August, reports Jack Conroy. Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches, and Resident Manager John C. Molloy are well pleased with the season's showing to date.

Park has been scene of several of Bridgeport's Centennial celebrations this month. Centennial beauty contest was held in the ballroom on August 6. On August 5 an old-fashioned barbecue was held in the grove, followed by an Old-timers' Night program in the dance hall. August 11 was occasion for State Police Association convention, field day and dance, featuring a special sports program for youngsters. United States Rubber Company, Naugatuck, again held its annual outing here on August 15. About 3,000 attended.

Special attractions in the park now include Kiddies' Day every Wednesday. Ladies' Night every Wednesday in the Ballroom and Amateur Night on an open-air stage off the midway every Friday night.

Palatine Offers Free Vaude

ELMER, N. J., Aug. 29.—Palatine Lake Park is making a play for early fall business by booking free outdoor vaudeville shows. First attraction will be the Ritz Revue of 25, featuring Jackie Fields, emcee; Ross Gallo, "Radio's Personality Girl," and Bernice Dolliarton, dancer with the Philadelphia Ballet.



BRANCATO BROTHERS, who are owners and operators of Fairyland Amusement Park, Kansas City, Mo. Left, Victor Brancato, secretary of Fairyland Park Company, and right, Norion Brancato, treasurer of the company.

Mardi Gras Blowoff in Making As Finale for Detroit Eastwood

DETROIT, Aug. 29.—A carnival finish to the season is to be started on Labor Day in Eastwood Amusement Park in the form of a big Mardi Gras to run for two weeks until the park closes on September 20.

Event will be one of the biggest special promotions in history of the park. Decorations in carnival and clown style will be used thruout. Every park employee and attendant will be dressed in a special clown costume during park hours and atmosphere here will be enlivened by such attractions as a series of fire baskets in the many small parked areas.

Several clown bands will be assembled to parade thru the park and three free acts will be engaged. Fireworks every night will be a feature.

Prizes for costumes, best and funniest, will be given nightly to men and women. Unusual contests, apple eating, pie eating, diaper changing for men and wood cutting for women, will be on the daily program as well.

Nightly parades will be held. A number of important industrial and other organizations are booking special nights

during the Mardi Gras, which will enable them to partake in the carnival fun in a group, and prospects, according to Superintendent Harry Stahl, look like the best finish to a season the park ever has had.

Resort in Ohio May Expand

BELLEFONTAINE, O., Aug. 29.—Extensive improvements at Stubbs Landing resort, Indian Lake, is forecast in sale of 16 cottages and park property to Mr. and Mrs. J. C. Sabbath, New York, and retention of several tracts of land, a restaurant, boat landing and hotel by the present owners, Mrs. Margaret Stubbs and her son, F. A. Stubbs. Purchase price of cottages was \$11,000.

PRINCE NELSON, high wire, who has been playing parks and celebrations in Eastern Ohio several weeks, is in Idora Park, Youngstown, for two performances daily. Also on the midway is Mills. Thera and her marionette show.

ATLANTIC CITY, Aug. 29.—Directors of Central Pier have voted down the proposal to rebuild the deck-end of the structure, destroyed some years ago. However, the matter will again be taken up in the fall with possibility of some announcements for next season.

For several weeks reports were that the pier would undertake an extensive building program. It was at one time the longest sea-going pier in the resort, originally operated by Capt. John L. Young, who later built Million-Dollar Pier.

Louis St. John, manager of the pier, said the principal reason plans were turned down at this time was because it would tie up the pier for the summer season. Pier is now home of the national exhibit of Texaco, Atlantic City Convention Bureau and other national exhibits. If the pier were to be rebuilt, there is a possibility that some amusements would be included. A number of contractors have submitted estimates.

Season Tops At Steel Pier

More attractions and bigger crowds are rule—continuous Labor Day show

ATLANTIC CITY, Aug. 29.—Steel Pier is hitting a new high in attendance records as it reaches the home stretch of its summer season with more attractions and names than ever before. President Frank P. Gravatt said yesterday that this season would topple all previous ones. Some idea of crowds at the Ford exhibit on the pier was given this week when Rudy Vallee presented the 1,000,000th visitor with a prize scottie dog.

Pier schedule, now in full tilt, consists of Frank Elliott's Minstrels, Jules Falk's opera presentations, three pictures, vaudeville, name bands in ballroom, water and land circus in open-air stadium, Hawaiian and Filipino bands, mechanical displays and exhibits.

Three X Sisters, Mary Small, Eddie White, Harry King and Bobby Gilbert head the stage show, while Vallee, after a sensational week's engagement in the ballroom, has been replaced by the Louisiana Kings with Alex Bartha holding on as second orchestra. He will play the entire season.

Muriel Page, erstwhile fame dancer, has a new act set, with evening performances only, called "Nude Vision," featuring a vanishing costume. Capt. Roman Proske and his wild animals is proving one of the big drawing cards of the outdoor circus, which is also featuring Three Erwings; Annuree, on a 211-foot pole; Amorous, Ullaine Malloy, Hawaiian High Divers, diving horses and Four Collegians.

Mr. Gravatt revealed that over the Labor Day week-end the pier will run continuously for three days and nights and those who like their shows either early or late will be satisfied. A new sea-going steamer deck, with lifeboats and steamer equipment, will be completed on the pier over the week-end, adjoining the Ford exhibit, and special permission from the city was granted for enlargement of the pier for this new feature.

LONDON.—Doctor Vevera, superintendent of London Zoological Society, sailed for Russia with a consignment of animals, former inmates of London Zoo, headed for Moscow where deficiencies in the Russian State Zoo will be made up. Animals include one chimpanzee, 50 monkeys of various species, hyena, pheasants, cockatoos, agoutis, toucans and giant Indian python. Doctor Vevera will bring from Russia two Bactrian camels, elk, two Siberian tigers, six red-fronted geese and two saibies. This is the first time since the Soviet regime that saibies, strictly protected by law owing to their valuable fur, have ever been exported alive. A condition of their export to London Zoo is that should there be any offspring while the animals are exhibited here they will not be sold or given away, but are to be retained by zoo authorities.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Duke Steps In

Word came from Honolulu last week that Doris Duke, who probably has more money than any other female in these United States, was prohibited from building a private swim pool on her estate at Kaniawai, just outside of the city of Honolulu. Board of harbor commissions taboos construction plans, which called for a sea wall and tank on the grounds, that it would be illegal to give a private grant and monopoly on shore and lands which are a public trust. Ban came, however, after a close three-to-two vote, the duo of commissioners who favored complying with the request stating that construction of such a sea wall would actually benefit the public.

News of the refusal made all the papers last week and brought to light the swimming pool the Duke girl has in this country. It is located on her 2,300-acre estate in Somerville, N. J., and is 60 feet wide and 120 feet long, larger than a vast many public natatoriums. Underwater illumination affords strange lighting effects in Doris Duke's Jersey pool. I am told, and eight lakes were already on her estate when she had the mammoth plunge erected. All of which speaks well for the advantages of pool swimming.

There are about 2,000 privately-owned swim pools thro'out the country, not counting club tanks. All are modern in every respect. While it would seem foreign for me to comment editorially on the stand taken by Honolulu officials against Doris Duke's proposed aquatic project, it does seem timely to discuss these private tanks here and now, a member of the swim fraternity that I seemed to have sadly neglected in the past.

The greatest number of individually-owned pools can probably be found in Hollywood and environs, where stars of the screen go to great lengths and big bank rolls in the building and operation of these aquadromes. Each cinema celeb tries to outdo the other on his or her swimming plunge and while many, it must be admitted, have tanks merely for publicity, there are some who operate purely for enjoyment derived from it. Such big shots as Warren Williams, Charlie Chaplin, Jean Harlow, Douglas Fairbanks and many others spend a great deal of time off the set in their own pools.

Then, too, the exclusive residential sections of nearly every town in the country has at least one private pool. In Westchester County, where the swank of Greater New York reside, there are some 50 or more such establishments. And all of these tanks boast of many aquatic slides, floats and games similar to those at commercial ones.

Regular manufacturers of bath-house equipment supply these private pools and demand high prices for their work, much more than they ask from pool men. In some cases, of course, when money talks, especially-constructed tanks as well as slides are made exclusively for private owners. And it is because of all this that it would be wise for operators of outdoor and indoor commercial tanks to see as many of these private pools as they possibly can. Plenty of swell ideas, not only in construction but in actual operation, can be learned from a careful study of these private natatoriums.

High Diving Items

The column has played good Samaritan for the second time. And while I'm not asking for any bows, this is being mentioned to prove that pool operators who do take the advice of this department are often glad of it. Al Goldberg, at Joe Day's Manhattan Beach, Coney Island, N. Y., hired Sam Howard, a fancy diver, on the say-so of this column a few years ago and Sam has been with them ever since, proving one of their best drawing cards. And last week Manhattan Beach again engaged a favorite of this column who also did well by them. "Dare Devil" Jack Lathkowiak performed a series of high dives at Manhattan the other day and thrilled the crowds no end. And while I'm glad I was able to get Jack a booking I'm equally delighted to learn that a pool owner found this column to be not only a pillar of mere words but a pillar of sound advice, too.

On the subject of high diving reminds me to ask the whereabouts of

Capt. Kenneth Blake and his equally pretty wife, Viola. Both were last heard from at the Dallas Exposition.

Flashes and Splashes

Hearst's New York Evening Journal running a swim meet next week at Coney Island similar to those staged in the past by The New York Daily News, only the Hearst daily is having barred Eleanor Holm Jarrett, swim amateur, as a test case against the A.A.U.—Jack Lear, formerly associated with Miami activities, now beating the ballyhoo drums for the Park Central indoor pool, New York City.—Jack Rosenthal announces that he will try ice skating this winter on his new play area adjacent to the mammoth swim pool in Palisades (N. Y.) Amusement Park.—From present indications it looks like the writer will have to decline to act on the faculty of that swim clinic at the Penn A. C. in a few weeks, what with work being piled up as at 12.—And that Oklahoma Swimming Pool Owners' Association certainly did things in a big way this summer, praise of their activities having reached this desk from all sides.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Highlight of the week was the big Newspaper Day for the kids on August 19. The space before the gates at park entrance was packed tight with a swarming mass of children. Director H. F. O'Malley ordered the gates opened 40 minutes ahead of time to relieve the congestion. Park was crowded all day with thousands of happy boys and girls, all with their hands full of free coupons for rides and shows. Employees and officials worked like beavers from 11 a. m. to 9 p. m., and when the alien signaled the end of the fete everyone was satisfied that it surely was a big day. Another Newspaper Day, the last of the season, was held on August 26. A detail of county police assisted Sergeant Teway's men in keeping order. All lost children were found and all found children were claimed. It was a tired but happy bunch of employees who sighed, happy in the thought that they had brought joy to thousands of children.

There goes Paul Denis, of the Glass House. . . . Those three men deep in serious conversation are Refreshment Manager Fred Merritt and two of his right-hand men, Harry Walsh and Adolf Paechflana. No doubt they are discussing the quality of Playland hot dogs. . . . That was Peggy Zumpano, one of our veteran collectors. . . . Another case of hidden talent has been unearthed at park, Peggy Larkin, who, besides being attractive, is a top dancer who would put some professional hoofers to shame.

The German dirigible Hindenburg passed over Playland very low on Children's Day, creating much excitement among them. . . . Talent Night clicking, latest winner being Elsie Silver, a 12-year-old miss with a sweet contralto voice. . . . We understand that there is some feeling among several employees that they are deliberately omitted from this column. Such is not the case. The correspondent tries to get every employee mentioned once or twice during the season and if anyone is missed he or she is assured that it is not from any personal feeling. . . . Harry Bummerville, member of the booking office staff, is highly elated at the increase in picnic and excursion bookings. . . . Playland Baseball League; Fred Merritt's Refreshment Stand team administered a thoro shellacking to the moribund Exec team to the tune of 11-1. In the only other game Kiddyland defeated the Refresh team 10-3.

Wimpy Egan, of Sergeant Teway's Secret Service, who so efficiently filled Jim Waters' position as desk officer during Walters' enforced stay at White Plains Hospital, has returned to outside duty. . . . Officer Charlie Biel, of same department, was detected doing his good deed. He had a large bag of bread and was busy feeding the hundreds of sparrows that infest the park. . . . The Three Dukes, of the True Photo Studio, are going to make New England and other fairs after park closing. . . . Winners of Talent Night are broadcasted every Wednesday evening over Station WPAS, White Plains. Paul Morris, the genial publicity manager, is directing the program. . . . Current free attraction, Great Wilno, going over big.

This is Wilno's third appearance here. Supt. George Baker wants to know whether or not a bombshell explodes.

At 7 p. m. on Newspaper Day our correspondent observed Les Powell, of Laff in the Park, with a broad grin on his face. Ye scribe said any man who can laugh after eight hours of handling those kids deserves a Carnegie medal.

Tom Woodward, manager bath-house and pool, has been at Playland since its inception. He helped build the playground, was manager of the Dragon Coaster and the auto park, and for the last six years has been in his present position. He has a capable assistant, Sherman Downer, and the following crew: Jay Carroll, chief of life guards; Joe Murphy, Eddie Maher (laboratory chief) Art Marino, Bill Greenberg, Benny Polase, T. Cafone, Frank Di Leo, George Vantioe, Roy Oakley, Bill Goff, Charles Clarkson, Esther Cavellio, Mrs. Charles Hotaph, Edith Weimer, Nina Caparelli and Mike Broka. The following college men are also with Woodward: Frank Brannigan (Duke), director and coach Playland A. C.; Dennis O'Connor (Duke), Joe Canali (Holy Cross), Henry Ruter (Rutgers), Johnnie Scharf (Kent), Alex Young (Kent), Dick Bracken (Yale) and Jimmy Wilson (Yale).

Playland A. C. has prospective Olympic material in Francesca Smith, 13, and her brother, Bill, 10. Francesca already holds several county championships, having broken records in both junior and senior divisions. Bill is a county junior champ. Another record-breaking member of Playland A. C. and a county champ is Jean Sherwood, 13. Ye scribe could write ad infinitum on this subject but space does not permit. So-o-o Hasta Manana.

Palisades, N. J.

By MARION CAHN

Rain over week-end kept a lot of babies from getting new shoes. . . . Thanks are due Eddie Corriston and all his guys from the pin-ball games for providing shelter after park's closing to all of us who passed his way and ducked in. . . . And add nice gestures: Boys in park running around with his umbrellas helping stranded people out of what began to look like the Johnstown flood.

Biggest attraction in years at the park these next two weeks, with all-star free acts. . . . Lucky Millinder followed in by Cab Calloway, followed in by Duke Ellington. . . . And all free. . . . Who could ask for anything more? . . . Did I hear someone say what, no Paul White-man?

Doc Morris proved himself best talker ever heard around these parts. . . . On a bet he brought 32 people into Al McKee and Harry Shephard's show in the pouring rain. . . . It was the first spiel he gave in 20 years, but is he terrified? . . . Proving again it's the "barker" who does a lot of the counting.

Harry Conover, expo manager of the Garden, visited here, getting new tips on quick setup and breakdown. . . . He says there will be much advance bally for the rodeo this year. . . . Glen White finally broke 100 on a golf course and nothing could make him sore now. . . . The athletic younger generation around this here park is going highbrow. . . . First it was baseball, then water polo and now horseback riding. . . . Larry Brenner and Art Forman have organized a club. . . . A request has been put in for Anna Steinberg to build a mantle in the midway especially for the serving of meals to the riding enthusiasts. . . . Jack Bloom is happy again, what with his gal back in town.

Al McKee made some sort of a world's record when he put back into working order both the Caterpillar and the Periscope Wheel within one hour after they had been thrown out of commission. . . . Grandview Eatery, down by the free act stage, expects big biz starting now, what with now free acts packing them in. . . . Frank Ryan from down at the bar there was visited by pals from the Furness Bermuda Line, where he was formerly chief

Savin Rock, Conn.

Fred Levere, booster of resorts in New England and owner of much of Savin Rock property, has credited the fine resort business this year to better conditions and dry season. Altho business has dwindled a little the past two weeks, the concession owners are optimistic for a banner Labor Day week-end and the climax to one of the finest seasons since 1930.

Excitement that came with installation of parking meters on Beach street about a month ago has gradually dwindled. A strong protest came from the 90 stand owners, but the meters remained in their places.

Bingo is proving to be the most popular at the Rock this season. Only two stands are operating with this game on Beach street, but they are doing real well. An increase of over 5,000 people was experienced at New Haven Police Field Day at Donovan Field this year. In other years when it was held at Lighthouse Park municipally owned resort park on the East Shore, attendance was 15,000. The Rock did benefit by the overflow crowd, particularly those in the neighborhood of Donovan Field. High-class vaudeville, a rodeo, sports, boxing and other entertainment features highlighted the show.

The same site, Donovan Field, has done wonders with Midget Auto Racing this season on Thursdays. In the first year of huge racing attendance has been growing in huge proportions. At the New England championships held recently over 7,500 people jammed the park and more than 500 people were turned away because of lack of seating accommodations.

In White City Stadium, owned by Fred Levere, amateur boxing cards have held the limelight Tuesday nights, drawing as many as 8,000 fans at times. Dick Gray, promoter, will run his fight cards well into September, depending on weather.

Giuliano, owner of the lone Merry-Go-Round at the West Shore resort, has already given fair warning that cold weather will not drive him from his spot. He will remain open until the first of November again this year. Season is practically over and the Thunderbolt Coaster hasn't been repaired. The reason, according to latest reports, is that contractors wanted a little too much to put the famous ride into A-1 condition after the recent fire damage. However, next season should see the ride in perfect order and an agreement made that will be pleasant to everyone concerned.

Labor Day Closing in Cincy

CINCINNATI, Aug. 26.—India: A Night in the Orient. Thearle-Duffield fireworks spectacle which Coney Island here is offering as a free attraction in connection with its golden jubilee celebration, opened last night. It will be presented nightly at 8:15 o'clock, including Saturdays and Sundays, thru Sunday night, September 6. There will be 10,000 free seats for patrons each night. A cast of 500 people is featured. Walter Esberger, band leader, is musical director. Ray W. Anderson is producing manager. Coney's regular season will close on Labor Day, when a Carnival of Fireworks will be featured free attraction. Art Kassel and His Kasselies in the Air will be featured in Moonlite Gardens, Coney's summer ballroom, from today thru Labor Day night.

wine steward. . . . Ed Schwartz just bought a new truck for transpo to fairs. . . . He calls it his Ford V-O. . . . I'll see you again . . . or have I been talking to myself all these months?

MAKERS OF MECHANICAL SHOOTING GALLERIES W.F. MANGELS CO. CONEY ISLAND, N.Y.



Auto-SKOOTER-Water SHOWMEN

CITY RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.



WATER SKOOTER

LUSBY BROS. INC., 265 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSBY BROS. LTD., Central House, 40 Kingsway, London W. C. 2, England.

Coney Island, N. Y.

By LEONARD TRAUBE

With the best season it has enjoyed in seven years drawing rapidly to a finish, which will once more be touched off by the Mardi Gras during the week of September 14, Coney Island should not be content to sit back smugly and rest on its laurels. The majority of amusement resorts and, in fact, show business in general, are about to conclude a similarly boom summer swing. This is significant if only to demonstrate that the profit columns were not confined to America's most popular playground. In other words, Coney was not favored because of what it had to offer, but, on the contrary, because the people are reviving their interest in open-air amusements, reviving it in the only practical way, with their shakels. The quality of attractions is just relict.

The net profits which have flowed into the coffers of the show, ride and concession fraternity are important not as something to be cold-storaged away, but as a means to be utilized in improving attractions next season. Will the money be used in that direction? If it is not, it will once more prove that showmen themselves are not sold on Coney as a spot where their own money may be safely invested. Such an attitude is bound to have an ill effect on prospects with money who have not yet entered Coney as an amusement domain. If showmen use the surplus where it will do the most good—in their businesses—it will not only show their confidence in Coney Island as a money-making resort but will enhance their show, their rides, their parks and their concessions. This cannot but have a salutary effect on potential patrons, the very ones who are responsible for pleasant-looking ledger books.

Useful on Coney

This corner is grateful to R. S. Uzzell, who writes the American Recreational Equipment Association column, not because in last week's issue he called attention to our editorial on Coney, but because he added several good thoughts. Uzzell knows Coney as well as, if not better than, any man in America. His statements are worth repeating.

"Leonard Traube a few issues ago pointed out some ingrained troubles of Coney Island due to short-sighted and most imprudent price-cutting. Good rides and attractions cannot be safely operated on a nickel basis. It is common to most beaches in America today. Everyone for himself and no co-operation or thought of the other fellow or of the industry as a whole, is all wrong. A beach co-ordinator or 'czar' is a crying need at our beaches throughout America. One who has the future of our industry at heart could do much to better seaside resort conditions."

R. S. uses Revere Beach as a comparison. There, he says, "it would be a fine piece of work to round up the land-owners and renters with a plan to sink petty prejudices and differences for an entire beach drive for better results than now obtain. Instead of everybody trying to run a Beano game and stifle each other, work a variety. Coney Island has gone batty on Pacination game or its outgrowth. What a waste of time and effort."

It is gratifying to know that a man of Uzzell's astuteness agrees with what we have been trying to say for a long time. R. S. then comments on our Mardi Gras thoughts.

"Coney Island has learned that each must do his part to produce a Mardi Gras. Why not broaden this effort thru the year instead of letting the organization be dormant a greater part of the year and be aroused from its slumber for a brief time each year for this one event? If the season can be closed profitably with a celebration, why not have a Spring Festival to mark the opening of the season? Have old Neptune come ashore and welcome the visitors for a season of fun and recreation. It can be done. We need to give some of our original thinkers encouragement and backing. Suppose Columbus had remained ashore and talked of his notion that the world is round. Many weary years of discouragement were put in by that fearless thinker before anyone would back the enterprise.

"Then why did he 'fall on' when all would turn back? First, he had convinced himself and, second, there was a substantial reward. A man with fertile ideas should be encouraged and rewarded. Who is going to see the many opportunities now with equal poten-

tialities? It requires three essentials, courage, work and money. A man with either essential can find associates with the other two." You deserve the plaudits of the Coney Islands of New York and the rest of the nation for those words, R. S.

Future Is at Stake

We have gone to great lengths in discussing general rather than personal or gossip matters in recent weeks because we believe that Coney Island's future is at stake. Next year, for instance, will be a key year, one in which Coney will have to state its position in connection with New York's World's Fair of 1939. If a world's fair needs three to five years to prepare itself for visitors, it is not too much to expect that America's No. 1 resort lay the groundwork next year for an event that will be staged two years hence.

While I personally do not agree 100 per cent with the creptchangers who say that the exposition will completely submerge Coney in the eyes of visiting out-towners, including the eyes of the amusement world, the fair will have an undeniable effect on Coney's business during 1939. It is about time that Coney give itself a cure—including a manicure—throughout. A campaign for new buildings and new conceptions for fronts is not out of order. It is no secret that many structures are unsafe. Some of them, we are told, have violations on them. Both the building department and the license commission have been unusually liberal and lenient in this respect.

Many visitors taking in the fair will also visit Coney, especially if they have not been here before. They will leave the architectural beauties and the expected quality attractions within the structures and be socked smack on the jaw by the eyesores of, say, Coney of 1936. Coney will therefore be a sucker for left tabs and right hooks in the form of destructive word-of-mouth advertising on a national scale. There is one thing in Coney's favor. The 1939 fair will have to refuse 60 to 75 per cent of the applications for attractions, mostly because there will be no room for them. Many of those thrust out in the cold will undoubtedly seek space around the island. Here is a perfect opportunity for Coney to prove itself worthy of incoming showmen.

I do not care how many brickbats will be thrown at me for the next suggestion, which I am about to make for the 1,000th time. IT IS IMPERATIVE THAT THE CHAMBER OF COMMERCE OR SOME OTHER LOCAL ORGANIZATION RECRUIT A PRESS AGENT FOR 52 WEEKS BEGINNING IN FEBRUARY OR MARCH, 1937, PAY HIM A SALARY WHICH WILL MAKE IT WORTH HIS WHILE TO DEVOTE ALL HIS TIME TO EXPLOITING THE RESORT, GIVE HIM A REASONABLE EXPENSE BUDGET AND RAISE THE MONEY FOR THE OFFICE DURING THE FALL-WINTER SEASON THRU STRAIGHT PLEDGES, HIGH-PRESSURE, FEAR OR OTHERWISE—BUT RAISE IT. IT IS IMPERATIVE THAT THE PRESS AGENT APPOINTED TO THE TASK BE FREE FROM POLITICAL ENTANGLEMENTS OR OTHER ENCUMBRANCES WHICH WILL HAMPER HIS WORK.

It is also not too late to work for Coney as an all-year-round resort, but other more important considerations will have to be reckoned with first. Don't forget the World's Fair of 1939!

Incidentally, if the person who signed himself (or herself) "A Constant Reader" will have the goodness to be consistent as well as constant by revealing his (or her) name, this column will be glad to reply to what he (or she) writes about. No name, no soap.

Honor Guests at Spec

Allan F. Kramer, president Coney Island Carnival Company, Mardi Gras sponsor, announces that Mayor F. H. La Guardia and Police Commissioner Lewis J. Valentine will be guests of honor at the spec's opening on September 14 in connection with a safety parade and demonstration. Parade will include reps from every police precinct in the city, it is announced, with nearly 100 floats, greasing the safety motif in driving and conceived and built in the precincts, to be exhibited, in addition

to the latest models of police vehicles and ambulances. Police band will head the demonstration. Event was originally scheduled for September 16, but it has been decided to stage the parade on Monday evening to give the fête a climactic opening. The orga scheduled to parade on Monday have been switched

to Wednesday. . . . After closing at the Steeplechase Circus, Donahue and La Salle went off on a tour of fairs for the George Hamid office, Ora, aerialist, and daughter, Mary, also a stoff artist, were booked into Steeplechase. Her other daughter, June, was scheduled to open with Jimmy Victor's Luna Park Circus as this was being written. . . . Billy Jackson's Midget Village; Jeannette Newman, we hear, has been given an engagement ring. Oliver is reported to be Gus Alexander, who is rehearsing for a Broadway musical. Freddie Goodrow, emcee, works best when Mrs. Gertrude Stratton, co-owner, watches him. . . . Alex Brady and Mo Rothchild will be welded after the Mardi Gras—but why not during? ask we. Barry Buchanan, author, shot pictures or personnel and interior the other afternoon.

Wildwood, N. J.

By ORO

Three-day festivities during annual baby carnival provided a climactic pitch to a satisfying season. . . . Mayor Bradley topped it all with a dinner for a score of distinguished guests at the Adelphi-Witte Hotel, while March Dainbridge, resort's press agent, parted the newspaper men and newsreel cameramen at the Cafe Manhattan. . . . Not to be outdone, Hunt's Amusement Enterprises are readying the town's first Mardi Gras festival, to be held on Hunt's Ocean Pier, planning a glittering blaze of pomp and pageantry that will turn the night into an annual affair.

Firemen's carnival meeting with a lively public response daily, encouraging officials to continue the attractions until Labor Day. . . . Firemen in neighboring Cape May are borrowing a note and sponsoring a six-day carnival at Seaview Ball Park, local concessioners sending down games and rides. . . . Walter Taylor gathering forces for an early September meeting to revive Cape May County Fair, discontinued in former years due to shortage of funds. . . . Wildwood on Parade radio hour over WPO, in Atlantic City, emanating from the floor of Zeke Youngblood's Derby Show and proves another attraction.

Mayor C. D. White, Atlantic City, was an interested visitor, inspecting the various amusement enterprises and piers. . . . He commended William C. Hunt on transformation of Ocean Pier, which he regarded as one of the most varied amusement centers along the Coast. . . . Community Sings Sunday nights at Crest Pier attracting sizable crowds, who don't hesitate to patronize amusements and rides. . . . James Montgomery, widely heralded tenor of screen and stage, comes here to render a musicale. . . . Del Regis Orchestra set at the Plaza Ballroom, with Frank Salley, his return engagement, making the final attraction for the season. . . . Nighteries outdoing themselves in presenting star-studded floor shows to attract holiday throngs.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: What with a fairly good season, Long Island Tercentenary celebration, official launching of work on the World's Fair in 1939, plus a handful of other things of less significance, there certainly has been no lapse in activity herabouts this summer, we must declare. Amusement biz, indoor and outdoor, around the Island has been in harmony with the weather. The better the designs of Mr. Weather Man, the better the trade. As for the Long Island Tercentenary, tho a success from the standpoint of having made itself a marker of historical doings, the same cannot be said of it in a financial tune. Event was more or less a conglomeration of parades and pageants, and to those amusement people who were not marketing buttons, pennants or the like, there was no money to be made. A disappointment.

Official start of work on the site that will be the home of the World's Fair in 1939 was what might be rightfully called a "happy mental thing" because it will be some time before real things (such as the passing of cash, etc.) take place at Flushing. Just now the thing strikes a note of optimism, with oah to follow.

It is surprising what mushroom proportions the boom is assuming around Flushing. Ye correspondent had occasion to give the scene the gander, and everywhere, it seems, construction is under way. When one considers that the expn is slated for 1939 and sees all the efforts being spent at the present

time, it causes the party to tuck his tongue in his cheek and do a little elaborate vision work.

A certain Jamaica attorney infers that a group of promoters is trying to get a "right court decision" on dog racing in Queens County, and if that happens canine sprinting on a large scale may be expected for next spring. This year's unsuccessful trial was in the form of an experiment.

ROCKAWAY BEACH: Far Rockaway life guards tossed a ball that will long be remembered, things happening there as they did!—Boston Jack, rowboat entrepreneur, had a pretty good season.—Again the talk of a convention hall crops up.—Dave Vine is to be the "hero" of a party at the Harbor Inn, where he emceed this summer. . . . New York Daily Mirror outing at Playland Park a successful tieup, with quite a mob coming in from New York City, most of them via steamer.—Rockaway life guards went to Atlantic City packed in like sardines on a truck to compete in swimming races.—Al Margolies, Arverne ping-pong operator, getting ready for a vacash.

Mrs. Rand's restaurant on the Walk does a good biz, getting most of the play from Walk promenaders.—Joe Carney a benedict.—Jerry Claiborne contemplates a Southern jaunt. . . . Bill Brunner did the beauty-contest judging at the Rockaway Point carnival.—Old-timers who went to the place more than a quarter of a century ago continue to patronize Wainwright & Smith's restaurant on the Boardwalk. St. Joseph Hospital carnival seems to be the lone mid-way in town.—Using a strong brand of films, most of the summer theaters appear to be holding up well, with the Arverne Boardwalk Theater leading the parade.

LONG BEACH: "Don't let Long Beach cheapen" is the war cry.—Cappy's of the Walk doin' okeh biz.—Weekly WPA symphony concerts, off the Walk, attract large crowds and no complaints from the theaters, so things appear to be all right.—Hot-dog guys got together and 10-cent furter and roll stood up all summer. Was a demand on part of some consumers for dogs at a nickel a throw.—Dave Cooper keeps burlesque vacationers in good humor on the beach.

Political warfare brewing, with Boardwalk troubles, as usual, sure to be the football.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Aug. 29.—Despite a bad Saturday start, biz picked up good over the week-end and accounted for another record breaker. Since ban on figures by various agencies, especially the WPA, there is a scramble to get exact counts. . . . A count taken on the beach revealed that there were 183,616 in the ocean on Sunday. . . . PRR officials reported 16,000 carried over week-end. . . . President Frank P. Gravatt reported capacity biz at Steel Pier, but no records broken. . . . Ford exhibit hit over its 1,000,000th visitor.

Big crowd in town mid-week for National Life-Guard Tournay, with AG taking major honors. . . . Miami life guards left no stone unturned to get as much publicity out of the visit as possible. . . . Columbia Pictures opened an exhibit at Garden Pier. . . . Steel Pier will finish its new addition over the week-end. . . . Rudy Vallee had a successful return week at Steel Pier.

Checkup shows more movie stars here this season than ever before, on personal appearance tours, latest being Charley Chase at Millon-Dollar Pier and Leo Carrillo at Steel Pier. . . . Report Millon-Dollar Pier going in for extensive alterations this winter.

Claude, mechanical man, is clicking in an all-season engagement on Steel Pier, marking his second return engagement.

Harry Lucey and Pete, movie dog, will finish the season at Steel Pier.

Atlantic Repertory Theater will keep plays going well into autumn. . . . Steel Pier Minstrels went over big before the Rotary Club at a special showing.

NEW ORLEANS—With removal of dozens of more hooded animals, complete habitation of the new \$250,000 Audubon Park Zoo near realization. Grounds are being beautified with thousands of new shrubs and a large fountain in center of buildings, Frank Neels, superintendent, reports that timely rains have saved heavy expense of hay for winter.

American Recreational Equipment Association

By R. S. UZZELL

CLEVELAND—This Great Lakes Exposition is as neat a fair as America has had. They have modernistic design, color scheme and lighting. Our fraternity has shown wisdom in using portable or semi-portable rides. Going into a small exposition with large rides, among the experienced, is a thing of the past.

Most of our manufacturers are represented. We find Spillman Engineering Corporation, Allan-Herschell Company, Custer Specialty Company, Lusse Bros., Robin Reed, George A. Hamid, R. S. Uzzell Corporation and Flying Scooter here.

The rides, unfortunately, occupy a subordinated out-of-the-way location. It would be great for once to see all of the rides get a location well up front. It is never likely unless we could get all of them into our organization and persuade them to hold out for a good position. These times the people have spent most of what they spend on the grounds before they reach the rides. Despite all of this some will make a fair showing but no records that will approach Chicago's last fair.

Rules Easily Moved

Most of the rides here can be moved with almost complete salvage. The portable scooter will not leave a costly building behind when the show is over. Take the owner lives here and could take it to his own park if he does not choose to put it on the road. George Hamid can take the Bug away. It has been moved twice before. Custer Cars and paddle boats can easily get away, the cars leaving only the track.

The transient visitors are, as usual, the main support of the show. Cheaper rail and bus rates are no small factor in stimulating travel to this fair. Casually talking with patrons on the grounds brings out the fact that it is a pleasing show and better than they had expected from the late start this exposition got. Thirty-one villages, representing that number of nations, are all in one inclosure, making an entertainment worth the admission price. After all, Chicago set the pace in color scheme and architecture that will prevail until something more daring is evolved. Never again will we revert to drab colors and outmoded architecture. Many of Chicago lighting effects are in use here. The Chicago stamp is visible at every turn. Perhaps it remains for New York to boldly launch out into a newer and more dashing scheme of things.

Stunt a la Benson

One stunt here will be seen real soon at John T. Benson's Wild Animal Farm. It is too good for him to miss. A number of baby bears are chained near a post where the public can easily see their antics. The attendant sells a very small bottle of milk with which a purchaser feeds a baby bear. He is made to do a few stunts before he gets the milk. To have the public pay for the privilege of feeding his bears would appeal to John. In fact, it bears the stamp of Benson. Could they have copied it from him?

This show will give an impetus to the portable Scooter. It makes a creditable showing which is sure to interest carnal men and smaller parks. The choice location is occupied by the automobile group. They can afford the price, and an exposition always needs money.

A visitor to the Chicago show would recognize much of the imitation here. Shows are doing a good business and most of the eating places are making some money. The place, on the whole, is orderly and well conducted. Had they started on it a year earlier or postponed it a year, it could easily have been a 50 per cent more profitable fair. It has no commanding attraction that catches the headlines. And yet, to the writer, "The Romance of Steel" is a gem.

Brookfield Zoo, Chicago, Claiming World Record

CHICAGO, Aug. 29—During the three-month period beginning on June 1 Chicago Zoological Park established a world record for acquiring animals according to Robert Bean, assistant director and curator of animals at the zoo. Figures show that 243 mammals, 149 reptiles and 97 birds were received. During the same period 64 reptiles and 87

mammals were born. New arrivals include 200 rhesus monkeys, a baby gorilla, seven chimpanzees, an 8,802-pound bull elephant, a 2,200-pound elephant seal, two snow leopards and three musk oxen calves recently captured in Greenland.

Acts in Swedish Parks

STOCKHOLM, Aug. 24—Hazel Mangean Gilla, American acro-dance flash; Bob Ripa, juggler; the Keystone, comedy bar act; Seven Tokays, acrobats, and Three Neerings, xylophone players, are at Crona Lunds Tivoli Park, while the Albertinis, percussive and tumbling act; Cor-Uhl, illusionist, and the De Wills, dancers, are at Nofjestallet Park in Stockholm. Liseberg Park, Gothenberg, is offering an open-air show, with the Auroras, bike act, and Loo Wen Hai Chinese Troupe, and indoor show is billing Andersen and Allen, American acrobats; George Prentice's Punch and Judy show; Wilba, magician; Maria Valente, comedienne, and the Lilly von Wieden ballet. Miss Quincey, American high diver, is at the park in Mahus.

With the Zoos

CLEVELAND—Laura, gray zebra, presented to Brookside Zoo by Mrs. L. M. Corrigan, is mother of a son christened Expo. Baby is the 10th one born in the zoo this year, reports Capt. Curley Wilson, superintendent, besides guinea pigs, rabbits and raccoons. Birth roster includes two leopards, buffalo, pony, nine fallow deer, elk and rhesus monkey. A 14-month-old guanaco was traded for a 3½-year-old polar bear. Thru donors the zoo has received this year a female chimpanzee, two years old; male lion from Al Sirat Grotto, pair of blue peafowl from Bartunek Brothers and 150 medium-sized rhesus monkeys from the May Company. Brookside Zoo has been host to several noted zoophillists the last few weeks. Roy Gennier, reptile department of Washington (D. C.) National Zoological Gardens, spent August 16 here and his comments were gratifying. Other visitors were Dr. J. H. Campbell, D. V. S. C., Curator of Toronto (Ont.) Zoo; Joseph Stephan, assistant manager of Cincinnati Zoological Gardens, and Captain H. R. Leighton, explorer and naturalist, who was attending Great Lakes Exposition here and who this fall expects to go into the interior of South America to headwaters of the Orinoco River to secure some rare specimens for San Antonio (Tex.) Zoological Association.

SALT LAKE CITY—Hogel Gardens Zoo situation is at last settling down. City commission, thru Commissioner P. S. Goggia, takes active interest in the zoo and has the foreman of parks visit the place daily to inspect sanitary conditions. Clyde Beatty, here with Cole Bros.-Clyde Beatty Circus, visited the zoo and made suggestions, among which was that the lions should not lie on water on insecticide-soaked floors. He also made other suggestions, among which have been put into effect. E. M. Bauer (Dutch Shider) now head of the zoo, succeeding Captain Ralph D. McCollin, is in personal charge. A feature just started is daily free circus acts. First was walking a tight wire over the iron arena containing four lions by Buddy Cox, formerly a circus performer, who lives in Salt Lake City. The free act drew big crowds.

MADISON, Wis.—A green monkey, first ever born here, arrived on August 23 in Vilas Park Zoo, Director Fred W. Winkelmann reported.

MIX IN CONNECTICUT

(Continued from page 38)
In helping to spread the news of Tom Mix's arrival.

Mr. Jessup, of the United States Tent and Awning Company, and wife spent two days of their vacation visiting on the Mix show. Mrs. Rose Sullivan, mother of Rose and Kileen, both circus performers, was a guest of the show and renewed old acquaintances with many in the backyard.

Mr. and Mrs. G. M. Shaw, formerly of Sciss-Moto Circus, were recent visitors, as was George Speel from Boston. Dexter Fellows' brother and family and Adell Nelson were guests of the show in Lowell. The editor of the Finnish newspaper in Pittsburgh visited with and interviewed Mrs. Dall Turner and her niece, Daria, while in that city. Bill Powers has added another ticket seller on the in-

WANT TO BUY

LARGE MERRY-GO-ROUND

RIVERSIDE AMUSEMENT PARK

INDIANAPOLIS, INDIANA.

A. W. COLTER, MGR.

side, as Billy McVey is employed in another capacity.

J. O. Schnare, electrical superintendent, has been taking advantage of short jumps to overhaul light plants, while Denny Helms has been superintending the repairing of trailer roofs.

Lowell, Mr. Mix and several of the staff took advantage of the day off to see the ball game in Boston. Several of the backyard spent mornings in Boston shopping. Helen Ford was presented with a fine old pair of antique candle holders from an admirer of her performance when in Holyoke. Mr. and Mrs. Billy Garvie, The Billboard representatives, were guests of Grace Baker in Hartford. Mr. Garvie brought along a special lithograph of Mr. Mix and had it autographed for his collection. Bill Montague and Jack Sheedy, circus fans of Hartford, were guests of the show while in that city. Carl Robinson has added several new selections to the band repertoire. GRACE BAKER.

WISCONSIN GOOD

(Continued from page 38)
they left for Sheyebogan to resume their studies at school. Eddie Shampo, crack drummer of Heller's band, is trying to find the person who sat on his drum and caved the head in. R. A. Lemieux and wife, of Menominee, Mich., visited the show here.

Edward J. Krity, of New York, took pictures of the show for the Century Flashlight Company. "Red" Rumble had Conch B. Johnson for a dinner guest at Columbus, where they talked over old times.

Louise Lindeman has returned to the show after a week's illness. Del Dever won the "Sheik's Cup" from Buddy Wedin last Sunday at Ripon when he appeared with a new white suit. Mr. and Mrs. Don Burns and Dr. Taylor, of Fond du Lac, were guests over the weekend. "Cub" Bear, John Wilson and Mr. and Mrs. Schroeder spent last Sunday on the show renewing old acquaintances. "Cub" Bear is a former circus trapper from the days of the railroad shows. Johnny Wilson is playing many fair dates doing his specialty, single traps. Joe Seigrist's wife, Bebe, arrived from Ringling Bros.' Circus to spend some time visiting with him.

Circus Fans from Madison who visited the show here included Dr. Tormey, Mrs. Goyle, Mr. Oyman and son, Bill Jackman and family and Mr. and Mrs. Braathen and friends.

COLE DOES BIG

(Continued from page 38)
Guild strike, space was at a premium in The Star and Times and also on the radio stations. However, Ora Parks, with the press, and Klara Knecht and Rex de Roselli on the radio, made excellent showings. The parade route in Seattle was about eight and one-half miles long and left the lot right on the minute, returning in ample time for the matinee.

Tacoma produced the biggest Saturday business of the year. Bob Hickey had an array of press material in all three papers and which resulted in the parade attracting 75,000 people and two banner houses. Police officials stated it was one of the largest crowds ever to witness a parade in Tacoma. It was the first circus march in 16 years. Downtown lot, opposite the Union Depot, was used and the parade route was four miles.

Aberdeen gave the show an excellent Sunday. Lot was small, however, and one pole was left out of the menagerie. Rained for the first time in Aberdeen in 40 days, did not harm business. R. B. Dean, together with some newspaper men from Portland, visited the show, included in the party were Ralph Vincent, staff photographer, and "Blotto" Cloutier of The Journal and Dan McLeod, of The Oregonian.

Bob Hickey played host to a special press party at the dining tent in Tacoma which included Lon Castanovich, city editor of The Ledger, and his daughter, Jerry Castanovich, Lloyd McDowell, well-known publisher, and Bill Mueller, dramatic critic of The News-Tribune. Fresh-

77-buns, entertained his grandchildren in the afternoon, while Frank Powers, of The Times, had his 86-year-old father present at the night performance. Lloyd McDowell gave Al Hoffman, 24-hour-man, and Doc Partello, the legal adjuster, plenty of aid in Tacoma. Leonard Gross, circus fan; Cecil Walker, formerly of Decatur, Ill., and other fans were on hand.

Sammy (Whistling) Cook returned to the show three weeks ago and every morning is busy in the downtown section heralding the parade. Cook had been ill for several months at his home in Miami Beach, Fla.

Professor Agnew is enjoying great business thru the Northwest with the Petrified Man. Agnew has been a mid-way feature for several years and his attraction causes much favorable comment. He has been visited by archaeologists, who praised his exhibit at several stands.

Rory Pieber plans to spend the winter in Hot Springs. He has enjoyed much success in the sale of his patented candy flow machines and believes he is entitled to a good vacation.

Earl Lindsay had a busy time in Longview sight-seeing between shows. He worked there for the Long-Bell Lumber Company when the town first opened and noticed vast and great changes. N. D. Burkhardt had a birthday anniversary Sunday at Aberdeen, but refused to give out his exact age. He received many presents and gifts. Ernest Sylvester has been busy repainting all the cages and floats for the parade.

OLD-TIME SHOWMEN

(Continued from page 41)
Hillard, Hunting & Hamilton Great Pacific Circus.

In 1880 and 1881 Mr. Hunting was on the program of Sells Bros.' Circus, then operated the Belmont Hotel in Pittsburgh for three years, also owned an interest with Leon Washburn in a circus operated under the name Washburn & Hunting Circus. In the spring of 1885 he and Prof. D. P. Hurlburt organized the Hurlburt & Hunting Consolidated Shows; in 1887 they were joined by Hyatt Frost and the Frost menagerie was added. At close of the 1887 season Mr. Hunting bought the interests of his partners and season of 1888 the show opened at Corning, N. Y., as the Hunting New York Cirque Curiculum.

That was the beginning of continuous ownership and operation of a circus for his own account. The title was not changed until 1890, at which time it was enlarged and became Hunting's New Railroad Shows. In the States of Pennsylvania, New Jersey, New York and New England it was one of the expected visitors annually and satisfied its patrons with a pleasing exhibition of popular prices of admission.

To indicate its growth and popularity with Mr. Hunting as sole owner, the official route book for the season of 1895 shows that it had 22 musicians in the big show band, which was directed by Eugene Wack; there were 24 numbers in the performance, for which David Castello was equestrian director, Frank A. Robbins was general superintendent of the show; Charles E. Griffin, manager of the Side Show; Prof. David Van Cleef, superintendent of the menagerie, in which there was one elephant, one camel, one zebra, two open cars and 16 cages of animals. Jafe Poney, who is now on the West Coast and famous as the driver of the 40-horse team on parade for Barnum & Bailey during the five-year European tour, was then superintendent of stock with Hunting's show and drove the beautiful 16-horse team of show-writer horses that were featured in the street parade, drawing the band chariot, which was one of the most artistic designed wagons for a circus band ever put in parade by the consolidated shows. The 1896 season opened at Norfolk, Va., March 17 and closed at Middletown, N. C., November 2.

Sheesley Show Hit by Storm

Entire lineup laid low—valiant aid of workmen saves life and property

CINCINNATI, Aug. 29.—Following four days' continuous rain, an electrical and wind storm hit the Mighty Sheesley Midway at Huntington, W. Va., Thursday night, described by onlookers as with terrific velocity.

Floyd Newell, press agent of the Sheesley Midway, wired The Billboard Friday following the calm: "Entire midway starting with front arch was demolished. Eighteen tops and fronts ruined. Rides were sprung, many of them being moved by the velocity of the wind with storm of yesterday. Darkness handicapped workmen, as it was too dangerous to turn on electricity. Only tops and fronts saved were those that were cut down by workmen. Those salvaged from ruin were the Great Lester Show and Midget Mother. Midway was in two feet of water. Worst storm this show has ever encountered. Damage estimated at \$10,000. No accidents. Capt. John immediately got on phone and ordered new tops and all damaged equipment will be replaced at once and the Sheesley Midway will go forward to fill all contracts."

Later reports reaching The Billboard indicated that the Sheesley Midway was holding true to tradition that the "Show must go on." The full week would be played out in Huntington and the show would move on schedule to the next stand.

Carnival Talent Broadcasts

TORONTO, Aug. 29.—Talent from the Rubin & Cherry Exposition broadcast "Coast to Coast" program on Thursday, August 27, at 9 p.m. over Station CKCL, this city, for listeners from St. John, N. B., to Vancouver, B. C. The night before the opening of the Canadian National Exhibition Maurice Rapkin, manager of the station, made the arrangements for the event, and Walter D. Nealand and Nate T. Eagle announced the various acts.

The talent included the Rumba, all-Spanish revue, with Senorita Juanita, singer; Gloria Bel Monte, Senor Del Pozo and the marimba band; Simplicity and Lucio Godino, Siamese Twins; Jean Bendlin, singer; Eddie Taylor, talker, and Cleo Hoffman, of the Fleming Youth musical revue. F. J. Bligh made an opening for the Royal Russian Midget Circus. Determination Eddy for the Congress of Freak Oddities, Zeke Shumway, E. V. McCarry for "Diamond Kitty" and other show talent appeared.

Tent Firm Delivers New Canvas

CHICAGO, Aug. 29.—The O. Henry Tent & Awning Company announces recently completed and delivered covers and markings for various rides, including a Caterpillar tunnel, for the Rubin & Cherry Exposition. Also a Merry-Go-Round top for William Zeidman, of the Sheesley Midway. Green vivatex material elaborately decorated with contrasting combinations of colors being combined in the finished products.

McKenzie Very Busy

WICHITA, Kan., Aug. 29.—Leo L. McKenzie announces that the McKenzie Body Works has enjoyed good business this summer in midget autos, house trailers and other products of the firm. Among the deliveries being U-Drive-Em cars for Dee Lang Shows; a special-built house trailer for C. G. Buton, of the L. J. Landis Shows, and others of various types to several showmen and concessioners.

Miner's Model Expo Shows

STEWARTSTOWN, Pa., Aug. 29.—Miner's Model Exposition Shows ended four-day engagement here August 22. Auspices, Emory Gladfelter, local restaurateur, who staged a week's celebration after cancellation of the annual Stewartstown fair.



THE ABOVE SCENE of the J. L. Landis Shows' midway, was taken in the afternoon of August 20, at Colby, Kan. The Kiddie Autos and concessions shown in the foreground. Major rides in center and rear, flanked by shows.

Line o' Tico of News

NAPOLÉON, O., Aug. 29.—Ben Beno, aerialist, has been replaced by the Flying Moores with the Happy Days Shows, and opened here this week for the Gus Sun Agency for a route of fairs and celebrations.

CINCINNATI, O., Aug. 29.—C. Foster Bell, formerly with Thurston the magician and this season press agent with Strates Shows Corporation, is home for a visit. Leaves for Chicago to advance a hall road show.

KUTZTOWN, Pa., Aug. 29.—J. T. Hutchen's Museum has taken to the road for the fall outdoor season under canvas.

PUYALLUP, Wash., Aug. 29.—Earl O. Douglas, operator of the outdoor amusements bearing his name, was a recent visitor here conferring with fair officials regarding attractions for the midway.

CINCINNATI, O., Aug. 29.—Herbert Morron, property man for the Aerial Crawfords, reports from Highland, Ill.: "Vogel-Crawford fell at the Highland Home-Coming recently and broke arm and leg. Under doctor's care in Highland."

NASHVILLE, Tenn., Aug. 29.—Doc Byron L. Hulburd, late of Krause Greater Shows, is ill in the Vanderville Hospital. Said to be serious.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Cyrbstone Glutch, Mont.
Week ended August 29, 1936.

Dear Charlie:

Our first visit and return to Montana after being absent for 10 years. The show's return quite a treat and surprise to the natives, proving that Ballyhoo Bros.' Shows can always come back even if it does take 10 years.

The show very fortunate in securing the greatest political auspices available. Great White Wing Street Fair and Street Sweepers Gals Week. Altho rumored that they continually kept their minds in the gutter, we found them to be the cleanest committee of our career.

Entire show located on the main streets of the city. These our auspices agreed to police and keep clean during our engagement and to clean up after we leave. So loyal were they to their art, they picked up everything in sight, including two living tops that were set up near a curb. These were soon brought back from the incinerator and the mistake soon forgotten.

The road on which we moved ran right thru the main streets of the town. Our committee made arrangements with the railroad company to furnish these tracks for parking space for our coaches. What we believe to be the first show train that ever parked in the heart of the theater and business district of a city. The beauty of the whole thing

was the fact that our berth and stateroom renters could throw old papers, lunch boxes, banana peelings and other refuse out the coach windows, knowing that our auspices would sweep it up.

The opening Monday started off with the largest and longest pushcart and broom parade ever staged. Over 20,000 street sweepers from 10 States marched by the judges' stand, their starched uniforms shining and their helmets glistening, taking over six hours for them to pass.

Tuesday, Athletic Day, the day of the big event, boulevard hockey games between visiting teams, the Democrats playing the Republicans. The game was played on roller skates, using brooms for sticks and a tin can for a ball. The Democrats were declared the winners, but we doubt if this is any criterion for the coming election.

Wednesday night Mayor Butta, who also doubles on the broom at night, was a guest of the bosses. Before the night was over our entire committee arrived. Over 15 pushcarts full of curbstone clippings were smoked and a good time had by all.

So enthused with our show were the city officials that they offered us the use of the incinerator for winter quarters. Said at least part of our show was entitled to stay there.

MAJOR PRIVILEGE.

More Midway Records Broken

Beckmann & Gerety and Rubin & Cherry increase grosses

SPRINGFIELD, Ill., Aug. 29.—Beckmann & Gerety Shows as the outstanding feature of the annual Illinois State Fair midway closed its engagement last Sunday midnight. The shows and rides occupied all available space on "the hill" and in "happy hollow" to the number of 14 tented amusements and 16 riding devices. The entire assemblage, a whale exhibit, new Scooter, three mammoth Ferris Wheels and other attractions, an exceptionally large and meritorious side show and other features which are permanent units in makeup of this carnival organization were presented.

The gross takings of the shows and rides exceeded the record-breaking gross of \$48,000 of 1935 despite the heavy losses due to two wind and rain storms during the engagement. Altho 26 concession tents were blown down or damaged, the carnival suffered no physical loss. The figures announced by the management did not include the receipts for the ninth and closing day. Much comment from visiting showmen and fair officials was prevalent compliment as to the neon illumination, the first of any great amount shown in this section by an outdoor amusement enterprise.

IONIA, Mich., Aug. 29.—The Rubin & Cherry Exposition played its first fair of the season here at the Ionia Free Fair, which closed Saturday night, August 22. Reported as the most successful in four years. According to figures given out by Fred A. Chapman, secretary of the fair, and Rubin Gruberg, the increase was about 68 per cent over 1935.

Much-needed rain fell over day, usually around midnight after the midway attractions had closed. Yet a heavy rain fell Wednesday morning on Governor's Day, cleared in the afternoon and a heavy midway gross was recorded for the day. Rumba, the Spanish revue presented in an elaborate tent theater, created much comment from show visitors and heavy patronage from the public. Four Ferris Wheels were favored with public approval by comment and number of tickets sold for rides.

Due to the number of midway attractions it was found necessary to lay out two "amusement plazas" which, however, failed to solve the necessary space problem.

Biz Reported Up For Coast Shows

LOS ANGELES, Aug. 29.—The outdoor amusements are still having a big play. Beach crowds very large, especially week-ends. Lincoln City Park and Griffith Park drawing throngs. Rose & Davis, who has the rides at these spots, reports the best season in years. California Zoo is having big week-end crowds, as are Ostrich and Alligator farms.

The Beverly Hills Country Fair was a splendidly conceived affair. A fine diversified program was offered. There were many concessions. The location at Harold Lloyd's studios proved a great natural layout for an affair such as this. Patronage light.

Noted at the fair: Bonita, noted star of yesterday, long time featured with the Most Theatrical Wine, Women and Song show, in temporary retirement. Alex Carr, who was a feature of the Arizona show, is playing with the Federal Theater Project. Billie Link is in Hollywood.

Phil Williams in town. Says season for both Crafts and Golden State shows has been very good. Ben Dobbart, back from tour north, made most all of the carnivals and reports all doing well. Jack and Virginia Schaller are doing dates north and rehearsing the Kiddie Circus Revue for fair and park features. Hugh Wier, up from Silver Spray Beach, Long Beach, Calif., says that spot is going over big. Doc Harris making talks at special events. Ray Johnson playing dates in Southern California. Floyd Rathbun and Capt. Billy Ament set for character bits in film that has Spring Time as working title will be shot on MGM lot. Texas Tom Updegrave has his daughter working with him, playing (See BIZ REPORTED UP on page 58)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

Right in the midst of summer activities the Cemetery Fund and Membership drives are going along nicely. Reports from the various shows advise that a number of them will hold benefit performances for the Cemetery Fund and everything points to a grand year for the Showmen's League.

Returns in the Cemetery Fund Drive to date include: Max Brantman, A. Pakin, West World Wander Shows, Abe Gorman, Fritz Brown, Ben Levine, Hyla F. Maynes, Beckmann & Gerety Shows, Albert J. Moran, George H. Fowler, J. W. Corliss, Milford E. Smith, The Billboard, Miller Studio, Ben Weiss, P. A. Bartmann, Frank D. Fuller, Col. F. J. Owens, E. H. Parker, Albert Nussbaum, United Shows of America, Mike Iosen, G. Arndt, J. C. Simpson, James Oumliffe, N. S. Allen, E. H. Parker, O. J. Each Shows, Harry H. Hargrave and Central Show Printing Company.

The standing in the membership drive to date is Harry Ross 40, Elmer Velare 35, Maxie Herman 8, Sol's Liberty Shows 7, Cole Broe-Clyde Beatty Circus 6, Sam Penberg 5, Frank Conklin 4, Rubio Grunberg 4, Happyland Shows 4, Tom Rankin 2, Charles T. Goss 2, Imperial Shows & Harry Lewiston 2, Rube Lieberman 2, Frank B. Joerling 2, Fred Kressman 1, Dennis Curtis 1, Joe Streibich 1, David J. Mulvih 1, Sam Lieberwitz 1, Richard Miller 1, William Country 1, Tom Mix 1, J. C. Simpson 1, Max Linderman 1, Nate Miller 1 and Max Goodman 1.

Brothers Elmer Velare and Harry Ross are well on the way toward winning one of those Gold Life Membership cards and Brother Rubin Oruberg says he has just started, as does also Brother Charles T. Goss. Looks like the competition is getting keen and great results are expected. Secretary Streibich and Brother M. J. Doolan, accompanied by Matt O'Donnell and Leonard Lanahan, made a visit to the Rubin & Cherry Shows at Ionia. Brothers passing thru town who dropped in for a call were Mickey Rankin and Charles A. Ashman, on their way to Toronto. Abe Oorman back and not dejected where he is going; Irving Zolun will soon be on his way; Larry O'Keefe, Irving Maltz and Julius Wagner. The latter two leave for Lincoln. James H. Fleming just dropped in for a Sunday visit from the Johnny J. Jones Exposition. Greeting from Brother J. Ed Brown shows us he is with the big Centennial at Dallas. Brother Murray Lorber in town and on his way to Detroit for the fair.

Well here we are with September 1 right on our hands. This is the date for payment of dues for 1937. Quite a few of the brothers have had this in mind and sent their in early. Some still owe for 1936. This reminder will be a good time to give your immediate attention. Dues received during the week were from Mike Rosen, Harry H. Hargrave, Max Stein, Fred Reckless, Vinny McCabe, Jack Benjamin. Holding a telegram for Brother Peter Pivor.

Repairmen will start work on the furniture this week and all will be ready for a test welcome when members arrive end of season. Wonder what's the matter with our brothers down Dallas way? Lou Leonard has joined this colony. Brothers William Sheik Claire and William Rankin are still in the American Hospital, both

resting nicely and expect to be out in a short time. Brother Colonel F. J. Owens celebrated his birthday on this the 27th. Just a reminder: Literature for the Cemetery Fund Drive has been mailed.

The regular social of the 20th turned out to be a birthday party in honor of our good friend Harry Coddington, who has reached 78th milestone. The ladies, ever mindful of his many acts of charity and kindness, thought this a nice way of showing appreciation. Each one remembered him with cards and gifts.

Those in attendance: President Frances Keller, Secretary Cora Yeldman, Treasurer Edith Streibich, Harry Coddington, Alice Streibich, Rose Page, Joyce Dort, Ida Chase, Leah Brumleve, Minnie Murdo, Dot Liendend, Mr. and Mrs. Al Ceiler, George Yeldman, Mrs. Patty Ernst, Mrs. Ray Oakes, Mrs. L. Kazmiercak, Mrs. Florence Ortozghi, Mrs. T. Ponowitz, Emily Ditzman, Lucy Kubic, Mrs. May Taylor, Mrs. Vitale, Mrs. Sommerman, Mrs. Harker, Mrs. McOlynn, Mrs. Whalen, Mrs. McDonald, Mr. Mulcahy, Mrs. Noecklin, Marlon (Bobby) Ward.

President Mrs. Lew Keller baked and donated cakes. Mr. Courtemanche furnished flowers. Leah Brumleve was hostess. Membership cards have been mailed to Mrs. Margie Palmer, Mrs. Jack Burslem, Mrs. Abner K. Kline and Mrs. Ray Oakes.

