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The Billboard

The World's Foremost Amusement Weekly



Bruno
Hollywood
1936

DON LOPER and BETH HAYES

Inimitable Dance Stylists

Now Radio City Music Hall, N. Y.

The Billboard

Vol. XLVIII
No. 37

The World's Foremost Amusement Weekly

September 12,
1936

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CNE GAINING SINCE OPENER

WPA "Black Crook" Wows Coast; Colored Comedy Clicks in N. J.

LOS ANGELES, Sept. 5.—Hailed as the most ambitious offering yet attempted here by the Federal Theater Project, *The Black Crook* in a modern version opened to a packed house at the Mayan Theater last Saturday. Lavishly presented and costumed, the extravaganza presents a variety of impressive settings and met with enthusiastic response thru the four acts and 16 scenes of Uncle Sam's interpretation of the 1866 masterpiece.

From the standpoint of staging, the first act scene of the Glen of Broekten and the last act Pandemonium—the 1866 term for the nether regions—were decidedly impressive. Threadbare theme of *The Black Crook* is put far in the background by embellished ensembles and numbers which resemble the old vaudeville days, while a ballet piece stands out well.

In a not too stalwart cast Frankie Bailey virtually takes the show with her one appearance. You may remember Miss Bailey as the first girl to be press-agented as having "million dollar legs" during the late '90s. For all her 77 years she looks chaf as a modern chorine leading a contingent in helmets and tights thru the *Grand Amazon March* and a portion of a piece she made famous in the old days.

With the villains at their 19th century best, the dialog overdone and acting deliberately over-gestured, the audience got into the spirit after the first act and hissed or cheered their reactions at the slightest provocation. In all, the play makes a fine spectacle where it lacks modern entertainment value.

Roy Winbern and Dorothy Whitmore provide the romantic element and contribute also to the vocal program. The Passos offer some nice dancing, and Eda Edson conducts the 35-piece orchestra with violent gestures in keeping with the period. Settings and costumes for the Charles Barras opus are above reproach, with staging of dance numbers

thruout satisfactory. Cast includes more than 100. Despite the fact that it is not *The Black Crook* that oldtimers would recognize, for several of the more pretentious scenes are understood to have been omitted, production has been shaped with a keen eye.

SEYMOUR PEISER.

GARDEN, N. J., Sept. 5.—Octavus Roy Cohen's carefree comedy, *Come Seven*, made its bow with an all-Negro cast of (See "BLACK CROOK" on page 84)

Hoosier Riverside Ghost Finally Laid

INDIANAPOLIS, Sept. 5.—The Haunted House in Riverside Amusement Park really has been haunted! That has been the belief among park employees for the last two weeks. Deputy sheriffs on special duty at the fun spot at night have been reporting strange shadows flitting about the parapet after midnight and on several occasions have seen green lights shining thru upper windows.

Manager A. W. Colter, recently returning to his residence after midnight, was (See HOOSIER RIVERSIDE on page 77)

Toronto Expo Gates Pick Up

Early slump in attendance being made up — record Kids' Day near peak of '28

TORONTO, Sept. 7.—With fine weather on Friday and Saturday, attendance at the Canadian National Exhibition, August 28-September 12, showed a sharp upturn and gate figures are expected to tie or beat those of last year, despite the early handicap of 40,000 falling off during bad weather at the opening. With six days to go, the big show had 31,000 to make up to equal figures of 1935. Comparative attendance for first eight days:

	1935	1936
Friday	88,000	42,000
Saturday	185,000	189,000
Monday	185,000	192,000
Tuesday	85,000	80,000
Wednesday	81,000	72,000
Thursday	107,000	108,000
Friday	71,000	75,000
Saturday	133,000	134,000
Totals	943,000	912,000

Bobby Jeanne Bernhardt, stunt dancer, suffered a fractured hip and shock at height of the grand-stand show, *Mystic Mars*, Thursday night when the cannon from which she was shot did not throw her far enough. Quickness of her two dancing partners, Andre Deval and Jean Seth, saved her life. The girl dropped from a height of over 40 feet, falling 20 feet short of the estimated landing place where her partners were to have caught her. Failure of the timing of the fall was attributed to a collapse of the mechanism in the cannon, claimed by officials to be the result of dampness during the previous night. She was rushed to St. Michael's Hospital, where she will be for some time.

Last Monday, Children's Day, broke records for attendance and sales. Grand (See CNE GAINING on page 77)

Iowa State Fair To Have Surplus Of \$15,000; Drought Confab Hurts

DES MOINES, Sept. 5.—Iowa State Fair, August 26-September 4, closed yesterday with estimated profit of \$15,000 despite rain on two afternoons and the President's drought conference, which proved a counterattraction last Thursday. Secretary A. R. Corey said the attendance of 324,069 was largest in any year since 1930 with exception of 1935. The drought conference, Secretary Corey remarked, hurt the fair more than the drought.

Altho early indications of attendance exceeding that of 1935 did not materialize, this year's crowds exceeded those of the drought year of 1934 by 63,000. Receipts during the 10 days of the fair

were estimated at \$225,000, just meeting the cost of the fair, but other receipts which will come in after the fair will amount to \$15,000 and represent profit. Directors were pleased to be in the black but had hoped for a larger surplus to apply on the new swine barns.

Daily attendance was above that of last year until Monday, when weather became cloudy, and on that day schools opened generally thruout the State. Tuesday and Wednesday were so rainy that some scheduled harness races were supplanted by running races, and the Roosevelt-Landon conference in downtown Des Moines proved a direct drain on Thursday's attendance.

State Fairs in Michigan, Indiana And Minnesota Off To Big Starts

DETROIT, Sept. 7.—Michigan State Fair opened on Friday, with the first two days' paid admission exceeding that of 1935, 18,000, 25,000 and 30,000 for the three days. A drop on Sunday was due to rain till 1 p.m. Weather the first two days was fair but cold on Friday, with Saturday turning the warmest in two weeks and bringing in a good all-day crowd.

Rodeo is playing two shows daily in the Coliseum to good crowds, there being 3,000 at the Sunday matinee. It is agreed the most successful ever staged here, due to a new policy of building up daily prizes.

Reports from several midway operators indicate good business. New midway location at northeast corner has proved successful, with entire grounds made a

good-paying proposition for the first time. Midway crowds are spending money freely, with rides especially doing a good business. Sunday, shows not so well. Concessions, including games and refreshments, off the midway are getting a good play.

The fair is getting good newspaper publicity, which is expected to build up a big week. Late Labor Day and school opening mean better fair attendance, believe officials. Exhibits, especially live stock and agricultural machinery, are away up, with the live-stock catalog bigger than the premium list for the first time. First Floral and Garden Show and new Ford and Chevrolet theaters are outstanding additions.

Emphasis is upon Centennial year of (See STATE FAIR on page 77)

Crack Down On Pa. Kids

State labor department issues warning to managers using minors in shows

HARRISBURG, Pa., Sept. 5.—Pennsylvania Department of Labor and Industry, after stopping several performances employing minors in violation of the State's labor laws, is issuing a general warning to all theaters and other places of amusement, ordering them to keep youngsters off the stage after the hour of legal employment has passed.

Talent of any other employees under the age of 16 cannot work after 8 p.m. Females under the age of 21 cannot be employed after 9 p.m. or before 6 a.m.

Raymond J. Nichols, head of the Bureau of Inspection of the department, has issued the following warning:

"The Bureau of Inspection of the Department of Labor and Industry is charged with the enforcement of the Child Labor Law in its application to minors who appear in theatrical entertainments. While we have had splendid co-operation from theater managers gen-

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Equity Holds Talking Fest

AFL and conduct of WPA theater relief project come under discussion

NEW YORK, Sept. 5.—The WPA Federal Theater Project and the affairs of the American Federation of Labor were among the chief topics taken up at the first of Equity's informal discussion meetings of the season, held yesterday afternoon at the Hotel Astor. Several hundred members attended, and, altho the meetings are confined to discussion and can have no voting power in the (See EQUITY HOLDS on page 84)

Pavilion Burns in Alabama

BESSEMER, Ala., Sept. 5.—Fire early on September 2 destroyed the large pavilion in West Lake Park, two miles out of this city, with loss estimated at thousands of dollars. Dance floor, skating rink and dining rooms were included in the ruins. Other buildings escaped damage.

WPA Projects Still Active

Reported Cohan, Huston approached for "Can't Happen" leads

NEW YORK, Sept. 5.—Stagehands, musicians and performers on WPA projects are reporting for work Labor Day, while project office workers have been given the day off but have to make up the hours later.

Sinclair Lewis and John C. Moffitt, co-adapters of the former's novel, *If Can't Happen Here*, are due here Tuesday with the complete script of the play. Reports that George M. Cohan and Walter Huston have been approached by the WPA to take the leading role in the production could not be verified. The play will be given by 28 companies simultaneously.

Attempts of WPA workers to compel the government to give them vacations with pay met with an obstacle when the U. S. District Court this week dismissed, on a technicality, a suit brought in behalf of the workers by three WPA employees.

WASHINGTON, Sept. 5.—The American Writers' Union this week denounced (See WPA PROJECTS on page 81)

Music Hall Takes Baseball Tournay

NEW YORK, Sept. 5.—The regular games of the Motion Picture Baseball Association tournament have ended, with the Music Hall remaining in the lead with a record of 12 victories and no defeats. With the regular season tucked away, the leaders will go into the semifinals next Saturday (12) at the Catholic Protectors Field, 117th street and East Tremont avenue, the Bronx. There will be two games, Skouras vs. Columbia and RKO vs. the Music Hall.

The winner of each set will play for the championship Saturday, September 19, at the same field.

Standing of the teams at the end of the regular season is as follows:

Team	Won	Lost	Per Cent
Music Hall	12	0	1.000
RKO	11	3	.785
Columbia	8	7	.533
Skouras	8	7	.533
Loew-MGM	6	6	.500
Consolidated	7	8	.465
Paramount	4	9	.307
NBC	3	11	.215
United Artists	0	8	.000

Philly Variety Club Plans

PHILADELPHIA, Sept. 5.—Local Variety Club, Tent No. 13, has arranged a full program for September, according to the first fall announcement coming from Leonard Schlesinger, entertainment committee chairman. Club will go into full-time operation Monday (7), same day hosting the visiting beauts on way to Atlantic City to vie for the "Miss America" crown. Formal opening of house will be the 19th, Showmen's Variety Jubilee Night, when the 1936 "Miss America" will be guest of honor. First luncheon of the season will be held in Atlantic City Wednesday (9), with Frank Elliott and Frank Gravante kings for day. First fall special Saturday night function will be held on the 26th, with James Clark, chief barker, as honor guest. Ben Amsterdam has been named chairman of the Second Annual Formal Stag Banquet, set for December 13, at the Bellevue-Stratford Hotel, aided by Leonard Schlesinger, Lewen Pizor and James Clark. Annual fall golf tourney will be held with *The Philadelphia Exhibitor*, movie trade mag, on October 2, at the Whitmarsh Country Club.

Professor Muenzer

CHICAGO, Sept. 5.—Hans Muenzer, for the last 12 years concert master of the Chicago Theater orchestra, has resigned that post in favor of an assistant professorship at the University of Iowa, where he will head the violin department. Besides his musical duties in the Chicago orchestra pit, he made many appearances in productions on the Chicago stage and also had his own concert string quartet.

St. Louis Opera Breaks All Records

ST. LOUIS, Sept. 5.—The St. Louis Municipal Theater Association, which closed its 1936 season on Sunday night, August 30, broke all previous attendance records in its 18-year history. According to the official figures, 748,054 opera-goers witnessed the 87 performances given during the summer, showing an increase of 39,052 over the attendance at last year's 82 performances and 34,239 more than the munny theater's previous attendance record established in 1933, when 713,815 persons paid to see 82 shows.

Another record was also established this season by the outdoor theater when not a single performance was called off on account of rain. This is the first time in the history of the St. Louis Munny Opera that a season was completed without a canceled showing.

The attendance figures for the respective productions during the season just closed (all for seven performances with the exception of the opening show, *Kid Boots*, which was shown on 10 different nights) were: *Kid Boots*, 73,835 (10 performances); *Glamorous Night*, 70,588; *The Merry Widow*, 65,927; *The Red Mill*, 69,931; *No, No, Nanette*, 62,407; *The Three Musketeers*, 59,049; *Sons o' Guns*, 59,337; *The New Moon*, 58,411; *Bitter Sweet*, 58,293; *A Connecticut Yankee*, 53,124; *Oh, Boy*, 49,790.

Pa. Produces Driving Film

HARRISBURG, Pa., Sept. 5.—Pennsylvania garage men will finance the State's venture into the motion picture business by being assessed five cents each for inspection stickers which must be attached to all cars operating in the State. The production which the State Department of Revenue is filming will dramatize the dangers of reckless and drunken driving and other traffic hazards. The movie will be shown in schools and civic and social organizations.

School Books Youngsters

NEW YORK, Sept. 5.—Bobby Duncan Productions, which conducts a school here, has just placed Billy Entenmann and Katherine Cavanaugh into *White Horse Inn*, big musical show opening next month. Also spotted Joseph Talbi and Charles Duncan into the show *Dead End*.

Richman Flight Hits Dailies As Plane Reaches Other Side

NEW YORK, Sept. 5.—Show business regards the transatlantic flight made this week by Harry Richman and Dick Merrill, pilots, as one of the all-time press stunts. Even if Richman had no such idea in mind—and he couldn't help thinking of it—it naturally will wind up with that as the outstanding feature. It's an open secret that Richman was given plenty of offers before he left—offers of all kinds, bookings and testimonials. Whether he ships or flies back—with the former now believed definite—Richman will be a box-office hypo par excellence. And if he does hold to his intention of coming back as he went the hypo will be that much stronger.

Chi Movie Operators Reject 2,000-Ft. Reels

CHICAGO, Sept. 5.—A condition affecting the operation of motion picture theaters here which has been hanging fire for many months has finally been brought to a settlement. According to Frank Clifford, business manager of the Chicago Moving Picture Operators' Union, instructions emanating from George Brown, president of the IATSE, are that all film is to be run on the 1,000-foot reels, it being contrary to both international and local union laws to use the 2,000-foot reel. All operators in the Chicago district have been notified accordingly.

Several weeks ago the Metro-Goldwyn-Mayer film exchange here sent word to all the motion picture houses in this territory that on and after September 1 all its film would be on the 2,000-foot reels. Balaban & Katz immediately notified their managers to ignore this and run all film on 1,000-foot reels, complying with the union rules.

According to Clifford, the union objection to the change was the double fire hazard, while the exhibitors were against the change because of the added preparatory expense they would have to bear. The local censor board will follow the union ruling. The question of a new operators' wage scale and details concerning the coming double-feature policy are still unsettled.

Accord on 802 And WPA Dispute

NEW YORK, Sept. 5.—The WPA administration and Local 802 of the musicians' union have reached a compromise on the wage scale for more than 1,000 musicians, averting a strike. The union had demanded a 32-hour month, or 18 two-hour services. Under the compromise agreement, the musicians still get their \$23.86 a week, but will work 45 hours a month. In the past concert musicians have been working 55 hours a month and theater musicians 66 hours. The new scale amounts to \$2.12 an hour and applies to all types of musicians on the project, except for music teachers, who get \$1.32 an hour.

Jacob Rosenberg, secretary of the local, announced the agreement to a meeting of WPA musicians, who voted to accept the recommendation of the local's executive board.

NEW YORK, Sept. 5.—The Grand Opera Artists' Association has started a movement for a national operatic institution in Washington, D. C., subsidized by the government. The union, headed by Elizabeth Hoepfel, is circulating petitions asking Congress to enact legislation providing for an operatic and allied musical arts service operating a grand opera company in the capital.

Petitions point out that such a move would provide work for present and future opera singers and "save millions of dollars by making unnecessary the importation of foreign artists, except as guest performers." In addition to making Washington "the center of America's musical world."

Pay Chiseling Cases Dropped

Screen Guild settling disputes as producers agree to adjust all complaints

HOLLYWOOD, Sept. 5.—All court cases being prepared by the Screen Actors' Guild, alleging chiseling on the part of casting office and studio employees, will be dropped following a promise by production executives to adjust all bona fide player complaints. About 100 such cases have been prepared by the Guild, and it is believed that each will be settled satisfactorily within the next few days. The producers agreed to adjust any such complaints in the future within 24 hours.

Negotiations are meanwhile going on between the Guild and Warner Brothers and Columbia Pictures to settle out of court and withdraw suits filed last week in the names of Rex Alexander against Warners, and Victor DeCamp against Columbia. Suits are for violation of the weekly minimum contract for screen actors involving the balance over \$7.50 per day extra checks for speaking lines under the old NRA agreement, which calls for \$25.

Chiseling complaints in the future will be handled by a board of three, with power to recommend the discharge of studio employees found guilty of violating the NRA regulations regarding extras and bit players. Board is composed of Edwin Loeb, Fred Beeton and Campbell MacCulloch, and it is probable that a sweeping probe of the casting situation will be instituted.

Denver Bank Night Ruling

DENVER, Sept. 5.—Following an agreement that theater tickets must not be sold outside the theater box-office and that chance tickets must be given away when requested without requiring the purchase of a theater ticket, police were willing that the operation of the Sun Theater should continue.

Roy L. Wennberg, manager of the theater, had filed suit for an injunction against the Denver police to stop them from interfering with the operation of the theater. He claimed that the police arrested him on several occasions on charges of running a gambling game, and that each time he was acquitted.

After the agreement as to the sale of tickets was made between Wennberg's attorney and the Denver manager of safety the case was dismissed from the district court.

Don LOPER and Beth HAYES (This Week's Cover Subjects)

IN THE short period of time they have been together—less than a year—Don Loper and Beth Hayes have played some of the leading spots in the business, mainly on the West Coast. The partnership started after Fred LoQuorne, noted dance instructor, introduced Loper to Miss Hayes. A few weeks ago they came east, and, after an audition for Leon Leonidoff, were booked into the Radio City Music Hall, where they are currently in their second week.

Miss Hayes started as a professional dancer five years ago, but gave up this work temporarily to study dramatics under Maria Ouspenskaya. She played a heavy character role—despite her youth and beauty—in "Woman of the Soil." Her entire wardrobe, incidentally, is designed by her partner, who also creates the act's routines.

After dancing with the Chicago Civic Ballet, Loper joined a Toledo stock company to try out for picture work. He appeared, among others, with Neil Hamilton and Donald Woods. In 1932, after he had a dancing and dramatic school on Long Island, Loper organized an orchestra, opening at the Garden City (Long Island) Hotel, later playing at Jacques Bustanobys in Teterboro, N. J.; the Paradise Showboat in Troy, N. Y., and the Ten Eyck, Albany. He deserted this field when he met Miss Hayes.

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Anti-Vermin Boys Force Many Houses To Sign Union Firms

NEW YORK, Sept. 5.—Current strike of union exterminators, which includes picketing of theaters and cafes, has already resulted in the Radio City theater, the Paramount theaters, Loew's State Theater and quite a few indie theaters signing with contractors using union help. The other 62 Loew theaters, as well as Skouras and Warner houses, the Roxy Theater and scores of independents, are using men supplied by non-union contractors and are being picketed by the union. Local 155 of the Building Service Employees' International.

About 95 per cent of the cleaning contractors here were signed with the union last year, but when negotiations for renewals came up the contractors decided to go non-union. Picketing and pressure have brought 50 contractors back into the union fold, while 28 are still holding out. Union is asking for \$27 a week minimum scale, as against \$25 last year.

Alan Ross, president of the local, has filed complaints with the Board of Health, claiming theaters and buildings using non-union men are violating health laws. Ross alleges most of the non-union men are not licensed, as required by law, and that they are using improper and unsafe chemicals in fumigating and exterminating.

Ross and T. E. Burns, local secretary, say they are appealing to the Central Trades and Labor Council for aid in the strike, and that they intend to confer with George E. Browne, president of the International Alliance of Theatrical

Stage Employees, for assistance. Altho the IA may give moral support, it is doubtful if it would order its men out of theaters being picketed, as union contracts with the theater forbid sympathetic walkouts.

George Scallise, international vice-president of the BSEIU, is understood backing the strike financially. Walter Gordon Merritt, attorney for the real estate board here, is representing the non-union contractors.

Saenger Interests Buy Up Houses

NEW ORLEANS, Sept. 5.—Control of motion picture theaters in a half dozen Mississippi communities passed into the hands of the Saenger Theaters Corporation, largest chain op. in the South. It was announced here this week by E. V. Richards, head of Saenger.

Holdings of the Mississippi Theaters, Inc., of which A. H. Yeomans is president, were purchased by Saenger in Meridian, Hattiesburg and Laurel. Theaters in the two former cities were to be operated by the Meridian Amusement Enterprise Corporation, while the Laurel houses are to be run by the Laurel Strand Amusement Company. Yeomans announced in Meridian that the transaction involved all cash, but would name no amount.

M. A. Lightman, operator of Memphis, and Richards later announced their purchase of the Ed Kuykendall theaters at Columbus and Tupelo on Monday of this week. The two Columbus theaters, the Princess and the Dixie, are to be renovated, while the Tupelo is to be replaced with an entirely new, larger house.

The Saenger affiliates took over active operation of all theaters Monday and announced that no change will be made in the operating personnel at present.

West Coast Dance Teachers Convene

SAN FRANCISCO, Sept. 5.—Western Society of Dancing Masters, Inc., held its fifth annual convention of California members at the Allen School of Dancing here August 30-31, inclusive, with more than 30 teachers and assistants attending. A. Mabel Hesse, of Stockton, Calif., president, presided.

Day programs consisted of instruction in all types of dancing, with open-forum discussions on the dance. The annual President's Ball, a dinner-dance at the Mark Hopkins Hotel, was held the first night of the convention, with entertainment being furnished by students from the Shyrle School, Oakland, and the

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Movable Box Office

PHILADELPHIA, Sept. 5.—An innovation in ticket selling is found in the movable box office being utilized by the Chestnut Street in connection with "Romeo and Juliet." Resembling a trailer, new ticket window is a capacious van attached to a motor truck and cruises the immediate suburban areas.

Allen School here. Delegates were also entertained at the Bal Tabarin, local night spot, August 29, and climaxed the social activities with an informal party at the Embassy Club last Monday.

Mias Hasse was re-elected president. Other officers re-elected were E. Camille Allen, San Francisco; Olive De Leon, Fresno, and Albert Ludwig, San Francisco, first, second and third vice-presidents, respectively, and Rayna Allen, San Francisco, secretary. Shyrle Podlar, of Oakland, was made treasurer, succeeding Jenn M. Ludwig, of that city. Ray Allen, of San Francisco, remains as sergeant at arms, and George Siegler, Stockton, principal. New trustees are Lu Martin Allen, San Francisco; Jenn M. Ludwig, Oakland, and Grace Markwell, Fresno.

BOSTON, Sept. 5.—Five femme movie critics left Boston Thursday as guests of Paramount to cover filming of *Maid of Salem*, featuring Claudette Colbert. Frank Lloyd, director, made arrangements for the California trip during his recent trip to Salem, Mass., to scan local sequences. Peggy Doyle, *American*; Helen Eager, *Traveler*; Eleanor Hughes, *Herald*; Marjorie Adams, *Globe*, and Prunella Hall, *Post*, are the lucky newspaper women to cop the free trip at Paramount's expense.

F-WC Takes Over Fox, San Francisco

SAN FRANCISCO, Sept. 5.—The \$3,-600,000 Fox Theater is to revert back to Fox-West Coast Management shortly on a reported 10-year lease. Negotiations are now under way between F-WC and the Capitol Company, subsidiary of Transamerica Corporation, which erected the house.

Theater, largest and costliest west of Chicago, with seating for 4,671, was opened in July, 1929, and has been a white elephant for some time. For the past four years it has been losing money steadily. Since F-WO turned back the house to William Fox, original lessee, a few days ago its operation has been involved in complicated litigation. Doors have been kept open under a grind policy and double-feature bills. Its new policy, after renovation by F-WC, is undecided, as is the date of taking over.

It is expected that Arch M. Bowles, F-WC division manager, will supervise operation.

Glen Myers Opening

PITTSBURGH, Sept. 5. — Glen Myers has been making extensive preparations for the opening of the University of Dancing in the downtown area Tuesday. His four studios have been entirely remodeled. Will operate with a staff of six teachers. While he himself will be in charge of the more advanced and professional students, his staff will specialize in beginners. Dorothy Wycoff, Memphis school operator, will be in charge of the children's department, and Nell Brady will teach toe-tap, tap and acrobatics.

CANTON, O., Sept. 5. — Josephine Enret, who conducts a dance school here, is spending this month in Paris, where she is studying newest European dances which she plans to introduce here.

Dorothea Antel

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WANT HOT TRUMPET. If married, Wife A-1 Chorus. Also real Sister Team, double Chorus. All state age, height, weight. Join immediately. Enlarging Show, but all winter. One-night under canvas. Write Western Union. DON'T write. **BILLY WEMLE**, Manager, Bilroy's Comedians, Jonesboro, September 9; Marianna, 10; Helena, 11; Stuttgart, 12; Pine Bluff, 13; All Arkansas.

The Harvey Players
Want feature Ingenue Leading Woman, preference Song and Dance Specialties; General Business Man, Double Sax or Trumpet. Others write. Circle, Join on wire. Open September 14. **JACK HARVEY HAAS**, Dyersburg, Tenn.

ASCAP Writers May Be Forced To Prove Originality of Work

SYRACUSE, Sept. 5.—Possibility that composers and publishers of the song hits *Continental* and *Night and Day* may be required in court to prove that the tunes are original loomed today in the decision by Federal Judge Frederick H. Bryant permitting the Music Users' Protective Association to take appeal from two adverse decisions.

These two decisions were given in favor of ASCAP in suits brought by the society against Elm Lodge, Syracuse night spot, for using the numbers without being licensed. Two other suits brought by ASCAP at the same time were dismissed by Judge Bryant.

In petitioning for the right to appeal Albert Averbach, of Syracuse, attorney for the MUPA, cited several Supreme Court decisions which ruled that in addition to holding the copyrights on several items before the court in the past the owners of the copyright must also show that the item is original.

The reason for this, Averbach says, is that the copyright bureau has no extensive staff, as has the patent office, and it would be easily possible to obtain a copyright on a song, essay or story without an extensive check being made to determine whether the applicant actually has the right to a copyright.

Consequently, in its plea to Judge Bryant the MUPA asserted that ASCAP should have proved, in the first instance, that *Continental* and *Night and Day* were original and were not "pirated" from published works or taken from the public domain. It was because they did not offer evidence to this effect that the successful application for permission to appeal was made. The appeal will be of paramount importance both to music users and to composers and publishers, because it may set a new legal precedent that will be troublesome for one side or the other.

The original trial of the actions before Judge Bryant was one of the most unusual trials ever held in Syracuse, with a piano in the courtroom and a musician demonstrating that, allegedly, the tunes involved in the suits could not be distinguished from various classical airs and themes.

In battles between writers or publishers in infringing suits attorneys and other authorities have dug back into forgotten classics to prove similar strains of music being used. Usually the burden has been placed on the music user in performing rights suits, but in this case it appears that the burden of proof may be placed on ASCAP.

FCC ALLOCATION SURVEY

Over 75% Prefer Clear Channel Stations, According to Analysis

Frank and comprehensive survey withholds conclusions or recommendations for October 5 hearing—considerable data available for exploitation purposes

WASHINGTON, Sept. 5.—The long-awaited results of the Allocation Survey, made by the Federal Communications Commission in co-operation with broadcasters has been made public, the outstanding feature being a definite preference on the part of the listeners for the programs of the clear channel stations. A total of 76.3 per cent of the people who listen in prefer the clear channel stations to the local and regional outlets. The exceptions were found in Rhode Island, Iowa, Florida and some Northwestern States. Of the remainder 2.1 per cent like the local stations best and 1 per cent foreign.

The report covers 23 large mimeographed sheets, apart from several pages of graphs and charts backing up the survey. While the report is comprehensive in scope no conclusions are drawn nor recommendations made. These phases are to be covered at the FCC reallocation hearings starting on October 5.

In making the survey the FCC divided the work into four parts. The first covered questionnaires sent to rural listeners; the second covered inspectors' reports of interviews with listeners; the third pertains to conductivity of the earth as determined on certain paths, and the fourth concerns analyses of the continuous field recordings made of the clear channel stations. The postcard questionnaires returned to the commission and continuous recordings are available at the FCC for inspection by anyone interested, but these cannot be removed from the FCC offices.

Survey Is Frank

Report is a frank survey of the findings and includes sample questionnaire as sent out by the FCC. About 86,000 postcards were mailed direct to rural listeners whose names were obtained from the Agricultural Adjustment Administration and 30,000 more cards were sent to fourth-class postmasters. Period covered in the survey was the winter and spring of 1935. These cards obtained information on the set the listener was using, the type, number of tubes, etc., and other remarks. Of the 116,000 questionnaires sent out by the FCC there were 46,588 returned. Of the total number of cards returned it was found that 13,918 were not suitable for purposes of analysis. This left 32,671 cards available for analysis. In most every case the listener preferred a clear channel station. In 13 States the listener preferred a clear channel outlet of 500 kw. power.

Tabulation of the year of manufacture of the receivers used indicated that approximately 75 per cent were purchased between 1930 and 1935, inclusive, and about 50 per cent bought their set between the years 1932 and 1935. Over 69 per cent had sets with five to seven tubes, revealing the average set to be of fair superheterodyne quality.

Inspectors making personal calls and

Coast Candy Concern Buying "Eastern" Time

SAN FRANCISCO, Sept. 5.—Cardinet Candy Company, which has been sponsoring *Night Editor*, weekly dramatic series with Hal Burdick as narrator, on NBC's Western lanes for the past three years, after a summer layoff, returns to the air tomorrow night for another 13 weeks. Quarter-hour series, plugging Baffle Bar and Night Editor candy bars, will be heard on five NBC-KPO Pacific Red network stations at 8:15 p.m.

Candy concern, thru Tomashke-Elliott, Inc., Oakland (Calif.) advertising agency, is also going in for a heavy fall schedule of discs starting the week of September 15. To start with they will use 15-minute transcriptions of the same series, cut by Titan Productions, Inc., local disc concern, on KWVE, St. Louis; KOA, Denver; KSL, Salt Lake City; KRLL, Dallas, and KTRH, Houston. Disc series is also for 13 weeks and the hour selected for airing is aimed to attract the adult trade.

Interviewing listeners gathered considerable material within primary coverage areas. Much data was also gathered on field strength of stations, and sample field intensity records from the survey reveal that stations used in the survey included WCAU, Philadelphia; WGY, Schenectady; WBT, Charlotte, N. C.; WCFL and KGR; WLS and WENR; KFI and WOF and WOAI. Fading and day-time and night-time strength was recorded.

Broadcasters, after reading the survey, will probably be in a better position to fight their respective battles. It also offers strong exploitation possibilities to many outlets.

National Rural Listener Preference by Channels

Station Classification	Per Cent	Number of Stations Licensed
Clear Channel	76.3	95
Regional Channel	20.6	277
Local Channel	2.1	256
Foreign	1.0	...

Above information is broken down into States in the FCC Allocation Survey which is available upon request to interested parties. Licensed stations should have them in the mail this week.

Grofe for National Dairy

NEW YORK, Sept. 5.—Ferde Grofe is the only talent set so far for the hour Saturday night show National Dairy will start on NBC October 17. Grofe deal was set a week or so ago. Program will be of the variety setup, a deal pending for a picture name as emcee.

N. W. Ayer, New York, is the agency.

F&M Branching Out Into Radio Talent Booking on Large Scale

NEW YORK, Sept. 5.—Fanchon & Marco are branching their activities into the radio field on an active basis, having started to sign acts within the past few weeks. Before the only radio act managed by F. & M. has been Al Pearce, under that agency's management for two years. On the Coast, where Harold Kemp, formerly of the NBC Artists' Service is headquartered, Fanchon & Marco have just set a deal with D. L. & W. Coal Company calling for a series of transcriptions by picture names. Estimated that about \$25,000 in talent is involved in this deal, which was set by Kemp.

In New York the F. & M. radio department will most likely be headed by Harry Engle, former music publisher now with the organization. Engle is presently devoting most of his time to lining up talent and various functions in the radio department and the men who will be in charge of these functions.

In addition to Pearce, who is currently in New York and who will most likely set a deal for a comedian, F. & M. have signed Robert Simmons and Cyril Pitts, tenors. Latter is of Chicago. The Charlotteers, formerly managed by WOR, have also been set. WOR deal expiring September 5. Three Majors, formerly the Sizzlers, and the Norsemen, quartet, have also been placed under contract.

Deal set by Kemp on the Coast thru

Round the World for RCA

SAN FRANCISCO, Sept. 5.—When the Pan American Airways' China Clipper hops off from the Alameda (Calif.) airport shortly after the Presidential election, John B. Kennedy, NBC ace commentator from Radio City, will be aboard. He's scheduled to make the first radio reporter's tour of the world for RCA.

Insull Network Being Reorganized

CHICAGO, Sept. 5.—Following a director's meeting this week, plans are being laid for the reorganization of the Affiliated Broadcasting Company which may mean the displacing of Samuel Insull, former utilities magnate, as president of the regional network.

Altho it could not be confirmed, it is reported that member stations of the network agree to raise \$70,000 to keep the chain running. The station owners and managers stipulated, however, that they were to have a voice in the direction of the ABC. In accordance with this agreement, Henry B. Walker, an attorney of Evansville, Ind., who is financially interested in WBOW, Evansville, and WEOA, Terre Haute, was elected to the board of directors, succeeding E. Ogen Ketting, an Insull director.

The Affiliated Broadcasting Company went on the air last spring as a regional network and has a chain of 22 Midwest stations taking all or part of its 17-hour daily schedule of programs. It is rumored that \$100,000 in fresh money found its way into the ABC coffers recently and that the chain is costing \$40,000 weekly to operate.

WIP Resumes Lineage Swap

PHILADELPHIA, Sept. 5.—Evening Ledger, newspaper, is planning to resume its lines for time swap with WIP. Paper has used daily quarter-hour periods, Sam Serota as Brother Bill reading the comics, station getting credit of about 15 inches of space daily on the deal. Strictly as a circulation promotion stunt, program, which went off at the beginning of the summer, proved a west booster for the six months. J. R. Westcott, Ledger's circulation chief, will keep the same program, making the swap binding this time for a nine months' period.

WIP has similar deals with the Record and Inquirer, involving more time for lines swaps than in the Ledger deal.

CBS Well Sold On Night Time

Has but little open time in desirable block—plenty of choice NBC spots open

NEW YORK, Sept. 5.—Current time standing from 8:15 p.m. on, every night of the week, finds the Columbia network practically sold out. It's the first time in the history of the radio industry, it is believed, that at this time of the season any network has been unable to offer more than four 10-minute and one 15-minute spot for sale. This last five periods are all that CBS has available, according to latest time charts. Last strip spot was given to the Republican National Committee last week, putting William Fard on five nights a week from 7 to 7:15, and forcing Kreuger Beer, using a smaller network, to take time elsewhere.

Four 10-minute spots as not yet filled in on the commercial chart by CBS are from Monday thru Friday, except Thursday, following the five-minute Press-Bureau news spots. One or two CBS sustaining shows are still on at night time, CBS marking, this time as not for sale, supposedly because of the importance of the sustainer involved. But with one of those few spots being a Saturday night half hour, this sustainer might be moved.

With Wrigley's gum giving up *March of Time*, CBS will have a strip at 10:30 p.m. blank for a while. However, *Time* magazine's publishers are due back in that slot later in the fall to plug a new weekly that organization is starting. Unless a present account leaves, *Time* will take this night time strip, in lieu of a half hour period, presently unavailable.

NBC Has Plenty Open

Probably for the first time in years, considerable time is available on both the NBC Red and Blue chains during the so-called desirable hours. Not a little of this is due to the recent swing to Columbia by several big accounts. On the other hand NBC appears to have somewhat of an edge on CBS in its daytime selling. NBC has numerous script acts, particularly the heavy coverage by the Procter & Gamble accounts.

From 6 p.m. on there are many spot accounts on both NBC webs which are potentially open should a network advertiser want the time in question. All of them may be easily moved up or down or to one of the other webs as the occasion needs. Sunday night finds at least two one-hour spots open as well as a 30-minute gap on the Blue. On the Red are some spot advertisers. Monday night also holds several quarter-hour periods open, potentially or otherwise, the Blue having 9:30 to 10 and 10:30 to 11 open. Tuesday has the Blue with a string of quarter-hour spots available, some of them making a solid block for an hour or more. Again the Red has its spot advertisers on WEAF of the Red. Wednesday leaves the Blue open, especially a 45-minute period opposite Fred Allen show. Thursday has two quarter hours on the Blue open, plus 75 minutes that carry past the Vallee program. Friday hasn't much open and Saturday is tough on the Blue with 8-9 p.m. to fill. After September 26 the 9:30-10:30 spot on the Blue changes its status.

Paley Amateur Award

NEW YORK, Sept. 5.—An award will be made annually to the individual selected by a board as having most benefited thru amateur radio, the American people either thru research, technical development or operating achievement. Award has been set up by William Paley, president of CBS, in conjunction with the convention of the American Radio Relay League's central division convention. Board to decide the winner hasn't been named yet.

Trade figures this a smart move in putting CBS in a position whereby amateurs getting first news of important events, flights, etc., will advise CBS thereof.

New Biz, Renewals

NEW YORK, Sept. 5.—New accounts on the Columbia network:
CARBORUNDUM CO., thru B. B. D. & O., New York, starts October 17, Saturday, 7:30-9 p.m., on WABC and 17 stations.
Band.

ATLANTIC REFINING CO., thru N. W. Ayer & Son, Inc., starts September 20, Tuesday, Thursday, Saturday, 7:16-7:30 p.m. Ted Husing, WABC and 32 stations.

R. B. DAVIS CO., thru Ruthrauff & Ryan, starts October 4, Sunday, 6-6:30 p.m., on WABC and 47 stations. Joe Penner.

ELGIN WATCH CO., thru J. Walter Thompson Co., Chicago, starts October 3 on WABC and 55 stations. Kay Kayser Orchestra, Ed Thorgerson.

NASH MOTORS CO., thru J. Walter Thompson Co., Chicago, starts October 3 on WABC and 31 stations. Saturday, 9-9:30 p.m. Vincent Lopez Orchestra, guest stars.

New York Area

ADAM HAT STORES, Inc., direct, starts September 15, boxing bouts. WHN.

KRAFT-PHENIX CORP., J. H. Beardsley, C. F. Mueller, Richardson & Robbins, all participating on WHN in program conducted by C. H. Goudias.

PROCTER & GAMBLE CO., thru H. W. Kator & Sons, starts September 7, transmissions and announcements. WHN.

A. H. LEWIS MEDICINE CO., starts October 12, announcements. WHN.
DRUMS, Inc., thru C. C. Winingham, announcements. WHN.

MBS Accounts

R. H. MACY & CO., thru Dorland, International (co-operative department store deal on 20 stations, different store in each city), starts September 40, Thursday, 9-9:45 a.m. Orchestra and guest stars.

Newark

REMINGTON, RAND, Inc., starts September 6, with sport broadcasts and Transradio news. WOR.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, New York, starts September 9, Monday, Wednesday, Friday, 8:25-8:30 a.m. Recordings. WOR.

ADOLPH GOBEL, Inc., thru Lester A. Loeb, starts September 18, Friday, 9:45-10:15 a.m., participating in Allie Lowe Miles program.

J. F. TROMMER, thru Cecil, Warwick & Cecil, starting September 19, Saturday, 9:30-10 p.m. Chick Meehan, football. WOR.

BOILE & DETZEL, thru Radio Rundfunk Corp., announcements. WNEW.
"POP" DUNIAP (walkathon), thru Schilin Advertising Corporation, three 15-minute spots daily, started August 31. WNEW.

Chicago

THE MILK FOUNDATION, thru Aubrey, Moore & Wallace, Inc., an MBS commercial called *Stars of the Milky Way*, taking Sundays from 6:30 to 7 p.m., for 52 weeks, beginning September 27. WGN.

Green Bay, Wis.

DERMALAB, spot announcements. WTAQ.
WIS. PUBLIC SERVICE CO., football games. WTAQ.

Dayton

ARCADE CO., renewal, daily half hour. WHIO.
DR. HENRY SILVERMAN, five minute programs. WHIO.

HOSKINSON MOTOR SALES, 100 one-minute spots. WHIO.
BUCKEYE IND. DAIRY FARMERS' ASSN., one-minute spots. WHIO.

Boston

BOSTON & MAINE RAILROAD, 24 30-word announcements, six times weekly, p.m., from September 2-25, thru Deemus & Co. WNAO.