Mattie Singleton's social of the 13th proved to be one of the best attended parties of the season. Cora Yeldman made her first trip in from her summer home to be present.



Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANOLES, Aug. 29.—Forty-three members gathered for the Monday night meeting. Dr. Ralph E. Smith, first vice-president, presided, with Ross R. Davis, treasurer, and John T. Backman, secretary. For donation of refreshments the night was tabbed for Joe Diehl and vote of thanks given and recorded in minutes. Many seen interested in having rights tabbed for them. On motion of Steve Henry the minstrel show that was to be staged at United Arts Theater was postponed.

Communications: From Frank Ward, of the Intermountain Shows, an expression of thanks to PCSA for flowers and help at time of death of the late Fred Wood. Will Wright, of Golden State Shows, mentioned his keeping up his average each week on new members, inclosed for one new member. Ross R. Ogilvie news from C. F. Zelger Shows. An acknowledgment for flowers from Mrs. Mattie Counts, Mrs. Ollie Wood and Mrs. Calvin P. Crawhall at time of burial of Brother Counts. Dick Wayne Barlow wrote he left New York City for the Coast. Henry J. Blake, of San Francisco, acknowledging receipt of his membership card and his pride in being enrolled in the PCSA. Thomas Hughes will rejoin the Coast defenders. Walton De Pelaton, of Hilderbrand's United Shows, wrote to rush application blanks. Letter from Theo Forstall, president of PCSA, sent check for two new members and dues for 1937 for seven members of the Al G. Barnes show.

New members accepted at meeting Monday night: Thomas McQuillan, of Golden State Shows, credited to Will Wright and William D. Corbett, Hobson Bundy and Edwin Bayes Callahan, of Barnes Circus, credit to Mark Kirkendall, Walter Adams and Oeard Ben Griffith, San Diego, credited to John Bussell.

Nothing of great interest in reports of standing committees except reading of financial statement and the record of membership. It was stated that there had been secured up to present time in the membership drive 187 new members. Another report from survey of Western shows, parks and other amusement places indicated that there would be many more in the final drive. Of more than passing interest are the recent inquiries that have come from Midwest and Eastern shows asking about this organization.

John Bussell, who headed the 11 members of PCSA from Silver Spray Beach, Long Beach, with Hugh Wier, made talks and extended invitation to members and families to be their guests August 27. From Venice Pier came invite to be guests on Venice Pier Sunday, August 30; this invitation also accepted.

Ed Walsh, who had been appointed chairman of committee to look up larger

quarters, made report on three locations. This has been a much-discussed subject in the past and all that came of it was just "discussion." At this time there is no alternative, there should be more commodious quarters secured and at once, as with the large membership now enrolled the present quarters are much too small. It seems now that there will be definite action in the matter taken. John Miller is chasing locations and getting figures on leases.

Many books for the library recently installed have been received. Tickets for the annual Charity Banquet and Ball will be in the mail soon, as well as announcements with regard to the special features for the occasion. The price of tickets has not been announced as yet. Date for the first of the fall entertainments set for Sunday, October 11, at some beach spot. Harry Fink and Claude Barie head the committee.

Account of Doc Cunningham and Jack Schaller being out of town, the Dr. Ralph E. Smith night that had been planned for August 27 was postponed to September 10.

Refreshments and lunch were served after adjournment by Jack Bigelow, Chet Bryan and Will J. Casey. The weekly award went to Buddy Cohen.

The meeting of the Ladies' Auxiliary of the Pacific Coast Showmen's Association of August 17 was called to order with Ruby Kirkendall in the chair, Vera Downey, secretary, and Minnie Fisher, chaplain, at hand.

Communications were read from Maxine DeMouchelle, of Golden Gate Shows, and Lucille King, of Hilderbrand Shows. Eva Miller of latter was made a member and Marie LeFors proposed Ann Summers for membership. Inez Walsh served refreshments. Ester Carley won door prize, Virginia Schaller cash and the Vera Downey bingo prize went to Minnie Fisher. Doc Cunningham invited all to the entertainment to be held August 27 at the men's club. Plans were made to go to Venice Pier August 30 as guests of Orace McIntire. The meeting will be held at a cafe. Clubroom will be moved to larger quarters September 1. Mrs. Ruth Korte visited from Crafts Shows and Elyria Korte returned to Fresno with her to visit her father, Lou Korte of the Crafts organization. Mrs. Walsh is back from her vacation.

Following members were present at August 17 meeting: Ruby Kirkendall, Vera Downey, Minnie Fisher, Leon Barrie, Erter Carley, Maxine Elliott, Stella Lynton, Stella Drake, Virginia Schaller, Alfreda Avalon, Pearl Jones, Martha Levine, Inez Walsh, Trille Palmateer, Regina Fink and Mrs. Klein. Mildred Winslow, Marlen Blodgett and Phyllis Downey visited.

Membership drive is now on, \$5 to join and dues 13 per year. Special interest is anticipated in view of the new club rooms needed.

Heart of America Showman's Club

KANSAS CITY, Mo., Aug. 29.—Show-folks were taken as hicks at a benefit performance staged after midnight at Great Falls, Mont., on the fairgrounds with the United Shows of America. Lured by the inspiring barking of John R. Castle, president of the Heart of America Showman's Club, and Ernie Young, a past president of the Showmen's League of America, over 500 persons paid 25 cents each early Saturday morning to see a young lady stired in an ankle-length raincoat do an extremely deorous dance. Those who were victimized, all members of the show troupes appearing on the grounds, United Shows of America performers and others who had assisted in the amusement program of the North Montana State Fair grounds all took their gyping good-naturedly. They did so because the "special added attraction, unlike anything previously seen in Montana," came as a climax to a benefit program, all proceeds going to the Heart of America Showman's Club and the Showmen's League of America.

The production was staged in the tent of the High Hat Revue on the midway, and those that took part and made the production a success were the Ernie Young Production Company, the United Shows of America; P. H. Kressman, Barnes-Carruthers representative; Max Goodman, Etate Calvert, Ray For-

NOW

Is a good time to begin planning for next year's canvas.

It might be interesting and economical for us both. Why not Write—Wire—Phone

BAKER-LOCKWOOD

17th and Central, KANSAS CITY, MO.
America's Big Tent House
EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 162 W. 42d St., N. Y. C.

"IT'S TOPS IN RIDES"



This New TILT-A-WHIRL

With a Range of Flash—Bizarre—Thrilling Cars—Chromium Plating—Luxurious Decorations—Animated Signs—All Timber, Resistant—Material Engineering, 100% Portable.
SELLNER MFG. CO., Faribault, Minn.

CONCESSION CARNIVAL TENTS

Our Specialty for Over 48 Years.
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

WANTED

Showmen Who Are Interested in **MOTORIZING**
Write for Our Special Planes Plan.
CHARLES T. GOSS
With Standard Chevrolet Co., East St. Louis, Ill.

CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models 10 patents
1934, \$46.00 Gasoline
1935, \$28.00 Elec. \$30.00
All Burners, Parts, etc.
Guaranteed, Catalog Free.
NATIONAL FLOSS MACHINE CO.
810 East 35th St., New York City

rit, Bobby Chandler, Art Briesse, and H. F. DePue, fair manager.
John R. Castle mailed to his club at Kansas City 256.25; Jake Birendline, \$22, and Murray Lorber, \$26.50, both from the United Shows of America; Patty Conklin, \$20; Jack Ruback, \$22.

The following were recently added to the growing list of new members for the club: Murray Lorber, Ernie Young, Denny Pugh, Mickey Allen, Leroy C. Grandell, John C. Dubbs, George Edward Davidson, Joe Pryor, Raymond B. Hansen, J. H. Hogan, Max A. Wasserman and Louis Blusky.

The membership drive is well under way and the secretary of the club will be glad to send application blanks to any of the members. Your 1937 cards are ready for mailing.

Philadelphia

PHILADELPHIA, Aug. 29.—Exhibit Producing Company is showing at West Conshohocken this week to very good business.

Barney Tassell Unit are at Fairview, N. J., this week after a tour of Central Pennsylvania and New York. Reports business fair.

Curley Ingram has his pitch-till-with and ice machine concession with Johnny Koeler for the past 10 weeks and reports results satisfactory.

De Luxe Shows of America was the first show to operate in the city limits of Camden in 12 years, auspices the Moose.

Harry Ramish looking well, is assistant manager to Sam Prell, with the De Luxe Shows of America.

E. K. Johnson has joined the De Luxe Shows, doing advance work and getting banners.

Hot weather, wind storms and rain have made the shows operating in this vicinity lose some good nights' business in the past two weeks.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It is safe to predict the Showmen's League of America will be here long after we who are here today are gone. This must speak volumes to the thinking showman. Become a member.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed on sides. No duplicate cards. Put up in the following sets and prices:

25 cards, \$8.25; 50 cards, \$17.75; 75 cards, \$26.50; 100 cards, \$35.00; 150 cards, \$52.50; 200 cards, \$70.00; 250 cards, \$87.50; 300 cards, \$105.00. Remaining 200 cards \$14.00 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—top and down. Lightweight cards. For set of 100 cards with markers, \$8.00. All Keno and Loto sets complete with wood markers, tally and direction sheet. All cards size 5 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 1/2 x 7. Thin cards such as used in theatres, etc. They are marked or punched to playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, \$5.00. Automatic Bingo Shaker, roll class, \$12.50. Bingo Recordboard, cloth, size 24 1/2 x 18 (rolls 50), \$2.00. Bingo Wheel, 24 1/2 x 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.
19 W. Jackson Blvd., Chicago

PENNY MACHINES



Specially built to engrave pennies with Lord's Prayer, or any cut you want.

Price \$160.00

Complete with L. P. Die. When a lighting and better GUARANTEED machine can be built. "Blue Dot" will build them. No agencies for the penny it produces. Patent pending machine. No break-down when running and delivers. For 10c we send sample and facts through the U. S. mails.

"BLUE DOT" STAMP CO.
124 E. LARNED ST., DETROIT, MICH.
(Established 1928)

FREE ATTRACTIONS WANTED

FOR WEST END JUBILEE CELEBRATION.
Portsmouth, O., September 22 to 26.
Only high-class Acts will be considered. Address inquiries to

F. E. GOODING

Box 386, Columbus, O.

SECOND-HAND SHOW PROPERTY FOR SALE
150 Mounted specimens, 8-Legged Pig, money setter, 300 Wax specimens, Men's Showers, sell cheap, hand made. \$1.75 Men's New White Buckskin Skis, hand made. \$7.50 Musical Saw and Bow, the condition, \$15. Umbrella Tent and Chairs, 2x10 foot, other tents, write list. We buy Coin-Operated Machines, Keweenaw Games, Concession Booths, any cash. Call or write **WELL'S CURIOSITY SHOP**, Philadelphia, Pa. 20 S. 2d St.

Silver State Shows

ft. Morgan, Colo. Week ended August 16. Auspices, American Legion. Weather, threatening and hot. Business, fair.

After a one-week stand in Greeley, Colo., a jump of 50 miles was made into Ft. Morgan, setting up on Legion Park, six blocks from the business district. Rides and shows did fairly good and concessions did a fair business. Improvements on the show for this week included new awnings for the office and banner line for the Mickey Mouse Show. Tony Spring bought a new car for his kiddie ride, also new banner cloth. Pit Show undergoing a thorough renovating. Paul Towe made a trip to Denver to attend business matters and purchase new motor for Loop-o-Plane. Mrs. Rose Freeman improving wonderfully after an accident which happened several weeks ago. **BOB MATHEWS.**

Dixie Exposition Shows

Mayfield, Ky. Week ended August 22. Business, fair. Weather, good.

Everything up and ready Monday night. Felix Scott did a wonderful job with a bad lot. Curley Burke was suddenly stricken and was operated on for appendicitis. Last week show had the misfortune to lose by death its best comedian, Skeeter Winston, who was liked by all who knew him. Mayfield has proved an expectation, everyone getting a little money. **BOB MACERIAL.**

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Aug. 29.—All of Tin Pan Alley now closed and buildings being demolished. Howard Foote's Little Egypt was last show to close. Baldy Miller engaged Ina Lorraine and Thelma Ankerin as feature dancers for the Streets of Paris. Charlie Dodson on the front. Eddie Dixie, former midway newsboy, working at the shooting gallery. Bavarian Beer Garden, closed for two days, reopened. Hollywood Doubles Show closed and in its place Wayne W. Dillard installed motion pictures of the Joe Louis-Tom Sharkey fight. Rube White, clown, and his trick horse, Lealie, presented their "one-man circus" in the Palace of Foods and Beverages as free attraction. Larry King back from Dallas. Francis Johnson dancing in Billy McMahon's Scandals of 1936.

Hugh Jones has potato-chip concession in the Foods Building. Bill Berie's old friend Frank O. Klesinger, well-known showman, owner of the Pacific Queen, a four-mast windjammer, has been in distress 800 miles off the Mexican coast. Berie lived on the ship while it was in port at San Diego. Julius Kaufman has a new "movie-of-you" camera. Mardonli has added three illusions to his show and with the closing of the Hollywood Doubles Show honoring both Strange as It Seems and the Hollywood coupon tickets greatly increasing his business. Repertoire of the Shakespeare Players in Old Globe Theater in the English Village includes *Life and Death of Falstaff*, *Romeo and Juliet*, *Two Gentlemen of Verona*, *Comedy of Errors* and *The Tempest*. The Aztec Marimba Band, under direction of J. B. Hurtado, is being featured at the Granada Cafe in Spanish Village. Major Tony Tremps is happy at the arrival of baby snakes. Bonnie Agnew, manager of the Shell Touring Service, revealed that 84,040 visitors have been directed around the grounds by attendants. Employees at the information booths include Bettina Smith, Louise Flynn, Marjorie Berg, Virginia Jackson, Jerry Floersch and Melaine Romero. A bararusa or blue pig has been added to animals at the Exposition Zoo. Mike Golden again visited the midway last week, making his fourth trip this season. Ione Ziegler, midway secretary, has been forced to change her plans about going to Dallas, as she has an important position here at the close of the exposition. Happy Johnson is framing several concessions which he intends to operate at Del Mar. Fred Wolfe manager of Boulder Dam Exhibit. Arizona Joe is still in a critical condition in San Diego County Hospital.

Miller Bros.' Shows

Jasonville, Ind. Week ended August 22. Tri-County Fair. Weather, hot. Business, satisfactory.

Fairgrounds formerly children's playground. Herbert Tisdale laid out midway artistically. Afternoon play light due to extreme heat. Plenty free attractions, races, horse-pulling contest and band concerts. Jocky Roland's Motordrome topped shows and Eric B. Hyde's Tilt-a-Whirl the rides. Benny Wolf's corn game led the concessions with a good flash and put out plenty of merchandise. Paris After Midnight joined, managed by Fred Miller, featuring Evelyn Miller, fan dancer, and augmented by Alma Madden and Dot Davis, dancers. Scaletta and Major Fox got a good play. Managed by Fred Miller, with Jimmy Davis on the front. Mrs. Morris Miller is combining business with pleasure visiting the Great Lakes Exposition, Cleveland, where she is presenting Bill and Zambesi, African pygmies, in John Hix's "Strange as It Seems" Odditorium. Tony Lento is operating a novelty concession and is quite busy when distributing *The Billboard*. Nick Patrinos has enlarged his cookhouse for the fair and now has "Pork Chops," head waiter; George Gardner, chef; Vinson Sheppard and Frankie Farrell, waiters. Ernie McCullen returned and took over one of the fronts. Harry Dobbins is on the front, with Bud (Curley) Wilson on the ticket box of Roland's Motordromes.

Roster: Cliff Aeros, human cannon ball, free act; Morris Miller, operative owner; Johnny Tinsley, general manager; Herbert Tisdale, lot superintendent; Bob Hollack, general agent; George Bennett, chief electrician; Shorty Vanburg, trainmaster; Hank Stulken, props, canvas, and general utility man, and Lois Tinsley, tickets, main entrance. Rides: Ferris Wheel, Tilt-a-Whirl and Chair-o-Plane. Curly Hyde, manager; Otis Sperber, foreman. U-Drive-It, Jocky Rolands, manager. Merry-Go-Round, Joe Kinlow, foreman. Shows: Flaming Youth, Ludy Kaezer, manager; Rene Kaezer, featured dancer, with Jean Kelly, Nacjia, and Dixie Lee; J. H. Phillips, tickets. Morris Miller's Midget Village, Jaun and Martini De La Cruz, Filipino Midgets; Ouyzel Camper, 16-year-old colored giant; Howard McCullen, front; Pete Harrison, tickets. Bobby Kork's Unknown Sex Family; E. E. Jefferson, front; Walter Woods, tickets; Cora Hohfeld, nurse. Motordrome: Jocky and Ethel Roland, riders; Eveline Stulken, tickets. Hillbilly Revue: D. Hollinger, manager; LaVeda Martin, Fred Singleton, Bert Martin, Charles Singleton; W. Staggs, tickets. Athletic Arena: Jack Price, manager and wrestler; Sailor Murphy, wrestler; Lefty Gordon and Bobby Mason, boxers; Mrs. J. Price, tickets. Universal Mystery Museum, Side Show, George Bartow, manager; Professor Shapiro, magician; Colonel Parks, giant; Clayton Radcliff, elephant-skin boy; Tex May, human ostrich; Ernest Knott, escapes; Ellen Thompson and Pauline Rayburn, illusions; Prince Mica-Mephenis, astrologist; Nora Hastings, Annex attraction; Erving Thompson, tickets. Plantation Melodics, Ned Young, manager; Shorty Pettiford, comedian and stage director; Smoke, comedian; Daisy Johnson, soprano and chorus producer. Lena Richmonds, Fanny Jones, Louise Dixon and Mary Brown Gayter, chorus girls. George Bell, piano; Hymie Stevens, drums; J. D. Dixon, trumpet, orchestra. Earl Deavora, tickets. Eating emporium, Nick Patrinos. Corn game, Benny Wolf.

dent; Bob Hollack, general agent; George Bennett, chief electrician; Shorty Vanburg, trainmaster; Hank Stulken, props, canvas, and general utility man, and Lois Tinsley, tickets, main entrance. Rides: Ferris Wheel, Tilt-a-Whirl and Chair-o-Plane. Curly Hyde, manager; Otis Sperber, foreman. U-Drive-It, Jocky Rolands, manager. Merry-Go-Round, Joe Kinlow, foreman. Shows: Flaming Youth, Ludy Kaezer, manager; Rene Kaezer, featured dancer, with Jean Kelly, Nacjia, and Dixie Lee; J. H. Phillips, tickets. Morris Miller's Midget Village, Jaun and Martini De La Cruz, Filipino Midgets; Ouyzel Camper, 16-year-old colored giant; Howard McCullen, front; Pete Harrison, tickets. Bobby Kork's Unknown Sex Family; E. E. Jefferson, front; Walter Woods, tickets; Cora Hohfeld, nurse. Motordrome: Jocky and Ethel Roland, riders; Eveline Stulken, tickets. Hillbilly Revue: D. Hollinger, manager; LaVeda Martin, Fred Singleton, Bert Martin, Charles Singleton; W. Staggs, tickets. Athletic Arena: Jack Price, manager and wrestler; Sailor Murphy, wrestler; Lefty Gordon and Bobby Mason, boxers; Mrs. J. Price, tickets. Universal Mystery Museum, Side Show, George Bartow, manager; Professor Shapiro, magician; Colonel Parks, giant; Clayton Radcliff, elephant-skin boy; Tex May, human ostrich; Ernest Knott, escapes; Ellen Thompson and Pauline Rayburn, illusions; Prince Mica-Mephenis, astrologist; Nora Hastings, Annex attraction; Erving Thompson, tickets. Plantation Melodics, Ned Young, manager; Shorty Pettiford, comedian and stage director; Smoke, comedian; Daisy Johnson, soprano and chorus producer. Lena Richmonds, Fanny Jones, Louise Dixon and Mary Brown Gayter, chorus girls. George Bell, piano; Hymie Stevens, drums; J. D. Dixon, trumpet, orchestra. Earl Deavora, tickets. Eating emporium, Nick Patrinos. Corn game, Benny Wolf.

Showfolk Buy Motor Trucks

ST. LOUIS, Aug. 29.—Charles Goss continues to sell trucks and cars to carnival and circus people. Among those who purchased during the past several weeks were Robert York and Herman Aarons, Miller Bros.' Shows; James Marr, Barker Shows; Rarry Small, Small & Bullock Shows; Neister & Longmora, J. J. Page Shows; A. O. Gardner, Krause Shows; Alfred Kuntz, L. J. Hath Shows; W. D. Piggott, Piggott Amusement Company; Ted (Elsie) Rea, T. J. Lovitt and Barney Ganahay, Mighty Haag Circus; Edward Kuhn, Camel Bros.' Circus; Paul and Evelyn Kleider and Duve Trangott, Johnny J. Jones Exposition; B. H. Hottle, Dee Lang Shows; Ernest Zecek, Bowen & Lane Shows; Helen Zentner, concessioner; John R. Ward, John R. Ward Shows; Edward Cole, Dohmert & Knopp Shows; George Reinhardt, cookhouse operator; Felix Charneski, Harry Kelly and Everett Langley, Beckmann & Gorty Shows; E. T. Freed, Dalley Bros.' Shows, and Dee Lang, Dee Lang's Shows.

Johnny J. Jones Exposition

Ottawa, Ill. Week ended August 23. Location, fairgrounds. Weather, hot. Business, profitable.

The Jones organization had wonderful support from the business men and newspapers. Efforts of Sheriff Ralph Deeper and Tony Barrittani largely responsible for success of this revived fair. One of the season's prettiest midway layouts by the show's manager, Tom Allen, the lot being perfectly level and with plenty of space. Publicity and advertising in advance was handled by Bill Lewis, Streator, Ill., newspaper man, and showed good results. Director E. Lawrence Phillips and Buddy Paddock, concession manager, had as their guest Sergeant Robert Frazer, of the Washington, D. C. Police Department. John Cooper, of the electrical department, was confined to the Rayburn Hospital with a fractured hip after emergency treatment by the show's physician. Joe Pearl, mail and *Billboard* agent, celebrated his birthday Monday. Visitors included Bob and Dorothy Barclay, motordrome riders, in from Chicago for a chat with Ollie Hager and Dudley Lewis. Another motordrome rider also present in the person of Elmer Spangle (midget) was the guest of Doris and Max Kimerer. Jack Neal in from the Royal American Shows. After placing an order with the Eli Bridge Company for two new Big Eli Wheels and a conference with General Manager Walter A. White, Mr. Phillips left for Washington, D. C. **WALTER DAVIS.**

Sheesley Midway

Saginaw, Mich. Week ended August 15. Auspices, Wyoming Township Board. Weather, swell. Business, fair. This marks the 12th and last week of our stay in this State, which as a whole has finished on the black side of the ledger. C. W. Cracraft deserves a lot of credit for opening up this spot. The lot was an out-of-the-way location. After the first few nights became on the upgrade, due to the size of the show, Captain John for the second time in his long career as an outdoor showman rode the Merry-Go-Round; the reason, Jo-Ann, his granddaughter, insisted. Fibber McGee had better look to his laurels as world's champion liar if Herb Baekus or any of the other jockey cutter uppers ever enter the contest. Pat Ager, general manager of the Zeeman Rides, enjoyed a family reunion here. Walter Beacher, of the United Fireworks Manufacturing Company, impressing Capt. John M. Sheesley with the programs he is going to present at our fair. Mrs. Sue Bauers helps her husband, Harry, tear down their 80-foot rigging every Saturday night. Queenie, of the Iona Hippodrome, and was immediately replaced. Many of the boys were looking for lion claws to decorate their watch charms. John D. Sheesley Jr. was the fortunate purchaser of some rare birds for his bird concession. George (Spot) Tipps now has charge of the Iona Hippodrome. Al Renton figures a big season with his Circus Side Show, ten more boxes making six. Mrs. J. M. Sheesley did catch fish. **FLOYD NEWELL.**

Conklin's All-Canadian Shows

Fort Frances, Ontario, Canada. Week ended August 15. Location, ball park. Auspices, Canadian Legion. Weather, fine. Business, fair.

This still date brought the show back again into Eastern Canada after six trying weeks of two-a-week jumps on the prairies. Show had a long trip here from Humboldt, Sask., and was set up in good time Monday morning for an early opening to splendid Kiddies' Day business. With plenty of employees in the mills, several very good days were experienced during the week. President J. W. (Patty) Conklin, accompanied by Bob Randall, ride foreman; Maxie Herman, manager of the Life Show, and Harry Ross, owner of several concessions, visited the Royal American Shows playing the fair at Fort William. The Conklin and Royal American shows passed each other between this spot and the Lakehead during the week-end. Frank Conklin was in charge during "Patty's" absence and had splendid co-operation from President James Angus of the Legion. Merrick R. Nutting, general representative, is in the "Far East." **HAL J. MILLER.**

W. A. Gibbs Shows

Omaha, Neb. Nine days ended August 28. Auspices, Santa Lucia Fiesta. Location, Sixth and Pierce streets. Weather, hot. Business, good.

Show opened to an enormous crowd. On account of not having available space for the complete show the show was split and a number of shows and rides were sent to play a picnic. W. A. Gibbs purchased a new sedan and one new truck. While the show was playing Omaha several celebrated birthdays. Among them Bobbie Gibbs, Patsy Ooy, Clyde Chapp, Stella Dee Gibbs and the Stone Man, John Showe. The entire personnel celebrated John's birthday. "Brief Case" Verdel and his entire company of colored entertainers gave a special show for him, the first show he has seen in 11 years. The No. 2 show, headed by Ralph Gibbs, playing Waverly, Kan., with three rides, three shows and numerous concessions, reports business fair and weather very hot. **BILL COY.**

Picked Up in Joplin, Mo.

JOPLIN, Mo. Aug. 29.—Tom Teeter, who had his equipment and elephant with the Joe B. Webb Circus, has taken it back to Dallas. At Baxter Springs, Kan., the Joe B. Webb and Eddie Kuhn Circus combined equipment and they now have big top and menagerie along with Grandall's Side Show with Ralph Noble as manager. Mr. Webb purchased a new seven-ton Spencer Oil Field special trailer. George Duvall and wife were in Joplin, contacting Joe B. Webb in and around Southwest Missouri. **PAUL F. VANPOOL.**

The Great Lakes Exposition Midway

CLEVELAND, Aug. 29. — Howard Krause, manager Black Forest Rink and Ice Show, is back after motor-car wreck last week, in which skater Bobby McLean was badly burned and cut. Mrs. Krause and Madeline Williams, hostess of Mammy's Cabin, badly burned. Bobby left the hospital August 25. . . . O'Gynn & Sacks' Irish Village was a popular place in the "Streets" with the Canadian Legionnaires. . . . Most photographed girls from the Marine Show are Alice Walrose, Frances McDonald, Patricia Wenclaw, Betty Jackman, Mary Debbing and Marie Seelbach. . . . Dave LaMont ticket taker at Strange as It Seems. . . . Pearl DeLuca is the little accordionist in the Caves at the Swiss Village.

Alceo, Shepherd and Sarmir, of Slovak Village, have built a stage in the large bay window for their entertainers and floor show. . . . Capt. John Sheesley visitor this past week. . . . Jack Elliott, former manager of the Horticulture Building, has been transferred to the staff of the amusement area. . . . "Old Man" Leslie, gateman for Graham's Midget Circus, leaves this week to resume his former position as front light dispenser for Harry Hirsch's Gayety Palace at Minneapolis. . . . Bouquet of Life is all gay and bright in a new coat of blue and white paint.

Roe J. Zouary reports the Monkey Show still a favorite among the women and children. This loop-the-loop used by Nervo and Speedy is over 52 feet long. . . . It's funny to see Bill the Bear Pygmy on Strange as It May Seem Show carry a copy of *The Billboard* on for all his ballys on Thursdays. . . . Mrs. Gardner Wilson, wife of the live press agent of the French Casino, and her daughter are spending a few days in Cleveland.

Danny Burke, from Murray-Goldberg, was sent up here from the Dallas show and has installed another scale. . . . Fudor Crawford, rider at the Motor-drome, took a nasty spill Saturday afternoon, badly burning both arms. . . . Capt. Walters, with his captive balloon, is setting up on the lake front for a spectacular Labor Day program in conjunction with the army flyers.

Miss Cliff Wilson, on the Royal American Shows, is visiting Cliff this week. . . . Alt Heidelberg, big German cafe on the International Circle, will be the center of interest Sunday when German Day will be observed. Art Temmesfeld, manager and entertainer, will have the assistance of Carl Lichti and the popular red-haired Gretchen, together with a specially organized band of German musicians.

Crafts 20 Big Shows

Modesto, Calif. Week ended August 13. Weather, hot. Business, very good. Location, Forest Showgrounds.

Breaking in a new location here proved very satisfactory and each night during the engagement saw crowds increase until the last night, when amusement bent through taxed the capacity of the midway. Both county and State highway patrol officers gave every assistance possible to handle the traffic. The State Highway detailed six men to handle the three-lane traffic and men were used by the show management to facilitate parking. Joe Krug has renovated his cookhouse. Louis Korte, of Ragland & Korte Catering Company, took the week off here and visited home folks in Glendale, Calif. Babette Korte and Edna Kanthe recently celebrated their birthday anniversaries and all juvenile members of show were guests at the party tendered them by Mrs. Edward Kanthe. Roy Ludington and Phil Williams, general agent, made business trip recently to the southern part of the State. Harry Bernard, Laddy Coese, Frankie Denose took extra concessions to a two-day picnic at Patterson near by. Mr. and Mrs. O. N. Crafts left for San Diego in their plane. Mrs. Crafts will check business on the Crafts' rides at the exposition while the boss sails on his yacht for the west coast of Mexico. Joo DeMouchelle special agent for Golden State Shows, visited here. Several members visited Poley & Burk Shows when that organization played Merced, Calif., some 30 miles distant. Albert (Big Hatless) Fisher visited recently and reported his organization is now back in the State after more than a month's tour

of the country villages of an eastern neighbor State. Roger Warren, Mack Doman, J. Riley were responsible for the clean bright midway here. Secretary Tommy Myers is well satisfied with the cooling system which was recently installed in his office wagon. Phil Stoepck changed his concession to a dart game. Ethel Fern Krug, president of the Ladies' Auxillary of the Pacific Coast Showmen's Association, together with other members, is working on plans for the forthcoming social event this fall. ROY SCOTT.

J. L. Landes Shows' Roster

Rides—Cocktail Shaker, an invention of J. L. Landes, in charge of Floyd Clark, with two assistants; Merry-Go-Round, with three men; Ferris Wheel, Ray Martin, boss; Darrell Medical, assistant boss; Tilt-a-Whirl, Jack Balsley, superintendent, with two men; Merry Mix-Up, R. E. Prall and two men; Kiddie Auto, Eddie Dennison in charge; Pony Ride, J. C. Campbell, owner and manager, with six ponies; Loop-o-Plane, C. S. Earl in charge.

Shows—Athletic, Billy Wolf; Harlem Review, Bob Wyatt, manager, has 11 people with a six-piece band; Side Show, Jack Buckner in charge, with 12 people; Big Snake, Chink Brown; Monkey Drome, Blackie Pike and six other monkeys; Dante's Inferno, Dutch Lasch; Count Zaino in his half a yard of magic; Mouse Show, mouse village, freak animals, Jim Buecher, owner and manager; Hollywood Monkeys, Claud McDonald; Mystery of Birth, Babe LaBarrie; Hula Hula, Dr. Mel Role, with six girls. The above shows all have nice fronts, well-lighted.

Concession Line—Shorty No Legs, novelties. Mrs. Landes has four, with the following ladies working on the stores: Wanda Wright, ball game; Jewel Grammer and Florence Martin, bottle game; Sam Grammer, cigaret gallery; penny pitch, Betty Prall, Bob Turner and Dorothy Balsley. Smiling Verba Adams has her ball game going. Pat Templeton, frozen custard and Country Store. Orin Jones and his family are here with the pop-corn store; Claud Decker, blower, with Harold Allen and George Noland; J. E. McDaniel, snow cones; Joe Mullen, grind store, Jimmie Thomas, assisting, Charles Rotola runs the mug joint and Mr. and Mrs. Reed are working it for him, also has the shooting gallery, Sam O'Day handling the guns; pitch-till-you-win and grind store, J. E. Irby, with Barnett assisting. Bert Cummins and his gang have four concessions, blower, darts, Devil's Alley, bumper. Agents for Cummins: Jerry Carlton, Dean Manning, Revell Ferris, John Hughes; percentage wheel, R. L. Bishop; log, J. O. Campbell, and the corn game, with Charley Rotolo and two men helping, Dwight Cooper and Roy Cook; mitt joint, Mr. and Mrs. Costello; cookhouse, with Mrs. C. G. Buton in charge. This is the most popular place on the midway because the food is good and is cooked by Mrs. Plake. Penny Arcade, J. E. Walker in charge; Erie Diggers, W. L. Strader. Sixteen house cars, seven semi-trailers, 16 trucks, six private-owned trucks make up the caravan. The show has been out 18 weeks and has a string of fairs until November.

The staff: J. L. Landes, owner and manager; C. G. Buton, general agent, press agent, lot superintendent and owner of the cookhouse; W. Frank Delmaine, secretary; Bill Maloney, night watchman; Floyd Coleman, master mechanic; Eddie Dennison, electrician, The Flying Fishers, the free act.—W. FRANK DELMAINE, *Billboard* agent.

Beckmann & Gerety Shows
Springfield, Ill. Second week Illinois State Fair, closing Sunday night, August 23. Business, slight increase over previous year.

Heavy showers around 10 o'clock Monday night sent a large midway crowd scurrying home a couple of hours before schedule, and a terrific wind-storm which hit the midway at 9:30 Wednesday night emptied the rides and shows in a hurry but fortunately did no physical damage to the show equipment. Children's Day Monday exceeded all expectations, the midway doing nearly capacity business from early morn until the rain came late in the evening. Art Dally, former special agent on this show, spent two days seeing the fair and visiting friends on the show. Bill Gerety, of Danville, Ill., nephew of B. S. Gerety, came over to visit his Uncle Barney and was immediately put to work checking in the Bingo game. Maurice Jencks, secretary; Hall Smith, concession manager, and Mr. Lane, publicity director, officials of the Kansas Free Fair at Topeka, were on hand.

ATTENTION CONCESSIONAIRES

We have exclusive contract on American Legion Convention, September 19th to 25th, at Cleveland, O. PUBLIC AUDITORIUM AND STADIUM. EXCLUSIVE STREETS on all Novelties, Food and Drinks.

Get in touch with us.

CLEVELAND CONCESSION CO.
500 ST. CLAIR AVE., N. W.,
CLEVELAND, OHIO

IMPERIAL SHOWS, Inc.

WANT FOR OUR STREET FAIRS AND CELEBRATIONS

Shows—Illusion Show, Wax Show, Monkey Show and Walk-Thru Show. Concessions—Good proposition for a first-class Cook House, Penny Arcade, American Palmist, Lead Gallery, Cotton Candy, Taffy Apples and Merchandise Concessions. Can also place Concession Agents.

Address Baraboo, Wis., Fair September 1-4; Rock Falls Corn Festival, Rock Falls, Ill., September 7-12.

SOFT DRINK AND ICE-BALL SYRUPS

You can make your own syrups cheaper and better by using GOLD MEDAL FRUIT CONCENTRATES. Unless you try them, you will never know how good your drinks can be made. They have the real fruit flavor, the right color and the right tang. Many concessionaires who have used them say they are the best they have ever used.

All Flavors, \$2.00 per quart, makes 48 gallons of drink. Use GOLD MEDAL CONCENTRATES this year and you will do more business and make more money.

Send for yours today. Further details upon request.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St. CINCINNATI, OHIO

SHOWS WANTED FOR KENTUCKY STATE FAIR

LOUISVILLE, SEPTEMBER 14-19, Inclusive.

Admission reduced to 25c this year. A real opportunity for outstanding Shows. Address Inquiries to F. E. GOODING, Box 356, Columbus, Ohio.

Mrs. Betty Hartwick has left the Jones Show to be with her husband, Doc, who operates two shows on this midway. Felix Chatsneski, for nine years foreman of the Heyday on this organization, has purchased a new Chevrolet. Ben Roodhouse, of El Bridge Company, visited, as did Dr. William Gerety, of Danville, brother of B. S. Gerety, accompanied by Mrs. Gerety and party of Danville friends, spent a day visiting Mr. and Mrs. B. S. Gerety. KENT HOSMER.



Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines. —Here MUST be a reason—We make the ONLY Original Guaranteed Machines. \$1.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So., Nashville, Tenn.

Green River's Jig minstrel: "Smiling Joe" Speko and wife, Alice; Tommy Nichols and David Blunston. Mrs. O. R. Wickens, daughter Mr. and Mrs. Lee Vernon, and children, of Paducah, Tex., on three weeks' visit. Alva L. Evans, Dallas Exposition midget, big hit in Harry Dale's Circus Side Show. Party for R. E. James and wife (widow of late Charles H. Eastman) and Eastman wonder children, now with Kilgore's Comedians. Oscar Wanke, former Dodson's Shows unit, visited. Former balloonist Frank Dannelly and wife banqueted. Out of game and now editor *Falco Times*, William Dearmin managing Tom Morris' auto baby ride.

DOC WADDELL.

L. J. Heth Shows

Pinckneyville, Ill. Week ended August 15. Auspices, Perry County Fair Association. Weather, hot. Business, good.

This is the second consecutive year for the Heth Shows at the Perry County Fair and the natives proved they like the show by swelling the gross beyond last year's business. Midway observations: Lemonade shake-up stands popping up like toadstools everywhere. Mrs. Dell Graham shaking hands with all her acquaintances on her return from a week's visit to her home in Michigan. . . . Homer Kilburn L. J. Heth busy. . . . Homer Kilburn peddling his remaining two *Billboards*. . . . John Hood sporting new Hollywood style beret. . . . Mrs. L. J. Heth sporting very chic Dutch costume. AL KUNZ JR.

Big State Shows

Mt. Pleasant, Tex. Nine days ended August 22. Location, Falco Highway. Auspices, town and county. Pay gate. Weather, hot. Business, fair.

Up Saturday night, 10-cent gate, good business. Dark Sunday, Monday, fair business, so thru week. Louis Bright presented new chairs for office. He, Bill Dearmin and others motored to Dallas Exposition Sunday. "Red" Rogers has new counter boards for his ball games. Girls in towns by name "Ruth" and "Bess" chaperoned over midway by Ruth and Bess Rogers. Mrs. Jesse Wrigley chaperons as midway guests towns' telephone operators. Harvey Kelly, ride foreman, and Earl Turner, ball-game concessioner, in hospital from injuries in auto wreck. Horace Hale and wife and Jack Bailey, electrician, all former Roy Gray concessioners, entertained Hal Worth, Dallas-Fort Worth booking agent. Newspapers front-paging Loyd Nance, billposter. Mr. and Mrs. A. E. McClellan and Mrs. Bess Gray motored to Malvern, Ark., Sunday. Mrs. Joe Kelley's 58th birthday. Party for Trixie Neal, visiting Roy Valentine. Hank Robbins, catcher Flying Valentines, has new auto. New "find," Lee Payne, blind musician and song bird. Jesse Wrigley and Jack Robinson added another new line wax figures in their tent theaters. Goodman brothers, Frank and Herbert, and wives bade farewell. W. L. Swain and wife honored with midnight banquet. Swain show laying off here. New stars in

ELI POWER UNIT



Life-time, dependable service is built into every ELI POWER UNIT. Write for information.

ELI BRIDGE COMPANY
Builders of Dependable Products,
N. West Street, JACKSONVILLE, ILL.

WHEELS Park Special



30 in. in diameter, beautifully painted. We carry in stock 12-1/2, 20-2 1/2 and 36 inch wheels. Special Price.

\$12.00

BINGO GAME
75-Player, complete, \$3.25. Includes T&L.

Send for our new 1936 Catalogue, full of new Games, Dolls, Binoculars, Lamps, Aluminum Ware, Cans, Filter Topper Balloons, Paper Hats, Fans, Candelids, Artificial Flowers, Novelties.

Send for Catalog No. 136. Heavy Consistent Walking Cane. Park Mainstay Finish. Price Per Gross \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936.

Single Sheets, 115-114, Typewritten. Per M. \$5.00
Analysis, 5-p., with Blue Cover, Each08
Analysis, 5-p., with White Cover, Each08
Forecast and Analysis, 5-p., Fancy Cover, Ea.08
Samples of the 4 Readings, Four for 25c.

No. 1, 34-Page, Gold & Silver Covers, Each30
Wall Charts, Heavy Paper, Size 22x34, Each 1.00
Gazing Crystals, Gullie Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Bore Numbers, Clothing and Politics, 1200 Dreams drawn in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.10

HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Sample, 25c.

HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 20c.

ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. G. O. D., 25% Deposit. Our name or no do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.
SCHORK & SCHAEFFER.

1936-37 ASTRO FORECASTS

Buddha Facts, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Hinge, Spirit Effects, with Charts, Books, Graphology Charts.

NEW 124-Page CATALOGUE now on the press. Most comprehensive list of Apparatus and Supplies in the World. Catalogue, 30c. Name free.

NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for circular.

G. W. TERPENING
141 Marine Street, Ocean Park, Calif.

WANTED CONCESSION PEOPLE

CAN PLACE CAPABLE AGENTS for Wheels, Concession Stands, Grand Stands, A-1 tent Reader for American Palmistry, Ladies for Ball Games, CAN PLACE reliable, capable Conk House Help for long seasons. Also two sober, fast Conk Game Workers, etc. Reply Katherine, Ill., this week; Anna and Hazel, Ill., in Fall; follow then South. Reply to ROY GOLDBERG, Concession Manager, Crowley's Show, Eastonville, Pa. P. O. Central Managers. Attention! If you desire to place complete string of Concessions for balance of season for route of Southern Pa., write.

Send your correspondence to advertisers by mentioning The Billboard.

Midway Confab

By THE MIXER

JACK ST. JULIAN is presenting his attractions at Indiana fairs at this time.

SO RAYMOND B. DEAN left the carnival fold to press agent a circus!

O. O. McINTYRE NOTE: "Big carnival makes good in little home town."

BILL COY states that he is a show reporter, not a press agent.

CARNIVAL consistency: Butter beans (Lima beans to many) on corn games.

WHAT PRESS AGENT first used, "In all of its enormous entirety?"

IT WAS such a "bloomer" that no show got top money.

"THE PRICE has always been 25 cents does not fool the public."

IT IS STRANGE that so many of the so-called "simps" eat regularly.

MRS. C. L. SPENCER, formerly Madge Stanley, has palmistry on the O. L. Spencer Shows.

COL. T. DEDRICK, of Happy Days Shows, advises from Greenfield, Ind., that Mrs. Dedrick is much improved in health.

BILLY (MO BO) PRICE post cards he returned to the J. L. Landes Shows at Wakeney, Kan., and is talking on Oklahoma Jack's Ten-in-One.

J. L. (SANDY) HOGAN states he is no longer manager side show with Dodson Shows but is connected with them in another capacity.

WHY SPEAK of the old days? There were no carnivals in the so-called "old days" that could compare with some of the magnificent ones of the present day.

PAUL HEROLD celebrated his birthday August 27 and silver wedding August 29 at Des Moines, Ia., with Beckmann & Gerety Shows.

BOBBY MACK, general agent Pan-American Shows, from Moberly, Mo., August 26: "Wish Charlie Blue speedy recovery."



GUY AND MEL DODSON, of Dodson's World Fair Shows, posed in front of their office wagon recently. Guy is the man back, while Mel guides the advance.



TALLEST AND SMALLEST at Great Lakes Exposition, Cleveland. Snapped in rear of the John Hix Show last week. Al Tomaint is palming Paul Del Rio, of the Del Rio Family of Graham's Midget Circus.

MANY OF the big carnivals are announcing their "March of Progress" with attractive booklets.

B. H. NYE says the minute some people speak they at once subtract from the sum total of human knowledge.

TOMMY ALLEN opines: "There are two kinds of minds that menace civilization—the overactive and inactive."

H. (DOC) ALLEN, general agent Gold Medal Shows, sends all good wishes for the speedy recovery of Charles C. Blue.

BEHOLD! Progress: Chief electricians are now illuminating engineers and auditors are executive accountants.

PETE PULLMAN, with his cookhouse, and Mrs. Pullman, with her concessions, recently joined the Al O. Hansen Shows.

CHARLES PHILLION went into cook-house business in 1908. Now with Al G. Hodge Shows.

MRS. NELL SANDERS pens: "Oirl-show operator for years with various shows. Again at home Orangeburg, S. O."

H. (DOC) ALLEN, general representative Gold Medal Shows, has a nice business card.

WALTER DAVIS, press agent Johnny J. Jones Exposition, is also a crack newspaper photographer.

ROY B. JONES is pleased to be with the John Marks Shows, despite the penalties for being a press agent.

the owner replied, "Well, when these 'gillies' blow I'll have a front up."

DAVID D. RANKIN, the whittler of side-show fame, writes from Long Beach, Calif.: "I have no show here. Came to put one on, but could not get proper location."

NOW JUST WHO is the greatest "Mechanical" man ballroom artist? There was one working on the "Fountain of Youth" Show with Beckmann & Gerety who seemed to excel some others.

MRS. M. L. BAKER is now listed among the women talkers. Dick Andrews, talker, is also with Col. Baker's fairground tented enterprises. So writes Col. M. L.

GUY V. WILKINSON reports from Albuquerque, N. M., that he is still in the Veterans' Hospital following a nervous breakdown but is getting along nicely.

J. T. HUTCHENS states Baira A. Roe has joined his museum. Zinda Zan has left and been replaced by Mrs. Clara F. Cook and that the new husscar ordered by Mrs. Hutchens has been delivered.

BILL and BABE REARICK joined the Midwest Shows in Indiana with their concessions. They state that the Dals Brothers make their people feel like homefolk.

J. S. AND MRS. SISSON, of Jacksonville, Fla., write from Dallas that most everything is going over big and that Nate Miller's Skooter has plenty of "kick."

DOLLY DIMPLES GUYER, her husband, Frank, and Buddy Rush, iron-law worker, are spending the season with Austin and Kuntz at Cedar Point, O., and state, to good returns.

R. T. NEVILLE, secretary concessions with Beckmann & Gerety, states that this carnival was the first one to operate its own concessions. The idea being that of Barney S. Gerety.

"SAILOR JOE" SOLOMON, the talker on a certain show, says: "Come in and dally with the 'Nudies,' chase them from tree to tree in our forest inside but, beware! Don't touch the little darlings!"

RALPH MILLER, the progressive amusement merchandiser, was a recent visitor in Mexico and his capital city. Speculation has it that he may take one of his carnivals over the line.

O. K. HAGER has completed one of the most practical portable fronts for the Motordrama on the Johnny J. Jones Exposition. O. K. looms as a born merchant.

OCTOBER issue Popular Mechanics Magazine gives a very good description with drawings of the lighting plant and system of the Royal American Shows but doesn't mention the show's name.

AUDREY CRAWLEY writes from Buffalo, Mo.: "Vess Crawley was the first to celebrate a birthday on A. S. Baysinger's new show, which organized the second week in August at Springfield, Mo., Vess' home town."

MADAM SALINDI laments the death of her mother at Howard City, Mich., August 12. She has had her palmistry concession with the W. O. Wade Shows but is now booked with the Happyland Shows.

WHILE on a recent visit to the fairs Fair, Iowa, Mich., Joseph L. Streibich received applications from Charles A. Flemm, Norris E. Winn and Izzy Corroca, for membership in the Showmen's League.

K. E. SIMMONDS, Crawfordsville, Ind., writes: "Visited Gooding No. 1 Show at Frankfort, Ind.; Pearson Shows at Cayuga, Ind., and Beckmann & Gerety Shows at Springfield, Ill., and all seemed to be doing good business."

JOHN ELLIS, whose experiences cover almost all branches of show business, is now associated with General Agent C. W. Crawford in advance of the Sheeley Midway. He reports from Charlotte, N. C., that everything looks promising.

WALTER D. NEALAND seems elated over the fact that Rubin Gruber is "going to town" with green tents, new shows and fronts. A press agent is at-

pected to be just that way. Walter D. never disappoints, as he is a press agent.

THIS IS the sum total of this column's interest in showmen and concessioners who are always running to the office with "squawks." Chris M. Smith is the first one "Red Onion" ever heard us "squawk."

R. L. MILLICAN retired from carnival ownership when he disposed of his interest in the Royal Palm Shows to the present owners. R. L. has been quite successful with the Jacksonville, Fla., fair.

HARRY E. CRANDELL has moved from Oklawaha to Cusacaleno Camp, Gandy Bridge P. O., Tampa, where he states it is cooler and more convenient to the needs of his present state of health. Crandell reports much improved and desires to hear from friends.

G. LAWRENCE MacDONALD, many years decorative artist with the Sheesley Shows, advises that he is hibernating in Tampa, Fla., and, having recently been struck by an auto, is using crutches as an aid to locomotion.

EVERY MERRY-GO-ROUND should have music even if it is nothing more than a hillbilly orchestra. Chairplanes seem to do better business when the patrons ride to the tunes of a good organ.

SEMINOLE, Okla., by Mrs. Pearl Willis: "James W. Willis, formerly with T. J. Tidwell Shows, now with All-American and having good business. Mrs. Betty (Smoky) Brown is all smiles over her Taylor "hit and miss" ball game, also with All-American.

ALICE ALFREDO cards from Barker Shows, Staunton, Ill., August 28: "Pendant surprise to Alice and Al Alfredo by visit from my sister Nona, en route from Hot Springs, Ark., to home in Peoria, Ill. Sister Alma spent four weeks' vacation on shows."

J. DONNA WILLIAMS, secretary Short Shows, informs that a successful date was played in Lucasville, O., and opening in West Virginia, was at Ripley August 25. Also she has succeeded Judy David, former "counter-up," and that Mrs. Carrie Short celebrated her 63d birthday.

M. H. BAKER, of the Gooding Greater Shows, records: "In Delphos, O., Pat Redding, of Barney Lamb's Slide Shows, was sitting on a bench in front of a hotel using his hat as a fan. Along came an elderly couple and dropped 10 cents each in it and remarking, 'The poor boy has no legs.'"

MAX GOODMAN, internationally known concessioner, and son were visitors in Chicago last week. He reports having an excellent season. He is as full of fight as ever for legitimate concessions, which he has proved conclusively to his satisfaction is a profitable proposition and the only kind on which to build for permanence.

JUST TO REMEMBER! Harry E. Tuder, Joseph O. Perari, George L. Dohy, Nancy Salih, Walter K. Shibley, T. A. Wolfe, James T. Clyde, Ben Williams, Max Nuger, Pat Delaney, Barney Lamb, James F. Murphy, Nate Miller, Mrs. Harry G. Melville, W. C. Fleming, Charles Williams, Harry Hooper, Raymond E. Elder and Bert B. Perkins.

R. J. ZOURAY (Ali Pasha), of exposition, fair, carnival and amusement park fame, has been in the outdoor field since the Pan-American Exposition, Buffalo, in 1901. This year finds him at the Great Lakes Exposition, Cleveland. He reports his two shows, Bouquet of Life and Monkey Auto Speedway, as among the leaders in attractive frame-ups and patronage. All Pasha is a showman of personality and push.

NEW YORK NEWS—Charles Gerard writes: "Gerard Shows playing here. Repairing all equipment. Thomas Anderson foreman new Spillman Merry-Go-Round. W. Davis foreman Big Ell Wheel. New lighting system of 500 lights now on it. Thomas De Witt foreman Whip. Oscar Wild master mechanic and electrician. Fred Phillips manager concessions. Charles Gerard general manager."

PICKUPS Endy Bros.' Shows: Branchville, N. J., first fair of season. Willis

Quigley, cookhouse proprietor, visited Boston. Mrs. Quigley gave a birthday party. Vera DeBelle and Mrs. Eddie Lipmann around after recent illness. Mr. and Mrs. George Hartley, Mike Lane and Joe Young have two concessions each. Phyllis Taylor and Blanche Sweet joined girl revue. Great Wino shot from cannon over twin Ferris Wheels big hit. J. J. Kymer, William R. Hicks, Dave Pollock and Red Brady, high diver, visited. Chuck Connors now in charge canvas. Jack Jr. and Mrs. Wright handling promotions. J. J. Kelly doing writeups.

DOUGLAS GREATER SHOWS, Waukegan, Wash., August 21. News items by Curlee Jones: "Dated Cole Bros.' Circus recently. Major John, 'Frog Boy,' keeping crowds amused, Jim Hill clowning streets in midget auto. Buster Edlicott busy on Big Ell. Indian Bill Wilson keeps lot in good condition. Frank Kirsh still at 'Sky-Hook.' Powell Barnett painting Merry-Go-Round. Les Stanford keeps organs in tune. Al Black recovering from recent illness. Cawling and Tex Cordell visited. Writer has taken over Bingo. Pearl Jones selling tickets on wheel. 'Speedy Jack' and 'Dare-Devil' Kelly still in Motordrome. Manager Earl O. Douglas away on business."

Rubin & Cherry Exposition
Ionia, Mich., Week ended August 22. Ionia Free Fair. Weather, variable. Business, great.

The Great Richlardi, magician, direct from his European tour, arrived, accompanied by eight assistants and tons of paraphernalia, and will present his "Ching Foo Lee" illusions on the midway, starting at Toronto. His first appearance in America but well-known in Europe and South America. Robert Wickes (Bobby), ace scenic artist, completed work of decorating and painting several of the most important show fronts. Prince Buddha new addition to Congress of Freak Oddities. Shorty and Pearl Batta, frozen custard; Carl and Margaret Burg, county store, and Sid and Clara Marston, snowball concession, departed for the fairs. A welcome visitor to the press wagon and the midway was Starr De Belle (Major Privilege), of Rallyhoo Bros. fame. Visitors at Ionia included ex-Governor Fred W. Green, Alex Sloan, Mike Barnes, Fred H. Kressman and Frank Duffield. Dr. Charles and Madam Hudspeth, mentalists, have joined Congress of Freak Oddities. Eddie Taylor now talking on the front of Flaming Youth, musical comedy revue. Eddie Hagen talker on Godino Siamese Twins; Jack Ward on Royal Russian Midget front. Colonel Welliver back from New York with three regal pythons and a pair of sloths.

Show train crossed the border at Port Huron-Sarnia Sunday afternoon en route to Toronto.

WALTER D. NEALAND.

Wallace Bros.' Shows

Fairmount, Ill. Week ended August 15. Vermilion County Fair. Location, heart of town. Weather, very warm. Business, fine.

This fair proved to be a great surprise to all members of the Wallace Bros.' Shows. The midway was made large thru the advice of the fair association.

The city of Fairmount, Ill., is a very small city, but is staunchly supported by all surrounding towns and cities—mainly the city of Danville, Ill.

There are several new arrivals, among whom are T. A. Stevens, with two concessions; A. Bell, one; J. Davis, one; Eddie Watson, one; Tony Romell, three; R. Woodley, one; H. Kimmel, one; R. R. Green, one. MARGARET MILLER.

Dee Lang Shows

Mankato, Minn. Four days ended August 19. Location, fairgrounds. Weather, ideal. Business, good.

This was the 30th annual Mankato Fair, with the largest attendance for years, and with the wonderful co-operation from the fair association enabled the show to make the largest gross receipts of all previous years. Opening day, August 18, was big. All rides, shows and concessions did well. This was the first appearance of the show at Mankato. St. Charles, Minn. Three days ended August 23. Location, fairgrounds. Weather, good. Business, good.

This was the Winona County Fair and was well attended. Splendid co-operation from fair board. Receipts were evenly divided each day. All rides, shows and concessions did well. DAD HAHN.

Along the Expo Midway at Dallas

By GRECC WELLINGHOFF

DALLAS, Tex., Aug. 29.—After operating three months without any great number of merchandise concessions, the midway streets finally added a short string early last week, another string late in the week and a few more stands this week, a total of 18 in all, making about 25 merchandise concessions on the entire grounds. The new concessions were installed by Joe Rogers. Other merchandise concessions on the grounds since the opening of the exposition include Mrs. Margaret Pugh's Shoot-Till-You-Win and T. Riley Hickman's Pitch-Till-You-Win.

Paul Hunter, who died last Sunday night at his home in San Antonio, Tex., has had the exclusive on concessions at Dallas for the past 19 years, but because of ill health was unable to participate at the centennial celebration. From Director-Manager Olmsted on down to the laboring men messages and flowers were sent to the bereaved relatives.

Dick Hood returned to Streets of Paris here instead of making the contemplated trip to Hamburg, Germany. Maestro Buddy Schwartz, who at the age of 2 led the Hollywood Children's Orchestra, was a visitor on the midway several times during the past week. He was accompanied by his parents and en route to Chicago and New York to fulfill contracts for the fall and winter season.

Mr. and Mrs. Ed Delevan are recent arrivals from Kansas City. Mr. Delevan is in the amusement-machine division as auditor and supervisor.

A "Booby" Obadal, carnival man, was a one-day visitor last Tuesday. Came thru here en route from Fort Worth to San Antonio.

Denny Pugh was in San Antonio the early part of the week attending the funeral of Paul Hunter.

Sisla Beeson, who recently closed with the Joe Webb Circus, starts work at the exposition at early date.

Wako Dave Williams is opening his own attraction in Days of Real Sport, scheduled to open next Monday.

Lou Leonard arrived last week from Chicago to take over one of the Joe Rogers concessions.

E. Paul Jones left on Thursday for Monterrey, Mex., on a business and pleasure trip.

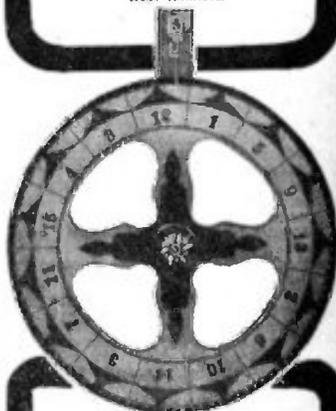
At "Cavalade of Texas" the figures are no longer given out as "daily average attendance," but "daily average turn-away."

"Ice" Zimmerman came in late last week from the North to operate one of the newly installed concessions on the midway.

Ray Rice, injured ice skater in Black Forest, is able to get around with the use of a cane. He broke his ankle several weeks after the village opened.

EVANS ATTRACTIONS

Will help make your Concession THE Live Spot. Don't guess. Don't take chances. Depend on Evans for Real Winners.



PADDLE WHEELS \$7.50 UP of All Kinds....

GIRL IN BED The Sensation of the Midway.

COUNTRY STORE WHEEL 42" to 10". Also Safety Coin Boxes.

JITNEY ROLL-DOWN The Rage in Europe. Now in America

SHOOTING GALLERY SUPPLIES for All Makes of Galleries.

CAMEL BACK SKILL



FOUR LECS LATEST DESIGN

FREE CATALOG

Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Amusement Places, Fairs, Carnivals, Pionks, Home-entertainments, etc. All 31 in a of Wheels, Shooting Galleries, Sigs, Creepers, Grand Shows, P. G.s and Games, Parts and Supplies—in fact, everything for the Midway. This 80 page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO. 1522-26 W. Adams St., Chicago, Ill.

United Shows of America

Billings, Mont. Midland Empire Fair. Week ended August 16. Weather, hot, cloudy, rain. Business, satisfactory.

Shows and rides showed a substantial increase over 1935 receipts, notwithstanding daily threatening weather and a windstorm with rain that came up shortly after 11 o'clock on Saturday night, when the record crowd of the fair was on hand. The rides proved popular, with the Whip leading other major rides in gross. The Midland Empire Fair was a most pleasant engagement, with Manager Harry L. Pitton doing everything possible to make the show's visit a profitable one. Among the many visitors calling at the office wagon were Mr. and Mrs. Harold F. DePue, of the North Montana Fair, at Great Falls; Mr. and Mrs. J. Sucktorff, of the Richland County Fair, at Sidney, and Mr. and Mrs. J. H. Boehling, of the Eastern Montana Fair, at Miles City, Mont. Mr. and Mrs. Syd Cutter, of Butte, Mont., passed thru Billings and remained over to visit their many friends on the show. Sam Bogan, formerly Scout executive at Shreveport and now holding a similar position in New Haven, Conn., with a group of Scouts on their way to Yellowstone Park, came over with his charges for a visit. He renewed an old acquaintance with W. R. Hirsch, who is a member of the Shreveport Scout board. Quite a few of the personnel drove to Yellowstone during this engagement. Among these were Mr. and Mrs. Grant Chandler, Miss McDuffie, Mike Moncour, Edward Lofton and Leo

WANTED ACTS

For Ten-in-One. CAN USE good Mental Act on per cent, also Oriental Dancing Girls. Join on wire. No drinkers, no collect wires. State lowest salary.

GOLDEN STATE SHOWS

Tracy, Cal., September 3-7.

DUGGER, INDIANA

ANNUAL LABOR DAY CELEBRATION

Week September 5, followed by Breakfast Free Street Fair, All-in Continental Grand Court Show on paved streets. CAN PLACE legitimate Stock Concessions, \$15.00. Shows with own outfit, 75/20. No Girl Shows. Officers make your call. The Biggest Labor Day Celebration in Indiana, in Heart of Coal Field. Address AL O. MOORE SHOWS, INC., Newman, Ill., Fair, this Week, or Come on to Dugger, Ind.

Weber, Donnie Howard, assistant manager, has returned to the show from a business trip to Texas. All of which is according to an executive of the above shows.

Zimdar's Shows

Osage, Ia. Week ended August 22. Mitchell County Fair. Attendance, fair. Weather, rain. Business, fair.

Plenty free acts. Manager Getlman of concession supply house, Minneapolis, visitor, also some Iowa fair secretaries. M. Lewis joined with a concession. George (Army) Parsons arrived and was placed. Tiger Mack had strong opposition to his Bingo. CHARLES SEIP.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 29.—Transportation news continues to hold the spotlight, and the information furnished the AOA office confirms our recent statement that the carriers have been unjustifiably overcautious in declining to grant us the relief we asked and which relief they concede we are entitled to, claiming as sole justification for their action that it would be an excuse for other groups to seek relief in their behalf if relief were granted to the railroad shows in the carnival industry.

The proof is overwhelming that this attitude on the part of the carriers is both the result of being overcautious and is wholly unjustified. The Association of American Railroads reported listings of revenue freight for the week ending August 15 as a total of 736,497 cars. This is an increase of 8,204 cars over the previous week and is an increase of 122,492 cars over the same week a year ago and an increase of 134,709 cars over the same week two years ago.

At the same time some of the individual carriers have reported earnings far in excess of preceding periods.

In view of the information cited above it is our judgment that the reasons offered by the Trunk Line Association for denying relief are obviously quite feeble.

At the present time Cotlin & Wilson Shows, Inc., are leading in the number of employee memberships in the association. Second place this week is held by Strates Shows Corporation, which was noted out of first place by the C. & W. organization during the past week. There seems to be considerable rivalry between some of the members of the association in bringing in employee memberships. Incidentally, Cotlin & Wilson Shows hit upon the idea of increasing its total by one by getting a full-paid membership for Susie, the educated chimpanzee, August 22, we doubled back to visit Strates Shows Corporation playing the Genesee County Fair at Batavia, N. Y. While a full report has been given on a previous visit to this show we feel obliged to comment on the fact that for the first time in our experience we observed the operation of shows with one performance being followed immediately by a second without the usual intervening "bally." This is certainly a scene which is rare to behold and needless to say pleasant to achieve.

We are pleased to announce that Greater Exposition Shows thru John Francis, owner, have joined the association, which show is the 30th AOA member.

Hilderbrand's United Shows

Clarkston, Wash. Week ended August 15. Location, circus lot. Auspices, Veterans Foreign Wars. Business, good. Weather, hot.

The twin cities, Lewiston and Clarkston, turned out en masse to witness the performances of the "Four Jacks" and Charles Soderberg. The lot was so sandy that dead men had to be dug in order to erect the free acts. Public officials of the twin cities attended and the press gave the show many complimentary notices. Lillian La France again topped the midway, aided by the riding of Speedy Webster. Jane Godfrey's Ten-in-One had a very good week, while Fred Webster's two girl shows ran a race for top honors. Mr. and Mrs. Johnnie Hicks gave a dinner to several showfolks. Mr. and Mrs. Speedy Ladd added a concession. Mrs. Fred Webster gave a dinner party to a dozen guests in honor of Bessie Bessett. Harry Hillman spent the week at Walla Walla. Mr. and Mrs. Ralph Balcom gave a swimming party and luncheon at the beach. Mrs. Jesse James Jordan returned to her home in Bellingham for a visit. "Tiny" Marvo

gave exhibitional swimming performances at the beach. Charles Marshall, Johnnie Gibson and Charles Soderberg also won press notices during the diving exhibition. Mr. and Mrs. Red Growe returned from Los Angeles. Mrs. Edith Lenzer is doing nicely with her palmistry concession. WALTON DE PELLATON.

Bantly Greater Shows

Hollidaysburg, Pa. Week ended August 15. Auspices, Centennial Corporation. Location, Krown-lart Extension. Weather, mostly cloudy. Business, excellent.

All records except "best opening night" were broken at this spot. Founder's Day, Monday; Farmers' Day, Children's Day, Pennsylvania Day, Legion Day and Firemen's Day all "started off" with a parade that ended at the showgrounds. Many concessions came on for this and following dates, including Mrs. Edna Goss, Allan and Lenhart, Mrs. Ranton, H. Maxwell, Mr. and Mrs. Elk, Mr. Wiggins, G. Norton, L. Nathan, M. Lowell, Messrs. Dose and Hellman, A. C. Hatchley, W. Silverberg came too late to erect his Loop-o-Plane, but it will be ready for Legion State Convention in Johnstown next week. John G. Kelly, amusement director of the event, and J. Calvin Lang Jr., chairman of the finance committee, expressed their hearty approval for the business methods and satisfactory business relations during the week. CHRIS M. SMITH.

Greater Exposition Shows

Joliet, Ill. Week ended August 22. Location, Rivals Park. Auspices, Veterans Foreign Wars. Weather, mighty showers. Business, fair.

On account of showing Sunday night in Gary show opened with a late start here Monday night. Loud-speaker truck and calliope wagon were allowed to play the streets after paying a daily reader. Lola Thomas is strengthening her Colored Revue. Whitley Emerson handling the front. Tom Scully, manager of Circus Side Show, has new set of banners. Walter Japp, manager of the Circus Show, added several attractions to his collection. John Francis returned from St. Louis, where he had the extra rides stored, and has shipped them to Aurora. J. Crawford Francis owner of a new show car. Sam Benjamin on front gate acting as personal contact man. Harry Erison, electrician, just completed two big stars for center of twin wheels. Corn Game, owned by Mrs. John Francis, with Lillian Carpenter, Jelly H. Griffin, Evelyn Francis and Lloyd Cook operating it, topping the concessions.

Dick O'Brien away in the interest of the show. Charles Carpenter, special agent, and H. Baker, billposter in advance. The writer will handle special promotions and publicity. JACK HOWARD.

American United Shows

Dillon, Mont. Week ended August 22. Auspices, Volunteer Fire Department. Weather, cool. Business, fair.

Due to the fact that this was the fourth carnival in Dillon this year, business was less than usual. A two-day rodeo brought in many cowboys, with whom Red Mason's Shooting Gallery proved a favorite and almost topped the midway. Jack Harris, show painter, exceptionally busy painting all day and working the Hi-Striker at night. Seems that Laurence Stienor, cowboy midget, and father have relatives no matter where they go. Pink Minger back at work again on the Ferris Wheel. Billy Clarke, Tex Gilman and Ray Devins the show's fishermen. Sol Grant transporting his concessions in new truck. Mrs. Eddie Lane and family and Mrs. Hank Carlisle left show. Steve Okey new trainmaster. Spie Wall, of Dodgem, is receiving congratulations. Ray Holding driving new car. George and family have joined show, adding scales and a string concession. PAT HOGAN.

Pittsburgh

PITTSBURGH, Aug. 29.—Harry Thomas, who has been booking the Dodson Shows in this part of the State, spent several days with the outfit in Wheeling last week.

Starr DeBelle, of the Johnny J. Jones Exposition, and William Oltek were visitors here.

The Peerless Exposition enjoyed one of its best weeks of the season in Ford City recently. The crowds were reported among the largest ever to attend the annual Armstrong County Fair.

St. Hohnadic and Chick Jones furnished the rides for the Wilkesburg Street Fair here.

Butch Blumenthal had his best date of the season in Republic recently.

Jack Dailey, formerly with the Elano Exposition, assembled a show which is playing small fairs in Western Pennsylvania.

The John Robbins novelty firm here received highly encouraging results from its field man this season. Its business with outdoor shows has been the brightest in several seasons.

Gus Kant, local carnival and novelty man, took in a number of West Virginia fairs and celebrations last week. At the height of the season he made as many as 22 shows a week.

Bantly Shows landed two rides in the heart of Johnstown during the State's American Legion convention.

Butler Fair concessioners took in the New Castle and Clarion fairs. A number of concession tents and stands damaged on the New Castle Fair grounds when a heavy windstorm hit.

Bernie Bernstein, showman, now residing in Florida, was visitor recently.

A busy day for concessioners was at West Middlesex, Governor Landon's birthplace.

Imperial Shows

Madison, Wis. Four days ended August 15. Auspices, Dane County Fair. Weather, fine. Business, good.

Big Dane County Fair got under way with a flying start early Friday morning, which was opening day. All shows had the biggest day's gross of the season Friday. DeKreko Bros.' Arabian Mice show has been redecorated and repainted thruout. Fred Mortensen (the Terrible Dane) and his family of athletes, including his daughter, Clara, and son, Leo Milo, have been scoring heavily. Jimmie O'Neil and his Barnyard Circus, including his son Junior, have been going over big. Harlene and her 20 babies under the supervision of Soldier Andrews. Tom Marshall, superintendent of rides, has been kept busy putting the rides in tip-top shape. Mervin Marcuse, son of Lew Marcuse, is coming right along as a concession agent since taking a position in the Bingo Game under Al Heck, who is manager of concessions. Ray Davison, master mechanic, entertained his daughter, son and daughter-in-law of Danville, Ill. Additions to John Starkey's Side Show are Mr. and Mrs. George Wort and two daughters. Andy Gump is still "gumping" at the side show. C. O. (Specks) Grosscurth is the latest addition to the staff as special contracting agent and advance newspaper publicity. All of which is according to an executive of the show.

Golden State Shows

Lodi, Calif. Week ended August 21. Location, Highway 99 and Walnut. Still date. Weather, warm. Business, fair.

Big crowds all week but business far below expectations. Last day at the previous spot, Boyes Springs, the popularity of Manager Will Wright was evinced on the occasion of his birthday. This week, with the Clark Greater Shows passing thru, was the occasion of much visiting. Among the many callers were Al Fisher and wife, Mr. and Mrs. Joe Steinberg, Mr. and Mrs. Turner, Sam Brown, Mr. and Mrs. Forum and Dutch Shue. The many visitors from the Foley & Burk Shows would be too numerous to mention. Puzzy Hughes, well-known ride owner, visited. Bill Hobday adding quite a few new attractions to the Side Show. Eddie Fox still packing them in the Athletic Stadium, while "Jollie Nellie" continues to do her share of the business. Hugh Bowen left

Marks Shows

Clarksburg, W. Va. Week ended August 15. Location, Nigon Plaza. Weather, excellent. Business, very good. Auspices, Veterans of Foreign Wars.

This town in the throes of a return to boom times and gave the show a wonderful break. Rides received one of the few real breaks of the season. Shows also received a nice patronage, with concessions doing only fair. "The Four Devils," the aerial free attraction, created front-page stories in local papers. Jimmy Rinferty still holding forth in ticket wagon like the old veteran that he is. Carleton Collins battling with his San Quentin Crime Exhibit with Frank Sterling holding down the inside. Shorty Anderson always among the first up with Merry-Go-Round, with Tex Leatherman of Ride-O and Slim Cunningham of twin wheels running him a close second. Little Jean Marks all smiles as he gazes on his new specially built 28-foot living trailer. Jack Chisholm breaking all his records for corp-game patronage in West Virginia. All Faltz still retains title as "King of the Concessioners." The old maestro, Joe Payne, business manager, keeping up his wonderful work. Slim Brant, chief electrician, awaiting new floods to be placed in center of midway. The new avenue of flags just installed adds a touch of color and splendor to the midway. Everyone busy with paint brushes. Now moving in 10 baggage cars and 14 trucks.

Logan, W. Va. Week ended August 12. Location, Ellis Ball Park. Business, fair. Weather, clear but sultry.

Concessions and rides had only a mediocre play all week. Logan Banse co-operated every way possible, also sponsored a special tieup for Kiddies' matinee on Saturday. Ben Voorbees joined here and promoted a public wedding with his usual success. Ben was assisted by Mrs. Voorbees, Art Kidridge joined here and will take charge of Monkey and Pony Circus. Billy Broem, general agent, on for flying visit. Mrs. Art Kidridge and Mrs. Paul Lane framing a palmistry camp. Mr. and Mrs. Frank Brask have two of the duffly framed concessions on the midway. "Buckets" and Billy Getzer with a big blanket store. Eddie LeMay, of the cookhouse, under the weather for a few days. Sweet Marie, in New Kelly's "Oddities" exhibit, impersonates Greta Garbo. Al Palmer, doctor's care. Webby Marks was under a hole's Club contributed by Billy Lane. Mrs. Tex Leatherman and Mrs. Jimmy Zabloski. All entertainment was furnished by workmen. All of which is according to an executive of the show.

Logan, W. Va. Week ended August 12. Location, Ellis Ball Park. Business, fair. Weather, clear but sultry.

Concessions and rides had only a mediocre play all week. Logan Banse co-operated every way possible, also sponsored a special tieup for Kiddies' matinee on Saturday. Ben Voorbees joined here and promoted a public wedding with his usual success. Ben was assisted by Mrs. Voorbees, Art Kidridge joined here and will take charge of Monkey and Pony Circus. Billy Broem, general agent, on for flying visit. Mrs. Art Kidridge and Mrs. Paul Lane framing a palmistry camp. Mr. and Mrs. Frank Brask have two of the duffly framed concessions on the midway. "Buckets" and Billy Getzer with a big blanket store. Eddie LeMay, of the cookhouse, under the weather for a few days. Sweet Marie, in New Kelly's "Oddities" exhibit, impersonates Greta Garbo. Al Palmer, doctor's care. Webby Marks was under a hole's Club contributed by Billy Lane. Mrs. Tex Leatherman and Mrs. Jimmy Zabloski. All entertainment was furnished by workmen. All of which is according to an executive of the show.

Cotlin & Wilson Shows, Inc.

Indiana, Pa. Week ended August 15. Auspices, American Legion Unions Fund. Location, Houcks' Showgrounds. Weather, fair. Business, good.

Indiana Evening Gazette was 100 per cent for the show. Susie, the chimpanzee with Leo Carrell's Monkey Circus, was editor of the paper for about an hour Monday, relieving Editor Smith of his duties, the paper carried a photo of same on the front page. Secker topped rides with the Caterpillar second and Twin Loop-o-Plane third. Mr. James Sakobie suffered a broken leg when she wrecked her new truck. George Welch's Midway Cafe did well. Frank Pope with his Bingo enjoyed a nice business.

Butler, Pa. Week ended August 11. Butler County Fair. Weather, rain. Business, fair.

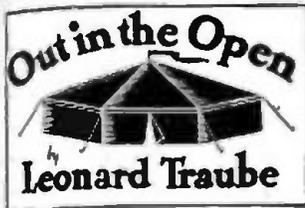
Rain Monday, Tuesday and Wednesday curtailed the gross. Wednesday, Children's Day, Thursday gross exceeded the previous year. Friday off and Saturday better than a year ago. Speedy Merrill's Wall of Death top-money show. Art Parent's Paradise Revue, second. Duke Jeannette's Side Show, third. New Tilt-a-Whirl arrived from the factory and this was the first week's worth got third money for rides. Jimmie Sakobie has a new car. Mickey Sakobie still has her leg in a cast. Mrs. Side Wilson sick all week. New banners arrived for the Palace of Wonder. GEORGE HIRSHBERG.

KEYSTONE EXPOSITION SHOWS

FAIRS START SEPTEMBER 22 AT MURPHY, N. C.; WAYNESVILLE, N. C.; CHEROKEE INDIAN FAIR, LAURENS, S. C.; ELLIJAY, GA. Others Pending.

WANTED AT ONCE—Shows at your own percentage. Will book Kiddie Rides, Loop the Loop, Loop-o-Plane or any other rides that don't conflict with what we have. All Wheels open. Good proposition to Cookhouse. Pearl Shields, wire. Good p. c. All wire. SAM MECHANIC, Coal Creek, Tenn.

at the last spot to play some previous dates booked. Rocky Brooks has taken over the cookhouse. George Kennedy will operate the pop-corn stand run previously by Bowen. R. M. SMITH



Herb Smyser, Showman

HERBERT D. SMYSER bequeathed to York (Pa.) Fair a showman's heritage that will live on to remind his associates and constituents—if any reminder is needed—that there walked among them a man who knew his craft and loved it well and devoted his last gram of mental and physical energy to what he knew and what he loved.

As its manager of amusements not merely in title but in all and practical ways, he made York what it has been for years, what it is today and what it will probably be for years hence, one of the truly remarkable showcases in the United States. The preponderance of grand-stand lavishness exhibited at York season after season under Herbert Smyser's direction did not affect York's standing in the one bracket which is the ultimate basis of any fair, agriculture. The things of the performer and the things of the earth dwelled peacefully together, each aware of the other's significance.

Herbert Smyser knew how to pick 'em and how to combine the elements of his choice into production. Every artist of rank came under his keen surveillance, not excepting the stand-out performers of the major and minor circuses, with whom he could negotiate from a vantage point because York is an October event. With H. D. S. all that mattered was the performance. Where he went for his Golden Fleece mattered little, if at all. Indeed it was not unusual for this man to have, during a single week, five or six booking offices furnishing the talent which he whipped into pennant victories.

His regard for troupers paralleled their regard for him; the regard was as lofty as the highest pole or perch act which ever appeared under the York banner. And when he was lowered to the ground in York the past Friday many an actor and many a showman made quick shifts in their schedules at this, the peak of the season, to permit them to attend the funeral rites.

It would not be out of place to suggest a Smyser Day at York next month. The celebration should be held in the only place that Smyser would himself have selected—in front of the grand stand, in full view of the Pennsylvania people to whom he brought so many thrills and so much gaiety.

LAST week's "Day-Dreams" questions in this space have brought Winchell's most fragrant orchids from two people now at Coney Island. Writes Buster Castle, manager and talker of David Rosen's Wonderland Circus Slide Show: "It certainly brought home a point that I have always upheld and

that is, when you are in front of a tip just give them credit for knowing at least half as much as you think you know and you'll be able to turn a good percentage of your crowd. But if your opening is slurred and sounds as if you thought they were all suckers, then you'll only turn the people who would have come in anyway, whether a bally was there or not. Of course, I am giving you only my viewpoint, but I think it's good." It must be, because from what I hear Buster has been one of the best paid talkers in Coney for three years running.

Next to take the stump is Ora Loretta, serialist, who appeared in the circus last week at Steeplechase Park. She says: "Your 'Day-Dreams' advice is great. I hope everyone in the profession reads it, cuts it out and hangs it where he can see it to remind him to be honest, sincere and truthful. How very wonderful our show world would be then. So here's hoping your day-dream becomes a night-dream to all showfolk for a happier future." Them's nice words, Lady Loretta, but the chances are they'll hang me instead of the elipping. Nevertheless, thanks for the hint on behalf of making me immortal. I always did cherish the ambition to become a slogan in a frame.

FROM Vera Codona, of the Tom Mix Circus, comes the information that Peggy Michell fell and injured both legs while doing her trapeze act at the Million-Dollar Theater in Los Angeles and was removed to St. Vincent's Hospital. A few days later Annie Bruce, writing from Long Beach, Calif., reported that she paid Miss Michell a visit in the hospital and found her slowly recovering.—Phyllis Werling, New Jersey CPA, back from a trip abroad, left for another tour, this time with an associate, her groom, bound for the West Indies on the S. S. Franconia, which left New York harbor on August 29. She promises to bring back an island dancer to get back into grace after forgetting to steal a pair of wooden shoes for us when she was in Holland recently.—Madaline E. Ragan, pitchwoman, is headed for the fairs with trapes and keister.—Talking of marriages, which we did a sentence back, Dorothy Rouland, erstwhile serialist of the Ringling show, has been hop-skippping around the country ever since she annexed Dr. Edwin Bartlett Morse, of Detroit. Dot and the dotting medico, a grand person (which makes two altogether), finally hit New York and enjoyed the sights together.—The country will have more dime museums this fall and winter than at any similar period in the last six or seven years. Practically every resort, park and carnival showman of major and minor note is fixing himself for freak-shop operation, to hear them tell it.

THE Public Prints.—If a Century of Progress (Chicago—remember?) did nothing else—and it really did more than bring out Sally Rand—it made the urban press, particularly New York, fair-conselous. In the last two or three years the dailies have given metropolitan and faraway fairs a much better play than hitherto. Toronto's Canadian National Exhibition for one, has been given Sunday and week-day type matter on a large scale. Riverhead, L. I., staged last week attention in New York than ever before. Fair was smart enough to schedule a speech by Walter Lippmann, the political writer, who is always news. Even the cattle prizes rated healthy wordage, no doubt accelerated by the great showing made by Mrs. Payne Whitney, of the lorgnette sorority. The best human-interest story growing out of the Suffolk County show came when the high diver's performance was left practically in midair by the customers in favor of a fan dancer who is alleged to have reduced the admish price. The Trenton (N. J.) Fair, with an advance of nearly three months, has had plenty of stories throught the State, as well as in New York City. Congrats to Bert Nevins, Trenton's p. a. And for weeks Charlie Thomas has been copping space for the Mineola Fair, carded the fourth week in September. Danbury, Conn., last of the not-far-from-the-met fairs, will probably earn more linotype stuff than ever before. It looks like a good season for press agents as well as for the things being p. a.'d. P.S.: Even Cortland, N. Y., obscure to most New Yorkers, made the news services.

Tall Place Note: It must be a good season, judging from the fact that a woman at the Dallas Exposition reported to police that she had lost purse and gems valued at \$2,500. In former years you couldn't have found that kind of money on the grounds all week, practically.

BIZ REPORTED UP

(Continue from page 52)

clubs and theaters. Curly Strong and Nate Alpert will make California fairs. George Silver writes that his squadron with novelties doing very nicely. A. G. Barton says he is doing very satisfactorily with the novelty stores. Jimmie Woods setting show for fairs and special events. Dan Dix is associated with him. Felix Burk writes as doing very nicely at fairs. Joe Glacey writes from Great Lakes Exposition, the Hix show going to good business. He states that Cal Lipas has been providing new props for the Copenhagen Flea Circus. Harry Wallace and Charley Frank have teamed up to make California and Arizona spots. Carl Sontz left for the North. Grand Central Air and Industrial Exposition opened Saturday at Grand Central Airport.

Send 20c Today for this fine full-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tubs, Benches, Cabanas, etc. All About Electric Light and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you will need. Also, Blueprints, Plans, Lights, Windows, Blinds, Tables, Mattresses—over 200 items exclusively for building and equipping a Trailer. Rush the coupon today—Satisfaction guaranteed.

TRAILER SUPPLY CO., 811 438-N, Wausau, Wis.

FOR SALE

From Custard Machine, complete with Stand, both in first-class condition, with severe handling for this on the William Glad show, for a string of 10 Fairs. Reasonable for cash. **WBS. WBS. GLAD.**, East Junction, Vt. Fair, week August 31; Timonium, Md., Fair, Labor Day Week.

★ DELUXE SHOWS of AMERICA ★

WANTS AT ONCE

★ FOR 12 SOUTHERN FAIRS ★

MINSTREL SHOW | **LOOP-O-PLANE**

With or without outfit. We have Caterpillar, Loop-the-Loop. Also Fun a beautiful panel front for same. House, Grind Stores, Concession Agents.

Rush—Write or Wire **SAM PRELL**, General Manager.

This week, care **ATLANTIC COUNTY FAIR**, Egg Harbor, N. J.
Next week, care **GREATER WILMINGTON FAIR**, Wilmington, N. J.

BANTLY'S GREATER SHOWS

Want for all Southern Fairs until Thanksgiving Week: Grind Shows of all kind; will furnish complete 10-in-1 outfit to person who has something to put inside. Can place Plantation Show. Will buy or book Till-a-Whirl. Concessions all open, including Wheels, Roll Downs, Long Range Lead Gallery, Popcorn, Candy Apples, Photo Gallery, Nail Joint, Guess Weight Scales, Fishpond, Pitch-Till-Win. Write or wire **HERMAN BANTLY**, week August 31, Morgantown, W. Va.; Harrisonburg, Va. (Fair), week September 7.

HAPPY DAYS SHOWS, INC.

Will place for 11 Southern Fairs. Rides: Till-a-Whirl, Caterpillar, Riders, Scooter and Plane Shows; Motorbikes, Animal, Fun House, etc. Will book, contract and transport four steel Huts, one coach or box car and wagons with above equipment on same for long, pleasant and profitable season NOW and 1937. **WANT WHITE** Tubs for Uniformed Band. Salary, Ticket? Yes, and certain.

Zenita-Zon wants Side-Show People. Concessions: Merchandise only, Photo, Custard, Pop Corn, Scales, etc., open. Committees and Fair Secretaries in Alabama and Mississippi write, write or visit us; we have a few open dates. Our General Agent is in Alabama now. We have Shows, Rides, Uniformed Band, Free Acts, Fireworks and New Tent for Exhibits, etc.

COL. T. L. DEDRICK, Mgr., Rensselaer, Ind., Fair, this week; Mt. Sterling, Ky., Fair next week.

BIG STATE SHOWS

WANT FOR RUSK COUNTY FREE FAIR AND OIL JUBILES, HENDERSON, TEX., OPENING LABOR DAY, SEPTEMBER 7, SIX DAYS, SIX NIGHTS.

SHOWS with own outfit, such as Monkey Circus, Unborn, Obession, Motorbikes, Working World, Wild West, or any show not conflicting. H. B. Dale wants Free to feature. **EMMA** with **CAN PLACE** Loop-o-Plane, Loop-the-Loop, or any ride not conflicting with the night we have. Opening for a few legitimate Concessions, Candy Floss, Novelities, Lead Gallery, Scales.

NOTICE—Shows and Rides desiring to play this Fair only, can place you. Six more choice Fairs to follow. Address **BIG STATE SHOWS**, Tyler, Tex., this week.

MINER'S MODEL SHOWS

Wants Shows, Rides, Concessions and Wheels for the following—Celebration's Peckville Firemen's Convention, week of Sept. 7-12, Peckville, Pa.; week of Sept. 14-19, Bean Soup Picnic, McClure, Pa.; week of Sept. 21-26, Manheim, Pa.; Lancaster's Biggest Street Fair, held on the Main Streets in the center of the city. Address all mail to **R. H. MINER**, Carbondale, Pa., or as per route.

Concession 75x100 FOR RENT

Good for Large Ride—CAROUSEL PREFERRED. Terms to suit your satisfaction. Summer Resort, accommodates 80,000 people. Two blocks New York Road Landing. See same now. Arrange for 1937. **BELVEDERE BEACH**, between Oakwood and Pinecroft Place, Kearsburg, N. J.

BOWE, Seabreeze Way, Kearsburg, N. J.

LUCAS COUNTY FAIR

TOLEDO, O., SEPTEMBER 17-18-19-20.

Day and Night.

Saturday and Sunday Children's Days. 70,000 Free Tickets.

WANT complete Set of Rides, Loop-o-Plane, Motorbikes, Shows of all kinds. Concessions all open. Address

STEPHEN DECKER Lima, O.

Allen Hotel.

WANTED CARNIVAL

WEEK SEPTEMBER 29, OR OCTOBER 5.

Write, Phone or Wire **COMMANDER GOBLE**, Veterans of Foreign Wars, Winchester, Va.

Berger & Ziegler Shows

WANTED—Five Weeks in Detroit, starting September 9. Loop-o-Plane and legitimate Concessions. Address **LOUIS J. BERGER**, 709 Fox Bldg., Detroit, Mich.

W. E. WEST MOTORIZED SHOW

New playing fairs. Can place useful people in all lines. Must be sober. Also Cookhouse help. James White wants Dancing Girls. Will sell Monkey Family, sea, pa and two babies; all healthy and gentle. **Alvina Monkeys**, \$50 cash; also Rogers and Fox, Hildinger and the Girl in Red; both for \$25. P. O. B. Orleans, Neb., Fair all this week.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Community Interest In Tobacco Festival

SOUTH BOSTON, Va., Aug. 29.—Law Henry's Merry-Go-Round, Ferris Wheel, autos and other rides have been booked for the second National Tobacco Festival and Pageant to be held here. A decorated bicycle parade will be on the card for opening day. A historical pageant-drama, *The Miracle of Tobacco*, script by T. Beverly Campbell, nationally known playwright, directed by Howard Southgate, a play of six episodes and 10 acts, will be shown each night. There are more than 600 in the cast and the opera stage is 125 by 180 feet, cut out of a virgin forest just at the edge of the town, where a natural bowl makes an amphitheater.

A square dance, following pageant-drama, will be featured with an old fiddlers' contest and a beauty parade, with music by Hillbilly Revelers. There will also be a four-mile parade of decorated floats carrying the queen of the festival, Miss Eve Mark-Wardlaw, daughter of Commander and Mrs. P. A. L. Mark-Wardlaw, of the British Embassy, Washington, and 60 or more princesses representing tobacco marts. Queen will be crowned at the pageant grounds. There will be a ball at which music will be by Guy Lombardo's Royal Canadians. A three-year-old 16-hand high mule will be given away at the square dance and an automobile at the round dance.

Sponsoring committee has used the press, billboards, window cards, radio and direct mail matter. Local and State-wide interest was created by having tobacco marts, etc., name princesses to represent them. Co-operation of conditionally known tobacco and cigaret companies was solicited and there has been ready response.

Directors of the 1936 National Tobacco Festival are R. C. Edmunds, president; E. H. Lacy, secretary; P. M. West, treasurer; T. Whitte Greer Jr., J. S. McFay, R. O. Harrell, Page H. Vaughan, W. B. Settle, P. L. Hunt, M. S. Clarke and F. L. McKinney; committee chairman, pageant, Hugh Vaughan; parade, Wataha G. Hunt; frame, R. O. Harrell; water, Fred Bermann; decoration, Mrs. Evan Lacy; queens and maids of honor, James S. Easley; publicity, Dr. W. B. Barbour; advertising, M. S. Clarke; housing, Karl Burger; round dance, Francis L. Hunt; program, J. S. Lawson; finance, John B. Booth; planning, Dr. W. B. Barbour; ushers, Edwin Tucker; tobacco decoration, Mrs. Evan Lacy; square dance, Craddock Howard.

Good One for Minerva, O.

MINERVA, O., Aug. 29.—One of the most successful outdoor events here in recent years was the annual Minerva Home-Coming, a three-day event which ended Saturday night. Attendance was best in 10 years and midway eclipsed any heretofore offered. Widespread rides made a great flash on the midway, as did Buck Maughman's Pit Show, featuring a wildcat mule. His pony track was also on. Main street was converted into a midway, all traffic being diverted around the business section. Miss Anna aerialist, and Dare-Devil Daniels presented free acts.

Shorts

COMMITTEE in charge of amusements at Liberty (Ind.) Centennial Celebration comprises James M. Wilson, George Bridenbager and Richard E. Ross.

NOBLE COUNTY Centennial Celebration, Albion, Ind., is sponsored by the Chamber of Commerce. President F. H. Roberts said entire business section will be decorated and a large float parade will be held on closing day.

SHOWERS failed to keep down early capacity crowd at a rodeo given on August 23 under auspices of the T.M.C.O. of Denham Springs, La., and Ellis-Francis Post, American Legion.

PLANS for a spring fiesta as an annual event have been laid by the Co-Operative Club, New Orleans, the civic body which has successfully sponsored the city's big Sugar Bowl events of New Year week. (See SHORTS on page 63)

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.)

Decatur, Ind., Net Totals About \$1,200

DECATUR, Ind., Aug. 29.—Decatur Centennial Association cleared about \$1,200, which will be turned over to the Chamber of Commerce, original sponsor of the city's 100 birthday party. With virtually all bills and receipts accounted for, Carl C. Pumphey, president of the executive committee, reported net balance in the association's treasury is \$1,205.69.

Leading item in the receipts is \$7,810.23 from sale of "good-will bonds." When the sale was officially concluded only about \$7,600 in bonds was pledged. Of this amount less than \$75 worth was not paid. Late subscribers asked to purchase bonds following the drive. Other receipts from concessions, programs, ribbons and wooden money brought total to \$12,829.53.

Expense items were: Pageant, \$2,338.27; bond campaign, \$304.49; free acts, \$760; labor on free acts, \$22.80; exhibits, \$364.55; decorations, \$538.45; special entertainment, \$1,923.37; live-stock show, \$1,650.13; publicity, \$1,183.45; administration, \$1,402.84; total, \$11,639.53.

Michigan Spot Celebrates

BYRON CENTER, Mich., Aug. 29.—Centennial celebration here on August 26 included horse-pulling contest, parade, ball game, balloon ascension, free barbecue, pageant and bands and flower and horticulture exhibit. Arrangements were made with Robert Weir to bring in a Ferris Wheel, Merry-Go-Round, Airplane ride and a couple of shows. The day is classed as a homecoming as well as a centennial celebration, as Byron Township, organized on March 23, 1836, was the first township organized in Kent County. Historical side was stressed in the pageant. Commercial Association selected its committee, and this committee in turn appointed special committee, said J. J. Ver Beek, publicity chairman.

Utah Post in Celebration

SALT LAKE CITY, Aug. 29.—American Legion Post staged a celebration and convention here on August 19-23 with parades and attractions. Including Streets of Paris, and held open house at Fourth, South and Main, with streets closed. There was a Ferris Wheel and many game concessions.

Acts and Concessions Prominent At Country Fair of Beverly Hills

LOS ANGELES, Aug. 29.—Beverly Hills Country Fair, opening on August 21 at Harold Lloyd Studios, offers amusements of wide variety, circus, carnival, stage and screen. Among sponsors are many notables. Earl C. Darrler is managing director; William M. Hill, director finance; Roger Rogers, director publicity; Nuncio Sabini Bistman, art director. The main street, with the acts, provides spots for concessioners, of whom there are many.

Among diversified acts are Doodle Weaver, Demetris and Manuel, Martien Kay, Bob Jordan, the Kincaids and Three Parmettas. Doc Cunningham announcing the list of attractions and Bob Winslow checker on the stands and concessions. In the Country Fair Circus Jimmie Woods is director. Charles

Fem Agent Signs

MIAMI BEACH, Fla., Aug. 29.—Mrs. Robert M. Morton, in her first experience as contracting booking agent, signed with Miami Shrine Temple to produce a big circus under canvas in February in Miami. She has handled many promotions for her husband, Bob Morton, who is in the East arranging dates. Mrs. Morton will be associated with George A. Hamid in furnishing the circus in Miami and other Florida cities.

Forreston, Ill., Has Free Sauerkraut Bid

FORRESTON, Ill., Aug. 29.—Concessions are booked independently for 24th annual Sauerkraut Day here. Rides are furnished by William Hoffner Amusement Company, and Charlie Fisher's Athletic Show heads shows. Harold Dittmar is bringing his corn game. Hank Wessel has a game, and Warner's mouse game and Gray's turtles will be here. Frank Murphy, scale operator, will be back. Lewis Lazarus has blanket wheel, and Dick Roche is bringing three concessions. About 75 other concessions, lunch stands, merchandise stores, blanket wheels and country stores will be booked, said Bill Moss, publicity director.

Joe Cody will bring six free acts and two musical acts and will be emcee for them. Four Lumberjacks from Station WROK, Rockford, Ill., are bringing a barn-dance show. Cody coming for the sixth year. Barn-dance show is being held for first time as free attraction.

Sponsoring committee obtains donations from local business men and from Freeport and Rockford concerns most patronized by local trade. Donations amount to about \$600. Remainder of cash raised thru concession privileges, lights and advertising. Privileges and lights amounted to about \$800 last year, with \$100 in advertising sold. Committee showed profit of about \$350 last year, which will be put into this year's celebration. Accent is heavy on free sauerkraut lunch and free attractions to draw crowds.

EAST PALESTINE, O.—The Harrisons, aerialists, were featured as free attraction at annual East Palestine Street Fair, sponsored by the American Legion Post here. Most of the concessions were operated by the post.

**FT. WAYNE
FALL FESTIVAL**
and
**SHRINE STATE
CONVENTION**
October 5 to 10, Inclusive
Mammoth celebration sponsored by city's leading business men.
WANTED Carnival Company, Paid Shows, Concessions, Rides, Free Acts. Write F. A. BIEMER, Shrine Theatre Bldg., Ft. Wayne, Indiana.

WANTED
Concessions and Shows for
ANNUAL HORSE SHOW & RODEO
GREENCASTLE, IND.,
Septembers 24-25-26.
Sponsored by Chamber of Commerce.
FRANK CANNON, Chm. Concess. Com.

WANTED
FOR CENTENNIAL CELEBRATION
BANGOR, PA., SEPT. 30-OCT. 1-2-3.
Free Acts — Rides — Shows — Concessions,
Carnival Inquiries Invited.
LESTER HOUCK, Chairman.

WANT
Shows, Rides, Acts and Concessions for
STREET FAIR FESTIVAL
SEPTEMBER 28-OCTOBER 3, PENIN, ILL.
5th Day.
An Annual Event, sponsored by American Legion and Association of Concessioners.
Address & C. PATTERSON, Manager, Legion & C. O. Festival Committee.

**FIREMEN'S CONVENTION
and CELEBRATION**
SAYRE, PA., LABOR DAY, MAIN STREET.
WANTED Concessions. No Wreath or Gift.
BILLY ELTON, Sayre, Pa.

WANTED
Rides, Shows and Concessions,
MILLSBORO, O.
MOOSE LODGE CELEBRATION
Week September 21-26, Inclusive.
FIREWORKS BOOKED.
Write or wire at once: HAROLD THORPE, Hillsboro, O.

**HECLA PARK LABOR
DAY CELEBRATION**
SEPTEMBER 6-7, BELLEFONTE, PA.
Rides, Shows and Concessions wanted for Central Pennsylvania's Biggest Labor Day Celebration. Write or wire A. P. HOOKMAN, Bellefonte, Pa.

WANTED
Promotional Acts or Attractions and Kiddie Rides for one-night Outdoor Carnival, September 26. Give full description and price. No collect wires.
D. B. COMBLIN, Ponca City, Okla.

Wanted
Mrs. Shows, Legitimate Concessions and good entertainment Shows for
LIBERTY (IND.) CENTENNIAL
SEPTEMBER 10-11-12
Address RICHARD E. ROSS, Secy.

WANTED
CONCESSIONS AND RIDES,
For September 8, 9, 7, Labor Day Celebration.
Write or wire
NATIONAL AUCTION CO.
Telephone 1805.
1100 Burlington Drive, Muncie, Ind.

WANTED
ACTS, CONCESSIONS, SHOWS, RIDES, FIREWORKS, AND WHAT HAVE YOU?
AMERICAN LEGION, FREEHOLD, N. J.
(430 Members)
WEEK OF SEPTEMBER 21-26.
Farmers all making money. Soldiers have their bonus.

United Amusement Company has the (See ACTS AND CONCESSIONS page 63)

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

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

AT LIBERTY

5c WORD (First Line Large Black Type)
3c WORD (First Line and Name-Black Type)
1c WORD (Small Type)
Picture Total of Words at One Rate Only
No ad Less Than 20c
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS OF YOUR OWN! SELL USED
Clothing; 100%-300% profit; we start you; satisfaction guaranteed. Catalogue free. **GLOBE BUNNAGE MART, A-3238 State, Chicago.**

AGENTS—SELL OUR NEW OICE GAME
Cigar stores, bars, all public places. Sells for \$1.25. Store keepers make investment back in ten minutes. Send five cents for sample; \$5.00 per dozen. **NATIONAL HANDBOOK, 110 East 31st, Erie, Pa.** se12x

AGENTS AND DISTRIBUTORS—TRIPLE YOUR
money selling Roosevelt and London Auto License Plate Emblems. Exciting campaign inspires sensational sales. Write quick for free plan. **PEGGEE SALES, 445 Riverside Drive, New York.** se26x

AGENTS—SELL OUR BLEACHING CREAM TO
the colored trade. Big hit! Fast money and easy. **PRIMAL CHEMICAL CO., Indianapolis, Ind.**

AGENTS—STICK-ON-WINDOW SIGN LET-
ters. 500% profit; free samples and liberal offer. **METALLIC LETTER CO., 459 N. Clark, Chicago.**

AGENTS—SELL MODERN FAMILY LINIMENT
at 25c to 50c per bottle; dozen bottles, \$2.10. Sample sent for 20c. **MODERN PHARMACEUTICAL COMPANY, Continental, O.**

AGENTS—DE LUXE DIXIE DANCE WAX!
cleans and waxes while they dance. Unlimited market. Cakes, favors, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO., Dept. 8, Evansville, Ind.** se12x

CHRISTMAS CARDS—CAN YOU SELL QUAL-
ity? America's finest; big profits. Write quick for samples. **ROBINSON CARDS, 220 Orange, Clinton, Mass.** oc17x

GOOD INCOME SILVERING MIRRORS, PLAT-
ing and Refinishing Lamps, Reflectors, Autos, Pests, Chandeliers by late method. Free particulars. Write **GUNMETAL CO., Ave. C, Decatur, Ill.** 17x

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

MIN WANTED AT ONCE TO CALL ON STORES
with biggest line 5c and 10c necessities. Self-selling counter display; Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 25% profit. Experience unnecessary. Big catalogue free. **PROCOFAX, Dept. 131-D, 1956 S. Troy, Chicago.**

NEW DRY CLEANING CLOTHES BRUSH—
Revolutionary invention. Cleans clothes like magic. Homes, offices buy instantly. Phenomenal profits. Outfit free. **KRISTIE, Dept. 593, Akron, O.**

NO PEDDLING—FREE BOOKLET DESCRIBES
107 money-making opportunities for starting a business, home, office. No outfits. Write. 214 Grand, New York.

PITCHMEN SOLICITORS! MAKE EXTRA
money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.**

QUALITY TRADE CARDS FOR GAS STATIONS,
taverns, merchants. Our deal pays more; \$5.00 advance commission. **HENRY KARR, Commercial Trust Bldg., Philadelphia.**

RARE PHOTOS—100, \$5; CARTOON BOOKS,
100, \$3; Catalog Assorted Novelties, \$1 up. P. B., 468-B, New Haven, Conn. sc20x

SALESBOARD MEN—NEW PUT AND TAKE
bars. Twelve different payouts. A natural. Details, sample free. **TOM THUMB, Dept. 88, Nauvoo, Ill.** se5

SURPRISE YOUR FRIENDS WITH A RADIO-
lect. Lots of fun; a sensation; one 10c postcard. Pitchmen send for price list. **C. A. ZELLER, P. O. Box 297, Glendale, Calif.**

SHAVE, LATEX, SILVERTEX BLADES, ELEC-
tric Razors, Perfume, Sundries, Bandages, Novelties, etc. **KEARNEY WHOLESALE DRUG CO., 455 Kearny St., San Francisco, Calif.** se3x

WE WANT MAILING SECRETARIES IN ALL
localities. 25c brings complete details and working outfit. Salesmen, agents, spare time workers. **WILLIS MAILING SERVICE, South 67th, Ford, Ind.**

WHERE TO BUY AT WHOLESALE 500,000 ART-
icles. Free Directory and other valuable information. **MAYNOD B. PUBLISHERS, 925 Broadway, New York.**

WHI PROFITABLE MAIL ORDER AND LOCAL
ideas for starting your own business. Free literature. **PRUITT PRESS, Dept. D, Eburne, Ill.** se5x

ANIMALS, BIRDS AND PETS

FOUR TRAINED DOVES—WORK FOR ANY-
body. Climb Ladder, Ride Merry-Go-Round, Roll Barrel and Ride Ferris Wheel; all props; \$15.00. **THOS. FINN, Hockick Falls, N. Y.**

PARRAKEETS, GREEN, \$12.00 DOZEN; SP-
ecial Dozen, 2 Pair Green, 2 Pair Yellow, 2 Pair Blue, \$14.00; Female Canaries, \$7.50 dozen, 25¢ with order, balance C. O. D. **SANTA MONICA BIRD FARM, 2360 16th St., Santa Monica, Calif.**

PLENTY SNAKES, ARMAOILLOS, HORNE
Toads, Iguanas, Alligators, Monkeys, Agoutis, Wild Cats, Ringtail Cats, Ocelots, Pumas, Coat Mounds, Raccoons, Ferrets, Kinkajous, Capybaras, Prairie Dogs, Rats, Mice, Guinea Pigs, Parakeets, Parrots, Peafowl, Pheasants. Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.**

SNAKES, ASSORTED IN DENS, \$10.00, \$15.00
and \$20.00; large Chinese Dragon, \$5.00; Black Iguana, \$2.00; Black and White Iguana, \$3.00; Gila Monster, \$3.50; Armadillos, \$2.00; Snookum Bears, \$15.00; Spider Monkeys, \$18.00; Jumping Beans, \$1.00 hundred. **NATIONAL PRODUCTS CO., Larchwood, Tex.**

TWELVE SMALL ASSORTED SNAKES, \$3.00;
eight assorted large attractive Snakes, \$10.00. Price list on request. **ROSS ALLEN, Silver Springs, Fla.** se26

YOUNG ROYAL BLUE MACAW, \$25.00 EACH;
Baby Amazon Parrots, \$9.50 each; Baby Columbian Yellow Head Parrots, same and talking, \$14.50 each. Monkeys, Birds, Animals and Pets of all kinds. **LACKY'S PET SHOP, San Antonio, Tex.**

5-YEAR-OLD LIONESS, EXCELLENT CONDI-
tion, \$75.00; Rhesus Monkeys, \$10.00 each; Sloth, adult, good feeder, \$50.00; Monitor Lizards, \$10.00 each. Above stock for immediate delivery. Large collection of Animals for sale after Labor Day; Lions, Hyenas, Bears, Monkeys, Baboons, etc. Send for list. **WARREN BUCK, 420 Garden Ave., Camden, N. J.**

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN ENTERTAIN FOR ALL OCCASIONS
with Trick Chalk Stunts and Rec Pictures. Catalog free. **BALOA ART SERVICE, Oaklawn, Wis.** se12

BUSINESS OPPORTUNITIES

COPY PHOTOS AND MAKE MONEY—NEW
method eliminates messy chemicals and expensive equipment. 25c brings full details about conducting this profitable business. **UNITED PHOTO NEWS SERVICE, 4323F Leavenworth, Omaha, Neb.**

CORN POPPERS AND GASOLINE BURNERS,
Stoves, Tanks, Supplies, etc. Wholesale and retail. **IOWA LIGHT CO., 111 Locust, Des Moines, Ia.** se25x

FAIR DEMONSTRATORS—NEW LOW PRICE
on patented DeVault Window Peeler-Shredder. GET IT, Suite 410, 154 E. Erie, Chicago.

DIRECTORY MONEY-MAKING TIPS—NUM-
dreds of opportunities. Home, office or selling. All or spare time. All \$1; circular free. **WIRMAN, 451 South Ave., S. E., Maxwell, O.**

FIRE ALARM BUSINESS—WONDERFUL OP-
portunity, non-competitive, fuse controlled. Manufacturing Equipment, Molds, Dies, etc.; also patent rights. **VINCENT A. HERR, Collinsville, Ill.**

SELL BY MAIL! BOOKS, NOVELTIES! BAR-
gain! Christmas sellers! Display Signs! Big Profits! Particulars Free. **J. ELFCO, 325 South Dearborn, Chicago.** 17fx

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.** se19

AUTOMATIC GAMES BOUGHT, SOLD, EX-
changed. Big name bargains on display. Call or write. **SILENT SELLING CO., 548 Massachusetts Ave., Indianapolis.**

BARGAINS RECONDITIONED MACHINES, ALL
types. Price you will be willing to pay. Write **BACER NOVELTY, 2546 N. 30th, Milwaukee, Wis.** se12

BIG RICHARD, JACKPOT, LATE MODEL,
\$74.50; Bally Derby, \$59.50; Pamco Palooka, \$74.50; Stoner's Double Up, \$42.50; Rodeo One Shot, \$19.50; Red Arrow, \$8.50; Traffic B, \$9.50; Mills Blue Front Mystery, 25c play; \$39.50; Gold Award Blue Front, 25c play; \$52.50; Mills Dial, 5c play, \$35.00. **MARION COMPANY, 564 West Douglas, Wichita, Kan.**

COIN-OPERATED MACHINES BOUGHT, SOLD,
exchanged. Highest prices paid for Excelsior-Trade-Business since '91. **JABL, 1704 Leavenworth, Omaha, Neb.**

COMPLETE PENNY ARCADE—250 MACHINES,
every make and variety. Whole or in part; cheap. **CHAS. SMITH, Box 2254, Los Angeles, Calif.**

CRANES—FIFTEEN ELECTRIC HOISTS AND
other equipment, very reasonable. Now running in amusement park. **BERNI, Box 312, Palisades, N. Y.** se5

EIGHT TOP ITS, \$30.00 EACH; LIKE NEW—
PERRY SPARK, Colonial Hotel, Shreveport, La.

FLORIDA OPERATORS—HAVE 28 LATEST
model Walling Rollercoast, perfect condition, \$55.00 each. **W. F. DUGGAN, Eustis, Fla.** se19x

FOR SALE CHEAP—BALLY ONE-BALL PAY
Tables, Slot Machines, Pace Races, Snack Vendors and other Machines. Write for prices. **CHARLES PITTLE, New Bedford, Mass.** se5

FOR SALE—THIRTY MILLS ONE CENT BLUE
Fronts, \$50.00 each, 1/3 with order. Hurry! **FRED LAVELL, 1517 Sinto, Spokane, Wash.**

IN GOOD CONDITION, 50 MARBLE TABLES,
35 Automatic Pay Tables. Prices that will surprise you. Write for price list. **ROCHE NOVELTY, Ft. Wayne, Ind.** se5

JUMBOS, \$47.50; PEERLESS, \$35.00; COM-
bination Payouts, Repeater, \$40.00. All same as new. One-third deposit. Many others. Write **TEX HOLLEY, 618 N. Illinois St., Indianapolis, Ind.**

LARGE SHIPMENT ROLA-TOPS COMING—
Write. List Mills Silent free. Solid Base Stands, \$4.90; lots five, \$7.50! Penny Little Duke Vendors, \$19.50. **COLEMAN NOVELTY, Rockford, Ill.**

LATEST 1936 MODEL CAILLE CADET, MYST-
ery Pay Balls, 5c, 10c, 25c Play, \$45 each, \$10 deposit. **LIBERTY MINT CO., Paris, Ky.** se12

MILLS 5c SINGLE JACKPOT, PERFECT, \$17.50;
Punchette 5c, \$7.50; Puritan Cigarette Machine, \$5.00; Poker Machine, \$5.00. **O'BRIEN, 89 Thomas, Newport, R. I.**

MUTOSCOPE CRANES, \$55.00; MERCHANT-
men, \$75.00; Columbus Peanut Vendors, \$3.50; Cant-A-Smoke Cigarette Vendors, \$4.50; Columbus Globes, 65c. **NATIONAL, 42-2 Market, Philadelphia, Pa.**

MUTOSCOPE PHOTOMATIC—TAKE YOUR
own photo already framed. 10c. Cost \$75.00, used only 60 days, will sacrifice for \$50.00; Half cash, balance C. O. D. Terms to right party. **RITA SUPPLY CO., 5511 Euclid Ave., Cleveland, O.**

REAL BARGAINS ON MILLS SLOTS AND PIN
Games of all kinds. We buy sell, swap. **HANDBOOK COIN MACHINE EXCHANGE, 110 East 31st St., Erie, Pa.** se12

TWENTY-FIVE DAVAL CLEARING HOUSES,
in good condition, \$9.00 each. Want twenty-five Cent-A-Smoke Ball Gum Vendors. Write **O. F. HOWERTON, 108 E. Ninth St., Richmond, Va.**

TYCOONS, LIKE NEW, SERIAL NUMBERS
1400 and over, \$50.00, or will trade even for Big Richards. **BILL FREY, INC., Miami, Fla.**

USE PACE RACES, \$195.00 TO \$295.00—
One-third deposit required. **UNITED AMUSEMENT COMPANY, 3411 Main St., Kansas City, Mo.**

WANT TO BUY SEVERAL PENNY CANDY AND
Picture Vending Machines Something new. **OAVE HIMMELHOCH, 1005 East Roy Street, Seattle, Wash.**

WE WILL BUY LITE-A-LINES OF ALL TYPES—
Write us types, quantity and best prices. **AMUSEMENT NOVELTY SUPPLY CO., 312 Carroll St., Elmira, N. Y.** se12

WE ARE OVERSTOCKED WITH USED PIN
Tables Sand stamper for our bargain list. **COODBODY, 1826 East Main St., Rochester, N. Y.**

WE BUY ANYTHING IF THE PRICE IS RIGHT
and pay spot cash. One-Ball Pay Tables, Pace Races, Cigarette Machines, Phonograph, Slot Machines or anything else. **CHARLES PITTLE, New Bedford, Mass.** se3x

3 1933 MUTOSCOPE OIGERS, IN VERY GOOD
condition, \$37.50 each, or all 3 for \$100.00. **B. A. RYDER, 1107 Fountain St., S. E., Grand Rapids, Mich.**

4 EXHIBITS ELECTRIC EYES CASH PAYOUT,
\$50.00 each; guaranteed perfect condition in every way. One-third deposit, balance C. O. D. **GREEN & PRICE, Italy, Tex.**

COSTUMES, UNIFORMS, WARDROBE

CLEARING SALE—STAGE COSTUMES, \$1.00
each; Gowns, Wraps, Dancing and Short Dresses, Big bargains. **C. CONLEY, 310 W. 47th, New York, N. Y.**

FLASHY ORIENTALS, CHARACTER—EVENING
Gowns, Spangle material, Wigs, Opera Hoes, Tights, Legpads, Rubber Busts, Female Impersonators Outfits. Catalogue 5c. **SEYMOUR, 246 Fifth Avenue, New York.**

INDIAN RELICS, BEADWORK, CURIOS, WEAP-
ons, catalogue 5c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM, Northbranch, Kan.**

MESS JACKETS, \$7.00; BANO COATS, RB
Caps, Costumes, Scenery, Cellophane Hulas, Orientals, Scenery, Tents, Trunks. **WALLACE, 2416 N. Halsted, Chicago.**

1,000 MOTION PICTURE COSTUMES—CLOSE
out, \$2.95. Show Girl, Oriental, etc.; New Cellophane Hulas, \$4.95; Straw Hulas, \$2.95; Ballyhoop Capes, \$4.95. **NARROD'S, Western at Sunset, Hollywood, Calif.** se5x

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL
development. Estimates furnished; newest guaranteed formulas; biggest catalog free. Special prices, leads. **GIBSON, Chemist, BH-1142 Sunnyside, Chicago.**

FORMULAS—LATEST BISON MAKERS.
Write for free literature describing newest formulas for fast sellers. **M. BELFORT, 4042 N. Keeler, Chicago.** se5

ICE! ICE! ICE! THREE COMMON, CHEAP
chemicals produce it. Cleaner, colder, cheaper. Guaranteed formula, 25c. **A. FRAN-CUM, Hospital, Morgantown, N. C.**

MAKE FAST SELLING PRODUCTS AT HOME
without machinery. Easy, interesting, profitable. Guaranteed formulas. Catalog free. **EMICO LABS, 50 Park Ridge, Ill.** se12

PICTURE TRANSFERRING COMPOUND—NEW,
easily prepared, cash money maker. Formula \$1.00. **R. WADE, 335 E. Jefferson St., Phoenix, Ariz.**

FOR SALE—SECOND-HAND GOODS

BARGAINS—GENERATORS, MOTOR GEN-
erators, Exhaust Fans, etc. Ask for quotations on your needs. **ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.**

CORN POPPERS, FEARLESS; GIANT ALUMIN-
um Guard Popping Kettles; Rotary Electric, Candy Kettles. Lowest prices. **NORTMSIDE CO., 2117 Harding, Des Moines, Ia.** se26

FOR SALE—SHOOTING GALLERY, SMITH
bullet; Penny Arcade Machines. **WM. J. OYCKES, Oakford Park, Jeannette, Pa.**

FOR SALE—NEW ACROPLANE, NEW 15
K. W. A. C. 60C, 1200 R. P. M. Fairbanks Morse Generator and Excitor, installed in Roe Van Body Truck, complete cost \$4,200; sacrifice, \$975. **A. M. O'HARA, 3346 James, No., Minneapolis, Minn.**

JAPANESE LANTERNS, IN GOOD CONDITION,
very reasonably priced. Write or wire **E. LARSON, 732 West Randolph Street, Chicago, Ill.**

MAKE MONEY NOW FOLLOWING STATE AND
county fairs selling Frozen Custard Machines, \$150.00 and up. **FROZIN CUSTARD MACHINERY CO., 869 Thomas, Memphis, Tenn.** se19

POPCORN MACHINES, FACTORY REBUILT
and warranted electric models. Usually low priced. Low down payment, easy terms. Big values, act quickly. **ADVANCE MFG. CO., 6326 St. Louis Ave., St. Louis, Mo.** se12

POPCORN CRISPETTE MACHINES, CORN POP-
pers, Carmelisp, Potato Chip, Cheese Costed Corn Equipment. **LONG EAKINS, 1976 High St., Springfield, O.** no7

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS—EUROPEAN ANT CIR-
cus, alive; Sword Ladder, Octopus, Chinese Torture Box, Crime Show, Mouse Circus. **UNIVERSAL, 849 Cornelia, Chicago.**

CAROUSEL, PORTABLE, ALLAN HERSHELL,
36 horses, all Japanese electric motor, Waterloo Organ, good condition, \$350.00. **FRED-ERICKS, Montrose, N. Y.**

DEVILS BOWLING ALLEY, MOTOR, ABOUT
hundred balls, outside numbers, \$58.00; Baltimore Wheel, 40 inch, \$22.50. **LEO BUSCHNER, Box 604, Scranton, Pa.**

FIRST \$375.00 TAKES COMPLETE SHOW. Includes Top, Sidewalk, Barrel, Line, Mechanical Heart. Nothing like it. A money getter. 718 1/2 N. 6th St., Kansas City, Kan.

FOR SALE—COMPLETE NEW OART GAME. frame, stock, stum, trunks. Ready to operate. \$80 takes everything. W. WESCOY, Owen, Wis.

SMITH & SMITH CHAIRPLANE, COMPLETE with LeRoy Engine, now running. Cheap for cash. J. HILGENDA, General Delivery, Marne, Mich.

THREE 10x12 CONCESSION TENTS AND frames, with 4 Trucks Merchandise; everything like new; only \$65.00 cash. **BERT RUSSELL**, Steubenville, O.

TRAIN, FINE, STEAM-COAL BURNER AND all equipment, like new. Quick sale, \$3,000. Reason death. **MRS. MAX WILSON**, Apt. 5, 150 N. Minneapolis Ave., Wichita, Kan.

HELP WANTED

AGENT FOR ANN MIX SHOW—REAL AT- traction, working every day, playing theatre and clubs. **J. E. WARD**, General Delivery, Indianapolis, Ind.

BEAUTIFUL FORM YOUNG COMBINATION Dancer, Fan, Bubble, Hula, etc. **DIDDY-WA-DITTY NIGHT CLUB**, St. Augustine, Fla.

MEN AND WOMEN MAKE MONEY IN YOUR spare time. Sample with details. **JOHN SYLVIA**, 117 Jounville, New Bedford, Mass.

SIX-STRING GUITARIST—READ OR FARE; must sing harmony; young, sober; for organized trio playing steady engagements. **REVELERS TRIO**, Wabash Hotel, La Fayette, Ind.

TEAMS—SINGLES, PIANO PLAYER. ENLARG- ing show. Write or wire, explain all. Salary sure. Winter's work. **BILLY TIERNEY**, Biglerville, Pa.

WANTED—MINSTREL COACH TO WORK ALL winter. State experience and salary. **BOX 3**, Anverne, N. Y.

WANTED PIANO PLAYER—ONE WHO CAN transpose. All winter work. State salary. **BOX 3**, Anverne, N. Y.

WANTED—ENTERTAINERS OF ALL KINDS for night clubs. Sister teams, singles, solo acts. **KAY FERRY**, Palace Hotel, South Bend, Ind.

WANTED IMMEDIATELY—FIRST AND SEC- ond Trumpet and First Alto Sax. Job steady and reliable. Send photo. **JACK HORTON**, Waco, Tex.

WANTED—COLORED ORCHESTRA MUSI- cians. Must cut it. Name band. Write **S. W. O.**, Box 292, Florence, S. C.