R. H. WHITE CO., one half-hour program, Sunday, p.m., September 20, thru Chambers & Wiswell, Inc. WNAO.

METROPOLITAN COAL CO., 280 30-word announcements, daily, full week, p.m., from September 27, 1936-July 3, 1937, thru Harry M. Frost Co., Inc. WNAO.

IRONIZED YEAST CO., 52 five-minute RCA transmissions, four times weekly, Tuesday and Thursday, a.m.; Monday and Friday, p.m., from September 7-December 4, thru Ruthrauff & Ryan, Inc., New York. WNAO.

METROPOLITAN COAL CO., 15 half-hour programs, one weekly, Friday, (See *NEW BIZ, RENEWALS* on page 11)

KLZ Ties Up on Peach Of Exploitation Idea

DENVER, Sept. 5.—With the co-operation of Safeway Stores, KLZ got in a neat plug for their programs on the special train to the State Fair. The train carried business men from Denver and Northern Colorado, and was sponsored by the Junior Chamber of Commerce.

One thousand Colorado peaches, the kind that grow on trees, were used in the exploitation. Each was wrapped in a napkin calling attention to the fact that "the peachy programs are at the top of the dial—KLZ, 560 kilocycles." The peach eaters were also urged to listen in on the Safeway Stores' programs over the same station.

More Spots for Tydol; Hires Special Spieler

SYRACUSE, Sept. 5.—Tydol-Veedol is branching out on spot broadcasts and new contract with Leo Bolley, WFBL sportscaster, is fairly expensive proposition for single station jobs.

Bolley has been on WFBL 15 minutes each night at 6 o'clock for Tydol, but they wanted him as master of ceremonies also on WGY for Tydol Club of the Air three nights a week. New deal sends Bolley to Schenectady Monday, Wednesday and Friday to emcee Tydol club at 6:45, then he steps into another WGY studio at 8 and pipes his WFBL program through to Syracuse, with Tydol standing the wire charges, in addition to his added salary, which amounts to \$6,000 under new deal.

On top of that, Tydol pays transportation shot, for Bolley hops back to Syracuse immediately to make his regular 11 p.m. program, using planes whenever possible.

KLZ Stays on Air Thruout Studio Fire

DENVER, Sept. 5.—Damages of around \$5,000 to the studios of KLZ, Columbia outlet here, failed to keep the station off the air. The phone company switched the network programs direct to the transmitter, and studios were arranged in that building for local programs. The regular studios were in use the next day.

The fire had evidently been smoldering for around 12 hours. Firemen had been called when employees came on duty, but no fire was found, and it was thought smoke was being picked up from outside. Late in the afternoon the flames were seen coming out of a ventilator, and firemen ripped off the false ceilings of soundproof material to extinguish the blaze.

Twelve firemen and four station employees were overcome by the gas fumes and dead smoke. Five of the firemen were taken to the hospital, but all those affected recovered. Station employees affected include Jerry Pecht, announcer; Roy Sorenson, technical assistant, and Elizabeth Carey and Edna H. Lindquist, switchboard operators.

Fair on "Magic Key" Show

NEW YORK, Sept. 5.—RCA Magic Key broadcast of September 12 will carry a description of the Clay County Fair at Spencer, Ia. John B. Kennedy and William Dripps, latter agricultural director for NBC, will handle the mikes. Fair has been selected as the "typical" country gathering.

Battle To Hold KTHS in Town Still Hot as Biz Men Combine

LITTLE ROCK, Ark., Sept. 5.—Formation of a group of over 100 business men into a body for the preservation of KTHS for Hot Springs was announced at the Spa this week by the mayor. It is planned to put up a bitter fight against the request of the new owner, Col. T. H. Barton, president of Lion Oil Company, to move the transmitter and main studios to El Dorado and some other Northern Arkansas spot. Col. Barton bought the station from the Hot Springs C. of C. and the mayor and other civic leaders have since claimed that the body had no right to do such a thing, since the station was donated to the city of Hot Springs by its former owner, the Arlington Hotel Company.

In asking permission to move the station the oil company head states that interference from near-by mountains is so pronounced in Hot Springs that move is necessary so that station can be heard outside the Commonwealth. In backing

Football Games in a Rising Market Following Yale Lead

Rush to sell leaves Harvard about the only important school definitely against selling broadcast rights to its games—many local and web rights are set

NEW YORK, Sept. 5.—Making the front pages of metropolitan dailies, the sale by Yale University of broadcasting rights to its football games to Atlantic Refining Company has led to a barrage of other deals coming up for discussion. Important football colleges all over the country are now talking the same thing except, of course, for those colleges already set on football deals. So far only Harvard has definitely announced it will not dispose of its games in that way. Yale is collecting \$20,000, according to report, broadcasts to go on WOR here on

WAPQ Plans Debut Early in October

CHATTANOOGA, Tenn., Sept. 5.—Work of installing equipment in Chattanooga's new radio station, WAPQ, will get under way at an early date, it was announced this week. The new station, controlled by W. A. Patterson, Chattanooga oil man, is expected to broadcast its first program some time in October.

Studios will be on the mezzanine floor of the Read House, popular Chattanooga hotel. WAPQ will rebroadcast programs from WLW in Cincinnati, WHAS in Louisville and WSM in Nashville.

Using the latest type equipment, which gives it a greater range, WAPQ will operate with 100 watts power. First program will be limited to daytime broadcasts, but a full-time schedule with nightly programs is planned to follow shortly.

Nelson Crepps, formerly of WOOD, Chattanooga, will be in charge of advertising.

New Nashville Outlet Starts Within Month

NASHVILLE, Sept. 5.—Nashville's newest radio station, WSIX, is scheduled to broadcast its initial program "some time this month," according to S. A. Clesler, general manager.

New studios have been opened in the Andrew Jackson Hotel and auditions for announcers and talent are now under way. Mr. Clesler said that the personnel of the staff would be announced shortly.

A Federal Communications Commission inspector has just completed checking the new transmitter which uses a 200-foot vertical radiator tower. The station will use 100 watts power, operating on a range of 1210 kilocycles. It was formerly located in Springfield, Tenn.

Opening of the new station will give Nashville three broadcasting units for the first time since the discontinuance of Station WTNT several years ago. Other local stations are WSM, 50,000 watts with NBC affiliations, and WLAC, 5,000 watts with CBS affiliations. WSIX, according to Manager Clesler, will not be affiliated with any network at present, but will pick up some programs from WLW in Cincinnati.

Yankee network. At the same time two New York dailies, both tabloids, *The News* and *Mirror*, commented sarcastically on the Yale deal. Both had cartoons to the effect that the football players died for "Dear old Yale and the Atlantic Refining Company." Thought might have been that the dailies have given all this space to football in the past without any financial return. Now the radio outlets step in and collect a harvest by way of time sales. True, too, of course, that the stations have been giving time cuffs for years.

BOSTON, Sept. 5.—Tide Water Oil Company, New York, has contracted with the Yankee network for a series of 30 15-minute thrice-weekly programs on Thursdays, Fridays and Saturdays. Twelve Yankee network stations, WNAC, Boston; WCEB, Portland; WEAN, Providence; WSAF, Fall River; WNBH, New Bedford; WLH, Lowell; WICC, Bridgeport-New Haven; WTIC, Hartford; WLBZ, Bangor; WPEA, Manchester; WATR, Watbury, and WTAG, Worcester, will carry the pigskin series, featuring Eddie Casey, former Harvard football mentor. Lennen & Mitchell, Inc., of New York, is handling the account, which runs from October 1 to December 5, inclusive.

Over at WEEL, Harold E. Fellows, new Boston CBS chief, announces that the Atlantic Refining Company, Philadelphia, placed by station rep Weed & Company, will sponsor a dozen play-by-play games of New England colleges starting September 26.

N. W. Ayer & Son, Philadelphia, is the agency. It is reported that \$13,744 will be the cost for time, broadcast rights and station fees.

Yankee network has exclusive contract to Boston College home games, but does not include the Boston College games listed in the Atlantic Refining setup.

PHILADELPHIA, Sept. 5.—N. W. Ayer & Sons' agency is continuing to grab up sponsorship rights for collegiate football broadcasts, and locally will handle both the University of Pennsylvania and Temple University games for the Atlantic Refining Company. Negotiations for the airing of the Temple games, four on Friday evenings, three Saturday afternoons and Turkey Day, were completed on Wednesday (2). WIP gets the call. Station is now winding up the baseball broadcasts for same agency and sponsor, Dolly Stark, under agency contract, and Sandy Guyer, of the WIP staff, will undoubtedly get the nod for the announcing (See *FOOTBALL GAMES* on page 8)

Texas Program Switches Regional Web on Oct. 19

DALLAS, Sept. 5.—One of the Lone Star State's most elaborate radio shows, *The Voice of the Southland*, will switch from the Southwest to the Texas Quality Network beginning October 19, it was announced by Harry L. Seay, Southland Life president, this week. The program, which was two years old on August 8, has been a featured attraction at the Gulf radio studios of the Texas Centennial Exposition since June 6. It has reached seven stations of the Southwest chain thru WRR, Dallas municipal station. Other programs of the company will continue on WRR, Seay stated.

A large symphony orchestra, with Jane Harding and George Pettit as vocalists, is the mainstay of the program. Clarence Linz, Southland's first vice-president, who acts as master of ceremonies and produces the show, also supervises the commercial, which he has reduced to an effective minimum. *The Voice of the Southland* hits the air at 8 p.m. CST for a full hour every Monday. The Texas Quality Network includes WFAA, Dallas; WOAI, San Antonio, and KPRO, Houston.

Station Notes

Address All Communications to the New York Office

WINGY MANNONE

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

RUSS
RINSO-LIFEBUOY
CBS TUES. 8:30 - 9 P. M.
rebroadcast 11:30 to 12 P. M.

MORGAN

and His Orchestra
"Music in the Morgan
Manner"

HOTEL BILTMORE
NEW YORK

HUGH CROSS AND HIS RADIO GANG

Care Billboard, Cincinnati.

ERNIE BRODERICK, Personal Representative.

COAST to COAST

WALTER TETLEY

Radio's Outstanding Boy Actor
FRED ALLEN 8:00 a.m. Wed. NBC
SMOY BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. Wed. CBS
DUCK ROGERS 6:00 p.m. Wed. CBS

JAYSNOFF SISTERS

★ IRIS and JUNE ★

The Leading International Duo Pianists
Radio • Concert • Stage Now on Tour

DONALD BAIN

(IMITATOR-COMEDIAN)

UNUSUALLY LIFE-LIKE IMITATIONS OF
BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 802, 723 Seventh Ave., New York City,
Bryant 9-5107.

OSWALD ★★★

OH YEAH!!!

Featured COMEDIAN With
KEN MURRAY'S
Rinsos and Lifebuoy Programs.

ROY ★★★

Dramatic Baritone

SALLY'S MOVIELAND REVIEW
WMCA
NOW 93rd MONTH.
Mon. to Sat., 8:30 to 9 p.m., EDT.
Sundays, 2 p.m. & 8 p.m.

GOBEY

ARTHUR KAY

Radio Mimic • Characterizations
Character Voice of Terrytoon Cartoons and Varied
Max Fleischer Cartoons.

TOMMY DORSEY

Currently BAKER HOTEL, Dallas, Tex.
Management M. C. A.

AND HIS ORCHESTRA

Operators of CFNB, Frederickton, N. B., have learned that the Compensation Act applying to the various Canadian employees does not cover its broadcasting department, despite the fact that the operators have been paying yearly compensation under the belief that its radio workers were covered in case of accident, etc. The concern, James S. Neill & Sons, Ltd., therefore recently brought suit seeking to adjudicate the matter of a pension for the widow of JOHN W. GILMAN, who was accidentally electrocuted while making repairs some months ago in the CFNB transmission room. . . . It was erroneously stated in these columns recently that Gilman's death was due to negligence, but this was inadvertent presumption upon the part of *The Billboard's* New Brunswick correspondent. Gilman's death is regarded as purely accidental.

Celebrating its inauguration as a 5,000-watter, KECA, Los Angeles, went on the air August 31 with a 24-hour program highlighted with radio and picture names. Step-up in power has been tested to cover Southern California. . . . CLAY OSBORNE, production manager of KFI-KECA, Los Angeles, resigned during the week and is being succeeded by GLAN HEISCH, former newspaper editor. . . . SARA LANGMAN, ace KPWB writer, is vacationing until September 22. . . . CARROLL O'MEARA has been placed in charge of the continuity department of KHJ. . . . Beginning September 18, KPWB will inaugurate a 17-day series of broadcasts from Pomona State Fair, with three 15-minute afternoon periods and KNX taking over at night. Phases of the fair will be aired with race-track results daily. . . . GENE HEARD resigned at WFAA September 1 to become program director of the new KRBC at Abilene, Tex. . . . JACK HOLLISTER, former newspaper man, joined the staff of KDKA in Pittsburgh as sports announcer, succeeding ED SPRAGUE, who moved to WCAE in that city. . . . CHARLES URQUHART, former manager of the Central Theater in Nobil, Central Africa, and staff member of a station in Scranton, Pa., was named production manager of KDKA, Pittsburgh, succeeding JOCK McCREGOR. He started on his new post this week.

BARBARA YOUNG, cinema chatterer, assigned to do the Household Finance show on WCAU, Philadelphia. . . . WAYNE CODY, kiddies' entertainer on WPIL, Philadelphia, adds a third spot and a third nom de plume, Old King Cole, added to his Jolly Man and Melody Man shows. . . . WPIL, Philadelphia, planting foils for a man-on-the-street stint. . . . MILTON CHARLES, organist, formerly on WIP, Philadelphia, pumping the pipes in Chicago for WBBM. . . . PAT STANTON, station manager, back at WDAS, Philadelphia, after a jaunt to old Erin. . . . New post of program promotion at WCAU, Philadelphia, given to SALLY BURNS, secretary to STAN LEE BROZA, station's program director. . . . BOB FRAZER, blind evangelist on WIP, Philadelphia, doing an autobiog. . . . DOLLY STARK and SANDY GUYER, currently winding up the baseball broadcasts for Atlantic Refining on WIP, Philadelphia, will carry on for same sponsor in airing the Temple U. football games over same station. . . . SAM SEROTA returns to WIP, Philadelphia, to read *The Ledger* comics for the kiddies as part of paper's circulation program.

JUVENILE songstress BARBARA SWARTZMAN has landed a commercial over WELI, New Haven, Conn., and is now being heard nightly, which is pretty good for an 11-year-old. . . . Kid opportunity programs are now being heard every Sunday over WICO, Bridgeport, Conn., under the direction of the Leven-

berg & Slime Neary Dancing School, of Bridgeport. . . . MARCIA LEE ROBINSON landed berth as piano accompanist of WICC, Bridgeport, Conn. . . . ANNE MARIE ROWE, songstress on WICO, Bridgeport, and niece of announcer Alois Havrilla, has now moved to Norwich, Conn., and will confine her broadcasting only to week-end periods. . . . WELI, New Haven, is welcoming back favorites of last season, Romany Romanancers, with BUSTER KING; ERNEST RIDA, basso, and ANNA DOW, concert pianist. . . . The lineup of WSPR, Springfield, Mass.; WELI, New Haven, and WNBC, New Britain, Conn., as the Connecticut Broadcasting System has dissolved. . . . NORBERT L. O'BRIEN, commercial manager of WESG, Elmira, N. Y., takes over commercial department of WTHT, Hartford, this week.

WTHT, Hartford, Conn., which is operating daytime only, has made application to the FCC for full time. . . . *The Hartford Times*, owners of the outlet, have not made application for a new station as recently printed, and the owners of WTHT wish to correct the impression that they want a second outlet.

JAMES VAN LIEW, continuity man with KPAB-KFOR here, resigned from the staff this week and is going to California.

LEO BOLLEY, sports announcer of WFBL, Syracuse, has signed a new ticket with Tidewater Oil necessitating a special wire between that station and WGY, Schenectady, broadcasts now to come from the latter station. This is BOLLEY'S second year for the same account. . . . United Press has moved its Charlotte, N. C., offices into space occupied by WBT. . . . Four firms of West Durham, N. C., are sponsoring a new show on WDNC, Durham, N. C. . . . EDNA LEE, fashion editor of *The Atlanta Journal*, is now doing a series on that station's WSB. . . . Southern Auction Furniture Company has renewed on WPTF, Raleigh. . . . Oconto County Safety Council is doing a show on WTAQ, Green Bay, Wis., thru a deal worked out with various local advertisers.

HUGH IVEY is the newest announcer at WSB, Atlanta, Ga. . . . WDNC, Durham, N. C., is now operating as an official part of *The Herald-Sun* papers, which took over the station on July 1. Considerable new equipment has been brought into the station since the change took place. . . . WFBL, Syracuse, is using its own facilities as the best publicity medium. 35-word announcements being spotted on the schedule and telling about various shows on the air. . . . MILDRED VICKERS, 11-year-old ballad singer, is a new sustaining performer on WDNC, Durham, N. C. . . . Hurlbut's Coal has started a series on WTAQ, Green Bay, Wis.

HENRY MORGAN, who has done dramatic work on Columbia's *March of Time*, has been signed by the Yankee Network for its speller staff, and has been assigned to WAAB's *Racing Matinee* feature. . . . MAX ZIDES and TOM CURRIER, auditioning at WEEI, Boston, after a successful theatrical season, and *Humming and Strumming* for a prospective commercial. . . . NELL CANTOR, another WEEI artist alumni, auditioning at the keyboard. NELL used to play character parts in the old *Night Court*. . . . ADOLPH VAN WANDERLOT, of English music hall and German beer garden fame, better known to the trade as VAN of the late radio team, RONNY AND VAN, paid WEEI a flying visit, en route back to his music hall public. It is reported that VAN made a huge triumph of comedy across the Atlantic. His return calls for a stop over in New York where he fills a two-week nitery date before sailing. . . . WEEI has a new artist in ROY MARKS, who doesn't broadcast. . . . because his talents are confined to welding sticks of chalk, charcoal or crayon. . . . PHIL BALDWIN and his WEEI staff of technicians were feverishly busy the past week. Aside from regular broadcasts, auditions and rehearsals, the tech lads were called upon to furnish the CBS with facilities and operation from Longwood Tennis Club, during champ tennis doubles. The series was piped to the entire CBS network for three hours each on Friday and Satur-

day. Then WEEI picked up and aired the 59th convention of the American Bar Association direct from the Grand Ballroom of the Hotel Statler. For NBC they originated the *Mystery Chef* Program as a Red network feature. While broadcasting *The News* locally, BALDWIN and staff were originating the *Honeyboy* and *Sassafras* stunt for NBC's Red network. *The Ward and Muzzy* piano team also was piped to the Red network from WEEI. These last two shows are currently playing the Metropolitan Theater in NBC's Radio Jamboree. While all these varied activities were going on the announcers and production offices were being painted and the studios thoroughly redecorated, since the acquisition by CBS. *Little Boys You've Had a Busy Day?*

FOOTBALL GAMES

(Continued from page 7)

posts, carrying on their present capacities in the baseball series. . . . Altho still in the process of negotiation, agency is also planning to air Temple's away games. One in Boston and another with St. Mary in San Francisco. Figure for the entire deal is set in the neighborhood of \$10,000.

While no announcement is forthcoming on the U. of P. games, WCAU will carry the seven home games for the season. May also include, as in Temple's case, the away game at Yale. While Penn officials decline to be quoted, and Joseph Labrum, Penn's publicity director, states that the college is seriously considering adoption of the commercial broadcast idea, it is no secret that Ayer's have had the sponsorship rights for over a month and the deal for Atlantic had been set previously, involving a reported \$18,000 figure. Public announcement will undoubtedly come from Penn quarters on September 15, after the public sale of season ducats are over.

NEW ORLEANS, Sept. 5.—For the fourth consecutive season, Coca-Cola of Louisiana is to sponsor airing of most of gridiron games played by Tulane University eleven by remote from playing field. Some of these games are to be piped to regional members of the NBC and at the mike as in other years will be Bill Brengel, assisted by Ted Fontelleu. Same soft-drink firm has sponsored all foreign games of New Orleans baseball nine this summer for sixth straight year.



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



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SHEA'S Buffalo Theatre
WBEN • Saturday, 7:30 P.M.
Exclusive Direction — Jack Lavin, Paul Whiteman — Artist Management, 17 E. 45th St., New York City

Alexander GRAY

Baritone

Pers. Mgt. CBS Artists Bureau



TO ORCHESTRA LEADERS, VOCALISTS AND ALL OTHER USERS OF MUSIC

The Following Is the Code of FAIR TRADE PRACTICES to Which the Undersigned Publishers of Popular Music Have Pledged Their Adherence with The Federal Trade Commission:

1. No music publisher shall PAY, LOAN, GIVE, FURNISH, BESTOW, directly or indirectly, or in any other manner present to any performer, singer, musician, band leader or orchestra leader, employed by another, or to their agents or representatives ANY SUM OF MONEY, GIFT, BONUS, REFUND, REBATE, ROYALTY, SERVICE, FAVOR, OR ANY OTHER THING OR ACT OF VALUE in order to induce such person to sing, play, or perform, or to have sung, played or performed any works composed, published and/or copyrighted by any such publisher.

2. No music publisher shall FURNISH SPECIAL ARRANGEMENTS to any performer, singer, musician or orchestra leader, or to anyone designated by, representing or associated with the same, OR EXTRACT PARTS OR COPY ANY SPECIAL ARRANGEMENTS, either in whole or in part, for any performer, singer, musician or orchestra leader, or for their agents or representatives, OR PAY FOR SUCH COPIES. But nothing contained herein shall be deemed to limit the transposition of any musical work from one key to another by a music publisher.

3. No music publisher shall: (a) purchase tickets for any benefit, performance, dance or function, of any nature whatsoever, if the purchase is primarily a gift to or a favor for any performer, or pay for advertisements in the programs for such affairs; (b) insert advertising in any magazine, trade paper or other like periodical, if the advertisement is used to "puff," flatter, compliment or exploit any performer, singer, musician or orchestra leader.

4. No music publisher shall PAY, PRESENT OR OTHERWISE GIVE to any owner, lessee, manager or other person in control of or interested in: any talking machine company; radio broadcasting or television station; electrical transcription company; motion picture company; or any place of public entertainment. ANY MONEY, SERVICE, FAVOR OR THING OR ACT OF VALUE for the privilege of performing or having works performed in such place. Nothing herein contained, however, shall limit a music publisher from contracting with a motion picture or stage producer upon such terms as the music publisher may desire for the use of music in motion pictures, or for the publication of music which was originally written for motion pictures.

5. No music publisher SHALL PAY OR CONTRACT TO PAY any compensation, of any nature whatsoever, EITHER AS ROYALTIES OR OTHERWISE, to any performer, singer, actor, musician or orchestra leader, or any agent or representative thereof, either directly or indirectly, in connection with the

publication of any song or other musical composition, UNLESS SUCH PERSON SHALL BE THE BONAFIDE COMPOSER OR WRITER of the words and/or music of such song or musical composition.

6. No music publisher shall pay or employ any person to sing or play or exploit such music publisher's songs in any place of public or private entertainment unless such person be regularly employed by such music publisher exclusively.

7. No music publisher shall demonstrate popular publications in any theatre lobby, store or place where music is sold; provided, however, that he may give demonstrations in his own stores by representatives regularly employed therein.

8. No music publisher shall pay, directly or indirectly, in cash, merchandise, favor or exceptional services, any employee of, or the manager of any syndicate or department store or distributor of music, or any store of whatever nature, or in connection with or consideration of any services rendered or to be rendered by any such person, or pay any sum of money as salary, or consideration for the services or assistance of any employee of a syndicate, department or other store where music is handled or sold in connection with or as a consideration for the sale of such music publisher's music or publications.

9. No music publisher SHALL GIVE AWAY, DIRECTLY OR INDIRECTLY, or through any subsidiary or associated company, or through any person employed by such music publisher, COPIES OF MUSIC OR OTHER MATERIAL OF ANY NATURE WHATSOEVER EXCEPT FOR THE BONAFIDE PURPOSES OF "SAMPLING," either to the trade or to professional performers, and all copies of music, of any nature whatsoever, given away under the provisions of this article must be plainly marked in some appropriate manner to indicate that they are "samples" and not for resale. Each music publisher shall keep in some appropriate manner an accurate account of the merchandise thus given away. This shall not apply, however, to copies and orchestrations distributed for professional use only.

10. It is the intention of each of the provisions hereinabove specifically set out to include within their scope all subterfuges of any nature whatsoever which may be devised or attempted to thwart the purpose or intent of the provision.

VIOLATION OF ANY OF THE ABOVE ARTICLES WILL BE FORMALLY FILED WITH THE FEDERAL AUTHORITIES FOR INVESTIGATION AND PROSECUTION

We, the undersigned, further hereby authorize the Board of Directors of the Music Publishers' Protective Association, Inc., to administer the said Code, and to that end authorize them to take such action and proceeding as in their opinion may be necessary to prevent the violation of any of the provisions of the said Code; to make such investigations as in their opinion may be necessary to determine whether any violation actually exists; to adopt such schedule of fines as they may in their opinion deem necessary for the maintenance of the said Code and for the punishment of the violators, and to do all such acts and things which in the opinion of the Board are necessary to make the Code applicable to the whole industry and observed by the signers of this document.

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The Above Code Went Into Effect Monday, August 31, 1936

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION, Inc.

Program Reviews

EDST Unless Otherwise Indicated

"Songs That Mother Sang"

Reviewed Wednesday, 7:30-7:45 p.m. Style—Old songs. Sponsor—Rieck's Dairy Products. Station—KDKA (Pittsburgh).

The first program of a new series labeled *Songs That Mother Sang* suffered from similarity of selections. All five songs offered at this listening were of a religious nature and grew tedious from the entertainment angle before half-way thru. There is promise of improvement, however, with the sponsor's invitation to submit songs that mother used to sing. The response from the listening public will undoubtedly create variety.

Not burdened with any sales talks, with the exception of a short opening and closing announcement of the sponsor's name and his business, the singers are given the entire 15-minute period. The cast includes Helen Bell Ridsa, soprano; Viola Brygerson, contralto; Edgar Sprague, tenor, and Adam McNaughton, bass. Aneurin Bodycombe is the producer.

The participants have had ample experience handling such programs and are fairly well known to local audiences. The brief announcements are made by Charles Urquhart, a new KDKA staff member. S. H.

"Romance of Dan and Sylvia"

Reviewed Wednesday, 7:45-8:00 p.m. Style—Sketch. Sustaining over KDKA (Pittsburgh).

The *Romance of Dan and Sylvia* is a 15-minute family sketch program three times weekly by Dan and Sylvia Sigworth, Pittsburgh radio entertainers. While the material displays occasional flashes of originality, they are not enough to interest the average listener. In this case, as the title tells us, a typical romance of an average couple is unfolded, with an aunt, possessing an Irish brogue and a cute little niece on the sidelines. The Sigworths handle all characters and do a neat job with the exception of the child imitation.

The fault here is the attempt to carbon copy similar programs on the networks with poorer subject matter and not always clever dialog. S. H.

"On Wings of Song"

Reviewed Sunday, 1:30-2:30 p.m. (PST). Style—Piano duo and vocalist. Sustaining on KFRC (CBS-Don Lee network).

A program in keeping with a listless Sunday afternoon is *On Wings of Song*, which features the two-piano team of Virginia Johnson and Alma Sheagreen and the songs of the tenor, Roy Russell. Typical of the kind of stuff favored by the two able pianists was today's lineup, which included Brahms' *Hungarian Dance No. 5*, a medley of *White Jasmine and Gitanerias*, a Gould and Scheffer arrangement of Chopin's *Fantasia Impromptu* and a special Gregory Stone transcription for two pianos of *Tea for Two*. The latter selection, given the girls by Stone himself, was difficult enough to test the ability of any piano duo in the country, but they handled it with commendable dispatch. The rest of the program, all familiar arrangements, was laudably executed.

Russell's clear, steady tenor was well adapted to the selections he voiced. They were Tirandelli's *Primerara*, *Brown Bird Singing*, Toselli's *Serenade*, and the popular *Stars in My Eyes* from the motion picture *The King Steps Out*.

This 30 minutes of entertainment, which has been running on the CBS-Don Lee network for several months, is not hampered by obvious "production," self-consciousness and ballyhoo. It is a quiet, restful half hour of diversified music, all good, capably handled by the three artists and unostentatiously announced by Bob Bence. (Subbing for Bence today was Toby Reid, who did an excellent job). D. H. G.

"Red" Grauge

Reviewed Friday, 10:30-10:45 p.m. Style—Football talk. Sponsor—Sinclair Refining Company. Station—WEAF (NBC network).

Harold "Red" Grauge, the "gallopin' ghost, colorful pigskin hero of some seasons back, is on at the above-mentioned time and on Saturday at 7 p.m.,

also on the NBC Red web from Chicago. Friday night period had Grauge being interviewed by Charles Lyon, but subsequently Grauge will do some interviewing himself. For so short a time, both Grauge and Lyon crowded in no end of continuity, commercial and otherwise, but the credits were worked in so easily and fast it never seemed to hold up the works. Grauge is now at a point where he can handle considerable detail before the mike and managed to hand out quite a comprehensive review of the football situation in most parts of the country. Naturally he can rattle off names and places so fast the majority of the listeners will have to be up in their stuff to fully digest all he reveals.

On the Saturday 7 p.m. stanza he will review highlights of games (later) and give the scores. Each week 121 prizes will be given out in a fan contest, prizes including Philco radios, Realsilk hosiery and autographed footballs. Sinclair dealers have handbills on the contest. Dealer also gets the break in the credits. M. H. S.

"WFIL Women's Club"

Reviewed Thursday, 11:30-12 noon. Style—Home economics and transcribed music. Sponsor—Participating. Station—WFIL (Philadelphia).

When Helen Hughes took over the club duties two months ago, station tagged the air warbler as Martha Jane. But now that Margaret Schaefer is the new dom, described in the press release as "sociologist, dramatist, authoress," nom de plume goes Wynnefield (Philly's Park Avenue). Now it's Martha Laine, with special emphasis on the spelling of the last name. However, the appeal is not to Tiffany buyers. Only one commercial participating. And it's for ice cream. From the length of the copy, there's hardly any room for another sponsorship. Copy not only goes overboard but sinks 20,000 leagues under. Over-bored is hardly the word for it.

Most notable improvement was the elimination of the organist who pumped drums out of the pipes. Variety of canned platters made is listenable, even if the palaver tires. Program idea is now built on the "exchange" idea—swapping recipes or what have you. Sample sliced enlightened with a hint sent in on removing blood stains from the sofa, and a recipe on how to convert stale cake, ready for the garbage can, into a delectable dessert. Fortunately this spot isn't grooved when hubby commands the dinner table.

Unpardonable is the opening five-minute plug for mail. Starts subtle. Stage actors get applause, blah, blah, etc. Then attains the heights in a tear-jerking climactic plea, "just a little card, even in pencil," and then more blah, blah, etc. ORO.

"Magazine of the Air"

Reviewed Wednesday, 11-11:30 a.m. Style—Musical, talk and dramatic sketch. Sponsor—H. J. Heinz Company. Station—WABC (CBS network).

"Magazine" type programs seem to have done best on the Coast as commercials, altho not unknown in the East. In this show Heinz has a very fine production

carrying plenty of entertainment and features that should attract the average housewife and hold her interest. Regular features appearing on the show are Leith Stevens' Orchestra and mixed chorus; Reed Kennedy, baritone, and a dramatized serial by Elaine Sterne Carrington, entitled *Trouble House*. Delmar Edmondson acts as "editor" and Bill Adams is the announcer, or at least one of them. Guests are heard on each program, this show having Angelo Patri, child authority, and Grand Duchess Marie.

Program eased in without fanfare and with a promise not to disturb the kiddies if they were asleep. From then on everything blended in smoothly. Stevens, as usual, has a fine musical organization and plays a popular tune in a manner that takes all the rough edges off and makes it sound like the finest classical product. His chorus is excellent and Reed Kennedy is one standout baritone. If ever there was one heard during the gram periods, Patri is surefire on any talk concerning the children, while Grand Duchess Marie spoke on *Bringing Up Children*, contrasting conditions here and those on tap in pre-revolution era in Russia. Toward the close the serial gets under way, providing a story of the heartaches at the farmhouse owned by Martha Booth, played by Ann Elstner.

Edmondson as the "editor" affects a quavering voice which may be okeh in spots but on the whole appears to be laying it on too thick. It seemed the only weak point in the layout. Credits were nicely handled thruout. H. J. Heinz Jr. also spoke on the first program, taking a few minutes in which to reveal the vast growth of the Heinz organization since its inception. Program is on Monday, Wednesday and Friday, with a repeat broadcast to the Coast at 3 p.m. M. H. S.

"Acme Sunshine Melodies"

Reviewed Sunday, 4:30-5 p.m. Style—Orchestra and vocalists. Sponsor—Acme White Lead & Color Works. Station—WMAQ (Chicago) and NBC Red Network.

This new weekly half-hour program is an expansion of last year's 15-minute period sponsored by the same company which starred Smiling Ed McConnell, the singing philosopher. McConnell is still the featured artist, but now has the assistance of Palmer Clark's Orchestra, Irma Glen, organist, and a mixed vocal ensemble. The combination adds up as a pleasing 30-minute earful of music. McConnell's bluff humor and cheery philosophy are much in evidence during his sales talks and emcee work and tend to make the program a homey and informal one.

The ensemble opened with *Sweet Hawaiian Moonlight* and then McConnell sang *Home on the Range* in which he was joined by the chorus. After a short product plug the ensemble did *You Better Believe*, a spiritual, and then McConnell did the old Bert Williams number, *Nobody*. Irene Lee Taylor gave some interior decorating advice and the chorus sang *The Sweetest Story Ever Told*. McConnell came back to do *Shine On, Harvest Moon*, assisted by the ensemble, and another sales talk to organ background music by Irma Glen. The program closed with a hymn, *Sometime*, done by the entire company.

A nicely presented addition to the Sunday afternoon programs with a well-selected array of appealing musical numbers. F. L. M.

Rendezvous With Ruth Moss

Reviewed Friday, 6:30-6:45 p.m. Style—Interviews. Sustaining on WAAB (Boston).

An attempt is fulfilled to bring the "unusual" before the mike for an interview. Something with which the radio audience is not yet acquainted but that has more appeal than the usual radio personality run-of-the-mill stuff. Ruth Moss, the Yankee Network's ace 24-year-old commentator, creates in this weekly 15-minute stint an atmosphere of coziness and charm. Her youthful ambition to be a great American actress is evidenced in the manner this program is produced. Excellent diction, picturesque wordage and a lovely disposition travel the air waves for socko presentation.

On the show caught Ruth interviewed Edward Dobkin, sound expert of the Boston branch of the MGM Distributing Corporation. They discussed the detailed preparation of the Colonial Theater for *Romeo and Juliet*. A timely and appealing subject which caused plenty of dials to spot WAAB thru the loudspeaker. Dobkin also explained several highly interesting angles to sound reproduction in picture producing.

The girl is clever, she writes her own copy and definitely knows what she's doing. She has by far the best, mind you, the best femme radio voice in Boston radio, bar none. She's a hard working lass and her programs show solidly. S. P.

"Three Pals of Harmony"

Reviewed Thursday, 6:15-6:30 p.m. Style—Vocal trio. Sustaining on WFIL, Philadelphia.

Mixed threesome of melody blenders were uncovered in station's search for talent to balance canned music on the program sheet. Trio includes Frank and Harry Reiff, and a femme, Edl Mack. Have a similar groove on Tuesdays.

Theme of an oldie waltzer brings them on nicely. And then they make the mistake of tackling the hot ditties. Strictly out of their line and style. Arrangements are duller than the stocks cafe bands pan out. It's a chorus, verse and chorus, chord progressions providing the only embellishments in each case.

When caught, Three Pals belted their forte with a satisfying rendition of Ethelbert Nevins' *Little Boy Blue*. Should stick to the folk songs, the lingering waltzers and an occasional hillbilly twist to flavor the twang. Fall completely in registering on the pops. Present status strictly tyro. ORO.

St. Paul's New Outlet

ST. PAUL, Sept. 5.—Three months ago when it was rumored that a new radio station was to open here it sounded impractical, but final plans are now being completed for a new station to go on the air October 1. The new station, WMIN, will be located in St. Paul's midway, heart of the industrial district of the Twin Cities, Minneapolis and St. Paul. WMIN will operate on 1370 kilocycles with 100 watts granted. An application has been presented for an additional 150 watts to make a total of 250 watts.

Edward A. Hoffman, furniture dealer, is owner of the new station, which will operate a full 18 hours, from 6 a.m. to 12 midnight, operating until 2 a.m. Saturdays as an added feature.

With the addition of WMIN the total number of stations operating in the Twin Cities is six. KSTP, WCCO, WMIN, WTCN, WDOG and WLB, University of Minnesota station.

Vandenburg To Head Radio For San Francisco Expo

DALLAS, Tex., Sept. 5.—Clyde M. Vandenburg, who has been associated with the Texas Centennial Exposition for the past year as Director of Magazine, Radio and Public Address, has resigned.

Vandenburg left Dallas September 1 for an extended vacation in Colorado before taking his new position as Magazine, Radio and Public Address Director of the Golden Gate International Exposition opening in San Francisco in February, 1939. He came to Dallas a year ago from the California-Pacific International Exposition in San Diego, where he was Director of Magazine and Radio and in charge of the unique radio-public-address operations system, which was carried on to Dallas and perfected here in the elaborate studios and broadcasting facilities sponsored by the Gulf Oil Corporation.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEF 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 28, to Thursday, September 3, both dates inclusive.

Did I Remember?	32	Crosspatch (16)	18
Bye, Bye, Baby (27)	29	The Way You Look Tonight	17
Until the Real Thing Comes Along (36)	29	My Kingdom for a Kiss (13)	16
When I'm With You (29)	28	Sing, Baby, Sing	16
When Did You Leave Heaven?	27	Take My Heart (25)	16
Me and the Moon (27)	26	Afterglow (12)	15
A Star Fell Out of Heaven	24	These Foolish Things	13
You're Not the Kind (23)	23	Love Will Tell (16)	12
I'm an Old Cowhand (24)	22	You Can't Pull the Wool Over My Eyes (17)	11
Until Today (15)	22	Just Drifting Along	9
If We Never Meet Again (18)	19	Magnolia in the Moonlight	9

SHEET MUSIC best sellers will be found on page 20.

West Coast Notes; New Pigskin Show

SAN FRANCISCO, Sept. 5.—New type of football program for these parts, sponsored by Lundstrom Hat Company, takes to the NBC-KGO airwaves for 13 weeks starting September 18, placed thru the M. E. Harlan Advertising Agency. Brick Mitchell, former Oregon All-American, who has coached various Pacific Coast college elevens, will present a Wednesday night quarter-hour chat on games played in this vicinity. He'll be known as the *Lundstrom Scout*, and get his information direct from the team players. As a come-on, Lundstrom's, during the football season, will give away hats to men and women guessing correct scores of games named during these broadcasts. Ballots will be distributed free of charge at all Lundstrom stores in the San Francisco Bay region, giving fans incidentally an opportunity to look over the merchandise as well.

Fred Thomas won the role of the old sea captain-narrator in *Harbor Lights*, NBC's Thursday night dramatic sketch. More than a dozen persons auditioned. Thomas replaces Frank Provo, who resigned, for Carmel, Calif., where he's collaborating with John Pickard, former NBCer, in writing a novel.

Adopting the old adage about the horse and the barn door, KFRC now keeps everything movable under lock and key, following the visit of a thief who entered the offices and made off with several articles of value, including a motion picture camera belonging to Traffic Manager Al Cormack; electric razor, property of Bill Pabst, station's exploitation manager, and eye glasses of Edna Puphal, of the traffic department.

Yellow Cab Company, plugging its after-midnight transportation, has signed for a nightly two-hour session over KYA, starting at 12 midnight. Contract is for 52 weeks and program consists of dance recordings, which is handled by staff announcer on duty.

Ed Kenny, KYA's press agent, is back on the job after two weeks' vacation at Lake Tahoe, in the high Sierras. Hubert Gagos, newscaster and writer for KJBS and KQW, returns from his vacation Monday. John B. Hughes, KFRC newscaster and announcer, is on a flying vacation to New York and will be on duty Monday.

Mark Dunningan, KYA technician, has gone to Washington, D. C., to learn how to build transmitters at the Capital Radio Engineering School. Bob Smith, formerly with KDON, Del Monte, Calif., is subbing for him at KYA.