WANTED—MED PERFORMERS, CHANCE FOR 2 weeks. Must be sober. Wire **DOC LESS WILLIAMS**, Moorhouse, Mo.

WANTED—STRAIGHT TEAM FOR MEDICINE show, must double music. Want other useful performers. My season eleven months each year. No panic on this show. Boozers and chasers closed without notice. Must join at once. State lowest sure salary. No advance unless know you. Pay your wires, I pay mine. **Locta Ward**, write, **TACO MEDICINE CO.**, Marlin, Tex.

MAGICAL APPARATUS

A CATALOGUE OF MINORAGANDA, MENTAL Magic, Spirit Effects, Horoscopes, Budha and 1936-'37 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.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostat outfits either 1 1/2 x 2 1/2 or 3 1/4, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terra Haute, Ind.

FINEST 4-FOR-10c OUTFIT ON THE MARKET The Quartematic. Made of 1 1/16 in. gauge steel. Direct Positive Roll, 1 1/4" 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.

ROLLS DEVELOPED—TWO BEAUTIFUL DOU- ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c each. **RAY'S PHOTO SERVICE**, La Crosse, Wis.

ROLLS DEVELOPED, TWO PRINTS EACH AND two free enlargement coupons, 25c. Receipts, 2c each; 100 or more, 1c. Christmas Cards, 60c dozen. **SUMMERS' STUDIO**, Unionville, Mo.

TAXIDERMIST—UNCLAIMED DEERHEADS, Skins, Pheasants, Horns, Bear Rugs. Supplies, Glass Eyes, Scallops, Boddies. **MOFMAN'S STUDIO**, 996 Gates Ave., Brooklyn, N. Y.

5,000 GOLF CLUBS, BANKRUPT STOCK, REGU- lation size, chromium plated, hickory shafts. Samples: 5-Club Set, \$2.50; New Golf Bags, \$1.65, or will trade on late models 5c and 1c slots. **LINCOLN SURPLUS COMPANY**, 123 So. Galena Ave., Freeport, Ill.

M. P. ACCESSORIES & FILMS

BARGAINS—USED SOUND FILM OF ALL kinds, one dollar per reel and up. Free list. **ROADSHOW SHOW SUPPLY**, 3204 W. Commerce St., San Antonio, Tex.

CIRCUIT EXHIBITORS—LATE 16MM. SOUND Programs (9 reels, feature and shorts), \$30 a week. Perfect prints. **EASTIN PICTURES**, Davenport, Ia.

FOR SALE—2 HOLMES PORTABLE SOUND Educator Projectors, perfect condition, ready to run, for \$700.00. Rewinder, Screen, Trunk and extras included. **MIKE SANDO**, Nanticoke, Pa.

JOE LUSKY FIGHT PICTURES, 55 PER PRINT; also plenty others, Sound or Silent. **MOORE BROS.**, Box 106, Portsmouth, O.

SEMI-PORTABLE SOUND EQUIPMENT AT prices within your reach. Soundheads, Amplifiers, Power's and Simplex Projectors, G. E. Mazdas. While they last, \$300.00. Silent Projectors only \$150.00. **ZENITH THEATRE SUPPLY**, 308 W. 44th, New York.

PARTNERS WANTED

WANTED—UNION MUSICIANS ON ALL IN- struments; must be tops only. Others interested as partners; \$3,000 needed; co-operative organization. Write or wire **LEADER**, Box C-101, The Billboard, Cincinnati, O.

PERSONALS

DAVID CROSS—SADIE, FRANCIS, LOUIS AT Mercy Hospital, Gary, Ind. Automobile accident. Why don't you confide in me where you can be reached? Francis hurt badly. **FRANK R. W. 15081 GRISHAM—PLEASE GET IN** touch with me very important. **W. C. MARTIN** care Cumberland Valley Shows, as per route.

SCENERY AND BANNERS

A-1 CARNIVAL—CIRCUS BANNERS, SHOW- men duplicating their orders proving the merit of our work. **MANUEL'S STUDIOS**, 3544 North Halsted, Chicago.

ATTRACTIVE BANNERS THAT ATTRACT. Positive crowd stoppers, new, used. Two complete studios; finest materials; lowest prices. **UNIVERSAL**, 849 Cornelia, Chicago.

TENTS—2D-HAND

FOR SALE—40x60 TENT, 7-FT. WALL, WITH Poles and Stakes. **C. L. ALDERFER**, Valley View, Tex.

PIT STYLE SHOW TENT, 10 OZ. DOUBLE filled Khaki Top only, red trim, 27x157; four sections, \$138.00. **R. LAACKE CO.**, 1635 N. 3d St., Milwaukee, Wis.

80-FOOT ROUND TOP, WITH 3 FORTY-FOOT Middle, 10-foot Side Walls, Steel Center Poles and plenty of Stakes, good condition. Rigging excellent, in use at present, available for \$1,200.00. September 7th. Extra 40-foot rd. goes with outfit. Write **J. STEINIL**, 523 Flynn Bldg., Des Moines, Ia.

48x130 HIP ROOF TDP, 12 OZ. DUCK, SUITA- ble for skating rink, \$275. **C. E. CASTER**, 908 E. 2d, Ottumwa, Ia.

THEATRICAL PRINTING

PODERS, GOOD DISPLAY—PAPER, AS- sorted Colors, 2,000 3x8, \$1.70; 2,000 4x9, \$1.95; 1,000 6x9, \$1.70; 1,000 6x12, \$2.30. Quick service. Deposit with order. **M. H. CLINE PRINTING COMPANY**, 2656 Duquesne Street, Duquesne, Pa.

NEW! SNAPPY! PROFESSIONAL POST CARDS with your name and address, 200, \$1.50; 150 Letterheads or Envelopes, \$1.00! Same as free. **RIGGS PRESS**, Vevay, Ind.

POSTERS, 8-PLY, 14x22, FOR FAIRS, DANCE, American Legion, etc. **MAGAZINE**, etc. \$3.75. 100 cards. **HASSLER-NUNN SHOW PRINT**, Albany, Ky.

WINDOW CARDS, 14x22, 100, \$2.50; 10x14, 100, \$2.10, 50% deposit, balance C. O. D., plus shipping charges. **BELL PRESS**, Waco, Pa.

100 (9x22) 4-PLY, COLORED POLE CARDS, \$3.50; 1,000 14-PLY Tickets, any color, \$2.75. **DOC ANCEL**, Ex-Trauper, Leavittsville, Ohio.

WANTED TO BUY, LEASE OR RENT

CASH FOR PORTABLE MERRY-GO-ROUND, Mixup or other carnival amusements. **JOE DIEHL**, Amusement Park, 7301 Beverly, Los Angeles, Calif.

ELECTRIC FLOSS CANDY MACHINE WANTED —Must be in good condition, reasonably priced. **R. H. BAUM**, 1911 San Jacinto St., Dallas, Tex.

WANTED TO BUY—TWO USED FROZEN Custard Machines; preferably Eze Freezers; must be in good condition. State price. **MR. WITZER**, 2927 West 16th St., Brooklyn, N. Y.

WANTED TO RENT—SPACE FOR POP CORN concession in or near theatre in Western town; have own equipment. **JAMES COOK**, Rapid City, S. D.

WANTED TO BUY—USED MOLD & DRAW Machine, in any condition. State price and amount. Write to **R. NELSON**, 2353 South Ridgeway Ave., Chicago, Ill.

WANTED QUICK—GOOD USED WALTZER OR Slide-O. State all first letter. **FRANK HENION**, 35 Silver Spray Pier, Long Beach, Calif.

WANTED—USED CIGARETTE MACHINES, must be in good shape and reasonable. **FRIT** full details first. **W. E. WOOD**, Cheriton, Va.

AT LIBERTY ACROBATS

AERIAL CONTORTIONISTIC HANO BAL- ance, Bar and Perch, work high or low, desires work with established troupe or show. Reliable, experienced, have car and trailer. **BOB ODVEY**, Watonga, Okla.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT WITH CAR—CAN CON- tract any kind of show. Know territory from Coast to Coast. Just closed five years' engagement on road. Also do four outside demonstrations—Blindfold Drive, Mechanical Man, Buried Alive, Street-Jacket Escape. Can join up at any time. **J. B. LEIFUR**, Station C, Box 136, New York.

ADVANCE AGENT—12 years' experience. Can handle and book any attraction anywhere in the United States and Canada. Close contracts, salary only. Inquire. **BOX 300**, Hilliard, Ohio.

AT LIBERTY—Agent and bill holder with car and trailer. Can post, back, lithograph and handle mailing of tickets, sober and reliable. **Chris. C. PARD**, Oakland Beach, Ill.

MANAGER-PROJECTIONIST will make any theater, anywhere, a paying proposition, even if hard. Wide experience, 4418 Chicago, reliable, prompt, references. **JAMES**, 4418 Chicago Ave., Chicago.

THEATRE POSITION appreciated—Assistant manager's position preferred, but will handle anything. Go anywhere. Honest, willing, dependable, agreeable. Experienced, sober, 20 years' theatre experience. **W. S. C. chain**, Hopedale, Florida. Theatre advertising, hankering. Best references furnished. Sober, ambitious, no working desire to progress in theatre work. Will offer services gratis for experience and exposure. Appreciate inquiries. All letters, wire inquiries. **PEARCE PARK**, 11817 160 Prospect, Gloucester, Mass.

YOUNG MAN, Accountant, Secretary, single, 29, university education, seven years' experience, international. **Ed. Koser** fair management thoroughly. **Wend** position with highest pay show, carrying salary, etc. References exchanged. Address **C. O. P. O. Box No. 192**, Berkeley, Mass.

AT LIBERTY BANDS AND ORCHESTRAS

7-PIECE UNION ORCHESTRA, 9 MONTHS ON present location. Produce our own floor show in band or cut shows, 3 Saxes, 1 Trumpet, Bass Fiddle, Drums, Vibra, Piano, double 3 Violins, Clee Club, featured vocalist. Guarantee to create sensation in your community or orchestra. Only South and West considered. **ORCHESTRA LEADER**, 210 Amity St., Muskegon, Mich.

At Liberty Advertisements

10 WORD, CASE (First Line Large Blank Type) TO WORD, CASE (First Line and Name Blank Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

SIX-PIECE SWING BAND—THREE RHYTHM, 2 Sax, double Clarinet, Trumpet. Own transportation; salary \$125, or \$85, room and board. **MUSICIAN**, Blytheville, Ark.

AT LIBERTY after Labor Day, September 8th—Ten-Piece Organized Orchestra featuring Vocalist of exceptional ability. Complete library of dance and concert music. Union, A-1 amplifiers, complete wardrobe, reliable and sober. Completing summer engagement at exclusive Old Silver Beach Club of Cape Cod. Stationed in a reliable location. References. Write or wire **E. DEBOSHE**, 118 Adams St., New Bedford, Mass.

AT LIBERTY—Smooth 9-piece band, save 10c to 22, organized 3 years, Director-Vocalist, Saxes, Drums, Novelty, Public Address System, New 5-tem aluminum-bow. Union, Location preferred; road and night club managers write. Can go anywhere at once reasonable. **LOREN TOWNE**, 120 N. 1st St., Aberdeen, S. D.

PIKE BURRIT & His 11-Piece New York Or- chestra. Now at Tremble Spritist Hotel, Durango, Colo. Booking fall and winter spots. Brothers South and West write for photos, etc. Hotel managers write.

SEVEN-PIECE Swing Band at Liberty after September 15th. Band union, bare wardrobe, sound system, up-to-date library and good all-around band for night club or ballroom. Will accept if necessary. Only reliable club managers need apply. **HARRY COLLINS**, Glenwood Springs, Colo.

STRING TRIO—Violin, Piano, Cello, wants loca- tion hotel; dinner music. Can augment for dance if necessary. Go anywhere. **BOX C-98**, Hilliard, Ohio, Cincinnati, O.

STRING TRIO—Violin, Piano, Cello, wants loca- tion hotel; dinner music. Can augment for dance if necessary. Go anywhere. **BOX C-98**, Hilliard, Ohio, Cincinnati, O.

12-PIECE BAND in September. Swing and baro. P. A.; also new and old time. Have our own in the city. Also new. Now playing sixth week at Keyway Night Club. Will go month and only reliable club managers and brokers answer. Also have photo sent on request. **PANOR BANDS**, Keyway Night Club, Henderson, Ky.

AT LIBERTY CIRCUS AND CARNIVAL

WELL TRAINED CLOWN MULE—F. L. WILL- MAN, care Cotel Lunch, So. Main, Helena, Mont.

THOMAS FREELY desires to become a wild animal trainer. Three years studying, some experience, young, no bad habits. Anything accepted. **3020 Atwell Ave.**, Baltimore, Md.

AT LIBERTY COLORED PEOPLE

EXPERIENCED PIANIST—Read, fake, transpo- se. Want good show or any traveling engagement. Traveling and expense primary. Salary secondary. Eliminate unnecessary correspondence by stating full details in first letter. **PIANIST**, 416 E. Columbia Street, Detroit, Mich.

JACQUES & LA VERNE—Offer young sensitive colored brother and Sister Team. Singing, Playing and Dancing Act. Playing Piano-accordion and guitar; also Piano. Practicing something on hand; first in fast flash and acrobatic. Duo Dancers; also Spanish Comedy Dance. Beautiful new wardrobe. This team has plenty of personality and humor. **JACQUES & LA VERNE**, 2948 S. Parkway, Chicago, Ill. **PIANO**, Registered 9461.

AT LIBERTY MAGICIANS

FEATURE RENTAL ACT—Mindreading, Crystal, Will get box office results for any show. Oriental presentation. Salary, percentage on private readings. **MINOR TOSE**, Lasc Arlet, Pa.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—HOTEL CLERK OR MANAGER, anything considered. **LEE A. JOHNSTON**, Route No. 2, York, S. C.

MEO LECTURER—REGULAR DRUGGIST, Shrine stock and seats. Teams write. **DR. C. E. HANKINSON**, Logan, O.

WISHES POSITION WITH A LARGE PIN GAME operator. Service and route man; years of experience; Canada preferred. Address all communications to **BOX C-103**, care The Billboard, Cincinnati, O.

AT LIBERTY—Disheveled, age 38, married, sober, capable of impressing all foreign and domestic dialects. Harpist, baritone or tenor. Will go anywhere. Address **T. SHERREY**, Hilliard, Ohio.

GIRL WITH SOME show experience wishes to join tour show. Address **BOX 5102**, Indianapolis, Ind.

AT LIBERTY MUSICIANS

VIOLINIST—WIDE EXPERIENCE concert pit and stage, finest training, age 30, sober, neat, reliable. Travel or locate. **MUSICIAN**, 1850 Lehigh, Easton, Pa.

ALTO SAX, DOUBLE CLARINET, VOICE Good reader, fake, ride some, sober, reliable and appearance. Can join at once. Reason of this ad, job closed. **TOM MATHIE**, Waynesville, N. C.

ALTO SAX—SWEET, NOT HOT, FLUTE, CLAR- inet and Baritone. Also arrange and sing some. Execution, solid tone, not Lombard. Young, dependable. Locations only. Cut or notice. **BOX C-102**, Billboard, Cincinnati.

AT LIBERTY—ARRANGER, 22 YEARS' ex- perience, band, orchestra and piano expert. **RICHARD MANNING**, 1540 Milwaukee Ave., Chicago.

AT LIBERTY—DANCE DRUMMER, SMAR- t bands, taverns. Owners write. **LEE MINO**, 101 Blackhawk, Prairie du Chien, Wis.

AT LIBERTY—ACCORDION, DOUBLE PIAN- o. Cello, Bass, Sing, arrange, radio and stage. Young, sober and reliable. Past two years in N. B. C. Read, fake, transpo. Plans lay off. **MUSICIAN**, 417 Duane Ave., Schenectady, N. Y.

DRUMMER—EXPERIENCED, UNION, AGE 31, neat, reliable and married. Location preferred. State all. Write **CHARLES KAIR**, Williamson, Mich.

FRENCH HORN AT LIBERTY AUGUST 30th— Many years experience in good bands. Go anywhere if you have good job. State Fair tested; write; tell all. **MARK C. LEACH**, Rushville, Ill.

HAWAIIANS—MAN AND LADY, NATIVE A-1 Steel Guitar player and Standard; best Sing, Play and Hula Dance. Experienced radio, stage, club. Reliable, sober, elaborate wardrobe, nice photos. At liberty due to disappointment. Write or wire **BILL AND LEO**, 4175 West Washington St., Indianapolis, Ind.

SWING GUITAR—VOCAL, FEATURE, RADIO name band experience. Plenty 6-string riding. Croom a la Crosby. Young, neat, A-1 personality. Now available for good union band. State particulars. **MUSICIAN**, 8 Lewis, New London, Conn.

TRUMPET—EXPERIENCED, RELIABLE, STATE all. **F. BELL**, 806 Howard Ave., Altoona, Pa.

YOUNG, EXPERIENCED ALTO SAX DOUBLE Clarinet. Feature playing Sax and Clarinet of the same time. Fake, road, hot, sweet, superb non-union. Travel or locate. Write only **LARRY MEYERS**, 8519 161st St., Jamaica, L. I., N. Y.

ALTO, BARIitone, Clarinet—Read, songs, piano, guitar. Preter 34, 411, in good band. **WALTER PHILLIPS**, General Delivery, Durango, Colo.

ALTO-TENOR SAX, CLARINET—College sophomore will connect with school organization for touring term. Go anywhere, now in Southern, Canada and experience. **BOX C-100, Billboard, Cleveland.**

AT LIBERTY—Tombstone, young, union, the tone range and modern take off, advance some act of Society Numbers. Preter an entertaining, fast, very hard in the East. Home, please lay off. Reliable leaders, dress **MUSICIAN, 617 East Ave., Canonsburg, Pa.**

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE jumpers operating from balloons and airplanes. Book cards. Builders and operators since 1903. Cash bond if desired. **THOMPSON IRON BALLOON CO., Aurora, Ill.**

AMERICA'S FOREMOST AERONAUTS—Parachute Drops from Planes or Balloons. **TYRONE BALLOON CO., Toledo, O.**

ATTENTION! THE GREAT MARLOW, PRO Contortionist, open for Fairs and Celebrations. 911 Payne Ct., N. E., Canton, O.

BALLOON ASCENSIONS FURNISHED REAS-sonably. Death Defying Parachute Acts. **AMSTRONG BALLOON CO., New Canton, Ill.**

BALLOON ASCENSIONS—NOW BOOKING parks, fairs and celebrations. Boy and girl parachute jumpers. Trapeze performance in rider. Write or wire **JACKSONVILLE BALLOON CO., Jacksonville, Ill.**

BINK, KING OF THE SLACK WIRE—THREE acts: Wire, Trapeze and Comedy juggling; all real acts. Write or wire **CEO. BINK, R. 1, Box 112, Cudahy, Wis.**

WYAN WOODS CIRCUS—FORTY-FIVE ANI-mals, Baboora, Monkeys, Dogs, Ponies, Goats, Lulu Trainers, best of equipment and flash. Have some open time after September 13th. Eastern and Southern fairs contact us. Program end prices to suit in order to break jump to Miami. Address **BRYAN WOODS CIRCUS, Norumbega Park, Auburndale, Mass.**

BURNS ATTRACTIONS—3 HIGH-CLASS ANI-mal Acts, comprising Ponies, Dogs, Bucking Mule, Monkeys and also the Original Farmer Burns Troupe of Trained Raccoon Back Pigs. This is an exceptional combination of acts with several features, all wardrobe and rigging the very best, prices very reasonable and satisfaction assured. Write or wire **F. W. BURNS, 1645 N. Center, Terre Haute, Ind.**

COMEDY, SLAP STICK, ACROBATIC ACT with the best sensational athletes defying tricks. Open for all occasions; price reasonable. **LEHMICK AND LAYMAN, 2025 Lafayette, Fort Wayne, Ind.**

CARMENE'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address **P. O. BOX 21, Wilmetton, Mich.**

DAKOTA RED'S TRICK MULE AND CLOWN Acts. The funniest mule Skim Milk, does 27 different tricks; a guaranteed attraction of a feature on any program. Your dates are open. Fairs, rodeo and all outside entertainments. Write **DAKOTA RED, General Delivery, Dallas, Tex.**

FLYING LE ROYS, INTERNATIONAL GYM-nastics. Comedy Flying. Return Casting Act. **109 Le Roy, Jackson, Mich.**

JO JO, THE WORLD'S FAMOUS HIGH-DIVING Dog. Climbs a 50-foot ladder and dives into a six-foot square net, and a list of other good tricks. **JOSEPH F. McLAUGHLIN, 1369 East 13th St., Wilmington, Del.**

MARIE'S MARVEL DOGS—TIGHT WIRE PER-formers. Marie's Animal Circus, Dogs, Goats, Monkeys and Bear, Swiggle and Swiggle, Comedy Balancing and Juggling, three stand-up acts. Now booking dates after Labor Day. Write for literature and price. **Edwardsburg, Mich.**

A HIGH-CLASS ANIMAL ACT—DOGS, PONY, Mule. Fairs, parks, celebrations, circus. **HAPPY DAY SHOW, Blanchard, Mich.**

A THREE-ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, and a 500-foot slide for life as a climax. A spectacular exhibition of skill and daring, without the use of other safety devices. This act has exceptional drawing power. Also have two platform acts: a Spanish Wire Act during Juggling, Balon Spinning, and Rhythmic Ball-balancing, Hoisting and Diving in the Wire; the other a Hand Balancing and done Hamstrings on Tables, Chairs, Boxes, Table Skates, and many other feats of strength, beautiful wardrobe and equipment. Also furnish bond to guarantee our appearance. Address **BOX C-41, Billboard, Cincinnati, O.**

AT LIBERTY—High First Diva. This act has the highest power and priced right. Address **EARL McDONALD, 248 Highland Ave., Warren, Pa.**

DESSIE HOLLIS & CO.—Three acts, Flying Sings, Trapeze, Comedy Acrobats, Swinging Ladder, Acrobats and rigging the best. Fairs, parks and entertainments. Write for literature and literature. **3849 Colwell Ave., Toledo, O.**

HIGHEST ENTERTAINMENT value for fair—Clown, Monkeys, Corp. (Comedian, Clown Numbers in track or platform, Flashy Comedy Juggling Act, and Comedy Wire Act. Old man. **ART ATWILL, 100 East 10th St., Cleveland, O.**

CHARLES LA CROIX—Original, outstanding high-class Novelty Trapeze Artist for your Platform Attractions. Available for Homecomings, Celebrations, Fairs, etc. Special Electrical Display, Acrobatic and other acts. Price for advertising. **WALTER LA CROIX, 1804 R. Anthony Blvd., 200 Wayne, Ind.**

DOG, PONY, MONKEY, BIRD CIRCUS—Competition suit. Great performance as a unit or individual acts and good features. Presented by the well-known Prof. Pamaheha himself. A real attraction for summer resorts or indoor circus. **ED. R. ROBERTS, Mrs. Pamaheha's Studio, 815 W. 3rd Ave., Philadelphia, Pa. RA 6096 5536.**

DUAL'S ATTRACTIONS for parks, fairs and celebrations. Three Acts: Double Trapeze, Iron Jaw and Swinging Ladder. Rugging and wardrobe first class. Write, wire for price and literature. **ESTELLE DUAL, R. R. No. 2, Versailles, O.**

ED RAYMOND—Well-known Performing Clown, now booking winter indoor engagements. Now with **Paradise Bros., Clarks Permanent address, 2780 W. 82d St., Cleveland, O.**

FIVE CIRCUS ACTS—Two Aerial Acts, Three Ground Acts, including America's youngest, juvenile Contortionist. **HIGGINS CIRCUS REVUE, 112 Park, Ill.**

PAMAHEHA'S DOG, Pony, Monkey, Bird Cir-cus. Can work anywhere. Fully beautiful performing animals and birds. **GEO. F. ROBERTS, Mgr., 816 W. Erie, Philadelphia, Pa. Telephone RA 6096 5536.**

THE CHRISTYS—Wire Artists, Tight and Slack, Lady Rolling Globe, Gen. Juggler. As good as the best. Write for price and literature. **Konkuk, Ill.**

THE OLAYTONS—Lady and Gentleman for Ground and Aerial Acts. Write for the price of one. Tight Wire, Double Trapeze, Iron Jaw and Single Trapeze. Reasonable. Address care **Billboard, Cincinnati, O.**

AT LIBERTY PIANO PLAYERS

AT LIBERTY—PIANIST-ARRANGER. HAVE library over twenty-five special arrangements in floor show work; can handle concert; double Accordion. Fully experienced, specialize rhythm. Do society or swing style. Eleven months with last band. At liberty on death of leader. Prefer working with nine or more men and want to get out of South if possible. Union, presentable, sober, single and free to travel. Guarantee me. I can't use panics and don't misrepresent. **PHILIPP MALMBERG, 315 Michigan Ave., Dayton, Ohio, Pa.**

AT LIBERTY—EXPERIENCED PIANIST, AGE 22, read and fake. Write **PIANIST, 203 3d Ave., N. W., Minot, N. D.**

DANCE PIANIST—SEVEN YEARS' EXPERI-ence. Read, fake, transpone, union, married. Desire location. Sober, reliable. Prefer sweet band. Address **PIANIST, Box 122, Mexico, Mo.**

PIANIST—Presentation, solo, dance band. For-merly with Harry Clark, Burns Bros., Billy Bennington and James Blanton. Young, sober, reliable, experienced. Legitimate offers will be appreciated. Write or wire **PAUL BERLIN, 4258 Archer Ave., Chicago, Ill.**

RYTHM PIANIST—Take off, good accompanist, young, experienced. All answered. **JOHN McDONALD, PIANIST, 546 So. McDonough St., Monticorey, Ala.**

AT LIBERTY SINGERS

SINGER OF CLASSICAL AND SEMI-CLASSI-cal songs at liberty. Tenor voice. Vaudeville and radio experience. Write or wire full particulars. **MEYER SHOLK, care Mr. Stone, 51 Park Drive, Boston, Mass.**

AT LIBERTY VAUDEVILLE ARTISTS

FOR CLUB AND THEATRE—NOVELTY ACTS, Musical, Singing, Magic, Comedy Act; also the Wonder Dog Tommy, best trained dog on the stage. Sings and plays. Also A-1 lecturer. Consider good team. **JACK FLOYD, General Delivery, Knoxville, Tenn.**

AT LIBERTY—Novelty Musical Act that's dif-ferent. Semi-Comedy, Balancing Rhythm, Street Instruments. Concerts also. Xylophone. Good wardrobe. Trained in band and orchestra. Band leader. A-1 repertoire music. Have carry over baggage. Experienced troupe. All lines. **MUSICAL CART, care Ida Thomas, R. R. No. 2, Ft. Wayne, Ind.**

DARWIN, Magician, Ventriquist, Punch, five other specialties. Three changes. A-1 parts, (book, carnival) routes that pay. Answer quick. Know acts and need business. **Bradford, Pa.**

SINGER-GUITAR PLAYER, straight or small parts, double orchestra. Can drive truck and double carter. Age 28, groomed, with it and for it. Clean, sober, congenial. Need tickets if need for. **BOB HUTCHISON, Homerville, O.**

SHORTS

(Continued from page 60)
Early plans call for pageants, balls, exhibitions, sports, musical programs and special big-time entertainment. Warren V. Miller is temporary chairman.

NEWPORT, Ark.—Plans for second annual White River Valley Rice and Cotton Festival, in conjunction with Jackson County Arkansas Centennial, are being made by sponsors. Prize will be given the traveler coming the greatest distance on Home-Coming Day. A pageant on cotton and rice, a queen and midway will be features.

DELANAY (Wis.) Centennial commi-tee reported \$200 profit for the city's celebration. Total receipts, including \$1,335.45 from ticket sales for a pageant, were \$2,409.63. Disbursements amounted to \$2,209.65.

PROPOSED Pioneer Celebration and Stock Show in San Angelo, Tex., has been canceled, it was announced by Manager J. C. Deal, board of city development.

THRU co-operation of Cetlin & Wilson Shows, the Wilno cannon act has been secured for Courier-Record Fair and Ex-

position in Blackstone, Va. Other acts are Al Smith's Trained Dogs and Pigs; Ownby Klodits, wire act; Ruth Clayton, high pole; Martinbeck's Shetland Ponies, Arabian Tumblers and Warren-Oliver Revue.

GIBBS SHOWS have been booked for **Pittsburg (Kan.)** Celebration in Lincoln Park there, said President Lou Edwards of the committee.

CELEBRATION in Cromwell, Ind., will have for the 18th annual of the Merchants' Association about 30 concessions, 4 shows, rides and bands, and among free acts will be the Flying Howarris; Three Charters, late of Lewis Bros.' Circus, and a roller-skating act.

MERCHANTS' Harvest Festival commi-tee in Zebulon, N. C., has booked Smith's Greater Atlantic Shows on the main street.

JUBILETTA, first annual festival of Kansas City, Mo., is being sponsored by the Chamber of Commerce, occasion for celebrating this year being official opening of the new Municipal Auditorium.

JAMES N. McGRATH JR., who is booking circus acts for Pittsburgh annual Shriners' Show, will be staged in Syria Mosque, reports that in addition to acts promoters are negotiating for a name attraction as featured offering.

Water Stunts in Ravenswood

RAVENSWOOD, W. Va., Aug. 29.—Thousands of visitors to the Ohio River Festival here will see, among other attractions, the International Nautical Steam Team of Chicago, led by Bob Eastman, perform aquatic stunts, such as aquaplane rides, water skis, acrobatics, etc. On all three nights a historical pageant will depict early river life of the Ohio, produced by the John B. Rogers Producing Company. There will be an air show, featuring a delayed 10,000-foot jump by Mrs. Babe Smith, Akron, and a drop by Bud Irwin, Elkins, W. Va. Stunts by well-known pilot Washington, owned by the Streckfus Washington, of St. Louis, will be in Ravenswood for 12 hours carrying visitors. In addition to speeches, pageants and parades visitors will be entertained by the Water Bats, of Grand Forks, N. D., who specialize in aquaplane racing.

Michigan Festival Seeks Aid of State in Premiums

MANTON, Mich., Aug. 29.—Manton's 12th consecutive Harvest Festival will have a free platform show, afternoon and night, supplied by Henry H. Lueters. As an extra attraction, Tyson Sisters, acrobatic contortionists, will also appear. Climaxing night program will be a golden wedding ceremony with a Wexford County couple as principals. Sports and other entertainment will be offered during the day. Rides will be furnished by Carlson Midway Attractions.

A strong effort has been made this year to build up exhibits in various departments, with the State participating in payment of premiums. Manton Festival, an outstanding event in Northern Michigan, is sponsored by business people and financed thru their contributions and concession receipts. Entertainment program is free. Festival has had only one deficit.

Lake Placid Two-Dayer Clicks in First Attempt

LAKE PLACID, N. Y., Aug. 29.—E. G. Dodds, head of Adirondack Theater Corporation, staged a two-day circus at the Olympic Arena, winter sports palace, on August 21-22, taking his first try at that end of show biz and obtaining the layout from George A. Hamid, Inc. Charged 65 cents general admish and \$1.10 and \$1.65 for reserves, doing fair the first day, with rain, and excellent on the closer, Saturday. Two shows daily.

Program: Tudor Sisters and Aoudy, Happy Mack and Pete (mule), Poodies and Noddies, Bernard's Elephants, Flying Aces, DeCarde Troupe, Jean Jackson Troupe, Pallenberg (Jr.) Bears, Arizona Kids and Clayton Lampham, who led a local band. Babe Jackson, of Jackson act, did not play the date, going to her home in Whitman, Mass., for an appendectomy.

Wheeling Centen Stirs Fair and Park Interest

WHEELING, W. Va., Aug. 29.—After about 100,000 passed three gates of Dodson's World's Fair Shows on State Fair grounds, Wheeling Island, during the Centennial last week, interest has been revived in re-establishing West Virginia State Fair, annual having been abandoned four years ago. Fairgrounds Amusement Park may also be re-established in 1937. It was wiped out in the St. Patrick's Day flood. Federal Receiver Carl Bachmann said he will welcome any reasonable proposition for revival of either or both. The matter probably will come before a meeting of the live-wire group of the Chamber of Commerce that sponsored the Centennial.

Wixom's Lumberjack Picnic Draws Champion Log Birlers

DETROIT, Aug. 29.—Frank L. Wixom's annual lumberjack picnic was held on August 26 in Edenville, northern Midland County, Mich. This event is looked forward to and attended each year by thousands of visitors. Picnic was on banks of the Tittabawassee River.

Twenty-two log birlers, including National Champion William F. Girard, Gladstone, Mich., competed, and solo exhibitions given by Girard included globe spinning and rolling a short length of timber. Eight crews from Northern Michigan battled for the log-loading championship.

A pageant, *Saturday Night in a Bunkhouse*, was staged with dances, yarns and shanty songs. Mr. Wixom, president of Wolverine Power Company, has erected several log and bark buildings, re-production of a scene of pioneer days. These include a museum for lumberjack relics and four dining halls. Proceeds of meals are given to four churches in the area. It is said that Mr. Wixom several years ago heard a child swear in Edenville and he later learned that the village contained no Sunday school. The following week a Sunday school was opened. He has also imported a zoo, installed bleachers and purchased other equipment, including a number of logging wheels.

ACTS AND CONCESSIONS

(Continued from page 60)
rides, Doc Hall, manager; Curley Turner, foreman; Leon Williams, Lynn Hamilton, Ed Miller, assistants; Neil Thelms, tickets; Pony Track, John Kemsly, Bob Arndt, assistant; novelties, Mrs. C. Broese; Ellen Kyrke, assistant; waffles; H. E. Fredrickson; bird cage, Harry Phillips; pitch-till-you-win, Ruby Guyer, Marquette Williams; ham and bacon, Whitney Olsen; Ben Gregg, assistant; Mexican spun glass, Grace Blakelee, Dorothy Goedeke; blankets, Dick Roberts; novelties, Harry Wallace, Charley Frank; Neal Eastman, four cat stands with Mrs. Estelma, Nate Appel, Kenneth Gordon, Ace Ferris, M. McDermott, Natalie Forbes assistants; peeters, Hugh R. Watts; candy wheel, Ed and Jane Moseley; Mohammed Abbas, Hindu mystic, with Joe Weber; puffas, Hugh Gibson; Bill Robertson; the Oasts, Ben Kennelly; Art Durnell, El Burton, Ken Fayle, assistants; novelty store, June Kilgour, Elyn Tremaine; '49 Camp, F. O. Appel; Bingo, Jack Wyant, Lew Rosen, Ken Williams; Tango De Luxe, Ed Ainsley, Skipper Ford, James Daley, Fred Sumner; Dan Dix, circus stands and two outside stands, with Roy Chronister, George Rude, George Perkins, Lloyd Rieker, Jimmie Williams, Tony Mearls, Windy Wells, Bill Wood, Tom Eaterly, Felix Martinez and Eddie Jingle on stands and as seat butchers; grocery store, Phil Weidman, Vivian Matthews; Gene Ross, silhouettes; scales, Bob Keller; Mme. Zora, mentalist; balloon dart, Ed Mundin, George Emerson; strings, Harry New; pitch-till-you-win, Flo Appel; Bill Stark, public-address system; jewel store, Martha Leggett, Arline Saitzer.

Many scene celebrities are nightly visitors. Outdoor showfolks noted as visitors were Phil Williams, Crafts 20 Big Show; John Pollack, Duke Hall, Mr. and Mrs. Jack Mills, Buddy Cohen, Earl Harvey, Bill Kaiser, Bert Dennis, Bill Quinn, Lew Keller, George Moffat, L. L. Edwards, Fred Montgomery, Fred Shaeffer and Bob Mitchell.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Attendance Up as Prizes Click on Dallas Midway

On Friday, August 21, the Dallas Exposition indulged in one of its most expensive promotions to stimulate business and increase gate attendance. The day was marked as Souvenir Day at the exposition.

More than 150,000 articles worth \$10,000 were distributed in one of the exhibition halls. The thousands of free gifts included boxes of matches, song books, cook books, salt and pepper shakers, jewelry, tea balls, corn holders, chewing gum, key rings, chop suey sticks, small kitchen utensils, cleaning products, Japanese fans, needle books and thousands of food packages.

So successful was the scheme that the Dallas promoters went one step further and designated Saturday and Sunday, August 29 and August 30, as Exhibitors' and Concessioners' Days. The prize and gift lists on those days contained items with a total value of \$100,000. A partial list of the prizes included six automobiles, a truck, motorcycles, bicycles, Shetland ponies, gas ranges, electric ranges, electric washing machines, electric refrigerators, furniture, rifles, shotguns, sewing machines, cameras, razors, knives, candy, jewelry, food, typewriters, radios, electric fans, fountain pens, automobile tires, clothing.

Boston, Philly Shows Arranged

A record number of manufacturers, importers and manufacturers' representatives in the field of gifts, art wares and decorative furnishings for the home are planning the showing of their new merchandise at the Boston Gift Show, September 14 to 18, at the Hotel Statler, and at the Philadelphia Gift Show, September 28 to October 2, at the Hotel Adelphi.

Among the lines that will be exhibited will be wide selections of lamps and shades, pottery, household necessities, leather goods, smoking accessories, decorative novelties in all the wide range of modern metals, new china, glass and ceramics, novelty jewelry, bridge accessories, new handbags, linens, toys, games and all kinds of interesting new serving accessories.

Both exhibits will feature efficient displays, providing buyers in the two territories serviced by these shows with the opportunity of seeing what has been newly designed and manufactured during the time that has passed since the late spring exhibits. Stylists and producers have exerted great effort to provide these buyers with new, modern merchandise made to satisfy the demands of the modern consumer.

Both events are sponsored by the National Gift and Art Association and plans are being made to take care of capacity crowds of buyers each day of the shows.

Demand Seen for Seasonal Items

The fall season presents many opportunities for the promotion of merchandise prizes, sales awards and premiums by digger men, pin game and sales-board operators of a character and volume that will not only assure a good profit for the individual, but should result in some nice sales increases for the industry over the entire season. There are many occasions where gift and commodity needs must be met and the alert merchandiser can readily benefit from this demand.

Going back to school, for instance. (See DEMAND SEEN on page 66)

sweaters, bathing suits, cowboy hats and even insurance policies.

The exposition authorities expressed the opinion that the promotions, altho appearing on the surface to be very expensive, have more than paid for themselves thru increased attendance and stimulated interest in the different concessions and exhibitions.

Heretofore such promotions were looked upon as appropriate for only large industrial firms wishing to attract the attention of radio fans and shoppers. That similar premium campaigns can be profitably worked in the amusement field has now been proved by the recent campaigns at the Dallas Centennial.

Increase in Volume of Premium Mdse. Noted

While premiums in some form have been used to gain favor since the beginning of history, it has remained for the last two or three years to develop the latent possibilities of this efficient method of merchandising in a broad way.

Dealers and manufacturers in all lines, from the smallest retailer to the large corporations, feeling the need of more intensive sales promotion plans are turning to premiums because of the striking successes already attained in this field. This is particularly true of the manufacturers of household staples who, desiring to control their market, find it profitable to do so thru consumer good will for a trade-mark.

The volume of merchandise that is dispensed in the form of premiums, advertising specialties, salesmen prizes, combination sale merchandise and the like annually can only be estimated. (See INCREASE IN VOLUME page 65)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

THINGS livened up somewhat the latter part of August along Broadway and 42d. Business remains active in Coney, Rye and other parks. Novelties are drawing, but there is a sound call for standard goods which is one of the most satisfactory features of this fall's business. Prices are expected to stiffen a little later, which is no cause for worry because there is plenty of variety and good selling merchandise in all price ranges.

A five-way utility mirror to hang, stand or lie in any position is making a hit with the customers and is seen in many displays. It is my idea that cosmetic compacts will find many takers during fall. Reason? They are selling very freely in the low-priced shops in town and there is a large variety of good-looking designs. I would give preference to a compact containing rouge, lip stick and powder. The triple set is getting more attention than the double one and looks like a great deal more for the money. Have a selection in stock. Women like to pick.—For one reason or another, cameras remain all the rage. The smaller the picture the better. I think the reverse will be the case later in the year. Look for a line of cameras that make a standard-size picture.—Cigarette lighters are keeping up their popularity, but the desk variety seems to have a run. Some attractive designs are seen along Broadway.—Out-of-townners are picking initialed scarf sets. Jewelry quite generally takes with men. I have been watching this for a while with a view of getting a line on what agricultural fair customers will want this year. Jewelry is taking a good lead. You can't go wrong on it.

Harem pipe cigaret holders also are in the running. They have been shown for a while. It's not the bottle variety that drew crowds 30 years ago, but a small ash tray with a mouthpiece and tubing. Somebody must be doing big business with a giant cigar. It's 10 inches long and a good inch in diameter. Buyers are out-of-towners.—Worth while watching for a good talking pitch promotion are the new pipe insets to catch the nicotine. The article sells in New York tobacco stores. There are several styles and they make quite a hit because they are easily explained and the advertising of the patented pipe manufacturers has drawn the attention of pipe smokers to clean pipe smoking comfort.—New Yorkers! Keep in mind that all motor cars must show a red rear-end blinker after October 1.—Patented hair curlers will elicit with most women this fall and make an exceptionally good article for women demonstrators. As a combination I suggest a bottle of finer-waving lotion and curlers.—The price of candies may get up soon. Order early for fall. Keep stock well up to your need, even if prompt delivery is promised.

Continuation of Good Business Seen for Fall

Business improvement over the preceding week and the corresponding period last year was indicated for the week ending August 22 by banking and industrial statistics. In the 12 Federal Reserve districts a great increase in debits to individual deposit accounts—the bulk of which represents retail transactions—was registered. On the industrial front further gains were recorded, with steel mills operations advanced to the highest level since May, 1930. Wholesale business was well booked with orders, and in some cases deliveries were delayed, as the prospect of price increases later this year tended to whip business into line.

Not only has business maintained its rapid pace right down to the concluding weeks of the summer season, but it is generally predicted that the fall will even see an improvement, carrying production and sales to new highs since the beginning of the depression.

Car Heaters Will Boost Fall Sales

The merchandise industry is planning to take full advantage of the opportunity presented by the car heater for fall and winter sales. It is estimated that fewer than half of the automobiles in the country last winter were equipped with suitable heaters, leaving a tremendous market open here, which has been made even larger by the great number of new cars produced since then.

For the last several years car heaters have been increasingly popular as premium items, many car dealers offering them as an inducement to buyers of new and used cars, particularly during the fall and winter season when car sales begin to slow up. In addition recent developments in this field have produced heaters which are attractive in appearance, easily installable and easily serviceable. While

(See CAR HEATERS on page 69)

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

That new State tax law now in effect in Georgia is causing plenty of worry for merchandise game and other amusement device operators, as well as carnival and fair men, a number of whom are bending every effort to get relief of some kind from the governor. Without this relief it's going to be a sick-looking bunch of Georgia fairs if they are staged during midway shows and concessions. All legitimate merchandise operators will be grieved to learn of the sudden death last week of Herbert D. Sawyer, who was director of amusements at the York Fair, York, Pa., for a number of years. Herb was a strong believer in giving prizes of concession games a fair and square deal. It was he who a few years ago was the instigator of the idea of drawing upon a showman censor to see that the midway of the York Fair was conducted in a clean manner. The fair has been following this policy each year since, and the public and press have been loud in their praises of it.

If all trailers of circuses handling balloons, novelties and other items worked like Morris Kahntroff there probably would be no complaints made by circus managements against them. Morris doesn't believe in "edging in" on the circus because it's unfair to concessioners with the show who pay good money for the privilege of selling their products. He says he always keeps at least a block from the circus lot and strives to sell items different from those handled by concessioners on the show. If any circus men then try to interfere (thru hired help or otherwise) with his business, after he has been licensed and paid rental for the ground he is using, Morris says he will go the limit in protecting his rights, the same as he did with a couple of circuses a few years ago when strong-arm methods were resorted to in an effort to close him up. Morris knows his State laws governing transient merchandise and he will fight to the last ditch when he knows he is in the right. He agrees with what another trailer has said recently in *The Billboard*, that balloon and novelty men trailing circuses are good advertising for such shows when selling their wares on show day.

When it comes to flash you've got to hand it to Benny Wolf, take it from Bobby Kork. Benny has his own game on Miller Bros' Shows. At the Tri-Continent Fair, Jacksonville, Ind., week ended August 22, Bobby says Benny led the concessioners on the Miller organization and put out plenty of merchandise. Concessioners at Ocean Park Pier, Santa Monica, Calif., are reported to be getting much more money this season than for several years past. Among these are the following: George K. McMullen, gold wire and novelties; Charley Leindner, two salt-water taffy stores, with Don Davis, Evelyn Harris, Ann Honowitz and Lucille Honowitz as agents; C. Leigler, photos, with A. Goodman, Mary Hicks, Mrs. Belle Shepard and Vincent Nuccio as agents; Bezie McMullen and Katherine Wolfe, balloon dart; Dave Gross, dolls and dogs, with Bob Bowers and Tom Akers as agents; George Saxon, cats, with Gilbert Porter and Bruce Daugherty as agents; M. P. Cushman, bottles, with Don Keag and Tommy Keener as agents; M. and Mrs. L. Cheldin, Movie Screen Test; and Movie Picture-of-You; S. J. Rinscher, pitch-till-you-win, with Lou Evans and L. Lardie as agents; Herbert and Rose Howard, dart store, with Bezie Stiles as agent; Myron Howell, dog race, with B. Howard and Verne Cassell as agents. Neither concessioners nor shows are said to be doing so well at Salisbury Beach, Mass.

Send This Ad With Order To Get These SPECIAL PRICES.

HOT CAMPAIGN NOVELTY

MY PARTY CHARMS—Spinning Donkey or Elephant Sensation. Send for FREE SAMPLE and Price. **JOBBER:** Write for Special Quantity Price.

MIRACLE GAIN OPENER—Street-men's Sensation. Dozen **75c**

ASPIRIN TABLETS, Gr. \$1.50

ASPIRING & BREATH PELLETS, Pack of 50. Puffs to a Display Card. 25 Card Lots Assorted. Per Card **7½c**

SEND FOR FREE CATALOG, 5,000 Items. 20% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K. New York City

Free Sample Case

GET YOURS—Write for Details Today.
BLACK—D. E. 50 Pkts., 5 in. Per Display Card, 40c (includes Postage).
BIDELINE O O O 25c
Special Gross 75c.
Full Line Part:
● House-to-House Consultants, Agents, Wages Salesmen.
● Pictamen and Street-trader.

SPINNERS

Party Charm, Politician, W. M. A Novelty. Doz. **45c**
Also Inevitable Elephants and Donkeys.

CHAMPION SPECIALTY CO.
310-A CENTRAL STREET, Kansas City, Mo.

RADIOS... DIRECT FACTORY PRICES
30 DAY TRIAL YOU SAVE 50%

1937 MODEL "PILGRIM" **R. C. A.**
LICENSED R. C. A. MIDGET
New Illuminated Wrist Watch Tuning Dial, Matched Speaker, 4 RCA Licensed Tubes, small, 8½ x 6½ x 4 in. 500w. Amazing Tone, Powerful & Selective. U. S. Patent Pending. Walnut Finish Steel Cabinet. Blandard Broadcast Band, 170-600 Meters. 30-Day Trial. Send \$2.00 deposit for immediate shipment. Dept. G. O. O. P. O. D. Factory. One year parts guarantee. **PILGRIM ELECTRIC CORPORATION.** 5-83 West 17th St., New York City. (Agents Wanted)

6.75 Ready to GO! **FREE FACTORY CATALOG**

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES
Assorted Models, Regular Size. Polished Steel. 2 Blades, Draw Detainers and Lined.
A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00
Send for New Catalog.
ROHDE-SPENCER CO.
Wholesale House, 223-28 W. Madison St., Chicago.

NEW MARGIN LINE No. 600 \$1.40 SAMPLE DOZ.
Sterling high quality ties. Carries 500 price tag. Looks like a real \$5.00 value. New Summer Patterns.
\$12.50 IN DOZ.
You ought to see our 50c Dozen line, see Order Today, 25% with order. Balance O. O. plus postage.

CONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

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.

Lucky Tail-Rabbit Foot Combination

The immense popularity of the Lucky Fur Auto Tails has brought about the creation of a new item in which the tail is used in combination with a genuine rabbit's foot to make an even more interesting and salable number. The Lucky Tail was formerly made up with a strong wire for attaching the tail to the radiator cap, the license plate or some other part of a car or motorcycle. A red, white and blue streamer was added to lend color to the item.

Now the Lucky Tail is suspended from one end of the wire and a genuine rabbit's foot from the other. The red, white and blue streamer is still a feature of the new combination. Judging from the fact that thousands upon thousands of the plain Lucky Tail were sold early in the season, it is expected that the combination of the tail and the rabbit's foot will sell in great quantities all over the country.

The new combination, incidentally, is priced only slightly higher than the tail alone. Charles Brand, who's recent slogan, "Everything in Furs," is fast catching on with the trade, is the manufacturer and marketer of the new combination.

An illustrated circular showing the many fur items in the Brand line may be had for the asking.

Never-Slip Bottle Opener

Women of our land will be greatly pleased to own one of these new handsomely finished kitchen tools, and waiters will find the chromium-plated model the neatest opener that they have ever worked with. It is always in perfect position to remove the cap with ease without slipping or confusion.

Finished in nickel-plate, they will be slightly cheaper in price and should appeal to the fair worker or streetman. Advertising managers will also be interested in putting the firm name on this combined Never-Slip cap remover and cork puller. The factory is now trying to put it up in colors to suit the housewife.

Never-slip opener is made of 48-gauge steel. It has been tested by barkeepers and others for its wearing ability and its report is a real needed article. It is curved to fit the hands and is made to protect the fingers. The corkscrew is conveniently folded back into the handle and will not catch in the pocket. Never-Slip opener is made by the Detroit Steel Novelty Manufacturing Company.

Auto-Cator for Motorists

All the trouble which motorists have in determining the position of their front wheels at any given time and the ensuing trouble in guiding their cars into the spots they wish will be eliminated by a new item recently introduced to the market. Auto-Cator is the name of the new item, which consists of a ¼" circle of metal with a bright chrome face. An arrow is punched in the center of this circle.

Using a liquid adhesive, which comes with the Auto-Cator, the metal circle is pasted on the top of the steering wheel while the front wheels face straight ahead, and the small arrow indicates at all times the position of the front wheels of the car.

Every one of the millions of motorists throughout the country is a definite prospect for the Auto-Cator and at the low price for which the item can be sold it should prove a great profit maker for agents, salesmen, canvassers, etc.

Straight Mdse. Salesboard

Continental Mercantile Company is introducing a new straight merchandise salesboard on which every number is a winner. There are 300 numbers to the board and each sale gives the player a handsome first-quality tie. The inducement to play is provided by charging the amount indicated from 1 to 50 so the player can receive a tie for as little as

1 cent. No one pays more than 50 cents and Continental gives such good values the player doesn't mind even when he has to pay 50 cents for the tie. The company has been manufacturing ties for many years and is using this board to increase its volume of sales. The Continental board has been tested in the East, and Jack Greenberg, president of the company, informs us it has gone over so big he feels it will take the country by storm and make real money for the operator who has the money and ability to work this deal. On the face it looks like a natural and should go over big.

Hatmaster

Hatmaster is the name of a new hat brush, 5¼ inches long, 1¼ inches wide and ¼ inches deep, which anyone will find a convenient companion at home or traveling. Made by Kensington, Inc., Hatmaster has a back of good-looking Kensington metal and a brush that is replaceable, making it a permanent accessory. The brush comes individually boxed and its fair price (made to retail at \$1) makes it a good a item.

New Joe Louis Pictures

Celebrity Photo Sales Company is putting out a new item which can be distributed as a premium. It is a photo of Joe Louis. It is expected the item will have considerable appeal to the colored trade.

Otis Saunders, Norman Wells, U. A. Johnson and James R. Thompson are the operators of the company.

Parfumette

An ingenious new accessory allowing women to carry and apply perfume in the manner in which they now use lipstick is being introduced by the Lormac Corporation. Called Parfumette, it has the appearance of a lipstick case and a mere touch of the tip releases a dainty drop of the fragrance contained (See NEW ITEMS on page 66)

PECKING BIRDS
Good For Demonstrators
PER GROSS **9.00**
B40N78—Pecking Bird, Made of Metal, 3½ in. over all, with long felt tail, bright colors. Wind strong spring and bird will hop around and Peck.



COMBINATION GLASS CUTTER KNIFE
2 Blades, Grip and Pen, Glass Cutter and Correction, Nichel Finish Metal Handle, Colored Inlay Center. Size Closed, 3½ inches.
B10C178 Per Gross **12.00** Per Dozen **1.05**



Here's The Greatest 25 Cent SUN GLASS VALUE Ever Offered
Per Gross **10.50**
Per Dozen **90**
B20J38—Heavy Shell Colored Celluloid Frames and Temples and Large Glass Lenses. In Assorted Colors. Each in Glassine Envelope. 1 Dozen in Box.



FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery

N. SHURE CO.
200 W. Adams St. CHICAGO

THE SMALLEST MIDGET RADIO MADE
EXACT SIZE 7-7/16x4 1/2x5 3/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- 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

You Don't Need Any Free Trials. Our Sets Really Work. Continuous reports orders in our best proof.

Model 4DW
\$5.95 each
In lots of six
F. O. B. N. Y. 25% Deposit

\$6.50 each samples

PLAYLAND SUPPLY CO.
118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

You Bet We Have Them—And The Best Buys In The Country Too
LEVIN'S HELP YOU MAKE MONEY
HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG

N9432B—Whistling Flying Birds Cr. \$1.95	N 636B—Imported Jap. Cameras Dz. \$0.75
N9099B—54 In. Lash Whips Dz. .60 Cr. 6.50	X4569B—"Thriller" Give-Away Candy Pkg. Selected Grade Wrapped Kisses. 250 Pkgs. in Case. Per Case 2.75 Per 1000 Pkgs. 11.00
N9315B—8 In. Air Balloons Cr. 1.90	
W 536B—Pocket Watches Ea. .69	
F2967B—"Univex" Cameras Ea. .69	

This year marks our 50th Anniversary. We have prepared a host of VALUES for our customers in celebration of this event. Order the specials listed above, also ask for our new catalog.

NOW 50 YEARS IN BUSINESS **LEVIN BROTHERS** TERRE HAUTE, INDIANA

For Instant Shipments
DIRECT
IMPORT and FACTORY PRICES
 Send Your Orders to the
"New York" MILLS SALES CO.
 Wholesalers of Popular Priced
 Merchandise since 1916.
We Are Never Undersold
WRITE FOR FREE CATALOG

MILLS SALES CO.
 901 BROADWAY, NEW YORK, N. Y.
 ESTABLISHED 1916 (Incl. 65 Orchard St., New York)

QUICK SALES - BIG REPEATS
THE PERFECT BLENDING
FOAM-O-SWELTZER is a new fast acting effervescent tablet for excessive eating, drinking, smoking or for simple headaches, poor stomach, etc.
MAKES PROFITS
FOAM-O-SWELTZER leads the list of counter card specialties. Sell this winner to Provinces, Taverns, Saloons, Clubs, Hotels, etc. Also cashing letter to sell for Drug Stores, etc.
TODAY for full details of our big money-making offer.
MILTON D. MYER CO.
 433 4th Ave., PITTSBURGH, PA.

NOTES from SUPPLY HOUSES

Borlab Products, manufacturers of low-priced high-quality drug and cosmetic, cleaning and polishing items for pitchmen, demonstrators, agents, salesmen, report the demand for their newly issued circular, *What Do You Need?*, has been surprisingly large.
 The circular lists all of the many items made by the company, together with special low prices, and is available to anyone on request.

Response to recent announcements on the well-known Chateau Cadillac watches for ladies and men were so great that Sol Sachs, of the Chateau Cadillac Watch Company, announces that a new circular devoted especially to the salesboard operators, agents, etc., is in preparation.
 The catalog will feature a great many striking new importations in watches of all types, and Sachs promises a real surprise to anyone interested in outstanding watch values.
 The new catalog will be sent to anyone in the business free of charge as soon as it is off the press.

The Reakrem Silver Manufacturing Company, New York, reports that its celluloid button and ribbon badge department is flourishing this year, due to political campaign orders. A. E. Resler, of the firm, says that Presidential years

are always hanner periods for the badge and emblem industry.
 The Reakrem company, in addition to badges and buttons, manufactures a line of silver loving cups and is favorably known throuout the country.

H. Hanfield, of the Standard Doll Company, announces that he will exhibit line of boudoir dolls at the Premium Buyers' Exposition, Hotel Astor, New York, September 28 to October 12, inclusive. Hanfield hopes to meet his many friends in the premium field at his booth. "Boudoir dolls are rapidly growing in popularity," states Hanfield, "and the entire trade looks forward to a lively exposition coupled with large quantity buying."

NEW ITEMS

(Continued from page 65)
 within. The item is being brought out in 12 appealing colors, either plain or in fancy pattern effect.
 It holds a half dram of perfume, and the makers point out that the ball-bearing tip gives perfect mechanical protection against leakage. The outer shell of Parfimet is beautifully molded of modern plastic material, giving protection to the perfume in case of rough handling of the handbag. Produced to retail from \$1 up, it looks like a good digger item.

Drum Major Ash Tray

The Drum Major is the name of a decorative and practical ash tray that is definitely new. It is made exactly like a drum, with a removable liner and cross-bar cigaret rest. Finished in combinations of gunmetal and copper, chrome and copper, English bronze and brass, the drum is deep, to hold plenty of butts and ashes. Just launched by Arcraft Metal Products, the Drum Major is making a hit where something really new in ash trays is wanted. Packed singly and made to retail at \$1.

New Spot Remover

A new cleaner manufactured by J. I. Goldberg & Company, New York, quickly removes spots of oil, grease, paint, iodine, etc., from all kinds of clothing, tablecloths, carpets, etc., and will not leave a ring.
 The cleaner is put up in small jars and many demonstrators and streetmen in the East are finding it a successful seller.
 In order to introduce it nationally the manufacturer is offering a special demonstration worker's outfit free with the first order of one gross or more received from demonstrators and streetmen.

Four-Way Opener

A new patented combination opener and cork screw has just recently been placed on the market by the Detroit Steel Novelty Company. J. C. Hickman is the inventor. Walter E. Sutphen, member of the firm, states that the new opener is just one of seven other novelties and house articles being manufactured by his company. The opener itself is a fast seller at the fairs this season and because of its many possible uses is bought eagerly by both men and women.

INCREASE IN VOLUME

(Continued from page 64)
 But when it is remembered that few successful businesses of any type today do not employ some type of premium plan, it can readily be seen that the amount is enormous. And there seems to be no limit to the variety of merchandise found suitable for premium use, the list forming a merchandise alphabet beginning with airplanes and aluminum wire and running down to watches and yardsticks, with hundreds of items in between.
 Another important development has been the expressed preference for American-made goods. The representative premium catalog today contains largely standard American goods, and many of them make an elaborate showing of trade-marked articles of known value—articles that are generously advertised in the leading magazines and trade papers.

DEMAND SEEN

(Continued from page 64)
 whether it be to the primary grades, high school or college, suggests merchandise of many different types, ranging all the way from pencil boxes, colored crayons, rulers and the like to sports-

WHAT DO YOU NEED?
BORLAB PRODUCTS
 DEMONSTRATION, PITCHMEN, AGENTS, CASHIERS
426 BROOME ST., NEW YORK, N.Y.

THE BEST BUY IN RADIO TODAY!
"THE FIREBIRD" (Model 40, 40DC) — 8-watt, modern, walnut finish cabinet, 11 1/2" x 7" x 11". New improved white marbled, full-size calibrated dial, 650 to 1000 K. C. Bright red pilot light. Four quality tubes. Built-in aerial. Amazing tone with new electronic speaker. Powerful — Sensitive — Accurate! Compare with others. A better set for less money. Order today. 25% Disc. Incl. C.O.D. Write for free illustrated circulars.
FREE V. CORP. - 2 W. 30 St., New York, N. Y.

SEND NOW FOR THIS FREE Catalogue
\$15 DAILY PROFIT
EXCEPTIONAL VALUES
 Earned by hundreds of our customers who handle our complete line of useful household products. See penny postcard with this complete and beautifully illustrated catalog of more than 1,000 sure-fire fast-selling specialties, or get one with your first order. Don't delay for a moment but profit!
MARMAN PRODUCTS COMPANY
 205 SIXTEENTH AVE., 20, NEWARK, N. J.