Los Angeles

LOS ANGELES, Sept. 5.—Rushing plans for completion of its new offices and studios on the Sunset boulevard property, KFWE will have all details in order for presentation to Harry M. Warner, film company president, before his departure for the East. New offices will be completed within a week and engineers are beginning construction for the new broadcasting stages, plans of which were recently oked. Changes as well as additions to the station personnel are probably to be made before moving into the new spot in the Warner Pictures studio. Meanwhile, Harry Malzlah, manager, and Bill Ray are con-

(See WEST COAST NOTES on page 75)

Old Days Recreated For Chi Radio Opening

CHICAGO, Sept. 5.—Fred Smith, of the New York office of Batten, Barton, Durstine & Osborn, Inc., has been here for several days arranging details in conjunction with the Midwest premiere of *The Wonder Show* at the Civic Opera House tomorrow night.

Smith plans to recreate the atmosphere of the 1870s on the opening night with celebrities attending in costumes of the period and arriving in horse-drawn vehicles. The lobby and foyer of the Civic Opera House will be decorated with old-time properties, among which is a collection of some 50 old theatrical one-sheets owned by Clint Finney. Dion Boucicault's melodrama, *The Relief of Lucknow*, will be presented during the broadcast by the Great McCoy (Orson Welles of local fame) and his Wonder Players.

The Civic Opera House holds \$,500 and it is said that the entire house has already been reserved for this performance. *The Wonder Show* will be aired from here for the next six weeks.

Air Briefs

By JERRY FRANKEN

LATEST reports on the Lucky Strike show have Bob Haring, who is scheduled to do a guest spot on that program Saturday, September 19, following Harry Saiter, latter coming back on again after Haring does his term. Don Voorhees, it is said, is now no longer regarded as a possibility for that show.

How the agents around town are scurrying about and how they are keeping mum lest an account be grabbed off by a competitor. James Hall, who does the emcee chore on the new department store series, will double into Warner shorts in Brooklyn while on the air program. . . . Stoop and Budd instead of Tim and Irene will handle the Minute Tapoca series this fall. Last-named pair were slated to get the show for a while after they finished in Jack Benny's spot. . . . Olsen and Johnson go on the Shell show September 19.

King Features is getting time on WOR to plug its various contracted writers, with the show starting this week. Louis Sobol, Mark Hellinger, James and Dorothy Kligen are among the syndicate's names to appear.

Jane Pickens is set for the new *Ziegfeld Follies*. . . . Fritz Reiner, Alexander Smallens, Eugene Ormandy, Jose Iturbi and Victor Kolar will split the conducting chore on the new Ford

symphonies on CBS. . . . Pebeo brings back the Gumps on CBS, starting October 5. . . . Herbert's, jewelry house, returns to WMCA September 20. Account, which is one of the oldest retailers in the city from the radio viewpoint, used Rudy Vallee in an early-morning show long, long ago. . . . Stanley Shubert went into the Blow agency last week as a new vice-president. . . . Mack Davis joined the CBS artist bureau to replace Pete DeLima, who went to the Coast. . . . Ted Allen, time salesman, shifted from NBC to WHN.

After all these years "Cheerio" (Charles Fields), NBC early-morning cheer-upper session conductor, is going commercial, sold to Sonotone by Bruce Chapman and Jesse Butcher. Agency is Topping & Lloyd. Time shifts to 4 p.m. on the starting commercial date, which is September 29. . . . Glenn H. Pickett and Wilfred Scherer have sold their interests in Advertisers' Recording Service to Jean Grombach and have organized a new outfit called Transcriptions, Inc. With the new venture is Chester Miller and E. A. Pancoast Jr., latter as sales representative. . . . Jack Waldron has sold a script to CBS, with the show, which will have Freddie Rich, Irene Beasley, Johnny Muldowney and Betty Garde in it, slated to audition this week.

Chi Air Notes

By F. LANGDON MORGAN

With over 10,000 reservations made in downtown hotels, it looks like the three-day convention of the central division of the American Radio Relay League, starting September 6, will be one of the largest conventions ever held by this organization. It is expected that over 20,000 "hams" will attend the meeting in the Sherman Hotel. One of the high-lights will be an address by Dr. Lee DeForest, often called the father of modern radio, who will fly from his home in Hollywood to speak at the convention banquet on *My Early Reminiscences in Radio*.

The Horace Heidts are entertaining their young daughter, who lives with her grandparents in San Francisco and who will visit with her parents until the Heidt band goes on tour October 7. . . . Lew Diamond has been signed for 13 weeks for the Murine programs starting over WGN-Mutual November 4. . . . Dan Thompson, of Louisville, has joined the NBC press department. . . . Carleton Guy celebrated his fifth anniversary as the Hoosier Philosopher over WAAF this week. Before entering radio Guy was in dramatic stock. He is also heard on the Uncle Ezra program. . . . Margarette Shanna, NBC dramatic actress, known as Margarette Smith back home in Council Bluffs, Ia., has been engaged for a role in *Dead End*, Norman Bel Geddes' play, which opens at the Studebaker Theater September 13. . . . Herbert Foote, organist at the Edgewater Beach Hotel and heard over WBBM, is in the Edgewater Hospital recovering from an appendicitis operation. . . . Dorothy Russell, vocalist with Horace Heidt's Band, is also in the hospital following the removal of her tonsils. . . . Josef Cherniavsky, recently heard over WBBM with his band from the Medinah Club, opened September 5 at the "Streets of Paris" at the Dallas expo, where he will remain for four weeks before going to New York to produce a radio program for the International Silver Company.

A pleasant visit and chat with Paul Holman Faust, radio executive of the Mitchell-Faust advertising agency here, revealed that his heart is close to the show business. As a youngster he worked in the cook tent of a circus. When in college he became interested in dramatics and later joined a dramatic stock company in Detroit. In the following years he was a radio actor and sold newspapers advertising before being put in charge of radio for the Mitchell-Faust agency. Magic is one of

his hobbies and he delights in building his own magical equipment.

Joe Sanders, WON bandmaster, has been elected to membership in the Chicago Kiwanis Club and is said to be the first bandman invited to join. . . . Frank Wilson, tenor, has a new series over WAAF. . . . Don Thornburgh, CBS vice-president in charge of Pacific Coast activities, was a WBBM studio visitor this week. . . . Milton Charles, WBBM singing organist, is back at his console after a month's vacation in Hollywood. . . . The Grand Hotel program returns to the air October 4, with Anne Seymour again starred. . . . The Sachs amateur hour celebrated its second year over NBC on September 6. It is estimated that 1,500 amateurs from Chicago and the surrounding territory have been presented on the program during the past two years and that almost 50,000 applicants for radio stardom have been auditioned for the show. . . . *When Day Is Done* is a new late-evening program over NBC, presenting Harvey Hayes, narrator; Irma Glen, organist, and Larry Cotton, tenor.

WLS Notes: Hal O'Halloran returned to WLS September 7 with a new early-morning program, in which the Three Hilltoppers are featured. . . . Julian Bentley, WLS newscaster, returned from a vacation down on the farm boasting that he is still the best cow milker in McHenry County. . . . More than half a million people have attended the Saturday night performances of the WLS Barn Dance at Eighth Street Theater here. . . . In 234 Saturday nights the total reached 502,635, which is an average of 2,148 each Saturday night for the two shows. The WLS Barn Dance opened at this theater in March, 1932.

Sioux City Daily May Go for Ether

LINCOLN, Neb., Sept. 7.—Dee Dirks, formerly vice-president and general manager of Union Holding Company radio stations here and in Omaha (comprised of KFAB, KOIL and KFOP), is set for a \$0-50 deal with *The Sioux City* (Ia.) Tribune for the promotion of a station in the Iowa burg. Application has already been made to the Federal Communications Commission and Dirks announced here he would leave some time this month for Sioux City to start the work, providing the FCC favored the idea.

Dirks was dropped by the studios here when Reginald B. Martin was pulled in

from the Iowa Broadcasting Company net in Iowa to take over the KFOP-KFAB job under the new Lincoln Newspapers-Central States Broadcasting Company tieup. Dirks previous to this change had been with the stations more than a decade.

Pray Is Made Traffic Head Of Northern Calif. Regional

SAN FRANCISCO, Sept. 5.—Rupert Pray, in the sales promotion department of KJBS, has been made traffic manager for the Northern California Broadcasting System, which operates that station and KQW, San Jose, Calif., and is linked with KROW, Oakland, and KQDM, Stockton. He succeeds Marion Woodling, who resigned September 1 to join the production department of KYOS, new 250-watt now being erected at Merced, Calif. Jack Burrell recently resigned as chief engineer of the NCBS to become associated with the Merced station and is now supervising construction of the KYOS transmitter. His successor at NCBS is Daniel Williams, for seven years technical director at KQW. NCBS is headquartered in San Francisco.

NEW BIZ, RENEWALS

(Continued from page 7)

from September 25, 1936-January 1, 1937, thru Harry M. Frost Co., Inc., Boston. WNAO.

GEORGE E. WARREN CORP., 280 100-word announcements, daily, full week, a.m., from September 27, 1936-July 3, 1937, thru Harry M. Frost Co. WNAO.

COLD SPRINGS BREWING CO., 282 time signals, daily, full week, p.m., from December 21, 1936-September 27, 1937, thru Harry M. Frost Co., Inc. WNAO.

W. T. GRANT CO., 200 time signals, daily except Sunday, a.m., from August 31, 1936-April 20, 1937, thru L. B. Hawes, Boston. WAAB.

COMMUNITY DENTISTS, Inc., 82 30-minute programs, one weekly, Sunday, p.m., from September 13, 1936-September 5, 1937. Program: *Irish Echoes*, with Terry O'Toole, thru Commonwealth Advertising Agency. WAAB.

THE MENNEN CO., 26 45-minute programs, once weekly, p.m., from September 28, 1936-March 22, 1937. Program: *Famous Jury Trials* (pickups from Mutual), thru H. M. Kieswetter Advertising Agency. WAAB.

Denver

DENVER DRY GOODS CO., 300 one-minute announcements. KOA.

PUBLIC SERVICE CO. OF COLO., one-half-hour program weekly for 52 weeks. KOA.

POWERINE CO., one 15-minute program daily except Sunday for six weeks. KFEL.

FORD MOTOR CO., 30-minute program weekly for four weeks. KOA.

TELLER AMMONS, Democratic candidate for governor, six five-minute political talks and five political announcements. KFEL.

S. F. BALENTINE, Democratic candidate for Congress, 13 15-minute political talks. KFEL.

MERLE D. VINCENT, 26 announcements and one 15-minute program. KFEL.

GOODRICH SILVERTOWN STORES, sponsorship of the 8 p.m. newscast for one week. KFEL.

COLO. REPUBLICAN STATE CENTRAL COMMITTEE, 26 announcements and nine 15-minute programs. KFEL.

MOSES E. SMITH, Democratic candidate for governor, 26 political announcements. KFEL.

MR. PHIXIT, Inc., 100 announcements. KFEL.

WARD AUCTION CO., 52 announcements. KFEL.

AMENDMENT NO. 9 CAMPAIGN COMMITTEE, three 15-minute programs. KLZ.

AMER. TYPEWRITER EXCHANGE, 26 announcements. KLZ.

TELLER AMMONS, Democratic candidate for governor, eight 15-minute programs. KLZ.

AMTERS, dresses, eight 15-minute programs. KLZ.

BARGAIN BOOK STORE, 12 announcements. KLZ.

CYSTEK, one 15-minute program weekly for six months. KLZ.

DESSERICH FURNITURE CO., 26 announcements per month for 12 months and 250 extra announcements. KLZ.

FRED DAVIS FURNITURE CO., sponsorship of the Voice of the News for one year. KLZ.

DEMOCRATIC STATE CENTRAL
(See NEW BIZ on page 75)

Federal Theater Project Wants Contemporary Plays

Mrs. Flanagan charges that modern playwrights follow on the heels of Henry Arthur Jones—plea is made for treatment of modern problems—unity also asked

NEW YORK, Sept. 5.—Federal Theater Project of the WPA is out to change the course of playwriting into newer and more viable channels, if the current issue of *The Federal Theater Magazine* can be taken as a criterion. Two articles, one by Hallie Flanagan, director of the national project, and the other by Michael Garnett, stress the fact that the project wants new plays and can't get them. Not just new plays, tho; there are plenty of scripts around. But plays that are new by virtue of more than the fact that they've just been written. The idea is that the project, now that it's here, can do the sort of show that would not be tackled by either Broadway or Hollywood, and that playwrights should be developed as well as other theatrical workers in the projects' ranks.

Mrs. Flanagan says in part in her article: "The American theater must wake up to an age of expanding social consciousness. Every one of our 158 theaters is clamoring for scripts. Where are the new plays? I spend every available hour reading scripts. They cling forlornly to the skirts of the past. If I may mix my metaphors, they are dull legitimate offspring of Henry Arthur Jones and Madame Vestris. . . . If the plays do not exist we shall have to write them. We shall have to work more closely with our dramatists."

"The Federal Theater playwrights, with the exception of those on the Living Newspaper unit," says Garnett, "have contributed practically nothing to the project as a whole. . . ."

"Born of the sternest of all realities—necessity—our theater should not waste time and opportunity writing and producing plays that parallel the form and content of the usual products of Broadway and Hollywood, no matter how good. There should evolve an absolute and organic union of our talents with the life of the nation, with the interests and aspirations of the people. And this unity should be reflected in every word written and every scene acted by Federal Theater workers."

Des Moines Waits A Heavy Season

DES MOINES, Sept. 5.—Present bookings indicate a record season of stage plays and musical attractions at the Shrine Auditorium, according to announcement of Mrs. Marjorie Clark, manager, made this week.

Last season Des Moines set an attendance record. This year Mrs. Clark expects that record to be broken. The first definite booking is George White's *Scandals*, with Helen Morgan and Willie and Eugene Howard in the show, set for September 26. Fritz Kreisler, violinist, is scheduled for November 7.

Other attractions tentatively scheduled, but for which dates have not been set, include *Ethan Frome*; San Carlo Opera Company; Ina Claire, in *End of Summer*; Boy Meets Girl; Jane Cowell, in *First Lady*; Lunt and Fontanne, in *Idiot's Delight*; Monte Carlo ballet; Philadelphia Symphony Orchestra; *Ziegfeld Follies*, with Fanny Brice and Bobbie Clark; *The Great Waltz*; *Pride and Prejudice*, and *Call It a Day*, with Gladys Cooper and Philip Merivale.

Interchanged Parts For Balanced Rep

BOSTON, Sept. 5.—Working towards the Continental idea of a balanced repertory company in which no one is star but all are able to play stellar roles, members of the North End Community Theater here who played the parts of supernumeraries in the recent premiere of *The Boor*, Anton Chekhov's one-act comedy, exchanged places with the principals in a performance of the same play at Ellis Memorial recently, where they were guests of the South End joint planning committee and its subcommittee on drama, of which Albert H. Etoneman and Peter Tyko are the respective chairmen.

By this interchange of parts, which is a policy of the North End Community Theater, the director plans to give every member an equal chance to play a wide variety of roles and so develop talent.

Membership in the North End Community Theater, which is an adult recreation project activity, is free to all.

Know the Guy?

SAN FRANCISCO, Sept. 5.—Mrs. Bernardine Seward Fritz, theater producer from Shanghai, China, is in this country seeking a director. Although hundreds are expected to apply for the position, Mrs. Fritz announced that the accepted applicant must really be a theater paragon. He must have a good knowledge of the Chinese, German and French stage, as well as the English. She operates an international theater in Shanghai, and is in the United States with Lady Fitzherbert, of England and Shanghai, arriving in San Francisco on the President Hoover from the Orient.

Allied Rep Players Plan 10

NEW YORK, Sept. 5.—A little theater group with an ambitious schedule of 10 repertory productions was formed recently under the name of the Allied Repertory Players. Outfit distinguishes itself from other groups of the same type by insisting on the outset that it makes no promises to its members that they will be professionals—"within three months, six months or five years." It also states that it will not promise to contact producers or get contracts or have critics or talent scouts present at performances.

According to Hilary Phillips, director, the group has four aims: To produce as an American little theater unit, with mixed casts whenever possible, regardless of race, color or creed; to acquaint members with the most worthwhile dramatic material and offer a knowledge of the theater; to develop acting technique and personality, and to present to patrons in the various communities played the best material and talent available.

Pitt Opening Set

PITTSBURGH, Sept. 5.—The legitimate season at the Nixon Theater here opens September 28 with the pre-Broadway engagement of the Theater Guild's *And Stars Remain*, by Julius and Philip Epstein. Helen Gahagan and Clifton Webb are co-starred.

"Glory" Off for New York

LOS ANGELES, Sept. 5.—Following four successful weeks at the Belasco here in *Reflected Glory*, Tallulah Bankhead and the entire Coast company pull out for New York after tonight's performance. Three-day break-in at New Haven precedes the Manhattan opening at the Morosco September 21.

From Out Front

By EUGENE BURR

It seems that, more and more, this column is devoting itself to the alien precincts of the cinema—but there is very little to write about concerning the stage just now, except that everyone thinks that we're going to have a very lovely season, thank you—and another digression is at least partly justified because it is based on the remarks of Mr. Richard Lockridge, veteran drama destroyer (critic to you), writing in the current issue of *Stage*.

Mr. Lockridge confesses to no overwhelming yen for the audible cinema—a confession in which this corner, as a sort of Greek chorus, joins. Mr. Lockridge also admits to having been somewhat disconcerted, now and then of late, by the definite ability displayed in various products of the talkie factories. That, too, is a sentiment shared by this corner—the dialog of *Mary of Scotland* and the Juliet of Miss Norma Shearer do what they can to bring us renewed faith in the divine ineptitude of the screen.

But Mr. Lockridge goes further and finds two fundamental reasons for despairing, in the ultimate, of the talkies—the twin facts that they can neither talk nor move. In a highly interesting article he justifies his claims, citing the horrible noises made by pictures, which can be noticed if we close our eyes and simply listen, and citing too the fact that action is impossible, in the wide screen sense, to a picture play which must constantly hold itself back by its own belt in order to indulge in long stretches of dialog.

In bringing out the second point Mr. Lockridge voices a theory long held by this corner—that films were just gaining mastery over a new and potentially artistic medium when talkies came along and knocked everything into a cocked hat, that action and not sound is the natural medium of the cinema, and that silent pictures, even today, would be a welcome relief (if they also happened to be good pictures). Mr. Lockridge points justifiably to Mr. Charles Chaplin's *Modern Times*.

It is to be parenthetically noted, however, that this discussion has little or nothing to do with box-office returns.

This corner has maintained ever since the advent of the talkies that they were the least fortunate thing that had ever happened or that ever could happen to the screen. Films, after their diaper days, after their long climb out of the backwash of the entertainment field, after their hard battle to obtain recognition as a legitimate and widely recognized form, after fumbblings and trials and errors and new starts, had just begun to perfect a true screen technique. Subtitles, of course, had always been a compromise. But essentially, as Mr. Lockridge says, the screen was and is a medium for action—and for action alone. Just before the advent of the talkies it was finding its place as just that; it was actually developing a legitimate and very real new art form.

This corner has in mind, specifically, *The Last Laugh*, the picture in which Emil Jannings scored so successfully. In *The Last Laugh* no compromises were made; *The Last Laugh* had no subtitles. In it the entire story was told in action and in pictures—and it was a moving, effective and altogether excellent story in the form which films gave it. The picture was, I think, the greatest achievement in the history of the screen.

The natural supposition was that it would be followed by other films without subtitles—an outcome devoutly to be wished. But then, as is now history, came the talkies. The screen began to burble and bellow and grunt; it began to stand still in order to allow dialog to creep in; it began its attempt to do things which can very much better be done upon the stage. It began, in short, to play the seditious ape to another entirely different form.

It was much as tho a man should seek to display the clothes and manners of a woman. It achieved, to put it euphemistically, a somewhat anomalous effect.

As Mr. Lockridge says, the true medium of the screen is action—and the sooner it finds it out the better. As a matter of fact the screen itself probably suspects something of the sort; only thus can be explained a *Romeo and Juliet* in which the beauty of Shakespeare's lines is completely snowed under by the undoubtedly greater beauty of Hollywood pageantry.

Mr. John Anderson, in a recent critical column, remarked with what seemed suspiciously like surprise that he had a hunch that maybe the boy and girl in Mr. Philip Barry's *Spring Dance* didn't live happily ever after. He set out to chide Mr. Barry, gently but firmly, because in the so-called comedy the lad might not, after all, have been setting out to a life of unadulterated bliss. All of which seems a bit strange—because there were those of us who thought that that was precisely Mr. Barry's point.

Terms Set in Savo Dispute

55 per cent of contracted salary goes to actor until June 1, if run lasts to then

NEW YORK, Sept. 5.—Although the dispute between Jimmy Savo and the management of the forthcoming *White Horse Inn* was settled a week ago today, the terms of the agreement were not announced until this week. The fight arose when the management, after having signed Savo to a run-of-the-play contract, tossed him out of the show.

Management did not want arbitration and the affair was settled without it, although Equity announced that it did not waive the arbitration clause in its contract. According to the terms of the agreement Savo stays out of *Inn*, but he gets 55 per cent of the salary originally contracted for as long as the play runs or until June 1. If show closes before June 1 the payments stop; if it runs longer they stop on that date.

Another alternative had been offered by the management—that Savo receive full pay until such time as he got another engagement. The actor and his agents, however, picked the 55 per cent.

Savo had been signed for the show July 21. Thor Erik Charell, its European director, caught him in Westport in *The Would-Be Gentleman* and decided that he wouldn't fit. Savo was out of the show so far as the management was concerned, but he still had his run-of-the-play contract.

William Gaxton now has the part.

New Haven Sets Plenty Shows

NEW HAVEN, Conn., Sept. 5.—That Connecticut is assured large legitimate productions this coming fall and winter season can be credited to the outstanding list of new and current hits to be presented at the Shubert Theater in New Haven. There was some talk about the WPA Theater Project moving from the Lincoln to the Shubert spot, but these advance rumors proved baseless.

Manager E. D. Eldridge of the Shubert has lined up a formidable schedule of productions, the first of which is to open Thursday, September 17. At this time George Kelly's *Reflected Glory*, starring Tallulah Bankhead, will be presented for a three-day run. On the Monday following the production will move to the Morosco Theater in New York for its metropolitan opening.

Following is the list of productions scheduled: Jane Cowl in *First Lady*; Boy Meets Girl, *The Children's Hour*; Helen Hayes in *Victoria Regina*; the Lunts in *Idiot's Delight*; *Call It a Day*; Margaret Sullivan in *Stage Door*; *Night Must Fall*; the musical hit, *On Your Toes*; the Radio City musical extravaganza, *The Great Waltz*; the *Ziegfeld Follies*; Ed Wynn in a new musical; Walter Hus-ton in *Othello*; one of the two *Hamlet*s scheduled for New York; Alla Nazimova in *Hedda Gabler*; the Chinese novelty, *Lady Precious Stream*; *Pride and Prejudice*; Walter Hampden in *King Lear*; the D'Oyly Carte Opera Company in *Gilbert and Sullivan*, and others.

Youngstown Gets Legit

YOUNGSTOWN, O., Sept. 5.—The legit season will get under way here October 8, when the Park Theater will play *Boy Meets Girl*, according to Joseph Shagrin, who recently returned from New York, where he negotiated for several stage shows for the fall and winter season.

Also coming early in the season are *The Great Waltz* and George White's *Scandals*, Shagrin announced.

Denver Legit Schedule

DENVER, Sept. 5.—Legit attractions booked by Arthur M. Oberfelder for Denver this winter include George White's *Scandals*, October 6; *Boy Meets Girl* in December; *The Great Waltz*, January 29, while *First Lady* is booked tentatively for February, and Oberfelder is trying to book the *Ziegfeld Follies* for the same month.

Oberfelder also hopes to secure for the coming winter *Reflected Glory*, *Victoria Regina*, *Dead End* and *Bury the Dead*.

Two N. Y. Hits Are Reopened

"Victoria Regina," "Idiot's Delight" resume runs, with indications of heavy biz

NEW YORK, Sept. 5.—Two of the smash hits of last season came back to the street Monday to resume runs which were interrupted in early summer to allow the stars to take vacations. They were *Victoria Regina* and *Idiot's Delight*, and between them they managed to double the traffic on 44th street. There seems to be no doubt that they will resume their runs where they left off, with the customers flocking. *Victoria*, at the Broadhurst, had 18 standees at its reopening, while *Delight*, down the street at the Shubert, had 10.

Both shows intend to keep in the Broadway running until some time around the holidays, and then go out on extensive tours. However, there is some rumor of the Lunts doing another new show in the spring, and since they are the stars of *Delight* that might cut the tour short. Helen Hayes, starring in *Victoria*, intends to stick with it on the road.

Cast changes in *Delight* are minor, with all the principals resuming their original roles, including George Meader, Sydney Greenstreet, Richard Whorf, Francis Compton, Bretnagle Windust, Eduardo Quinello and others.

Two major cast changes in *Victoria*. Charles Francis replaced Lewis Casson as Lord Melbourne and Abraham Sofaer replaced George Zucco as Disraeli. Both acquitted themselves admirably. Vincent Price remains leading man.

Advance sales on both shows indicate definite strength on the return engagements.

Chicago "Dead End" Cast

CHICAGO, Sept. 5.—Edwin H. Morse, general stage director for Norman Bel Geddes, announced this week that the

BROADWAY RUNS

Performances to September 5, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	330
Dead End (Belasco)	Oct. 28	362
Idiot's Delight (24 ansco)	Oct. 24	365
(Shubert)	Aug. 31	8
Minaldo (Ambassador)	Oct. 24	365
Free-Honey-moon (Lyceum)	Apr. 30	152
Spring Dance (Empire)	Aug. 26	15
Three Men on a Horse (Playhouse)	Jan. 30	672
Tobacco Road (Forrest)	Dec. 4	1188
Victoria Regina (24 ansco)	Aug. 31	8
(Broadhurst)		
Musical Comedy		
D'Oyley Carte Opera Co. (Beck)	Aug. 20	20
Mikado (The)	Aug. 20	12
Pirates of Penzance and Trial by Jury	Aug. 21	8
New Faces (Vanderbilt)	May 19	127
On Your Toes (Imperial)	Apr. 11	169

following players are coming on from New York for the local production of *Dead End*, which will relight the Student Theater September 13: May Buckley, Mady Correll, Millicent Green, Minnie Green, Minnie Cowl, Clem Wilencheck, John Ferguson, Ernest Cowan, Sandy Strouse, Edward Furman, Lou Echies, Arthur Scanlon, Turnley Walker, Gerald Phillips and Dan Martin. The balance of the cast, which numbers 70, has been engaged here.

Yokel Deal Ups Philly Prospects

PHILADELPHIA, Sept. 5.—With Alex Yokel entering the local picture as operator of the Erlanger Theater and Sam Harris changing his mind again and making Philly the try-out spot for *Stage Door*, legit season is due for a belated bow at the end of the month. Sam Nirdlinger, general manager for Yokel, will remain as home manager. Yokel is lining up five or six shows, all seeing the light of day here. First will be *Love From a Stranger*, Frank Vosper's adaptation from Agatha Christie's story. No date set.

Harris will reopen the Forrest September 28 with the George S. Kaufman-Edna Ferber *Stage Door*, with Onslow

Cowbarn Spots Hit Last Lap As Labor Day Heralds Finis

NEW YORK, Sept. 5.—In a week or so the chap posted on the Statue of Liberty with a great big spy glass so he can see all the summer theaters will be able to come down. The panama session is about over. Follows his latest report and maybe his next-to-closing stint.

Yale Forty-Niners closed September

1 at Whitefield, N. H., with *Art and Mrs. Boffie*. Westchester Playhouse has as its last show *The Circle*, starting for a week September 7. Berkshire Playhouse, Stockbridge, Mass., ended its season with *The Octoroon*, by Bouccicault. Helene Costello, from pix, has the lead. Stony Creek (Conn.) Theater is another folder, winding up with *In Gold We Trust*, by Brace Conning. Starlight Theater, Pawling, N. Y., continues with *Meet the Wife*, starting September 7 for a week, and *Sea Shells*, by Ray Parry the next week.

WPA No Like Worcesterites

WORCESTER, Mass., Sept. 5.—Scoring Worcester audiences as unappreciative, officials of Federal Theater said this week that they were disappointed in this city's response to their shows at the Worcester Theater and that *Class of '29*, playing this week, would probably be the last of the presentations here.

"We will probably close," Daniel Shea, field supervisor said, "unless *Class of '29* does exceptional business." He indicated that the Federal Theater was planning to take over another house, or failing that might return to this city later in the year.

Should Federal Theater bow out the Worcester will probably go back to its burlesque policy.

Altho prices were dropped to 25 cents for all seats and the show was given the last half of the week instead of the first half as in previous weeks, *Class of '29* failed to draw as hoped. The show, incidentally, was the best by far that Federal Theater has brought here this season.

Stevens appearing opposite Margaret Sullivan, both from pictures. Chestnut, only other house available, is currently showing the *Romeo and Juliet* flicker, with nothing definitely set to follow.

Altho a goodly number are tentatively promised Philadelphia, only sure things at this stage are the three Theater Guild hits, *Idiot's Delight*, with the Lunts; *Phillip Merivale* and Gladys Cooper making their first local appearance in *Call It a Day*, and *End of Summer*, with Osmond Perkins and Ina Claire, set for subscription society and Philadelphia Forum showings.

Federal Theater project may prove fly-in-ointment for the Yokel tieup. New Erlanger management was effected with a definite understanding that the Broad would either be razed or kept dark. But with the Fox-Locust going the way of a cabaret-theater, government players are making a strong bid to take over the Broad for operation.

Charles Hopkins wound up August 29 with *Fly Away Home* at Roslyn, L. E. Alden Theater, Jamaica, is another to have shut down. House played hit shows for the summer season. Point Pleasant Playshop in Point Pleasant Beach, N. J., closed its season this week with *Personal Appearance*. *The Show-Off* was the last attraction at the Beach Theater, West Falmouth. Suffern County Theater extended its season a week, starting September 7, doing *The Middleman*.

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MARTIN BECK

Beginning Monday Evening, August 31, 1936

THE PIRATES OF PENZANCE

(Repertory Revival)

A comic opera written by W. S. Gilbert and composed by Arthur Sullivan. Scenery and costumes designed by Charles Ricketts. Musical director, Isidore Godfrey. Presented by the D'Oyley Carte Opera Company.
Major-General Stanley.....Martyn Green
The Pirate King.....Darrell Fancourt
Samuel.....Richard Walker
Frederic.....John Dean
Sergeant of Police.....Sydney Granville
Mabel.....Brenda Bennett
Edith.....Marjorie Eyre
Kate.....Elizabeth Nickell-Lean
Isabel.....Kathleen Naylor
Ruth.....Evelyn Gardiner
Chorus of Pirates, Police and General Stanley's Daughters.

ACT I—A Rocky Seashore on the Coast of Cornwall. ACT II—A Ruined Chapel by Moonlight.

Preceded By

TRIAL BY JURY

A comic opera by W. S. Gilbert and composed by Arthur Sullivan. Musical director, Isidore Godfrey. Presented by the D'Oyley Carte Opera Company.

The Learned Judge.....Sydney Granville
Counsel for the Plaintiff.....Leslie Rands
The Defendant.....Robert Wilson
Foreman of the Jury.....T. Penry Hughes
Usher.....Richard Walker
Associate.....C. William Morgan
The Plaintiff.....Ann Drummond-Grant
First Bridesmaid.....Kathleen Naylor
Chorus of Jurymen, Bridesmaids and Public Scene—A Court of Justice.

Advancing from *The Mikado* to *The Pirates of Penzance* (and it really is an advance so far as this reporter is concerned), the members of the sanctified D'Oyley Carte Opera Company continue to fill their audiences with understandable enthusiasm, while members of the Anglophile branch of the Gilbert and Sullivan Cult continue to swoon in large numbers. This week there is more cause for their swooning than last.

For the members of the company, as the realizing that they have here better things with which to work, get down to business and turn in a topnotch job.

That, of course, is no longer news when mentioned in connection with the members of the D'Oyley Carte Company, but it's the nearest approach to news that can truthfully fill this space. For the company is grand in *The Pirates*, and also in its curtain-raiser, *Trial by Jury*—and that, as someone once may have remarked, is that.

The gentlemen around whom much of the fun of *The Pirates* revolves remain the same as when the company played here two years ago. In other words, Darrell Fancourt is still an excellent pirate king, Sydney Granville is still a practically perfect sergeant of police, and Martyn Green is still a grand major general. His rendition of the tricky and very famous *Modern Major General* is really superb. Mr. Green has improved tremendously in the past two years.

Mabel, however, is sung by a newcomer—and very ably sung, too. Brenda Bennett, the Canadian girl who is responsible, is lovely both in voice and in appearance, and is a welcome addition to the troupe. John Dean, who was singing subsidiary roles two years ago, clowns infectiously as the hapless Frederic, and Evelyn Gardiner is an excellent Ruth.

The chorus work is fine, far better than that in *The Mikado*—tho, of course, more chances are offered. The beautiful *Hail, Poetry* is splendidly sung—tho this reporter, who must be getting to be a pain in the neck by this time with his constant references to the American company, still recalls with equal pleasure the rendition offered by Mr. Chartock's troupe last spring.

Trial by Jury, which we have come to associate with *Pinafore*, is now offered as so much delectable gravy on the bill with the *Pirates*. Unlike the home-town troupe, the D'Oyley Carte Company gives its subsidiary lights a chance to star in the one-acter, and they come thru very nicely indeed, with Robert Wilson, Ann Drummond-Grant and Richard Walker all doing excellent work. Mr. Granville is a hilarious Learned Judge.

EUGENE BURE.

★ **GYPSY** ★

★ **ROSE** ★

★ **LEE** ★

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Warner Shorts Again Lively Outlet for Acts and Agents

Brooklyn studio resumes shooting last week—will run until June—new stage opened—same schedule as last year—many performers already booked—agents active

NEW YORK, Sept. 5.—Resuming production of shorts this week at its Brooklyn studio, Warner Brothers-Vitaphone is again a lively source for acts and agents, the studio working on the same schedule as last year. The schedule calls for 130 shorts, of which 84 will be made in the Brooklyn studio. The season will again run until June, the same as last year, which is three months more than usual. Sam Sax, head of the studio, revealed that the shorts will be done more elaborately this season and pointed out studio's expansion policy. Agents, mostly vaude, visit the studio daily as they would a vaude booking office, most of them finding a better income from that source. They contact Lee Stewart, the studio's casting director.

Two shorts were produced this week. The first featured the Louisiana Kings, band sponsored by the late Huey Long. Florence and Bob Robinson also worked in the short. Dan Healy was featured in a two-reeler this week, others in the short being Selma Mangrove, Estelle and LeRoy, Vira Niva, Evelyn Poe, Brooks Benedict, Ed Smalley's Seven Os and a mixed dancing chorus of 30 people.

Others signed up for shorts this season include Georgie Price, Lou Holtz, Countess Albani, Donald Novis, Irene Delroy, Sophie Tucker, Irene Bordoni, Bernice Claire, Hal Leroy, Fifi D'Orsay, Arren and Broderick, Frazee Sisters, Georgie Tapps, Selma Marlowe, Evan Evans, Dale Winthrop, Bartlett Simmons, Loretta Lee, Billy and Beverly Bemis, Preisser Twins, Ken Murray and Oswald (starting their shorts Wednesday), Elaine Arden, Rodney McLennan, Babe Ruth, Radio Ramblers, Fritz and Jean Hubert, Yacht Club Boys, Goff and Kerr, Rufe Davis, Frank Libuse, Nina Olivette, Three Swifts and Charlie Withers.

In addition to the Louisiana Kings, other bands set for shorts are the Rimacs, Jack Denny, Dave Apollon, Jimmy Lunceford, Jacques Frey, George Hall, Jan Rubini, Tommy Dorsay, Henry King and Peter Van Staaden.

The staff of directors at the studio include Roy Mack, who does the musicals; Lloyd French, who handles the comedies, and Joe Hennaberry. Harland Dixon is the dance director, and David Mendoza is the musical conductor. The new stage is 250 by 150 feet and has the latest improvements, including dressing and make-up rooms. The studio now has three stages. On an average of two reels a week are produced at the studio.

On the Warner schedule are 13 *Big Time Vaude Units*, a series of one-reelers; 13 in the *Pepper Pot* series; *Broadway Briefies* series, and the *Melody Master Band* series.

Pitt Union Negotiations May Resume After Super Films

PITTSBURGH, Sept. 5.—The end of the product pool between Warner and Loew's Penn switched the bookings of the latter house into the hands of its local independent operators. The former contract with Warner gave the chain's Stanley Theater the exclusive right to stage bills, with the Penn getting the pick of the pictures.

The demands of the musicians' union for a new contract, calling for higher wages and a guarantee of a 40-week contract, will keep stage bills away from both the Stanley and Penn for the time being. It is reliably reported that Warner will open negotiations with union officials again after *Anthony Adverse* and the Fred Astaire-Ginger Rogers musical *Swing Time* have completed runs at the Stanley.

Verne Buck to Coast

CHICAGO, Sept. 5.—Verne Buck, now in his 162d week as emcee and orchestra director at the State-Lake Theater here, will leave next month with his family for a four to six-week auto trip to California. Ten years ago Buck had a long run at both the Granada Theater, San Francisco, and the Metropolitan Theater (now the Paramount), Los Angeles, where he was one of the first stage-band leaders. Ray Lange, Buck's present assistant, will probably conduct in his absence, and it is also possible that a guest leader will be booked by the State-Lake management.

Band Policy May Go Into New Criterion

NEW YORK, Sept. 5.—New Criterion Theater will most likely use a combo policy, B. S. Moss and Harry Charnas mulling over the idea of going into a stage-band policy. The theater is scheduled to open September 15.

Stage equipment, including a band cart, is already installed, and the probable policy will be a permanent house work on stage with several acts working in front.

Blackstone Playing Michigan

CHICAGO, Sept. 5.—Harry Blackstone is winding up his dates in Michigan, where he has been playing a several weeks' route arranged by his manager, Ed Milne. He closes at the State, Kalamazoo, today and starts a three-day engagement at the Michigan, Lansing, tomorrow. He opens at the Temple, Saginaw, September 9 for three days and follows with the Regent, Bay City, September 13 for another three-day stand.

Lasky Revue for Mexico City

CHICAGO, Sept. 5.—Andre Lasky has been here for the last 10 days engaging people for an expanded edition of his *French Revue*, which is being produced in Dallas to open September 19 at the Alameda Theater, Mexico City, for six weeks. The new show will run about two and a half hours. Among the talent thus far contracted are the Rajah Troupe, Heras and Wallace, Two Teddies, LaBenton Trio, Southern Sisters, Bernice Ripley and Alpha Aylm. A line of 24 girls will be used. Charles Ruddy is the musical director.

Line Up Extensive Plans For Union Flesh Campaign

NEW YORK, Sept. 5.—The mass meeting called by Musicians' Local 802 for Thursday night at the Manhattan Opera House to agitate for more stage shows, will be followed by direct appeals to the theater-going public. Picketing, demonstrations, pamphlets, meetings, radio broadcasts, petitions and house-to-house canvassing will be part of the city-wide campaign to "put musicians back into the theaters." Mayor La Guardia will definitely speak at the meeting, leaving immediately afterwards to fly to Chicago for a political meeting.

An organization of the wives of the members of the local has been set up. At its first meeting in the Hotel Delano Thursday more than 150 women pledged themselves to picket, contact merchants, canvass homes and distribute literature. Rose Schneiderman, head of the Women's Trade Union League, addressed them, telling them how the wives of the Borden Milk and painting strikers were also meeting that day to help their husbands. David Freed and Robert Sterne, representing the local, also spoke.

The drive is in charge of William Feinberg, acting president; Jacob Rosenberg, secretary, and Harry Suber, treasurer, with Sterne chairman of the committee running the campaign.

Rosenberg is making five 15-minute talks over WFVD and also a series over WINS. The local's call for volunteers to help the drive brought 5,000 members

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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.

Managerial Shift In Detroit Setup

DETROIT, Sept. 5.—Wholesale switch of managers was made this week by George W. Trendle, president of the United Detroit Theaters, in the biggest shift seen here in several seasons. As reported last week, Cliff Olesman, manager of the Michigan, ace house of the circuit, added the job of assistant general manager to his duties. Robert Corbin, of the United Artists, was given added responsibility at the Michigan.