REX HONES 3c Each
Now Less Than 3c Each
\$4.25 a Gross
 Each Honer in shiny silver box, priced 50c. A real fast cutting attractive slice of new quality. Wonderful demonstration for 14 days. Honer men are clearing up! ACT QUICK! REX-HONER MFG. CO., 1800 West Madison, RR-8, Chicago, Ill.

FREE YOURS FOR THE ASKING
THE 1936 IMPERIAL
 Wonder Catalog Listing 8,000 new fast-selling Novelty and Bargain Items. Write for your copy at once. We are wanted with requests.
IMPERIAL MERCHANDISE CO., Inc.
 833 Broadway, Dept. M, New York

wear, monograms, luggage, brief cases and other items.
 Almost synonymous with school opening is the opening of the football season. Followers of the pigskin, players and enthusiasts alike, are particularly susceptible to many items which will add to their enjoyment of the game. Colorful pennants, souvenir replicas of footballs, wool blankets, slip-over sweaters, combination cigaret cases and lighters, flasks, overnight cases, cushions, field toilet cases are some of the major items receiving the greatest play by football crowds.
 That operators intend to cultivate the fall seasonal business more thoroughly than at any time in the past is indicated by the size of early orders placed and by the instructions to wholesalers to be prepared to deliver repeat orders promptly.

FREE 5 DAY TRIAL
5 TUBE GENERAL RADIO
 SATISFACTION GUARANTEED
 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 charge.)
FAST SALE! BIG PROFITS!
 Modern Walnut Cabinet. Powerful dynamic speaker. Remarkable NEW 3-COLOR DIAL. R. C. A. Licensed Tubes—no extra cost. No aerial or ground needed. A. C. or D. C. Packed in air-cushioned cartons.
FREE 1936 CATALOG
 Showing 6 new models. Sensational values.
GENERAL WIRELESS LABORATORIES, Inc.
 240 W. 23rd St. (Dept. 1-E) New York, N. Y.

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 free-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.

bb22—NOVELTY DOG ASH TRAY, Ozark, 51-50; Gross,	\$12.00	
bb23—"KOSBLAFF" Inflated Rubber Novelty, Ozark,85	
bb24—RAYON SILK PARABOLS, Ozark,	\$1.50; Extra Large Size, Ozark,	1.75
bb25—FLORAL COTTON PARABOLS, Ozark,	75c; Gross,	17.00
bb26—HEAVY SUPREME WIFE MAPLE PARABOLS, Ozark,	8.00	
bb27—SUNSHINE CANS, A-1, Ozark,	1.25	
bb28—GENUINE REAR ROUNDER BASE BALLS, Ozark,	1.50	
bb29—BALLOONS, 50-100, Ozark,	4.00	
bb30—DISC ASH TRAYS, 4 in. Dia., Ozark,	1.00	
bb31—17-Piece Large Size CHINA TEA SET, Each,	1.00	
bb32—GIVE AWAY CANOY, Flashy Box, Pir. Hundred,	1.00	
bb33—LAMP, Attraction Table Lamp, Large Size,	7.20	

CAMPAIN NOVELTIES, 7 Samples Sent for 40c in Stamps.

We have on hand for immediate shipment: Bingo Cards, Money La Books and Money, Ozark Race Rings and Rings, Knife Race Rings, Stock Wheels, Golf Boards, Snow Cone Machines and Supplies, Fruit Drink Printers, Juice Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D.
MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OAK RUBBER BALLOONS



CAMPAIGN "PRINTS"

Roosevelt or Landon picture on one side, donkey or elephant cartoon on other side. Big sellers! Cash in!

At Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.



HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog B748. Optical Specialists 17 N. Wabash Ave., Chicago, Ill.

MAKE MONEY AT HOME

RUBBER MOLDS Low as 6¢

AS LOW AS 6¢ EACH! Leading rubber mold-making outfit... Write for complete FREE details and occasional introductory offer. SOLO GO-MA MOLD CO., Cincinnati, O. Dept. G-833.



BANKER PENS—That's All PLUNGERS AND VACUUMS NOW GETTING THE MONEY. It's all in the Pen Point.



J.B. KELLEY, The Fountain Pen King, 487 S. W. 1st St., CHICAGO, 180 W. Adams St., 786 Mission St., San Francisco, Calif.

E. Z. WAY AUTOMATIC STROPPER



V. M. MFG. COMPANY, Sandwich, Ill.

PITCHMEN - STREETMEN

Get in on our sensational new line of Brownell and Landon Photo Rings, Tie-Holders, Sign Pins and Buttons that are now selling like wildfire. Send only 25 cents for samples and complete price list.

J. N. HUGHES CO. Box 47, East Side Station, Providence, R. I.

VETERANS

Your bonus put a kink in business. It has increased our sales. Get your share. WILL ROGERS 1,000 LATEST JOKES, 10,000 Laughing Humorous Ecology of Wiley Post, 40,000 100,000 Samples, 100,000 Veterans' Monthly Magazine, Veterans' Idea Book, Flag Respects Book, Patriotic Calendars. VETERANS' SERVICE MAG., 167 Leonard Street, New York.

Save 80%

Get your Spectacles, Spectacles, Spectacles, Glasses, etc., direct from the manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N.R. MFG. CO., Dept. M-41, Box 388, Hamilton, Ontario.

It Helps You, the Paper and Advertiser to Help You The Billboard.

PITCHMEN

by BILL BAKER

(Cincinnati Office)

Pitchdom Five Years Ago

Fair season looked bad with most of the big ones being satisfied if they broke even with the previous year. . . . Georgia tobacco markets were slow for S. J. (Florida) Tucker, so he left for South Carolina. . . . Buddy Davis was then with the Olick Shows. . . . Bad weather at the Carthage Fair, Cincinnati, failed to dampen the spirits of the Wanaker Brothers, Pete and Paul. . . . Los Angeles was so tough for W. S. (Dad) Parker that he shelved his trips and Kelster in favor of the role of night clerk at the Madison Hotel. . . . Was a different story for Harry Corry, Cincinnati's star auction-jam artist, who was at least getting by up in Canada. . . . It was apologies for Miss R. Ray by The Billboard, which had made the grave error in the previous week's issue of reporting her married to Chief Eagle Eye. . . . J. Parkwood found Baltimore to be prohibitive. . . . Among the boys working around Philadelphia were Bill English, Jack Joyce and George Partington. . . . Doc George M. Reed was working chain stores up in Wisconsin. He had the misus with him. . . . Murphysboro, Ill., was turning out aplenty to see Indian Jack O'Neal's Big Free Fun Show. Koster included Ray Childers, James O'Neal, Speed Murphy, Opal Gaston, Dorothy Willard and the Doctor. . . . Vacation time was over for Joe Davis up in Niverville, N. Y. . . . Tobacco market prices were the lowest in seven years, according to W. O. Wheatley down in Mullins, S. C. . . . Oingerly opening a package which they thought was a bomb, the clerks of the St. Louis Chamber of Commerce looked plenty foolish when they found it was merely a tin box filled with Mexican jumping beans. . . . Edward M. Russell was making openings for the World Wonder Shows. . . . And here were some notes from San Francisco—Silk-Hat Harry Downing had a nice little store on Market street. Harry Tanner and Doc Heady had just closed their store. McFarlane and wife were enjoying life, just making pitches now and then; Solomon and Clark were working razor blades. Wilderman was working soap in the Crystal Market, Waller was working pedlers. . . . According to Babe Malone, Cicero, Ill., was going from bad to worse. . . . Jeff Davis, the last honorable president of the salesman's organization which was formed out of the ruins of the old Cincinnati Lodge of the National Pitchmen and Salesmen's Protective Association, had just signed for a series of talks over WLW, Cincinnati. His subject was "One Million Miles of Travel by Railroad and Not One Cent Fare Paid." . . . It was a red spot for Chick and Lady Dorothy at Reverse Beach. . . . John Cudet also reported good business at Savin Rock, Conn. . . . The same went for Professor Petrices at the same place. . . . Charles Lichtman was operating a miniature golf course at Riverside drive and 160th street. The sick list claimed Harry Malers in New York. Doc Jack Dorsey was also laid up. . . . Mysterious Myers and his gang were snapping their fingers at Ole Man Depression down in the State of Georgia. . . . There were plenty of paper men at the Cambridge, Md., fair, among them Babcock and Deltrich Saunders, Dillon and Seymour, Joe DeMorco and wife, Graam and Armhalm. . . . Andy Stenson offered his selection as to who was the king of high pitchmen. He rated Joe Benson first, Henry Harris second and Morris Brothers third. . . . 70,000 government workers in Washington were giving Captain B. E. Fatten plenty of long green. . . . Things were down for med shows in Alabama. . . . That's all.

and Scotty in Gary, Ind., where they have gone into business. George has a new Packard and they treated us royally there. Wedding bells are soon to ring for George. He has a charming girl, Chet is cliking with mineral and will work Potstown, Reading, Allentown, Pa., and then to Dallas. Hope to see all the boys at the Pennsylvania fairs.

JOHNNY McLANE . . . "Elmira is shoots from Elmira, N. Y.; "Elmira is the home town of Wayne Oibson, who made the Butler (Pa.) Fair recently. Saw his brother and George Hamilton working straps under the Erie Bridge here. McEachern left here for Williamsport, Pa. "Old Bill" Ellis was here recently and did a nice business. Certainly would like to see Shorty McDonald again."

"OLD BILL" ELLIS . . . info from Gary, Ind., that business has been fine there and that he intends to head East soon. "Here are a few of the towns I have been in recently," says Bill: "Bloux City, \$2 per day; Norfolk, Neb., \$2 per day; Omaha, \$2 per day; Moline, Ill. shops or doorways, Sterling, Ill., see chief; Rockford, Ill. shops; Elgin, Ill., \$2 per day, and Gary, Ind., \$1 per month." He reports that several of the pitch lads have been working in Gary and Colonel Dorman has a pitch store with med there.

JOHNNY HEADINOTON . . . who has been working office buildings on the Coast and thru the East, stopped at the desk in Cincy recently en route to Cleveland. Johnny is working office buildings with pens and reports biz as fine. Johnny says that Madson, Wis., topped them all. He is anxious to have pipes from Johnny Johann, Shorty Walberman and George Silver. From Cleveland Johnny will swing thru the East and then head south.

DAVE COOPER . . . pencils from Moores Bridge, Pa.: "Weather is hot here, but the fields look like snow. The cotton is popping open and the gins are humming once again. Seed is getting the best price in years, which means that the natives got that stuff called 'scratch.' So I'm leaving the hills of Alabama and headed for the deltas of Mississippi and Arkansas. Do you think your new Packard will coast down to Belmont, Miss. Phil Babcock? How is the Northwest, Coffee? Better come on down, it's cotton picking time, you know."

"NET MALL MURRAY . . . here en route to Olathe, Kan., from Michigan," scribbles C. W. Bodus, from Pittsfield, Ill. "Mall has a wonderful wife and daughter and we cut up some old times about when we were with Peck Andrews' Players," Bodus infos.

JACK FLOWERS . . . pipes thru from the Mankato, Minn., Fair: "Business is okeh. Spent nearly a month with Al Decker and the misus in Minneapolis. The two ladies (Al's and my wife) had a cribbage tournament and Ann Decker won (by yards). 'Hello' to Jeff Farmer, Jim Osborne, Mickey Walker. Where is 'Dollar Bill' Goforth? Dropped a card to 'Chappie' Chapman. Hope he gets it. Irene Flowers wishes Mrs. Osborne and the baby the best of health."

JEFF FARMER . . . cards from Richmond, Va.: "Some time ago I piped that the law passed by the Legislature in Virginia required that a person to sell medicine must hold a registered pharmacist's certificate. This is an error on my part. The law pertaining to the sale of medicine says that no medicine cosmetic pharmaceutical can be sold with entertainment of any kind. The new law, in regard to the manufacture of same, says that a person to manufacture for sale in Vir-

FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices. THE PLUNGER FILLER VAC ZIP! ONE FULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS A SETS. JOHN F. SULLIVAN NEW YORK CITY, 418 Broadway, Fast Service Sully.

Epstein's Fair Specials

JAPANESE COOLIE HATS—Large Size. Slight Number at Dallas Cent.—\$1.25 (Lentil). Doreen. . . .

LARGE COMIC EYEGLASSES—With Nose and Mounts. A Knockout Seller in New York. Gross. . . . 3.60

SPANISH HATS—Bright Colored. Feet with Ball Fringe. One. . . . 1.75

LUCKY CHARMS—Donkey, Elephant, and Many Other Varieties. 75c to 1.20. Gross. (Send 25c for Sample Assortment.)

LUCKY HARRY FOOT CHARMS. One.40

HEAVY RUBBER INFLATOS ANIMALS. Large Size. One. . . . 1.75

FEATHER GOGGLES—Collared. 13". One. . . . 1.75

STRAW HATS—With Feathers. One. . . . 3.75

JUMPING FUR MONKEYS. One. . . . 4.00

CAMPAIGN NOVELTIES

Send 10c for Sample of Fast Sellers. ORDER FROM EPSTEIN FOR SPECIAL SERVICE AND ROCK-BOTTOM PRICES. Send for Our Price List for Other Good Buys. 25% Deposit With All Orders.

EPSTEIN NOVELTY CO., INC. 130 Park Row, NEW YORK CITY

FAIR WORKERS

We Carry the Most Complete Stock of White Stone Rings in the Country.

OLD CUSTOMERS—NEW CUSTOMERS

All indications point to a banner Fair season just ahead. So wrapped. You can always get what you want from us. Send for our sample line No. 98, consisting of 36 New White Stone Rings for \$2.00.

HARRY PAKULA & CO. CHICAGO 5 North Wabash Ave.

SLIP-NOT TIES

NEW FALL LINE. 80% Linen—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 60c Seller, \$2.25 or less. Send for Sample Book. \$2.50 Postpaid. Money refunded if not satisfied.

Original. Leader Ties

Ready-Made Knives. Hold its shape forever. NEW FALL LINE—8 1/2" Lined. Fast 50c seller. \$2.25 PER DOZEN. Send for Sample Book. \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line. Fast 60c Seller. \$2.25 or less. \$15.00 gross. Sample line. \$1.50 postpaid.

M. LEVINE, INC. 13 N. 13th St., Philadelphia, Pa.

HERE'S MARVELOUS VALUE!

Our regular stock No. 4 Pearl combination, special, per gross \$27

And it's only one of our many outstanding bargains in Fountain Pens. You'll always save money dealing with us. The unusual way to prove it is to send now for our latest reduced price list.

STARR PEN CO. Dept. 10, 300 West Adams Street, Chicago.

SOAP

PLAIN, PRIVATE LABEL OR STOCK. Write for Prices.

NUTRO MEDICINE CO. 16 South Peoria Street, CHICAGO, ILL.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Elgin, Waltham, Hamilton, Superior for Catalog. Pleasant Surprises in Each Watch and Diamond in the Country.

M. SPANER & CO. 109 North 7th Street, St. Louis, Mo. 2.95

MEDICINE HEADQUARTERS

A Complete Medicine Show and Other Special Line SUPERIOR SERVICE Wholesale Catalogue and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, Columbus, O. 137 E. Spring Street.

THE NEWEST and MOST NOVEL ITEM to HIT the STREETS in YEARS

THE ORIGINAL "KING KONG"

Exact Facial Features. Covered with Pure White Fluffy Fur. Fur Covered Body, Legs and Hands. Also in British Color.



\$9.00 Gross

Sample Prepaid, 25c.

- CAMPAIGN NOVELTIES
No. 4—LONDON SUNFLOWER BUTTON BADGE, Come with Elephant CHARM. Per 100 \$2.50
No. 5—ROOSEVELT PHOTO. R. W. G. BORDER BUTTON BADGE, Come with Dentist Charm. Per 100 \$3.00
In 1,000 Lots, Each Above \$25.00
No. 6—CLOTH SUNFLOWER BADGE. Come with Button A Charm. Per 100 \$3.50
No. 7—LARGE ROOSEVELT BADGE, 70-L. Buttons with Printed R. W. G. Ribbon. Per 100 \$5.00
Also Can Be Ordered from Great Office. ACME NOVELTY CO. 325 So. Las Annetes St., Los Angeles, Cal.

GOLDFARB NOVELTY THE HOUSE OF SERVICE 116 Park Row, New York N.Y.

WHITERTONE RINGS OF DISTINCTION!
Hampshire Buttons from \$4.00 Gr. FOR LADIES and MEN. Also CAMEO RINGS from \$12.00 Gr. Send \$2.00 for 24 name rings. We also carry a full line for men's suits. Free catalog OLYMPIC BEAD Co., Dept. R, 307 5th Ave., New York City.

PLUNGER FILLER VAC
QUICK SALCS FOR PAIR WORKERS.
The Green line is "Top." Don't buy anything in Paris or Florida till you get our high quality, low price list of bargains. Write today.
GRODIN PEN CO., 398 B'way, New York, N. Y.

Dr. NIP
A BIG FLASH—Balloon inflates to 30" high. Packed in a 2-Colorful Envelope. Per Gross \$4.50
TUMBLING MOUSE—With Inflated Ears and Big Feet. Per Gross \$3.60
SLIM LONGFELLOW—With 2-Colorful Sailing Picture Printed on Balloon. Per Gross \$2.65
GIANT MOTTLED PADDLE BAL—\$4.25
LARGE SIZE PUNCH BAG BALLOONS—With 2-Colorful Balloons in your hands! Per Gross \$2.25
Manufactured by UNITED BALLOON CO. 125 FIFTH AVE. NEW YORK CITY

AGENTS-MALE- "HUMANETTE"
Turn Any Snapshot Into A "HUMANETTE"
Functional Invention. Any snapshot, photo, or picture can be "humanized" by a simple new process, turned into a "Humanette" in large size. Can furnish list of prospects in your neighborhood who will get you from \$3 to \$250 for showing samples of "Humanettes" and Lifetime Contracts. If you want to make money fast and name for Free Sample Proposition at once. Send name to ALBERT SCHULER, Opt. 271R, Cincinnati, O.

POSTCARDS
As you bought a million at a low price from a firm that would money we are able to offer them to you at a low price. We have an assortment of 40 different subjects.
1,000 for \$2.50, 5,000 for \$10.00.
40 Samples for 50c.
Send cash or money order to GARDEN SALES CO., Dept. 88, 165R Broadway, New York City

gains any cosmetic medicine, etc., must hold a registered pharmacist's certificate." Jeff reports that tobacco is selling for a rather high scale in South Carolina, and as the crop is short he presumes that the same conditions will prevail in North Carolina.

"CERTAINLY OOT IN... trouble when I invited the pitch lads to dash in and see me at the Food Mart Restaurant," licks Al Ross from Chicago. "First day brought five from Dallas, four from South Bend, etc. It has gone on and on until my week's stipends are not so hot. Please, boys, don't tell everyone where I work. Carmelita, my wife, is now in Cleveland and will place her girls in some show there. Possibly the Oriental. Duke Wilson is still in Minnesota and doing well, so he claims. Also heard from Williams the blade man. Understand the lads in Wisconsin are doing okeh and hope they leave those spots the way they find them. Where are you, Van Red Feather? Remember the pitch store and big market we had in Cleveland? Well, boys, look me up around The Billboard office in the Woods Building, but be sure to have that 40 cents for dinner, and I don't mean maybe."

"THE LORD'S PRAYER... boys have been getting some real play at the fairs. Some of the lads have been making bracelets and stick pins out of the penny after it has been pressed and are enhancing their sales and profits with the new wrinkles."

"AFTER AN ABSENCE... of seven years Fred Keely has rejoined the Halo Comedy Company," cards Charles E. Hale from Conestoga, Pa. Hale says the small-town folks certainly like Fred's magic.

MICKEY McDOUGAL... working the Sylvania decks, is getting his share of the gelt. Mickey has been a conspicuous figure at the big fairs.

LATE REPORTS... from the Automotive City indicate that Sammy Berman, one of Detroit's best known pitchers, has gone in for the Buddha.

LE ROY CRANDELL... is taking on the sawdust rings with his jam pitch. Well, Le Roy always was a first-water money collector.

SINCE THE LITTLE... pitch girl arrived the Bartock clan has been working harder and more regularly and is clicking to some big scores with the mineral water and health books.

FRANK O'NEAL... has been writing the sub thru his hunters and trappers' exhibit and is one of the most successful boys in the leaf field.

JOHN H. PALMER... (Chief Red Feather) is operating his med opy in Indiana and is reported to be getting large crowds and similar takes.

STANLEY SMITH... resurrection plant worker, is spending his time working flowers and other items between St. Louis and Kansas City.

ACCORDING TO REPORTS... The Troy (O.) Fair was a red one. The Knights of Pitchdom who made it enjoyed fine business, while the gals topped all preceding years.

REPORTS INDICATE... that Slim Rhodes, with the watches and razor blades, is clicking like a house afire, while the missus is doing well with static eliminators.

EARLE O. CRUMLEY... after a year's silence, info from Presque Isle, Me., to wit: "We are still in the land of the living and making the northern regions of Maine in quest of the filthy lucre. Have worked the summer in New York, Vermont and New Hampshire to a good business. This is the noted potato section of Maine and the natives are getting good prices for

Pitchmen I Have Met By SID SIDENBERG

One of the best to perform the successful separation of money from the public is also one of the oldest in the business and one who has seen more years in point of service than most of those in the med-show division of Pitchdom.

This "old youngster" is none other than William Brandom, who has just passed his 68th milestone and who has spent two-score years owning and promoting the outdoor operas pushing the tonic, liniment and candy sales to the vast throngs who attend the operas to forget the hot nights at home.

Those attending the Brandom shows are repeaters, for when he stages a comedy or a drama for the benefit of the customers he is not content with only the sales of med but figures that a good show will make walking, talking advertisements of the ones who have already attended, which is so essential to the successful med shows. Brandom is recognized for his ability to put on the operas, for he started in the show business at the tender age of 9 under the big top of the Ben Wallace Show. The Wallace outfit made Peru, Ind., their winter quarters in those days, and Brandom's parents showed the show people what a real performer their youngster would be some day by getting the boys to set up the trapeze and letting their tot do his stuff. When Brandom passed the ninth pole of life Ben Wallace took him under his care and he was billed along with the topnotchers of the sawdust ring of those days. Clowning appealed to him and at the age of 17 he was rated as one of the performers who could be used in any role under canvas from clown to trapeze act.

At 16 he met with an accident during one of his aerial acts which retired him from the circus but not from the show world, for soon after Brandom became a successful dramatic actor and a little later a producer of dramatic shows under canvas. After 13 years of successful performances in the Midwestern States Brandom made himself an enviable reputation which later made him one of the greatest med-show operators in the game. In recent years he has expanded by going into the hotel and restaurant activities, which proves that a man is still at his best even at 68. He keeps at least one med opera in operation at all times, and when conditions warrant it he has as many as three of the med-purveying shows on the road.

The missus assists him in all of his enterprises. Grace, the Brandoms' only offspring, manages the eating emporiums while Bill and the missus are out making the money talks to the tips.

Brandom is a member of the Masons, K. of P. and Odd Fellows. The Brandoms call Woodriver, Ill., home.

their crops. The missus joins me in sending best wishes to Frank Libby, Jimmy Miller, Ray Mertz, Fred Cummings, Dad Parker, Ed St. Mathews and Jolly Bert Stevens, of Doc Williams' Shows. Let's have some pipes, youse guys."

TOWNS OPEN... the part week were Brookville, Ind., small reader, good for Saturdays; Greenville, O., fine Saturday spot; Troy, O., good Saturday town; Anderson, Ind., open to Courthouse corner, fair week day, excellent for Saturday, shops in town are good; Muncie, Ind., open to lot at railroad crossing. "Not so hot."

CHET OREELY... after a two months' tour of New Hampshire and Southern Maine, has returned to Liberty, Me. Writing from that city, Chet says: "Business has been poor.

Met "Torchy" James, specialty roan, at Bar Mills, Me. Says he has a new gadget on an elastic gear. Would like to have a pipe from Ed (Blades) McDonough, of razor-blade fame. Pipe up there, Rink, let's hear from you."

D. COLLINS... whitestone worker, shoots from Asbury Park, N. J.: "Joe Hass, pen worker, Frank Williams and E. Ross, foot doctor and corn-tox worker, all did a big summer biz here. Ross has purchased a new car and plans to tour the country selling corn remedy. Best wishes to all the lads in the game."

JOHNNY McLANE... is collecting some folding money with the magic paddles in and around Binghamton, N. Y. A newspaper clipping just received states that Johnny was stripped of stock by a co-worker, but Johnny manages to keep going.

F. L. FERGUSON... special representative of the General Products Laboratories, Columbus, O., was a visitor to the Pipes desk last week. He reports business as being good, despite the unusually hot weather.

FRED SCHULTZ... is reported to be trailing the circus and getting plenty of sugar with the spark intensifiers.

SI ULLMAN... is hitting the fairs with the sheet, working out of Indianapolis.

NORRIS KAHNTROFF... and his assistant, S. B. Bills, after making the spots in Wisconsin and Kentucky, were visitors to the Pipes desk last Saturday. They indicate that they are doing well.

FRED MOORE... fogs one thru from Steens, Miss.: "Made the recent Philadelphia (Miss.) Fair for one day and then drove my new house-car and trailer here, where I met a pal of days gone by in the person of Dave Cooper. After cutting up a few jumpouts we had one grand spread. Volstead must be dead, for we slipped until the wee hours of the morning. Here's hoping I cross their path again real soon. Dr. Dick should have been here. Am on my way to the hills of Tennessee."

RICTON... licks from Lancaster, Tenn., that he wishes to thank Mickey O'Brien and the missus for informing him of five real money spots. "Have played 'em all and had turnaways at all performances," he infoes. "Thanks a whole lot, Mickey."

K. CAVANAUGH... working med, has left Dayton, O., and is headed for the fall fairs in Michigan.

THE MAIN STREET... parking lot in Dayton, O., gets a real play by the pitch lads on Saturdays.

BILL OWENS... soap worker, of Detroit, made a trip thru Ohio but returned to the Motor City when he found his "not so good" in the Buckeye State.

DR. GEORGE M. REED... to wit: shorts in from Springfield, O., to wit: "About the only thing that is hot here is the weather. Have had four weeks in a chain store. Here is a tip to the boys and girls of pitchdom. Springfield is a 'tough' town. It cost me \$10.05 for getting out two coupons on the street while on the way to our apartment. The last saw me and had me arrested and I was forced to post a \$15 bond. The next morning in court I drew a \$5 fine and court costs. I am told that one of the boys, who was selling knife sharpeners, was arrested for passing out circulars with his sales. My advice, therefore, is that anyone desiring to work here should go to the chief of police before he starts. Factories here are all working five and a half days a week, but money is hard to get. That prince of old-time med men, Dr. Lemon, visited me at the street, the first time I had seen him in 10 years. We shot a few pipes and recalled the Sidney, O., fair of 1924, where we worked together. That lineup of 'oldtimers' included Ray Pierce, cement; Shorty

Bates gummie; Ray Cummings, razor blades; Tug Wilson, wire; Earl Wilson, milk; Dr. Watson, Dr. Workman, Dr. Lemon and Yours Truly, mod. Dr. Watson and Tug Wilson have passed on, but I wonder where the remainder of the bunch is. I hear my old friend George A. Grooms was in Columbus recently. Why don't you pipe in, George? 'Hello, Mamie Mayhew.' How is Warren, O., and where are you, Hubert Hull? My last letter to you at Bellaire, O., was returned. 'Hello,' Tom Kennedy and Frank Libby. Pipe in.

BOBBY RUSSELL . . . who helped make fountain pens famous, was recently discharged from a New York hospital where he underwent a major operation. He would like to hear from old pals and can be reached at care of Jim Kelly in New York.

REPORTS ARE . . . that Brooks, doing the jamming on Barney Bros. Circus, is going big this year.

E. H. FLUME . . . of horseshoe fame, has a nifty new housecar and is all set for the fair.

INQUIRIES . . . have been made about the bran and food-lax packages. These items and pyridium seeds are the big go at the fair.

E. T. (SHORTY) TREADWAY . . . is making the South with his soap talks. Shorty says spots are hard to work in the industrial States, especially for those attracting large tips. Dr. Schneider is still working out of Forrest City, Ark.

DOORWAYS . . . are open on Washington street, Indianapolis. Lads must have a permit from building owner—or else.

THE HARLAN MED OPERA . . . is reported to be drawing large crowds nightly, with biz at par. Show is doing its stuff at Brownsville, Pa.

JACK KEARNS . . . and the missus have returned to Minneapolis after an extended trip thru Canada. Pena, crimpers and darners were dispersed to the natives.

MAT HERMAN . . . working watches and blades thru Canada, reports biz. "not so hot."

SOME OF THE . . . boys, watching the political dates at the county and State fairs, have been going like a house afire working the Roosevelt and Landon neckties and pennants.

TOM SHERRONE . . . is now one of the old-time sheetwriters, is now connected with *The Terre Haute* (Ind.) Advocate, a labor sheet. Tommy says it's doing well and he is at present working on a big Labor Day edition. He has been there for three years.

NEWS ITEMS . . . received by *The Billboard* must bear a signature to assure publication. Unsigned letters or those bearing a fictitious or anonymous signature are relegated to the waste basket.

DE CLEO . . . the Magician has returned to his home at Marysville, O., after closing with the Osgood Med Show, managed by William Bower, which concluded its season at Three Rivers, Wis., recently. De Cleo plans to work schools in the fall.

BUFFALO CODY . . . pipes from Fond du Lac, Wis., to wit: "At the last session of the State Legislature there was a law enacted forbidding any med or soap workers to work any fairsgrounds receiving State aid. We found this to be true after a lengthy trip up here and want to pass the word

along. The only thing we got here was some good swimming. Hope all the lads and lassies have lots of luck."

"HAVE BEEN VACATIONING . . . in New York and Chicago for the last six weeks," scribbles Chic Denton from Chicago. Chic is scheduled to work whitestones in Laramie, Wyo., with the mechanical boy "Harry." He will be there for two months on still spots.

GEORGE (SLIM) BARRY . . . or anyone knowing his whereabouts is asked to notify the Traveler's Aid Society, Springfield, Ill. Barry's wife is seriously ill there, according to a communication received from Martha Bell Barry.

H. L. CRUMPTON . . . links from Chattanooga that he and Thomas (Red) Estes are working that territory with blades and watches to a good biz. "Will be in Louisville next week and would like to have a pipe from Slim Rhodes," says Crumpton.

M. G. FLYNN . . . working the boardwalk at Daytona Beach, Fla., reports business as fine. "Everything points to a good winter in Florida," he infos. Flynn says "Hello" to Joe Hess and Bob Velling and hopes to see them again next winter. He is anxious to have a pipe from Mary Nell or Fred Allen.

DR. KRETS . . . and Helen I. Rex, after a three-week sojourn in New Jersey with Mr. and Mrs. Charles Hillard, have returned to Lehigh, Pa. Writing from the Pennsylvania city, Doc says: "We regretted leaving the Hillard Show as Mrs. Hillard was one of the most pleasant persons we have ever met. But due to the fact that I contracted to put on a show for the Auctioneers, we returned here. Business has been good thus far. Last Sunday we worked Edgemont Park for Barney Gallagher to a good crowd. Charles Geseley infos that, owing to poor business, he has closed his show. 'Thank you,' Tom Waters, for your letter inviting me to bring the show to your hotel at Gowen City. People are asking for George Hughes' fire salve here. We play one more lot, then halls until Christmas. Drop in to see us, Charles Schadt and Bobby Dease."

ROY LART . . . with sukem solder and novelties, is going big in St. Louis. Roy has three separate units going, besides working his hotel and a solder outfit himself.

ROBERT H. BENSON . . . working fountain pens with coupons in Ohio, reports biz as good. Benson has been working two and three towns at a time and at present has a pen sale going in Cincinnati.

REPORTS INDICATE . . . that Grodsky and Robertson, with blade sharpeners, are pace-setters for getting the long green with that item.

CAR HEATERS

(Continued from page 64)
The hot-water heater is the favorite where a quality unit is desired, there are many efficient and neat manifold-type heaters which answer the purpose well where price must be watched more carefully. Of especial benefit to the industry will be the promotion efforts of the manufacturers to be launched very soon in educating the public on the practicalness and economy of car heaters. The fact that these makers are for the most part well established firms of national repute is also expected to be an important factor in the car-heater boom.

Radio for Plug Demonstrators

Having had unusual success with his specially built demonstrating radio for plug and gap demonstrators in the East, Bill Ray, of the Super Engineering Company, is now introducing this radio nationally. The radio is built into a beautifully streamlined high-boy cabinet and has

SERVA-LITE
SERVES A LIGHTED CIGARETTE

balloon tires for easy moving. On top of the radio cabinet is an instrument board in which are inserted noise makers usually found in the home, such as an electric fan, telephone dial, air meter, switches, lights, etc. When these gadgets are in operation they interfere with the radio program by sending noises thru the set. When the radio plug is attached these noises disappear as if by magic. The demonstration is very effective and has helped demonstrators in making unusually large sales.

RCA Radio Sales Show Vast Gains

CAMDEN, N. J., Aug. 29.—Big gains in radio sales were recorded by the RCA, according to Thomas F. Joyce, advertising manager, with the first seven months of 1936 more than doubling sales over last year. In the month of July alone more than three times as many radio sets were shipped to distributors as in the same month last year. The company's factory here is working at full capacity to produce enough sets to meet the requirements of its retailers.

Improvement in business generally has had its proportionate effect on the radio industry, said Joyce. Also, the Presidential election campaign, too, is having a beneficial effect on radio sales. Millions of old radio receivers are being replaced by new instruments which embody all the newest convenience and performance features at comparatively small cost.

Same enthusiasm is shared by the Zenith Radio Corporation. Vice-President-Treasurer Hugh Robertson states that the company has earned its largest profit in any period of its history, and orders on hand for September shipment exceed the scheduled production for that month.

Variety Stores July Sales Are Boosted 19%

WASHINGTON, Aug. 29.—Daily average sales of variety stores for July, 1936, were 19 per cent higher in dollar volume than for the corresponding month of last year and nearly 23 per cent higher than the same month in 1934, according to Department of Commerce estimates.

Sales decreased about 1 per cent from June to July, which is considerably less than the usual seasonal decline. The seasonal adjusted index rose to 109 1/2 for July, on the basis of 100 for the average for 1929 to 1931, from 104 for June and 97 for May.

The aggregate value of sale for the first seven months of the year was about 6 per cent above that for the same period of 1935.

New Merchandise To Feature Dallas Show

An extensive array of gifts and decorative accessories for the modern home interior will be displayed at the second annual Dallas Gift Show, to be held at the Baker Hotel, Dallas, September 13 to 18.

With Texas attracting visitors from all over the country to visit the centennial, buyers are provided the opportunity of combining a pleasure trip with the profitable business activity of seeing this outstanding exhibition of new merchandise, all designed to add charm and comfort to the home.

The show will also afford visitors an excellent chance to study new trends in design, the effective employment of new materials and new color combinations.

Heat Chops Philly Sales, But Biz Tops Last Year's

PHILADELPHIA, Aug. 29.—A typical summer slump hit wholesale trade in the

Sales Board Operators! Premium Users!

If you're an item really exceptional in performance, style and appeal, attached to any set in 6 minutes without tools. Press a magic button and a lighted cigarette pops out! SERVA-LITE includes an unbreakable, compact case; handy ash receiver; long-life battery. Fully automatic, guaranteed. Don't miss this and 24 million car owners are really enthusiastic. LIST PRICE \$2.45

Write today.
TELEMOTOR CORP.
260 Fifth Ave. New York, N. Y.

CAMPAIGN HITS

ROOSEVELT and LANDON TIE CLASPS and PINS for MEN and WOMEN

The best campaign numbers yet! High quality brilliantly metal-plated Tie Clasps with Democratic display and "Roosevelt" in colorful enamel mounted with silver trim; or large bright yellow suzanne and "Landon." Also smart fancy neck Pins with Pin and Buttoner Landon Pin. All mounted on attractive "official" display cards. Today's greatest campaign item values. Every voter says, "Order Today!"

67¢ Doz
8.00 Gross
Sample 10c

AND

HERE'S the HIT OF the FAIR SEASON

Two attractive, colorful handkerchiefs and matching ball-tie from Paul Neckties. All packed in striking two-tone box with large collophane window. Just imported. Brand new. Order today! Glass up while it's new. 55¢ Deposit. Balance O. D. Write for FREE Illustrated circular showing complete line of "HIT" neckties and smash low prices.

78¢ Doz
Sample 10c

STEINBERG MERCHANDISE CO.
16 West 19th Street. New York, N. Y.

ELGIN or WALTHAM \$1.65 Ea.

7-Jewel, 18 Size Watches in White Case.
7-Jewel, 16 Size Elgin and Waltham, \$2.35.
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.

Philadelphia area last week. Dun & Bradstreet report, slackening the recent rate of expansion. Uncomfortable weather conditions carried sales below the previous week's level. However, aggregate volume for the first three weeks of August was still 6, to 10 per cent ahead of the like period last year.

Dullness at this time of the year is expected, so that the hesitancy was looked upon as having little significance one way or another.

Except in a few lines, particularly beachwear, for which a persistent demand continues, calls for strictly hot-weather merchandise began to taper off. Break of the heat wave will accelerate the slower pace of last week and looking forward to fall, merchants will soon begin to buy freely in the wholesale houses.

PHILADELPHIA DISTRICT FAIR

Hatfield, Pa., Week September 7th

Want Specialty Girls for Paradise All-Girl Review. Send photos. Want Light Colored Chorus Girls for Happy Harlem Show. Salaries paid by office. Have for Sale—Complete New Penny Arcade with 30x40 Tent and 40-ft. Stud Lighted Panel Front; all new this season. Will sell cheap for cash and book same on show. Reason for selling, owner has too many other interests. Have few choice locations left for Reading Fair, which follows Hatfield. Address, this week, Bedford, Pa., Fair.

CETLIN & WILSON SHOWS, Inc.

BETTER THAN A FAIR

10 Big Days and Nights — September 9-19

2 Saturdays and 1 Sunday

Ball Park, Yonkers—First Show in 6 Years

WANTED—Merchandise Wheels, Grind Stores, Shows with Tops.

Ninth Democratic Ward

Woodlawn Avenue

(Phone, Yonkers 2827)

Yonkers, N. Y.

THE NEW FOUR COUNTY FAIR

SUFFOLK, VA., SEPTEMBER 22 TO 26

Want Free Acts, Congress of Dare Devils and any Grand-Stand Attractions. Want Concessions on Midway and in Buildings. No exclusive. Struts Shows Corp. on Midway. Write or wire HENRY C. BARTON, Socy., Suffolk, Va.

Gruberg's World's Exposition Shows

Can place for the New York State Fair, Syracuse, September 6 to 12—A few Outstanding Grind Shows and Rides of all kinds. Grab joints, Eats and Drinks all open on our midway. Wire MAX GRUBERG, Elmira, N. Y. Fair, this week; New York State Fair, Syracuse, next week.

CAN PLACE TWELVE FAIRS

Starting Labor Day, Tuscombia, Ala.—Shows not conflicting, legitimate Concessions, Cook House in keeping. Join on wire. Talkers, All-Day Grinders. Must be sober. Those joining now given preference. Cuba and South America next winter. This week, Decatur, Ala.

BERNEY SMUCKLER, Royal Palm Shows

WANTED! WANTED! WANTED! INDIANA HARBOR AND EAST CHICAGO BUTCHERS' & GROCERS' ASS'N ANNUAL FESTIVAL PICNIC

WASHINGTON PARK. TWO DAYS AND NIGHTS, SATURDAY AND SUNDAY, SEPT. 12 & 13. Last Year's Attendance Over 40,000 Every Day. This Year Will Be More Elaborate Than Any Ever Staged in Lake County. ALL STEEL MILLS RUNNING DOUBLE TIME. OVER \$1,000 SPENT FOR FREE ACTS. NO TRAVELING CARNIVAL ALLOWED TO SHOW HERE. WANTED—HIDING DEVICES and SHOWS of all kinds. ALL CONCESSIONS OPEN. Corn Cakes, Merchandise Wheels, Stock Concessions of all kinds, Sausages, Candy Flows, Nuts, Soft Drinks, Eating Stands, Ball Games of all kinds, Photos, Mitz Camp, Pup Corn, Penny Pitch, Ice Cream, or any other Concession of merit. Address all mail and wires GLAY M. GREENE, General Director, Butchers' & Grocers' Association, 3455 Michigan Avenue, Indiana Harbor, Ind. Phone: Ind. Har., Ind. 2258 R.

C. W. NAILL SHOWS

OPENING RAYVILLE, LA., SEPTEMBER 7, UNDER AUSPICES VETERANS OF FOREIGN WARS. BILLED LIKE A CIRCUS.

SHOWS—Have Top for Pit Show. Want to book Illusion Show and neatly framed Snake Show. Percentage right for Shows with own outfit. RIDES—Will book Flat Ride and Kiddie Rides. WANT Ride Men at once. CONCESSIONS—Want Bowling Alley, American Palmist, Seales, Grind Stores that will grind, Stock Wheels. Address C. W. NAILL, European Hotel, Monroe, La.

Hartmann's Broadcast

HERE'S a laugh for circus men in this country. A few weeks ago *The Sunday Dispatch* of London, Eng., published an interview with Stanley W. Wathon, big-shot English booker, dealing with his travels in search of novelties for circuses.

"One Irish reader of that paper apparently read the interview with more than a little interest," *The Performer*, also of London, says. "For he has now written to Stanley, care of *The Dispatch*, a letter which contains news of a novelty that is not only startling but somewhat disturbing. For further details of this circus 'novelty' let us take an extract from the letter in question: 'On reading your article on (sic) *The Sunday Dispatch* . . . it occurs to me that the following stunt may interest you: A man stripped naked (except a pair of togs) can handle in the circus ring a swarm of bees without getting stung. The bees are brought in and he takes fistfuls of them out of a box and throws them on his body, leaving them to climb up to his head in numbers varying from 3,000 to 5,000. The same bees could be used day after day and when the act is over they would automatically leave the ring and be recaptured at the exit. It may be mentioned that the bees have stings and that can be proved to the audience. On the other hand there is not the slightest danger of anybody getting stung during the turn.'

"That bit about the recapture of the insects at the exit is intriguing, altho exactly what happens should there be more than one exit is not clear. Anyway, we do not expect to see this bee attraction presented to a circus audience. Would anyone care to have further information or an idea of presenting it in a nice cozy variety of cine-variety theater? No? Well, we are not surprised. There is always that chance that the bees might make for the wrong exit!"

In the U. S. A. there are no such things as bees as a circus attraction, but the public gets a "stinging" just the same on some of the shows, we are sorry to say.

AND if you don't think there is "stinging" going on with some circuses, listen to this coming from a circus fan who has seen 11 different shows and visited some 40 circus lots:

"I have seen shows that are good, bad and indifferent," he says. "One thing is certain and that is, unless this country can rid itself of some of the shows that burn up territory the better organizations are going to have pretty tough sledding. I am not going to mention any names, but I must confess I have seen a few shows that have absolutely no right to exist. Personally I don't believe they should be permitted to make use of your columns even if they pay for the space.

"Too many shows are started on a shoe string these days and this cannot go on if the circus is to continue to live. I would like to see you go so far as to refuse advertising from those shows that do not live up to what they advertise so far as pay days and cookhouses are concerned."

IT IS gratifying indeed to see the spirit of benefit performance for the Cemetery Fund of the Showmen's League taking such good hold, and from reports received by Secretary Joseph L. Strelbich there will be quite a few more of these benefits staged by shows during the remainder of the season.

"On August 21, at Ionia, Mich.," Joe writes us. "Rubin & Cherry Exposition staged such an event in front of the grand stand with the full sanction and co-operation of Brother Fred A. Chapman, secretary of the fair. Performance included almost the entire cast of Barnes-Caruthers' big production playing the fair, and there also were shows from Rubin & Cherry, as follows: The Oddino Hiamese Twins, cast of the Rhumba Show and the Royal Russian Midgets. Mr. Gruberg is grateful for the co-operation given by Fred Kressmann, Dennis Curtis, Nate T. Eagle, M. J. Doolan and Fred A. Chapman, not to overlook Izzy Ceyvono and his band, who furnished all music for the affair. The financial re-

sults were gratifying, but Brother Gruberg advises that he will hold the receipts until a later date, as he contemplates further action in behalf of the Cemetery Fund and intends to turn all money in at one time."

WILLARD D. COXEY and Sam J. Banks, whose names stood out in the circus world for many years, have been having some great times together up New England way.

"I have been sojourning in these, my native hills—the beautiful Berkshire—writes Banks from Great Barrington, Mass. "Some years ago I resided in Great Barrington for a year and have numerous friends here. Mr. and Mrs. Willard D. CoxeY and I have been enjoying many pleasant hours, reminiscing and driving thru the countryside. The Coxeys' country home, a few miles from Great Barrington, is a paradise."

Coxey, it will be recalled, was for years a press man with the Barnum and Ringling shows, also represented Sir Harry Lauder for years for the William Morris (New York) offices. Banks also spent many years in the publicity departments of circuses.

In *The Berkshire Daily Eagle*, Pittsfield, Mass., of August 24 the two former p. a.'s and present authors were given a half-column story on their appearance together on a program at the ballroom of the Berkshire Inn at Great Barrington the previous Saturday night. Each one gave a talk. Banks, the newspaper story said, "was introduced by his friend and former colleague in the circus, Willard Douglas CoxeY, the well-known Berkshire author of North Egremont. In introducing Poet Banks, Author CoxeY touched upon their mutual experience in the circus, both men for many years having promoted publicity ahead of the Ringling Bros. and Barnum & Bailey interests."

WEST END FAIR

LAURELTON, PA.

SEPTEMBER 10, 11, 12

Wanted—Independent Shows and Concessions. Address all mail to GEO. P. MILLIKEN, Laurelton, Pa.

SHOWS and CONCESSIONS WANTED

Three Days Centennial, SEPTEMBER THIRD TO FIFTH, Tohansha, Michigan, M. R. WEER SHOWS, No. 2 UNL

RIDES, CONCESSIONS WANTED New Holland, Ohio Fall Festival

SEPTEMBER 9, 10, 11, 12

Good opportunity. Rides and Clean Concessions. Write to PRESIDENT, AMERICAN LEGION, Z. L. Smith, Secy., New Holland, O.

Marion County Fair

MARION, O., SEPTEMBER 22-28

5 NIGHTS—4 DAYS

Wants Shows and Motor Shows.

J. A. RAUB, Secretary, 115 1/2 S. Main St., Marion, Ohio.

Want Concessions

Shows coming to the streets. Put in by Board of Commerce, Vassar, Mich., September 10, 11, 12. Bands, Parades and Free Acts. Prizes given every City decorated. This is our first showing in 36 years. Would like to book a ballroom. We are looking for Rides and Free Acts. Address NORTH-COMING COMMITTEE, Vassar, Mich.

BARKER SHOWS

Place General Agent with car. Must have 2500 sq. territory; Photo Gallery, Cusians, Mitz Castle, Cigarette and Local Galleries. Dryclean, give up Pupcorn and Messy Messy open. Flat River, Mo. this week; Edgemoor, Mo., next. Heart of cotton country. MRS. SYELLA BARKER.

Carnivals and Concessions Wanted FOR THE COLORED TRI-STATE FAIR

Largest Colored Fair in the South, September 21, 22 and 24, 1936, Memphis, Tenn. DR. L. G. PATTERSON, Secy.-Mng.

For SALE

Beaver Kiddie Auto Rides (was with Great Station 1935) (last season). Best running condition, with 750. \$325. G. M. MOORE, Murphy Bros. Dept. Meas. 114, this week.

WANTED SHOWS

Wanted in Mississippi, for balance of season. Lloyd Williams writes.

THOMAS COLEMAN
Columbus Shows, Ballston Spa, N. Y. This Week; Schuylkill Co., N. Y., Next.

FORT RECOVERY, OHIO

LABOR DAY AND SEPTEMBER 8-9.
Judo & Judo's Harvest Jubilee. First time in street, 10,000 attendance expected. WANTED Merry-Go-Round, Loop-a-Plane, Kiddie Auto Rides, all other equipment open. Cook House and all other concessions open. STEPHEN DECKER, Allen Blvd., Lima, O.

COMBINED CENTRAL ILLINOIS HORSE FAIR

(Fourth Annual)
AND ANNUAL CENTENNIAL.
CAN TAKE few more legitimate concessions.
Four Days, September 14-17, 1936.
CONCESSION MANAGER, Abingdon, Ill.

WANTED SIDESHOW ACTS

Tulloch Artists, Mental Act, two good Grinders, two Wrecks for Illinois.

W. H. SMITH
Ferry, N. Y. This week; Syracuse, N. Y., State Fair next week.

ROGERS AND POWELL WANTS

Outdoors, Ball Games, Frolics, Grandstand, Kids Dances, Mitt Camp, Fun Dance, Minstrel and any act with good outfit. Stock Concessions and kids to play some of the best fairs in Arkansas and Mississippi. Dockerman, week of August 31; Barnyard, week of September 7; then Lake City. The biggest Celebration in Arkansas around country.

FREE ACTS WANTED

FOR LABOR DAY, SEPTEMBER 7, ENDICOTT, N. Y.
Write
W. S. MALARKEY,
Attorney at Law, Binghamton, N. Y.

W. S. MALARKEY

On State Shows and Concessions for Brockfield, E. Y. Fair, September 7-11; Mansfield, Pa. Fair, September 10-13; Trumbull, N. Y. Fair, September 30-October 3; Address **W. S. MALARKEY,** Attorney at Law, Binghamton, N. Y.

WANTED CARNIVAL

Rhea Co. Free Fair
DAYTON, TENN., SEPTEMBER 15th to 18th
BLENN W. WOODLEE, Pres.,
Ohio County Fair Assn., Dayton, Tenn.

LETTER LIST

(Continued from page 71)
Brewer, Elmer
Kays, Charlie
Robbins, R. L.
Bosman, W. C.
Best, Stanley
(Little)
Betz, Frank L.
Blevins, Chas. D.
Bridg, Harry
Bryer, O. L. Bill
Bryer, O. L.
Bryer, James
Bryer, G. G.
Bryer, Frank
Bryer, Clifford
Wiles, Everett

MAIL ON HAND AT
ST. LOUIS OFFICE
30 Arcade Bldg.,
Eleventh and Olive Sts.,
Ladies' List

Allen, Mrs. P. E.
Aves, Mrs. George
Bennett, Mrs.
Bickard, Mrs.
Blanchard, Mrs. T.
Bretton, Mrs.
Brady, Mrs. J. E.
Bryer, Mrs. Sarah
Cavan, Mrs. J.
Chapman, Mrs. Rose
Coyne, Mrs.
Daley, Mrs. Marion
Davis, Mrs. Susie
Eaton, Mrs. Babe
Eaton, Mrs.
Frost, Mrs. H. T.

Gentlemen's List

Allen, George
Anderson, Cliff
Arden, James
Baker, Ed
Banta, Glenn
Barnes, Robert
Barnett, T. C.
Bridges, F. J.
Brooks, Joe
Chick, Art
Chuff, Art
Cordington, M. T.
Cote, B. B.

Cortland Fair

By ALEXIS RULOFF

Grand stand is filled with capacity crowd. Children, women and men all about. Some of them sit, some of them stand. Looking at acts, listening to band.

Chewing on hot dogs, eating ice cream. And enjoying the show of B. Ward Beam. Selecting horses on the racing track. Placing a bet, then taking it back.

The music is played by a local band; Daisy, the white horse, is on the stand. People laugh, applaud and cheer. Acclaiming the acts from the front and the rear.

Wilfred and Mae Trio, with their hoops. Performing smart stunts and looping the loops. Their hoops are like human; they roll, jump and run. When handled by father, daughter and son.

Children, amazed, stare with fear in their eyes. At two frogs on stage, gigantic in size. It's Arthur and Norman, jumping on logs. Weirily dressed as two giant frogs.

With the light comes the production *Listening In*. Presented on stage by B. Ward Beam. Believe me, it's grand, this wonderful show. If you haven't seen it I advise you to go.

Happy Days Shows

Salem, Ind. Week ended August 23. Washington County Fair. Weather, extremely hot. Business, good.

Best grand-stand attractions we have seen. Ben Bono thrilled the midway crowds nightly. Hon. Charles R. Morris is secretary of this association. Vivian Nickerson carried the prize for hard work and the results of her Girlieak Revue was evidence. Paul Houck, with his three shows, did very good, as did George Spaulding's Happy Days Cotton Club Follies. General Agent Joe J. Fontana left Augusta, Ga., to attend the funeral of his father, Antonio Fontana, age 74. Flowers were telegraphed from the entire personnel. Pink's Tilt-a-Whirl topping the rides. Loop and Kid ride doing okeh. Mrs. Nona Snodgrass' Merry-Go-Round and Twin Wheels, one here and one the office's, clicking fine. Colonel and Mrs. Dedrick placed their order for a new Rido-O. Leonard McLemore left with his four concessions and two Kid rides to play his regular circuit of Texas fairs, having been with us

WANTED

MERCHANTS' and MANUFACTURERS' EXPOSITION
ON STREETS IN HEART DOWNTOWN DECATUR—6 DAYS AND NIGHTS
Want Shows, Rides, Concessions. Expect 150,000 people. Sept. 28-Oct. 3. Write or wire R. W. (BOB) MORLOCK, 518 North Water St., Decatur, Ill.

MOHAWK VALLEY SHOWS - WANT

FOR STRING OF FAIRS SOUTH. OUT ALL WINTER.
CAN USE one or two more good Shows. Will furnish complete outfit for Minstrel Show. Have opening for Rides that do not conflict. CONCESSIONS—Will book Corn Game, Cook House and legitimate Concessions of all kinds. GUARANTEED GOOD TREATMENT. Week of August 31, Tazewell, Va., Fair; Week of September 7, Labor Day Celebration and Fair, Portsmouth, Va. Write or wire
LED BISTANY, Manager.

WANT FOR NORTHERN NECK FAIR, WARSAW, VA.

SIX BIG DAYS—SIX BIG NIGHTS, SEPTEMBER 21-SEPTEMBER 26.
Only Fair in Northern Neck This Year, Where Crops Have Been Plentiful.
INDEPENDENT SHOWS, RIDES, CONCESSIONS.
Everything Open. Will Sell Exclusive Novelties and Space for Exhibit Hall Workers. Let Me Hear What You Have. CAN USE Two Good, Sensational Peo Acts. Write or Wire GEO. ALKIRE, Secretary, Warsaw, Va.

WANTED FOR CAMPBELL'S UNITED SHOWS

Colored Performers and Musicians. Will book Organized Minstrel, salary or percentage. Merry Wheel, Whip, Loop-a-Plane or any good ride. All legitimate concessions open. Want good Concessions. Will furnish credits for any good show. Want lot of Gawk Shows. James McVey, come on. Have nine North and South Carolina Fairs. Openings: Friday, September 8, N. C., September 7th. Mullins, Dillon, Conway, S. C.; Fairmont, Entfeld, Spring Hope, N. C., follow. Address
H. W. CAMPBELL, Oxford, Md., this week; then as per route.

EBENSBURG FAIR

CAMBERIA COUNTY, EBENSBURG, PA., SEPTEMBER 7-8-9-10-11-12, 1936.
WANT Rides and U-Drive-It Cars, Shows that don't conflict, legitimate Concessions of all kind, Arcade, Scales, Eating and Drinking Stands, etc. All address
KAUS SHOWS, INC.
Huntingdon, Pa., Fair, This Week; Ebensburg, Pa., Fair, Next Week.

GREAT SUPERIOR SHOWS

WANT FOR PARIS, TENN., AMERICAN LEGION LABOR DAY CELEBRATION.
Tilt-a-Whirl, Loop-a-Plane, Kiddie Auto Ride, Ten-in-One (Owner set own terms), Shows with own outfits, Concessions of all kind except Cook House and Corn Game, experienced Help in all departments. Eight good fairs in Tennessee, Arkansas and Mississippi, beginning the middle of September. Show positively stays out until Xmas. Fair Committees with open rates write or wire. Paducah, Ky., this week; Paris, Tenn., next week. O. J. BEATTY, Manager; HARRY LAMON, Assistant Manager; E. W. WICKMILLER, Manager of Concessions.

BULLOCK AMUSEMENT ENTERPRISES

WANTS FOR SOUTHERN FAIRS, STARTING AT FINCASTLE, VA., WEEK SEPTEMBER 8.
Two or three Grand Shows with own outfit and transportation. No Cid Shows or Athletic Shows. CAN ALSO PLACE Loop-a-Plane with own transportation for balance of season. Will sell exclusive Novelties, Blanket Wheel, or any other strictly Stock Wheels. No C Wheels. Amherst, Va., this week; Fincastle, Va., Fair, week September 8; Bland County Fair, Bland, Va., week September 14.

since the opening, March 30. Many visitors from the Volunteer Exposition at Madison, Ind. Mrs. Albert Beth's corn game well stocked and well played. Happy Boultinghouse left to play his Kentucky and Tennessee fairs. Art Buggs has the thriller in good shape and doing good business. Branda Bros. cafe gave a chicken dinner in celebrating the good news. Zenita-Zan, with his Congress of Living Wonders and Circus Side Show, going over the top daily.
FLOYD R. HETH.

Pan-American Shows

Mexico, Mo. Week ended August 15. Mexico Fiesta Centennial Fair. Weather, fair and hot. Business, far below expectations.

Show had plenty of time and much work was accomplished in repainting and rebuilding. Looks good and has many new attractions. Aunt Jemima still the feature star of the Best Street Minstrel Show. Little Lois Page, junior member of the Page Kiddie Band, celebrated her third birthday with a big party. Bobby Mack, general agent, returned to the show. BOB GARRISON.

Clay Greene Directing Indiana Harbor Festival

CHICAGO, Aug. 29.—Clay M. Greene, veteran promoter and contest man, is general director of the annual festival and picnic of the Indiana Harbor and East Chicago Butchers and Grocers' Association.

HARLEY SADLER CIRCUS WANTS

TO JOIN IMMEDIATELY.
Fast-stepping Banner Man, set as 24-Hour Man. Must work legitimately. If not, can't stay. Noto seen wire. Organized Negro Minstrel for Side Show. Must have good Band. Can also feature Act for Side Show. Tell all in wire and pay own wires. HARLEY SADLER CIRCUS, Geneva, September 2; Haverhill, 3; Humble, 4; Pallett, 5; all Texas.

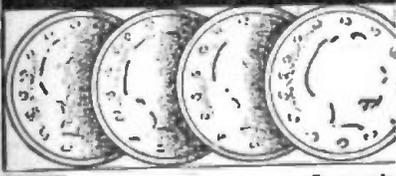
WILL BUY

USED LATE MODEL SKOOTER OR DODGEM CARS. ADDRESS BOX D-41, BILLBOARD, CINCINNATI, OHIO.

Wanted

Two Fast Stepping Waiters; also night man that can work quickly. Bob Jordan, wire.
GEORGE WELCH, Bedford, Pa.
association, to be held at Indiana Harbor for two days.
Greene states that the event last year drew an attendance of more than 40,000 every day and that this year a larger attendance is expected, as all the steel mills are running double time and the festival will be more elaborate than ever.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

Small City Ideal Quarters

Some vending machine operators seem to have a notion that only big cities offer opportunities for adequate profit. That this is not true I have seen demonstrated again and again. As a matter of fact, small cities have many advantages which the large city does not offer. The morning mail brought a letter from an operator that demonstrates this fact so forcibly that I am quoting it in full:

"I moved to my present city, which has 15,000 population, three years ago," says my correspondent. "My coin machine experience had been in a big town. There were family reasons why residence in this particular small city seemed advisable, but I confess my misgivings. The big money in coin machines, I believed, must be in the big cities.

"Today you could not hire me to go to a big city on a bet! "On the basis alone of reciprocity, friendship and fraternal affiliations I would have in my town a very nice business.

"One of my very best spots, for example, is a laundry. It employs 26 people. We have our family laundry done there, and when I approached the owner I had no trouble at all securing the spot. I have several machines in, but the most popular is the one which offers for a nickel a large variety of candy bars.

"I have a rather large family—seven of us in all. Our purchases in every consuming field are large.

"Call it back-scratching if you wish, but it is one of the most important principles in small-city business. Druggist, grocer, service station operator, banker, candy man, lumber dealer and all the rest follow the practical policy of patronizing their good customers.

"The reciprocity principle has secured and now holds for me three drug stores, four service stations, two auto repair shops, one candy store, three restaurants, three cigar stands, four taverns, one motion picture theater, two barber shops, one cleaner and dyer, three grocery stores, one meat market, one dairy store, one bank building, three near-by resorts, two pool halls, one automobile dealer and one shoe repair shop.