With the new Varsity Theater opening Friday night, following shifts were made: Russell Chapman, Madison manager, becomes manager of the Varsity, with Morgan Creedon, former assistant at United Artists, assistant; Henry Zapp moves as manager from Ramona to Madison, B. A. Morthorst, assistant at the Fisher, going to the Ramona, with Vernelle V. Ward, former manager of the Rosedale, as assistant; Harold Brown, ex-assistant at Ramona, gets the same post at the Riviera, and H. Bloom, former assistant at the Riviera, becomes manager of the Rosedale; Vincent Sullivan, assistant at the Regent, becomes assistant at United Artists, being succeeded by George A. Rankshaw, who has been handling vaude bookings with an independent booking office. Glenn McLean, treasurer at the Michigan, has resigned to join the police department, being succeeded by Lance Kelly, former chief of staff, and James Eason, of the Fisher Theater staff, is promoted to post of assistant.

"Darktowners" in Southwest

LINCOLN, Neb., Sept. 7.—Jack Schenck's *Darktown Scandals* is now taking in the Orifith Circuit in the Southwest. Started July 28 and will run until September 20, covering houses in Oklahoma, Texas, New Mexico and Arizona.

3 RKO Spots To Get Vaude

Troy, Schenectady and Albany okehed—French show does record biz

NEW YORK, Sept. 5.—RKO awakened this week to vaude policies and decided to put stage shows into three up-State towns, Albany, Troy and Schenectady. This decision was made before the circuit's theater operating department became all aroused at the phenomenal business done by the new *Folies Parisienne* at the RKO Boston, Boston, Thursday. The business done by the house is causing circuit officials to mull over the thought of using combo policies in other houses or at least reopening theaters to spot-booking of attractions.

Proctor's Troy, will be the first of the three theaters to open with vaude, getting the Ferde Simon unit, *Follow the Stars*, this Friday as its first show. The house will be a four-day stand. The Palace, Albany, and Proctor's, Schenectady, are scheduled to follow with vaude a week later, but up until this time nothing definite was determined as to the policies. They will most likely run four days apiece also.

Folies Parisienne on its opening day at the RKO Boston Theater played to over \$5,000, a new record for the French shows at that house. The one day's receipts topped the full week's previous business with a double-feature policy. The show will remain there two weeks and then move on to the Palace, Cleveland, for another two weeks.

With Albany, Troy and Schenectady coming in, RKO's vaude time is boosted to six and a half weeks. The other consistent vaude houses are the Palace, Chicago; Boston, Boston; Palace, Cleveland; Colonial, Dayton, and Golden Gate, San Francisco. In the case of the last two houses, Dayton is booked out of Chicago and the Frisco house is booked out there. The Shubert, Cincinnati, will open to vaude shows next month, adding another week to the books here.

Midgets Not Kids Rules N. Y. Mayor

NEW YORK, Sept. 5.—On the argument that midgets cannot really be considered children, Mayor F. H. LaGuardia granted permission to the act of Paul Remos and Wonder Midgets to finish out its engagement at the Radio City Music Hall. The Gery Society attempted to pull the act out of the theater on the ground that the two midgets were under age.

On Thursday Remos and the midgets and the act's agent, Phil Bloom, together with Gus Eysell and Russell Markert, of the Music Hall, visited the mayor to get his permission to let the act remain at the theater.

Harry Clark's Second Unit

CHICAGO, Sept. 5.—Second unit produced this season by Harry Clark for the Cushman Circuit and a 12-week route thru the South opens at the Capitol Theater, Atlanta, tomorrow. Called the *Scanties of 1936*, its cast comprises the Danne Slaters, Carter Brothers, Howard Fuller and Company, Melody, Eddie Cusic, the Five Steppers and Dick Shannon's Orchestra of seven. Fuller is company manager.

"Folies de Nuit" To Tour

CLEVELAND, Sept. 5.—*Folies de Nuit*, appearing at the French Casino at the Great Lakes Exposition, takes to the road about October 12 with a cast of 60 and a performance shaped as it stands at the Casino at the present time. There will be three men ahead, with Walter Roles as general agent. It is planned to play all territory from which the expo has been drawing or is reached by its advertising.

DARO AND COSTA caused a furore of favorable comment with their clever new political satire dance at the Chicago Theater, Chicago, where they have just concluded a two-week engagement. They are currently at the Riverside Theater, Milwaukee.

**THE
DUNCAN
SISTERS**

(ROSETTA *and* VIVIAN)



WILLIAM MORRIS AGENCY

Loew's State, New York

(Reviewed Friday Evening, September 4)

Don Francesco, tight-wire act, opens the current State vaude stanzas with his five-minute balancing act. Routine is the same as he has been using for some time, opening with a drunk on the line, thence to one or two fancy balancing bits. Okeh.

Gale and Carson, two-man nonsense team, do everything but climb up the drop in their 10-minute stint. Some of the stuff is new, some of it old, but it's 99 per cent hoke and collected a raft of laughs from the usually semi-gelid State clientele. They start off with a song to the effect that "the worst is yet to come" or a reverse theme to the silver-lining idea. It's funny. That goes, too, for the rest of the act, with some gagging, comic and straight hoofing and the aforementioned hoke. They were well liked.

Gracie Barrie sings three numbers in her trey spot, returning later with Dick Stable's Band for another pair of tunes. Miss Barrie is a popular singer around these parts and her song from *Scandals, Got To Get Hot*, which she did not so long ago across the street at the Paramount, is a Grade A product of the lyricist. She held the show from going on.

Duncan Sisters prove again that ideas, thought and showmanship will reach a theater audience and make 'em ask for more. First number they do, *Gloria of Love*, is straight, then they go into two comedy numbers, something about "An Old Cuspidor That Father Left Us" that's only moderately amusing. The next one, tho, starts off as a silly thing but winds up plenty good. It amounts to a production number almost and, of all things, about doughnuts. Incidentally, there's a plug for the doughnut shop across the street from the theater. Theme of this thing is that Rosetta loves "Duncan" doughnuts. After a chorus or two comes the production stuff, winding up with a *Peanut Vendor* theme and both sisters tossing doughnuts to the house as done with the Cuban song. The hole cakes carry tags from the shop across the street, which may explain the plug. Act stopped the show.

Dick Stable and his orchestra, closing act, is a new outfit, formed within the last six months. Truth of the matter simply is that the band is not yet ripe for the stage field. Stable's men dish out okeh hoofing music as a hotel or night spot band—currently at the Hotel Lincoln, New York—but that's far different from clicking on the stage. Only specialties outside of Stable doing a clarinet number and a chorus of one song are Frank Fleming and Bert Shaw, who warble, Fleming doubling from trumpet. Featured is the array of six saxophones. Stable included but this is featured so much it loses value. Arrangements and production are clean but undistinguished.

Picture, *Rhythm on the Range* (Bing Crosby), and business fair.
JERRY FRANKEN.

Palace, Chicago

(Reviewed Saturday Afternoon, Sept. 5)

This 45-minute unit is one of the most entertaining and gorgeously mounted shows to come this way and is an ideal combination to accompany the Astaire-Rogers film, *Swing Time*, which is expected to stay on the Palace screen for at least three weeks.

A beautiful opening number, laid in a garden setting, had the line of 16, attractively costumed, doing a waltz and tap routine, after which the Oehman Twins contributed a tap number and a

fast whirling bit. Doris Rhodes sang *You Can't Pull the Wool Over My Eyes* and *When I'm With You* over the microphone and went over big. She was followed by Paul White, clever colored youngster, whose expert singing of *Shoes Shine Boy* preceded a novelty routine by the line girls, in which they did a tap number with shoes on their hands. The Oehman Twins returned in this scene for an acrobatic Bowery dance that was well liked.

Gene Sheldon came on and after some pantomime and a bit of comedy dancing was joined by Loretta Fischer, who did a high-kick routine as Gene played on his banjo. Sheldon was spotlighted next for some banjo selections and then did a needle-and-thread panto bit for the close. A hit.

Another beautiful production number, beautifully presented, had the line doing a toe number, with Ruth Pryor, premier danseuse, soloing with some very fine toe work and drawing a very big hand.

Mells, Kirk and Howard, who are doing the best act of their career, had them laughing constantly with their antics from their dialectic impressions to the sock *Times Marches On* stanza with the Hitler, Mussolini and Selassie takeoffs. Healy applause was their reward.

The Russian finale was marked by some of the most beautiful costumes ever seen on the Palace stage. Doris Rhodes sang, the Oehman Twins did Russian steps, Ruth Pryor came back for more toe work and E. Staniloff, Russian dancer, did some marvelous aerials and double twists. A routine by the line and the entire company joined in for the curtain. F. LANGDON MORGAN.

Loew's Grand, N. Y.

(Reviewed Friday Evening, Sept. 4)

On its second week of four-day vaude this Bronx house shows that a vaude transmutation puts new life into an ailing b. o. On its first four days of vaude the house did over six grand, better than the usual week's business of double feature. Tonight's play was a little better than three-quarters of a house, which is very good considering the Labor Day week-end. House is being handled swell, inside and out, and the vaude show was adequate. Runs 64 minutes and comprises four acts and the *News Harvest Moon* dance contest winners. Picture is *Devil Doll*.

Sana Sisters and Eugene made a good starter with their roller-skating novelty. Working in full and on a large platform, the trio do many single, double and triple stunts of a nature that dotted their act with good applause. Act is dressed, lighted and routined effectively.

Ann Lester followed and went over very well with her 12 minutes of song. She has a delightful blues voice which registers well over the house mike. In addition she sells her numbers cleverly and the neat arrangement of her tunes is of added value. Audience liked her to the extent of a callback for an encore.

Worth, Wyle and Howe are a refreshingly youthful trio working at knock-about comedy. They're hard workers and know how to pull the laughs, which they did handily. Some of their stuff may be silly and not so funny, but the carefree manner in which it is served is what sells it. They had the gallery folks whistling loudly and the downstairs people applauding heavily at their bow-off.

Clyde Hager, with his familiar pitchman act, gave the folks plenty to laugh about. His act has always been one of vaude's novelties, a street merchant selling a potato peeler most amusingly. He has the typical pitchman lingo and his delivery and material are A-1. The folks roared all during his act, especially

during the potato peeling and soaping bits.

Harvest Moon dancers, six winning couples from the recent *News* contest in Madison Square Garden, closed the show, being emceed okeh by Hager. Nice enough dancers, but the highlight is the two colored couples, who Lindy Hop in madcap fashion. They bring this innuendo to a hilarious close, with Worth, Wyle and Howe even working in on it. Other couples offer fox trot, tango, rumba and another fox trot. The all-round winning couple pulled the biggest applause. Overdid the bow-off, the couples truckin' back and forth.

Henry Frankel's pit ork is a grand combo, playing the show unusually well all the way.
SIDNEY HARRIS.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, September 4)

This indie house is back in the vaude ranks after a summer of straight films. Polley now is double features, five acts, giveaways and new talent contests.

One of the few showing spots around, the house often gets extra acts who want to show for visiting bookers. Show caught had four extra acts on for the benefit of bookers from England. In addition, there was a ballroom dancing contest and a singing amateur competition. So much new and would-be talent around and hardly a theater to see it in!

Opening turn was Billy Allen and Williams and Randy. Allen did acrobatics and the team did eccentric and tap. Fast dancing turn, going over nicely.

Ann Bronte, tiny brunet, doubling from Dan Healy's Club, is a pleasing blues singer. Offered three numbers, doing okeh.

Three Rhythm Debs, colored girls, offered their brand of harmony singing and hoteha hoofing. Capable workers. Have a nice wardrobe. Male piano accompanist assists. Went over well.

Earl Hart surprised the customers with his versatility, doing baton juggling, whistling, dancing, pantomime, comedy. An entertaining one-man show.

Three Clark Sisters, known on the radio as Three Radioettes, revealed a sweet and skillful style of harmonizing, being at their best in *When the Circus Comes to Town*. One is at the piano and another steps out for a violin solo.

Whitey Roberts had them cheering with his intimate clowning. A good eccentric dancer, he also gets in plenty of laughs with his juggling and rope-skipping bits. A peppery little blonde does straight capably. Act pulled a double show-stop.

The Dixie Four, colored singing and dancing combo, followed Roberts' show-stop with its own show-stopping talents. Had to encore twice before they let them go.

Frankie and Johnny, boy and girl hoofers, displayed their stepping ability. Boy is swell at fast soft shoe and tap, while the girl offered nifty tap and toe.

Jack Egan has staged a 60-people local *Follies*, running September 9 to 11 here.

Pictures were *Bullets or Ballots* and *\$1,000 a Minute*. PAUL DENIS.

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 4)

Eleanor Holm is cashing in on her front-page Olympic publicity by making a few stage appearances with her husband, Art Jarrett, and heads this week's bill. They jest about her experiences in being barred from the Olympic games and use parodies and special lyrics in two different songs about the subject, so there is no doubt in the public's mind, even if they didn't read about it, on what happened to Eleanor over there.

The show opened before a palm-tree setting, with the 16 Evans Girls doing a ball routine. They were followed by Jay and Lou Seler with an eccentric tap routine that was very good and then donned half-circle skis for some really novel effects, among which were a skater's waltz and *The Parade of the Wooden Soldiers*. A hit.

Wolford's Pets, eight dachshunds, were put thru an interesting array of tricks on a raised table. These included formations, roll-overs, teeter-board tricks, balancing and a great barrel-rolling trick for the finish. Took a very good hand.

The Evans Girls, attired in attractive red and yellow cellophane costumes, did one of the best routines they have done in a long while, a rumba that drew nice applause at the finish. They were followed by Stuart and Lee with a colorful

Spanish cape dance that had class marked all over it. A hit.

Jack Powell, black-face syncopated chef, chalked up a hit with his expert manipulation of the drumsticks, using them not only on his snare and bass drum but on the floor, walls and a chair. Took a big hand.

After a few motion picture clips showing Eleanor Holm's swimming prowess she came on with Art Jarrett and immediately went into dialog touching on her Olympic activities. Then Jarrett sang *I Couldn't Be Mad at You* and Eleanor did *When I'm With You*, in which she had difficulty at times in carrying the tune. Jarrett socked over *A Star Fell Out of Heaven and Bye, Bye, Baby* and was joined by Eleanor, this time in a white bathing suit and big sombrero hat to sing *I'm an Old Cowhand*, being joined by the line for the finale.
F. LANGDON MORGAN.

RKO-Keith, Boston

(Reviewed Thursday Afternoon, Sept. 3)

Newly renovated and redecorated RKO Keith-Boston opened today and thousands of flesh-starved Bostonians clanked their coin at the box office to get a peep at the darily beautiful and lavish *Follies Parisienne*, impresarioed by Clifford C. Fischer and booked into the house by Charles W. Koerner for two weeks. Vaude season opener should do excellent biz. This is one time when rare words count. Staged by Jean LeSeyoux, with dances by Madame Natalia Komarova, costumes by Max Weldy and scenery by Lavignac & Pellegay and Deshayes, it offers 75 minutes of dazzling beauty and pichritude, injected with an inimitable and sparkling French flavor. No getting away from it, the show is socko from start to finish.

Applause greeted Frank Miller, who is back to baton the house orchestra. Overture was followed by Randall, emcee, introducing the *Paris Fashion Parade*, sweeping in scope and with the setting a high staircase resting on the forearms of three males in full dress. Meta is the lead gal in the mannequin show-off.

Freds, a nifty looker and excellent high-kick and acro artist, delighted with her easy manner of difficult work. Wound up with series of spotters. Campo, pantomime comedian, took

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the house for all the applause it could give with his unique and cleverly maneuvered hoke falls and choice bits.

Deuce unit is a French Foreign Legion setting, with the Oul Oul gals rigged up in Legion uniforms and going thru paces of paying respects to the commandant's guest, Spahl.

Red Dust, a clever Chow, does double socko with well-routined bits with Robert Williams. Act is neat and excellent entertainment. Tumultuous applause.

Nita Carol pipes nicely to an autumnal setting tagged *The Lake*, backgrounded by several gals in pink gowns. Five lovelies do nymph dance with spider-webbed serim cloaks, dropped to pose in nude for the close.

Roselean and Seville, dance team, are refreshing with their grace, precision, smartness, confidence and finesse. Comic bits with a yo-yo and balloon get the laughs as Campo comes back for scene with Elsie Roy. Setting is an apache dive and work is fast and peppy. Hilarious session pulled a big hand.

A peachy parody on the League of Nations treys the unit list. Setting is Geneva, with eight gals each bearing a caricature head of world rulers and going thru amusing geography. Comic insert is the Negus' hoke hoofing, followed by his omnipresent umbrella carrier.

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

Choppy (George Bruay), assisted by two femmes, caricatures the pretty backs of five gals seated on easels. dresses them up in appropriate costumes, and by wiggling their bodies creates various facial maneuvers. Very smart for nice applause.

Final scene is titled *Argentinas*, a spectacle of 30 accordionists attired in colorful gaucho costumes. Alice Kavan works a "black art" nude specialty which shapes up well. Mademoiselles do some good accordion work to Roselean and Seville's Argentine tango.

The Four Kraddocks, next-to-shut, prove socko-socko with original and choice acro, hoke hoof, comedy and slam-bang biz for great hand. *Supper in Paris* closes the show.

Picture, *Walking on Air* (RKO).
SID PAINE.

Paramount, New York

(Reviewed Wednesday Evening, Sept. 2)

First repeat orchestra since the band policy was started by the Paramount is Shep Fields. Picture, *General Died at Dawn*, is a powerful draw. Sylvia Froos, Lucille Paige and Sid Gary are the attractions with the band.

Altho Fields' popularity has been climbing upward steadily, this reviewer has been unable to see the attraction as a considerable stage draw. No denial can be made of the quality of the band's product—the "ripple" style predominating, of course—but at the same time good music, regardless of how good it is, needs punch to really sell it in a theater. The punch is the showmanship of Whiteman, Waring, Noble et al. missing in this show. Fields' present show is similar, including the numbers done, to his first stand. The individual honors again go to Murray Golden, accordionist, with a set of maglo fingers on the squeeze box.

Both Sid Gary and Miss Froos did sock stuff in their appearances. The gal singer, altho still young, is a vaude veteran from way back and she showed it in selling her tunes. Material is quite bright. Gary, however, had to really beg off. This radio baritone has been working vaude now for several years and puts plenty of power in his song delivery. Miss Paige satisfied in her terp contribution.

Business good. JERRY FRANKEN.

Earle, Philadelphia

(Reviewed Friday Afternoon, Sept. 4)
(First Show)

While the movie moguls are deadlocked with the musicians' union over new terms for the pit crew, houses are going overboard in booking name bands for the stellar roles. Will Osborne gets the spelling in lights this week and Bob Crosby is penciled in for the following stretch. Even the Fox, town's other combo house, has an ork on tap—Don Bestor—this week. While it may all be peaches and honey for the local horn tooters who are ever anxious to give the

name maestri a peep and a listen to, passing off a band concert as a vaudeville show week after week will put the pewholders wise and their reaction will be manifest in the box-office take.

While Osborne passes off his offering as a revue, basically it's a swell band-est. The pity of it is that dancing in the aisles is verboten. As the self-styled creator of "slide" music, ork's style is centered around the trio of trombone players who glissando all over the siphorn to create the "slide" effect. Band has what it takes and was received with open arms by the well-filled house. In spite of the fact that the drummer man goes plenty solid on the suitcases, the combo's instrumentation is off balance, making it sound like a brass band in spots. Six brass and four saxes, no matter what style of music is featured, certainly need more than a piano, bass and drums to give it the proper cadence.

Selections are varied and well-balanced. While everything dealing in sharps and flats is being passed off as "swing" music, the outstanding offering was a down-and-out symphonic arrangement of *The St. Louis Blues* in three-four tempo. Biz of an impressionistic musical study of other bands is a satisfying bit, but certain references should be deleted.

Tap terping of the show-stopping variety is offered by Jean, Jack and Joe. Gal stoooges for the male members to make the loose legmania a comic turn and the threesome mop up with a Moore-Revelish waltz. Plaudits well earned and had to beg off.

Ruthie Barnes displays a madness for tapping that makes her solo cloating sweet on the ears. Dick and Dorothy Rogers handle the vocal assignments. Gal has the usual throaty pipes that characterizes the average canary most dance bands carry around. Can twist the lyric phrases in good fashion, but should loosen up the body for stage work. Male goes in for drollery, in addition to violent-voiced vocals. Millberles Cookie Bowers' pantomimic bit of the lady taking a bath, but the dirty gag burly comics discarded in 1920 is unparadonable.

Clocked at 55 minutes. Pix is Pepper (20th Century-Fox).

Columbia, Kittanning, Pa.

(Reviewed Thursday Evening, Sept. 3)

Handicapped by a small stage and lack of scenery, *Chicago Follies* nevertheless stacked up as an entertaining unit for the small vaude-starved towns. Show carries novel acts that prove swell food for the hungry hinterlands. Charles Davis is owner and manager.

Stage orchestra was forced to work in the pit to give the roller-skating act enough room. Another deficiency here was the absence of two girls who were part of the six-girl line. This cut the opening and closing chorus numbers, leaving the entire bill around 50 minutes. The Ellison Sisters, cute tap team, opened with a fast number, followed by two line girls in a high-kick number that netted a good hand. Otis Manning, clever magician, is next with an amusing line of talk and several interest-holding tricks.

LeRoy and his Pals, highly amusing dog act, was one of the most relished offerings in the show. Customers "ate up" the entire routine. A line girl follows with a fair Hawaiian dance, making way for Henri Neiser, "The Frog," another good novelty. He does some intricate acrobatic and contortional work.

What passes for the comedy turn is a mildly entertaining offering furnished by two plants in the audience and one of the ork boys, who doubles on the stage for the bit. The response was very favorable at this viewing, however.

The Flying Wheels, boy and girl roller skaters, close the bill with a familiar act. It could improve considerably with some co-operation on the part of the gal, who is too stingy with her smiles.

Screen offered *George Raft in Yours for the Asking* (Para). House was good during closing show.

SAM HONIGBERG.

St. Louis, St. Louis

(Reviewed Friday Evening, Sept. 4)

St. Louisans are night's attendance at the St. Louis Theater (tonight) is a criterion. The house, now the only theater in the city presenting stage shows, was packed to the doors jamba at both the evening shows. Executives of the Fanchon-Marco offices here were on hand for the opening and the S. R. O. sign unquestionably convinced them that St. Louis will patronize stage shows. Popular prices, with 40-cent top, prevail, with a first-run picture in addition

to the stage show. *Poor Little Rich Girl*, with Shirley Temple, is the current screen attraction.

Charles Collins headlines the initial bill, but Lambert ran off with applause honors. Freddy Mack and his Swing Band furnish the music thruout the show, being placed on the stage in front of an attractive setting. Mack also acts as emcee.

The 16 Roxettes opened with a clever dancing ensemble number featuring attractive pirate costumes, coincidental with the appearance of Charles Collins, heralded as the star of the picture *Dancing Pirate*. Collins is a keen dancer and the possessor of grace aplenty. His tap specialty is a knockout.

Hector and his Pals is a different dog act that gets a world of laughs. Hector keeps up a continual line of chatter, with his canines doing a lot of funny antics.

Tom Baker, popular songster on local station KMOX, came on to good applause and gave the audience two songs in his resonant baritone voice. Second number was put over before a pretty background formed by the Roxettes.

Charles Collins came back at this juncture and in company with Nadine Gae presented a classy waltz dance number.

Following some "community singing" by the audience led by Freddy Mack, Lambert, "the mad wag of the xylophone," made his appearance and had them howling from start to finish. He wowed them with his excruciatingly funny facial expressions, climaxing his antics on and with the xylophone with some selections which showed that he excels on the instrument as well.

The finale was an elaborate dance number, enhanced by attractive stage settings and beautiful costumes of the chorines, with Collins and Miss Gae doing a bang-up Spanish dance in the foreground. FRANK B. JOERLING.

Orpheum, Lincoln, Neb.

(Reviewed Saturday Evening, Sept. 5)

After a summer of straight pictures the Orpheum goes back this week to its flesh policy with a stage show assembled on the spot by Jack Laughlin, who dropped in from his stand at the Tabor, Denver, to do the job. Laughlin also books the house on off weeks thru the regular season. He'll split on it this year with the Wilbur Cushman Circuit, which has its first show penciled in for October 2.

This show has the jiggles, too much dancing, but it looks okeh and, being the first one, gets by handily. There isn't an act that refuses to hoof a little until the show hits the halfway mark. First on is the line, the Six Adorables. Gals weren't hitting it off so well on this second show. The gowning was neat and the general appearance okeh. They back away from the foots and hold their ground as a buildup for Marve Jensen, emcee, who also has hot foot the minute he gets the spot.

The Five Cards, billed as Two Jacks, Two Queens and a Joker, present half their act, including a bit of hoofing. It's short and then comes a welcome break by Earl Lavere and Helen Warc. He plays accordion and the gal sings, a good combination. Laughs and hands were heavy. The Cards bring on the remainder of their act, which includes a waltz routine and a fine one. Turn has a midget, dressed as a juvenile, and she's a big help.

Headliner Ada Brown, colored gal with a voice like thunder, and her expert key fiddler, Harry Swanagan, take over the show for the final touches. Her's is a routine so sock it whitewashes whatever mistakes may have appeared before in the show. She does several tunes and walks off with *Is It True What They Say About Dixie?* Stopped the show and had to beg into the finale, which brings everybody back.

This first bill gave the management plenty of confidence in the stage-show policy. Offering ran 50 minutes. The film, *Love Begins at 20* (First National). Business terrific.

BARNEY OLDFIELD.

London Bills

(Week of August 31)

After a two-week tryout at the Hippodrome, Brighton, George Black's *O-Kay for Sound* moves into the Palladium. Show is lavishly produced and for spectacle surpasses anything previously offered at the Palladium. Knockouts in this direction are *The Loves of Don Juan*, *A Series of British Naval Tableaux* and *For the Honor of the Flag*, in which thousands of gallons of water flow over a bursting dam. Show is weak on comedy, with Nervo and Knox, Flanagan and Allen and Naughton and Gold find-

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ing it difficult to get new material sufficiently funny enough to bear comparison with their previous efforts. American importations do well, with the chief honors going to Bobby May, the juggling comedian, who replaces the Three Nonchalants. May wows them in next-to-closing spot and proves that a good specialty using sock comedy can always be a hit in a production. Another fine winner is Raye Sax, whose brilliant saxophone, clarinet and dance work is ably routined and effectively produced. Patricia Bowman, ballerina from Radio City, dances nicely in the *Don Juan* scene, but she should certainly make an appearance in the second half of the show as a little more Bowman would be welcome. The Three Little Words, colored tap and rhythm dancers, follow in the wake of countless other similar turns, but manage to make a hit. Three Continental specialties—Mary and Erik Company, with a graceful and colorful ballet on roller skates; Four Robenis, (See REVIEWS on page 80)

Chi Music Men Discuss Code

New rule, resembling NRA code, is considered great advance in sheet music biz

CHICAGO, Sept. 5.—The Music Publishers' Protective Association at a meeting in the Bismarck Hotel this week which was attended by music publishers' representatives in the Chicago area discussed the newly adopted code, which, it is claimed, is the greatest advance in the regulation of the sheet music industry ever attempted. This code was adopted in agreement with the Federal Trade Commission and is practically the same as the NRA code, except in the matter of the enforcement of its regulations. Under the NRA a violation was punishable with a jail sentence and under the new code the first violation means a court summons and the second one a citation for contempt.

According to John G. Paine, chairman of the board, who presided at the meeting, the object of the code is to do away with the unfair practices and competition, such as paying orchestra leaders or artists, either directly or by subterfuge, to plug numbers.

Officers of the MPPA are Lew Diamond, president; Edward Marks, vice-president; Ralph Peer, secretary, and John G. Paine, chairman of the board.

New Joe Moss Cafe To Open Dec. 24

NEW YORK, Sept. 5.—Joe Moss, operator of the local Hollywood Restaurant and the Pavilion Royal in Valley Stream, will open his new cabaret-restaurant here Christmas eve.

New spot, in the new Criterion Theater Building, has been leased for 21 years and will be the largest cabaret in the city. Will operate on a no cover charge policy, same as the Hollywood and Pavilion Royal. Deal is said to represent an investment of \$3,000,000 and was completed by W. B. Cardozo and R. B. Knox, of the City Bank Farmers Trust, and Moss himself, backed by a syndicate of bankers.

Moss opens his new Hollywood show, which Harry Richman is expected to head, September 27. Will then take a trip to Europe on the lookout for talent for his new cabaret.

MCA in Own Building

CHICAGO, Sept. 5.—After being located on Randolph street, in the heart of the Rialto, for 10 years, the Music Corporation of America has moved to its own building on the near North Side. Building is on North Michigan avenue, just the other side of the bridge, and is directly across from the WGN radio studios.

Robinson To Head New Cotton Club, N. Y., Show

NEW YORK, Sept. 5.—Bill Robinson will head the show for Herman Stark at the new Cotton Club, on the site of Connie's Inn. Deal with 20th Century-Fox released Robinson, who will be making his first local cafe appearance in two years.

Spot opens September 24. Floor show will include Ann Lewis, Kaloah, Bahama Dancers, Henri Wessels, the Berry Brothers, Avis Andrews, White's Maniacs, Katherine Perry and a girl troupe, along with Cab Calloway's Band. Clarence Robinson is doing the dance numbers and Dan Healy the staging.

New Stevens Hotel Show

CHICAGO, Sept. 5.—Stuart and Lea, ultra modern dance stylists, and Luis Zingone, card trickster, will join Keith Beecher's Band in a new revue in the Continental Room of the Hotel Stevens on Friday night, September 11.

NEW YORK, Sept. 5.—Dimitri's Club Gaucho in Greenwich Village reopens Wednesday after summer darkness. Dimitri and Virgil, Magda Valencia and Ramon and Ramon Carrasco's International Gauchos comprise the talent.

Troublesome Tooter

PHILADELPHIA, Sept. 5.—Music hath charms! That's what Ed Sabatine found out when he tried to practice on his cornet on lonely roads early in the morning on his way to work. The disturbed residents sicked the police on him. A civil engineer by profession, Sabatine had a strong yen for brass. And after being threatened by the residents in his apartment he tried tooting the trumpet in the wide open spaces. To escape the harrumphing of police he may charter a vessel on the high seas to satisfy the temptation for tooting.

Incident earned the tyro plenty of space and pix in the local dailies, one paper going so far as to editorialize on the tragic tale.

Philly Musicians Backing Leaders

PHILADELPHIA, Sept. 5.—It's just one continual round of ultimatums as far as union officials of Local 77, American Federation of Musicians, are concerned. Meeting of membership on Tuesday (1) gave Anthony A. Tomel, prez, and his executive committee a vote of confidence in all their trade dealings, and the war is on to a finish. Move on part of musicians in co-operating with officers is unprecedented in local history, but for the first time the boys have realized that the leaders are earnestly fighting to increase employment opportunities and not for personal gains, as has been the sad experience in former years.

Holding its ground on all fronts, union is now directing attention to the night-life scene. Existing scale will remain in all contracted spots with a note of caution to the nightery nabobs that all new dealings will call for an upping in salary. Only recourse for the spots will be to signiture the bands for long

Benefit for Harry Carter

UTICA, N. Y., Sept. 5.—Performers from several Central New York night clubs participated in a benefit performance last night at the Hotel Commander in Rome for Harry Carter, amcee at that spot until he suffered a fractured skull in an automobile accident on August 18. Eddie Jones has been substituting for Carter at the Commander.

Syracuse Musicians' Strike Settled

SYRACUSE, Sept. 5.—For the first time in five months union orchestras are back in local hotels today following settlement of a strike which began April 11. Neither side will say which won.

Strike went into effect when union men demanded hotels prohibit non-union bands from playing hotel jobs, whether hired by the hotel or by outside organizations. Hotels refused to interfere with arrangements of their patrons and the bands were called out. Traveling union bands were ordered to stay out, too. Feeling rose so high that other hotel unions were ready to walk out in sympathy, but the musicians did not request their aid.

Only statement from either side came from George Wilson, union official, who said that "neither side won. We settled our differences to the satisfaction of both sides."

Meanwhile war against the underscalers continues. First to feel the fist in the renewed crusade was Barney Zeeman. Band nuked out of the 20th Century and Zeeman plastered with a \$500 fine. Only other spot in bad graces is the Ben Franklin Hotel, where Moc Jaffe is set for an October opening. Hotel is at loggerheads with other craft unions and Tomel is doing a relations act to soothe the breach and make the Jaffe opening good.

Night Club Reviews

Beach Walk, Chicago

Located directly on the beach of the Edgewater Beach Hotel grounds and part of the famous hostelry, this attractive spot has enjoyed immense popularity this summer due to its splendid floor shows, picturesque and romantic surroundings and the swell dance music of Bernie Cummins' Band.

The Beach Walk, a large expanse of marble, is surrounded by numerous tables, gayly colored lanterns decorate the scene and myriads of blue lights are strung among the massive trees, giving a moonlight effect. Cooled naturally by the breezes from Lake Michigan, it is an ideal nice weather spot. However, on the night this show was caught it rained and the show was transferred inside to the Marine Dining Room. In doing so Albert Powell, aerialist, an important member of the cast, was not included because his rigging could not be set up in the room. An innovation in cafe management was effected this season when patrons were allowed to purchase tickets for 55 cents for the Sunday evening show without being required to order food or drinks.

After an overture by Bernie Cummins' Band (12), the Harriette Smith line of 12 lovely ladies, attired as sailorettes, did a neat tap routine and were followed by Eleanor Tennis with a Spanish cymbal dance. Rodrigo and Francine, ballroom team, did a beautiful waltz to a medley, which was marked by some novel lifts. They encoored with a rumba and left the floor to a good hand.

The dancing chorus returned for a modernized erinoline number, the girls changing to legs for a fast routine. Nice, Florio and Lubow scored in the next spot with their knock-about work, a slow motion bit and an acrobatic tap number to the tune of *The World is Waiting for the Sunrise*. A clever trio that had little trouble in chalking up a hit.

Rodrigo and Francine reappeared for a modernistic routine and were well rewarded with applause, and the Harriette Smith Girls' closing number was a toe and syncooped ballet in which they were joined by Eleanore Tennis, solo

dansseuse, who contributed some nifty turns. Morgan.

Glen Island Casino, New Rochelle, N. Y.

Charlie Barnett and orchestra have been here since this spot opened May 20. Close their season September 13, with the Herbert Steiner Band coming in. Spot closes September 26.

Barnett follows the Dorsey Brothers Band, here last summer, and the Glen Gray outfit, here the previous two years. This spot seems to be a great builder-upper for bands. Barnett is pleasing the young set here mightily and if he returns next summer ought to attract plenty of patronage.

Barnett's style is modern swing, the subdued somewhat. Barnett himself toots the sax in expert style and even lets loose his pleasant tenor voice in frequent numbers. The band itself does not go in for spectacular or novelty stuff, but just grinds out the thoroughly danceable rhythms, with the better men stepping out for occasional solos. A soloist is Benny Goodman's brother, Irwin, who blows the cornet in zippy style.

Musicians are Murray Williams, Don Morris, George Vaughn and Willard Brody, sax; George Kennedy, Kormit Simmons, Irwin Goodman, Bud Smith and Johnny Doyle, brass; Horace Diaz, piano; Bill Flanagan, drums, and Sid Weiss, bass.

Four Modernaires, boys, contribute some fancy vocalizing, with two of them (Hal Dickinson and Chuck Golden) stepping out for solos. Other two are Bill Conway and Jack Lathrop. Boys are part of an octet working with Fred Waring on the air.

Band unit, as a whole, is more than okeh. It could use more comedy and novelty numbers, and perhaps girl vocalizers would have been more showy than boys.

Casino is just off the Shore Road at New Rochelle. Dinner is \$1.75 and up, with a music charge of 50 cents Sundays and week-days, 75 cents Fridays, and \$1 Saturdays and holidays. Minimum charge is 75 cents. Service is excellent, along with the food. Dents.

Russian Shows In Big Demand

NEW YORK, Sept. 5.—Success of Russian floor shows in swank spots last season here appears to have started a trend for more Russ night clubs here. The Ballet show at the St. Moritz, General Lodjensky's Russian Eagle shows at the Sherry Netherlands and the Maisonette shows at the St. Regis, all local swank hotels, have led to several other spots considering Russian shows.

The Hotel Pierre, the Ritz-Carlton and the Navarre are among the better hotels mentioned planning to try out Russ talent shows. The former House of Morgan has been leased to Mme. Tokaroff, who ran the Russian shows at the St. Regis last season and who is expected to turn Helen Morgan's former stamping ground into a Russ spot.

The Russian Kretchma and the Russian Arts clubs reopen next week after being closed for the summer, while the Russian Troyka is resuming floor shows after a summer of band music only.

To Publish Cafe Score

NEW YORK, Sept. 5.—New Hollywood Restaurant show, opening September 27, will include an original score written by the 21-year-old daughter of Fred Fisher, Doris, and by Dave Oppenheim and Jacques Krakeur. Irving Berlin Company will publish the score, establishing a precedent in night club history. Danny Dare is staging, and Harry Richman and *The Great Ziegfeld Girls* are being featured.

Cancels Two Licenses

NEW YORK, Sept. 5.—The licenses of Jayne Jarrell, Pittsburgh, and of Walter J. Gluck, of Buffalo, have been canceled by the American Federation of Musicians.

Pepper Joins Shayne

NEW YORK, Sept. 5.—Tony Shayne, floor-show producer and booker, has moved into 1650 Broadway. Mack Pepper is now associated with him. Estelle Garrick is secretary.

Birnback Is Honored

NEW YORK, Sept. 5.—Fred W. Birnback, secretary of the American Federation of Musicians, was given a surprise party by his home town, Minneapolis, when he was vacationing there last week. The Minneapolis musicians' local, which he once headed, presented him with a gold card life membership.

New Chicago Night Spot

CHICAGO, Sept. 5.—Lou Finn, formerly connected with the Melody Club (now the Nut House) and the Club Roman here, will open a new night spot in the Loop September 10, to be known as the Mermaid Inn. Place is located on the lower level of the corner of Clark street and Wacker drive.

Montmartre, N. Y., Opening; Wintergarden Cabaret Off

NEW YORK, Sept. 5.—The Montmartre, swank supper club in the Wintergarden Theater Building, is reopening next month, with Beatrice Little and the Jacques Fray Band again slated to head the intimate show.

Plans to convert the Wintergarden Theater into a pop-priced cabaret have flopped, the revamped *Ziegfeld Follies* opening this month at the theater.

Loomis Booking N. Y. Spots

NEW YORK, Sept. 5.—Louis Loomis is now booking several local cabarets, including Martin's Rathskeller in Yorkville, Del Monte, the Atlantic Garden, the Swance Club in Harlem, the Rumanian Paradise and Stanley's Grill. Booking and also staging the floor shows.

New Worcester Club

WORCESTER, Mass., Sept. 5.—Club Vendome, this city's newest night spot, opened here this week with Acting Mayor Bennett and other city officials attending the formal ceremonies. William McEvoy and Harold Hedlund, co-owners of the establishment, announced approximate cost of construction was \$50,000.

Club Chatter



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QUEENIE DUNEDIN, English music-hall star and youngest member of the famous Dunedin family, is working clubs around Boston. . . **BOB BERGER'S RESTAURANT**, in the heart of Boston's theater district, is undergoing a repair job, altho biz continues. . . **TANYA WYLIE**, Polish soprano, whose voice has been heard at the Waldorf-Astoria, entertained at the American Bar Association banquet at the Statler Hotel, Boston, Thursday (27) with Ruby Newman's Ork. . . **RAY COOPER**, Montreal nightery booker, who works thru the Boston office of George A. Hamid, Inc., has been in town to line up acts for his many night spots in the Canadian metropolis.

THEODORE AND DENESHA, dancers, closed last week at the Chez Maurice, Montreal, and are back in New York. **HOTEL EDISON**, New York, has a new show comprising Bobby Hayes and band, Gypsy Lee Quartet, Jane Dover, Lou Valera and Ralph Torres. . . **MARTY WHITE**, comedian, is playing the Klamasha Inn, Klamasha Lake, N. Y. . . **BILLY GLASON** tells us he's writing the swell material for Jackson, Irving and Reeve at the Yacht Club, New York. . . **BENNY FIELDS** is doing a two-week date at the Trocadero, Hollywood. May do another Paramount picture.

BILLIE BURNS and Dennis White, dancers, have been held for four more weeks at the Hi-Hat Club, Chicago. . . **FRANK WALLACE** and **TRIXIE LaMac**, dancers, are vacationing at Miss LaMac's mother's home in Henderson, Ky., and come east to reopen at Martin's Rathskeller, New York, October 1. . . **CUNWAY AND PARKS**, colored song-and-dancers, who recently closed a 15-week run at the Kit Kat Club, New York, open September 11 at the Apollo Theater, New York, with the Duke Ellington band.