"This makes a mighty nice nucleus of locations. To them I should add three small factories, 'key men' of which are members of a local lodge I have been active in; two small apartment houses I 'opened up' in the same way and miscellaneous other locations I have held on a personal basis.

"Any operator with a good reputation can do as well as this in a small city. Of course, reciprocity and similar considerations not only secure the locations but enable the operator to get most favorable spots. I think at once of a chain grocery store in town. We give it much of our patronage. The manager not only quickly acquiesced when I approached him, but remarked: 'Put it anywhere you want!' Of course, he had his reservations—but I figured I could pick the very best spot in the store. Boy, does that store pay me big profits!

"In a small city it is easy to closely supervise machines, to become known to all locations and to see them often.

"Out around the small city is always—territory! I have between 30 and 40 small towns and trading points which I handle. These cluster around my home city on all sides. It is easy to work out economical and productive routes.

"Recently I put over my very best deal—an agreement with the county school authorities under which I placed machines in all the schools. Will that make me some nice profit? You can be sure it will. It goes to show that even in a small city it is possible for an operator to do things in a large way.

"All operating costs are lower in such territory as mine. When I need to hire assistance I can get it at a reasonable figure—reliable, too.

"I am taking care of my small city and the surrounding territory in good shape. No more operators are needed here! However, there is much small-city territory in the country which is fertile ground awaiting the plow of the operator who will come and settle and go to work."

SILVER SAM.

Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Customers of Location Owner Elmer Emdige discovered the other day that the Gaff Junction operator had inserted four extra pegs in front of payholes on the new Greater Gimnick pin table. Elmer is doing as well as can be expected and will be out of the hospital in another week.

Oscar Wurdie, popular Four Corners operator, has invented a new coin machine called "Can You Take It?" The player inserts his head in an aperture in the machine and a steel arm covered at the end with a boxing glove socks him on the chin. If the player remains on his feet for 10 seconds the payout is automatic. Oscar plans on installing seiprin venders in every location that takes the "Can You Take It?" game, figuring to make double profits.

"The next number on our program," said Lucius Null at an operators' get-together Monday night "will be Knock, Knock, dedicated to the management of a large group of stores whose policy will not permit installation of games."

"Yes, lady," a panhandler said to Operator Cy Higgins' wife the other day. "I, too, once was an operator. I was a smart one, too. I worked on the theory that (See PAYOUT PETE on page 81.)

Schneider Again Secretary Of Wisconsin Organization

MILWAUKEE, Aug. 29.—T. M. Schneider, of the T. M. Schneider Novelty Company, has been re-elected for his second term as secretary of the Associated Coin Machine Enterprises of Wisconsin.

The association has a total of 47 members and is quite active. Other officers of the association are: President, Victor Manhardt Jr.; vice-president, Ralph Sant; treasurer, Charles Franzke.

Schneider recently returned home after spending two weeks at Eagle River, Wis.

Speak Kindly of Your Competitor

The proprietor of the new dance hall and resort which had just opened at Lake Somerset shot a keen glance at the coin machine operator who had been soliciting him, putting up a good "line."

"I had a talk last week with Bill —," he related. "He is in the same business that you are. He wanted me to take on his machines. What do you know about Bill —?"

The coin machine operator smiled. "Bill — is one of the best business men I know anywhere. He is absolutely on the level. I have known Bill for years and have the very greatest respect for him."

The conversation immediately returned to coin machines. The operator grew enthusiastic. Soon the resort proprietor was asking routine, but necessary questions relating to details. Before the operator left, he had closed a deal—one of the best he had ever made, because the Lake Somerset resort was going places. Of that there was no doubt.

Often a coin operator puts over a deal, lines up a choice location and really doesn't know exactly how the thing happened. Sure, he worked hard—drew on all the enthusiasm he had. The story of what transpired in the prospect's mind, however, is not known to him.

The Lake Somerset resort owner told me the story.

"Both of those operators," he said with a smile, "put up a mighty good sales talk to me. I really was undecided in

East in New Era; New Games Coming

NEW YORK, Aug. 29.—General belief here is that the East has started a new era for the coin-machine industry and that new games with athletic action will be the feature for some time to come.

Firms manufacturing the bowling games here are already under way with new games which will be introduced in the near future. It is believed that some of these will be of great interest to the public and will generally revive play.

The East is also abstaining from using any type of equipment which might be misconstrued by the authorities and is instead arranging the games so that there will be no doubt of their legality.

The bowling games are moving here at a rapid pace. It is believed that the games have been responsible for earning much money for the operators in this area and returning them to good spirits. The value of store space here, which was the great puzzle of other coinmen throughout the country, is being overcome by the profit taken from the games. Storekeepers are not only willing to donate the space necessary, but some of them have actually removed counters and fixtures to make room for three and four of the games so that greater play can be assured.

Testing Florida Law

MOBILE, Ala., Aug. 29.—A hearing on the constitutionality of the 1935 Florida legislative act governing the operation and licensing of slot machines in that State will be heard September 9 in the Federal Circuit Court of Appeals at New Orleans. Judge A. V. Long, of Florida, has called a three-judge session to hear the petition of C. S. Ward, Jacksonville (Fla.) coin-machine operator. Judge Long denied a petition seeking a temporary injunction to prevent the Florida State comptroller from collecting certain taxes levied for operations of the machines. He said that the Florida Supreme Court had previously held the act to be constitutional, but he agreed to call the three-judge court to go further into the law.

my mind as to which one to take. I have a rule in cases like this. I try a salesman out in reference to his competitors.

"If he runs the competitor down, I am thru with him.

"I know, out of a rather long business life, that the best salesmen and the business men never disparage their competitors. They realize that it is mighty poor salesmanship; that such tactics, even if successful, are likely to end in severe retaliation. So I tried the operator out and when he said a good word for Bill — then and there I had made by choice."

It is a fact that there are few better things a coin machine operator can do to get the confidence and respect of a location prospect than to speak in a nice way of a competitor. Of course, salesmanship will consist in not bringing up the subject of competition. The prospect, however, may do so. The cue then for the operator is to demonstrate his own fairness and sense of sportsmanship.

Once a coin machine operator tried desperately to line up a central drug store. The druggist was cold and finally mentioned a competitor, indicating his interest in the competitor's machines.

The operator lost his head. He proceeded to tar-brush the competitor. He washed in public all the real and all the alleged "dirty linen" the local coin machine trade had accumulated in 30 years.

"I'm not interested," the druggist said (See SPEAK KINDLY on page 81)

The Greatest Thing in Business...

THE greatest thing in business is reputation. Nothing else can stand up to it. Nothing else can take its place. Wurlitzer recognizes this fact. That is why Wurlitzer, established since 1856, values its reputation above everything else. And that is the reason why Wurlitzer has not engaged in any grab-all, catch-as-catch-can methods of getting business. What you think of Wurlitzer five years from now is more important to us than to force a sale out of you today by unfounded claims and promises. * * * In the midst of the present hue and cry about Skee-Ball, Wurlitzer considers it a duty to give you the actual facts:

Orders. Wurlitzer has orders on hand for thousands and thousands of Skee Balls. In all likelihood, far more than any other company can boast of. But nothing has been said about this because operators know that Wurlitzer is doing the biggest business on Skee Balls, just as it is on the Wurlitzer-Simplex Phonograph.

Deliveries. Shipments of Wurlitzer's Skee Balls to all parts of the country are now under way. Quantities could have been shipped ten weeks ago, if we had no regard for the operators' welfare. But we refused to be stampeded or rushed into turning out anything but a quality job. Now that we know the Wurlitzer Skee Ball is right, now that we know it is the most dependable alley on the market, we are stepping-up production to big volume figures.

Facilities. Wurlitzer occupies and utilizes 700,000 square feet of floor space. This is probably the largest factory unit in the coin machine industry. Every square inch of space is in actual use, and the 700,000 square feet is an actual figure. And yet, we have not played up our size or facilities for the simple reason that these facts are self-evident and need no exaggerated hallyboo.

Experience. Wurlitzer's Skee Ball is the only Skee Ball. It is the original. There has been no begging, horrowing, or stealing of ideas. When Wurlitzer decided to build Skee Ball, it went direct to the owner of Skee Ball and purchased the company lock, stock and barrel. Wurlitzer thereby gained the benefit of the National Skee Ball Co.'s 30 years' experience with Skee Ball. That is why you can be sure of Skee Ball. You know it is not a hopeful imitation, born just yesterday.

Quality. In Wurlitzer's Skee Ball, you have more solid quality than any imitation can give you. Wurlitzer's Skee Ball is built to stand up for years. What's more, Wurlitzer's Skee Ball is mechanically dependable. Yet, no wild claims of perfection have been made because operators know they can always depend on a Wurlitzer product.

Price. Wurlitzer's Skee Ball costs you no more than cheaply thrown together imitations and can be bought on Wurlitzer's time payment plan by those who desire terms.

What do all these facts mean to you? Just this: that when you do business with Wurlitzer you are doing business with the leader. You are buying the original Skee-Ball—the genuine article, and not a counterfeit. You are sure of getting the best. You are getting a product that is backed up by a company with millions of dollars in resources, a company whose reputation is worldwide—one that has never broken faith with the operator . . . and that means complete, permanent satisfaction for you.

Games Division
The Rudolph Wurlitzer Manufacturing Co.
North Tonawanda, New York

Production of Bally-Roll Up

Demand soars, say Jim Buckley, as reports show sustained earning power.

CHICAGO, Aug. 29.—A nation-wide tabulation of earnings, after a solid month on location, shows that Bally-Roll collections not only hold their own as time goes on but steadily increase as more and more players become "roll" fans, according to Jim Buckley, general sales manager of Bally Manufacturing Company.



JIM BUCKLEY, general sales manager of Bally Manufacturing Company, Chicago, who reports a boom on his firm's new bowling-type game, Bally-Roll.

"As the first concern to swing into really big production," Jim stated, "we have machines spotted throughout the country, and in many sections large-scale operations are under way. Thus we are in a position to gauge the strength of this type of equipment. Our survey shows that Bally-Roll is one of the most consistent and dependable revenue producers we have ever offered to the trade.

"Based on our study of the market, we are again boosting our production to make possible immediate shipments to the hundreds of operators who have now thoroughly tested Bally-Roll and are shooting in volume repeat orders. These operators have seen what Bally-Roll will do and they are taking swift action to get their full share of the remarkable profits which may be had.

"One of the most interesting facts

Announcing Exhibit's Trapper

NEW NOVELTY SENSATION

"TRAPPER" brings new thrilling entertainment . . . new profit life to every location.

Cabinet—44" x 22"; one inch metal balls; five-ball play; novelty hand payoff—full of new skill features. Get it quick—from your Jobber or write

EXHIBIT SUPPLY CO.
4222 WEST LAKE STREET · CHICAGO



brought out by our survey is that Bally-Roll continues to get a strong play as a strictly amusement type game without awards of any kind. We derive particular satisfaction from this, as we took occasion at the beginning of the Bally-Roll boom to send out a large broadside urging operators to avoid awards on Bally-Roll. Operators tell us that the extra wide alley and full width target, features of Bally-Roll, provide so much thrilling action and skill appeal that awards are absolutely unnecessary.

Other features not heretofore discussed, but now being warmly praised by operators and merchants alike, are what we call the safety-first features—high guard-rails and close-knit net, thru which the most forcibly rolled ball cannot possibly penetrate. A number of operators have told me that these features have won over locations which formerly had hesitated about the installation of equipment of this kind.

"Above all, our survey has convinced us that the Bally-Roll boom is only beginning—and as a result of this decision production is immediately being increased. We expect to be in production on Bally-Roll at least until the time of the January show."

Dave Stern Makes Outstanding Guarantee

NEWARK, N. J., Aug. 29.—Dave Stern, president of Royal Distributors, Inc., has just announced an outstanding guarantee for Reel "21" counter games in this territory. Dave has announced that any operator who doesn't take the money he paid for the machine out of the game in 10 days can get his purchase price back. He feels that this is the most unusual offer which has ever been made in the East. Due to the offer, Dave says he has been selling Reel "21" counter games at a record rate.

Not only have no machines been returned so far but operators who have started with but a few of the games as a test are now operating them in larger numbers, Dave reports.

Dave has also announced he will take back the machines up to six months on a 50 per cent trade-in allowance from any of the operators who have

purchased them. The firm is having trouble at this time filling all its orders and machines are being received daily from the Daval factory in Chicago. The firm has been burning the wires for faster delivery.

Banner Features Reel "21"

PHILADELPHIA, Aug. 29.—I. H. Rothstein, president of Banner Specialty Company, leading distrib here, reports that Reel "21," the Daval counter game, is the leading feature of his firm at this time. Rothstein explains that it has always been the firm's policy to give the operators the best games and in Reel "21" it has gone the limit in guarantees as to its money-earning ability.

Banner Specialty Company is calling in all of its operators for tests of the Reel "21." Banner officials feel that the game will be the greatest counter money maker introduced to the coin-machine industry in many years.

"The splendid action and suspense features of the game have made it the most applauded counter-game hit we have ever handled," says Rothstein. "There isn't a single operator to whom we have sold Reel '21' on our personal guarantee who hasn't come back and ordered more of the games within the first week after he received his sample. We believe in giving our customers real value for their money and in Reel '21' we are giving them a dollar for every dime that they invest, with the assurance that within the first two weeks they will not only have taken out their purchase price but will have made a handsome profit."

Enters Cig Vending Field

DETROIT, Aug. 29.—Dearborn Tobacco and Candy Company, Detroit wholesaler, has entered the vending machine field as operator as well. The company is owned by Jack Welsh, who operates in Dearborn exclusively. It is now handling a route of some 30 cigaret vending machines and reports business good in this field. The new operating department will be restricted solely to the cigaret venders.

New Orleans

NEW ORLEANS, Aug. 5.—Julius Faco, president of the New Orleans association, was surely a proud person last week when he listened to the very talented daughter, Genevieve (Jenny) Faco, stop the vaudeville show at Pontchartrain Beach. Jenny, the only 16 years old, has already won several awards for her fine renditions and her teachers are predicting a fine future for the mezzo-soprano. She appears regularly over WWL and WDSU radio stations.

Operators of this section are closely watching an important case that has promise of becoming more and more interesting as the loser promises to bring his argument to the highest tribunal. The loser, a citizen of Plaquemine, a small city in the middle of Louisiana, appealed to the District Court for a mandamus against the town officials and the chief of police to force them to seize on sight all coin machines. When the town officials refused to adhere to his demands, the citizen appeared before the court but had his case thrown out when the judge ruled that "no individual citizen, whether a taxpayer or not, has the standing in court to champion the cause or subject-matter which pertains to the whole people in common, nor has any individual citizen a legal right in court to enforce the performance of a duty which a public officer owes to the public at large, unless it clearly appears that such an individual has a special and peculiar interest in the performance of such duty apart from the interest which he has as one of the public not having duty to perform."

Among the many visitors at the local office of Decca Distributing Corporation recently, according to R. H. (Mac) McCormick, manager, were Mathews and Guldry, music ops of Opelousas, La.; Frank Tortorich, of Lusher, and Ralph Smith, of the P. A. B. Amusement Company, Mobile. Recordings by Bing Crosby of his hits in *Rhythm on the Range*, those of Jan Garber and Louis Armstrong are Mac's idea of best sellers of the current week.

Two of the biggest music ops in North Louisiana are Robert Williams and Dan Gilbert, of West Monroe. Williams is an oldster in experience in the coin-machine game and he and Dan are getting places in a hurry. They recently dropped in the city to get a few new photographs and add on a big line of latest records.

Another visitor in New Orleans recently was George Roscoe Jr., big music operator and coin machine location man of Southwest Louisiana. Working out of Hammond, George has made a go of his machine business in conjunction with the operation of one of the largest restaurants in Louisiana's famous "Strawberry Belt."

Willie Blatt Says It With Neck 'n' Neck

BROOKLYN, Aug. 29.—Willie Blatt, the "Little Napoleon" of the coin-machine industry and president of Supreme Vending Company, Inc., is saying in these days with his new Daval pingame, Neck 'n' Neck. Willie has found that the five-ball-play straight game is going over in tremendous fashion. He believes that this is a game the operators here need to revive play on many of their best locations and is ordering the game in large quantities for instant delivery.

Supreme Vending Company is making a feature of the game and is sending large numbers of them into the up-state territory. The firm believes that the game will outlast Panama for sales records. Operators who already have a claim it to be one of the best money-makers they have had on location in a long time.

"Neck 'n' Neck meets the modern idea for pingame play," Willie says. It is the first game to enter the market with a revolutionary skill changing-odds award feature which can be clearly and easily seen by the storekeeper from a distance and also with other unique light-up features combining all the latest and best ideas in pingame action in a new and thrilling fashion. I'm sure that the operators will find Neck 'n' Neck to be the greatest pingame of the season, for it is going greater in sales every day."

B HERB BESSER B
STRONGLY RECOMMENDS
REEL "21"
\$23.75

And he substantiates his recommendation with a guarantee that he will allow you 50% trade-in allowance on any new machines purchased from him in six months.

B BESSER NOVELTY CO. B
1020 OLIVE ST., ST. LOUIS, MO.

BARGAINS

The following in Cash Automatic Pays:
 4—E. Z. Put 'n' Take Conversion \$ 4.00
 1—Skyway, Jennings 5.00
 1—Sportman, black cabinet 7.50
 2—Jumbo 22.50
 4—De Luxe 46 22.50
 3—Prosecutor 27.50
 2—Daily Limits 27.50
 4—Big Shot 27.50

One-half deposit, balance C. O. D.,
 f. o. b. Wichita Falls, Tex.

LONE STAR COIN MACHINE CO.
614 Eighth St., Wichita Falls, Tex.

WARNING!!!

"World's Largest Coin Machine Distributors"

MODERN VENDING COMPANY

656 BROADWAY • NEW YORK CITY

ANNOUNCES!

WE HAVE NO CONNECTION
WITH ANY OTHER FIRM!
WE HAVE NO BRANCHES!

No other firm has a right to use our name and thus take advantage of the Goodwill which we have taken years of painstaking effort to build up.

"THE POWER OF



A GOOD NAME"

TRADE MARK

ANY ADVERTISING BEARING OUR NAME WITHOUT THIS REGISTERED SEAL IS NOT THE ADVERTISING OF

MODERN VENDING COMPANY 656 B'way NEW YORK CITY

Record Biz Makes Spectacular Gain

CAMDEN, N. J., Aug. 20.—Phonograph record business of RCA Victor has been making spectacular advances in a more widespread appreciation of music, including the currently popular fancy for swing music, according to Thomas F. Joyce, advertising manager of the RCA Manufacturing Company.

As convincing evidence of the extent to which the phonograph record business is staging a comeback in popular favor, Joyce disclosed that each year for the last three years 60 per cent more people have bought Victor records of all classes, with new gains being registered monthly. In both May and June of this year, ordinarily the quietest from a volume sales standpoint, more records were purchased than during any December, the high month of the year, since 1930.

Radio broadcasting of famous artists and symphonic orchestras has stimulated this interest and records are satisfying it. The popular field, too, is benefiting from the popularity of swing music. Leading exponents of this type of music, as well as the most famous classical artists, are under contract to record for RCA Victor, Joyce said. High Fidelity methods of faithfully recording sound on disks and reproducing it, whether in the home or on music machines, have also been responsible for the return of the phonograph record to a high place in providing the public's entertainment needs, he said.

Wurlitzer Plant Mecca For Travelers and Tourists

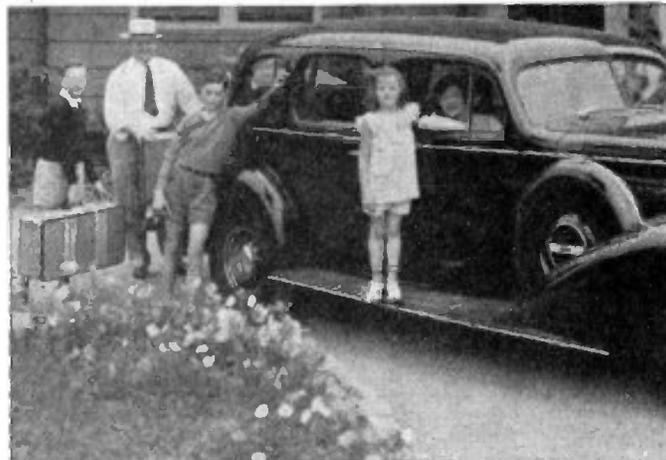
BUFFALO, Aug. 29.—Of the countless thousands of vacationists, tourists and travelers visiting Niagara Falls this summer no small proportion has stopped to view the wonders of the near-by Wurlitzer plant, home of the Wurlitzer-Simplex automatic phonograph and the Wurlitzer Skee-Ball. Show place of the Niagara Frontier, the Wurlitzer factories extend an open hand to visitors with an inspection tour that is an education



in itself. Evidence that, like everyone else in the plant, Wurlitzer guides are busy is proved by the following partial list of Wurlitzer visitors in the past few days.

Visitors from the East were Maurice

Piscen, Coney Island, N. Y.; Nat Cohen, New York; Albert Navickan, Forestville, Conn.; Joe Fishman, New York; Al Schlesinger, Poughkeepsie, N. Y.; Al Schoell, New Haven, Conn.; Jerry Altro, New Haven, Conn.; R. H. Whitney, Os-



HOMER E. CAPEHART, vice-president of the Rudolph Wurlitzer Manufacturing Company, snapped with his wife, daughter and two sons just before they departed on a three weeks' motor trip which will take them thru New Brunswick, Newfoundland and Nova Scotia.

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, 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, August 21, to Thursday, August 27, both dates inclusive.

Until the Real Thing Comes Along (27)	36
A Star Fell Out of Heaven (24)	30
When I'm With You (33)	30
Bye, Bye, Baby (27)	27
Me and the Moon (24)	27
Take My Heart (20)	25
I'm an Old Cowhand	24
You're Not the Kind	23
I Can't Escape From You (19)	21
If We Never Meet Again (18)	18
No Regrets (29)	18
On the Beach at Ball Ball (21)	18
When Did You Leave Heaven? (18)	18
You Can't Pull the Wool Over My Eyes (16)	17
Stompin' at the Savoy (10)	17
Crosspatch	16
Love Will Tell	16
Why Do I Lie to Myself?	16
Taint No Use	15
Until Today (15)	15
Without a Shadow of a Doubt (16)	15
Sweet Misery of Love	14
Knock, Knock, Who's There?	13
Let Me Be the One in Your Heart	13
My Kingdom for a Kiss	13
When a Lady Meets a Gentleman	13
Afterglow	12
Do You or Don't You Love Me?	12

Sheet-Music Leaders

(Week Ending August 29)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed as 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.

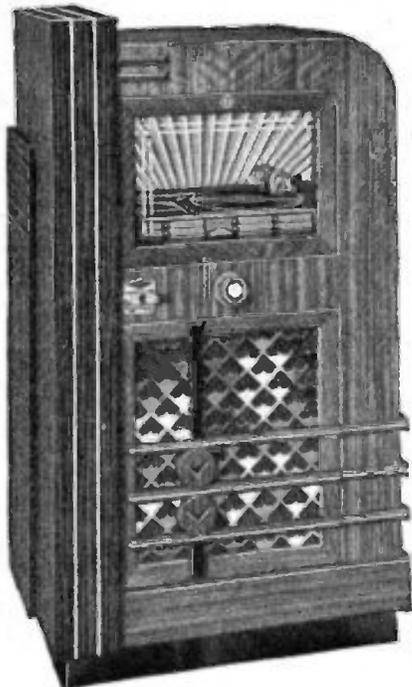
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gumble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Did I Remember? (2)
2. When I'm With You (1)
3. A Star Fell Out of Heaven (4)
4. A Rendezvous With a Dream (3)
5. It's a Sin to Tell a Lie (7)
6. Until the Real Thing Comes Along
7. On the Beach at Ball Ball (6)
8. No Regrets (10)
9. I Can't Escape From You (15)
10. Bye, Bye, Baby
11. You're Not the Kind (13)
12. Knock, Knock, Who's There? (9)
13. Empty Saddles (12)
14. These Foolish Things Remind Me of You (5)
15. Me and the Moon

in Dallas several days last week showing new games. From here McClellan went to South Texas.

Fred Bardin, of Temple, Tex.; Mrs. L. M. Benseley, Tyler, Tex., and Mrs. E. Swenson and Wolfarth, Bristow, Okla., were visitors during the week.

THE SEEBURG FRANCHISE IS MORE VALUABLE



MODEL "C & D" Modernistic

The Instrument without Service Headaches

J. P. SEEBURG CORPORATION
1502 DAYTON STREET CHICAGO ILLINOIS



wego, N. Y.; H. W. Snyder, Oswego, N. Y.; Dave Margolin, New York; Joe Blach, New York; S. Brotmarkle, Cambridge, Md.; Ben Walentz, Rochester, N. Y.; Abe Granitstein, Rochester, N. Y.; G. Anderson, Jamestown, N. Y.

The South and Middle West, too, were well represented by recent visitors to the Wurlitzer plant. They were R. G. Thomason, Spartanburg, S. C.; E. W. Carpenter, Wichita Falls, Tex.; Joseph Salk, New Orleans; Benjamin Neubauer, Thibodaux, La.; Jack Glensfield, Washington; Harry Cohen, Cincinnati; Harry Payne, Newark, O.; Harry Drollinger, Dallas; Cy Lynch, Dallas; Bill Shayne, Miami; W. R. Deaton, Greensboro, N. C.; Nellie Ross, Pittsburgh; Mr. and Mrs. C. L. Hopkins, son and two daughters, Galton, O. Mr. and Mrs. Morris Hankin, Atlanta, Ga.; Mrs. Morris Hankin, Atlanta, Ga.; M. Kutzan, Detroit; R. S. Bleekman, Chicago; M. Simon, Cleveland; J. Nagle, Cleveland; Max Glass, Chicago; C. C. Johnson, Flint, Mich.; J. Klusch, Flint, Mich.; Mr. and Mrs. Art J. Olsen, Chicago.

Dallas

DALLAS, Aug. 29.—Earl E. Reynolds, president of the Texas Coin-Operated Vending Machine Association, invites the members and operators in the Southwest to come to Dallas for a get-together social meeting September 25, 26 and 27. The main purpose of the called meeting is a good time and vacation in Dallas and at the Centennial. A brief business session will be held Sunday afternoon. Sunday night a banquet and dance will be held at the Jefferson Hotel at no cost to the visitors. A reservation to Reynolds is all that is required.

Ed Fulow, vice-president of Electro Ball Company, has left with his family for a two weeks' vacation on the West Coast. They will visit the San Diego Exposition, Hollywood and other places of interest. J. E. Starks, auditor of Electro Ball, also is in California on vacation with his family. J. Fred Barber, manager of the New Orleans office, is pinch-hitting here for the vacationites.

G. B. McClellan, of Pacific Amusement Manufacturing Company, Chicago, was

Demand
PERMO-POINT
PHONO NEEDLES
FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

"America's Finest Phonograph"
is featured by LAZAR
ROCK-OLA
MULTI-SELECTOR

The super phonograph of coin machine history! Sponsored, endorsed and guaranteed by LAZAR—Your Assurance of BIGGER PROFITS! WRITE, WIRE or PHONE TODAY—LAZAR ALL-WAYS has what you NEED for STEADIER, BETTER, BIGGER PROFITS!!!

"You can ALL-WAYS depend on LAZAR"

B. D. LAZAR COMPANY

• 1340 FORBES ST., PITTSBURG, PA. • 629 SPRING GARDEN ST., PHILADELPHIA, PA. • 119 PENN ST., READING, PA. • 136 FRANKLIN AVE., SCRANTON, PA.

St. Louis

ST. LOUIS, Aug. 29.—Jack Rosenfeld, of the Ideal Novelty Company, returned to St. Louis last week after a two-month stay in Europe. He visited many foreign coin machine jobbers and operators on his extended trip.

Maxine (Mickey) Besser, eight-year-old daughter of Herbert Besser, owner of the Besser Novelty Company, returned to her home here last week after a two-month vacation which she spent in an exclusive girls' camp near Cincinnati.

Walter Bowman, of the Peerless Vending Machine Company, departed this week for New York, where he will spend several weeks visiting with relatives and friends.

Mr. and Mrs. Earl Bowman, of the

Ideal Novelty Company, returned last Saturday from their vacation, which they spent in the Ozarks. They spent several days in Springfield, Mo., in company with Bob Osterburg, manager of the Springfield office of the Ideal Novelty Company, and aided him in being host to the operators of Central Missouri, incidental to the opening of the new branch office. Carl P. Trippe, Ideal's general manager, departed Wednesday for Chicago, where he will spend five days with the various manufacturers.

Walter Gummerheimer and P. O. (Pete) Brandt, of the Wal-Bill Novelty Company, are opening a Skee-Ball emporium in the Grand and Olive belt here. They plan on having at least 12 of the Wurliizer games in the new amusement hall, as well as other coin-operated machines.

Dick Westbrook, prominent local operator, is known for never missing a

sporting event in this vicinity, always accompanied by the charming Mrs. Westbrook. Be it boxing, wrestling, hockey, football, baseball or any other sporting event, Mr. and Mrs. Westbrook are always on hand. At the present time they are found every afternoon at the local baseball park, bemoaning the slump of the Cardinals. Others seen regularly at the St. Louis park are Lou Kornblum, Dan Baum, Carl P. Trippe, Jack Rosenfeld and John Beckmann.

G. C. Hudson, coin machine operator of Centralia, Ill., is a weekly visitor to St. Louis, usually making his headquarters while here at the Ideal Novelty Company. At present he is operating quite a number of Bally-Rolls in Centralia and vicinity and reports splendid business.

Lee Turner is host to many of the operators almost every week-end at his camp and cottage on the Meramec River here. He calls it the Nudist Colony.

William Betz, owner of the W. B. Specialty Company, reports splendid business with his Seeburg Phonographs and Stoner's two latest games, Short Box and Turf Champs. Betz is St. Louis distributor for the two firms.

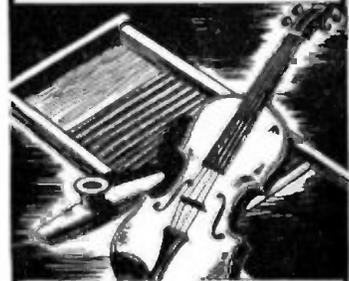
Herbert Besser, of the Besser Novelty Company, advises that his sales on Reel "21" have exceeded the sale of any previous counter games since he has been in business here. He purchased an additional truck this week to handle his increased business.

New St. Paul Firm

ST. PAUL, Aug. 29.—Amusement Games, Inc. is a new firm here in the coin-machine field. Its personnel, however, is not new to the field, several of the employees having been associated with the coin-operated and vending-machine business.

Quarters have been procured in the midway district in order to better serve operators of both St. Paul and Minneapolis. A modern display floor shows every new type of coin-operated machine and the service department carries a complete stock of parts for all "ancient to modern" games. The company is strictly a distributing and jobbing firm. Clyde Newell is president and Jonas H. Bessler vice-president and treasurer.

THE WASHBOARD WONDERS



Exclusive Blue Bird records with everything it takes to rake in the nickels!

Washboard, kazoo, fiddle and many other hot instruments—in a new kind of spicy rhythm that's got everybody going! Here's one of the quickest ways to charm nickels from customers' pockets... and when they hear one record they'll want more!

- Be Sure to Get The Washboard Wonders!**
B-6495 "Cheatin' on Me"—F. T. "Feather Your Nest"—F. T.
And Don't Forget Tampa Red and His Chicago Five
B-4443 "When You Were a Gal of Seven"—Rhubarb F. T. "River Blues" (this side by Jesse's String Five)

VICTOR and BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

Ten Best Records for Week Ended Aug. 31

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	86476—"Did I Remember?" and "Sittin' in the Sand a Sunnin'." Shep Fields and orchestra.	7718—"Never Gonna Dance" and "Dojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	871—"I'm an Old Cowhand" and "I Can't Escape From You." Bing Crosby with Jimmy Dorsey and orchestra.	25374—"Until the Real Thing Comes Along" and "I'm Crazy 'Bout My Baby." Fats Waller and orchestra.	3281—"Minky Dinky Parley Voo" and "Modesty of Bar-Room Songs." The Sweet Violet Boys.
2	86359—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tampa Red and Chicago Five.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	872—"Empty Saddies" and "Through My Venetian Blind." Jan Garber and orchestra.	25373—"Knock, Knock, Who's There?" and "Until Today." Fletcher Henderson and orchestra.	3276—"No Regrets" and "Did I Remember." Billie Holiday and orchestra.
3	86475—"I Can't Escape From You" and "The House Jack Built for Jill." Shep Fields and orchestra.	7716—"A Fine Romance." Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time." Johnny Green and orchestra.	867—"A Rendezvous With a Dream" and "Ja Vous Adore." Jan Garber and orchestra.	25375—"Sing, Sing, Sing" and "Shoe Shine Boy." Fletcher Henderson and orchestra.	3288—"Summertime" and "Billie's Blues." Billie Holiday and orchestra.
4	86433—"When I'm With You" and "But Definitely." Charlie Barnet and orchestra.	7720—"Knock, Knock, Who's There?" and "You Don't Love Right." Hal Kemp and orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Swingin'." Andy Kirk and 12 Clouds of Joy.	25342—"It's a Sin to Tell a Lie" and "Big Chief De Sofa." Fats Waller and orchestra.	3289—"Without a Shadow of a Doubt" and "It Was a Sad Night in Harlem." Eskime Hawkins and Bama State Collegians.
5	86418—"A Rendezvous With a Dream" and "Us on a Bus." Shep Fields and orchestra.	7707—"A Star Fell Out of Heaven" and "Me and the Moon." Hal Kemp and orchestra.	870—"Empty Saddies" and "Roundup Lullaby." Bing Crosby with Victor Young and orchestra.	25351—"In a Sentimental Mood" and "These Foolish Things Remind Me of You." Benny Goodman and orchestra.	3287—"A Star Fell Out of Heaven" and "Mary Had a Little Lamb." Putney Dandridge and orchestra.
6	86443—"When You Were a Gal of Seven" and "River Blues." Tampa Red and Chicago Five.	7714—"Bye Bye, Baby" and "If We Never Meet Again." Nat Brandwynne and orchestra.	859—"Did I Remember?" and "I'm Just Beginning to Care." Jan Garber and orchestra.	25365—"Me and the Moon" and "Midnight Blues." Richard Kimber and orchestra.	3290—"My Sweetie Went Away" and "Smoke Rings." Harry Leader's Band.
7	86463—"And Still No Luck With You" and "All is Quiet on the Old Front Porch" Tonight." Washboard Wonders.	7699—"These Foolish Things" and "Why Do I Lie to Myself?" Teddy Wilson and orchestra.	866—"Swing That Music" and "Thankful." Louis Armstrong and orchestra.	25359—"Black Raspberry Jam" and "Paswonky." Fats Waller and orchestra.	3190—"Press My Button" and "Got 'Em From the Peanut Man." Lil Johnson and orchestra.
8	86487—"Until the Real Thing Comes Along" and "Always." Charlie Barnet and orchestra.	7713—"Until the Real Thing Comes Along" and "Dream Awhile." Leo Reisman and orchestra.	860—"I'm Grateful to You" and "Why Do I Lie to Myself About You?" Jan Garber and orchestra.	25336—"When I'm With You" and "But Definitely." Ray Noble and orchestra.	3110—"Sweet Violets" and "Put on Your Old Guy Bonnet." The Sweet Violet Boys.
9	86484—"On a Coconut Island" and "Sweet Misery of Love." Shep Fields and orchestra.	7636—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	874—"San Francisco" and "Long Ago and Far Away." Bom Bernie and orchestra.	26361—"A Star Fell Out of Heaven" and "Dream Awhile." Eddie Duchin and orchestra.	3246—"Stompin' at the Savory" and "On the Sunny Side of the Street." Chick Webb and orchestra.
10	86472—"You're Not the Kind" and "I Just Made Up With That Old Gal of Mine." Wingy Mannone and orchestra.	7681—"When I'm With You" and "But Definitely." Hal Kemp and orchestra.	868—"Hickory Dickory Dock" and "Without a Shadow of a Doubt." Jan Garber and orchestra.	25358—"Sittin' in the Sand a Sunnin'" and "On a Coconut Island." Guy Lombardo and orchestra.	3256—"Sweet Violets No. 2" and "Down by the Old Mill Stream." The Sweet Violet Boys.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.
 The surest way of getting one is to follow the lead of other successful operators and select only the best games, but the best of these we come in—we have not only the best games, but the most satisfactory service and credit if you want it!
WRITE US TODAY!
Lee S. Jones
ASK US FOR CREDIT!
 P. S.—This unit does not lay off, and pays every week—and we mean pay!

Los Angeles

LOS ANGELES, Aug. 29.—Around among the ops distribre and manufacturers of pla games—all seem well satisfied with the business conditions in Los Angeles and territory contiguous. Several new bowling games on display at jobbers and distributors seem to be attracting much attention. A considerable number of orders booked. Music going along fine, with large sales reported. Business undoubtedly going to large proportions.

Stopped in at the Rudolph Wurlitzer Company of California at the Hollywood address, where W. E. Simmons stated that sales last week were largest in the record of Los Angeles business. States that there were 22 carloads sold and distributed last week. Their new Skoo-Ball game. It was said, is having a sale much beyond anticipations. Simmons states 15 carloads were received and sold last week. Mohr Bros. and W. Nathanson are distributors locally for Skee-Ball, E. T. Mapee & Company for San Francisco, and Western Specialty Company for Phoenix and surrounding territory. The personnel of the company: W. E. Simmons, general sales manager; Ethel Hooper, secretary; Jeanne Wallace, assistant secretary; Al Leigh, in charge of service and parts department, with Charles Ballard assistant; Stanley Turner, in charge of field service.

At the National Amusement business was stated as most satisfactory. This especially true, it was stated, on Rock-Ola Multi-Selector, the orders much beyond their getting stock. However, it was stated there would be a 10-car order in this week. The Hot Shot novelty records having a tremendous sale, Jack McClelland states. The National is sole distributor for these records for the United States. Rock-Ola Rock-o-Ball attracting a lot of attention and many orders booked. Bally's Bally-Roll of much interest to shopping operators. Crack Shot having good sale and Flash Light still going in a big way. Mr. and Mrs. Milton Swanstrom, of Rock-Ola Corporation, Chicago, are Los Angeles visitors, and will mix up sightseeing with business, with Jack McClelland having them in tow.

Paul Laymons and missus say they are immensely pleased with business and are week-ending at Catalina during the rather warm period. Here also were noted Mr. and Mrs. M. C. Bledsoe, of Santa Barbara, looking over the wares. Kenneth Wolf, of San Diego, up on shopping tour. Ethel Steinhouse, of Bakersfield, in town buying counter games. John Eyraud, of Monrovia, is adding music to his large pin game route. Mr. and Mrs. Frank Root, of Lancaster, Calif., in on a buying trip. Here it was stated Advance Auto Lite having good sale; same for Daval's Reel 21.

EXPERIENCED COIN MACHINE SALESMAN
 WANTED by prominent Eastern Distributor to cover New England and New York States. Excellent opportunity for right man. Apply 80X D-40, The Billboard, Cincinnati, O.

WE HAVE A FEW
 Daily Linits at \$35.00 each and a few Rembrandt Harpers at \$47.00 each. From F. O. B. Dallas. Will trade these machines for Mills Blue Prints. Advise what you have on hand.
NATIONAL SALES & DIST. CO.
 3136 Elm Street, Dallas, Tex.

Mohr Bros. a busy spot. Sales on Gaylord's fans holding high level. An order for ten cars Wurlitzer Skee-Ball received and orders for them very satisfactory. The sales on Wurlitzer Simplex, it was stated, were big.

Will P. Canaan and the missus apparently much satisfied with the constantly growing merchandises venders business.

Sol Gottlieb was not in when we stopped. However, it was said that the business was very satisfactory.

Harry Stearns, at California Exhibit, said they were in full production on their new game, Crack Shot, that much of the business was repeat orders, and that a new game that had shown remarkable results on the test spots would be in production within 30 days. In this game it was stated that there was incorporated new original ideas. Johnny Rau, secretary and treasurer of the Exhibit, on vacation to Vancouver, Seattle, Portland and San Francisco. Miss A. M. Magel back from vacation to Salt Lake City and Lake Tahoe.

Herb McClelland at PAMCO said sales on Leather Neck and Ballot in the territory very good. Their new salesman, Paul Blair, on his maiden trip did very well, having, he said, sold 76 games. Mrs. Jessie McClelland, globe-trotting mother of Fred and Herb, back in L. A. from an extended tour. Guy R. Pettyjohn covering near-by territory. John Nelson latest addition to personnel.

Word received that the well known operator, Phil Torres, of Phoenix, Ariz., was killed Sunday in wreck of his new plane.

Wilhelm and Steuwer, of San Pedro,

adding to their already large operating business.

Vernon Moore doing fine, having added Automat stores to his pin games.

C. O. Rigdon noted around looking over the jobbers' stocks.

Pittsburgh

PITTSBURGH, Aug. 29.—The Lazar family is taking in the opening of the Philadelphia office of the B. D. Lazar Company Tuesday.

Mad-Cap is proving one of the most popular pin games in downtown locations here. It has been attracting wide attention from pin-game fans.

Jack Levin, of the L. & S. Sales Company, has been in Chicago this week on business. He returns home tomorrow.

Coin-operated cigarete machine customers are complimenting the trained staff of downtown dairy stores and restaurants which are served by machines. Employees have been trained to help new customers operate the machines and teach them the easiest methods in obtaining the merchandises.

Most of the members of the local trade who have been vacationing returned to their jobs this week and have given jobbers some of their busiest sessions in weeks. The latest designs in merchandising machines are reported in heavy demand.

The Berlo Company, represented here by N. H. Lawler, is installing candy machines into the Barry Theater, which opens next month.

Sam Hannauer, theater operator of Beaver Falls, Pa., is building an amusement center next door to his Rajito Theater in that town. The building will include an up-to-date sportland which promises to be the most attractive and fully equipped in that part of the State. Press C. Dowler is the architect.

For the first time since candy and cigarete machines have been installed in theaters, the management has seen fit to plug the service on its screen. Harris Amusement Company here is informing the customers thru screen trailers that coin-operated machines are conveniently located in the lobbies of its theaters and invites the patrons to make full use of the feature. The machines are placed in prominent locations of the lobby and kept well stocked at all times.

Bally Rolls Keep Rolling for Fitz

NEW YORK, Aug. 29.—John A. Fitzgibbons, Eastern factory distribre for Bally Manufacturing Company, finds his new Bally Building and offices jammed every day with operators waiting to receive the latest shipments of the new Bally Roll games as they arrive from the factory at Chicago.

Fitzgibbons reports that the Bally Rolls have been rolling out of their warehouse as fast as they are delivered and that this is the first game in years that the firm has been unable to catch up on as far as orders are concerned.

At the same time the firm is unusually busy filling orders for all the other Bally games, including the recreational Reliance, which has caught on everywhere in the country, Fitzgibbons says, and operators are rushing to get their automatic dice game for their best spots.

The little Bally Babies are also keeping the Fitzgibbons sales force busy since these machines have become established as one of the greatest small counter-game money makers the firm has ever sold.

"This miniature game is considered the biggest money maker in many years," Jack Fitzgibbons stated. "I believe that the operators are now realizing that Bally Babies are the games that will last for a long time to come."

The Fitzgibbons organization has gathered a great deal of interesting material since the introduction of the Bally Roll and is now preparing to release this info to the ops everywhere in the East thru their next issue of their monthly house organ, *The Bally Coin Chute*, which is being published in a special fall issue.

Fitzgibbons is also preparing a great surprise for the operators in the East which he will announce very soon.

Calcutt Jack Pot Clicks

FAYETTEVILLE, N. C., Aug. 29.—Joe Calcutt's 48-page house organ, *The Jack Pot*, is considered one of the finest coin machine papers published. The first issue of the magazine, which was introduced more than a month ago, has been so enthusiastically received by the industry that the firm is now preparing even a greater issue to appear in the mails the first week in September.

Joe promises the many operators who write in that he will have bigger and better articles and pictures for them and will again feature all the latest and best machines, some of them in natural coloring and with complete stories of their operation.

Actual location pictures have been obtained at considerable expense and these will also be shown for the first time in the coming issue of *The Jack Pot*. Operator everywhere have written congratulating the Vending Machine Company on the fine makeup of the first issue. There is also a promise from the employees of the firm of further stories and pictures. More operators and their families will also be shown in the next issue, along with many notables in the coin machine industry.

The story which Joe Calcutt wrote for the last issue and which was acclaimed everywhere is being followed with another story which, it is said, will be even more important to the industry. It will contain a wealth of news and information for the trade.

New Vending Firm Formed

DETROIT, Aug. 29.—Russell E. Anger, one of the founders of the National Dispensing Company, manufacturer of a new soap vending device, has formed the new American Dispensing Company, with a capitalization of \$1,000. Alfred A. Aminger and Henrietta Aminger are associated in the new company, which has been granted a Michigan charter of incorporation.



LEE JONES, OF AMERICAN SALES CORPORATION, CHICAGO, submits this picture of Bally-Roll, manufactured by Bally Manufacturing Company, to show how easy it is for the average drug store to accommodate a machine of this type. Al Sebring, well-known Chicago operator, who placed the machine, says: "The druggist hesitated at first, but now he is glad I talked him into letting me have some space. The machine is in the light-lunch section of the store. Formerly when patrons found all the tables occupied they sometimes walked out. Now they play Bally-Roll while waiting for a table—and work up an appetite that adds a dime to a quarter to their usual check!"

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Gottlieb Confesses Origin of Derby Day

CHICAGO, Aug. 29.—Last week it was reported that Dave Gottlieb was suspected of having introduced Derby Day, the new horse game that pays out for four places, because of his uncanny ability for picking horses that always ran fourth. During the past week he has been subjected to such cross-examination and third-degree questioning that soon his iron-clad alibi was torn asunder and he finally broke down and confessed. His confession follows:

"Yes, I did it. I couldn't help it—it was self-defense. Had you been in my place you'd have done it yourself. I will not concede that it was premeditated when it does go back quite a while to its beginning. It all started one day at the race track. It seemed every time I backed that day finished just out of the money, in fourth place. A few times I went out to the track after that brought a recurrence of the same experience. No matter how I played the horse to win, place or show, one of these days I was in my office thinking about how close I came to winning. But not close enough. If they would only pay out for fourth place. Then I got to thinking about payouts. Most of the games paid only for win, place and show. There certainly were a lot of people playing in the same line of luck. I went into a huddle with my production men and evolved Derby Day and it's a dandy! I was right in my estimation that there are many more fourth-place players besides myself. Why, the day we put Derby Day on display we were flooded with telegrams from all over the country ordering Derby Day and Hit Parade for immediate shipment."

"Andy" Anderson Suggests National Alley Tournament

NEW YORK, Aug. 29.—In an interview with a Billboard reporter, Leslie G. Anderson, general sales manager George Fisher Company, Inc., brought up this highly interesting question: "How about a national bowling-alley tournament?" "With practically all the large manufacturers making the bowling-alley type of game, it would seem that the industry now has a marvelous opportunity to capitalize upon this, the greatest of all skill, coin-operated amusement machines," said Anderson. "The benefits the industry at large can derive from such a tournament are countless. Perhaps the manufacturers' association or a group of the large manufacturers will realize the opportunity confronting them and organize a nation-wide bowling-alley tournament."

"The following practical suggestions might be helpful: City, county and state tournaments sponsored by operators, jobbers and distributors; a play-off champion tournament to be run during the coin-machine show in January; prizes to be awarded to the individual men's champion, individual women's champion and to a four-man

team and to a mixed team of men and women.

"An attempt should be made to have the association which supervises bowling in the United States help with the tournament—establish the rules and regulations and the various other matters appertaining to the tournament. There are, of course, many other details which present themselves and which could be worked out in a matter of this kind. The George Ponsler Company, Inc., will be very glad to work with any manufacturer, distributor or jobber who is interested. We believe that a wonderful opportunity presents itself and sincerely hope that the manufacturers will take advantage of the situation."

Empire Vender in Demand

BROOKLYN, Aug. 29.—Due to the fact that many repeat orders have been received by D. Robbins & Company for their popular Empire 1-cent toy and confection vender, this old-time favorite is again being manufactured. A feature of the Empire machine is that it rejects most of the commonly used slugs and washers. It is finished in chromium and the design is modernistic. In addition to vending candy and toys the Empire machine also vends nuts, etc.

D. Robbins & Company, who are direct importers of the toys used in the Empire machine, are offering a sample introductory deal that is said to be very liberal.

Lazar's Expansion Meets With Operators' Approval

PHILADELPHIA, Aug. 29.—Expansion program of the B. D. Lazar Company, which has just opened beautiful display rooms and offices at 620 Spring Garden street here, is now a matter of history. The move has met with the approval of all operators throughout this area, the firm reports.

For some time the company has been promising its many customers that it would open offices with the arrival of the fall season. Just as the firm has opened offices in Scranton and Reading to aid of work of its operator friends, it now finds that the new offices are also becoming the mecca of operators from miles around.

The expansion program was not a momentary decision, the firm explains. It has been working on the plan for some time.

B. D. Lazar Company is well known throughout the coin-machine industry for its fair method of doing business. It has long made it a practice to assure operators that every game they buy is inspected and thoroughly guaranteed. B. D. and J. D. Lazar believe that this policy has had much to do with their success in the coin-machine business over a period of many years.

J. D. Lazar, who will be in executive charge of the offices here, reports: "The instantaneous approval of all the leading operators in this area to the opening of our new offices here has greatly encouraged us. We feel that this new movement in our expansion program assures a great number of operators of receiving only the finest machines and

the best service that is humanly possible.

"It is our hope to be able to continue with our expansion plans in the near future, but at the present time we feel that the opening of these offices will keep us mighty busy, since the demand is already so great that we are working hard every day to supply the equipment called for.

"We do want to have all of our friends in our offices on September 1 for one of the grandest opening parties of all time. We are sure that everyone will enjoy himself. We are also sure that since we have the approval of all the leading operators that the party will be a tremendous success."

SPEAK KINDLY

(Continued from page 74)

with finality. "I don't think I want to put in any coin machines."

The operator, who had not hesitated to blacken the reputation of a competitor, not only had lost the sale himself, but had destroyed the opportunity there for anyone else.

By speaking well of a competitor, an operator helps to build his trade high in esteem with locations and the public. Does a physician publicly criticize the methods of another doctor? He certainly does not. He refers with professional deference.

Doctors realize that they are one fraternity and in remarks they make about one another to the public, consistently they build up the profession of medicine in public standing.

Coin machine operators should do the same!

PAYOUT PETE

(Continued from page 74)

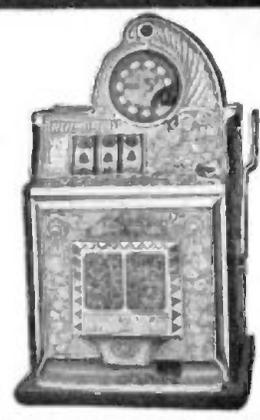
The public was composed of suckers. I never let any distributor talk me into buying new games, because I knew it was just a racket to get my money and that the old games were as good as the new ones. I held payout percentages down to 5 per cent. I did everything anybody could do to make my business pay. But I got a lot of bad breaks."

The ladies of the Clem Landing Women's Club have decided to devote the proceeds of their annual Quilt Raffle to fighting pin games and bell machines.

The new "Radio Voice" pin table, equipped with a special sound apparatus, is making a big hit in this part of the country. As soon as the player has inserted his nickel in the coin chute a voice says, "All right, now. Pull back the plunger and try your skill. Really, this game is too easy. There the ball goes. Please take your hands off the sides of the machine. It's cheating to jiggle the table. Oh! Oh! You certainly came close that time! It looks like you're a cinch to win on the next try. Better play another nickel."

Grandpa Ezra Plunkitt heard a couple of the new Hollywood Hot Shot records last week and is now taking a course in tap dancing.

Art Sykes, Hercules County sheriff, is vehement in his denunciation of county officials who are trying to put thru a law licensing coin-operated amusement games. "They're jealous," he says.



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 Cold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel. 1 Columbia 2770
Cable address "WATLINGITE" Chicago

INSIST ON-

STANCOR UNIVERSTERS

IN ALL YOUR GAMES!

Models Available for the New Type "Bowling Comes" Manufacturers—Send in your Specifications!

STANDARD TRANSFORMER CORP.
850 Blackhawk Street, CHICAGO.

They're BEST by TEST

FOR QUICK SALE

Each.	Each.
5 Penco Par- lays \$1.847.00	1 Repeater \$30.00
2 Marmoths 28.00	2 Mystery
7 Jumbos 48.00	3 Three 30.00
3 De Luxe 34.00	1 Tress Ship 18.00
3 Bells	2 Blank
Double Up 35.00	2 Sportsman 6.00
1 Pinch Hit	2 Soccer 9.00
1 All Star 55.00	2 Put & Take 12.00
1 Pine 50.00	3 Treps 32.00
6 Carloads 12.00	2 Big Casino 32.50
1 Same Ball 32.00	5 Rocks 4.00
1 Bally Derby 48.00	3 Sunshine
1 Bally Limit 39.00	Derby 45.00
1/3 Cash Balance O. O. O'	

OIEDRICH SUPPLY CO., Chaska, Minn.

Oriole Coin Holds Second Convention

BALTIMORE, Aug. 29.—Oriole Coin Machine Corporation will hold its second annual employees' convention here at the Lord Baltimore Hotel today and Sunday. Offices of the Oriole Corporation in Washington, Pittsburgh, Buffalo and Baltimore will be closed during the two days of the convention and all employees will be present at the meeting here.

The convention will also mark the dedication of the new Oriole Building at 128 to 138 W. Mt. Royal avenue here. The building is absolutely the last word in modern offices and houses each department in a separate division under the same roof. With equipment of the latest design, all new furnishings and indirect lighting, the new Oriole Building presents splendid appearance.

The convention will be officially concluded with a meeting and luncheon for employees at 1 p.m. Sunday.

Minnesota Coin Men Guests Of National Scale Company

MINNEAPOLIS, Aug. 31.—A Bally good time was had by all, as jobbers and operators from this territory joined National Scale Company in celebrating two important events in Minnesota coin-machine history—the appointment of National Scale Company as Minnesota distributor for Bally Manufacturing Company and the opening of National's new headquarters in this city.

Open house was held all day August 29, with plenty of refreshments and entertainment. Most of the guests returned on Sunday for further festivity and several jobbers, announced their intention to stay in Minneapolis until today in order to work out arrangements for the sale of Bally products.

The new offices, display rooms and warehouse were decorated with colorful Bally pennants and the complete line of Bally games was on display. Operators who saw the stock of Bally games on hand in the warehouse realized at once that National Scale Company is geared for speedy service to the Minne-

sota trade. M. L. Prieba, president of the concern, however, remarked late Saturday night that he had underestimated his requirements and that the entire stock of machines had been sold out during the course of the day.

Prieba is a veteran coin-machine man with a large following throughout Minnesota. In a statement issued last week, he said: "My appointment as Minnesota Bally distributor is the achievement of an ambition I have had for a long time now. I know from past experience that Bally games are sure-thing money makers for operators and that is the type of product I wish to handle. It is my intention to use my position as distributor to aid both jobbers and operators. Prompt and efficient service on Bally products will be the keynote of our distributorship. Large stocks will be maintained at all times to provide over-night shipments, and we will be in constant touch with Chicago in order to keep our trade posted on the newest Bally winners as they are released."



M. L. PRIEBA, president of the National Scale Company, Minneapolis, which has just been named Minnesota distributor for Bally Manufacturing Company.

Blue Bird New Bally One-Shot

Has feature whereby gold award may be won on any pocket

CHICAGO, Aug. 29.—Named after the famous 336-mile-an-hour speed-test car, Blue Bird, Bally Manufacturing Company's newest one-shot game, is said to justify its name by the action and thrills which it provides the player.

Altho a changing-odds type game, this feature is only one of many clever ideas found on the Blue Bird field, the maker states. Other features are the free-play pocket, which also changes the odds; two separate mystery pockets and an entirely new "extra dividend" light system which makes every one of the 18 pockets a potential 70-to-1 winner.

Odds change on all pockets at start of each game. Every pocket is a winner, as there is only one out-hole at the bottom of the board, and when ball is placed in any pocket player wins award shown on odds changer—from two to 30 free games. Each of the two mystery pockets (grand trophy and first place) pay from two to 30 free games, odds changing every game.

One "extra dividend" light, covering two pockets, lights up at the start of each game, and if player shoots ball in corresponding pocket he receives extra gold award token good for 15 to 40 free games, in addition to regular award. Thus any pocket can pay a total of 7 to 70 free games. Both awards, regular and extra, are released thru a single swirl drawer in front of the cabinet. Mechanically, the machine is said to feature many new refinements, notably a new device in connection with the electric anti-tilt which makes it impossible to hold odds from previous game by tilting the machine; simplified wiring and the Bally

12-coin escalator. Blue Bird is available for payout or ticket operation and both models are Power-Pak equipped.

Derby Day and Hit Parade Take Strong Hold on Trade

CHICAGO, Aug. 29.—Today leading distributors all over the country displayed the two new Gottlieb games, Derby Day and Hit Parade, for the first time. The Gottlieb offices state they have been flooded with orders for these games. According to Dave Gottlieb, head of D. Gottlieb & Company, Derby Day and Hit Parade have received an ovation which will make "coin-machine" history.

"When we shipped sample machines of Derby Day and Hit Parade to the leading distributors we were confident that the first showing of these games would bring forth a good response," he said. "We were surprised, however, when we started to receive orders from all over the country by telegraph the very first day the games were put on display. From then on there has been a constant stream of orders coming in every day. We are now running our factory at three shifts with a record number of men. The games are being shipped as soon as possible and we expect to have Derby Day and Hit Parade on an exceptional number of locations in a very short time.

"The idea of paying off for the first four horses on Derby Day and for single, double, triple and home run on Hit Parade has gone over with a bang. And we're sure Derby Day and Hit Parade will be big hits."

New Electropak Fuse Exceptionally Simple

NEW YORK, Aug. 29.—An electrical device that is claimed to be so simple that even the layman who knows nothing of electricity can appreciate it and marvel at its simplicity is now being offered by the Electrical Products Com-

pany of Detroit for use in pin games, bowling games, etc.

The fuse is constructed of a piece of thermostatic metal, no more than two inches long by 1/2 inch wide and 1/8 inch deep. When this fuse "blows" a contact in the center springs open and all it is necessary to do to repair the fuse is to push the spring back into place. The way the pushing is done is also very simple: Drill a tiny hole on the side of the cabinet big enough to admit a toothpick. The fuse is mounted on the inside of the cabinet right over this hole. Therefore when the "blows" you just shove a toothpick into this hole and the fuse is immediately repaired. The location owner can do this himself, thus saving the operator unnecessary service charges. Of course, if the fuse "blows" three or four times in a row there is something wrong with the game, not just a temporary overload or short circuit. Another valuable feature of the fuse is that it prevents anyone from putting in the wrong fuse, as they often do with the ordinary type.

The makers claim that this simple device can save much time and money on a pin game or especially on a bowling game.

EPCO fuses are made in 5, 7 1/2, 15 and 20 amp sizes to meet the varying requirements of the coin-machine industry.

ROUTES

(Continued from page 37)

- Nelson, Ozzie: (Palmer House) Chi. h.
- Nickles, Billie: (Allah) Sea Beach, Calif.
- Nichols, Nick: (Saylor's Lake Pavilion) Say-ber, Pa.
- Nouy, Walt: (Roma) Haverhill, Mass., re.
- O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., re.
- Ohman, Phil: (Troadero) Hollywood, Cal.
- Olman, Val: (Hollywood) Galveston, Tex., re.
- Olsen, George (State) NYC, L.
- Olson, Walter: (New Julius) Gardenville, N. Y., re.
- Owens, Bob: (Minikabds) Minneapolis, Minn., re.

- Palm, Jack: (Miami Club) Newark, N. J.
- Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
- Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., re.
- Palmquist, Ernie: (Riverview Park) Des Moines.
- Pancho: (Pierre) NYC, h.
- Pecoraro, Dick: (Monte Rosa) NYC, re.
- Pedarsalis, Paul: (Adolphus) Dallas, Tex., h.
- Perry, Ron: (St. Moritz) New York, h.
- Peterson, Eric: (Woodlands) Ardley, N. Y., re.
- Pettil, Emil: (Savoy Plaza) NYC, h.
- Pilman, Jack: (Port Arthur) Providence, R. I., re.
- Pitt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
- Pollack, Ben: (Million-Dollar Pier) Atlantic City, L.
- Prims, Louis: (Lookout House) Covington, Ky., re.