BILLY MAHONEY, now emceeing at Martin's Rathskeller, New York, is being held over indefinitely. He's the latest protege of Louis Loomis, night

club producer. . . **THE GREAT ZIEGFELD GIRLS**, brought to the Hollywood Restaurant, New York, from Hollywood, comprise Peggie Page, Dean Miles, Dona LaBarr, Nora Gale, Sandra Stark, Margaret Barrows, Gary Miles, Monica Banister, Bunnie Water, Arline Heath, Irene Thompson, Eleanor Norris, Mary Brown, Marion Collins and Vicki Vann. . . **CROSS AND DUNN** and **FIS D'Orsay** go into the Versailles, New York, September 17. . . **LEO FULD**, at the French Casino, New York, can warble in eight languages.

ESTELLE AND LEROY, dancers, now at the Riviera, Fort Lee, N. J., are making a Vitaphone short this week. . . **LOU RAYMOND**, singer, is back from a summer run at the Club Lido, Montreal, and has been booked into the Palms, on Route 6, Totowa, N. J. . . **BILLY HOLLIDAY**, colored girl vocalist, will be featured with Stuff Smith's band at the Onyx Club, New York. . . **The CARLIN-LLOYD AGENCY**, New York, is booking Panchar's Club, Massapequa, L. I. . . **RUTH DENNING**, singer, has replaced Benay Venuta at the Riviera, Fort Lee, N. J. . . **NINI'S BAL MUSSETTE**, New York cafe, is reopening with new wall decorations by Adolphe Barreaux, who is also staging the floor show. . . **Shallita and Carlton**, now at the Hotel Bismarck, Chicago, are being held over indefinitely. . . **DOLLY BELL** will open there on September 4, and the **Four McNally Sisters**, Ted and Mary Taft and Burt Granoff are booked to open on September 25 by Dave O'Malley, Chicago.

MCA HAS SIGNED, more recently, the following acts on personal management contracts: Florence and Alvarez, Lois Nixon, Santschi and Buckley, Bo Brummels, Three Emerald Sisters, Mario and Floria, Charles Hoffman, Three Heat Waves, June Taylor, Milton Douglas, Walsh and Barker and Crawford and Caskey.

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Audience roaring with laughter. **Standard**, Buenos Aires, S. A.—R. R. R.

Tremendous reception. Demands for encores. **Standard**, Buenos Aires, S. A.—R. R. R.

First place amongst the artists. **La Nacion**, Buenos Aires, S. A.

Humorism difficult to imitate. **Critica**, Buenos Aires, S. A.

Really clever and notable dancers. **Sintesis**, Buenos Aires, S. A.—G. P.

Ability and authentic grace. **Critica**, Buenos Aires, S. A.

Exceptional — Extraordinary — Irresistible humor. **Praxis**, Rio de Janeiro, S. A.—M. A.

Laughter and applause tremendous for these two great artists. **Praxis**, Rio de Janeiro, S. A.—M. A.



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norman HARRIS

sylvia AND SHORE

NORTH AMERICA

Brightest spot on the bill. **Times**, Indianapolis, Ind.

Completely walked away with the honors. AD-please nearly rocked the building. **Daily Times**, Davenport, Ia.

Burlesque adagio to the queen's taste. **Cleveland News**, Cleveland, O.—A. S.

Really funny. **Cleveland Weekly Review**, Cleveland, O.—H. O.

Combined the ancient arts of comedy and dancing to create something refreshingly new. **Denver Post**, Denver, Colo.—P. S.

Continued to keep the house in a state of laughter. **Inside Facts**, Los Angeles, Calif.—J. J.

Fun provoking, continual laughter. **Daily News**, Los Angeles, Calif.—I. C.

Comedy in generous portions. **Colonial Theatre**, Dayton, O.—V. D. S.

Effervescent team. **Showland**, Chicago, Ill.—O.

Hilarious style. **Daily News**, Los Angeles, Calif.

Delightful hysteria. **Call-Bulletin**, San Francisco, Calif.—Y. O.

direction—**FERD SIMON**

Itally bring down the house. **Kansas City Star**, Kansas City, Mo.—L. L.

We've thought such dancing was funny for a long time, but before the advent of Harris and Shore it wasn't polite to laugh. **Stars of the show**.

Chronicle, San Francisco, Calif.—G. O. W.

Pert and snappy. **Supertelegraph**, Pittsburgh, Pa.—K. K.

First-rate comedy. **Variety**, Pittsburgh, Pa.—G.

Sparkling comedienne. **Post-Gazette**, Pittsburgh, Pa.

Enlivened a fast moving show. **Herald-Post**, Louisville, Ky.—A. A. D.

Their antics had the customers howling. **The Billboard**, Cincinnati, O.—B. S.

Delightful sense of the awkward. **Times-Star**, Cincinnati, O.—M. S.

Eccentric dancing, which is a scream. **Post**, Cincinnati, O.—G. P.

Really different. **Minneapolis Journal**, Minneapolis, Minn.

Finest and original style. **Omaha Bee-News**, Omaha, Neb.—J. R.

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Bands and Orchestras

SOPHIE TUCKER and orchestra are scheduled for a 12-day engagement at Blossom Heath, Detroit, beginning Wednesday (9). She opens a London engagement on September 24. **JACK DENNY** and band are appearing at Westwood Gardens in Detroit. **ISHAM JONES** continues to one-night thru the deep South. **PHIL HARRIS** is still holding forth in the Blue Room of the Hotel Roosevelt in New Orleans. **STAN STANLEY** and his Hotel Gibson Orchestra are appearing at the Colonial Club in Jackson, Miss. **Tanner Sisters**, **Von Elkins** and **Lou Lapierre** are featured. **EARL HINES** is also playing an extensive series of one-nighters below the Mason-Dixon line. **ORLAF FARR**, manager of Denver's magnificent Rainbow Ballroom, last week announced that the spot is undergoing minor renovations and will be "better than ever" when it opens in a couple of weeks. **STERLING YOUNG'S** Ork bows out of the Rose Room of the Palace Hotel, San Francisco, on September 29 to open two nights later at the Beverly Wilshire in Los Angeles. Young has been signed for the new Burns and Allen air show, starting late this year and originating in Hollywood. His vocalists are **Billy Moez** and **Donna Lee**. **EDDIE FITZPATRICK JR.** pulls his ork out of the St. Francis Hotel in San Francisco on September 13 to make way for **Jan Garber**, who will be the attraction for a

Fats Taylor and band at the Club Bradley in Gulfport, Miss., when they opened at the spot late in August. Business is improving, however. Band is using two vocal trios and two soloists besides Taylor, who is handling the club's emcee duties. **NATIONAL ORCHESTRA SERVICE**, of Omaha, Neb., announces that **Red Perkins'** original Dixie Ramblers will be augmented by several pieces beginning October 1. Band will offer floor-show entertainment as well as dance music.

Music News

Before departing for Europe, **Johnny Broderick**, of Arron and Broderick, placed his latest song, *And So It Ends*, with **Bob (Hillbilly) Miller**. Broderick hopes to land the number with the show he is to appear in during his sojourn in England. Miller reports progress for another composition which his firm is publishing, namely, *My Pipe, Slippers and You*. It is by **Carroll Loveday**, who originally sponsored the work, but which the Miller concern has taken over.

Clarence Williams is negotiating for representation in Australia. Three firms in that part of the world are bidding to take over his catalog, with **William** holding final decision in abeyance. The

Sheet-Music Leaders

(Week Ending September 5)

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.**; **Gambio Hinged Music Company** and **Westcm Book and Stationery Company**, of Chicago.

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

PHONOGRAPH RECORD best sellers will be found on page 71.

couple of weeks. **Fitzpatrick** one-nights during the **Garber** engagement, but returns to the hostelry on September 29.

LOUIS PRIMA has left the Lookout House, Covington, Ky., and will open at the Greyhound Club, St. Louis, on September 11. **Prima** and band are set to replace **Joe Sanders** at the Blackhawk Cafe, Chicago, on October 1. **EMIL FLICHT** is now at O'Henry Park, Chicago. **HERBIE KAY'S** Orchestra returns to the Edgewater Beach Hotel in Chicago September 18 for four weeks, succeeding **Bernie Cummins**. **George Olsen**, directing the late **Orville Knapp** Band, replaces **Kay** on October 17. **HARRY HYLAND** and ork have moved into the Woodward Pier, Paw Paw Lake, Coloma, Mich., for a date lasting thru Labor Day. **CHARLIE LISTERMAN** has disbanded his dance unit and is currently rehearsing a 15-piece combo in East Stroudsburg, Pa. **JACK HAMILTON** is playing an indefinite engagement at Palace Gardens, Lansing, Mich. **DUKE LE BRUN** and musickeers are on the high seas, having been signed to furnish the melodies for patrons of the Grand Salon on the S. S. Normandle.

EDDIE DUCHIN closes the season of Moonlight Gardens, Coney Island, Cincinnati, when he plays a two-night stand at the popular up-the-river spot on September 12-13. The park's regular season closes Labor Day, Art Kassel and band furnishing the music. **FRED FITZGERALD'S** **Triboro Ramblers** Ork is concluding its summer season at Pocomo Alps Tavern in Musertown, Pa. **GEORGE NODJO**, "Cy" Trippie, **Julie Goldberg** and **Ed Beecham** are handling the specialties for **Nodjo's** Orchestra, playing a summer's engagement at **Alexander's Crystal Inn**, Tupper Lake, N. Y. **POOR CROWDS** greeted

composer is receiving flattering reports anent *More Than That*. One in particular came from **Baby Rose Marie**. The diminutive artist, who sang the song over **WINS**, is going to repeat the number again over **WHN** within the next few weeks.

With several American songs clicking in England and a certain amount of native English ditties failing to come up to the standard, representatives of foreign firms may be expected to journey to the United States shortly in search of material. One purveyor of popular music is already on the way. He is **Irwin Dash**. The last time he was here he took along a batch of numbers written by local creators, with one making the grade. Now the same work is to have a new lease of life over here in the hope that it will duplicate its European vogue.

Charlie Ross, who promoted and organized the recent **Swing Concert**, has been added to the staff of the **Isham Jones** emporium. **Charlie** among his other duties will concentrate on getting "plugs" for the well-known maestro's catalog.

Jack Mills is scheduled to return from his trip abroad around the latter part of the month. **Mills** went to the other side of the Atlantic for the purpose of

establishing branch offices in Holland, France and other places on the Continent. He also made tieups with foreign houses for their wares in exchange for some songs in the **Mills** list.

Charles Edgar Harper, producer of *Harper Varieties* over **WMEX** in Boston, has turned out a trinity of songs tagged *The Magic Hour of Dreams*, fox-trot ballad, introduced by **Helen Young**; *The Melody Mystery*, waltz, premiered by **Carmen Trudeau**, and *It Won't Mean a Thing Without You*, a fox-trot brought to the air for the first time by **Nita Davis** and her guitar. The three gala are under **Harper's** management.

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Thru Sugar's Domino



LOCAL 802 of the American Federation of Musicians will have to travel over rough roads, hairpin curves and breakneck grades in the course it has laid out for itself in connection with the current drive to revive employment in theater pits for its members. Opposition to the move will not reside alone in theater circuits that fail to descry benefits to be derived from the reinstallation of "flesh" policies, the necessary accompaniment of a revived musicians' employment market in the theater industry. There are those among the sympathizers of the drive who feel sincerely that stage shows are as archaic as silent films; that if the musicians expect to get anywhere they had better hitch their wagons to a brighter, ascending star.

There is much to be said on both sides of the interesting question of whether a real revival of stage shows will be witnessed in this generation. But there is little room for argument in the face of the contention that the musicians' drive is already an assured flop unless those conducting it assume a realistic attitude towards the problem. All of us remember the AFM's million-dollar advertising campaign of several years ago. Its erstwhile proponents will undoubtedly argue that it was not intended to serve the purpose of alienating the public's affection from talkies. If this be accepted as fact, then the burden of proof is on the campaigners on the question of whether the expenditure proved to be a good investment. Talkies have rooted themselves in the consciousness of an entertainment-seeking public. There has, on the other hand, been no concerted effort made by groups anywhere to force circuits and independents to retain living music. The robot has apparently won with hands down.

The keystone of our brief is that the Local 802 drive must involve considerably more than agitation, publicity, advertising and loudly voiced appeals to a fickle public. Provided the expense involved is not disproportionately great, the campaign idea is a good one but as useless as a two-pants suit to a legless man unless it is tied in closely with constructive and intelligent efforts to bring about legislation designed to remedy industry evils that prevent the musician from earning his livelihood at his chosen trade.

While it is generally understood that the New York local will have as an active ally in its drive the American Federation of Actors and the stagehands' union, it will not be enough for these two organizations to merely pledge their support and let it go at that. The musicians will not succeed unless they have behind them the unified co-operation of the AFA and the stagehands. These unions will have to use the most powerful weapons at their command, such as ability to consummate agreements that will include the employment of musicians and regulations designed for the purpose of disciplining members who work under conditions that constitute discrimination against union musicians.

As to legislation and the corraling of government aid it is important that the musicians' local thru its farflung organization seek out instances of circuits that are violating rulings of the Federal Trade Commission and the various anti-trust laws. A few offenders brought to the bar of justice will do more towards reviving employment of musicians in pits than several millions of dollars spent in advertising, altho advertising, mass meetings, parades, etc., each have their important place in the project.

In several Latin countries laws have been passed compelling exhibitors to use a certain amount of stage attractions. It has been demonstrated that laws of this nature can be passed in this country and upheld as to constitutionality.

It is on the legislators that the local must concentrate in its drive. All the publicity, ballyhoo and advertising should be aimed to help the passage of favorable legislation. It is practically impossible to crystallize public sentiment on a matter that does not directly affect the public's economic and physical well-being. But legislators who are concerned about the votes of musicians, actors, stagehands and members of allied crafts will listen to reason. The musicians can take the cue from the Hays office that has often boasted about its conquests in the legislative solons. The Hays office has an admirable record of frustrated legislation. Using the same means the musicians can cause the wheels to turn of the machine that will obtain for them thru the most efficacious means known in a democracy the objectives they seek.

More work for musicians in theaters will mean more work for actors and stagehands. The three divisions are bound as closely together as the vertebrae in a spine. One can hardly exist for any length of time without the other. It is high time that all elements realized this and the opportune moment to really get together is when the New York group starts snooting off its heavy artillery in the drive to restore men and music to dust-covered music stands in what are now picture grinds. No power in this country can stop the combination of actor, musician and stagehand from going places once they link their arms and start walking the trail together. The objective can be reached peacefully, constructively and expeditiously. But there must be whole-hearted, unselfish and unified effort on the part of every factor. It is a matter of acting now or sinking into oblivion. There is no better time to start than at the beginning of what appears to be the best theater season since 1929.

The Broadway Beat

By GEORGE SPELVIN

SETTLEMENT of the electrical workers' strike at Macy's Department Store last week ends the fancy picketing done by the unionists. Their placards were wired for sound and would buzz to attract attention. Some day, perhaps, the burlesque artists' union will picket with strippers (says w. hopefull). Or the musicians with their violins. Or the APA with song-and-dancers.

Lya Lys, French film star now in this country, tells us she is studying law in her spare time. Says she would enjoy being able to twist a jury around her little finger. . . . Job applicants at the New York MCA office must fill out questionnaires which include such queries as "Do you smoke? Do you drink? Do you play a musical instrument? . . . The new Gayety Theater Building sign reads *Broken Blossoms*, "the greatest living picture ever made," whatever "living" picture means. . . . Noel Meadow, who pres agents the Dancing Masters of America, confesses he can't dance a step. . . . Bob Gardner, formerly of *The Philadelphia Record*, is now helping Morris Iushewitz publicize the current musicians' union's theater campaign. . . . The Palace Theater front is getting a terrific play this week from the mountaineers (social directors to you) returning from their summer engagements (well, engagements sounds nice) and eager to tell each other how terrific they were out at Hotel Pleasure on Lako Hohohokus. Gazing, sort of accidentally, into the nearest shop window, they admit casually that they never quite looked so handsome. A good tan does wonders.

Now that even the Planetarium is air-cooled, the Bristol Hotel finds it necessary to advertise "Truly Air Cooled." Any minute now somebody is going to advertise "Positively Air Cooled." Despite all these fancy variations on an old theme, we still like Jackson, Irving and Reeve's crack: "Open that door and let the cooling system in!"

Sign of the times: Sam Kaplan and Harry Sherman, when presidents of operators' union, Local 306, received \$20,000 a year salary. The current reform president, Joe Basson, gets \$100 a week. . . . Theaters and restaurants being picketed by the exterminators' union don't like the idea, figuring the public might think their places are being overrun with vermin during the strike. . . . The Glen Island Casino charges you \$1 to park your car, but returns 75 cents if you patronize the casino. Angle is to discourage autoists who park and spoon and never go inside the casino. . . . The director of a new WPA all-colored African drama is the son of a Nigerian tribal chief. . . . Laurence Schwab is going to the Coast for 20th Century-Fox. He'll have six months to look around and decide upon picking up his option. . . . MCA has signed up practically every important dance team, except Dario and Diane. . . . Marian Bergeron, a recent Miss America, is making her local night club debut as a professional singer at the Vendome Cafe, which is a cafeteria in the daytime and a night club in the evening.

The Dancing Teachers' Business Association is protesting against the management of the WPA Dance Project, claiming only "modern" dancers are chosen and that the more familiar style of hoofers are getting the cold shoulder. . . . Altho the Dancing Masters of America recognized the popularity of swing music by making the swing dance the official hit of the new season, the American Society of Teachers of Dancing, older and more conservative group, claims swing dancing won't last beyond the winter. What do you think?

Chicago Chat

By NAT GREEN

TRAILERS dot the highways these days and many of them lend color to the landscape by reason of the pictorial advertising they carry. . . . Hundreds of vaudeville and outdoor acts, as well as concessioners and others, are finding trailers not only the most convenient way to travel but also the most economical mode of transportation. . . . Paul Massman, prominently connected with the Texas Centennial at Dallas, and previous to that with A Century of Progress, stopped over in Chi for a few days on his way east to start work on the New York World's Fair. . . . Gypsy Meyers Davidson, who gave up trouping (but she'll be back) to resume her job as professional nurse, writes that she is now using her "honest-to-goodness" name, Frances M. Leeds. . . . Paul H. Fassnacht has been appointed director of public relations of the Stevens Hotel in direct charge of advertising, publicity and promotion activities. . . . Fassnacht has been director of several international chambers of commerce and was for eight years president of a large international advertising agency.

Charles W. Rehfeld, associated with the amusement department of *The Chicago American* for the last 20 years and for four years assistant director of the department, has established the Amusement Advertising Service. . . . Harry A. Atwell and the missus departed Friday for the Lac du Flambeau region of Northern Wisconsin, and Harry has promised to bring back some sizable muskies for the delectation of the Atwell Luncheon Club. . . . J. C. Donahue took his trunk along when he left recently for points west, indicating he expects to spend some time with the Big One—evidently he likes to see those "straw" houses. . . . Tex Sherman left Chi a few days ago for a "good-will" tour of the various rodeos thruout the West and will return about October 1 to open the publicity campaign for the Stadium rodeo here. . . . C. W. Finney celebrates a birthday September 13. . . . Card from Bob Hickey says everything—including business—is lovely on the Coast!

Drought or no drought, the Iowa State Fair was one of the finest we have seen in years. . . . We dropped in at the capital of the Tall Corn State early in the week and found everybody extremely happy. . . . Midway 42 per cent ahead of '35, fair receipts thousands of dollars ahead and exhibits so numerous that Art Corey had trouble in finding a place for them. . . . Had a pleasant visit with Ralph Hemphill, who says Oklahoma City is in the best condition in years and he looks for a great fair. . . . Beckmann & Gerety midway was a veritable blaze of glory. . . . Fred and Barney are going in strong for neon lighting and have some of the most beautiful fronts to be found on any show—and building still more. . . . Kent Hoamer, publicity director, busy entertaining prominent visitors and particularly solicitous of the welfare of the bevy of Atlantic City beauty contestants. . . . Larry Hogan, who is on a diet (?), found time to drive out to Red's for a swell feed of ribs, giblets and fried chicken before he left for points south. . . . Clare Miller, past prez of Iowa Fair Managers' Association, and Mrs. Miller on their first visit to the State fair—their own fair dates always interfered heretofore. . . . Frank Duffield put on one of the finest fireworks shows we've ever seen. . . . And Mike Barnes' grandstand show was a pip. . . . With such a setup, no wonder J. P. Mullen and Art Corey wore broad smiles!

News of the Week

Reorganization of RKO is set back again until after October 1, when discussions will be reopened on the \$9,000,000 claim against RKO by Rockefeller Center. However, it is not expected that settling the Rockefeller claim will hold back on formulation of a general reorganization plan for RKO.

Broadway—at least its pic houses—is doing sock business. But there's nothing remarkable about it, answer being the product is good. Going back to the old saying—a good show always gets its dough.

Warners and Paramount set a Philadelphia pooling deal, covering three Stanley-Warner and four Par houses. S-W will operate.

A program of expansion is expected from Columbia Pictures following entry into the firm of B. E. Kahane as right bower to Harry Cohn. Also may mean that John D. Hertz, Chicago financier, is looking at Columbia, since Kahane has been close to Hertz for years.

United Artists plan to make more foreign producer tieups. Belief is that Hollywood can't meet the demand, for one thing, and the condition of the world monetary markets make it a wise move, for another. Arthur Kelly is sailing for UA to make the arrangements.

Probably 100 or more Paramount employees will be let out in the current economy and efficiency wave hitting that company in all its branches, save studio. Mostly minor employees involved, it's said.

Reeves Espy succeeds Abe Lehr as chief production aid to Sam Goldwyn. Lehr went into the agency business after many years with the producer.

Will Hays may meet with radio execs to talk over the complaints against pic stars going on the air commercially. Nothing definite on handling this problem will happen until then, it is said, with Hays due back in New York within the fortnight.

Plan to increase reel size to 2,000 feet went into effect throught the country.

Columbia grossed \$15,301,551 for the year ending June 27, weekly average being just below \$300,000. Net profit was \$1,568,860.

Appears that the movement for higher admission prices is gaining strength all over the United States. Ten Warner circuit zone managers recently left New York after a home office talk about the move, while other outfits are also taking the step. New York City has already put thru such a procedure. Both indies and majors are giving the suggestion much thought.

Producers say they are going to get very tough about any reports of studio execs chiseling on extras. Casting men were called on the carpet and told to behave, with the industry to adhere to the labor provisions of the NRA code.

Suit brought by George Kaufman and Robert Sherwood against Sam Goldwyn for fees claimed due for writing *Roman Scandals* was settled for \$20,000.

Department of Justice in Washington may set up a bureau to concentrate on the picture industry in connection with any possible future anti-trust actions. The bureau would collect data on the industry so that the government would have a better slant on how the business operates.

Warner circuit may expand into Ohio, outside of Cleveland. Step will be taken if a survey shows conditions warrant.

THEATRE EQUIPMENT NEW & USED

MOVIE SUPPLY COMPANY
514 S. WABASH AVE. CHICAGO, ILL.

"THE GORGEOUS HUSSY"

(MGM)

TIME—105 minutes. RELEASE DATE August 28.

PRODUCER—Joseph Manckiewicz.

PLOT—Peggy O'Neill Eaton was one of the most colorful figures in American history, swaying men and the nation when in her prime, altho she was only an innkeeper's daughter. She raised a terrific fuss in Washington society of the Jackson administration. But in the picture she becomes a saccharine nonentity, entirely composed of sweetness, light, nonsense and boredom. The film takes her thru her marriage with Lieutenant Timberlake and after her widowhood, thru her marriage with Secretary Eaton. She becomes the sweet source of Jackson's inspiration and in the end leaves the country rather than disturb national affairs.

CAST—Joan Crawford, Robert Taylor, Lionel Barrymore, Franchot Tone, Melvyn Douglas, James Stewart, Allison Skipworth, Louis Calhern, Beulah Bondi, Melville Cooper, Sidney Toler, Gene Lockhart, Frank Conroy, Nydia Westman and others. Crawford as vapid as usual. Some of the others give good performances, but Barrymore, as Jackson, walks off with the picture.

DIRECTOR—Clarence Brown. Granting the script, there wasn't much he could do.

AUTHORS—Screen play by Ainsworth Morgan and Stephen Morehouse Avery, from the book by Samuel Hopkins Adams. They could have called the characters by any other names and the smell would have been the same.

COMMENT—One of the most colorful of our native figures becomes, in Hollywood's hands, "Elsie Dinsmore in Washington."

APPEAL—Upper brackets because of the names.

EXPLOITATION—What happens to history in Hollywood.

"THE GENERAL DIED AT DAWN"

TIME—98 minutes. (PARAMOUNT) RELEASE DATE—September 2.

PRODUCER—William Le Baron.

PLOT—Involved story about the attempts of a Chinese province to rid itself of a ruthless and savage war lord. O'Hara, an idealistic American, joins with the oppressed and is given funds to buy munitions. Peter Perrie and his daughter, latter against her will, get O'Hara to take a train to Shanghai instead of flying, and Yang gets him and the dough on the train. From then on it gets complicated and plus. Windup, tho, is that Yang takes the girl, Mr. Wu, O'Hara's employer, and Leach, a thief, aboard his vessel, after O'Hara has killed Perrie trying to get the money. None of them know where it is. Brighton, the munitions agent, a drunk, also on Yang's ship, accidentally finds the money while looking for booze. He fights his way clear of a guard, fatally stabbing Yang. As Yang prepares to execute all the others, O'Hara sells him the idea of letting them go so that they can tell how Yang died in glory, his guard taking their lives with him, instead of having "lost face"—the worst thing that can happen to a Chinese.

CAST—Gary Cooper, Madeleine Carroll, Aldin Tamiroff, Dudley Digges, Porter Hall, William Frawley, J. M. Kerrigan, Philip Ahn, Lee Tung Foo and others. Cooper, Carroll and Tamiroff excellent. Frawley plays little more than a bit until the end, when he becomes a pivotal character and he does it beautifully. Digges acts, of course. Hall stands out, with Tamiroff as the weakling agent. His is a great job.

DIRECTOR—Lewis Milestone. A super job, including camera work that is far superior and the early introduction of suspense that never lets down.

AUTHORS—From Charles G. Booth's novel. Screen play by Clifford Odets.

COMMENT—Tense meller good for business.

APPEAL—Universal.

EXPLOITATION—Cast, Milestone, score by Werner Janssen, which helps the picture considerably. Any news breaks that might occur.

Film Consensus

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
Anthony Adverse (Warner)	14	2	2	"One of the finest ever made."— <i>Film Curb</i> . "Welcome cinema."— <i>Post</i> .
Swing Time (Radio)	18	0	1	"Best of the Astaire-Rogers."— <i>M. P. Daily</i> . "Entrancing entertainment."— <i>American</i> .
Girls' Dormitory (20th-Fox)	10	2	9	"Action lags a bit."— <i>Film Curb</i> . "Depends on Simon build-up."— <i>N. Y. Exhibitor</i> .
Piccadilly Jim (MGM)	18	0	2	"Sure-fire box office."— <i>Daily Variety</i> . "Swell comedy."— <i>Box Office</i> .
Tc Mary—With Love (20th-Fox)	14	3	3	"Human, emotional drama."— <i>Showmen's Trade Review</i> . "Good drama."— <i>Film Curb</i> .
The Gentleman From Louisiana (Republic)	3	0	4	"Above average."— <i>M. P. Herald</i> . "Fair."— <i>The Billboard</i> .
Case of the Velvet Claws (Warner)	4	3	9	"Plausible fare."— <i>Box Office</i> . "Fair entertainment."— <i>Harrison's Reports</i> .
Two-Fisted Gentleman (Columbia)	1	5	5	"Another fight film."— <i>News</i> . "Dull picture."— <i>American</i> .
The Lion's Den (Puritan)	3	1	2	"Tame mixture."— <i>Variety</i> . "Average."— <i>Film Curb</i> .

Exhibitors' Organizations

Allied of New Jersey, meeting in Atlantic City September 10-11, plans to protest a proposed revival in that State of a sales tax which includes theater admissions in its maw. Organization not so long ago licked a try at putting thru a sales tax of 10 per cent above 25-cent tickets.

ITOA of Southern California reported seeking a probe of the majors again. Association may place with the federal government its correspondence showing complaints made by exhibs of various distributor practices, especially the "continued first-run" business. This means the subsequent run houses must wait longer for their prints. Group is said to have written the distribs that continued infractions of the consent decrees of 1930 and 1932 have led the indies to send their complaint to Uncle Sam.

Ed Kuykendall, disposing by lease of his houses in Columbus and Tupelo, Miss., will concentrate on his work for the MPTOA. No change in his position, in his temporary withdrawal from the exhibitor field will be made, certainly not until after his present term expires.

British exhibs will discuss producing their own pictures at a meeting in London September 9. Independent Exhibitors Distributing Company has been formed for the purpose, with the operators to contribute 25 per cent of the capital, individual houses paying up to as much as \$500. That would be their only costs in the production outfit, other than, of course, rental charges. This, it is claimed, will be much lower than those of other producing firms. Captain A. F. Dixey organized the company. Several production tieups, it is claimed, have been made already by Dixey's group.

Theater Owners and Managers of the Rocky Mountain Region met in Denver this past week. Discussed new product coming, theater fundamentals, etc. William Diamond, of Chicago, talked about stage shows available for this section.

UMPTO (Philadelphia) brought but 49 exhibs together at a meeting this week to fight the high rentals being charged, they claim, this season. A committee of five was appointed to try to formulate a plan whereby the high prices could be checked. There was a discussion of a booking boycott, but it resulted in nothing. It was expected that the exhibs would really lash out at the rentals, but they didn't.

Allied of New Jersey appointed a committee to sponsor price increases in indie houses in that State. Committee will bring this up at the convention coming soon. All told there have been nine committees named for the meeting.

Screeno Executives Convene

CHICAGO, Sept. 5.—A two-day conference of the Screeno Amusement Company's distributors will be held at the home offices here beginning September 6, at which time new ideas will be discussed which will wind their way into the field of theatrical entertainment. Those who will attend are George B. West, New York; Clyde Elliott, Dallas; George W. Hartmann, Kansas City; Phil and Mayer Monsky, Omaha; Billy West, Los Angeles; Gordon Allen, San Francisco and Honolulu; Harry Weisburg, Milwaukee; George T. McCarthy, Cleveland; Fred Garcinava, Mexico; Charles H. Powell, Detroit; H. Knute MacKenzie, Seattle, and D. J. Selznick, Pittsburgh. B. Brule, Santiago, Chile; Leonardo Carman, Buenos Aires, and Fred R. Martin, Chicago, who is recuperating at present from a fractured leg, may also possibly be in attendance. J. S. Markstein, president of the company, will preside at all the sessions.

Palo Alto Nixes Studios

PALO ALTO, Calif., Sept. 5.—Motion picture studios are fine for Hollywood but they aren't wanted in this college town. Palo Alto Residents' Club is opposing establishment of such a setup here, pursuant to consideration of a proposal by the Edwin Carewe Productions, Inc. Studios in this city would be inharmonious with the residential development aims, a report by the organization said.

"THE LAST OF THE MOHICANS"

(RELIANCE-UNITED ARTISTS)

TIME 90 minutes. PRODUCER—Edward Small. RELEASE DATE—Sept. 2.

PLOT—Based on James Fenimore Cooper's classic saga, with Hollywood accent on the love story between Hawkeye and Alice Munro, daughter of the British colonel. Because of obvious reasons, the plot has been telescoped. The battle of the defense of Fort William Henry; the massacre, after Munro's surrender, of the English garrison by the treacherous Hurons; death of Uncas and Cora and his father's revenge; capture of Alice by the Indians and the sacrifice of Hawkeye to let her escape, are the story highlights.

CAST—Randolph Scott, Binnie Barnes, Heather Angel, Hugh Buckler, Henry Wilcoxon, Bruce Cabot, Robin Barrat, Philip Reed, Willard Robertson. Scott is fine as the scout, while Wilcoxon, his rival for Alice and the English major, is equally forthright in a less popular role. Neither of the women bring much to their parts, but Buckler is admirable as the defeated colonel. Reed steals the picture, playing Uncas, the last of his tribe, in a subdued, quiet and shining performance, the best of his career. Barrat as his father turns in another of his customary excellent performances. Cabot doesn't quite make clear whether he's lousy or whether that type role needs a new face to make it convincing.

DIRECTOR—George B. Seltz. Plenty of excitement in the picture, with the war scenes, massacre, and chase of Hawkeye, the major and the girls well handled. Love gets in the way too much.

AUTHORS—Adaptation of Cooper's novel by John Calderston, Paul Perez and Daniel Moore. Philip Dunne on the screen play.

COMMENT—A pretty exciting version of the book.

APPEAL—Family. EXPLOITATION—The story and the history involved.

"STAR FOR A NIGHT"

(20TH CENTURY-FOX)

TIME—76 minutes.

RELEASE DATE—August 28.

PLOT—Mrs. Lind, a blind old lady, comes to America in the belief that her children are rich and famous. They aren't, of course, but they decide to keep up the deception so as not to make her feel badly about the money they've spent on her eyes. One daughter is supposed to be a musical comedy star, but she's in the chorus. A kindly doctor who helps with the deception restores mother's sight, so a friendly showgirl lends her swank apartment to help out. Mother wants to see the show, so various of the chorus cuties shanghai the star and daughter steps into the role. But mother eventually finds out the deception and says she doesn't mind.

CAST—Claire Trevor, Jane Darwell, Arline Judge, Evelyn Venable, J. Edward Bromberg, Dean Jagger, Alan Dinehart, Joyce Compton, Susan Fleming, Adrienne Mardé, Frank Reicher, Dickie Walters, Chick Chandler, Astrid Allwyn and Hattie McDaniel. All okeh.

DIRECTOR—Lewis Seller. Pretty heavy-handed.

AUTHOR—Based on a play by Karin Michaelis.

COMMENT—It oozes sugar-coated tears. Only fun is during the chorus gal scenes. For the rest it's a tear jerker to end, one trusts, all tear jerkers.

APPEAL—Lower brackets, if any.

EXPLOITATION—Central situation.

"A SON COMES HOME"

(PARAMOUNT)

TIME—75 minutes.

RELEASE DATE—July 31.

PLOT—The Widow Grady runs a chowder house in San Francisco and hopes for the return of her son, who disappeared 15 years before. A newspaper story on her inspires a lad accused of a murder he didn't commit to pose as the son, the widow, altho doubting his identity, believing in his innocence and acknowledging him. The real killer was the son, and despite the efforts of the fake son to prevent it, he is tracked down and shot by the police after a brief interview with his mother.

CAST—Mary Boland, Wallace Ford, Julie Haydon, Donald Woods, Roger Imhoff, John Wray, Robert Middlemass, Herbert Rawlinson and others. Boland, a fine dramatic actress despite the zany comedy roles with which she has been saddled in pictures, is wasted on the current tripe. Support good.

DIRECTOR—A. E. Dupont. Okeh.

AUTHORS—Screen play by Sylvia Thalberg from a story by Harry Hervey. Bilgewater.

COMMENT—Preposterous attempt at tear-jerking.

APPEAL—Spotty.

EXPLOITATION—Boland in dramatic role.

"POSTAL INSPECTOR"

(UNIVERSAL)

TIME—68 minutes.

RELEASE DATE—August 18.

PRODUCER—Charles R. Rogers.

PLOT—Charlie Davis, bank clerk brother of Bill Davis, Federal postal inspector, falls in love with Connie Larimore, night eluo chanteuse. Young Davis is in charge of all old money returned to Washington by his bank. Benez, night club operator employing Miss Larimore, is threatened with death unless he pays a \$25,000 debt. Using young Davis' car, he and accomplices rob the mail truck on which the money is being shipped, kill the driver and escape. The young couple are accused of the theft and altho Bill Davis thinks the girl had a part, he finally truces Benez and captures him and his gang. All the chase scenes are done while a heavy flood is raging in the town.

CAST—Ricardo Cortez, Patricia Ellis, Bela Lugosi, Michael Loring, David Oliver, Wallis Clark, Billy Burrud and others. Cast is fairly acceptable.

DIRECTOR—Otto Brower. A good job for a good neighborhood programmer. Paced well and chase and suspense well maintained.

AUTHORS—Robert Prosnell and Horace McCoy. Altho familiar, has enough twists and incidental angles concerning postal inspection to be fresher than the average boom-boom programmer.

COMMENT—As mentioned, the shots—really too brief—as to how Uncle Sam gets mail frauds, purveyors of phony gimmicks, etc., are quite interesting.

APPEAL—Kids and men.

EXPLOITATION—The postal inspection angle, tracing the crooks, etc.

"WOMEN ARE TROUBLE"

(MGM)

TIME—50 minutes.

RELEASE DATE—July 31.

PLOT—Another of the film versions of a city room, which is really enough to allow the Newspaper Guild to sue. This time the star reporter and the big city editor are beaten out by the sweet gal reporter from the South—and where have you heard that one before. The story this time concerns bootleggers, no less, who are cutting in on the legal liquor business. Everyone gets jammed and captured, with the rescue being worked by a cop who had been demoted because he was honest. The star reporter and the Southern typesinger duly embrace, and the city editor remarries his divorced wife in order to avoid paying her alimony.

CAST—Stuart Erwin, Paul Kelly, Florence Rice, Margaret Irving, Cy Kendall, John Harrington, Harold Huber, Kitty McHugh and Raymond Hatton. Cast way better than its material.

DIRECTOR—Errol Taggart. He does what he can by playing up the comedy.

AUTHORS—Screen play by Michael Fessier from an original by George Harmon Cox. Yarn is hopeless, but comedy lines spruce it up enough to get it by.

COMMENT—It won't annoy you too much.

APPEAL—Manages to fill in on doubles.

EXPLOITATION—Routine.

"BACK TO NATURE"

(20th CENTURY-FOX)

TIME—56 minutes.

RELEASE DATE—September 18.

PLOT—The Jones family is in again. This time they're convention-bound in an auto trailer, with Papa getting exasperated and with reason over a variety of things and young Roger causing trouble as usual. Bobby gets into a short love affair, and Bonnie gets into something more when she falls for a convict, with an ensuing auto chase. They finally get to the convention all right, which is a relief in more ways than one.

CAST—Jed Prouty, Spring Byington, George Ernest, Shirley Deane, Dixie Dunbar, Billy Mahan, Tony Martin, June Carlson and Florence Roberts. Prouty and Byington way above both their material and the other members of the cast.

DIRECTOR—James Tinling. A tough assignment.

AUTHORS—Original by Robert Ellis and Helen Logan. They could have drawn it out of a hat.

COMMENT—The type of stuff that's supposed to appeal to family audiences —tho the guess is that most families would be pretty depressed by it.

APPEAL—These who sat thru the two other Jones family masterworks.

EXPLOITATION—The Jones family. That exploits and gives warning, both.

"THREE MESQUITEERS"

(REPUBLIC)

TIME—57 minutes.

RELEASE DATE—September 10.

PLOT—An ex-service man leads an army of veterans to the San Juan valley to settle, where they are opposed by the cattle owners. In the ensuing feud the brother of a gal is slain. A couple of adventurers cruising that way come to the aid of the vets, and the cattle lads are routed. Both fall for the gal but, for a wadder, neither gets her. They both decide to keep on adventuring and are joined by the ex-service man.

CAST—Robert Livingston, Ray Corrigan, Syd Saylor, Kay Hughes, J. P. McGowan, Al Bridges and others. Okeh.

DIRECTOR—Ray Taylor. Nice job.

AUTHORS—Screen play by Jack Nottetford, from a story by Charles Condon. Refreshing twist on the usual Western formula, with the ending coming as a distinct and novel relief.

COMMENT—Superior Western.

APPEAL—Western fans and maybe some others, too.

EXPLOITATION—Since this is the start of a new series, play up that fact.

"SHE DEVIL ISLAND"

(FIRST DIVISION)

TIME—63 minutes.

RELEASE DATE not given.

PLOT—Much singing and photography on a native island which is the scene of a love story that ends very unhappily.

CAST—Carmen Guerrero, J. J. Martinez Casado, Adolfo Giron, Beatriz Ramon, Lucy Delgado, Gme. Calles, Pedro Armendariz, Carlos Baz, Luz Carmona and Emilio and Ampara. Ugh!

DIRECTOR—Raphael J. Sevilla. He managed to do a very thoro job on ruining what might have been a good travelog.

AUTHORS—Story by Ernesto Cortazar, and screen play by Alfonso Liguori and Raphael J. Sevilla. See above.