- Rabard, Paul: (Post Lodge) Larchmont, N. Y.
- Raeburn, Bob: (South Shore) Chi., re.
- Raginsky, Michas: (Commadore) NYC, h.
- Rainbow Rumbles: (Club Moose) Haverhill, Mass., re.
- Ramos, Ramon: (Ambassador) NYC, h.
- Randell, Slat: (Sylvan Beach Park) Houston, Tex.
- Rapp, Barney: (Olson) Cincinnati, h.
- Ravassa, Carl: (St. Francis) San Francisco, h.
- Reed, Ken: (Tivoli) Oak Bluffs, Mass., h.
- Reader, Charles: (Post Montague) Nantau, B. W. I., h.
- Redell, Herbie: (Casino) Chicago, c.
- Regal, Tommy: (Gyrafuse) Syracuse, N. Y., h.
- Regis, Gene: (Bowling Lovett) Detroit.
- Reichman, Joe: (Pennsylvania) NYC, h.
- Reer, Harry: (Westwood Symphony Gardens) Detroit.
- Reynolds, Buddy: (Rose Garden) Hannibal, Mo.
- Reynolds, Maurice: (Tommy's Place) Ontario, N. Y., re.
- Rieardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, re.
- Ricardo, Don: (Moonlight Garden) Spring-Field, Ill., h.
- Rikks, Jules: (Victor Vienna) Chi. c.
- Riley & Parley: (Mickory House) NYC, re.
- Rinaldo, Nino: (Yacht Club) Chi. re.
- Rinaldo, The: (Forest Park) Toledo, p.
- Rines, Joe: (Meadie) Boston, re.
- Ringer, Johnny: (Casino Venezia) NYC, re.
- Roberts, Joe: (Penn-Snowed) Straudsburg, Pa., h.
- Robinson, Gordon: (Hollywood) Tonawanda, N. Y., re.
- Rodrig, Nino: (Rainbow Room) Rockefeller Center, N. Y., h.
- Rollins, Todd: (Donohue's) Mountaintop, N. J., re.
- Romano, Phil: (Roseland) NYC, h.
- Rosen, Tommy: (Wisteria Garden) Atlanta, c.
- Ruby: (Biltmore) Dayton, O., h.

- Sanders, Joe: (Blackhawk) Chi. c.
- Sands, Carl: (Melody Hill) Chi. h.
- Sands, Ted: (Breakers) Rochester, re.
- Sandusky, Bob: (Lubbock) Lubbock, Tex., h.
- Falls, Pa.
- Schneider, Sol: (Old Rumanian) New York, re.
- Schreiber, Carl: (Zachoe Gardens) Chi. c.
- Scheiman, Julius: (Veney Park) St. Peter-sburg, Pa., h.
- Schuster, Mitchell: (Statler) Cleveland, h.
- Scotty Missourians: (University Grill) Albany, N. Y., re.
- Seraphine, Nick: (Abby Inn) Yonkers, N. Y., re.
- Shaw, Art: (Lexington) NYC, h.
- Shelley, Lee: (Marblehead) Marblehead, Mass., h.

- Sherman, Maurice: (Grand De Vista) Benton Harbor, Mich., p.
- Sherrill, Pat: (Roof Pierre) Phila. re.
- Shively-Yates: (Tracke Lake) Youngstown, O., re.
- Smith, Joe: (Copley Plaza) Boston, h.
- Smith, Little Jack: (Pocooco Manor) Ithaca, Pa., re.
- Pocooco Manor: NYC, re.
- Smith, Stuff: (Onyx) NYC, re.
- Snyder, Mel: (Hotel Olsson) Cincinnati.
- Snyder, Red: (Club Sterling) Mt. Pocono, Pa., re.
- Sophisticates, The: (Leon & Eddie's) NYC, re.
- Spaeth, Karl: (Mareo's Grill) Detroit, re.
- Stabile, Dick: (Lincoln) New York, h.
- Stanley, Stan: (Colonial Club) Jackson, Miss., re.
- Steele, Blue: (Centennial) Dallas, Tex.
- Sterner, George: (Plaza) New York, h.
- Stewart, Jack: (Chickasaw Gardens) Albany, Ga., re.
- Stuefer, Wally: (Capitol Beach) Lincoln, Neb., h.
- Rione, Al: (Leghorn Farms) Trenton, N. J., re.
- Suehl, Allan: (Bedford Springs) Bedford Springs, Pa., h.
- Sudbury, Harold: (Bradley's) Biloxi, Miss., re.
- Swanner, Mills: (Belhaven) Rehoboth Beach, Del., h.
- Sweeney, Bud: (Winter Casino) Buffalo, N. Y., re.
- Sylvester, Bob: (Cavalier) Virginia Beach, Va., h.

- Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
- Thompson, Hal: (Belhaven) Rehoboth Beach, Del., h.
- Thompson, Lang: (Shovost) St. Louis, h.
- Thorn, Otto: (Alpine Village Hofbrau) Cleveland, re.
- Tinsley, Bob: (Colonial) Chi. re.
- Tomney, Bob: (Coca Loma) South Bend, Ind., re.
- Trace, Al: (College Inn) Chi. re.
- Travers, Vincent: (French Casino) NYC, re.
- Traynor, Jimmie: (Wilcoxville) Cleveland, re.
- Tydaley, Bobbie: (Irrin Cobb) Paducah, Ky., h.

- Van Duser, Roger: (Larchmont Casino) Larchmont, N. Y., re.
- Veon, Bob: (Marine Gardens) Lakeland, O., re.

- Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
- Warren, Arthur: (Hollywood) NYC, re.
- Watts, Kenny: (Dicky Wells) Harlem, New York, re.
- Weeks, Randy: (Cocanut Grove) Boston, re.
- Wiemas, Ted: (Trianon) Chi. h.
- Wesley, Wee Willie: (Vogel's) Mountaintop, Pa., re.
- Weiser, Leo: (Michigan Tavern) Miles, Mich., re.
- White, Dave: (Oasis Grill) New York City, h.
- Whiteman, Paul: (Casa Maranna) Ft. Worth, Tex., re.
- Wiley, Al: (Graham Speculator) N. Y., h.
- Williams, Joe: (Mark Twain) Hannibal, Mo., h.
- Williams, Tod: (Hampton Beach Casino) Hampton Beach, N. H., re.
- Wilson, Leroy: (Edgewood) Illinois, N. Y., re.
- Winston, Jack: (El Tivoli) Dallas, re.
- Wintz, Julie: (Top Hat) Union City, N. J., re.
- Woods Don: (Shaffers Tavern) Johnstown, Pa., re.
- Woods, Howard: (Robert Treat) Newark, h.
- Woods, Roy: (Broadway Room) NYC, re.
- Wylie, Austin: (Willows) Pittsburgh.

- Yates, Billy: (Grotto) Pittsburgh, re.
- Young, Freddie: (Silver Cloud) Chi., re.
- Zarb, Michael: (Waldorf-Astoria) New York.
- Zelman, Barney: (20th Century) Phila., re.
- Zelman, Robin: (Caravan) NYC, re.
- Zellwing, Ed: (Bellevue) Lakeland, Fla., re.
- Zwolin, Ted: (Moulin Rouge) Detroit, a.

DRAMATIC AND MUSICAL

Emperor's New Clothes: (Adebbli) NYC H-Sept. 4; (Maj.) Brooklyn 6-13.

MISCELLANEOUS

- Ace-Hi Show: Griffin, Ga., 1-2.
- Almond, Jethro, Snow: Morven, N. C., H-Sept. 5.
- Bloch, Magician: (Lionel) Iron Mountain, Mich., 1; (Monda) Lanes 2; (Columbi) Cal-umet 3; (Kerledge) Hancock 4; (P. & A) Northville 7-8; (Lancaster) River Road 8-10.
- Daniel, 2-10, Magician: Roberts, Ill. 5-Sept. 5.
- Dedelo, Magician: Marysville, O., 31-Sept. 4.
- Kurlan Show: (Pat) Canfield, O., 11-Sept. 4.
- Hudspeth, Dr. O. E. & Wife, Magician: (ONR) Toronto, Ont., Can., 31-Sept. 5.
- Hunsinger, Harry, Magician: Jackson, Mich., 31-Sept. 5.
- Lewis, H. Kay, Hollywood Varieties: (Dela Mont, 1-2; Lima 3; Idaho Falls, Ida. 4-6; Rigny 7-8; Restux 9-10).
- Long, Lena, Magician: (Burley, Ida., 31-Sept. 2; Gooding 3-5).
- Marine-Firestone Co.: Greenville, Tex., 25-Sept. 5.
- Mel-Roy, Magician: (Valencia) Wabash, Ind., 3; (Rourke) La Junta 2, 11-Sept. 4.
- Original Floating Theatre: (Glenhaven, Ill., 3-5; North East 7-12).
- Riston Show: (Norene, Tenn., 31-Sept. 4; Molensville 3-5).
- Silver's Fun Show: (Sheffield, Ia., 31-Sept. 4).

INDEPENDENT BURLESK

- Beauty Parade: (Gayety) Baltimore 6-12.
- Billy-Hoo: (Howard) Boston 10-Sept. 4.
- (Wetza) Brooklyn 6-12.
- Dizzy Dames: (Rialto) Chi 20-Sept. 3; (Gor-ety) Minneapolis 6-12.
- Hindu Belles: (Gayety) Washington, D. C., 2-Sept. 5.
- (Troadero) Phila 6-12.
- Knee-Hi Revue: (Howard) Boston 6-12.
- (See ROUTES on page 64)

MAMMOTH REMOVAL SALE

PAYOUTS AND ALSO NON-PAYOUTS

Autodart, Ticket . . . \$10.00	Neonfact . . . \$10.00	Fifty-Fifty . . . \$10.00
Autocount . . . 5.00	Rebound . . . 5.00	Flying Colors . . . 7.00
Autobank . . . 5.00	Round 'n' Round . . . 35.00	Hi Life . . . 15.00
Beamline . . . 6.00	Signal . . . 5.00	Kings of Tuff . . . 6.00
Champs . . . 20.00	Army & Navy . . . 4.00	Merry-Co-Round . . . 4.00
Drop Kick . . . 4.00	Angelite . . . 4.00	Rapid Transit . . . 6.00
Flash . . . 15.00	Battle . . . 15.00	Safety Zone . . . 5.00
Fire Chief . . . 5.00	Big Game . . . 6.00	Score-A-Life . . . 4.00
Golden Gate . . . 4.00	Chicago Express . . . 4.00	Split Second . . . 6.00
Hop Scotch . . . 7.00	Five & Ten . . . 15.00	Tick-A-Life . . . 8.00
Lightning . . . 4.00		

PAYOUTS

Tycoon . . . \$55.00	Repeater . . . \$40.00	Grand Slam, Ticket and Cash . . . \$80.00
Big Richard . . . \$9.00	Stampede . . . 25.00	Mammoth . . . 35.00
Double Score . . . 5.00	Daily Double, Large . . . 40.00	Shell Game . . . 35.00
Grand Slam, Cash . . . 75.00	Fortune . . . 35.00	Sportsman . . . 15.00
Kings of Tuff . . . 25.00		

TERMS: One-Third Deposit With Order or Cash in Full.

AUTOMATIC COIN MACHINE CORP.

369 Chestnut Street, Springfield, Mass.

After September 1 we will be located 37-43 Essex St., Springfield, Mass.

\$10.00 HIALEAH TYCOON \$10.00

DOUBLE HEADER

DAILY LIMIT
DAVAL BOWIE
BIG RICHARD
PEERLESS BONUS
SPEEDWAY
COCOANUTS

Deposit on Each Game Ordered

One Ball Automatics

Any of the above games \$49.50 each, F. O. B. Fayetteville.
\$10 deposit, balance C. O. D. \$39.50 per game.

Write, Wire or Phone for Any Games You Need.

A THOUSAND GAMES TO SELL. GET OUR COMPLETE LIST.

Electropaks—All Models in Stock

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. FAYETTEVILLE, N. C.

New Bowling-Type Games Popular in New Orleans

NEW ORLEANS, Aug. 29.—The new bowling machines are hitting New Orleans like a ton of bricks. At the Sport Center on St. Charles street and at the M. Sportland on Canal street, two of the city's biggest thoroughfares, huge crowds gather around the games throughout the day to see the thrill of competition. John A. K. of the New Orleans Novelty Company, operators of the Sport Center, says: "It's the best paying proposition we have placed in our playland since its opening this spring."

F. H. Holmes, Franklinton, La., music operator, spent a few days in New Orleans last week and when he left for home he carried receipts for payment of several more Rockola Multi-Selectors to be used in his neck of the woods this fall and winter. Holmes is plenty optimistic and believes this winter will be the best music ops ever experienced.

Z. Kuntzas, enterprising young business man of McComb, Miss., stopped over in New Orleans this week long enough to buy his first line of pin machines in hopes of placing them on his home town in Southern Mississippi. McComb is a big railroad center and in the heart of Mississippi's big trucking section and Kuntzas believes that this season will be a great one to enter the coin-machine business in that territory.

A good demand for second-hand machines has sprung up in the rural sections of the Gulf States, according to dealers here. Many country ops are coming to town in an effort to get dozens of machines that have been thoughtly used.

Among recent visitors to New Orleans coin-machine row was Fisher Brown, big distributor of Dallas. Fisher is optimistic as usual and believes a great season is just ahead. He spent about 10 days in New Orleans, leaving last Saturday for home.

Members of the New Orleans circle are happy to see Gus Laniaris of the Crescent Novelty Company, up and around again after undergoing a treatment for a severe stomach disorder at a local hospital.

INCREASE IN CROWDS—

(Continued from page 3)
offerings of \$104,330.25, or \$11,000 over last year. It is expected attendance will continue to rim ahead of previous years during this week. Fair's opening brought first cool weather in an exceptionally hot August and every day since has been clear. Not only large attendances on grounds and in grandstand show evidence of optimism but Beckmann & Gerety's Shows on the midway took in over \$2,500 more on Friday than was taken in on the same day last year; and concessioners appear happy over business, which indicates that customers have money and are cheerfully spending it.

Auto races, which set new world records for half-mile dirt track and resulted in two fence crashes on Friday, drew an early lineup at the box office on Saturday, with three crashes giving spectators thrills without fatalities. Auto races will be held again on September 1. On Friday children under 16 were admitted free to grounds, and on Saturday attendance was bolstered by a business half holiday and the fact that World War veterans and CCC boys had a free ride. About 600 4-H babies beamed under eyes of the judges on Friday and Saturday, with over 2,000 boys and girls competing for State championships in the 4-H Club Congress.

Midwest National Horseshoe-Pitching tournament started Saturday morning, while the grand-stand program on Saturday was almost a duplicate of Friday's, with auto races, flights of the "Bat Man," open-air thrill circus, and in the evening the fourth annual Rodeo and Stampede and Festival of Light program. This year's fair will add its name to the list of places that have sponsored conventions of automobile-trailer tour-

ists and already more than 1,000 trailer owners are on the camp grounds, where a special section has been set aside for them and where plans are for a general session to organize an association of trailer tourists in Iowa, Illinois, Minnesota, Wisconsin, South Dakota, Nebraska, Kansas and Missouri. Commercial displays of trailers have outstanding attention, appealing to all ages and classes.

RAIN HITS—

(Continued from page 3)
brilliance of the Lord Mayor of London and his party as the scarlet and gold uniformed officials, heralded by a fanfare of trumpets from the Kneller Hall Band, marched at stately pace thru the parted crowds to the new bandshell.

Attendance was well on its way toward setting a new all-time record until the rain, which lasted afternoon and evening, causing a 44,000 decrease from last year on opening day. With fine weather on Saturday attendance was 189,000, a jump of 4,000 over last year, despite exceedingly unfavorable weather conditions.

Rudy Vallee and his Connecticut Yankees scored another triumph when they opened their second CNE engagement on Friday. One of the highlight presentations on the program is Canadian Cotakade, a musical history of Canada since its discovery. Vallee acts as narrator, while figures behind a misty curtain of gauze pantomime various outstanding moments in progress of the country.

Rubin & Cherry Exposition returned to the midway for the ninth consecutive year with an attractive lineup of 18 rides, all newly painted, and 15 shows with glittering fronts. Midway was jammed to capacity thru to the closing hour, breaking all records for a first Saturday. Rubin Gruberg, president, said that receipts doubled last year's. The crowd was swelled by addition of 10,000 war veterans, admitted to grounds free. The four-abreast Ferris Wheels held a striking position on the midway and topped the rides, with Skooter a close second.

Mystic Wars, presented by George Hamid, opens on Monday. All indoor and outdoor space is sold out for the first time since 1929. Attendance on Friday was, 1936, 42,000; 1935, 56,000; decrease, 44,000; Saturday, 1936, 189,000; 1935, 185,000; increase, 4,000.

CONEY IN "CLEANUP"

(Continued from page 3)
ing the Municipal Baths on the lower end of the Surf avenue midway, with reviewing assignments to be headed by Mayor F. H. La Guardia. Sanitation Commissioner William P. Carey, Brooklyn Boro President Raymond V. Ingersoll and other big-wigs.

New wrinkle in Coney processional plotted in that trek will start from the West End sector (19th street) of the island and proceed down Surf to the exhibit and reviewing pav. Heretofore all the local pageantry has originated near the Brighton end eastward. Units carded for the walk are a 100 or so dolls in both suits picked for the Mardi Gras during the week of September 14, half as many heart busters in the form of life guards, a few dozen crack department inspectors, a flock of junior inspectors, headed by Exec Sec David Rosser, a contingent of Boy Scouts and the personnel of Coney's Young Defenders' League. Martial music will be furnished by the department band and the tuncsters from Steeplechase Park and Our

7 DAY FREE TRIAL FROM GERBER & GLASS REEL "21"

YOUR FULL AMOUNT REFUNDED UNLESS YOU ARE SATISFIED! A GOLD BOND OFFER!



It is only because we know that Daval's Reel "21" is the greatest profit making counter game of all times that we dare make such a sensational offer. You take no chance in buying Reel "21" from GERBER & GLASS!

\$23⁷⁵ TAX PAID
1/3 Deposit With Order

Immediate Deliveries

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Lady of Solace R. C. Church.

House, erected under the auspices of Coney's Chamber of Commerce and the sanitation department, will mark the first time that such an exhibit, commemorating the work of a city agency in making public beaches safe and clean, has been shown anywhere. Distinguished officials will be received by L. H. Klein, prez of the Coney C. of C., and there will be an address by Dr. Philip I. Nash, former prexy.

A. TOAD'S JEWEL—

(Continued from page 3)
which will form the back side of a long row of racing stables.

Says Secretary Bean: "The fair will be held October 1-3 and arrangements are being made for holding a show on Sunday, October 4. School department is co-operating and will close all schools on the first day. Vaudeville has been booked thru George A. Hamid and we will have an outstanding, spectacular attraction for the Saturday and Sunday shows. We expect to have pari-mutuel betting at the races, and are planning a number of events featuring local persons and organizations."

N. Y. FAIR'S—

(Continued from page 3)
detailed plan for an amphitheater to house exhibits and lavish show items is being given the study-over by the State's commission.

During the week the city's estimate board authorized the acquisition of 80 additional acres to be obtained via condemnation and used for auto parking. Interest in the next two weeks will center about the finds of the board of design id which the architectural motif along with a physical theme will be recommended.

Late News Flashes

CINCINNATI, Aug. 31.—H. B. Kolley, president Franklin County Fair, reports: "William Olick Exposition shows broke all previous midway records by 77 per cent increase. Show made nice appearance. Fair favored with good weather and general increase in admissions and grand-stand receipts."

PORTLAND, Ore., Aug. 29.—The "show within a show" staged here for the Pacific Coast Showmen's Association Charity Fund last week was most successful. Harry Seber, playing Taylor Theater with *Girl Revue*, furnished his entire unit and donated the theater for the presentation. Frank Forest, of the West Coast Amusement Company, supplied acts from his show. Charles Walpert secured several acts from downtown cabarets. J. C. O'Brien handled ticket sales and sold several blocks to local big stores. W. T. Jessop put over the publicity and scored in Portland papers. Mike Krokos handled tickets on showgrounds. Voted a grand success artistically and financially.

CINCINNATI, Aug. 29.—The partnership of H. L. Blake and O. J. Beaty in the operation of the Volunteer State Exposition will be dissolved week ending September 5. Future title will be Great Superior Shows, with O. J. Beaty as sole owner.

LIGONIER, Pa., Aug. 29.—J. A. Bracken, concession manager Ligonier Valley Fair Association, announced reorganization of the fair in time for its forthcoming event under way.

MONTREAL, Can., Aug. 29.—J. W. Conklin, executive head Conklin's All-Canadian Shows, reports engagement here disappointing and that Max Gruberg's World Exposition, two miles distant, did better.

CAPT. JIM MOORE Indian war veteran, who did the ballyhoo and acted as advance scout in the Ken Maynard Wild West Show's pageant, *The Battle of Wounded Knee*, in which Moore claims he was a combatant, has a part in the Cecil DeMille picture, *The Pianaman*, now in production at Paramount Studios, with Gary Cooper and Jean Arthur. Moore is being used as a technical adviser, particularly in the saloon scenes where he saw the shooting of "Wild Bill" Hickok. He has also been instructing Gary Cooper on the quick draw, at which Jim is an expert. Reports from the DeMille office indicate that Moore will be used on a national broadcast and also ballyhoo the production in certain spots.

Summary of Business Trends

Automobile production expanded in the week ended August 22 as one major producer that had suspended production in the preceding week resumed the assembly of 1936 model cars. A definite upturn in production is not expected for some weeks until 1937 model production starts, but the favorable market for low-priced cars may tend to prevent production from dropping this year as low as it did in the 1935 change-over period. Altho probably not connected with the rise in automobile assemblies, steel production also increased last week. The expansion in these two industries will probably result in a rise in *The New York Times'* composite index of business activity for the third week of August; in the week ended August 15 the index was off a point to 102. For the three weeks ended August 22 the index averaged slightly above the July figure.

While freight-car loadings for the week ended August 15 were the largest for any week, save one, since the fall of 1931, a more marked increase will be necessary in the second half of the month, if the seasonally adjusted index for August is to show an extension of the July rise. Nevertheless, loadings have exceeded 700,000 cars for six consecutive weeks for the first time in five years. During this period the increase over the corresponding weeks of 1935 has been in excess of 20 per cent.

Wholesale commodity prices tended to decline in the latter part of the week ended August 22. Moody's spot commodity price index, which rose to 159 on the 10th, subsequently receded 4 points in three days and showed no net change for the week. Prices of farm products, except cotton, continued strong during most of the week, but were easier toward the end of the period. Stock prices moved lower for the second successive week, with a sharp drop on Friday.—Survey of Current Business (Weekly Supplement).

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

NOW! FOR YOUR FAIRS and CELEBRATIONS

Featuring the Largest Line of Latest Fashion
EXCLUSIVE CONCESSION GOODS NOVELTIES
 FOLLOW THE LEADERS—TIME MEANS MONEY
 BEACON BLANKETS—CHROMEWARE—CHINAWARE—CORN GAME LEADERS—
 DE LUXE PLASTER—CAMES—NOVELTIES
 ONE DAY SERVICE — WRITE FOR CATALOG TODAY

WISCONSIN CORPORATION
 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN



CANDY CRUSHED CHERRIES
SUNSET CHOCOLATES
 Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.
 100 to carton—Per Carton \$5.00
 20% Discount, Bal. C. O. D. Bond for FREE Illustrated Catalog.
DELIGHT SWEETS, Inc. NEW YORK CITY
 50 EAST 11th St.

ATTENTION CONCESSIONAIRES, PARKMEN, STREETMEN
 Fair now starting. Line up with our new plaster novelties at low prices. Specialize for Corn Games, Country Store, Fishpond, Pitch-Tin-You-Win Ball Game, Scale Men—Carnes, Blankets, Tea Sets, Water Sets, Imported Stamps, Vases, Penny Items. Only Genuine Supply House in Louisville. Address all correspondence to
G. C. J. MATTEI and CO.
 227 East Madison, LOUISVILLE, KY.



ATTENTION, Carnival Men
 Before Buying GET OUR LOW-CUT PRICES on NOVELTIES, CAMES, PLASTER and TOSS UPS.
MILTON D. MYER CO., 439 4th Ave., PITTSBURGH, PA.
 THE UNDERSELLING SUPPLY HOUSE

ATTENTION CARNIVAL MEN ATTENTION
 BEFORE PURCHASING SEE
THE JOHN ROBBINS COMPANY
 340-42 THIRD AVE., PITTSBURGH, PA.
 LOWEST PRICES — LOWEST PRICES
 Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise

KRAUSE GREATER SHOWS WANT
 To join for the following Fairs: Murfreesboro, Tenn., next week and following; Lebanon, Tenn.; Decatur, Ala.; Pulaski, Tenn.; Jasper, Ala.; Alexander City, Ala.; Linnett, Ala.; Hawkinsville, Ga.; Tallahassee, Fla., and other Fairs until Thanksgiving week, and eleven Fairs in Florida this winter. Want one Feature Show, either small Wild West or Animal Show with their own outfit, Monkey Circus, Motordrome, Mechanical Show, Fun House, Pot Show, Midget Show, large or small Snake Show, Outlaw Show, Life Show, Mickey Mouse or any other show not conflicting. Will book one more Ride, either Caterpillar or 70-foot Riddler or Loop-the-Loop Ride. Opening for Long-Range Shooting Gallery and other legitimate Concessions, also Merchandise Wheels. Cash Miller wants two outstanding breaks for his Side Show. Address **BEEN KRAUSE, Manager KRAUSE GREATER SHOWS, Morristown, Tenn.,** this week; Murfreesboro, Tenn., next week.

GREAT MT. AIRY, N. C., FAIR
 6 DAYS — 6 NITES SEPTEMBER 7 TO 12
 Choice Locations Open in Buildings for Jewelry, Novelty and Exhibit Stands. Desirable Lunch and Refreshment Locations Open. A few Choice Locations still available for Game Concessions on Independent Midway.
R. B. JONES, Fair Assn. Office, Mt. Airy, N. C.

WEST'S WORLD'S WONDER SHOWS WANT
 Minstrel Show People, also Girls for Revue; both office shows. Clem Coffee, wire. Concessions absolutely all open; no exclusives. Will furnish outfit for any worth-while Shows. All Fairs from now until closing. This week, Staunton; next week, Covington; both Virginia.

MIMIC WORLD SHOWS
 WANT Shows and Concessions for ten weeks of Louisiana Fairs and Celebrations, starting September 14, and including HANFIELD LOGANSPORT, DE RIDDER, COLFAX, COUSHATTA, SULPHUR, PLAIN DEALING, ALEXANDRIA, MINDES, LAKE CHARLES. No sell dates. CAN PLUCK Ten-to-One, Belliere 2 of Not, Orange Show, Census Side Show, Blinston Show, Snake Show, Monkey Show, any of them. CAN PLUCK System Game, high-class Mini Camp, Lead Gallery, Dime and Gum, Novelty, Hoop-la, Water-balls, Keds Back, Iron Claw, Carmel Koro, Grocery Wheel, Ham and Bacon, Straight Rind Wheel or anything new that is legitimate. No Gift or Controlled Joints. WANT Wrecker for Athletic Show. Would like to hear from Bill Gaskins. Address
B. D. DOYLE, Hcp, Ar., until September 5; then 1700 Oriswell St., Shreveport, La.

Ben Becker Joins Geo. Ponsler Staff

NEW YORK, Aug. 29.—Bernard Becker, former assistant sales manager of International Mutoscope Reel Company of New York, has joined the George Ponsler organization and is now working out of the Ponsler New York office.
 Becker is well known to all the New York operators and jobbers because of his two years' affiliation with Mutoscope and has many friends in the West as a result of his sales trips out of town.
 Becker stated: "It is a pleasure to become a member of the George Ponsler organization and to be associated with my friend 'Andy' Anderson, general sales manager. I know that with the facilities of the organization and with the plans it has under way I will be in an excellent position to continue to give real service to my many friends in the business and to help them to continue to make money and solve their operating problems. I want all my friends in the business to feel free to call upon me at any time. I will be happy to, either personally or thru one of our branch offices, see that their requirements and wishes are promptly taken care of."
 Anderson states that he feels Becker will be a real asset to the organization because of his experience and acquaintanceship in the business. For the time being Becker will work out of the New York office and it most likely will become his permanent headquarters.

ROUTES
 (Continued from page 83)
 Bean-Ters: (Verbal) Brooklyn 30-Sept. 5; (Repeatable) NYC 6-12.
 Scan-Dolls: (Hilary) Chi 6-12.
 Van-Haters: (Gayety) Minneapolis 30-Sept. 8; (Empress) Kansas City 6-12.
 Varletik: (Gayety) Baltimore 30-Sept. 8.
 Wine, Woman & Song: (Gayety) Washington, D. C. 6-12.

REPERTOIRE
 Biller Comedians: Billy Wehle's; Cape Girardeau Mo. 1; Poplar Bluff 2; Sikeston 3; Kennett 4; Caruthersville 5; Blytheville, Ark. 7; Paragould 8.
 Bush-Byrne Players: Freeville, N. Y., 31-Sept. 5.
 Fox Players: Honey Grove, Tex., 31-Sept. 5; Olmstead, Norma, Dramatic Co.; Blainfield, Mich., 31-Sept. 5.
 Isle Comedy Co.: Conestoga, Pa., 31-Sept. 5; North Players: Clay Center, Kan., 31-Sept. 5.

CIRCUS AND WILD WEST
 Barnes, Al G.: Junction City, Kan., 1; Parsons 2; Muskogee, Okla., 3; McAlester 4; Shawnee 5; Lawton 7; Frederick 8; Quanah, Tex., 9; Plainview 10; Snyder 11.
 Barney Bros.: Cedarville, Ohi., 1; Alturas 2; Susanville 3; Greenville 4; Quinby 5.
 Cole Bros. Clyde: Deary, San Francisco 4-7; San Mateo 8; Palo Alto 9; Vallejo 10; Santa Rosa 11; Oakland 12-13.
 Cooper Bros.: Punnett, Ark., Can., 1; Hanna 2; Melville 3; Hives, Kan., 4; Ogelle 5; Trasson, Reddick, Ont. 6; Hudson 7; Sioux Lookout 10; Armstrong 11.
 Olinville Community: (Fair) Paris, Tex., 8-12.
 Meag, Mighty: Jamestown, Tenn., 1; Livingston 2; (Fair) Alexandria 3-5.
 Mix, Tom: Newark, N. J., 1; Jersey City 2; Elizabeth 3; Euston, Pa., 4; Allentown 5; Reading 7.
 Polack Bros.: Regina, Sask., Can., 1-8.
 Ringling Bros. and Barnum & Bailey: St. Joseph, Mo., 1; Shenandoah, Ia., 2; Port Dodge 3; Sioux City 4; Omaha, Neb., 5-8; Des Moines 9; Topeka, Kan., 6; Concordia 9; Emporia 10.
 Sadler, Harley: Madisonville, Tenn., 1; Huntsville 2; Conroe 3; Humble 4; Pelly 5.
 Seal Bros.: Cedar City, Utah, 2; (Fair) St. George 4.

CARNIVAL COMPANIES
 (Dates are for current week when no dates are given. In some instances possibly mailing points are listed.)
 Albino: Mason, Os.
 All-American: (Fair) Anadarko, Okla.
 American United: Wallace, Ida.
 Anderson-Braden: Broken Bow, Neb.
 B. & M. Am. Co.: Lawton, Okla., 31-Sept. 2; (Fair) Ancho 3-4.
 Bach, Q. J.: Tleanderega, N. Y., 31-Sept. 2; Barre, Vt., 1-12.
 Buntly Greater: Morgantown, W. Va.; Harrisonburg, Va., 7-12.
 Burdick's: Columbus: (Fair) Somerset, Ky.; (Fair) Rowville, Ga., 7-12.
 Barker: Flat River, Mo.
 Darkool Bros.: (Fair) Marine, Mich., 1-6.
 Hazenhart's Golden West: Woodlake, Minn., 31-Sept. 2; (Fair) St. Peter 3-4.
 Beckmann & Cerety: Des Moines, Ia.
 Bee, P. H.: (Fair) Louisa, Ky.; (Fair) Hodgenville 7-12.
 Bowen & Lane: Brilliant, Ala.
 Bright's: Tyler, Tex.; (Fair) Henderson 7-12.
 Bremer: Midway, Ariz.; Bloomington, Wis., 1-6.
 Bruce: (Fair) Mineral Point 5-7; Leysmith 10-12.
 Bruce: (Fair) Bowling Green, Ky.; (Fair) Clarksville, Tenn., 7-12.
 Buck, O. O.: Rhinebeck, N. Y.; Poughkeepsie 7-12.
 (See ROUTES on opposite page)

Reconditioned Automatic Payout Games

- STAMPEDE, 1 8 Ball \$19.85
- CARIOCA
- COCONUTS
- MILLS EQUITY
- BIG 5, JR., 5 Ball
- KEENEY'S DOUBLE SCORE \$27.50
- De LUXE "46", 1 8 Ball
- MAMMOTH
- BAFFLE BALL
- DOUBLE-UP
- SNOOKER
- BIG CASINO \$29.50
- SUNSHINE DERBY \$42.50
- HOLLYWOOD, 1 8 Ball
- REPEATER \$39.50
- BALLY JUMBO
- DAILY LIMIT
- WILLS TYCOON-New Front Door \$62.50
- PAMCO RACES, 1 8 Ball
- RED SAILS
- BALLY DERBY
- PINCH HITTER
- SKY HIGH, 5 Ball \$55.00
- BALLY'S HIALEAH-New .. \$69.50

COUNTER GAMES

- PUNCHETTE—Mystery Tape \$ 9.85
- Used HOLD & DRAW 9.85
- New CENT-A-SMOKE 11.95
- HIGH STAKES, New 24.75



DAVAL'S
\$23.75 Tax Paid
SOLD ON 7-DAY MONEY-BACK GUARANTEE
 FIVE-STAR BALL GUM. Case of 50 Boxes \$4.95
 WURLITZER AUTOMATIC PHONO-NOGRAPHS, Model P12. Operated Only a Short Time \$179.50
 1 Only, Late '35 CAPEHART, Like New \$139.50
 1 Only, SEEBURG SELECTOPHONE, Like New \$169.50
 It will pay you to be on our Mailing List. Write for Complete List of New and Used Games.

A C M E NOVELTY CO.
 23-25 NO. 12th ST. MINNEAPOLIS, MINN.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GARDEN STORES, WHEELS, TABLES, COIN GAMES, ETC.
 Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
 TYPOGANOUS CITY, OHIO

WANTED
 Shows, all kinds of Concessions, one or two more Rides.
WOODLYN, N. J., FAIR, Sept. 7 to 12.
 50,000 People to Draw From.
EXHIBIT PRODUCING CO.,
 207 Shubert Theatre Bldg., Philadelphia, Pa.

3000 BIG BARGAINS AT WHOLESALE PRICES.
 Hundreds of 10 to 25¢ items many parts of the world now shown in Sports Catalog. Get your page's check full of Fair Money Making Plans for Arena, Johnson, T. G. O. Catalog is free—send for it today.
SPONS COMPANY
 8-30 Erie St. Le Center.

GET THE BEST!
SUNKEN TREASURE
 The Original Coin Operated Glass Jar Casser Game!

PATENT PENDING



Any Infringements will be prosecuted according to law.

LOTS OF 5 OR MORE
\$3.95 Tax Paid
SAMPLE \$6.95
 No Other Similar Game Has These Features!

1. Electric Flicker Light.
2. Lock To Avoid Tampering.
3. Adjustable Target.

1/3 With Order, Balance C. O. D.
 See Your Local Jobber or Order Direct.

STANDARO NOVELTY CO.
 MANUFACTURER
 N. W. Cor. Elm & 2nd Sts. Cincinnati, O.

National Scale Opens Big; Bally Officials Are There

MINNEAPOLIS, Aug. 31.—Minnesota ops had a coinmen's holiday Saturday at the grand opening of the National Scale Company, 1415 Washington avenue, newly appointed State distributor for the Bally Manufacturing Company.

Every type of Bally machine was on display and the large storeroom was crammed with additional hundreds packed ready for shipping. About 600 ops from all parts of Minnesota came in and filled the display room from early morning until around midnight. Refreshments were on the house.

The firm sprang to life with a bang by selling 78 new and 12 used machines Saturday. M. L. Priebe, president, was optimistic about the fall trade. Ray's Track and Bally-Roll led the sales, with 14 of the former sold to one op. Lights Out, a nonpayout, sold well in closed territories.

Ray Maloney, president; Jim Buckley, vice-president and general sales manager; and Art Garvey, field manager, represented the Bally company and joined in giving the Minnesota ops a hearty welcome.

The giving away of a Round-Up machine as a door prize climaxed the grand opening.

Members of the new concern, besides Mr. Priebe, are Waley Hauf, field manager; Donald McConnell, sales manager; A. L. McFarlyn, mechanic; Donna Healy, secretary, and salesman Chuck McFarlyn, Charles Beatty and Pat Griffin.

Minnesota ops who were among the heavier buyers were Western Coin Machine Company, Cottonwood; Golden Sales Company, Albert Lea; M. Berger, Bemidji; Gemco Products, St. Paul; G. N. Field Company, St. Paul; John Westman, St. Paul; Charles Coghlin, Minneapolis, and John Webber, Minneapolis.

Top the Midway WITH THESE ITEMS

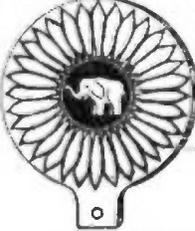
WRITE FOR CATALOG



ONE DAY SERVICE

CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN

A NEW ELECTION NOVELTY That SELLS on SIGHT!




Reflector Emblems to attach to license plates! Can be seen at a distance. An ornament to any automobile. Glows brightly in the dark! Salesmen, Hustlers, Campaigns, Parking Lot Attendants, Storekeepers, Gas Station Operators, Crew Managers, Republicans and Democratic Club Secretaries; anyone can sell this fine, timely item at 25c or more retail. Beautifully designed and colored, non-tarnish metal. A novelty that will be kept and cherished long after the campaign is over.

TWO SAMPLES and Display Card with complete details and prices. C.O.D. Postpaid. (Use a half a buck if interested). Positively no free samples. Taxes is short. Hustlers are clearing up. No postcard locations arranged.

Quantity Buyers who are rated are welcomed, as this is a big proposition

KANT NOVELTY COMPANY, 708 Wood St., Pittsburgh, Pa.

HODGENVILLE, KY., FAIR AND HORSE SHOW

Week September 7, followed by Centerville, Tenn., Fair and eight other straight weeks of fairs in Tennessee and Mississippi.

Why not play Fairs where you can make more in one day than you can in two weeks of still dates? **WANT** Stock Concessions and Shows. **WANT** Plant Show Dates and Talker for Plant Show to join on wire.

Address

F. H. BEE SHOWS, Inc.,
 LOUISA, KY., This Week, or Come on to **HODGENVILLE, KY., FAIR.**

DOLLY DIMPLES GIVE-AWAY PACKAGE



Very Classy, Contains Nut Chocolate Caramels.

★ Packed 100 Packages to Carton, Per Carton **\$2.00**

500 Packages, **\$10.00**

25¢ Deposit with All Orders, Balance C. O. D. Read for FREE ILLUSTRATED 1936 CATALOG.

MARVEL CANDY CO., Inc.
 101-103 Wooster St., New York City

ROUTES
 (Continued from page 85)

Happy Days: (Fair) Rensselaer, Ind.; (Fair) Mt. Sterling, Ky., 7-12.
 Happyland: Traver City, Mich.
 Hecke Bros.: Nagaunce, Mich., 31-Sept. 3; Norway 4-7; Iron River 9-12.
 Jennies Bros.: Austin, Minn., 9-5.
 Keith, L. J.: (Fair) Terre Haute, Ind.
 Hildebrand's United: Ontario, O., 2-7.
 Hodge, Al G.: (Fair) Newman, Ill., 1-4.
 Huphey Bros.: (Fair) Mason, Ill., 4-7.
 Hurdick Bros.: Am. Co., Ridgely, Md.
 Hurst, Bob: Denison, Tex., 1-7; Honey Grove 9-12.
 Iuler Greater: Cape Girardeau, Mo.
 Joe's Playland: Lexington, Neb.
 Jones, Johnny J.: Expo.: (Fair) Indianapolis, Ind., 6-11.
 Joyland: Lakeview, Ore., 5-7.
 Joyland: Big Rapids, Mich., 1-5; Newaygo 7; East Jordan 9-12.
 Kous: (Fair) Huntington, Pa.
 Keystone Expo.: Cos. Gro., Tenn.
 King's United: Oakland, Ill.; Villa Grove 7-12.
 Krause: Morristown, Tenn.
 Lagasse Am. Co.: (Fair) Lancaster, N. H., 5-8.
 Landra, J. L.: (Fair) Hastings, Neb.; (Fair) Norton 7-12.
 Langs, Des.: Famous: (Fair) Casco, Ia.; (Fair) Jackson, Mo., 7-12.
 Liberty National: Ashland City, Tenn.
 Liberty State: Anna, Tex., 1-5; Plano 9-12.
 McCreger: Madrid, Ia., 9-7; Monroe 10-12.
 McElhannon: Columbus, Neb.
 M. B. Am. Co.: California, Mo.
 Majestic: Duncannon, Va.
 Malarky, W. S.: Attrs.: (Fair) Norwich, N. Y., 31-Sept. 4; (Fair) Brookfield 7-11.
 Marks: Tuswell, Va.
 Midwest: Arcadia, Ind.
 Midwest: (Fair) Gordon, Neb., 1-4; (Fair) Bridgeport 7-10.
 Miller Bros.: (Fair) Asheville, N. C.; (Fair) Hendersonville 7-12.
 Northwest United: Fremont, Ia., 7-12.
 Northwestern: Wayland, Mich., 31-Sept. 2.
 Miner Model Expo.: Carbondale, Pa.; Peckville 7-12.
 Nail, G. W.: Rayville, La., 7-12.
 Page, J. J.: (Fair) Alexandria, Tenn., 31-Sept. 3; La Follette 7-12.
 Pub-American: Albany, Mo.
 Pearson: Bridgeport, Ill.; Olney 7-12.
 Peerless Expo.: Point Pleasant, W. Va.
 Pells & Lutto: Ferndale, Mich.; Belding 7; (Fair) Flint 9-12.
 Reading United: (Fair) Hartsville, Tenn.
 Royal United: Jonesboro, Ark.; Leachville 7-12.
 Rogers Greater: Crossville, Tenn.
 Rogers & Powell: (Fair) Tucker, Ark.
 Royal American: St. Paul, Minn., 31-Sept. 12.
 Royal Palm: Decatur, Ala., 2-6.
 Rubin & Cherry Expo.: (CNE) Toronto, Ont., Can., 31-Sept. 12.
 Savidge, Walter, Rides: Sanborn, Ia., 1-2; Lytton 4-5.
 Seifer Greater: Albuquerque, N. M., 4-7.
 Sheesley Midway: (Fair) Boncayville, W. Va.
 Shucart & Walker: Gause, Tex.
 Silver State: Burlington, Colo.
 Six, J. Harry: Greenville, Ky.
 Smith's Greater: Atlanta South Boston, Va.; (Fair) Martinsville, Va., 7-12.
 Sol's Liberty: (Fair) Oshkosh, Wis., 1-4; (Fair) Marshfield 6-10.
 Spencer, O. L.: Mottville, Ill.
 Sperrin, P. J.: (Fair) Warren, Ill., 1-4.
 State Fair: (Fair) Belleville, Kan., 31-Sept. 4; (Fair) Newton 7-12.
 (See ROUTES on opposite page)

FAIRS — Where Conditions Are Good and Money Plentiful — FAIRS SMITH'S GREATER ATLANTIC SHOWS

Martinsville, Va., Fair, Week Sept. 7.	Western Greenbrier District Fair, East Rainelle, W. Va., wk. Sept. 14.
Apex Greater Fair, Apex, N. C., Week Sept. 28.	Merchants' Harvest Festival & Free St. Fair, Zebulon, N. C., wk. Oct. 5.

WANTED—Loop-o-Plains Shows with own outfits. **CONCESSIONS**—Corp Game, Photo, Diggers and all other legitimate Stock Concessions, for the above Fairs. **JOKER MIDGETS COME ON.**
 M. P. (BROWNIE) SMITH, Central Manager, South Boston, Va., this week.

WANTED

Shows, Rides and Concessions. Will consider good Carnival.

FRANKLIN COUNTY FAIR

Rocky Mount, Va., September 8th to 12th.
 Address WM. WILSON.

TRI-COUNTY FREE FAIR

LA FOLLETTE, TENN., NEXT WEEK.

Can place legitimate Concessions of all kinds, except Corn Game. Can place Shows at reasonable percentage. Have ten more Fairs to follow. All address

J. J. PAGE SHOWS
 Alexandria, Tenn., this week.

WANTED TO BUY

Hay eating Animals; Elephant, Camel, Zebra, Ox, Sacred Cow, Menage Horses.

TOM ATKINSON
BARNEY BROS. CIRCUS
 As Per Route.

DENNERT & KNEPP COMBINED EXPOSITION, Inc.

Want Half and Half, also Freaks for Side Show. Can place legitimate Concessions of all kinds. Have opening for Promoters who can handle New Deal Fairs.

FAIR SECRETARIES in Virginia and North Carolina, we have 2 open weeks: Purcellville, Va., Fair, week August 31; Marshall, Va., Fair, week September 7. All mail and wires as per route.

FOR SALE

Two Performing Elephants. Price right. **WANT** Performers, Musicians, Pit Show, Hunter Man, Lion.

KAY BROS. CIRCUS
 Hamburg, Middletown, Macorsburg; All Pennsylvania.

Send your correspondence to advertisers by mentioning The Billboard.

THE GREAT CONEY ISLAND SHOWS

WANTS FOR JONESBORO FREE FAIR WEEK SEPTEMBER 21; OAK GROVE WEEK SEPTEMBER 28; WEST MONROE WEEK OCTOBER 5; FRANKLINTON WEEK OCTOBER 12; BRIDGE WEEK OCTOBER 19; ALL LOUISIANA. ORANGE, TEX., WEEK OCTOBER 29.

Manager with something to put in new Top-in-One Show. Concessions all open. No exclusive (the year except Diggers and Novelties. **CAN USE** Ride, Picnic and other Help in all areas except. This week, Marksville, La. All communications to **RALPH R. MILLER, Aust. Miss., as per route.**

Groetchen Co. Stakes on High Stakes Counter Game

CHICAGO, Aug. 29.—"Each year" one automobile flashes to the front. That is the slogan being popularized by a leading automobile manufacturer. "Every season" a leading counter game flashes to the front is the slogan being popularized by the Groetchen Tool Company in referring to its new High Stakes counter machine.

Karl Klein, of the Groetchen firm, says that from every indication High Stakes will be one of the biggest successes the Groetchen firm has ever presented to the counter-machine trade. High Stakes is said to be one of the most beautiful counter games ever presented.

The modernistic green wood cabinet has a flashy, yet smart, green front casing. It is streamlined by polished strip-ings down the front to one side and made more attractive still by a horse race scene executed on the front.

High Stakes features the new Groetchen "Match-a-Color" horses. Three var-colored sections of horses revolve swiftly and silently upon the insertion of a coin and the pulling of the lever. They are said to click into place with a surprising smoothness. A winner is determined by the lining up of a complete horse in one color. Just a moment's suspense and then the fourth reel clicks into place, which announces the position of the horse, such as win, place or show. Then the fifth reel clicks into place and gives the win, place and show odds for the race. The horses may line in either win, place or show position. Odds run from 2 to 1 to 50 to 1, with large liberal odds predominating. A complete gray horse is the daily double. It pays double odds. Thus the player has at all times the chance of making odds as high as 100 to 1.

Groetchen Tool Company wants to apologize for its delay in shipping the 21 Black Jack counter games which were on order last week. They announce that they have increased their production so that orders now on hand and those received in the future will receive immediate attention.



"FRANKLY," SAYS JOE FRANK, "I go for Bally-Roll and I know the Tennessee public will too." During his recent visit to Chicago, Joe, who heads up Automatic Sales Company, Nashville, spent much of his time at the Bally Manufacturing Company plant, playing Bally-Roll, the new bowl-a-ball game.

- United Shows of America: Detroit, Mich., 31-Sept. 13.
Valley: (Fair) Boerne, Tex.; (Fair) Hellettsville 7-12.
Volunteer State: Paducah, Ky.
Wallace Bros.: Union City, Tenn.
Ward, John R.: (Fair) Breese, Ill.
Wear: Kassel R.; Wapakoneta, O.; Montpelier 7-12.
West Bros., Am. Co.: (Fair) Waseca, Minn., 1-3; (Fair) Fort Dodge, Ia., 7-10.
West Coast Am. Co.: (Fair) Chehalis, Wash., 2-3; North Bend, Ore., 7-12.
West W. E. Motorized: (Fair) Orleans, Neb.
Western State: Rocky Ford, Colo.
West's World's Wonder: (Fair) Staunton, Va.
Weiss Am. Co.: Galveston, Wm., 4-5.
Wilson Am. Co.: Palmyra, Ill., 23-Sept. 4.
Work, R. E.: Switchback, W. Va.
World of Sports: Flatsturg, N. Y.
Yellowstone: (Fair) Sidney, Mont., 7-9; (Fair) Miles City 10-12.

Additional Routes

(Received too late for classification)

- Acker's Indian Congress: (Fair) Gordonville, Va., 31-Sept. 5.
Alfred Show: White Deer, Tex., 31-Sept. 5.
Cannon Conventions: New Castle, Va., 31-Sept. 5.
Charles & Barbara: Brattleboro, Vt., 8; Claremont, N. H., 8.
Fantino's, Four: (Exhn.) Toronto, Ont., Can., 31-Sept. 5.
Felton, King, Magellan: Williamsburg, Ia., 31-Sept. 5.
Flick Kidie Circus: Wolbach, Neb., 2-3; Polk 5; Grand Island 6-7.
Flying Valentines: Tyler, Tex., 1-4.
Krag, Harry Circus Revue: (Fair) Marion, Ill., 31-Sept. 5.
Harris Road Show: Walker, Minn., 31-Sept. 5.
Houghton & Houghton: (Fair) Bridgeport, Ill., 31-Sept. 4.
Holmes & Janies: (Palomar) Seattle, Wash., 31-Sept. 5.
Keck, Eddie: (Fair) Essex Junction, Vt., 31-Sept. 5; (Fair) Schaghticoke, N. Y., 7-12.
Lafior, Perez, & Co.: (Palace) Minneapolis, Minn., 5-8; (Fair) Moline, Ill., 7-9.
McNally Variety Show: Valley Falls, Mo., 31-Sept. 5.
Marine-Firestone Co.: Greenville, Tenn., 31-Sept. 5.
Niva, Vira: (Riviera) Ft. Lee, N. J., 31-Sept. 5.
Payson Show: Victoria, Tex., 31-Sept. 5.
Silvers Fun Show: Sheffield, Ia., 31-Sept. 5.
Tudor Sisters & Avery: (Fair) Essex Junction, Vt.; (Fair) Schaghticoke, N. Y., 7-12.
Webb, Capt. George: (Fair) Grand Forks, N. D., 10-12.
Wing Show: Peotone, Ill., 1-3.

802 MAY CALL

(Continued from page 5) Somervell, is interfering with "enforcement of the Federal Prevailing Rate Law." It also protests the "presence of Dr. Nicolai Sokoloff at administration conference where decision to violate the

SUMMER CLEAN-UP SALE

Cleaning Up Odds and Ends in Electro-Ball Super-Reconditioned Equipment! Bargains All!

Table listing various pin games and their prices, including ALAMO, BALLY BONUS, BIG RICHARD, CHAMPION A.C., DAILY LIMIT, DAILY DOUBLE, JR., DE LUXE '46', GALLOPING PLUGS, GRAND SLAM, HOLLYWOOD, PEERLESS, RAINBOW, ROCKET, BATTERY, SUNSHINE DERBY, and TROJAN.

RECONDITIONED PACES RACES, OAK CABINET, \$197.50. BLACK CABINET, Serial 770, \$239.50. BLACK CABINET, Serial 2255, \$297.50.

RECONDITIONED ELECTRIC EYE, TIT TAT TOE COUNTER GAME, Pistol Practice Skill Game, \$69.50. Plain \$9.95. Register \$10.95.

F. O. B. Dallas. 1/3 Deposit With Order, Balance C. O. D.

ELECTRO-BALL CO. Inc. 1200 CAMP DALLAS, TEXAS

PAN-AMERICAN SHOWS WANT

To join at once, Manager and Acts for Circus Sida Show. Will furnish complete outfit for revue. Can place Hula Dancers and Hawaiian Musicians. Want Colored Musicians, Trumpet and Slide and Performers. Concessions—Can place legitimate Concessions. Slim Leesman wants Agents for Wheels and Coupon Store, also Girls for Ball Games. Can place sober Cook House Help. Address, this week, Albany, Mo.; week September 7, Chillicothe, Mo.

JOHN R. WARD SHOWS

WANT FOR TEN FAIRS. PLAYING TENNESSEE AND MISSISSIPPI AND ENDING IN LOUISIANA. OUT ALL WINTER.

WANT Shows of all kinds. WANT Manager and People for Athletic Show. Capable Manager and operator for Monkey Mince Drama. Ten Road exhibits. Instruments and Musicians for Musical Show. Have own private bus for transportation. WANT reliable Foreman and Help on new 1936 Promiss. Also reliable Chairplane Foreman and minor Ride Help. Capable Show People write. WANT all kinds of legitimate Concessions. Address Hirsch, Ill., Fair, this week; Jerseyville, Ill., Fair, next week.

CRYSTAL EXPOSITION SHOWS WANT

For Lee County Fair, at Pennington Cap. Va., September 7 to 12, and a solid string of fairs until Thanksgiving Week. Legitimate Concessions of all kinds. Shows with own outfits. Good opening for Side Show, have a new tent and banners for same. Musicians for both White and Colored Band, all salary, or will book complete organized bands. Address this week Lenoir City, Tenn.

WANTED FOR DANVILLE, ILL., CELEBRATION

AROUND SQUARE, WEEK SEPTEMBER 14. And at Southern Fairs, two more high-class Shows and legitimate Stock Concessions. Able Oper wants two Lady Ball Game Workers. Ada Myers wants Song and Dance Team for Colored Minstrel. Write or wire

SNAPP GREATER SHOWS

Portage, Wis., Fair, September 4th to 7th Atlanta, Ill., Homecoming, September 10th, 11th and 12th; then Danville, Ill.

Prevailing Wage Law was reached. This breaks promise made by Jacob Baker for National WPA Administration to keep Sokoloff out of New York."

William Feinberg, vice-president of the local, had a four-hour confab with Somervell Tuesday, but no agreement. Feinberg announced the local was still prepared to call out 1,000 union musicians now on WPA projects. Somervell retorted by warning that nobody could strike against WPA and that such action would merely suspend the project.

P. J. SPERONI SHOWS

WANT capable Manager for Side Show, Minstrel Troupe. This is an office show bearing south. Join on wire, Ferris Wheel Foreman, Minstrel Promiss, Truck Drivers. This week Warren, Ill.; then Shannon, Ill., Labor Day; then the big one, Clinton, Ia., on the streets.

BOBBY COOKE WANTS

Talker for Side Show. Also one good Freak to feature. Send 100000.

KEYSTONE SHOWS

THOMAS, W. VA., this week.

Corey Greater Shows

This week Hastings, Pa., Jubilee; next week Dayton, Pa., Fair; week September 14 Oakport, Pa., Fair; also Madison, N. C., Fair. WANTED Loop-o-Plane, Kid's Auto Rides, Flat Rides, Shows and Concessions. Address E. S. COREY as per route.

SELLS LIKE HOT CAKES "SHAME on YOU" is a Riot of Fun and a Big Money Getter. Dose, 85c NEW SPARKLE MATCHES Improved to Surprise 40 seconds. "HARMS, E.S." but SOME SURPRISE. BIG SELLER, Dose, 30c; PROTEQUE; Ooze, 50c. WARDEN'S DELIGHT, Appeals to All, Dose, 70c. Quintuples in Shell (White Flower), Dose, 50c. NEW ITEMS GALORE. Send Dime for Catalogue and New Fall Line over an order of GAMBLE \$5.00 for 50 Samples of Brand New Sellers. MAGNETRIX N.O. OORP., 136 Park Row, N. Y.

ROUTES

- (See ROUTES from opposite page)
Elite Shows Corp.: Hamburg, N. Y.; Dun-lik 7-12.
Elite Am. Co., No. 1: (Fair) Brownstown, Ill.
Elite Am. Co., No. 2: (Fair) Morrison, Ill.
Taswell, Barney: Clarendon, Va.
Taswell, Miami: Okla.
Toby: Sandwich, Ill.

WANT Capable Lot Man, also experienced Mite-Tip and Loop-o-Plane Ride Help. No drama tolerated. We pay highest percent salaries, no brass, and grand hundred percent service. Write J. GEORGE LOOS GREATER UNITED SHOWS Week August 31, Ottawa, Kan.; week September 7, Chanota, Kan.

DROME RIDERS WANTED

Trick and Fancy, \$75.00 and Tips, for NEW YORK STATE FAIR, SYRACUSE, N. Y. When Possible Southern Fairs to Follow. Pay Your Own Wires.

JOE DOBISH Care Western Union, Syracuse, N. Y.

LABOR DAY CELEBRATION

Wardell, Vt. Mad River Valley Fairgrounds. Best Fireworks, Vanderbilt Hot, Rail Games, Haric, Amuseur Concess. Want Rides, Concessions, Bore and what have you. SAM WHITE, WORTH, Secretary.

SILVER FLEET SHOWS

Shirley Plainsville, Ind., week August 31! then home-coming celebration. WANTED—Have Top for complete Minstrel Show, also Top for Pit Shows. Want organized Minstrel Show. Salary and percentage. Corn Game, 811; Ball Games and Rick Shows, \$10. Shells and Ring Stands, Agents, Cookhouse Man. FRANK OWENS, Manager.

ROYAL AMUSEMENT COMPANY, Opening September 14, at Panola County Pic Fair, Seale, Wis., wants Concessions and Shows. Will also book Middle Run, Ferris Wheel and other Rides not suitable. All our old Concession People let us hear from you at once. Can also use Ride Help. Fred Russell wire us, following our Mississippi opening, we have Fairs booked at McGehee, Ark., and then Lake Providence, Baton, Rayville, Winnabow, Harville, Ozark, Abbeville, New Iberia and Orlens, La. Address all communications to J. G. CLAYTON, Manager, McGehee, Ark., until September 10; Dan Barill, Miss.

Notice to Showmen

CHANGE IN CLOSING TIME

On account of Labor Day all last-minute Help Wanted and other Show Advertising for the next issue (dated September 12) must be wired to reach Cincinnati before 10 A.M., Eastern Standard Time, Monday, September 7.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

- RELIANCE 5c (4-Play) . . \$62.50
- DAILY RACES. 55.00
- TYCOON (New Front Door) 64.50
- PAMCO PARLAY . . 55.00
- RED SAILS . . 55.00
- BALLY BONUS 55.00
- PINCH HITTER 57.50
- PEERLESS . . 55.00
- PALOOKA SR. 99.50



- KLONDIKE (1 Ball like new) \$17.50
- JUMBO . . . 39.50
- REPEATER . . . 39.50
- DOUBLE SCORE 39.50
- DE LUXE 46 . 34.50
- BROKERS TIP 52.50
- GOLDEN HARVEST . 42.50
- BAFFLE BALL . 34.50
- FORTUNE . . . 22.50
- TROJAN . . . 27.50
- BALANCE C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Diversified Line Keeps Western Equipment Busy

CHICAGO, Aug. 29.—The unfounded impression that summer is "bad for the automatic industry" is just so much bunk as far as the Western Equipment and Supply Company is concerned. This activity is a testimonial to the foresight and excellent judgment of Jimmy Johnson, owner of the Western firm. Johnson is shipping in carload lots one of the most diversified lines of automatic equipment in the business.

In the super de luxe automatic class Western offers the incomparable Thoroughbred, Flying High and Policy are the Western's one-ball de luxe automatic payout tables that have been going to town for the operators. Western answered the urgent demand for a straight pin table with the new Hi-Lite. In locations spread all over the country players

are said to be getting a real thrill out of playing this great Western nine-ball lit-up table.

Altho six months' old, music operators continue to pour in orders for Harmony Bell. Hailed as one of the greatest automatic developments, Harmony Bell has been of tremendous help to the music operators, in many instances more than doubling the phonograph receipts, according to Western officials.

Bert Lane Shows Bank-Roll At Atlas Coin Machine Co.

BOSTON, Aug. 31.—Bert Lane, direct sales representative of George Ponsler Company, national distributors of Gerco's Bank-Roll, is spending this week here with popular Bernard Blatt, president of Atlas Coin Machine Company, this city. Bert is well known among New Englanders, having traveled the territory for many years, and is popular among the jobbers and operators.

Bert states: "Bank-Roll is the finest product I have ever had the pleasure of offering to my friends in the New England States. I hope they will all visit me at Mr. Blatt's this week. They will see a game which is mechanically perfect in every detail and the fastest nickel-getter ever introduced into New England."

Lane was thru New England this past week, creating interest in Bank-Roll and Rola-Base. Bank-Roll will be on display all week at Atlas Coin Machine Company here.

Joe Ash, who travels upper New York State for George Ponsler, will be at the Syracuse Hotel, Syracuse, Wednesday, Thursday and Friday, with full particulars on Gerco's Bank-Roll and Rola-Base. Bank-Roll will also be on display all week at W. P. Donlon's in Utica.

FALL SPECIAL SUBSCRIPTION OFFER

27 Weeks (Almost 7 mos.)



ONLY \$2.00 YOU SAVE \$2.05

From the Regular Single Copy Value

This Offer Expires Midnight September 12

Subscribers May Extend Their Subscriptions
27 Weeks for \$2

THIS COUPON SAVES YOU \$2.05

The Billboard Publishing Co., 25 Opera Place, Cincinnati, Ohio.

Please send a copy of the next 27 issues, for which I inclose not the \$4.05, the regular single copy value, but ONLY \$2.

Name

Address

City State

Occupation

New

Renewal

Regular Rates, One Year, \$5; Single Copy, 15c.

THIS OFFER EXPIRES MIDNIGHT SEPTEMBER 7

None in the Quarter
STRAIGHT MERCHANDISE SALESBOARD PLAN
EVEN CAPPED

EVERY PUNCH BRINGS A HAND-MADE TOY OR GIFT—FOR AS MUCH AS 10¢

300 PUNCHES From 1c to 50c. MOVES SO FAST that any fair location sells out at least a BOARD A WEEK.

JUST SWAMPED WITH ORDERS
SEND YOUR ORDER TODAY & WRITE for Full Particulars.
1/3 deposit with order, bal. C. O. D. P. O. R. N. Y.
WE GUARANTEE THIS DEAL.

CONTINENTAL MERCANTILE Co. 414 Broadway, N.Y.C.

EMPIRE TOY & CANDY VENDOR

SENSATIONAL PENNY GETTER!
The EMPIRE is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c.
Operator's Net PROF-IT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly! Operate a "chain" of these Steady Money Makers! Rent Only \$15.00 for This Deal!

1 EMPIRE, 10 pounds Candy Coated Peanuts, 2 gross assorted Toys, 1 Toy Display Frame. EXCLUSIVE LOWEST PRICES!

D. ROBBINS & CO. 1141-B DEKALB AVE BROOKLYN, N.Y.

PRO-TEX PROTECTS

New Protect the Prophylactic Vender. Each sale makes you clean & profit. Time tested reliable mechanism and all-steel construction with white porcelain enamel and chrome nickel finish. Guaranteed merchandise always in demand. Sample Machine, \$14.50, with \$14.50 worth of merchandise included. Operators and Jobbers. Write

THE PRO-TEX COMPANY
8200 Penn. Ave., Pittsburgh, Pa.



DAVE ROBBINS and TED STONER enjoying themselves at Jones Beach, New York.

New Ideas Make For Better Biz

CHICAGO, Aug. 29.—New idea department of every manufacturer should be constantly active, studying and researching for new and better ways of doing things. It should be on the lookout for new products and new applications of old products. Accordingly, the Electrical Products Company, Inc., Detroit, manufacturer of Electropak, Electrolok and Adaptopak, has spent much time and money in developing a small but important device for the coin-machine operator.

They realized that every operator has lost many dollars yearly because his machines have been out of order whenever the fuses "blew." The Epco Fuse Eliminator has been purposely made to save the operator from unnecessary trouble and expense caused by "blown" fuses in his games. Before this device was introduced the game was out of order if a fuse "blew" until the operator came to install a new one. Very often the game was out of order for several hours, causing a great loss to both the operator and the location owner.

The Epco Fuse Eliminator is constructed of a piece of thermostatic metal about two inches long, one-half inch wide and one-half inch deep. In the event of an overload in the electric circuit, instead of this fuse "blowing," a contact in the center springs open and all one has to do to "repair" this fuse is to push the spring back into place.



LEON BERMAN, manager of the New York office of Electrical Products Company, which has found a great market in the coin machine industry.

The location owner can do this himself, saving the operator a trip. A tiny hole should be drilled on the side of the cabinet big enough to admit a toothpick. The fuse should then be mounted on the inside of the cabinet right over this hole. Therefore, whenever the Epco fuse "blows" one just shoves a toothpick into this hole and the fuse is immediately "repaired." Of course, if the fuse keeps on "blowing" there is something wrong with the game, not just a temporary overload or short circuit. Every operator will immediately appreciate the money-saving advantage offered by the use of the new Epco Fuse Eliminator. This small inexpensive device will pay for itself over and over again within a very short time. Take the average seven-day, 12-hour location, for instance, with a gross receipts of about \$60 a week. If a game is laid up for four hours about three times a year because of a "blown" fuse, which is not uncommon, the approximate loss is \$7.26 a year. Multiply this by the number of games the operator has and one

Don't Be a Guinea Pig!



Don't throw yourself at the mercy of every new table coming out! Mills Novelty Company manufactures the strongest, most elaborate, most dependable of all pay tables—the McCoy. It contains a full size standard Mystery Bell mechanism. McCoy is simply Bell amusement made spectacular on a table! Figure it out—no table could ever compete with a Bell! Immediate Shipment—order today from Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

MILLS M^cCOY PAY TABLE

CLOSEOUT SALE

Five-Ball Automatic Payout Model B Traffic... \$9.95 Each
Five or Ten-Ball Model C Traffic, Non-Automatic Payout... \$4.95 Each
105 Seven and Ten-Ball Amusement Games; every game guaranteed... \$4.00 Each

CASH WITH ORDER

THE VENDING MACHINE CO.

205-215 FRANKLIN ST. FAYETTEVILLE, N. C.

IF IT'S FROM MONARCH IT'S A BARGAIN!

Baffle Ball	\$38.00	Plying Traps	\$5.45
Put & Take, Slide Dr.	\$2.00	Baleno Line	\$4.45
Put & Take, Front Dr.	\$4.50	Angelle	6.45
Whino	12.50	Beamite	6.45
Traffo P. O.	18.00	Criss Cross Life	7.45
Erh. Football, 10 ball	22.50	Kings	7.45
Erh. Rodeo, 10 ball	22.50	Microems	6.45
Erh. Whetpool, 40 ball	22.50	Big Game	6.45
Carlota	18.00	Rock-Die 21	6.45
Repeater	45.00	3 in Line	9.45
Daily Limit	18.00	Kings of Turf	9.45
Repeat	45.00	Tri-4-Lite	6.45
Mammoth	37.50	Par Golf	6.45
Sportsman, Via. Late	12.50	Tiltler-Tat	9.45
Rocket	9.00	Rokelle	7.45
Hit or Miss	18.00		

Sunshine Derby \$49.50
Golden Harvest 42.50
Bonus 57.50

Sale hours, Collection Book, Write for Price List.

MONARCH COIN MACHINE CO., 2008 Armitage Ave., Chicago, Ill.

You'll Need an Adding Machine for This:

Add up the number of dead batteries you have bought and thrown away in the past two years! All this waste can now be eliminated by using ELECTROPAK! You can also eliminate pay table cheating by using ELECTROLOKS!

ELECTRICAL PRODUCTS CO., Inc. DETROIT, MICH.

New York Office: 152 W. 42nd St. Chicago Office: 628 W. Jackson Blvd.

can readily see that the now unnecessary loss runs up to a considerable figure. In the case of an expensive horse race machine the loss may be considerably more.

Many manufacturers are now equipping all of their games with this unique, money-saving device. Operators may quickly install the Epco Fuse Eliminator in their games in just a few minutes at a small expense. The Epco Fuse Eliminator is available thru jobbers and distributors everywhere.

Chas. Miller Leaves N. O. To Join Brother in Biz

NEW ORLEANS, Aug. 29.—Charles Miller, who recently came to New Orleans from Houston to become assistant local manager for Stelle & Horton, has resigned his position and is leaving New Orleans Monday to enter business with his brother at Beaumont, Tex. Fred Barber left the Electro Ball office here last week to go back to Dallas to live.

You look 'em over-

inspect 'em in the paddock



your horse runs out- but!

TAKE A LOOK AT REEL RACES

place them on locations and you'll wonder where all this big easy dough has been all your life!

REEL RACES will be ready soon!

GUARANTEED



O.K. NEW AND USED PAY TABLES

NEW PAY TABLES

BALLY CHALLENGERS
BALLY ROUND UPS
JENNINGS FLICKERS

Write for Special Prices Today

USED PAY TABLES

PAMCO RED SAILS	\$55.00
PAMCO PARLAYS, 3R	47.00
DE LUXE 16	29.75
MAMMOTHS	29.75
REPEATERS	37.25
COTTLEB'S ELECTRIC BAFFLES	31.75
ROCKOLA'S MYSTERY "3"	34.75

MORE USED PAY TABLES

ACES	\$21.75
RAPID FIRES	10.00
PUT 'N' TAKES	10.00
CARIOCAS	14.50
MILLS PEARL HARBOR	19.75
COLD RUSHES	\$12.50 and 15.00
COTTLEB LIBERTY BELLS	15.00
JENNINGS SPORTSMAN	9.75

SLOT MACHINES

MILLS FOR ESCALATORS with Double Jack Pots	\$32.50
MILLS FOR DOUBLE JACK POTS	25.00
MILLS BULL'S-EYE 1c JACK POT	20.00
MILLS BULL'S-EYE SINGLE 1c P.	15.00
MILLS Q.T., 1c	27.50
JENNINGS 1c DUKES	15.00
JENNINGS TODAY VENDORS	7.50
JENNINGS TODAY VENDORS, with Jack Pots	12.00
CAILLE 5c JACKPOTS	25.00
CAILLE 25c JACKPOTS	15.00

MISCELLANEOUS MACHINES

ANY TARGET SKILLS	\$ 1.00
SARATOGA SWEEPSTAKES	8.00
CAILLE BALL GUM VENDORS	3.75
BLUE BIRD DICERS	1.00
BALLY SPARK PLUGS	7.50

All Machines 1/3 Deposit With Order.
Balance C. O. D.

TWIN CITY NOVELTY COMPANY
246 W. Broadway Minneapolis, Minn.

It Helps You, the Paper and Advertisers To Mention THE BILLBOARD

2 NEW STARS THAT WILL LEAD THE COUNTER GAME FIELD



* High Stakes

"Match-A-Color" Horses revolve swiftly and then click into place. A moment's suspense — and then the fourth reel announces position and a second later the odds reel quotes the Win, Place and Show odds for the race. Odds range from 2 to 1 to 50 to 1. HIGH STAKES takes pennies, quarters, nickels and dimes.

\$24.75 TAX PAID

TWENTY-ONE BLACK JACK

REAL BLACK JACK played according to the accepted rules. Here is a 21 BLACK JACK machine with absolute silent reels, which come to a perfect stop without a bounce. So positive is this mechanism that it is impossible to manipulate reels or shutters in any way—BEAUTIFUL NATURAL WOOD CABINET, smartly streamlined — gets the better class of locations and plays 1c-5c-10c-25c.

The Shutter feature on "21" is covered by GROETCHEN'S U. S. PATENT No. 1978395.

\$24.75 TAX PAID

21 Black Jack and High Stakes Can Be Furnished for the French Franc and English Penny Play.



GROETCHEN Pool COMPANY

124-130 N. UNION ST. • CHICAGO, ILLINOIS

BEST QUALITY — LOWEST PRICES ON FITZGIBBONS USED MACHINES

Action, Sr. \$ 8.00	Fifty Grand \$22.00	Schemo 5 5.00
Anchor 9.00	Five & Ten 7.00	Signal, Sr. 6.00
Autobank 5.00	Fair Play 8.00	Starlite 4.00
Auto Winner 3.50	Flying Teapots, Sr. 8.00	Scoutie 4.00
Auto Plumb 8.00	Gold Medal 6.00	System 18.00
Balancing Line 3.00	Golden Gate 3.50	Tenno 11.00
Bison 3.00	Lucky Stars 6.00	Twenty-One 4.00
Beamline 3.00	Major League 5.00	Traffic G 6.00
Big Leapup 9.00	Match the Dial 12.50	Tower, 7-Ball Counter 10.00
Big Game 5.00	Man in the Moon 6.00	T. N. T. 3.00
Bomber 12.50	One, Two, Three 4.00	Toes & Bottom 3.00
Builder Upper 3.00	Panama 24.00	Under a Over 11.00
Ones Road 7.00	Rapid Transit 7.00	King Fish Cash, 1 Ball 30.00
Electro Ball 8.00	Ranger with Register 50.00	Redman, 5 Ball 60.00
		William Tell 5.00

EXCEPTIONAL BUYS IN USED GALLY		AUTOMATICS	
Holeash Cash \$25.00	New Yorker \$15.00	Rambler Cash \$40.00	Rambler Cash 45.00
Wishon Ticket 99.00	Rango 80.00	Sky High Cash 85.00	Sky High Ticket 50.00
Jumbo Cash 40.00	Silver Street 8.00	Prospector Cash, 1 Ball 35.00	
Jumbo Ticket 45.00	Traffic A 15.00		
Multiplo 10.00			
CLOSEOUTS IN BRAND NEW GALLY GAMES		EXHIBIT TICKETS	
Silver Street \$12.50	Whisper \$21.00		
Rambler Cash 85.00	Nonsens 21.00		
Rambler Ticket 75.00			

JOHN A. FITZGIBBONS, 453 W. 47th St., New York City Tel: LArch-wanna 4-2472

Flock of New Machines Keep Rock-Ola's Factory Humming

CHICAGO, Aug. 29.—With so many new machines being produced at the Rock-Ola Manufacturing Corporation plant in Chicago, the factory has been swamped with visitors from all over the United States and from several foreign countries. Parking space in front of the plant has been so scarce that visiting distributors, jobbers and operators have been forced to park their cars blocks away from the plant.

First it was Rock-o-Ball, the new bowling game with the special scoring features. Then it was the Tom Mix Radio Rifle. Then came Big Bank Nite, the novelty pin game with the big bank night feature so popular in theaters throughout the country. Draw Ball was then put on the market and this game with its exceptional features created attention everywhere because of the poker same idea after which this game is styled. Draw Ball plays a regulation game of five-ball draw poker and gives the player the thrill of partly operating the game himself by discarding numbers, which is done with the aid of a series of buttons on the front of the machine.

The popularity of Credit, one-shot payout game, which has gone into its third production series thru nation-wide demand, has also swamped the factory and the production department. And Queen Mary, companion machine to Credit, another one-shot payout table, is also enjoying a heavy run, company officials state.

The Rockola Multi-Selector Phonograph sales have increased steadily, according to Sales Manager Jack Nelson, to such an extent that production has been boosted almost daily and extra shifts in the various departments of the Multi-Selector have been necessary. The theme song of all Multi-Selector distributors, jobbers and operators, Nelson states, is "the swing is to Rockola Multi-Selectors," the slogan captioned on the nation-wide demand for this instrument.

The extra features on Rock-o-Ball, which has been termed "the bowling game beautiful" by coin machine men who have seen and played the game, are stated to have created a demand on the factory which has been unknown on any product for many years. These features, which consist of number of balls played, scored by an electric counter together with high score and payout register, have become so necessary in the operation of bowling games that operators and location owners are demanding them. The number of balls played scoring system is a necessity when a battery of bowling alleys are placed next to each other on location. This feature eliminates the chance of a player cheating the game by using another ball from another alley to gain a high score. If this is done by the player, the register will show 10-11-12 balls played, whichever the case may be. And this, of course, voids the score of the player.

The feature of showing the high score is the exceptional thing about a bowling game that makes this kind of equipment almost essential in order to keep the heavy play. Rock-o-Ball is also equipped with a register so that when necessary it will record certain high scores the same as it is registered on some novelty pin tables where a merchant takes care of the awards for a high score over the counter. This feature eliminates location owners from making "mistakes" on amount of payout and protects the operator. In Rock-o-Ball, every convenience has been considered for the comfort of the player to encourage the play. The very toes of the player have been considered and this feature has been taken care of by ample room being left in front of game at player's position so that player may "hunch" as much as he likes without going over to the side of the alley. The playing alley is just high enough to make it easy for players to play the game, and the game is constructed so that ample playing width in the alley itself makes a good game possible. The "sharks" can enjoy a game because balls can be banked on Rock-o-Ball with a large degree of science and, at the same time, the new player or amateur bowler can also enjoy playing a very fine game.

The coin chute is placed at a very convenient position on the right-hand post so that player does not have to stoop or bend in order to place nickel in the slot. The position in which the coin chute is placed eliminates the player placing his foot on the coin chute and bending it down, making it impossible to play the game until it is repaired. The Rock-Ola coin chute together with being placed at a very comfortable position for the player also has an electrically lighted escalator which clearly shows coins played.

Groetchen Counter Games Going Big for Atlas

CHICAGO, Aug. 29. — Atlas Novelty Corporation, according to Morris Ginsberg, has been flooded with orders for Groetchen's two new counter games, High Stakes and 21 Black Jack.

Morris states that it is almost miraculous how the word has passed around so quickly that Groetchen has two outstanding winners. He stated that although Groetchen has just recently announced their counter games, orders have been flocking into his concern for rush shipments.



ENGLAND VS. AMERICA—Tony Gasparro (Weston's, of London) and Bill Blatt, of Supreme Vending Company, New York, battle for Bally-Roll championship during recent visit to Bally Manufacturing Company plant.



WATCH THE TURTLE DIVE **FIVE ON** **CAN YOU PLACE 5 PENNIES ON TURTLE**

For Every Counter—In Cages—Lunch Rooms—Diner Slots—Drug Stores—Beer Stand—Clubs.

IT'S NEW—IT'S DIFFERENT—IT'S FASCINATING—100% SKILL—LEGAL EVERYWHERE.

BUILT TO LAST—EQUIPPED WITH 7 TUMBLER LOCK

Thousands of Locations Waiting for This Sensational and Fascinating Game.

OPERATORS PRICE - Single Lot \$3.25 each

Lots of 6, \$3.00 Each. Lots of 12, \$2.50 Each.

TERMS, 1/3 Cash, Balance O. O. D.

WRITE, PHONE, WIRE

ATLAS MFG. CO. 3682 BROADWAY, NEW YORK CITY (ED-4 3845.)

Is Your Subscription to The Billboard About To Expire?

BUT.. JUDGE... ALL HE WANTS TO DO IS... PLAY... SHORT SOX ... AND TURF CHAMPS

TURF CHAMPS \$137.50
(Ticket Model With Electropak)

SHORT SOX \$49.50
Every Game Insured FREE Against FIRE and THEFT

EXHIBIT NO. 1

EXHIBIT NO. 2

THE AMUSEMENT LINE

STONER CORPORATION

Aurora, Illinois

Modern Vending Company Takes Action To Protect Its Name

NEW YORK, Aug. 29.—Nat Cohn and Irving C. Sommer, leaders of Modern Vending Company, coin-machine distributor, inform *The Billboard* that upon learning their firm name was used by another company in an advertisement they immediately took steps to notify the industry that they are in no way connected with any other firm and that their name is protected under the registration laws.

Not only is their company not identified with any other firm in this country or any foreign country, Cohn and Sommer say, but they have offices only in New York City, where they have been leading in the sales of coin-machine equipment since the very first days of the pin games. Their promotional sales efforts are known throughout the coin-machine industry. They are noted for their careful investigation of machines

prior to presenting them to the market and also for the high quality products which they sponsor.

Parkoff Promoted to Modern Manager

NEW YORK, Aug. 29.—Nat Cohn and Irving C. Sommer, of Modern Vending Company, announce that Meyer C. Parkoff, who was in charge of the office management of the firm, has been promoted to the position of sales manager.

Parkoff is a progressive young man. He joined the Modern Vending Company after a fine scholarship career at New York University and instantly gained the confidence and the good will of the

BIG MONEY MAKERS!

SHORT SOX \$49.50 **TURF CHAMPS TICKET MODEL \$137.50**

USED PIN GAMES \$5.00 EA.
Fricky, Turn-Table, Balance Line, Big Game, Fleet, Angle Lite, Star Lite, Score-Lite, Tri-Lite, 3-in-Line, Dealer...
Remit Full Amount. Guaranteed Perfect Condition. Write for Complete Catalog of Games and Vendors.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items

Steady Money Maker

operators and jobbers here while he was in charge of the firm's offices.

The new position places Parkoff at the head of the vast Modern Vending Company sales organization, which has been built up in the last four years by Nat Cohn and Irving C. Sommer.

Cohn said: "There is no doubt in our minds that Parkoff will prove as successful in his new position as he has in his past connection with our firm. His work as office manager has been admired by our many friends, and now as our sales manager there is no doubt he will have even greater opportunity to prove his ability as an organizer and developer of men who wish to bring greater glory to the coin-machine business."

Irving Sommer states that the firm is preparing for the most outstanding year of its career.

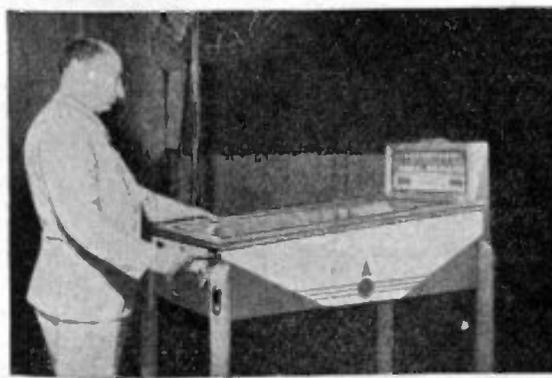
FAST SELLING JUMBO PEN DEAL \$3.95 EACH
WITH 12 PENS IN LOTS OF 6

\$4.25 ea.
in Smaller Lots

Get in on the Big Profits with this new, snappy seller. Takes in \$20.00 (400 holes at 5¢). Pays out 12 instant novelty exercise Jumbo Fountain Pens and 20 Packages of Cigarettes. Sell to dealer at \$9.50. Wire your order in today. Order No. 227 Deal. Price \$3.95 Each in Lots of 6 or more. Each Deal is complete with 12 Pens. For compactness board displays only one Pen.

20% deposit required on O. O. D. orders.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. 88.
217-225 W. Madison St., CHICAGO, ILL.



B. D. LAZAR, well-known Pittsburgh distributor, one of the first to look over *Lights Out*, novelty game by Bally Manufacturing Company. *Lights Out* is said to be making a hit with players in all parts of the country due to its unusual play principle.

Trading Post Syndicate Grows

CHICAGO, Aug. 29.—Trading Post Syndicate, established in 1934, has shown a steady growth under the direction of P. A. Moran and J. J. Koeski. In less than two years the firm has developed from a small local retail business to a business of national proportions.

Moran states that distributors, jobbers and operators in all parts of the country are now handling Trading Post deals. The firm, he says, is now producing more than 1,000 units a week and expects to increase this considerably during the next few weeks.

Trading Post deals have been successfully used to open up many new locations, Moran states. "The firm," he says, "guarantees the sale of Trading Post and accepts for full refund any deals the operator cannot place. There are

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

wonderful merchandising possibilities in this field, for the consumer is always looking for something new and exciting and that is what Trading Post gives."

OPERATORS AND JOBBERS LOOK

Moseley Can Make Prompt Delivery Of The Following New Machines,

PACES RACES, WURLITZER'S SKEE-BALL, BALLY ROLL, PAMCO FASCINATION, ROCK-O-BALL, KEENEY'S BOWLETTE, Also

BALLY'S NEW LIGHTS OUT, ROCKOLA'S BIG BANK NIGHT, DAVAL'S 21 and TURF CHAMPS THE HIT OF ALL BALL GAMES OF THE SEASON.

IF YOU ARE A JOBBER WE WILL QUOTE YOU JOBBERS' PRICES NOT BRAND NEW BUT SLIGHTLY USED AND FLOOR SAMPLES LIKE NEW

2 SKY HIGH, Cash Payout.....	Each. \$52.00	3 PROSPECTORS, Like New.....	Each. \$30.00
7 BALLY DERBY'S, Cash Payout.....	47.50	4 10 LEAGUER, Like New.....	10.00
3 DAILY RACES, Cash Payout.....	47.50	1 REPEATER, Cash Payout, Perfect.....	20.00
1 PEBLER'S, Cash Payout.....	42.50	1 PACES RACES, 25c Play, Perfect.....	240.00
6 GOLDEN HARVEST, Cash Payout.....	32.50	5 MILLS BLUE FRONTS, 5c Play.....	50.00
5 JUMBOS, Cash Payout.....	38.50	1 MILLS BLUE FRONT, 5c Play.....	65.00
2 HIALEAH, Cash Payout.....	55.00	2 RELIANCE, S. U., 5c Play.....	67.50
4 DAILY LIMITS, Cash Payout, Like New.....	42.50	3 DIAL VENDERS, 5c Play, Like New.....	15.00
3 NEW YORKERS, Cash Payout, Like New.....	12.50	1 WATLING HOLL-A-TOP, 5c J. P. Vendor, Without Gold Award.....	50.00
1 WATLING HOLL-A-TOP, with Gold Award J. P. Vendor.....	55.00	1 PALOOKA SR., Perfect.....	90.00
4 WHIRLWINDS.....	30.00	6 TIT TAT TOES.....	7.00
4 MASTER NUT VENDERS, 1c Play.....	3.50	4 TYCOONS, Play In.....	40.00
1 RHYTHMIC, New P. S. Model.....	16.50	2 TYCOONS, Battery Model.....	37.50
1 BUDS.....	3.50	10 AUTOMATIC HANDKERCHIEF MACHINES.....	3.00
2 PACES RACES, 5c Play, Cash Payout, P. S., Newer on Location.....	300.00	4 PAMCO PARLAYS, Cash Payout.....	42.50
1 GALLOPING PLUG, Cash Payout.....	57.50	1 ROCKOLA REGULAR MODEL.....	200.00
2 MULTIPLES, Like New.....	75.00	1 PALOOKA SR.....	80.00
3 PALOOKA JUNIORS.....	75.00	5 NORTHWESTERN, 1c Play, Brand New.....	7.50
1 DOUBLE HEADER.....	49.50		

All orders must be accompanied by one-third deposit in the form of P. O. Order, Express or Telegraph Money Order to avoid delay in making your shipment, as we cannot ship on personal checks until they are cleared through your bank. Write us 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, 5-532.

Eastern Chatter

NEW YORK, Aug. 20.—Jack Fitzgerald, boss held a Bally Roll contest among his employees this week. *The Billboard* reporter was present and everybody had a good time. Each employee bowled three games and their scores were averaged. The surprising results brought a woman to the front. Evelyn Bend won high score prize with an average of 370. Bill McDonald placed second, averaging 350, and Tommy Callahan was third with 340. Jack himself bowls a pretty fair game, his high being 300.

Bill Rabkin, of International Telescope, has a photograph of Abraham Lincoln facing the entrance to his general offices. Underneath the picture is the following quotation: "Let him not who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built."

After completing arrangements at Chicago to handle Bank Roll, George Ponsler flew back to Newark, N. J. Then the ball started rolling—George decided to open a New York office, went into New York, picked out a location which was already equipped for business, bought furniture, hired "Andy" Anderson as general sales manager, prepared stationery and all the other things which are necessary for running an office, and then started to sell and deliver Genco's Bank Rolls. On Tuesday morning George decided to make a trip to Chicago, so he caught the 6 p.m. plane, completed his business in Chicago and returned to Newark the following afternoon. This is typical of the type of action and service which operators and jobbers will find around the George Ponsler offices in New York and Newark. The company's slogan is "An organization you can depend on."

Eddie Ginsberg, of the Atlas Novelty Company, Chicago, visited the big city for a short time and dropped in to say "hello" to some of the jobbers. Nat Cohn, of Modern Vending Company, took Eddie out one evening and hit the high spots. Eddie Ginsberg is on his way to New England with his mother and sister.

Other visitors who were in to see Nat Cohn were Bill Bowles, credit manager of the Rudolph Wurlitzer Company, and Pete Perkins, from O. D. Jennings, Chicago.

Babe Kaufman is doing a fine job on Keene's Bowlette, having received and sold five cartons. Babe says more are on the way.

Dave Robbins, of D. Robbins & Company, has accepted a membership to the Brooklyn Chamber of Commerce. The outstanding business executives of this

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 PROFITABLE

Watch the DUCK Dive!

PRICES	Sample . . . \$3.25
1/2 Deposit	Lots of 6 . \$3.00
Bal. C.O.D.	Lots of 12 . \$2.75

Protect Your Route Without Delay **STAR SALES CO.** 3901-09 Wayne, Kansas City, Mo.

boro are members of the organization and Dave feels both he and the coin machine business will profit thru this connection.

Rushour Co. Has New Candy Machine

CHICAGO, Aug. 20.—Chicago Rushour Company and the Rushour Company, of Madison, Wis., are now on the market with their new selective candy machine. They claim that the machine is one of the most successful automatic merchandising machines built for the sale of candy.

The machine is described by them as beautiful in appearance, mechanically foolproof in operation, 100 per cent selective and a machine that will hold all nationally advertised lines of merchandise. It is equipped with a coin detector which, it is claimed, abolishes the use of slugs.

The company also is marketing its new Rushour penny machine, which embodies the candy market the same as the nickel machine.

J. W. Coan, vice-president of the Chicago Rushour Company, states that Tuffy Griffiths, former heavyweight champion contender, has organized a company known as Tuffy Griffiths Distributing Company, capitalized at \$20,000, for the purpose of operating penny and nickel Rushour machines.

TRADING POST SELLING FAST EVERYWHERE

TRADING POST is easy to place with Dealers. There are no blanks. 130 Sales and 130 Winners. Brings the Dealer \$13.00. Costs the Dealer \$9.75. Costs the Operator \$6.60. F. O. B. Chicago

Takes up small bar or counter space. Attractively printed in four colors. 25% deposit with all orders, balance C. O. D.

TRADING POST SYNDICATE

321 W. Huron Street,



Display Carton attractively printed in 4 beautiful colors CHICAGO, ILL.

LEADING BRANDS

1000 HOLE 1c CIGARETTE BOARD

Takes in \$10.00. Sells 34, 36 or 40 Packs of Cigarettes. The Front of the Board is a Masterpiece of Art, and is a decoration for the counter, besides a wonderful silent salesman.

PRICE 96c Plus 10% Tax.

GLOBE PRINTING COMPANY

923-27 Race Street, PHILADELPHIA, PA. 227 S. Press Street, SAN ANTONIO, TEX. 418 South Wells Street, CHICAGO, ILL. 22 West 23d Street, NEW YORK, N. Y. 1362 N. First Avenue, MIAMI, FLA. 245 Marietta Street, ATLANTA, GA. 3302 1/2 McKinley Street, TACOMA, WASH.



BOWLETTE

KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME

9 Balls, 12 Coin Escalator. Light-Up Score Board. Perfect Mechanism.

IMMEDIATE DELIVERY!
VELVET—1 BALL PAYOUT OR TICKET TABLE

BABE KAUFMAN, INC.

250 West 54th Street (Circle 6-1442) NEW YORK, N. Y.

WATCH Genco's BANKROLL

It's Making Money Everywhere—Everybody Plays It—It's My Nomination For The Year's Best Bet

Art Saws WELL KNOWN DISTRIBUTOR FROM DETROIT



KEENEY'S FACTORY No. 3 shooting 35 Bowlettes in the course of manufacture on a 50-game production line. Keene's Factory No. 3 is on a production schedule of between 50 and 60 Bowlettes a day. Keene's Factory No. 2 turns out between 40 and 50 Bowlettes a day, for a total of more than 100 Bowlettes daily. In the above photo Fred Siffens, Keene's well-known production engineer, is shown standing in the center aisle.

BRAND NEW.....

PICKED BY THE EXPERTS
PAMCO

SARATOGA

quickly wins preference everywhere. Pamco "SARATOGA" — smartly designed — has been tested and PROVED for EARNING POWER on actual location. So, why choose on chance, hope or promise — when Pamco "SARATOGA" with Big "Golds-Commutator" — "Daily Dou-ble" and New Animation is the first choice of operators who know?

PAYOUT \$119 TICKET \$129
PAMCO BALLOT

Orders — ORDERS — Repeat ORDERS for Pamco "BALLOT"! Proof — PROOF — and MORE PROOF in POPULARITY! Don't overlook this depend-able WINNER. Order — Operate — Pamco "BALLOT"!

PAYOUT \$129 TICKET \$139
PAMCO PALOOKA

6 COIN CHUTE makes even bet machine incomes insignificant in demand by operators and locations in every section. Order "PALOOKA" Senior! \$189.50

IMMEDIATE DELIVERIES!



SIZE 50" x 24"

1-Nickel 1-Chute 1-Ball GAME

ELECTROPAK AND CHECK SEPARATOR EQUIPPED



1 NICKEL
1 CHUTE
1 BALL
PLAY
50"
x
24"

U. S. PAT. 2020177

PACIFIC AMUSEMENT MFG. CO.
4223 WEST LAKE ST. • CHICAGO • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

Keeney Shows New Improved Bowlette

CHICAGO, Aug. 29.—In line with J. H. Keeney & Company's policy of making constant improvements on whatever devices they are presenting to the automatic field, Bowlette has had several new features added. New de luxe cabinets for Bowlette are available in attractive color combinations. While the former cabinets reflect the good quality of materials and workmanship that went into their construction, the new cabinets have added flash and color.

Another feature is the new all-positive ball counter register which was specially designed by the Keeney firm. This improvement was made so as to eliminate all possibility of complaints on the part of the players. The ball register is said to positively register all balls thrown regardless of the speed at which they are bowled. All nine balls can be thrown at one time and still the register will cor-

rectly indicate the total score and the number of balls bowled. The all perfect electrical mechanism of Keeney's Bowlette is said to be absolutely fool-proof and trouble-free. All parts used in the assembly are of super size so as to withstand any extra abuse which the game may be put to. The assembly is made on one board which may be easily removed for servicing, such as cleaning, etc.

Jack Keeney's man, Becker, states that the Keeney factories Nos. 1, 2 and 3 are in full production, keeping up with such five-a-day shipments to the following: Keeney distributors as well as many others: The Silent Sales Company, Minneapolis; Jack Moore, of Portland and Seattle; Irving Bromberg Company, Los Angeles and San Francisco; Bentone Coin Machine Company, San Antonio; Babe Kaufman, of New York; Banner Specialty Company, Philadelphia; O. D. Griffin, Detroit; Automatic Industries, Buffalo; G. & M. Novelty Company, New Orleans; Trimount Coin Machine Company, Boston; R. M. Y. Novelty Company, Cleveland, and R. P. Vogt, Salt Lake City.

HALF FREE AND HOW THEY GO FOR IT!

The Hottest — Fastest Selling Salesboard Ever Created

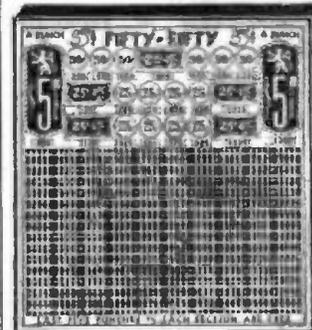
FIFTY-FIFTY

No. 1537 1500 Holes
Takes In \$37.50
Definite Payout 18.00
Gross Profit 19.50

10 Holes to the Section and the Last Five Holes in Each Section are Free.

PRICE \$1.46 EACH, PLUS 10% TAX

Also Available in 2,000-Hole Size, with Three \$5.00 Winners. Takes in \$50.00; Pays Out \$25.00; Gross Profit \$25.00. Order No. 2025. PRICE, \$2.10 EACH, Plus Tax.



HARLICH MFG. CO.

1417 W. JACKSON BLVD. CHICAGO, ILLINOIS



TED STONER PAYS VISIT TO D. Robbins & Company, Brooklyn. The big boy in the center is Ted himself. On the left of Ted is Irving Mitchell, general manager of D. Robbins & Company, and on the right is Miss Singer, one of Dave's beautiful book-keepers. Others in the happy group are Brooklyn operators.



BIG PROFITS--FAST PLAY

That's what Operators get With Our Big Value Assortments

6 Large Pearl Color Fishing Knives and 300-Hole 5c Board. Pays Out \$2.10 worth of Guarantees (16 Packages). Net Take, \$12.00.
No. B115—Sample, \$3.85 25 Lots, each \$3.00

25% with order, balance C. O. D.

One New Colored Page Catalog Full of New 1-2-5c Assortments and Boards Now Ready. Send for a Copy and Save Money.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we insure "only the best" coin-operated machines of every description. Immediate Delivery!

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

Thank You for Mentioning The Billboard.

the acknowledged - "best game of all"
 - made better still!

-and at no
 raise in
 price!

DE LUXE CABINET
 ALL PERFECT MECHANISM
 (cheatproof—noiseproof—positive ball counter)

The only real "skill" bowling game per-
 mitting "bank" and "skill" shots with a wider
 alley and more expansive playing field



OUTSELLING ALL
 OTHER MAKES

3 KEENEY FACTORIES
 now producing over
 100 BOWLETTES
 a day

"It is better to buy a Bowlette
 than to wish you had"—WIRE OR PHONE

IMMEDIATE DELIVERIES Through your Keeney Distributor
 or by ordering from...
J. H. KEENEY & CO. 2808 S. MICHIGAN AVE.
 CHICAGO, ILLINOIS
 New York City Office: 250 W. 54th St., Babe Kaufman, Mgr.

KEENEY'S
BOWLETTE



JUMBO PROFITS

Fastest Selling Novelty Item of Today
 400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUN-
 TAIN PENS, four times as large as ordinary pen. Takes in \$20.00.
 Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for
 Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY

312-314 BROADWAY NASHVILLE, TENN.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. J. H. Keeney & Co. Exhibit Supply Co.
 Pacific Am. Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
 Grotchen Mfg. Co. A. B. T. Co. Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sta. PHILADELPHIA, PA.



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 mahoon.

PRICED AT ONLY **\$14.95** F. O. B. CHICAGO

7-Day Trial Offer

GARDEN CITY NOVELTY MFG. CO.
 4347 E. RAVENSWOOD AVE. CHICAGO, ILL.

**Calcutt Personally
 Guarantees Reel 21**

FAYETTEVILLE, N. C., Aug. 29.—Joe Calcutt, popular leader of Vending Machine Company, of this city, has just announced what he claims is one of the most unusual and outstanding guar-
 antees which his firm has ever given any product for the Daval Manu-
 facturing Company Reel "21" counter game. In the opinion of Calcutt, Reel "21"

is one of the most outstanding counter games in the history of the industry. The profits which operators are earning from the game, officers of the Vending Machine Company report, are truly phenomenal. So that all operators may enjoy these profits and remove any doubt from their mind as to their actuality, the firm has decided to give the unusual guarantee with Reel "21."

So much does Joe Calcutt think of the game that he appears personally with the game in his full-page advertisement in *The Billboard*. He believes that operators everywhere know that when the Vending Machine Company makes so unusual and daring a guarantee that they are safe in buying this machine from his firm.

Reel "21" is also being made a feature in the next issue of *The Jack Pot*, Vending Machine Company's house organ.

Every possible lot of sales promoting effort is being placed back of Reel "21" by the Vending Machine Company, and Joe Calcutt himself will make other and further endorsements which he believes will exceed anything which has ever been attempted in the coin-machine business.



JOE CALCUTT, popular head of the Vending Machine Company, Fayetteville, N. C., who is now leading an unusual sales campaign on Daval's new Reel "21."

LOOK
 IN THE WHOLESALE
 MERCHANDISE SECTION
 for the
 LATEST NOVELTIES, PRIZES
 PREMIUMS AND SPECIALTIES



"MY PERSONAL 14 DAY FREE TRIAL GUARANTEE GOES WITH EVERY REEL "21" YOU BUY"

Joe Calcutt



PRESIDENT OF
THE VENDING MACHINE CO.

PRICE ONLY
\$23.75 TAX PAID
4 WAY PLAY
1¢ 5¢ 10¢ 25¢

THE WORLD'S GREATEST MONEY MAKER

IMPORTANT!
(All orders must be accompanied by 1/2 certified deposit—We ship balance C. O. D., F. O. B. Fayetteville, N. C. All shipments made by express unless otherwise specified.)

REEL "21" IS THE GAME EVERY OPERATOR NEEDS TO HELP REVIVE PLAY AND TO GAIN NEW PUBLIC INTEREST AND ENTHUSIASM IN HIS TERRITORY! IT HAS THE MOST THRILLING SUSPENSE ACTION OF ANY COUNTER GAME EVER DEVELOPED! IT IS MECHANICALLY PERFECT IN EVERY DETAIL! IT IS THE FIRST COUNTER GAME IN THE LAST TEN YEARS ON WHICH WE ARE GLADLY WILLING TO MAKE SUCH A DARING GUARANTEE! IF FOR ANY REASON YOU ARE NOT SATISFIED WITH REEL "21" UP TO 14 DAYS—RETURN IT TO US AND WE WILL REFUND YOUR MONEY! TAKE OUR WORD FOR IT—REEL "21" IS THE GREATEST COUNTER GAME MONEY-MAKER EVER BUILT—AND WITH OUR FREE TRIAL GUARANTEE YOU CAN'T LOSE

—RUSH YOUR ORDER TO US IMMEDIATELY!

THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.CAR.



WRITE TODAY FOR THE NEW ISSUE OF "THE JACK POT"

BALLY-ROLL

... gets the choice locations everywhere ... because it's **REALLY NOISELESS**. ... **EASILY INSTALLED** ... equipped with **EXCLUSIVE SAFETY FIRST** features. Above all, its **GREAT BEAUTY and GREATER PLAY APPEAL** makes merchants say—"Sure, bring it in quick!" **WRITE FOR "X MARKS THE SPOT" BOOKLET—IT WILL HELP YOU PLACE MORE BALLY-ROLLS.**

\$259.50
F. O. B. CHICAGO

BALLY-ROLL
gives the player more actual play for his money, more skill appeal ... due to **WIDEST ALLEY and FULL-WIDTH TARGET!** That's why **BALLY-ROLLS** on location are now **EARNING \$30.00 TO \$50.00 DAILY PROFIT!** Get your share ... order today!

SEE THESE BALLY HITS AT YOUR JOBBER

RAY'S TRACK . ROUND-UP . LIGHTS-OUT . RELIANCE . BALLY BABY . BLUE BIRD

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO, ILLINOIS

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

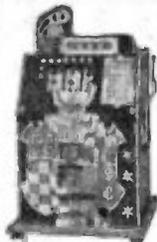
REEL '21' 10-DAY TRIAL

Is BLACK JACK or the Old Popular Army Game "Strictly according to Hoyle!"
In Reel "21" you DON'T play against a **FIXED AWARD CARD**. You **ACTUALLY DRAW CARDS** against the DEALER or zones. The House hand and Awards **CHANGE** with EACH PLAY the same as in real Black Jack! 4-way Play—1c to 10c odds the player odds ranging from 2 to 1 to 100 in 1. Reel "21" is the **LONG LIFE** counter game YOU NEED for Bigger, Better and **BREATHING PROFITS.**



Ball Gum

15c a Box (100 Pieces)
Case Lots -100 Boxes \$12.00
1/3 Deposit With Order.



MILLS BLUE FRONT MYSTERY #112 the most popular Ball and Vender in the world. A marvel for constant action. Never gets out of order. Made in Sec. 10c, 25c and 50c 1127.

\$23.75 DOUBLE DOOR AND REGISTER; \$2.00 EXTRA
Rush Your Order Now

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF Mills Bells & Venders

AT FACTORY PRICES
Write for Complete Catalog

Terms 1/3 Deposit, Bal. G. O. D., F. O. B. Chicago.

BARGAINS IN RECONDITIONED MACHINES

AUTOMATIC PAYOUT TABLES		DO OR DON'T	\$14.00
PALOOKA, Sr. (8 Holes)	\$92.50	PUT 'N' TAKE	12.00
MULTIPLE	64.00	PLUS & MINUS	12.00
ALL STARS	64.00	PIN TABLES	
MILEAM	69.50	HI HAND	\$14.00
DAILY DERBY	55.00	BANKER	13.00
DAILY RACES	55.00	FIVE & TEN	11.00
BONUS	55.00	ZOOM	10.00
PEELES	55.00	BALL FAN	10.00
BROKER'S TIP	50.00	BIG GAME	8.00
SUNSHINE DERBY	47.00	PAR GOLF	9.00
JUMBO	39.00	BREAMO	8.00
HOLLYWOOD	38.50	THREE-IN-LINE	9.75
BIG FIVE, SR.	38.00	STAR-LITE	9.00
MAMMOTH	36.00	RINGS	7.00
RAFFLE-GALL	34.00	BEAM LITE	6.00
AGES	22.50	ROCKOLA "21"	6.00
GOLD RUSH	15.00	KING OF THE TURF	8.50
		REASON	3.99

NATIONAL COIN MACHINE EXCHANGE, 1407 Dearborn Bldg. CHICAGO, ILL.
First With the Latest New Games—Get Your Name on Our Mailing List.

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.



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

DAILY RACES STILL GOING STRONG—SUNSHINE BASEBALL GOING BIG!

DAILY RACES STILL GOING STRONG—SUNSHINE BASEBALL GOING BIG!

TWO NEW AUTOMATIC PAYOUTS

BY **GOTTLIEB**
 PRODUCERS of the *FINEST PAYOUT TABLES*

See These Super Features

★ MYSTERY SINGLE COIN SLOT

The feature that made Daily Races the sensation of the year.

★ AWARDS

Mechanically Adjustable Invisible mechanical adjustment controlled in light-up rack.

★ IN-A-DRAWER MECHANISM

Simple construction—all parts easily accessible.

★ MAMMOTH

Cabinet 54"x26"
 Beautiful design—rigidly constructed by expert craftsmen.

★ ESCALATOR 8 COIN VISIBLE

Jam-proof Belt type escalator.

★ MOTOR DRIVEN

Payout Unit
 Accurate, Jam-proof, smooth action payout unit.

DERBY DAY

Also Pays Off for **FOURTH** Place

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 **FOURTH**. The only horse race game paying for fourth place. 28 chances to win. Colorful, realistic playing field. Extra large light-up rack. **Mystery Single Coin Slot** or **Multiple Slot** optional. Put your money on the winner. **DERBY DAY!**

HIT PARADE

Baseball at Its Best

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. **Mystery Single Coin Slot** or **Multiple Slot** optional. Make your locations show champion earnings with **HIT PARADE!**



EITHER GAME
\$149.50
 Ticket Game, \$10.00
 Extra—Check Escalator
 No Extra Charge—D. O.
 Adornment, \$5.00 Extra—
 Electropeak Equipped.
 (Batteries Optional).
 Equipped with New
 A. D. Y. No. 400 Slot.

NOW ON DISPLAY

HIT PARADE and DERBY DAY

- A. S. L. Sales Co., 133 Washington St., Dayton, Ohio.
- Advance Automatic Sales Co., 1021 Golden Gate Ave., San Francisco, Calif.
- Automatic Coin Mach. Co., 369 Chestnut St., Springfield, Mass.
- Birmingham Vending Co., 2117 Third Av., No. Birmingham, Ala.
- B. M. Y. Novelty Sales Co., 3008 Payne Ave., Cleveland, Ohio.
- Boyle Amusement Co., 522 N. W. 3d St., Oklahoma City, Okla.
- Coin Machine Sales Co., 310 M & M Bldg., Houston, Texas.
- Cox Vending Machine Co., 115 E. Fisher St., Salisbury, N. C.
- Frankrich Distributing Co., 808 Burnett St., Fort Worth, Texas.
- Gentilich Distributing Co., 900 N. Rampart St., New Orleans, La.
- Sol Gottlieb & Co., 1347 W. Washington St., Los Angeles, Calif.
- Hy-G Games Co., 1643 Hennepin Ave., Minneapolis, Minn.
- Independent Novelty Co., 220 North Fifth St., Springfield, Ill.
- J. & J. Novelty Co., 2272 Gratiot Ave., Detroit, Mich.

- J. M. Novelty Co., 1578 Mahoning Blvd., Youngstown, Ohio.
- Markepp Company, Inc., 3328 Carnegie Ave., Cleveland, Ohio.
- Milwaukee Coin Mach. Co., 3725 W. Center, Milwaukee, Wis.
- Morris Novelty Co., 4505 Manchester Ave., St. Louis, Mo.
- Moseley Vending Machine Exch., 00 Broad St., Richmond, Va.
- National Coin Machine Exch., 1407 W. Diversity Pkwy., Chicago, Ill.
- National Sales & Dist. Co., 3136 San Jacinto St., Dallas, Texas.
- Santone Coin Machine Co., 1524 Main Ave., San Antonio, Tex.
- Southeast Amusement Co., M & M Bldg., Houston, Texas.
- Square Amusement Co., 335 Mill St., Poughkeepsie, N. Y.
- Trimount Coin Machine Co., 1292 Washington St., Boston, Mass.
- Vending Machine Co., 209 Franklin St., Fayetteville, N. C.
- Western Distributors, Inc., 3126 Elliott Ave., Seattle, Wash.
- Yendes Service, Inc., 1813 W. Third St., Dayton, Ohio.

D. GOTTLIEB & CO. 2736 N. Paulina St., Chicago, Ill.

Bally's BLUE & BIRD

SENSATIONAL NEW 1-SHOT PAYOUT GAME

All Pockets
CAN PAY EXTRA MYSTERY
GOLD AWARD
IN ADDITION TO REGULAR ODDS

NO OUT-HOLES ON FIELD . . . WINNERS ON BOARD
FROM 2 TO 30 FREE GAMES . . . PLUS GOLD
AWARDS FROM 5 TO 40 FREE GAMES

\$3.50 TOP

IMAGINE the thrill of hitting a 2-to-1 pocket and receiving an EXTRA 40-to-1 AWARD! That's the "extra-dividend" thrill which results in record-breaking collections wherever BLUE BIRD is tested on location!

NEW "EXTRA DIVIDEND" LIGHTS . . . and the ever-popular Changing Odds feature . . . make EVERY POCKET a potential 70-TO-1 WINNER!

HOW IT WORKS

ODDS CHANGE on ALL POCKETS at start of each game. Every pocket is a winner (only one out-hole at bottom of board) and, when ball is placed in any pocket, player wins award shown on Odds Changer—from 2 to 30 Free Games.

"Extra Dividend" Light, covering two pockets, lights up at start of each game . . . and if player shoots ball in corresponding pocket he receives EXTRA GOLD AWARD TOKEN for 5 TO 40 FREE GAMES . . . in addition to the regular award.

BOTH AWARDS, regular and extra, are released through a single swivel drawer in front of the machine.

FREE PLAY POCKET, in place of usual out-hole at top of board, not only returns ball for free play, but ALSO CHANGES ODDS. If player is not satisfied with odds, he can shoot for Free-Play-Change-Odds Pocket.

This marvelous combination of Changing Odds . . . Mystery Awards . . . Free Play . . . and Extra Gold Awards . . . cannot be beat for steady REPEAT PLAY and consistently strong earning power. BLUE BIRD is another great hit by the creators of Jumbo, Bally Derby, Multiple and other famous Bally one-shots . . . another great money-maker for wide-awake operators!



ODDS CHANGE
FOR EVERY COIN PLAYED
OR WHEN BALL IS SHOT IN
FREE PLAY
POCKET

53 IN. BY 24 IN.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

SPECIAL FEATURES

- CHEAT-PROOF ODDS-CHANGER — positively insures odds changing for every coin deposited.
- 12-COIN ESCALATOR—adjustable to show any number of coins from 1 to 12
- "SAFETY VAULT" CABINET—entire payout mechanism fully protected.
- ELECTRIC ANTI-TILT—quickly adjustable to any degree of sensitivity.

Order BLUE BIRD from Your Jobber Today!

PAYOUT MODEL \$129.⁵⁰
TICKET MODEL: \$139.50.
(Can be operated as payout or ticket game)
Both Models Equipped with A. G. Power-pak
No Extra Charge for Check Separator
1/3 with order, balance C. O. O., f. o. b. Chicago

BALLY MANUFACTURING CO.

2640 BELMONT AVE.

John A. Fitzgibbons, Inc., Eastern Distributors

CHICAGO, ILL.

453 W. 47th St., New York, N. Y.

BEST IN THEIR CLASS!

***2 PAYOUTS AND 2 PIN TABLES... ALL PROVEN
HITS... ALL PROVEN MONEY MAKERS... AND
ALL ARE THE TOP BUYS ON THE MARKET TODAY!**

QUEEN MARY

The big, beautiful new pay table with ★ the huge 50-inch cabinet ★ The brilliant, attractive play field ★ Mystery Coin Chute ★ Changeable odds ★ Score-increasing switches ★ Flashing lights ★ Automatic change-over from batteries to eliminator ★ Real ship bell sound effects ★ Universal pay unit ★ Sure, steady, lasting profits!

\$145⁵⁰

Including Rock-O-La Battery Eliminator
Mint Vendor, \$10.
Ticket Unit, \$10.

CREDIT

The fast and continuous profit-producer with the ★ 50 inches of glass cabinet ★ the strikingly colorful field ★ Big, wide-open double-score pocket ★ Free play feature ★ Credit register of 50c for every lost ball ★ Automatic payout of 50c for 10 lost balls ★ \$1.00 if doubled ★ Lowest price of any pay table success on the market!

\$99⁵⁰

DRAW BALL

Rock-O-La's great new pin table with all the appeal and profits of real draw poker. It's the real thing. The sweetest idea ever worked into a pin table. The biggest hit on the market today! Earning tremendous profits on locations right now!

\$67⁵⁰

BIG BANK NITE

The spectacular new pin table by Rock-O-La—with the same fascination and appeal that is packing the theatres everywhere! Capitalize on the million-dollar idea of bank night awards with Big Bank Nite—already America's most popular pin table!

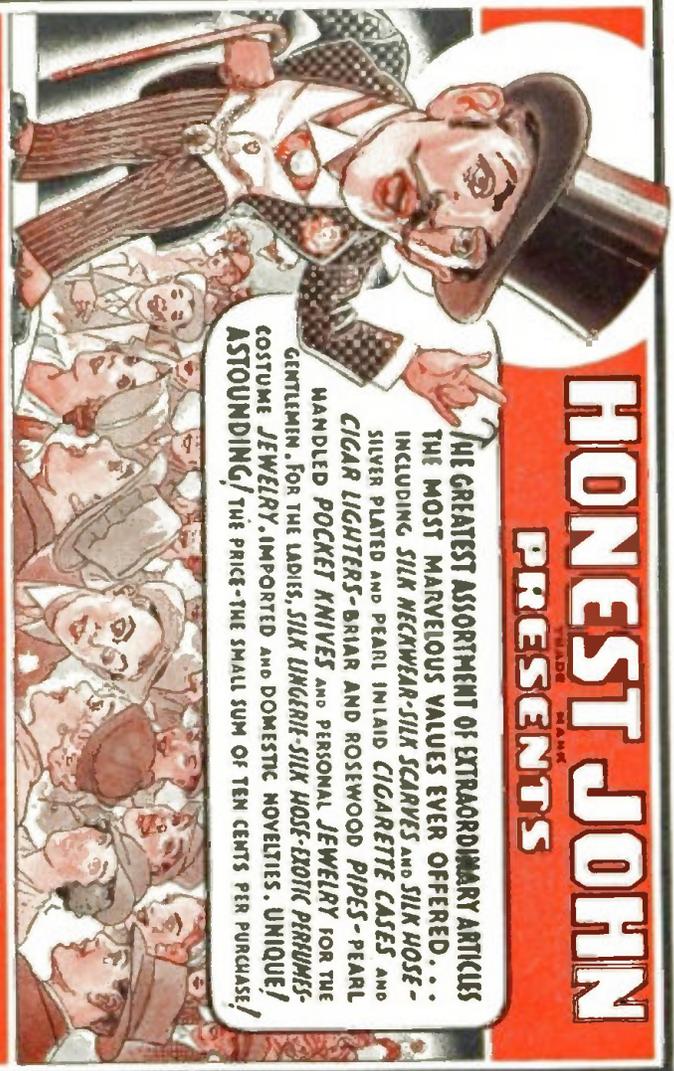
\$49⁵⁰

ROCK-OLA MFG. CORPORATION

800 North Kedzie Ave., Chicago, Illinois



TREMENDOUS VALUE Every PURCHASE!



HONEST JOHN

PRESENTS

THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE-SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMAN. FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!

AWAINTING ARTICLES

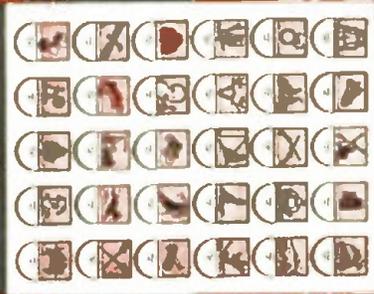
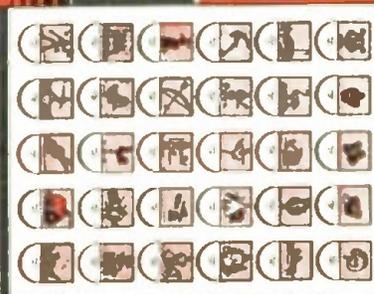
FOR A...
TRIFLING SUM!

ASTOUNDING MERCHANDISE

Each and every PURCHASE

10¢

per PURCHASE

\$50.00 TO \$100.00 PER DAY FOR YOU!
YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.

NOTE: OF THE ARTICLES IN EACH CASE
"HONEST JOHN"

- Silk Hosiery
- Silk Lingerie
- Brassieres
- Paniers
- Step-In Lingerie
- Men's Silk Neckties
- Silk Handkerchiefs
- Silk Scarves
- Silk Suspenders
- Silk and Bone Handed Pearl and Bone Handed Pocket Knives
- Leather Wallets
- Leather Memo Books
- Leather Key Cases
- Silver Belt Buckles
- Leather Belts
- Fountain Pens
- Propel and Rept Pencils
- Gold Plated Cuff Buttons
- Gold and Silver The Clamps
- Fountain Pen Flash Lights
- Pocket Flash Lights
- Pocket Cigarette Lighters
- Tobac Cigarette Lighters
- Brilliant Cigarettes
- Smoking Pipes
- Cigar and Cigarette Holders
- Imported Cigarette Cases
- Imported Cigarette Cases
- Men's Cuff Buttons
- Tobac Articles
- Babies' Silk Shoes
- Gold Plated Smeat Rings
- Gold Plated Rings with Semi-precious Stones
- Gold and Silver Brooches
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel Safety Razors
- Pocket Composites
- Yonke Pearls
- Peter Pan Pearls
- Costume Jewelry
- Erotic Figurines
- Cosmetics
- Etched Bags
- Leather Hand Bags
- Silk Hand Bags
- Imported Vases
- Monochrome Statuary
- Imported Novelties
- Domestic Novelties
- Toy-Games
- Dressed Dolls
- Baby Dolls
- Income Burners
- China Ware
- Glass Ware
- Silver Plated Bon Bon Dishes
- Silver Plated Crumb Trays
- Silver Plated Sugar and Creamers
- Silver Plated Salt and Peppers
- Monochrome Kachelite Wheels
- Silver Plated Picture Frames

RECORD SALE!
12 MINUTES PER CASE!

Average complete sale in retail store less than 3 hours per case!

100%

SALES GUARANTEE

WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... **100%**

We will make full refund at any time on any full or broken cases and pay return charges on same.



"HONEST JOHN"
 HAS 60-10¢ PURCHASES
 RETAILER RECEIVES \$6.00 PER CASE
 HE PAYS YOU \$4.50 PER CASE
 YOU PAY US \$3.25 PER CASE

DELIVERY PREPAID ON ALL ORDERS OF 6 OR MORE CASES

25% DEPOSIT REQUIRED ON ALL ORDERS . . . BALANCE C. O. D.

GENERAL CONCESSION CORPORATION 4445 CLEVELAND AVENUE CLEVELAND, OHIO U.S.A.