COMMENT—Altho the singing and some dancing is good, and tho the female portion of the native population is very lovely, it's pretty hard to take. Something to rank with *Murder in the Old Red Barn*.

APPEAL—Wherever it'll do least harm.

EXPLOITATION—See this, and then quit kicking about our regular run of films.

6 Houses Sign BAA Contract Granting Raise to Chorines

Republic, Apollo, Eltinge, Werba, Star and Shubert, Philly, sign up—chorines boosted \$1.50 per week—universal two-week notice clause—negotiating with indies

NEW YORK, Sept. 5.—The Burlesque Artists' Association contract for the new season was signed last week by six local theaters, members of the Eastern Burlesque Managers' Association. The contract was accepted in its entirety, with two new clauses also being accepted. Chorus girls have been given a raise of \$1.50 and notices of closing in stock houses have been changed from one week to two weeks. The theaters signing up were the Republic, Apollo and Eltinge here; Werba and Star, Brooklyn, and Shubert, Philadelphia. The BAA is negotiating with the other theaters in town and is also trying to bring about a contract settlement with the Independent Burlesque Circuit. The contract is scheduled to go into effect September 13.

The elimination of the one-week notice clause in the theaters in the metropolitan area now makes the two-week notice clause universal. The raise for chorus girls now brings the salaries of girls in stock houses to \$24 a week and those on the road to \$26.50. These salaries do not include midnight show performances. The EBMA members also gave the BAA another blanket guarantee, the same as last year, the group being responsible for defaults of any individual theaters.

In achieving these terms, the BAA has brought the industry to practically the same basis under which it worked in the days of the Columbia Wheel. However, in those days chorus girls were given \$30 a week. To bring this about it took the BAA three years of considerable effort.

The same contract is practically set for the Gaiety and Gotham here, with I. H. Herk and Abe Minsky signifying their willingness to sign the agreement. The BAA is currently working on the Oxford, Brooklyn, and Irving Place and People's Theatre here to sign the agreement.

The Indie Circuit has not signed the agreement yet, with the BAA demanding that each theater sign up individually. For the circuit's original 10 weeks the BAA is seeking a blanket guarantee, but for the others, with the exception of those in the Midwest, the organization is seeking suitable guarantees. Waterbury is sending over papers to be investigated, while Toledo has failed to reply to the BAA's letters.

The Shubert, Philadelphia, has agreed to pay for midnight shows even tho it is a six-day town, but if midnights are not paid for by six-day towns on the Indie Circuit then the Wilner house expects to be relieved of that cost.

EBMA Settles Two BAA Salary Claims

NEW YORK, Sept. 5.—In bringing about claim settlements with the Eastern Burlesque Managers' Association the Burlesque Artists' Association secured payment of salaries defaulted last year by George Katz at the Civic, Syracuse. It also secured adjustment of the Frank Silk claim for salary in lieu of notice not being given him last December at the Werba and Republic theaters.

The Katz claim amounted to over \$1,000, which has been paid as has the Silk claim. Other claims are being presented by the BAA, which will be given consideration by the managers.

Empress, Det., Cast Changes

DETROIT, Sept. 5.—Practically a complete new cast was booked into the Empress Theater, opening this week, by Manager Joseph Elmi, featuring Princess Livingston, who returned as producer with a new chorus. She was formerly at the Empress more than a year ago. Men in the new cast include Pat Burns, Ernie Schroeder and Joe Hill. The women are Betty LaMac, Terry Torrence, Bobbie Jennings, Joan Dolores Charbonneau and Rose Robinson.

Hollywood Case Up Sept. 17

HOLLYWOOD, Sept. 5.—Jury trial for Samuel Hertzig, business manager, and nine performers of the *Hollywood Goes Minsky* revue at the Playhouse on In—decent show charges has been set for September 17. It will be the second trial on similar charges for Hertzig, who with 41 members of the cast was to face a jury yesterday as a result of a previous raid on the show.

U-Notes

By UNO

CLAUDE MATHIS has moved from the Apollo, New York, to the Gaiety, farther uptown. Relieved at the Apollo by Bobby Morris, who returned from an all-summer engagement in the Catskills.

HELEN SANTORA, Gloria Wilson, Helen Barry, Kay Dean, Pearl Chadwick, Kitty Marshall and Ruby Staton comprise the showgirls picked by Fred O'Brien, producer, to alternate between the Republic, New York, and Minsky's, Brooklyn, to reinforce Indie shows.

MAE DEVOE, front-line chorine at the Star, Brooklyn, to be married Friday to Raymond Whitefellow, tobacco merchant, in St. Malachy's Church, New York.

BILLY CROOKS, straight-tenor, who closed recently at the National, Detroit, succeeded Danny Morton at the Republic, New York, last week and signed a 12-week contract to alternate between there and Minsky's, Brooklyn.

BETTY NOVAK (Mrs. Billy Crooks) recovering from an operation at her home in Minneapolis, where also resides sister Stella, recently wedded to John Koch, prominent in banking circles there.

JIMMIE WALTERS and Viola Spaeth have been engaged by the Raymonds for the season's opening of the Star, Brooklyn.

KEN ROGERS, producer at the National, Detroit, owner of a new car and a bungalow at Lake St. Clair, Mich.

ZONTA DUVAL, featured at the Eltinge, New York, gave her consent to a release of her photos via the Globe Photo Company to Film Fun and the Dell Publishing Company. Just signed a 10-week 10-option contract with Max Rudnick.

BEVERLY CARR, number producer at the Eltinge, New York, had her good work recognized last week by way of a lengthy contract at a substantial salary increase, calling for a continuation of her services in behalf the Eltinge and any other houses that may be operated by the Edjornac Corporation, which in— (See U-NOTES on opposite page)

Burlesque Reviews

Roxy, Cleveland

(Reviewed Saturday Evening, Aug. 29)

The Roxy, Cleveland's lone burly house, operated by George Young with a five-a-day policy, is now doing its best business since its opening more than two years ago. The city is loaded with out-of-town visitors and many of them are regular Roxy patrons.

The bill is just what the burly fan orders. There are some hilarious comedy skits, shapely strippers and talented specialty acts. In addition, four vaude acts are offered between the one hour

and 20 minute burlesque shows, rounding out a two-hour program in all.

While routines are changed weekly, the company remains intact for several weeks. The new show features Joan DeLee, Dolores Weeks, Billie Hughes and Gay LaBar in the stripping department. Gay can easily be listed among the more impressive in her line, an exotic-looking redhead and a good seller. She can also put a song across in talented fashion and double as an excellent straight.

DeLee, a personable brunet, opens her (See Burlesque Reviews opposite page)

Burly Briefs

CHARLES AND VIRGINIA TIFFANY, comedy and acrobatic dancers, opened with Jack Kane's *Broadway Scandals* at

the Colonial, Indianapolis, August 21. Show is now playing Kane's new circuit and is this week in Atlanta. In the same show, featuring Louise Keller, are Pat McCarthy, straights; Hal Rathbone and Homer Meachum, comics; Eleanor Roberts, Millie Davidson, strips, and Frankie Ralston, producer.

LOUIS REDELSHEIMER, veteran agent, is now making his office with Phil Rosenberg in the Strand Building, New York. . . . Harry Rose opened at Minsky's Gotham, New York, Sunday, his first engagement in the big city in two years. . . . Milton Frome and Joan Lee, who were married recently in Naponach, N. Y., arrived in New York last week. . . . Jeanne Wade will open on the Indie Circuit September 13 at the Casino, Pittsburgh, while Al Kilbriede and Rube Walman joined the circuit Monday with the Billy Hagen show. . . . Walt Stanford, Sherry Britton, Paul Ryan, Harry Stratton, Mickey McCoy and Danny Morton opened at the Eltinge, New York, Friday. . . . Morton will remain a week and then move over to the Apollo across the street. . . . Jack Coyle, back from a vacation, relieved Joe Wilton at the Apollo, New York. . . . Markie Wood signed a 10-week contract with the Eltinge, New York.

MAXINE DE SHON closed at the Rialto, Chicago, September 3 and opened the following day at the Apollo, New York. . . . Rahoe and Gordon closed a 20-week engagement at the Roxy, Cleveland, September 3. . . . Jerry Owens opened at the Roxy, Cleveland, September 4. . . . Evelyn Marsh, under the personal direction of Milton Schuster, is opening September 26 at the Capitol, San Francisco. . . . Marion Morgan has received several flattering offers for (See BURLY BRIEFS on opposite page)

CLAUDE MATHIS

JUST
A
KUTE
KID



NEW
IN
THE
EAST



ECCENTRIC COMEDIAN

at the GAIETY THEATRE BROADWAY N. Y. CITY

INDEFINITELY

Direction — Dave Cohn

"KNOCK — KNOCK"

WHO'S THERE?
★ NADJA ★
NADJA WHO?
Nod Your Head "Yes," Mr. Mansoor, and Book Burlesq's Best Box Office Set. Permanent Address, Knickerbocker Hotel, New York, N. Y.

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Anne Mitchell
Something Entirely New, Odd and Rare in an Address Routine.
A Feathered Fantasy.
A Real Box-Office Draw — A Decided Rate.
FAY TOBY
SOMETHING NEW IN STRIP-TEASE.
Season 1935-1937.

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

TOMMY RAFT ECCENTRIC COMEDIAN
Also Plays Instruments, Songs and Dances
BOB—FAYE & VOGEELE—ERMA
PLAYING EMPIRE CIRCUIT.
Thanks to Mill Schuster.

PATRICIA PAIGE
THE BLACK ROSE
AT THE 42d ST. APOLLO, N. Y., INDEF.

BONITA GERMAINE
NEW FACE—DIFFERENT DANCES.
Olr. STANLEY WOOLF, 1697 B'way, N. Y. C.

JOIE FAYE
A GENTLEMAN AND A SKULLER
APOLLO—GIZING FOR BERT GRANT

Tab Tattles

COLUMBIA THEATER. Alliance, O., which has been dark for six weeks for alterations, reopened August 27 with Ches Davis' *Chicago Follies*. Manager Ray Wallace announces that the policy of the house will be first-run pictures the first half and stage units and talkies the last half. . . . In last issue it was mentioned that the Sun Circuit is lining up a unit circuit to start next month, with the shows being sold at the rate of \$125 to \$150 weekly. It should have read \$125 to \$150 daily. . . . Mac Johnston, of vaude, tabs, rep and burly, has joined the F. W. Edler School of Stage Dancing, Wichita, Kan., as tap teacher. "Please contact Billy (Boob) Beed." Mac typewrites. "Have a new supply of 'aged in the Woods (Theater Building) gags' for him." . . . Wally Brennan is with Jack Kane's new burly troupe, current this week at the Empress, Cincinnati. . . . Bonnie Austin, who recently closed with the girl show on the Mighty Sheesley Midway, is also with the Kane Troupe playing Cincy this week. . . . M. L. Kaneel has joined Otis Oliver's *Science River Showboat Revue* as stage director. . . . Betty Lee is producing chorus with the same unit. . . . Grant Andrew, of White Sulphur Springs, W. Va., is another to assure us that Charles (Slim) Vermont is very much alive and not dead in herring, as recently rumored. Says he caught Slim with Reno's Funmakers in White Sulphur recently and that the tall one never looked better.

BOBBY DYER, who recently closed a pleasant engagement with Jimmie Hodges' *Laff, Town, Laff*, is now with Doc Schneider's *Texans*, doing two NBC broadcasts a week and a daily stint over WEZ, Boston. . . . Charles (Kid) Koster, veteran agent and manager well known to tabloid, opened as agent with the Coast company of *Boy Meets Girl* in Albany, N. Y., August 31. . . . Have had inquiries recently as to the whereabouts of Dee Beauchamp, Henrietta Evans, the Goldbeck Sisters, Miller Lynd, Chuck Morrison, Diana King, Evelyn Burk, Billie Cook and Sunshine Fritchard. Shoot in a line and let your friends know where you are and what you're doing. . . . "The recent mention in the column brought welcome letters from four old friends, Mr. and Mrs. James Hahn and Jimmy and Mildred Tubbs," write Lou and Kitty Green "We are wondering where are Lee and Betty Belmont, Billy Franz, Dave Clifford, Tommy Willard, Lawrence Wahl, Clair Hillington, Charles Holloway, Jimmy Hewitt, Ned Fine, James Murray, Joe B. Mack, Charles Carpenter, Red Davenport, Irish Buttermore, Louis Pagan, George Fenner, Billy Miffin, Billy (Rube) Kent, Irene Russell and Jack Compton." . . . Mr. and Mrs. Martin Bruhl will this season again operate with a stage-show policy at their Rialto Theater (formerly the Grand Opera House), Burlington, Ia. Improved business conditions gave them the idea to revert to the old policy, they report. "Straight pix policy has worried the public in this sector and it is time for flesh shows," they write.

Kane Co. Off Well At Empress, Cincy

CINCINNATI, Sept. 5.—With a new coat of paint inside and out, the Empress, local burlesque stand, began its second season under the Jack Kane banner yesterday. First show in is *Kuddlin' Kuffles*, highlighting Fannie McEvoy. Opening matinee was weak, but night business was surprisingly good. Empress is one of five houses which Kane is operating under the name of the Eastern Burlesque Association. Other stands are Milwaukee, Indianapolis, Nashville and Atlanta. *Kuddlin' Kuffles* moves to Atlanta from here, as alterations to the Nashville house have not yet been completed. Kane is at present negotiating to add three more towns to the circuit. Shows will play a week at each spot. Empress this season discards its grind policy in favor of two-a-day operation, with a midnight show on Saturdays. Admission prices have been upped to 25 to 40 cents at matinees, 25 to 55 cents at nights, with all seats scaled at 75 cents for the midnight showings. In the current show, besides Miss McEvoy, are Tanya, Bobbie Young, June

Cox, Boob Blake, Sam Michaels, Wally Brennan, Eddie Butler, George Craft, Bob Evans and Paul and Renee, Russell LaVallee is producer. There are 16 girls in line and Dave Platt again welds the stick over the six pit boys.

BURLESQUE REVIEWS—

(Continued from opposite page)
turn with a cute recitation and goes into teasing undressing routine. Billie Hughes and Dolores Weeks also netted good hands with their strip routines. The comedy honors are given over to Joe DeRita and Harry Myers. DeRita is genuinely funny and has some top-notch material. He had no trouble turning the Roxy into a riot while on in his skits. Myers, too, is a hard worker and a good comedian. Splendid straight work is furnished by Harry Jackson, Max DuVal and Rance and Gordon. Dorothy Sevier, featured songstress, scored with her version of *St. Louis Blues*, which served as the tune for the opening and closing spectacle. She has a good voice and a fetching personality. Joy Gibbons, featured dancer, netted a heavy hand with an intricate tap turn. The line of 11 girls, while not particularly talented, do passing work. They are handicapped by the small stage. At this viewing four of the line were individually introduced to the house. The vaude show includes Mortimer and Bernard, adagio team; Hal Smith, musical and dance act; Deacon Livingston, blackface comedian, and Elaine and James in music and comedy. At the fourth show on Saturday the 560-seat house was packed to capacity. Prices range from 25 cents mornings to 55 cents evenings. The Saturday midnight show has a 75-cent admission fee. The Roxy will start playing Independent Burlesque Circuit shows beginning September 25. SAM HONTIGBERG.

Rialto Theater, Chicago

(Reviewed Friday Evening, September 4)
This is the second week of the Independent Burlesque Circuit shows and before many more come this way somebody should advise the producers and comedians that this is a family house, playing to many women and children and to be governed accordingly in their selection of material. Unfortunately, there is much filth in lines and business in *Scanties of 1936*. For a stag house it is all right, but not for here, where the management has always instructed its own comedians to keep their material clean. The road show is composed of Billie Fields and Harry Evanson, comedians; Jess Mack, straight man; Connie Ryan, characters; Georgia Clyne, soubrette, Conchita, dancer, and Jean Lee and Evelyn Whitney, strips. To this aggregation is added Charles Country, Konny Brenna, Jack Buckley, June St. Clair, Peaches Strange, Buster Lorenzo and a line of eight girls to the road show's 10 girls. The local cast strengthens the show considerably. After the opening number, which employed nearly the whole cast, Evanson, Mack, Lee and Whitney appeared in *Poo-Poo, Shoo-Shoo*, a comedy scene that depended on dirty lines and pieces of business to put it across. Some of the roughnecks in the audience laughed. A jazz number by the chorus followed, and then Fields, Ryan, Mack and Lee did the *Pinochle Game* scene and drew many laughs, mostly because of Fields' rapid-fire talk. Evelyn Whitney sang *I Want To Woo* in a baby voice and then went into her strip, which the boys out front liked. Jean Lee, a platinum blonde with plenty of what it takes to keep 'em interested, followed with her disrobing act and drew nice applause. Next was a *Gardenia Ballet*, an attractively mounted production number with a hoop routine, parade girls and nude poses and Buster Lorenzo, who returned to the Rialto cast this week, singing *Would You?* Charles Country, Kenny Brenna and Jack Buckley, big favorites here, came on to a reception and with the assistance of 10 girls did the *One-to-Ten* scene for many hearty laughs, leaving to a big hand. This trio should have been used in at least one more scene in the show. The farm scene, with the chorus in overalls and sunbonnets and led by Georgia Clyne, was a pleasing number, and *A Handful of Nickels*, with Harry Evanson and Jess Mack, was put over thru the clean-cut work of the personable Mack, who is a very good straight man. Patchen and Birdie did a tap routine to *The Poet and Peasant Overture* and left to healthy applause, and a *Jungle Drums* number introduced Conchita in a wild torso-swinging and head-

slaking session, with singing by Lorenzo and nude poses in the background. June St. Clair, another house favorite, did her usual good strip, and the Mexican Bar scene with Fields, Mack, Ryan and Whitney was an excuse for more suggestive bits. Fields and Evanson are good comedians and are capable and deserving of much better stuff than they are using in this show. Peaches Strange, the gal with the ball-bearing movements and the shakiest one in town, went over big in the next-to-closing spot with her shimmy specialty that ended in a strip. The show closed with a minstrel finale that is colorful and attractive. F. LANGDON MORGAN.

Eltine, New York

(Reviewed Wednesday Afternoon, Sept. 2)
The Eltinge may not be considered on the right side of the street, the right side being that harboring the Apollo and the Republic, but it belongs over there with a production such as it offers this week. Beverly Carr did a swell job, moving an hour-and-34-minute show along in what seems to be half that time. That's quite a compliment considering that most burly shows seem twice their actual length. The production is a thing of beauty and originality, while the scenes and strips are effectively spotted to keep up the swell tempo. Comedy is A-1, much of it double-entendre and some of it quite frank. Still the material pulls a lot of laughs, thanks to the able comics, and several of the bits are comparatively new when considering the usually creaky material handed out by burly. The comics are Jack Rosen, Artie Lloyd and Bert Carr. Latter carries most of the scenes, and capably, while Rosen and Lloyd do very handsily in their assignments. Strights are George Kinnear and Jack Kelly. They are able and fine looking feeders. Kelly is sort of frog-voiced, struggling thru a song here and there, but he manages to do a nice job all the way. Kinnear's an expert at serving the funmakers. Mimi Lynn and Sonny Lovett double from stripping into comedy bits, with Miss Lynn doing quite a bit of it, and they add a lot to the scene from standpoint of looks and line handling. Besides the Misses Lynn and Lovett, the other strippers are Zonia Duval (featured), Sally Van and Diane Ray. An excellent crew of disrobers, all tastefully gowned, all showmanly undressers and all there on looks. The Duval lassie gets the buildup and merits it. Mimi is an exotic brunet of swell figure who gets an audience to pound the mits heavily. Sonny, Sally and Diane all go over well also. For production effect Sally Van shows herself as a versatile performer. Besides her stripping, she song-leads the chorines and also is spotted for two effective dance routines. The 12 chorines are a nice looking lot and they execute their neat routines in grand style. Business at this viewing very good, with plenty of standees. SIDNEY HARRIS.

U-NOTES

(Continued from opposite page)
cludes Max Rudnik, Joe Quitner and Eddie Madden. **BABE WELLINGTON**, Flo Johnson and Peggy Lambert are some of the former burly soubrettes appearing at Charles F. Edwards' Pokopoko Hotel, Hillcrest, Effort, Pa. **JEANNE WADE**, after a week at Minsky's, Brooklyn, left Saturday to join an indie show, opening September 13 in Pittsburgh. **BOBBIE DRAKE**, chorine, gifted with an engagement ring last week by Jole Faye, comedian, at the Apollo, New York. **JEAN CATON** opened Sunday on a 10-week 10-option contract between the Republic, New York, and Minsky's, Brooklyn, as one of the stock principals

to augment indie shows. Began at the Republic four weeks ago.

GERARD AND MARCO, Jimmie and Tillie (Buster), send word from their Mountain Lodge in Greenville, N. Y., that eight pups were born to Lady, collie, well known to burlesquers.

HELEN BINGLER, one of the Allen Gilbert girls, returned to the Apollo, New York from a seven-week vacash mixed with principal and chorus work for Cleo Douglas, continuing another season as producer at the Roxy, Cleveland.

GINGER SHERRY celebrated a birthday backstage at the Oxford, Brooklyn.

TINY HUFF for the last three months has been playing the Holland Tavern, a nitery on Watt street, New York.

TAMARA, with her Leda and the Swan dance, loaned by the Wilners to enhance the opening show at the Star, Brooklyn. Pressed into service because of the sudden departure to Chi of Gladys Clark, originally set for the opener, from the Star Tamara goes to the Shubert, Philadelphia.

KURLEY KELLEY planned from the Apollo, New York, to Kansas City, Mo., to open September 5 for Harry Hirsch.

MAX WILNER, operator of the Apollo, New York, and the Shubert, Philadelphia, returned from a three weeks' vacash spent on a motor trip thru the Adirondacks.

BURLY BRIEFS

(Continued from opposite page)
night club appearances in Chicago since her return from California, but has not accepted any as yet. Ruth Willson is back in Chicago after spending her vacation in the Ozarks. Georgia Clyne opened for the IBC at the Rialto, Chicago, September 4. . . . Harry Jackson and Dorothy Sevier have signed with the IBC thru Milt Schuster and Phil Rosenberg and will open at Toledo September 25. . . . Bob Burch and Hazel Miller are reopening at the Grand Opera House, Canton, September 25 to play stock burlesque. . . . George Pronath has left for Philadelphia to produce some shows for the IBC. . . . Claudia Ferris is opening September 11 with an IBC show. . . . Dorothy Dee, currently concluding a four-week engagement at the Gayety, New York, has been booked by Milt Schuster and Phil Rosenberg for a route on the IBC, starting September 24. Miss Dee's activities are under the personal direction of Milton Schuster, who holds an exclusive contract with her.

BEN JAFFE, George Jaffe's son, will be house manager of the Casino Theater, Pittsburgh, which reopens September 14 with indie shows.

ANNETTE clicked so on her one-week booking at the Bijou, Philadelphia, that she was held for a second week. . . . She's scheduled to open this Friday at a New York house on a 10-week contract. . . . While in Philadelphia Annette got two good offers, one from Jack Reynolds, of Bristol, Tenn., and another from NTG. . . . William McCoy, singing newcomer, opened at the Eltinge, New York, Friday. . . . Pat White, veteran Irish comic, passed away a week ago Tuesday. . . . Barney, stage doorman at the Star, Brooklyn, for many years, says the theater with its alterations looks the best in the 16 years he can remember.

20,000 COSTUMES

All in good condition. Jazz, Short Sets, Tiller, Parade and Novelty Sets, 12 and 10 to each set. We are going to sacrifice them at 25c and 35c per costume. First come has first selection. F. I. V. THEATRES CO. 228 West Superior Ave., Cleveland, O.

HOT TREMPET, if married, wife A-1 chorine. Also real Sister Team, double chorus. All state acc. height, weight, join immediately. Enlarging Show. Out all winter. One-nighter under canvas. Wire Western Union. DON'T write. **BILLY WENLE**, Manager, Billroy's Comedians, Jonesboro, Sept. 8; Marianna, 10; Helena, 11; Stuttgart, 12; Pine Bluff, 14; all Arkansas.

WANTED CHORUS GIRLS

Still need about 50 more Chorus Girls for our five theatres—Indianapolis, Cincinnati, Atlanta, Nashville and Milwaukee. Write, wire or come on in. Also Principal Women, Straight Men and Comics.

JACK KANE, Colonial Theatre, Indianapolis, Ind.

Bryant Players Return to Boat

CINCINNATI, Sept. 7.—Bryant Showboat Players return to their floating theater at the foot of Lawrence street here tomorrow night after completing an eight-day free-act engagement in conjunction with the Food Show held at the Cincinnati Zoo. Bryant company clicked in fine style with the Food Show patrons, presenting *Nellie, the Beautiful Cloak Model*. It is reported that the Bryants received \$1,000 for the eight days.

Manager Billy Bryant last week offered the use of showboat to the WPA Federal Theater Project for the presentation of several plays later in the season. He has a letter from Mrs. Hallie Flanagan, national director of the Federal Theater projects, thanking him for the offer and advising him that it is being seriously considered.

Bryant, who in recent weeks has received numerous plugs on his new book, *Children of Ol' Man River*, from columnists and newspaper men in all parts of the country, last Wednesday received the following wire from George M. Cohan: "Just finished reading your *Children of Ol' Man River* and, believe me, it gave me many a thrill along with several heart throbs. I am now thoroughly convinced that you are the No. 1 trouser of all the troupers I have ever known, and what's more your career on the river has been far more interesting and you have had more joy out of it all than you could ever have found on Broadway. Your book is the real story of the song and dance man whose heart influences his feet rather than vice versa. Good luck to you and your book. It's a document."

Don Null Launches Rep For Tour of the South

GRANDVILLE, Ia., Sept. 5.—Don Null, former associate of Ed C. Ward, manager of the Princess Stock Company, opened his own company under canvas here this week to good business. Show is headed south, playing three-night stands until it reaches the cotton country, where the policy will be changed to week stands.

Roster includes Don Null, manager and comedian; G. A. Null, business manager; Mack Long, leading man; Myrtle Monger (Null), leading woman; Heater Holderby, ingenue; Ruby Long, general business; Govy Price, general business; Jimmie Griffin, heavies; Ethan Allen, director and characters.

Orchestra includes Bill Whissman, Al Otter, Luella Tyler, Gus Rueter, George Peters and Jake DePreece. G. A. Null is in advance and Mrs. G. A. Null is in charge of the front.

G. W. (KING) THOMAS, of the Community Players, shoots us a postcard from Pikes Peak, Colo., to say that he and the family are enjoying a swell vacation in the Rockies.

WANTED

Dramatic and Musical Comedy People for Company No. 2. Week stands. Address HARRY LA MARR, Gen. Oel., Portland, Me.

VAN ARNAM'S BARN DANCE WANTS

Dance Team, boy and girl; Bister Team or Trio with Specialties, Novelty Act, Alto Sax doubling Clarinet, Accordion doubling Brass. Versatile people write. Tent show summer, theatres winter. I furnish transportation. September 10, Bangert's, N. Y.; 11, Ellenville, N. Y.; 12 Sussex, N. Y.; 13, 14, Harris de Grace, Md.; 15, Red Air, Md.; 16, Westminster, Md.

WANTED

TEAM—One play Piano some. Prefer Novelty Team that plays string music. Have new Tent. Will play Halls on going South and splits with right team. LAURENCE SALISBURY, W. 16th St. Show Grounds, Bedford, Ind.

WANTED

People all lines. Circle Stock 15th consecutive season. Open October 1. Rehearsals week earlier. (bill every two weeks. Long engagement to right people. Preference to those doing Specialties or Doubling Orchestras. CHICK BOYES PLAYERS, Seward, Neb., week of September 7; David City, Neb., week of September 14.

TENT SHOW FOR SALE

Good sound on film projector. Booth, Tent, Truck, Stage, Trailer, Light Plant, Converter, Seats, etc. Also three good Westerns and Comedies. Everything complete. Perfect condition and ready to go. Bargain for cash. ELLIS SHOW, Michigan Center, Mich.

Rep Ripples Madge Kinsey Rep Loses Top in Blow

ESTELLE RAMSEY and Peg Murray have just finished the season with the Clyde and Bea Davis Players in Iowa.

CHOATE'S COMEDIANS have completed their swing thru Illinois territory and are now in Tennessee, where they are expected to finish the season. Members of the troupe visited back and forth with the Billroy Comedians at Harrisburg, Ill., recently. "Saw the outfit in the air," writes Billy King, of the Choate show, "and Manager Billy Wehle certainly uses flash where it counts. If other one-nighters would take a lesson from him they might find it very profitable." Harrisburg refused Wehle a permit to parade, King says, so, consequently, each of the Billroy trucks made several trips up and down around the town. With each truck a moving 24-sheet billboard, the city might as well have permitted the show to parade.

CLYDE AND BEA DAVIS PLAYERS, after ducking several severe storms during the season, finally suffered a blow-down at Elgin, Ia., recently. Tent was badly damaged, forcing the company to close earlier than usual. Clyde and Bea promise to open "bigger and better" than ever next season.

Hank Keene's Radio Gang Invades Upper Ohio Valley

EAST LIVERPOOL, O., Sept. 5.—Hank Keene and his Radio Gang, playing under canvas, invaded the Upper Ohio Valley this week, playing four days on a lot in the heart of the downtown business district here. Patronage was big, much interest having been aroused over "talent night," when locals were given a chance to do their stuff, the winner getting a week's engagement with pay with the Keene outfit.

Keene plans to continue thru Eastern Ohio and Western Pennsylvania until the end of September. He builds up his tent show appearance by appearing with his troupe over the nearest radio station. Daily plugs from WTAM, Cleveland, have helped business in this territory. Keene and his Gang were there most of last winter.

Boyes Under Doctor's Care

LINCOLN, Neb., Sept. 5.—Chick Boyes, veteran tent rep man, is hitting town regularly lately for treatment with a local medic. Boyes' condition has been baffling the physicians for nearly two years, and they as yet haven't been able to diagnose his case satisfactorily. His show is playing fairs around Aurora and Seward, Neb.

GREENVILLE, O., Sept. 5.—In the heaviest windstorm that has struck this part of the country in the last 20 years, the Madge Kinsey Players, showing in their tent theater here, were swept to nothing but the sky for a roof at 8 o'clock last Friday night.

A large new brick building housing the International Farm Machinery, only a few feet from the Kinsey tent, was almost destroyed. The tent theater remained in the air, with nothing left but a few ropes and small pieces of canvas.

Company played alrdome fashion here Saturday night to a good crowd. The Wolf Tent and Awning Company here furnished sufficient new canvas to sew and patch part of the top so that the company might continue and open its scheduled week's engagement in Piqua, O., last Monday.

Mr. and Mrs. Kinsey Graf, managers of the Kinsey Players, announce that they will purchase a complete new outfit.

Kansas City Jottings

KANSAS CITY, Mo., Sept. 5.—Harry Dunbar, who has been on vacation nearly all summer, opened his North Dakota circle recently with headquarters at Grand Forks.

Mona Rapier, formerly with the Rosalie Nash Players, has joined Sillerman & Miller's circle in Minnesota.

John and Fern Rae, formerly with Gagnon-Pollock, have joined a circle in North Carolina.

Jimmie Ohearn, who has been operating a med show in Nebraska all summer, will change his policy this month to a dramatic circle for the fall and winter.

Frank and Eleanor Williams closed recently with the Jack Ripley Players in Iowa and have joined the Jack Harvey Haas Circle with headquarters at Dyersburg, Tenn.

Chick Boyes Players are scheduled to close the season September 19. No plans for the future have been announced.

Doc (Toby) Wilson, comic, is vacationing at Olathe, Kan. He will be seen with a Midwest circle this fall.

Mr. and Mrs. George B. Fluhrer are sojourning in Decatur, Ill., after closing with the *Hi-Way Varieties*.

The local Federal Theater unit is playing fair dates in Central and Western Missouri.

H. L. Cary is making tentative arrangements to launch a fall and winter show to play Nebraska and Iowa.

Violet Youngblood, recently with the late Roy E. Hogan's Orpheum Players, is said to be joining a vaude unit.

Tip Tyler's Comedians, who have been (See KANSAS CITY on page 28)

Billroy Show Briefs

SIKESTON, Mo., Sept. 5.—We've certainly eaten up a lot of mileage since our last appearance upon this page. That fellow who originated the slogan, "Join the navy and see the world," was probably unaware at the time of the existence of Billroy's Comedians. Literally speaking, a hop, skip and jump has, in a period of about four and one-half weeks brought us from the tourist towns of New England and set us down within (See BILLROY SHOW on page 28)

VIRGIN SPOT

Opening Sept. 22

Population, 75,000 To Draw From. Up to \$1,750 Prize Money. Transportation Paid Deserving Teams—Following Teams Communicate Air Mail:

Jack "Shipwreck" Kelly, Johnny Guilfoyle, Jimmy Horan, Mildred Scudder, Mary O'Connor, Ott Mason, Mary Jones, Heinie Rink, Actie and Estelle White, Sally Mattis, Toni Pinion, Audrey Kines, Val Ryals, Anne Flowers and other Good Couples that know me.

Need Help in all departments. Hal Brown, Moon Mullins, Floor Judge. Janice Watson, Rocky Boggs, Bill Orick, Pat Ryan, contact me.

NO COLLECT WIRES.

JOHNNY MORGAN

Cumberland Hotel, Bridgeton, N. J.

HAL J. ROSS

announces opening of
**SAN ANTONIO'S
DERBY SHOW**

on

SEPTEMBER 15

\$1,800.00 IN CASH PRIZES

Flash Teams and Comedy Teams. Attention! This is a proven spot. Last show, three years ago, was the largest floor money and best sponsored show of the year. Don't Delay—address air mail letters to

HAL J. ROSS

CUNTER HOTEL, SAN ANTONIO, TEX.

CONTESTANTS-

DON'T MISS THIS ONE

OPENING

TUESDAY, SEPT. 22

VALENCIA BALLROOM

Sponsored by American Legion

FLASH TEAMS WRITE

15 Sponsors Ready

Quarters Ready September 18

Write, don't wire.

FRED PETERS

131 E. 11th St., ST. PAUL, MINN.

Wanted—Jack Kelly, wire.

WANT

Sober, competent Help in all departments for No. 2 Unit, opening soon. Contestants contact. Only good Sprint Teams with wordable. Don't wire. write and tell it all. Don't come unless notified. Address

GEO. W. PUGHE,

Mammoth Garden, Denver, Colo.

Endurance Shows

Conducted by ROGER LITTLEFORD JR.

JOHNNY AGRELLA writes from Randolph, Mich., that he is resting at his home there, but that both he and his wife, Doris, will be prepared to join another show in the near future. Johnny is a well-known judge, having worked for Hugh Talbot for a couple of years. Doris is a nurse.

BILLY GOSS, who is located in Chicago at present, would like to hear from Leo Flynn, Sailor Harris, Judy Brooks, Mickey Pomeroy and Audrey Kulp. The Billboard Mail Forwarding Department will reach him.

GEORGE WALKER, who has been emceeing floor shows in Syracuse, N. Y., of late, urges the following walkathon-ites to contact him immediately: Stan West, Billy Donovan, Gloria Stewart and Bill Waltz. He has important information for them.

REPORTS FROM Mason City, Ia., state that the Charlie Hayden show there is progressing nicely. Snozzle Snyder, connected with the show, is anxious for Audrey Broadway, Frankie Wagner and Larry Troy to correspond with him.

JOHNNY GUILFOYLE and Mary O'Connor were recipients of swanky-looking wrist watches for winning the recent popularity contest at the Walk-Around-the-World show in Atlantic City. The show, which closed before reaching the 700-hour mark, had Ted Brown and

Johnny Morgan on the stand and Tiny Hewitt as floor judge. Prize money was divided equally between the four surviving couples, including Johnny Guilfoyle, Cheni Paul, Larry Adams, Sally Mattis, Jack Diamond, Fern Beck, Jack "Shipwreck" Kelly and Mary O'Connor.

RICHARD S. KAPLAN, Gary, Ind., attorney, who has many times befriended the walkathon business and individuals connected with it, relates the following true story that should be of utmost interest to certain city officials as well as to everyone in any way connected with endurance contests: "Some years ago a middleweight boxer of considerable fame decided that he was thru with his chosen profession and suddenly quit the boxing game. As souvenirs of his work, he carried with him, and still carries with him, a beautiful cauliflower ear, a bent nose and other marks of battle. That boxer is Johnny Agrella, well-known floor judge, who knows the endurance contest as few judges know it. And how does he, a boxer, feel about the endurance game?"

"It's a cinch compared to boxing," he says. "The kids receive care and attention such as NO boxer has ever received, and the chances for being seriously hurt or killed are absolutely void."

"And there's another answer for meddling officials who do not know WHY they pass anti-endurance contest legislation but do so nevertheless."

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

PATRICOLA is in the midst of a fortnight's engagement at the Palm Garden, Milwaukee. He has been playing the nighterles in that territory for the last eight weeks.

DOC ZANDER, now fully mended from an illness which kept him confined to the University Hospital, Ann Arbor, Mich., for 14 weeks last winter, is making preparations to hit the road again around the first week in October, either with his regular act in a unit or with an independent show. While making the jump to play the fair at Deshler, Neb., recently Zander had all of his wardrobe stolen from his parked car in Waterloo, Ia. He replenished his wardrobe and then proceeded to Deshler. Late the next day he was notified by Waterloo police that the culprit had been arrested and most of Zander's belongings recovered. For his efforts the thief drew a 30-day jail sentence. The fair date, Zander says, was a huge success. He did emcee for 10 acts, besides doing his own turn, and has been booked to return there next season.

PERCY ABBOTT reports that he already holds 220 reservations for the third annual magic shindig to be held in Colon, Mich., September 12, and that it has been necessary to enlarge the Abbott auditorium to nearly twice its original size to accommodate the gathering. The following acts are scheduled to appear on the bill: Al Saal, Bob Oysel, Harry Cecil, George Paxton, Lester Lake, Ralph W. Hull, Sid Lorraine, Bob Weertz, the Dowley Brothers, Katherine Elliott, Lyman, Recit Bordner and Percy Abbott. Alvin Plough, Stuart Judah, John Braun and Leslie P. Guest will make the trip from Cincinnati.

OTIS MANNING, the "magician moderne," is now on tour with Ches Davis' Chicago Folies, which shortly begins an extensive swing for Wilbur Cushman, including a long stay in Mexico. In addition to doing his magic Manning is leading the stage band.

THE GREAT DAGMAR and his six-piece magic turn are currently touring thru Maine, with J. B. Lelfur handling the advance. Dagmar recently concluded an eight week's tour of England. He reports business as satisfactory.

MARQUIS THE MAGICIAN will inaugurate his new season September 14. Mr. and Mrs. Plummer D. Folk will have full charge of the advance, with Dan Alspach four days ahead on publicity. Majel Marquis will be principal assistant.

GENE GORDON will conclude a 12 weeks' engagement at emcee on the S. S. North American, making weekly cruises from Chicago to Buffalo, late this month. Jimmy Kater Thompson is emcee on the sister ship, the South American.

KMAR, mentalist, is now concluding his sixth consecutive month in the Continental Bar of the William Penn Hotel, Pittsburgh. Having proved a tremendous favorite with Penn patrons, he is remaining in that spot indefinitely.

JOE BERG, president of the Wizards' Club, Chicago, is preparing a new book on miscellaneous magic which will be published soon.

IRVING DORENFELD is now in his fifth week at Gayety Gardens, Chicago.

WIZARDS' CLUB, Chicago, which meets in the Morrison Hotel the first and third Wednesday of each month, held a meeting September 2 and plans were made for the annual fall show.

GREAT ZOGI and company are now playing Texas territory under their new tent on three-night stands. Show offers magic, mentalism, illusions, comedy and drama. A spook show is a daily mid-night feature. With the troupe are

Prince and Princess Zogi, Helen Franks, Lorene Franks, Gladys Franks, Harry and Eva LaReane and Joe (Foley) Purcell.

PRINCESS ZEELLA, mentalist, for the last seven years with Chanda, the magician, is booked for a limited engagement at the New Howard Hotel Wonder Bar, Baltimore.

VAN THE MAGICIAN and Georgia Van Gordon, while in Lockport, N. Y., recently, enjoyed a visit with Henry Cogert, who was at the Niagara County Fair in the interests of George A. Hamid.

L. RAYMOND COX has just completed seven weeks of one-nighters thru Vermont and New York States to what he describes as "the best business in six years." He has been doing a two-hour show, featuring *The Doll House*, *The Vanishing Spectator*, pushing a steel rod thru a plate glass, *The Girl With the Pinushon Head*, *The Guillotine* and his trained dove circus. Cox now has his outfit in the barn for a complete overhauling before beginning the fall season in schools and theaters. He intends to make a swing thru Florida this winter.

CARL WEBSTER PIERCE, who formerly had a five-people magic show in New England, is now advancing a trained bear and dog act for Merto-Goldwyn-Mayer. He is heading for the Coast. Pierce will again handle the advance for Frisco the Magician the coming season.

VIRGIL, before heading east, will follow his fall vacation with a string of theater dates thru Oregon, Washington and Northern Montana. He recently completed a tour of Fox houses in Southern Montana, Idaho and Utah. Instead of resting during his two weeks' layoff Virgil will complete a number of new illusions to be featured during his next swing around the country. A new set of velour drops, a Japanese silk set and new costumes have also been purchased.

THOMAS THE MAGICIAN, of Rushville, Ind., is planning to hit the road with his own show soon for a fling at high schools, clubs and theaters. He has hooked up with several lyceum bureaus and between them and a personal agent hopes to be kept busy. Thomas sends us a copy of an attractive four-page herald which he has prepared for the new season.

LORING CAMPBELL, still working club dates around his home village, Wichita, Kan., is making preparations for his new lyceum tour, which begins in a few weeks. Campbell cracked *The Wichita Eagle* Sunday, August 30, with a lengthy illustrated story about his activities and magic in general written by Roger Kirkwood.

BILL WILLISTON, New York magish, vacationing at his parents' home in Bristol, R. I., recently performed a fire-and-water trick that almost brought down the house. Preparing to do some painting on the old homestead, Bill, wielding a blowtorch, managed to start a fire under the parcelling of the house. Magic words and a bucket of water failed to quench the flames and the magician had to enlist less mystical but more effective aids in the persons of the local firemen, who managed to put a good climax to Bill's act; extinguishing the fire before serious damage resulted.

MIACO, magician, now playing the swank Hotel Biltmore, New York, comes from an old family of clowns. His grandfather was an active performer right up until the time he passed on at the age of 85.

PAUL DUKE, now playing the East, had his handwriting analyzed last week by *The New York Daily News*, which commented that his handwriting reveals "stubbornness and an argumentative mind, a well-developed ego and confidence from his power over physical things."

LEFFELL, the "Royal Entertainer," announces that he will open in October



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

GEORGE CAMPO—Pantomimist, who has already appeared in two editions of Clifford C. Fischer's *Folies Parisienne* in New York and London. A silent comedian with a humorous pan and flock of original comedy bits, he should be good for a series of film shorts, or for a spot in a musical film. Now in London, but coming back to New York for another French Casino show

TOOKIE HUNTER—Caught in the White Plains, N. Y., tryout of *Spring Dance*, the new Philip Barry play brought to Broadway by Jod Harris. Miss Hunter gave an intelligent performance, showing a remarkable sense of pace, timing and stage presence. Has a hoydenish as well as a youthful appearance. Definitely worth watching for further legit or picture work.

For RADIO

LEO FULD—Red-headed Dutch crooner now at the French Casino, New York. Has an unusual and compelling honeyed tenor voice, drawing

a terrific hand with a sweet French song, topped by a Yiddish chorus. Voice and delivery unusual enough to make them sit up and take notice.

For LEGIT MUSICAL

NORMAN LLOYD—Plays the clown in the WPA show *Injunction Granted*, at the Biltmore Theater, New York. Is grand as a pantomimic clown who is on throughout the show and yet never becomes tiring or an impediment to the action. Certainly rates a once-over by the talent scouts.

For VAUDE

LILLIAN YUEN—Caught at the Kit Kat Club, New York, as a feature of an all-colored floor show. It a tall, gawky singing and dancing comedienne who impresses as a sort of colored Fannie Brice. Has a flair for eccentric posing and mugging and for outlandish clowning in general. Should be okay in vaude, heading a flash or as a single.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

F. S. WOLCOTT'S Rabbit-Foot Minstrels, all-colored organization, opened under canvas at Port Gibson, Miss., August 31.

PROF. WALTER BROWN LEONARD writes from Camp Troupers' Rest, his summer cottage in the Adirondacks: "Am at camp enjoying life. My son-in-law and the dog are with me and there are no women to detrate to us. Fishing is fine and blackberries plentiful, so why worry?"

JOSEPH SMITH, veteran minstrel, formerly with the Al G. Field Minstrels, is now playing the Brass Rail, Chicago. He inquires about Johnny Green Bone and Al Tint.

ABOUT 20 YEARS AGO the late Al G. Field and his minstrel show played Charleston, W. Va., and one of the per-

with a novel two-hour show. For the last 30 years Leffel has invented and supplied illusions to magicians the world over.

LE PAUL, currently a feature at the Hotel Adelphia, Philadelphia, writes in to tell us of catching a performance of the Warfield & Scott Mystery Show in St. Louis recently. "To anyone interested in magic," Le Paul says, "this show will prove a revelation. It is excellent and unusual. It proves that Warfield and Scott have devoted a lot of time and patience in arranging their program. It is a two-hour show and pretty well covers all angles of magic. Anyone interested in magic should not pass up the opportunity of seeing them."

CLIFFORD L. JONES, professionally known as Lesta the Magician, in addition to his duties as master of ceremonies aboard the S. S. Juniata, plying the Great Lakes, is also editor of the ship's daily newspaper, *The Ship's News*.

formers with the troupe died there. Field canceled the second night's performance and at midnight the minstrel lads accompanied the body to the train. The band played Chopin's *Funeral March* and the rest of the troupe followed in parade to the railroad station. Harry L. Flournoy, city editor of *The Charleston Gazette*, has just written a feature story on the event. He has all the details, with the exception of the dead actor's name. Flournoy would appreciate hearing from anyone with the Field show at the time or familiar with the incident who might be able to furnish him with the dead performer's name.

LASSES WHITE is reported to be confined to St. Vincent's Hospital, Los Angeles, with an illness which has given him trouble for some time.

CHARLES COLLIER, owner of the *Silas Green* from New Orleans colored minstrel show, has purchased a plot in Brunswick, Ga., on which he will erect permanent winter quarters for the show. The company has been wintering in Brunswick for a number of years.

BILLY WEBER, formerly with the Max Samba Trout Minstrels, has invaded the Pittsburgh territory, where he is doing a dancing turn in night clubs.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Pittsburgh.
What must one do to be an amateur entertainer to get on Major Bowes' hour, hence to the stage via Bowes' amateur troupe? The major states one must be an amateur to join his troupes. This being true, someone else must be wrong. On Sunday night, August 23, a young Pittsburgh miss sang and tap danced her way into third place (so the major said) and bright and early the Pittsburgh miss arrived back in Pittsburgh on Monday to begin her week with a Major Bowes Unit here. This was all fine, but how many knew she was not only a professional but a member of the American Federation of Actors as well? Now I ask this: Does one have to join the AFA to become an amateur? And speaking of the AFA (and I'm for it 1,000 per cent), what do they do in a case like this? I am not knocking the AFA as a union; it is the best thing that ever happened for the actor, but I do criticize the local office of the union for its neglect to its own members' welfare, such as the above. An example of what the union actor is getting for pay since the AFA opened its Pittsburgh branch when a minimum scale was set at \$7.50 per night per actor is now raised to the all-time big sum of \$4 to \$5 per same. (See *The Billboard* August 29, page 13—"Manager's Group"—) Some fun, eh, what! Why doesn't someone wake up and come to the actors' aid? The union can better conditions here if it wants to, and to do so it should start to clean house of those who prefer liquid refreshments to fair play. Better union conditions here and our members won't have to work as amateurs to make a living. I am a member and proud of it, so what?
GEORGE LA RAY.

Ironwood, Mich.
I noted in the Midway Confab of the Carnival Department in *The Billboard* recently that The Mixer requested information regarding the origin of the neon sign vogue. The first major neon sign that was ever put on a carnival or similar traveling organization was the one designed by Hyla F. Maynes, my partner, in 1929 on the ride known as Sky Hooks. This can be verified by writing either to Mr. Maynes at North Tonawanda, N. Y., or to the Claude Neon Sign Company, where it was built. Neon gas was discovered by that great French engineer and chemist, Georgius Claude, and at the time that Mr. Maynes had the sign constructed the Claude people were the only firm licensed to sell this neon gas. This sign is still in existence; the only thing we changed was the wording from Sky Hooks to Funnies. The ride originally cost in the neighborhood of \$70,000 and the ride sign \$5,000, due to the fact that Mr. Maynes was very thoro in regard to minute details. For example, we had transformers in the sign for 60-cycle electricity, another set of transformers for 25-cycle electricity in the event we played Toronto or thereabouts, and a set of transformers for 40-cycle electricity, which is used around the Southern territory. The average neon tube is of from 9 to 11-millimeter glass. Mr. Maynes decided he wanted 15-millimeter glass and had it made that way. To prove his judgment sound in this action we are still using the sign and anyone who has seen it will agree that it is the most beautiful sign in show business today. The sign consists of four distinct colors, forming what is known as a sunburst at each end, which is truly remarkable when one considers the removing of equipment up and down every week. We haven't broken a piece of tubing in almost a year. The sign is 19 feet long, 5 feet high and weighs about a ton. The Sky Hooks and sign were first installed on the Johnny J. Jones Exposition.
HARRY A. ILLIONS.

Hartford, Conn.
Back in the 1880s the Hartford Theater had no "bank nights" and "sweep-

stakes" when it was hoped Lady Luck would visit the patrons. Instead the name was "gift shows"—scattering prizes and proving popular at Roberts' Opera House, Allyn Hall and the Music Hall. Greatest of all masters of ceremonies at gift shows was the so-called Fakir of Ava: "The Fakir of Ava, magician, who in one week gave a \$500 pianoforte, \$150 worth of parlor furniture, a \$75 melodeon, a \$100 sewing machine, \$60 cook stove, five tons of coal, barrels of flour and 100 other gifts." Signor Rubini the "European conjurer," gave away at a gift show 1,000 prizes, a \$150 horse and buggy, hams, sacks of flour, albums, coal, vases, silverware, dry goods and \$100 in greenbacks. The admission was 25 cents. Sam Sharpley's Iron Clad Minstrels and Gift Show was a big draw at Roberts'. Performances included Logrenia the magician accompanied by his trained birds, cats, mice and rats. At the Silver Show Carnival of Croesus every night there was a distribution of gifts from 25 cents to \$20 in value. Tickets sold at a quarter. Frazier's Bohemian Glass Blowers disposed of articles made of glass. They could be found afterward—the glass articles—in the old-fashioned whatnots on the walls of every home. These Bohemian Glass Blowers put on a program which closed with dancing, and again gifts were given away; to the "best girl," to the "lady waltzers," to the prettiest girl. Big crowds at the price of 15 cents a head were drawn to the old Music Hall.
BILLY S. GARVIE.

Saranac Lake

By BETTY HUNTINGTON

The John Van Arnam show came to the Woodruff street lot for one night last week and was enjoyed by a good crowd, even tho it was Bank Night at the local Pontiac Theater. The company headed by Uncle Ezra Jones put on a fast-moving show to the able accompaniment of Rudy Hoff and his orchestra.
Bert Ford and Mr. and Mrs. Hymie Witherspoon were guests of Mr. and Mrs. Kitch and Bill Ketrov, of Kay Bros' Circus, at Tupper Lake last week. Despite the near freezing weather show did capacity business.
Night clubs doing good business in this locality include Fletcher Lodge, with Bill Hughes' Orchestra featuring Fay Eckert in special novelty numbers; the Florida, with a floor show including the Four Rhythm Girls, Betty Gordon, Dorothy Manners, Bobby Navin and Babs Mascin; Mount Baker Club, with Jimmie Cannin's Orchestra. Lola in her dance impersonations and Joe Nichols, emcee, and The Barn, with Betty Bowker, entertaining song hostess, and Donna and Darrell, international dancers.
Arthur Crouch, magazine illustrator, who has for the past few weeks been a resident of Saranac Lake, left for New York last week. He has taken a studio apartment at 220 Sullivan street, Greenwich Village, and invites his friends to stop over any time. That's a big order, Arthur, and we'll be seeing 'er.
Jack Nichols, who has been taking the cure for the last few months, is up and around again feeling great after a slight setback. Jack has left Saranac and is headed for the Sunny Miami, where he intends to engage in light occupation.
Leo Mantel is our latest guest patient. He hails from Brooklyn, where he was formerly assistant manager of the Waldorf Theater.
Malvin Fox is another newcomer and is much impressed with his new surroundings. He was formerly a member of the Eva Le Gallienne Company, the Marshfield Players, the Carolina Players and other stock companies.
After several weeks of trying Ethel Clouds finally won a carton of cigarets in the Lucky Strike Sweepstakes for selecting the three most popular songs of the week.
John and Mary Louden have left Saranac for a few weeks to visit friends and relatives in Jersey City. They will

return later to spend the winter months here.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

BILLROY SHOW

(Continued from page 26)

the borders of the domain of the highly publicized "doubting Thomas."
During our recent engagement in Evansville, Ind., the writer was handed a pleasant surprise in the form of a visit from his mother, Mrs. James D. Finch, of Grayville, Ill. His father, sister Nady, and brothers, Sam and Tom, were also on. Following this was the writer's pleasure to spend the week-end at home—the first in three years.
Lost our third night of the season in Poplar Bluff, Mo., due to threats of a storm that failed to materialize.
Evansville, Ind., last Friday, gave us one of the largest and earliest turn-aways that we have ever enjoyed. Since the removal of vaudeville from their local stages they have really become starved for "fish." Menke's Goldenrod Showboat, our only oppositist, also enjoyed good business. Harrisburg, Ill., last Saturday gave us fair business to round out an excellent week.
Many visitors and well-known show-folk seen about. In Cairo-Monday night we had the pleasure of renewing friendships with Mr. and Mrs. A. O. Choate, who have their own company, Choate's Comedians, in that vicinity. Billy Charles Choate, Welby Choate, the latter's wife, Eva, and the following company members also witnessed our performance: Roberta Chaney, Dick and Hazel Butler, Bob and Pearl La They and Mrs. Amelia Jackson. Last named is mother of Mrs. A. O. Choate.
Day and dated the Frank Smith Players and Isler Greater Shows in Cape Girardeau, Mo., Tuesday and found many former friends and acquaintances there also, among them Frank and Marion Smith, Dick and Evelyn Caldwell, Nona Nutt, Dave Davidson and Chick and Estelle Pellette.
JOHN D. FINCH.

KANSAS CITY

(Continued from page 26)

In Missouri all summer, have invaded Arkansas on their way south.
Carl Wheeler recently joined the Ben Wilkes Players in Indiana.
Dodd Bros' Show, which has been playing three-night stands under canvas in Iowa all season, will close September 16. Plans are being made for a one-nighter thru Southern territory in theaters.
Harry and Florence Hayden are joining Porter's Comedians on the West Coast to replace Joe and Margaret Baird.
Mr. and Mrs. Jack Howe are closing with Harvey's Comedians in Colorado.
Kinsey Comedy Company is playing a four-week stand in Marion, O., under canvas.
Jean Wright left here this week to join the William L. Oliver Show in Illinois.
Shannon Players are scheduled to close their Ohio tent season September 20.
Miser Players, whose headquarters are in Omaha, will open the fall season in houses September 7.
Mickey Thornton, who has been with Denny's Comedians all season, closed with the show last week.
Pilder's Hi-Way Varieties closed the tent season last week in Illinois.
Al Makinson, who formerly conducted a dramatic booking agency here, is now located in North Platte, Neb., in the picture game.
Ross Robinson and Francis Valley are recent arrivals, having closed the season with the Jack Kelley Show in Michigan.
Nixon and Norris left here recently to rejoin the Princess Stock Company, now on its way to the cotton country.
Eleanor Brassfield has returned to the east of Bisbee's Comedians after an illness of several weeks.
Hayden Cole recently joined the Fitch-Provo Show in Tennessee.

Van Arnam's Barn Dance

LOWVILLE, N. Y., Sept. 5.—For the second time this season we played day and date with Doc Williams' med show at Potsdam, N. Y. Doc has a clean outfit and a performance that is entertaining and well presented. The inimitable Jolly Bert Stevens is featured comedian and "producer." Other members of the show, besides Doc Williams, his wife and son, are the Princess Kekal Duo, the Aerial Aekers and Floyd and Evelyn.
It has been unseasonably cold the past week, with quite a bit of rain. However, business has been good despite the elements.
Just received word that our general agent, Rex Lee, had the misfortune of

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The Billboard reserves the right to edit all advertising copy.



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losing his personal belongings out of his car when it was parked overnight in Syracuse, N. Y.

Clarence Reed did a nice piece of pinch-hitting last week as understudy for Bob Driscoll, while the latter was away from the show.

The canvas crew had an unpleasant fracas at Canton, N. Y. A gang of towners insisted on making themselves annoying and, despite all our boys could do to smooth things over, fistcuffs could not be avoided when one local lad started proceedings by taking an ill-advised swing at Douglas Trotter. Then things happened and happened fast and the lot was soon cleared of the annoying fellows. To the credit of our pugilistic lads, let it be recorded that they only acted in self-defense and for the protection of the show's property. In no way were they the aggressors.

Fred Pommeville and Ray Love are new members of our fast-working canvas crew.

While in Alexandria Bay recently we had a visit from Frank Rooney, operator of the St. Lawrence Inn there and the Seymour Hotel in Syracuse.
MACK D. FERGUSON.

With the Tolbert Show

CLAYTON, Ala., Sept. 5.—Last Sunday about 30 of the gang motored to Panama City, Fla., where a boat was waiting to take us 30 miles out in the gulf to spend the day. We caught about 360 pounds of fish, mostly red snapper and sea bass. Phyllis Cannon caught a shark and the writer caught a painful sunburned back. Manager Hale's wife was turned for the girls, catching 21, and Red Jenks was high for the men. His catch was 28. Pec-Wee Boggs snared the first one.

We had plenty of refreshments aboard. After we had imbibed a bit and fished a while the cook fixed a fish fry. Then we took turns feeding the fishes. Manager Hale was first and Tom Hutchison ran him a close second by tossing a pint of gin overboard (and it was still in the bottle).

A squall came up about 4 in the afternoon and we had to high tail for the harbor, with Sister-in-Law Phyllis and the writer acting as part-time pilots. A good time was had by all and when we returned to Dothan, Ala., the show's headquarters, Mrs. H. D. Hale turned the kitchen over to the girls and we had more fish.

Last week was the best in the history of the show. Every spot since entering Alabama has been a turnaway and last pay day the boss gave every one a bonus, which was a pleasant surprise.
TOBY EASTMAN.

The Final Curtain

ALBERTSON—Edward H., 68, who served for a number of years as a member of the board of managers of the Suffolk, L. I., N. Y., County Fair, recently at his home in Riverhead, L. I., N. Y. He was recognized as one of the county's leading authorities on harness racing and had served as superintendent of the horse department of the fair.

ALLAN—James, father of Rex Allan, usher with Ringling-Barnum Circus, as the result of injuries sustained in a gasoline station explosion at Providence, R. I., September 1.

BERMAN—Rose, 59, mother of Grace Berman, accompanist at W.R. Detroit, August 28 at her home in Detroit. Survivors are her husband, Jacob Berman; two daughters and a son. Burial in Clover Hill Park Cemetery, Detroit.

BRADNER—Annette, 88, mother of C. C. Bradner, news broadcaster for WWJ, Detroit, September 1, at her home in St. Johns, Mich. Survived by three sons.

BRICKET—Clara L., wife of Arthur E. Bickett, and for 30 years identified with musicals in Griffin and Savannah, Ga. She specialized in light opera. Survived by her husband, a son and daughter. Burial at Elliott City, Md.

BRYANT—Harry E., 58, legit stage manager, in New York September 3. He came to Broadway in 1901 as an advance man and remained to work for many leading producers, among them Charles Dillingham, Klaw & Erlanger, A. H. Woods, George C. Tyler and Louis Werba. Recent shows were *Hold Everything, Tip Toes* and *Girl Crazy*. His widow and a sister survive. Interment in Hartford.

CLARK—Alexander, 70, film studio carpenter, August 27 in Los Angeles.

COSGROVE—William J., manager for the Comerford Theater chain, August 18 in the State Hospital, Scranton, Pa., due to a cerebral hemorrhage. He began on the Comerford circuit 22 years ago as a part-time usher and at the time of death had charge of all the theaters in the Scranton-Wilkes-Barre area.

DETTY—Frederick W., 69, drum major of the Shrine Temple Band, Detroit, suddenly August 13 at his home in Detroit. He was a member of Palestine Lodge, F. & A. M., Shrine Consistory, Wayne Local No. 1 of Order of the Amaranth and Musicians' Federation Local 5. Survived by his widow and two sons. Burial in Forest Lawn Cemetery, Detroit.

DIEHL—Joseph W., prominent in amusement business in the West, September 1 at his home in Santa Monica, Calif., after a short illness. Cerebral hemorrhage caused his death. He started as a concessioner at the 1893 World's Fair and had since then been prominently identified with amusements. He built Kiddie Park in the exclusive Wilshire District of Los Angeles. He was former president of PCSA and member of Santa Monica Lodge, BPOE. Survived by his widow; son, Joseph Jr., manager of Kiddie's Park, and one

daughter. Funeral services from Todd-Leslie Memorial Chapel, Santa Monica, conducted jointly by PCSA, Santa Monica Elks and Spanish-American War Veterans.

DUANE—Clyde, magician, in Indianapolis Hospital, Indianapolis, August 28, of injuries received in accident near Covington, Ind. Survived by his sister, Mrs. L. M. Bowen.

EVEREST—Mrs. William J., 58, former Keith vaudeville headliner, known on the stage as Madame DeVal, at her home in Utica, N. Y., August 31. With her husband and daughter, Lotta, she conducted the Everest School of Dancing.

FAIRBANKS—Olga, 39, formerly a well-known dancer, who appeared in several New York comedies, recently at Seneca Falls, N. Y. She was the wife of William S. Fairbanks, Fitchburg, Mass., business man. Surviving are her husband, a sister and stepson. Burial in Forest Hill Cemetery, Fitchburg, Mass.

GREENE—Harry Plunket, 71, noted British baritone, August 19, at St. George's Hospital, London, after a recent operation. He was also a writer and composer. He wrote *Interpretation in Song, From the Blue Danube to Shannon* and others.

HOPP—Joseph, 70, former head of the Independent Film Exchange and the Exhibitors' Organization, Chicago, and former owner of the Ideal Theater there, at his home in Chicago August 30. Burial at Rosehill Cemetery, Chicago.

HUGHES—Mrs. Elwood A., wife of the general manager of the Canadian National Exhibition, Toronto, suddenly August 31. Funeral services September 3.

HUNTER—Paul, 59, in Nix Hospital, San Antonio, Tex., August 23. Funeral services from the home were held August 26 and burial was in Mission Cemetery, San Antonio. Survived by his widow and two brothers. He had the exclusive on all concessions at Texas State Fair, Dallas, for the last 19 years.

JENSEN—Walter F., 44, Los Angeles movie theater operator in that city August 29 from drowning. Survived by his widow, Mrs. Ekaleen Jensen.

MARTHUR—James, brother of George McArthur, head of the McArthur Theater Equipment Company, Detroit, August 22 as result of injuries received during the World War.

MENAMARA—John, 26, automobile race driver, August 15 from injuries sustained in a crackup on Oakland, Calif., speedway. Survived by his mother, Mrs. Austin McNamara; two sisters and two brothers. Funeral August 18 from chapel of Carew & English, San Francisco.

MEYER—Henry, 73, former operator of the Belmont theaters in Indianapolis, in Methodist Hospital, Indianapolis, recently after a two-week illness. Survived by his widow, four sons and a brother, Adolph Meyer.

MOLINETTI—Blvennu, manager of the Opera of Marselles, in an auto accident near Luc en Diols, France, August 23.

MOSS—P. M., 76, father of Joe Moss, agent and manager, at his home in Youngstown, O., recently.

MUNTZER—Fred A., veteran side show owner, at the home of his nephew, Charles Muntzer, Evansville, Ind., September 1. For a number of years Muntzer had his side show with several of the larger carnival companies.

PARKER—James W., 80, former motion picture theater operator, August 26 at his home in Tuckerton, N. J., after a year's illness. Survived by his widow, Emma L.; eight daughters, four sons, three brothers and two sisters.

PEZELLA—Mrs. Marie, mother of Maria Canelotti, opera singer, in Bridgeport, Conn., last week after a short illness.

PURDY—James P., 75, veteran showman, at the home of Mr. and Mrs. Lester Staley in Washington recently. Burial in Cedar Hill Cemetery, Washington.

REED—Harvey, 77, former animal trainer and keeper with the larger circuses and until two years ago a keeper

at the Cincinnati Zoo, recently at the home of his sister, Mrs. H. L. Ingers, at Austinberg, a suburb of Ashtabula, O.

ROWE—Frank, 74, who conducted the bathhouse at Sylvan Beach, N. Y., for many years, suddenly at his home in Utica, N. Y. He was one of the pioneers in the development of Sylvan Beach as a summer resort and amusement center.

SAIRRI—Naimo, 30, Maynard, Mass., orchestra leader, in Maynard on September 1 from injuries received when he was hit by a hit-and-run driver.

THORNTON—Owen B., 65, pioneer Rhode Island theater operator, August 30 at his home in West Warwick, R. I., following an illness of several weeks. Forty-two years ago, with his brothers, James C. and John H., he built and operated the old Thornton's Opera House, Riverpoint, R. I. He introduced Sunday shows into the State. In 1910 the old opera house burned and shortly after the present Thornton's Theater, West Warwick, was constructed, which Thornton and William Deitch operated. Funeral services September 2. Survived by his widow; a son, James C., manager of Agawam Park, near Springfield, Mass., and two daughters.

TORINO—Mrs. Doris, wife and stage partner of Torino, juggler, at Hove, Surrey, England, August 5. Mrs. Torino, whose personality and attractiveness added much to her husband's act, had toured the world with him. Previous to her marriage she was a member of the Tourbillon Group of cyclists. Burial at West Norwood Cemetery, London.

UHL—Leon, 47, well-known French playwright, in Paris August 5.

WHITE—John C. (Max Whitey), 68, well known among the sheet-writing fraternity and road folk, at Bennington, Kan., August 27 from heart attack.

WINE—Daniel P., 55, who started the first motion picture theater in Harrisonburg, Va., and one of the organizers of the Shenandoah National Park movement, August 25 in Staunton, Va., after a 10-day illness of pneumonia.

WOLERSTEIN—Dave, 79, secretary of Yazoo (Miss.) County Fair Association several years and father of Dave Jr., of Ringling Bros.-Barnum & Bailey Circus, in a Yazoo City hospital September 1. Interment in that city September 2. Survived, in addition to Dave Jr., by two other children.

WOOD—Paul Szabo, 45, of the team of Maxon and Wood for the last 12 years, recently in Jamestown, N. Y., survived by his widow, Violet Wood, Jamestown; a sister, Mrs. Joe Lederle, of Los Angeles, and two brothers, Joseph and Simon. Burial in Jamestown.

WOODHULL—R. F. (Pete), 56, nationally known motion picture exhibitor and trade paper publisher, August 19 at his home in Dover, N. J., following a heart attack. Woodhull was former president of the Motion Picture Theater Owners' Association and published *Picture Business*, which expired a few months before his death.

Marriages

AUBURN-SMITH—Jack Auburn and Pat Smith, both members of Christ United Shows, at Wheeling, W. Va., August 22.

AUER-SYLVESTER—John Auer, Republic Pictures director, and Virginia Blain Sylvester, nonprofessional, in Yuma, Ariz., August 29.

CAZEBONE-KEETING—Lucien Czebone, nonprofessional, to Helen Keeting, New Orleans, night club entertainer, in Chattanooga August 21.

CRAMER-WURSTER—Stuart P. Cramer, magician, and Hazel Wurster, nonprofessional, both of Cleveland, at Gates Mills, O., August 28.

DAVIS-DAVIS—Jack and Lois, night club performers, at Steubenville, O., July 13.

FLEMING-NEC—Van Fleming, San Francisco NBC producer, and Karolya Ries, Portland, Ore., illustrator, at Carmel, Calif., September 8.

GELSEY-LATIMER—Erwin Gelsey, scenarist, and Louise Latimer, film player, at Denver June 13.

HALL-MCKIM—John Nelson Hall, orchestra leader, and Frances G. McKim,

nonprofessional, of Baltimore, there August 29.

JONES-BEKKIN—U. S. Navy Lieutenant Carlton B. Jones and Corinne Bekin, film actress, September 3 in Los Angeles.

KAHN-MALO—Ivan Kahn, Hollywood agent, to Jesse Malo, screen writer, there August 31.

LEHR-THOMAS—Joseph Lehr, Comerford Theater chain executive, and Elizabeth Thomas, non-professional, in Scranton, Pa., January 19, 1934, it was announced last week.

LEPPLE-WILSON—Howard Lepple, studio control engineer at WLW and WSAI, Cincinnati, to Gertrude Wilson, nonpro, in Cincinnati August 29.

MCCULLOUGH-STEINER—R. H. McCullough, Fox-West Coast Theaters purchasing executive, and Lucille Steiner, of the secretarial staff, August 28 in Las Vegas, Nev.

MCKECHNIE-DUGAN—James M. McKechnie, Pittsburgh road-show theater man, and Rita Margaret Dugan, *Vanities* showgirl, in New York recently.

MARTIN-MILLER—David N. Martin, assistant manager of the Strand Theater, Crawfordsville, Ind., and Ann Miller, of Terre Haute, Ind., there August 29.

MAYO-KUZZNER—Roy Mayo and Midge Kuzner, both members of Christ United Shows, at Wheeling, W. Va., August 22.

MEIKLEJOHN-AYRES—Robert Burns Meiklejohn, Los Angeles booker, to Letha Nadine Ayres, nonprofessional, in Pasadena, Calif., August 28.

MORSE-COTTON—Lloyd Morse, Station WEEI sound engineer, Boston, and Helen Cotton, nonprofessional, of Peppercell, Mass., in Boston August 29.

NORRIS-SHERIDAN—Edward Norris, actor, and Ann Sheridan, motion picture actress, at Ensenada, Mex., August 16.

RICAU-RICHARDS—Lionel M. Ricau Jr., announcer and entertainer at WWL, New Orleans, and Marlon Porter Richards, nonprofessional, also of New Orleans, there August 29.

SHIRK-MOSER—Louis Shirk, operator of the Romy Theater, Ephrata, Pa., and Mary Moser, cashier of the Hamilton Theater, Lancaster, Pa., August 29 in Lancaster.

WILDE-FRICKE—Ran Wilde, San Francisco orchestra leader, and Carol Fricke, non-professional, at Oakland, Calif., September 5.

Coming Marriages

Emily Lane, vocalist with Eddie Duchin's Orchestra, and G. Carlton Brown, Syracuse, N. Y., publisher, in Los Angeles soon.

Jackie Gleason, emcee at the Club Miami in Newark, to Genevieve Halford, also appearing at the Club Miami, about September 20.

Harriette Shaick, specialty dancer, now appearing in New England theaters and formerly with Swan and Lucille, and Maurice I. Shaffer, nonprofessional, soon.

Births

A daughter to Mr. and Mrs. Bert Landon August 22 in Lancaster, Pa. Father is manager of the Grand Theater, Philadelphia.

A 6½-pound daughter, Ruth, to Mr. and Mrs. Clarence Fuhrman September 2 in Camden, N. J. Father is director of the Fuhrman School of Music and Dramatic Arts, Philadelphia, and pianist-conductor of the WIP studio orchestra there.

A 7-pound daughter, Harriet Joy, to Mr. and Mrs. Jack Korn August 29 in Philadelphia. Father is vice-president of the Philip Klein Advertising Agency there.

A 7-pound son to Mr. and Mrs. Henry Goldenberg at Children's Hospital, San Francisco, August 26. Father is manager of the Fox Theater there.

A son, George Alvin Jr., to Mr. and Mrs. Al Helfer at Jewish Hospital, Cincinnati, August 27. Father is a WLW sports commentator.

A 6½-pound son to Mr. and Mrs. Philip Bonta August 28 at Des Moines.

Divorces

Helen L. Newton from LeRoy Newton, musician, at Greensboro, N. C., August 31. Genevieve Mittendorf from Eugene S. Mittendorf, manager of Station WIND, Gary, Ind., at Los Angeles September 1. Jean Maloy from Thomas E. Maloy.

(See DIVORCES on page 77)

Nikita Balieff

Nikita Balieff, 59, creator and master of ceremonies of the noted "Chauve-Souris" revues, died in New York September 3. He had been ill about six weeks and in Park West Hospital two days. Balieff first came to New York in 1922 and scored a great success. The show was different from anything ever seen on Broadway before and was very profitable. Balieff's personal success was based not only on his personality but on his manner of speech, an amazing conglomeration of several languages, including slang.

Balieff was born of Armenian parents and when his father put him to work in his factory he immediately started playing with theatricals. The Russo-Japanese War sent him to Harbin, where he went with a musical comedy outfit and was jailed as a result. When he returned he went with the Moscow Art Theater as secretary. He later formed his own company and worked with both groups until the revolution. He escaped from the country in 1919 and the next year produced his first show in Paris. He did the shows steadily from then on between Europe and New York. His last in New York was in 1934.

His widow, formerly Helen Konisarcivka, survives. Interment in Mount Olive Cemetery, Maspeth, L. I., N. Y.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

ADO Trio (El Chico) NYC, no. Adair, Ted, & Ruth Long (State-Lake) Chi, t. Adams & Evans (Wonder Bar) Fallsburgh, N. Y., no. Aida (Radio City Rainbow Room) NYC, no. Akin, Bill (Onesto) Canton, O., h. Allan & Martin (Hi-Hat) Chi, no. Allen, Bob (Hofbrau) New York, N. J., re. Allen, Jean (Starline Club) NYC, no. Amstel, Felix (Russian Trolley) New York, no. Andrews, Ted & Catherine (Barbizon-Plaza) New York, h. Anita (St. Moritz) NYC, h. Annette, Miley (French Casino) NYC, no. Archer, Gene (Weber's Summit) Baltimore, no. Ardelt, Elly (French Casino) NYC, no. Armand & Diana (Biltmore) NYC, h. Armando & Lisa (Embassy Club) San Francisco, no. Armstrong, Maxie (Black Cat) NYC, no. Ashburns, The (Obez Par) Chi, no. Aunt Jeanna (Meadowbrook) Saratoga Springs, N. Y., no.

B

Bacon, Virginia, & Co. (Astor) Reading, Pa., 7-10, t. Baines, Pearl (Kit Kat Club) NYC, no. Baker, Babe (Howdy Club) NYC, no. Ballard & Rae (McVan's) Buffalo, no. Ballet, Bodenweiser (French Casino) NYC, no. Baplle & Lamb (New Yorker) NYC, h. Barnes, Ruth (Earle) Phila, 7-10, t. Barnett, Art (State-Lake) Chi, t. Barrie, Gracie (State) NYC 7-10, t. Barry & Beatrice (French Casino) NYC, no. Barry, Nancy (Benny the Bum's) Phila, no. Bartholemey, Lillian (Meadowbrook Club) Saratoga Springs, N. Y., no. Bartlett, Wayne (Border Inn) Shenandoah, Ia., no. Barto & Mann (Capitol) Washington, D. C., 7-10, t. Basilio, Mario (Place Elegante) NYC, no. Baxter, Marilyn (Wivel's) NYC, re. Bernard, Lily (Cafe Alabam) Chi, no. Beasley, Harry (Mandaly) NYC, t. Beauvais, Pierre (Buckingham) NYC, h. Beebe & Rubiat (Oriental) Chi, t. Behlm, Arthur (Gay Nineties) NYC, no. Bell & Grey (Colonnade) Chester, Pa., h. Bell, Jerry, & Joan White (Boulevard) Sausdsky, O., t. Bell, Nora & Jimmy (Club Mayfair) Boston, no. Bennett, Eddie (Place Elegante) NYC, no. Bert & Jay (Colonial Village) Peoria, Ill., no. Besser, Joe (Riverdale) Milwaukee, t. Bigelow & Lee (Showboat Casino) City Island, NYC, no. Biltmore Boys (Morrison) Chi, h. Blanchard, Eddis (Club Elegante) NYC, no. Blenders, Four (Embassy Club) San Francisco, no. Blue & Grey (Log Cabin) Napa, Calif., no. Bodenweiser Ballet (French Casino) NYC, no. Bolin, Shannon (Canyon Lake Tavern) Rapid City, S. D., no. Bond, Gloria (Sun & Surf Club) Atlantic Beach, L. I., no. Boran, Art (Ambassador) Atlantic City, h. Boston Sisters, Three (L'Escargot D'Or Pent-house) NYC, no. Bower Sisters (Troadero) Phila, t. Bowers, Major (Amateurs (Shea's Elpp.) Toronto 7-10, t. Bradley, Ruth (Stevens) Chi, h. Branch, Billy, & Co. (Leon & Eddie's) NYC, no. Brandt & Fowler (Ross-Fenton Farms) Deal, N. J., t. Brants, Mickey (Edgewater Beach) Chi, h. Brito, Phil (Mount Royal) Montreal, h. Brooks Twins (Club Vogue) NYC, no. Broomefield & Greenleaf (Bum's) NYC, no. Brown, Edith (Lakes) Gary, Ind., h. Brown, El (Black Cat) NYC, no. Brown, Evans (Old Vienna) Indianapolis, t. Brown, Ralph (Ubangi) NYC, no. Bryant, Betty (Club Ball) NYC, no. Brynch, The (French Casino) NYC, no. Brydon, Louise (Bonita's) NYC, no. Bryson, Clay (Montclair) NYC, h. Buddy, Ralph (Club Madrid) Milwaukee, no. Burcaw, Bill (Boof Pierre) Phila, re. Burnett Sisters (Ivan Frank's) NYC, no. Burns, Louise (Rainbow Tavern) Marysville, Calif. Burn & White (Hi-Hat) Chi, no.

C

Carl & Stuart (Club Lancer) Lowell, Mass., no. Canzone, Frank (Onyx Club) NYC, no. Cardosa, Kay (Dizzy Club) NYC, no. Carvada, Len (Club Gauch) New York, no. Carlson & Fuller (Washington Arms) Mar-maroszek, N. Y., t. Carlisle, Sally (Blondie's) Chi, t. Carren, Billy & Grace (Byron) Savannah, Ga., 7-9. (Royal) Columbus 10-12, t. Carrage, Madge (Club Nomad) Atlantic City, N. J., no. Carol, Helen (Bismarck) Chi, h. Carre, Chas. (Arrowhead Inn) Cincinnati, t. Carrasco Bros. (Terrace Gardens) Rochester, N. Y., no. Carroll & Francis (Loew's) Montreal 7-10, t. Carroll, Jane (Club Mayfair) Boston, no. Carroll, Nita (Sutton Hotel) NYC, h. Carson, Jane (Gloria) Columbus, O., no. Carter & Hockes (Colonial) Dayton, t. Carter & Schach (Jimmy Frank's) NYC, no. Cartier, Jean (Parisian Royal) Valley Stream, L. I., re.

PRINCESS CHIYO

Amburge Theatre, Paris, France. Commencing September 4.

Carlisle, Elly (Chateau Moderne) N. Y. C., no. Carvada, Bob, Trio (Robert Tron) Newark, N. J., h. Cassin, Ruth (Silver Lake Inn) Cantonment, N. J., re.

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; pa—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Chaney & Fox (Club Deauville) San Francisco, no. Charles, Ernest (Normandie) New York, no. Chester & Movie Dogs (Firemen's Celebration) Atwater, Calif. Chickie & Dodge (Oriental) Chi, t. Chlo, Princess (Barry) London, I., no. Christine, Bobette (Chateau Moderne) NYC, no. Clare, Tonie (French Casino) NYC, no. Claudet, Marguerite (Orlando) Decatur, Ill., h. Clauson, Charles (Cafe Ball) NYC, no. Clayton Pat (Vogue Club) NYC, no. Cliff & Dell (Riverside) Milwaukee, t. Clifford, Joan (Chaney's) Santa Rosa, Calif., no. Coley, Curtis (Club Diamond) Wheeling, W. Va., re. Collins, Rose (Riviera) Fort Lee, N. J., no. Compton, Dorothy (Hollywood) NYC, re. Connors Jr., Chuck (Tin Pan Alley) New York, no. Conzio & McIha (Meadowbrook) St. Louis, cc. Conti, Jean (Meurice) NYC, re. Cook, Nell (Greenwich Village) San Francisco, no. Cooley, Marion (Stork Club) NYC, no. Cooper, Odra (Golden Grill) Rochester, N. Y., no. Coquettes, Six (Embassy Club) San Francisco, no. Cordona, Kay (Dizzy Club) NYC, no. Cort, Nita, singer (Club Mayfair) Boston, no. Corvino & Yovita (Nixon) Pittsburgh, re. Courtney, Ann (Montclair) NYC, h. Crider & Paige (Imperial) Zanewille, O., 7-9; (Fair) McConnelville 10-12. Craig Jr., Freddie (Tower Kansas City, t. Crane, Ford & Gene Stultzi (Paradise) NYC, re. Crawford & Caskey (Edgewater Beach) Chi, h. Crawford, Tim (Great Northern) Chi, h. Crosby, Bob, & Band (Barle) Washington, D. C., 7-10, t. Crosby, June (Victoria) NYC, h. Cullys, The (Loew's) Montreal 7-10, t. Cunningham, Fairy (Cocoanut Grove) Minneapolis, Minn., no.

Duncan Flapperettes (La Casina) Jamaica, L. I., no. Duncan Modernettes (Rudd's Beach) Schenectady, N. Y., c. Duncan Personality Girls (The Chateau) Searnsburg, N. J., cb. Duncan Rhythm Girls (Marine Park Grill) Brooklyn, N. Y., cb. Duncan Sisters (State) NYC 7-10, t. Duncan Stralettes (El Ray) Plattkill, N. Y., no. Duchin, Eddie, & Band (Minnesota) Minneapolis 7-10, t. Duran, Adella (El Chico) NYC, no. Duval, Shellina (New Town Bar) New York, no. Easton & Odette (Marbro) Chi, t. Ebony Rascala, Pour (Club Caliente) NYC, no. Elain & Barry (Club Mayfair) Boston, no. Elissa, Senatoria (Nina's French Cabaret) New York, c. Eltons & Roy (Arrowhead Inn) Cincinnati, no. Elwyn (Strand) Sussex, N. B., 10; (Gayety) Federated 11, t. Embury Boys (Radio City Rainbow Room) NYC, no. Emerald Sisters (Red Union, Ia. Eno Troupe (Capitol) Washington, D. C., 7-10, t. English, Joan (Oriental) Chi, t. Enrico & Novello (Hollywood) Galveston, Tex., no. Erma, Gypsy (New Town Bar) New York, no. Errante, Charles "Happy" (Place Elegante) NYC, no. Estelle & LeRoy (Marden's Riviera) Fort Lee, N. J., no. Evans, James (St. Louis) St. Louis 7-10, t. Everett & Conway (Shrine Circus) Billings, Mont., 10-15.

F

Falls, Reading & Boyce (Loew's) Montreal 7-10, t. Farrer, Jean & Jane (1523 Locust) Phila, no. Farrell, Bill (Place Elegante) NYC, no. Farrell, Bunny (Place Elegante) NYC, no. Fay & Parvis (Club Moderne) San Francisco, no.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

D

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re. Dee, Janice (Peacock) Columbus, O., no. Daily News Harvest Moon Winners (Grand) NYC 7-10, t. Dale, Barbara (Benny the Bum's) Phila, no. Dale, Marjory (Chateau Moderne) NYC, no. Dandridge, Four (Larue's) NYC, re. Daniels, Billy (Black Cat) NYC, no. Daniels, Mae (Kit Kat Club) NYC, no. Dandridge, Putney (Hickory House) NYC, no. Danwill Troupe (American Music Hall) NYC, no. Dario & Diane (Radio City Rainbow Room) NYC, no. Darkis & Nouze (Ceder's Tavern) Reno, Nev., no. Darrow & Costa (Riverside) Milwaukee, t. Day, Rilla (Club Gauch) New York, no. Davies, Dorothy (Caliente) NYC, no. Davis & Davis (Peacock) Columbus, O., no. Davis, Eddie (Leon & Eddie's) New York, no. Davis, Lew (Lang's) Albany, N. Y., h. Dawn, Alice (Leon & Eddie's) NYC, no. Day, Gloria (Oriental) Chi, t. Dean, Carol (Hollywood) Galveston, Tex., no. DeFreese, Lois (Dizzy Club) NYC, no. DeAngelo & Porter (Hollywood) NYC, re. De Carr, Claude (Embassy Club) San Francisco, no. DeCko, Magician; Melvin, Ill. Delano Bros. (Sterling) North Adams, Mass., h. Del Rio, Jose (Club Parer) Hartford, Conn., no. DeMar & DeAndre (Blossom Heath) Detroit, no. De Marco, Antonio & Renee (Cocoanut Grove) Los Angeles. Deuce, Four (Times Square) NYC, no. Dew, Bobby (Village Barn) NYC, no. DiMatte & Helen (Club Gauch) New York, no. Dixon, Dixie (Hot Spots) Baltimore, no. Donahue, Ralph, emcee (Oriental) Columbus, no. Doris, Miss (Versailles) NYC, no. Dorothy & King (Meadowbrook) St. Louis, cc. Dot & Dash (Frolics) Toledo, O., no. Douglas, Milton (Palmer House) Chi, h. Dover, Jane (Edison) NYC, h. Downell, Maxie (Astor) NYC, h. Duka, Connie (Dearylle) New York, no. Drake, Edith (Edison) NYC, h. Drayton, Jack M., & Co. (State) Pontiac, Mich., 10-13, t. Drayton Sisters (Rialto) Beaver Falls, Pa., 7-9; (Rialto) Pontiac, Mich., 10-13, t. Drew, Chudy (Number One Bar) NYC, no. Drum, Doty (Hector's Club New Yorker) New York, no. Duffins, Wilfred (Riverside) Milwaukee, t. Duffins, The (Colony) Chi, no.

Felicia & Delroy (Grossman House) Alexandria Bay, N. Y. Femme Polles Unit (Michigan) Detroit 7-10, t. Ferguson, Bobby (Jungle Inn) Youngstown, O., no. Fied, Benny (Troadero) Hollywood, no. Fields, Happy (Place Elegante) NYC, no. Fields, Irving (Buckingham) NYC, h. Fields, Shcp. & Band (Paramount) NYC 7-10, t. Filicmons, Bobby (Club Tivoli) San Francisco, no. Fitzgeralds, Dave & Dorothy (Versailles) NYC, no. Five o'Clock Boys (Pallades Amusement Park) Palisade, N. Y., re. Fleurette (Paradise) NYC, re. Florence & Alvarez (Astor) NYC, h. Florenton, Consuelo (St. Regis) NYC, h. Fokarty, Alec (Waylin) NYC, h. Folies Parisienne (RKO) Boston 7-10, t. Galtie the Stars (Pal) Cleveland 7-10, t. Ponda & St. Clair (Club Madrid) Milwaukee, no. Fontaine, Evan Burrows (Adelphi) Phila, h. Ford, Verda (Benny the Bum's) Phila, no. Fordham, Louise (Number One Bar) NYC, no. Four Dandies (Larue's) NYC, re. Franco, Suzanne (Summit) Uniontown, Pa., h. Francisco, Don, & Co. (State) NYC 7-10, t. Francis, The Mystery Man (Shelton Corner) New York, no. Frankie & Naomi (Leon & Eddie's) NYC, no. Francis & Fuller (Front Street Gardens) Toledo, no. Prager, Jack (Playland Park) Rye, N. Y. Freddy & His Dogs (French Casino) New York, no. Fricke Sisters (Terrace Gardens) Rochester, N. Y., no. Froeba, Frank (Onyx Club) NYC, no. Frohman, Bert (Paradise) NYC, re. Frost, Sylvia (Paramount) NYC 7-10, t. Fry, Bob & Virginis (Man About Town) New York, no.

G

Gainworth, Marjorie (St. Moritz) NYC, h. Gale & Olson (State) NYC 7-10, t. Galletti & Co. (Gloria) Columbus, O., no. Gamble, Richard E. (Navarro) NYC, h. Gardner, "Poison" (Dizzy Club) NYC, no. Garner, Nancy (Wivel's) NYC, no. Gary, Eddie (Blossom Heath Inn) Detroit, no. Gaston & Bennett (500 Club) Atlantic City, N. J., no. Gaty, Bud (Paramount) NYC 7-10, t. Gately, Bob (Marbro) Chi, t. Gatters' Toy Shop (Mer) Boston 7-10, t. Gay, Fred (Place Elegante) NYC, no. Gay Nineties Quartet (Gay Nineties) NYC, no. Gaylene Sisters (Capitol) Washington, D. C., 7-10, t. Geilford, Jackie (Met.) Boston 7-10, t.

Gentlemen of Rhythm (Congress) Chi, h. Gentleman Bongsters (Astor) NYC, h. Gerlis, Paul (St. Regis) NYC, h. Gibson, Billy (Granada Inn) Atlanta, no. Gilbert, Bobby (Loew's) Montreal 7-10, t. Owens & Karol (Wivel's) NYC, re. Olivot, George (College Inn) Chi, no. Glenn, Glinda (French Casino) NYC, no. Glory, Gamble (18 Club) NYC, no. Goff, Jerry (Riviera) Fort Lee, N. J., no. Golden, Neil, Trio (Nayerd) Lake George, N. Y., h. Gonzales & Rangel (McAlpin) NYC, h. Goodale, Melia (Arrowhead Inn) Saratoga Springs, N. Y., no. Gordon's Dogs (Loew's) Montreal 7-10, t. Gordon, Paul (Lookout House) Covington, Ky., no. Gould, Blanche (Half Moon) Coney Island, N. Y., h. Graces, Three (Astor) NYC, h. Graham, Miriam (Blossom Heath Inn) Detroit, no. Grayson, Frank (Steamship Empire State) NYC, t. Green, Kay (State) Lake Tahoe, Calif., no. Green, Millicent (Show-Bar) Forest Hills, N. Y., no. Greenwood, Dawn (Paradise) NYC, re. Grisha (Leon & Eddie's) NYC, no. Growler Man, The (Gang Plank) NYC, no. Gypsy Albert Trio (Beverly Bar) NYC, no.

H

Hager, Clyde (Grand) NYC 7-10, t. Haggerty, George (Steamship Empire State) NYC, t. Hackett, Gardner, & Carter (Leon & Eddie's) NYC, no. Haines, Mitzl (Hollywood) NYC, re. Hale, John (Yacht Club) Chi, no. Hale Sisters (Yacht Club) NYC, no. Hall, Cliff (Empire State) NYC, h. Hall, Frank (Adelphi) Phila, h. Hall, Vera (Oriental) Chi, t. Handle & Mills (Gloria) Columbus, no. Hanley, Eddie (Chez Maurice) Montreal, no. Hardy, Moore (Gable's) NYC, no. Harter, Rush (Mount Royal) Montreal, Que., h. Harrington, Pat (18 Club) NYC, no. Harris, Sylvia (Club 500) Cape Henry, Va., no. Harrison, Muriel (Enterprises Club) Atlantic City, N. J., cb. Hart, Carl (Number One Bar) NYC, no. Hartman, The (Chez Parer) Chi, no. Hartvig, Russ (Maple Drive) Hartford, Conn., re. Harts, Harry (Villanova) Saratoga Springs, N. Y., re. Hawaiians, Benny Hanna's (Monmouth County) Monmouth, N. J., cc. Hawkins & Moorehead (Park Central) NYC, no. Hayden, Tommy (Wivel's) NYC, re. Hayward, Billy, & Cliff Allen (Le Mirage) NYC, no. Hayes, Pat, & Jim Ashley (Bossert) Brooklyn, N. Y., h. Heath, Helen (Entertainers) Atlantic City, re. Heidelberg Octet (Old Heidelberg) Chi, no. Heiber, Jackie (Cocoanut Grove) Chi, no. Henry, Flo (Alabam) Chi, no. Herbert, Charles & Orace (Cocoanut Grove) Chi, no. Herman, Irving (Man About Town Club) NYC, no. Hildegards (Michigan) Detroit 7-10, t. Hilton Sisters (Chez Parer) New Orleans, no. Hirsch, Frankie (20th) Phila, no. Holiday, Byron (Westchester Bath Club) Westchester, N. Y. Holly, Edna Mae (Ubangi) Club New York, re. Holm & Jarrett (Chicago) Chi 7-10, t. Holmes, Edmonor (Chicago) Chi, t. Honan, Helen (Stevens) Chi, h. Honolulu Islanders (Steamship Empire State) NYC, no. Hope, Bob (Wivel's) NYC, re. Howard, Helen (18 Club) NYC, no. Howard, Joseph E. (Gay 90's) NYC, no. Howard, Kathleen (Deauville) New York, re. Huron, Jemma (Sherry-Netherland) NYC, h. Hutton, Ina Ray (Canobie Lake) Salem, N. H. Hyers, Frank (18 Club) NYC, no.

I

Iders, The (Versailles) NYC, no. Indefatigable Charlies (St. Regis) NYC, h. International Trio (Devonshire) Atlantic City, h. Irene & Martha (Blossom Heath) Detroit, no. Jack & Jill (Park Casino Bar) Palisades Amusement Park, Palisades, N. J. Jacks, Three Original (L'Alkion) Chi, re. Jackson, Lawrence (President) New York, h. Jackson, Irving & Reeve (Yacht Club) NYC, no. Jacobs, Peggy (Targe) Jamestown, N. Y., h. Jal-Leta (Leon & Eddie's) NYC, no. James, Jacquelyn (Kenmore) Albany, N. Y., h. James, Sisters (Beverly) Chi, h. Jarrett, Art (Chicago) Chi, t. Jarrett, Lucille (Chateau Moderne) NYC, re. Jay & Lucille (Park Central) NYC, h. Jay, Theo (Pavillon Royal) Valley Stream, L. I., no. Jennie, Jack & Joe (Earle) Phila 7-10, t. Jenner & Earle (Nell's Barnyard) Gary, Ind., no. Jeffers, Dorothy (Paradise) NYC, re. Johnny & George (Yacht Club) NYC, no. Johnson, Eva (Riviera) Union, Calif., h. Johnson, Joyce (Paradise) NYC, re. Johnsons, The (Navarro) NYC, h. Jones, Jonah (Onyx Club) NYC, no. Jordan Sisters (Club Continental) Mount Morris, Mich., no. Joseph, Maria (Rendezvous) Marysville, Calif. Journet & Bevrin (Park Central) NYC, h. Joyce, Bobbe (Greenwich Village) San Francisco, no. Julian, Lewis (Biltmore) NYC, h.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c. Kline, Joy (Hi-Hat) Chi, no. Kane, Patsy (Roosavelt) NYC, h. Kanne, Alex (Versailles) NYC, no. Karon & Thomas (Joy's) Scranton, Pa., h. Katslavskys, Princess (Oriental) Chi, t. Kator, Orace (Beverly) Chi, h. Kaufman, Mae (Highmont) Highmont, N. Y., no. Kaufman, Sam Jack (Book-Cadillac) Detroit, no. Kay, Beatrice (Tony's) NYC, no. Keane, Betty (Oriental) Chi, t. Kemper, Orlene (Steamship Empire State) Kemple, Lettie (Hollywood) NYC, re.

Mix Show To Winter in Ga.

Turney confirms rumors of change in base—dates in East have been clicking

NEW YORK, Sept. 5.—Recurrent rumors that the Tom Mix show would establish winter quarters somewhere on the Atlantic Coast were confirmed by Dall Turney, manager of the show and Mix's personal representative, who informed *The Billboard* that the organization will quarter "somewhere in Georgia." Turney, associated with the cowboy star uninterruptedly since 1921, said he was not as yet prepared to reveal the exact location in the State, but stated that it would be on the basis of "permanent residence," registered as such. This was taken to mean that the show will quarter in that State for one or more fall-winter seasons.

Turney was interviewed in Newark, N. J., the second of a two-day stand on the Springfield avenue and Grove street lot, moving to Jersey City on Wednesday, Elizabeth on Thursday, Easton, Pa., on Friday and exhibiting in Allentown today. Biz in Newark was good, including attendance at the concert.

Since coming east by long moves from the Middle West show has been clicking steadily, according to Turney. Outfit has touched practically all corners of the map, inaugurating its season out of winter quarters in Compton, Calif., grazing the Southwestern and Canadian borders and now routed in the East. It is said to be the only motorized show which has ever played from Coast to Coast. Jumps in the mountainous West averaged about 175 miles, but in this level section about 100 miles. Next week will find the show in Maryland, Virginia, etc., on the way into deep South. It is scheduled to finish its season during the week of November 2.

There were many visitors in Newark, including John Ringling, whose praise of the show made the headlines in Newark newspapers; Jack Dempsey, former world's heavyweight titleholder; Billy Hamilton, Sedge Meikle, Jimmy Dugan, Billy Seamon, Oscar Lowanda and many others. Abe Goldstein, clown; Ray Goody, wire walker, and Max Gruberg, animal trainer, were doing plenty of greeting in the backyard, aided by Rhoda Royal, equestrian director; Homer Hobson, veteran of the white tops, and others.

Yankee-Patterson To Make Northward Trek

BEVERLY HILLS, Calif., Sept. 5.—Fifteenth week of the Yankee-Patterson Circus's present season found the show on the Harold Lloyd studio lot here as the feature attraction of the Country Fair, sponsored by the Little Theater of Beverly Hills. Idea was conceived by Mrs. Lloyd, mother of the movie comedian, for the purpose of erecting their own Little Theater building. Engagement was for 10 days.

Program of the show remains the same as when it opened. Cal Owens left three weeks ago but will return after Labor Day to be featured in an enlarged upside-down loop act. Dan Dix and Roy Chonister have joined out and have the concessions. Spud Redrick has a seven-piece band. Bill Detrich's trained ponies have been an outstanding feature of the show and are now being worked by Ruby Wood. Little Louis Velarde remains the hit of the show.

Entire show will be filmed in a technical short next week, after which it will return to Oceanside for Labor Day. Escondido and National City will follow. On September 25 show will start a trek northward in the San Joaquin Valley under canyons. From there it will move into buildings in Southern Oregon to start its winter season under auspices.

Seeking Leo Moses

CINCINNATI, Sept. 5.—Anyone knowing the whereabouts of Leo Moses is asked to notify him that his younger brother died two weeks ago and that he should contact his sister, Jennie Moses, immediately. Moses, when last heard of, was with the Beers & Barnes Circus.



WHEN FRANK WIRTH'S CIRCUS recently played at Long Beach, L. I., N. Y., a clam bake, with all the trimmings, was given. Here are a few of the young folks who enjoyed themselves at the beach. Right to left: Gene Rendow, Tony (Macahua) Ortigas, Hans Layton, Fred DeCarde, Snippy DeCarde, "Jay Gee" Ernst, Ora Ernst, June Ernst, Minerva Ernst, Eugenia Dobas, Jerry LaFavour and Hilda Dobas.

Warm Welcome for Cole in California

SACRAMENTO, Calif., Sept. 5.—Hot days and cool nights are in store for Cole Bros.-Clyde Beatty Circus during its California tour. Word from the advance is that steam heat is provided by the San Francisco hotels at night and early morning, so there is expected to be an exodus from the trains to the Bay City hotels.

California gave the show a great welcome after five wonderful days in Oregon. Portland came thru with the largest gross for a two-day stand this year. Both afternoons in Portland were near capacity while folks had to find seats on the "straw" at nights. The Portland papers, *Journal, Oregonian* and *News-Telegram* stated that the greatest crowd to turn out for any event in years was on hand for the street parade Tuesday morning.

City fathers of Portland turned and twisted in their attitude towards the parade and at first refused a license until the press forced the issue. Then the council called a meeting for Tuesday morning, and while the parade was passing thru the streets passed an ordinance calling for a \$250 fee. Special writers gave the "city dads" a scorching for charging the circus such an exorbitant amount. The newspapers did not like the attitude of the lawmakers in calling a special meeting and then deciding on a fee after the parade had been staged.

Salem, Eugene and Klamath Falls came thru with big days and Klamath Falls would have been a banner date but a late arrival caused a late afternoon show. The trains were loaded and departed from Eugene at 11:57 p.m., but did not reach Klamath Falls until 10 a.m. After an hour's delay in getting switched, it was 11:45 o'clock before a wagon reached the lot. This necessitated calling off the march, as the lot was beyond the city limits and the haul almost two miles.

Weed proved a bang-up Sunday stand for one show only and the train departed shortly after 7 p.m. for Marysville. Due to heavy traffic on the Southern Pacific show did not arrive in Marysville until 8 a.m. After a short haul and three-mile parade show was (See WARM WELCOME on page 37)

Atterbury in Ind.-Ky.

GRAYVILLE, Ill., Sept. 5.—Obert Miller's four pony drill and canine pets are going over in a big way. Miller replaced Gordon Smith, who left to play fairs. Mr. and Mrs. Widmer, who have the drinks and lunch stand, have been doing a near-capacity business during the hot weather. Show will be in Indiana and Kentucky by the time this is in print. George Duval, of the Joe Webb show, was a visitor at Sikeston, Mo. Charles Goss, the Chevrolet dealer, of East St. Louis, also visited.

The pink-eyed elephant from Slam continues to attract visitors to the annex. Anna and Helen Atterbury returned to high school September 1 after a 10 weeks' vacation with the show. Show is scheduled to enter Tennessee for a long Southern season soon.

Prince Slings Suds Till Elephant Changes Color

DALLAS, Sept. 5.—Prince Nandasan, a native of Siam, who arrived at the Centennial here two months ago as the chaperon of a sacred albino elephant, has suffered a great loss. As the guardian of this sacred animal the Prince was sent in state overseas to America and held a position of importance. But the dyo used to conceal the white skin of the elephant so that he could be smuggled out of Siam has refused to come off as quickly as expected and the Sido Show on the midway where the elephant was to be exhibited has closed.

The Prince was found the other day dispensing beer and sandwiches at the Yukon dance hall here. He believes, however, that the dye will soon wear off and the white elephant will appear in all its glory and that he will have his real job again. The disguised elephant has been in the hands of Dr. Hamiter, local veterinarian, since its arrival here.

Harley Sadler Circus Headed for West Texas

PALESTINE, Tex., Sept. 5.—Harley Sadler Circus, organized in Dallas, played this city last Saturday and completed its first week of operation. It opened the previous Saturday in Ennis, Tex. Show is headed for West Texas, an established territory of Sadler's. Matinee in this city was presented to about a three-quarter house, with the night show slightly larger. Rain fell several minutes after the night show had started. Business for the show its first week was good. Night shows have been playing to full houses and matinees to good crowds.

Staff of the show includes: Harley Sadler and Tol Teeter, owners; Mrs. Harley Sadler, secretary and treasurer; L. B. (Doc) Ford, side-show manager; Connie Mundece, announcer; M. L. Green, boss canvasman; Eddie See, band leader, and Mrs. Jack Harrison, wardrobe mistress. Performers are: Denver Crumpler, tenor; Valeras, comedy bars and casting act; James Hamiter, military ponies, dogs, monkeys, menagerie and Liberty horse; May Hognan, swinging ladders and cloud swing; Tito Moromato, swinging ladders, iron jaw, juggling, perch and muscle grind; Grace Orton, swinging ladders; Capt. Buck Bonahan, elephants; Mundece and June, juggling; Gloria Sadler, tap dancing; Tex and Grace Orton, tight wire.

Clowns are Jack Harrison, Walter Schyler and Lee Smith. Band includes Jack King, Mrs. E. See, Bud Naim, Tond Thorpe, Lloyd Kendall, Vernon E. Hall, Herman Makover, Walter Van Dyck, Harry Logan and Herman Shaw.

Seal Bros. Back in Utah

PANGUITCH, Utah, Sept. 5.—Seal Bros.' Circus has returned to Southern Utah on its trek eastward from the coastal towns in Washington and Oregon. W. F. (Bill) Wilcox has been keeping the show well routed and business is good. Mrs. Jackie Wilcox continues getting plenty in the newspapers.

Heat Continues to Dog Barnes' Trail

PARSONS, Kan., Sept. 5.—Al G. Barnes Circus in its 22d week still had a soaring thermometer to contend with, which after all is stiff opposition. Near the close of the night show at Burlington, Ia., a cool wind came up and in a few minutes a veritable cloudburst was in progress. Many of the audience ran for their cars, getting wet in their hurried exodus from the dry interior of the big top. By the time the aftershow was over, however, the rain had stopped. The expected break in the weather was short-lived as the following day in Ottumwa the temperature was over the 100 mark.

Show arrived in Ottumwa early and everything moved along on schedule to a fair business at both shows. Oskaloosa followed Ottumwa with one of the shortest jumps of the season. Oskaloosa is the home of Mrs. Woelckner, where she is known as Maxine Christman. It was a big day for little Maxine. Centerville came thru with two good houses. Arrival was early with everything on schedule. Centerville is the home of that famous old repertoire actor, Corse Payton. In fact, thru the incentive of the Paytons and the Spooners this Iowa town used to be known as the "home of the actors." Every family used to have at least one actor or actress. Visitors here included Tom Crumb, Hiram Garrison and Adenolds, old-time trouper, and Mr. Hansen, of the Hansen Show.

Creton on Saturday gave promise that the long-hoped-for break in the heat wave was at hand. The long run from Creton to Lawrence, Kan., was really made in excellent time. The Burlington brought the show thru to Leavenworth where it was transferred to the Union Pacific. Then despite train inspection and a bad piece of track from Leavenworth to Lawrence the train arrived at its destination shortly after 1 p.m.

Due to the fact that the haul to the lot at Lawrence is a long one, Karl Knudson arranged with the mayor of Lawrence to bring the show right down the main street. This fact was publicized in the local newspaper and radio, which resulted in a large crowd being on hand all along the route. Visitors to the show Sunday from the Ringling-Barnum Circus, which played near-by Kansas City, included Mr. and Mrs. Jack Ross, Mr. and Mrs. Walter Gulce, Eddie Ward Jr., George (Red) White and Mrs. Stevens.

Three Shows for Georgia

MACON, Ga., Sept. 5.—It appears that Georgia will soon have several motorized circuses. Barnett Bros.' Circus was the first in and has been playing South Georgia for the past week. Business has been good in the tobacco belt. It is reported.

Downie Bros. will enter that show's home State in Augusta around the middle of the month. Tom Mix Circus has applied for a license to exhibit in Macon September 25 and will play several stands in this State.

Pickups From Europe

PARIS, Aug. 31.—Carl Hagenbeck Circus is continuing its run at Schereningen, seashore resort of Holland, with a new bill, including the Three Acathans, comedy springboard number; Four Symmecks, acrobats; Mongadors, jugglers; Tom Davies Trio, aerial motorcycle act, and the Taveniers, comedy acrobats.

Four Marbes, flying trapeze; Howard Nichols, American hoop juggler; Lal Foun troupe of Chinese acrobats, and the Three Arcenas, acro roller skaters, are at the Krystallpalast in Leipzig. Alfred Court and his big animal number are with the Strassburger Circus in Holland. Berton's American Circus is at Algiers, Algeria. Tissen's Menagerie is at the street fair in Tours.

Drako Seriously Ill

INDIANAPOLIS, Sept. 5.—Howard Drako, who, with his wife, Camille Drako, appeared with circuses and in vaudeville for a long period of time, is a victim of cancer of the stomach here and suffering great pain. They are living at 6225 West Minnesota street. Drako is in his 75th year and has been in show business since he was 10. Their act was called Mme. Camille's Blue Ribbon Pomeranians. "The Aristocrats of Dogdom."



With the Circus Fans

By THE RINGMASTER

CFA.
President, FRANK H. HARTLESS, W. M. HICKINGHAM, 2830 West Lake Street, Chicago, Ill.
Secretary, THOMAS HANK, Norwich, Conn.
(Conducted by WALTER HOENADEL, Editor "The White Tops," care Hoenadel Printing Company, Rochelle, Ill.)

Bill Montague, CFA, of West Hartford, Conn., who caught the Tom Mix Circus in Hartford August 27, states that they had a capacity house and that Tom Mix received a big ovation from the large audience. On the lot he met Walter M. Buckingham and Bugs Raymond, of Norwich; John H. Yost, of Rockville; James B. Joyce, Mr. and Mrs. Billy Garvie and Jack Sheedy, of Hartford. This was the first visit of Mix show and also the latest date for a circus in Hartford for a number of years.

F. S. Loxley, Cranston, R. I., visited the Bears-Barnes Circus at Pascoag, R. I., but arrived too late to catch the evening performance.

Burt L. Wilson and wife, of Chicago, called on Bill Kasiska at Baraboo, Wis., August 30 and together they covered a number of the sacred spots of the olden days. Kasiska writes that Burt also brought him some first-hand informa-

tion concerning the successful CFA convention held in Evansville, Karl Knecht's home town. On September 1 Don Howland, of South Bend, Ind., also called on Kasiska while passing thru Baraboo. Plans are being completed to establish a CFA tent at Sheboygan, Wis.

Walter M. Buckingham has been appointed honorary chairman of the committee appointed to handle the Groto Indoor Circus at Norwich, Conn. Louis Brown, CFA, has been named secretary. Dates have been set for one week, starting October 12, with matinees on Monday, Wednesday, Friday and Saturday. Show will be produced by Frank Wirth, of New York.

CFA President Frank Hartless caught the Ringling Bros. and Barnum & Bailey Circus at Tulsa, Okla., August 25. He had a long talk with Manager Gumpertz, who stated that the show has been doing wonderfully well.

Mix Jumps Into New Jersey

ELIZABETH, N. J., Sept. 5.—Twenty-sixth week for the Tom Mix Circus was a busy and profitable one. Many good-sized towns and excellent shopping centers were played. Mornings found nearly everyone downtown. Major Braun, an old friend of Mix, spent the day at New Britain, Conn. Together they visited the Veterans' Hospital, where Mr. Mix spoke to bedridden unfortunates. He also had breakfast there with the Major and several old acquaintances. Mix then went to the orphanage, where he invited all the youngsters on masse to attend the matinee.

Show had some rain at Danbury, Conn., but it did not seriously affect business. Mix played host to more than 100 newboys there. Mrs. Dall Turney's sister joined her there for a short visit. New Jersey has proved a most hospitable territory thus far. Newark on Sunday, Monday and Tuesday. Nearly everyone spent Sunday in New York. Mix spent part of the day with Jack Dempsey and called on Mrs. Dempsey and the new baby at the hospital. Monday Sylvia Smith, columnist from *The Morning Ledger*, interviewed Mix and devoted her entire column to photos of Mix and *Ledger* newswires. Dan Pyne and Harry Chipman have returned to the show and are doing a nice bit of advance work.

John Ringling was a guest Tuesday evening and among those in his party were Marjorie and Mrs. Saunders. Mr. and Mrs. Alfredo Codona also enjoyed a visit with Ringling. Mr. and Mrs. Charles Warrell entertained Mr. Warrell's brother, small son and mother Sunday and Monday in Newark. Jersey City gave the show a good day's business despite some rain. Harry Baker and the missus entertained Baker's relatives from Long Island. Elizabeth gave the show fair business, with a crowd in attendance at night. Ted Metz's Side Show also did a good business there.

Contest between Mix and the cowboys in the concert is getting interesting and very close. Mix, however, is still ahead and has the least misses. Producing clowns, Able Goldstein and Jimmy Davidson, have originated some new laughs. A knitting club has been organized in the backyard. Mr. and Mrs. Joe Ford have taken a few days off to visit Mrs. Ford's parents. Old colored "Stumpy" is still as high as caretaker of old Tony and this year marks his 25th year with Mix. Recent visitors were Mrs. Martin Wirth, Stella Wirth, Mrs. Honey St. Leon and Mr. Louis Circus Fan Hugh J. Higgins also visited.

GRACE BAKER.

Downie Employee Freed On Manslaughter Charge

PORTSMOUTH, Va., Sept. 5.—L. L. Rush, mechanic with the Downie Bros. Circus, which played here recently, was acquitted in police court here last week on a technical charge of manslaughter placed against him following the death of John McGann, who succumbed to injuries received on the circus grounds. Rush had been charged with backing a trailer into a tent in which McGann, with a partner, lay asleep. At the trial it developed that McGann was a concessioner traveling with but not an employee of the circus. McGann's burial, which took place in Norfolk, Va., was arranged by the Consolvo Tent of the Circus Saints and Sinners, with the circus taking care of all expenses.

FRANK B. HUBIN, veteran circus man, has taken to the road to campaign for the re-election of President Roosevelt.

Dexter Fellows Tent Tattles

(CS5CA)

By FRED PITZER

NEW YORK, Sept. 5.—Did you know that our own Tex O'Rourke has his nights on the air for the Philip Morris hour? And that our own Ray Schindler is writing a book which will contain three murder mysteries that his expert agency solved? That Henry Havemeyer spent his summer taking physical and gymnastic (including pugilistic) training for the purpose of showing off his muscles? That F. Darius Benham flew to Chicago in order to get a fountain pen that he left there? That the Tent is moving away from the Gotham and going to the Commodore beginning with the September meeting? That Orson Kilborn, our Beau Brummell prexy, smokes Spuds? That Sharon Stevens has been added to the committee on gags, grimcracks and gadgets? That Al Sicke has been selected to plan the new outlay at the Hotel Commodore for the 1936-37 season? That Rube Goldberg may be the next (and first for the season) Fall Guy? That Tony Sarg, who will return from a well-earned vacation on September 8, is to draft the permanent invitation card for the monthly luncheons? That the membership is to be divided into classes and each class is to be called by a circus name? For instance, first-yearers will be known as Water Boys. That my questionnaire is on its rounds asking certain pertinent questions, answers to which are to be included in the Year Book?

Still digging thru our correspondence Pleasant letter from Billy S. Garvie, who is coming back quickly according to the batch of clippings he sends us, in which he writes, among other things, "Wife and I had our 43d vacation at Block Island, R. I., Aug. 1-12. Tom Mix's Circus played here (Hartford) August 27, to two good crowds. Had a fine chat with Mix, who gave me a life pass for family and autographed a fine litho of himself for my collection." And Charles (Savannah) Bernard comes in with "When the Tom Mix troupe reaches Jersey City try to get the low-down as to when they will make Georgia. Rumors are floating about that their itinerary will include this State and possibly select a winter quarters in the Southeast and go back into the East in the spring of 1937. We get Charlie Sparks and his Downie show on Monday, September 14. No other shows expected in the State earlier than October and only guesses as to whether there will be any worthwhile truck shows other than Mix. Ringling-Barnum will make Atlanta, Macon, Valdosta, Orlando and Tampa, Fla., before closing the season is the report here." You can always depend on a newsy letter from the Oyster Fry Sector. There's only one Charles Bernard as far as we are concerned.

Inimitable Frank J. Baldwin Jr. pens: "Who pinch-hits for pinch-hitters when pinch-hitters are on vacation? As one employee of Col. Linard Jones' Colossal Circus 'G'Lux' to another, don't you think that the Colonel has a great outfit? I know you will be interested to learn that strict orders from the Little Colonel have been received by your humble superintendent of commissary that the cookhouse is wide open to all children. Ice cream, cake and everything that kiddies like are on the menu daily. Suitable recreation room, tents, have been arranged for parents and others who accompany the children, where they can amuse themselves while waiting for the little folks. Everything on the lot has been air-conditioned and the animals are bedded-down in phegates, which Leonard Traube, another employee of the Colonel's, knows to be cooler as well as more fragrant than the plain or buckwheat variety of alleged straw.

"F. Darius, the rest of the name is, let me think, ah, yes! Benham, has promised to present a plan to Lowell Thomas whereby the children in the Harry-Anna Home in Umatilla, Fla., will have a pleasant surprise; this may be news to Lowell, but the children have had two radios installed.

"E. Lon Beaseley, the Sage of Parsley Creek, has the condiment concession with the cookhouse. He wears a salt-and-pepper suit, mustard-colored spats, cinnamon-scented kerchief and always has an odor of cloves. When in conversation he has to use consonants. Comes from Celery Salt County. Never cinnamon like him before.

"After several readings of Dexter Fell (See DEXTER FELLOWS on page 37)

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12—Great Bend, Kan.	18—Garden City, Kan.
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MUSICIANS WANTED

Strong Circus Cornet, Trombone, Clarinet, Saxony sure, including fine sleeping accommodations, etc., in bus with berth. Long season. Wire **JACK ERWIN**, Bandleader, Walter L. Main Circus, Oakland City, Ind., September 9; Mt. Carmel, 10; Harrisburg, 11; Garbndale, 12; all Illinois.

WANTED TO BUY

60 or 70 R. T. with Middles, also 20 lengths Blues. Must be cheap and in good condition for cash. Would like to communicate with Carl Clark, formerly of Coiter & Clark, and Fowler & Clark. Might have something of interest for you. **FIELDING GRAMAM, 3211 East 31st St., Kansas City, Mo.**

WANTED—TWO MORE HIGH WIRE PERFORMERS for Season 1937. Practice starts December 1. One Lady Top Mounter that is capable of carrying one end of Bar Trick with single Top-mounter riding bar; one man Understander and Middle Man weighing about 145. State all in first letter, include photo and salary expected. Write, don't wire. **THE BILLETTI TROUPE, Route: Dunkirk, N. Y., week September 7; Brockton, Mass., week September 14.**

Convention WHITE TOPS Issue

All the Convention Pictures. Read "Stewart Craven, Master of Elephants," by Col. C. G. Sturtevant. Subscription Price, \$1.00 per Year; Single Copies, 25c. Address **WHITE TOPS, Rochelle, Ill.**

Under the Marquee

By CIRCUS SOLLY

AERIAL DELZAROS have left Card Bros. to play fairs.

GEORGE DUNCAN, novelty man with Hagenbeck - Wallace - Forepaugh - Sells Circus last season, is now connected with the Martin Tent & Duck Company.

ACCORDING TO F. C. Fisher, he and Jack O'Brian played to good crowds at the Kendallville (Ind.) Fair. Show is scheduled to play several fairs in Michigan, after which it will go into Illinois.

ALBERT ALLCORN, animal trainer, was clawed and bit by a leopard during the filming of a picture at Hollywood September 2.

EVA KELLY, aerialist, has joined the Mighty Hang Circus. She will make the many fairs booked by the show in Tennessee, the first of which is to be at Alexander.

CHARLES DRYDEN, foot and hand juggler, now with the Siebrand Bros. Piccadilly Circus and Streets of Cairo, reports that business has been satisfactory thus far.

THOMAS FEEHY, wild animal trainer, had his tonsils extracted recently at Memorial Hospital, Norfolk, Va. "This is the second time I have read the news of the show world in a hospital," Feehy infers.

WHEN **ERNEST BRUNETTE'S** Lilliputian Circus played New Bedford, Mass., last week it marked the third time in so many years that the show played there. Reports indicate that the miniature show drew good crowds.

THE MANITOU, one of the last of the old river showboats, is being fitted out as a floating circus. Roy Jones, of St. Paul, recently purchased the boat and began equipping it for a menagerie and show ring.

FRANKIE WILCOX, advance agent for the Seal Bros. Circus, is said to be the only woman to hold such a position in the United States. When the circus is off the road she works on *The Gazette*, a newspaper owned by William Allen White, at Emporia, Kan.

ERNEST H. EATON, of Fitchburg, Mass., who caught the Tom Mix Circus when the show played there recently, says it is one of the cleanest circuses on the road. Visited with various officials and Ted Metz, of the side show, who extended him many courtesies.

OWING TO DIFFICULTY in obtaining a lot, the Tom Mix Circus will not play Washington as first intended. Show had thousands of visitors at Irvington, N. J. Many of the performers took advantage of the Hudson tubes to pay a Sunday visit to New York.

SILVER BROS. CIRCUS played to the largest crowd of the season at Mt. Joy, Pa., August 31, according to Karl Annon, agent. Show had a good matinee and a turnaway at night, with every seat and every inch of standing room taken. Show was the first to play there for several years.

WHEN **THE** Walter L. Main Circus played Royal Oak, Mich., recently Vern and Elsie Wood spent the day on the lot visiting with Jack Erwin and members of the band. They report the show enjoyed good patronage there and that the performance as a whole was splendid.

CHARLES ED LEWIS, clown, who has been advertising Ford and Chevrolet cars in many fairs, will be sponsored by the Pittsburgh Brewing Company during the Allegheny County Fair at South Park, Pittsburgh, this week.

C. E. DOBLE is now playing fairs in Pennsylvania and West Virginia with Need's Concert Band. Other white top troupers with the organization are Glenn Dando, Frank Oppie and Mr. Wheeler. Doble says he met Ora Loretta, of the Loretta Twins, prominent aerial act with the larger circuses years ago, at the Bedford (Pa.) Fair last week. She was one of the feature acts at the fair.

ARCHIE (BLACKIE) THOMPSON; James A. Bailey died at his home, the Knolls, near Mt. Vernon, N. Y., April 11, 1906. While supervising rehearsals of the Barnum & Bailey Shows, Garden, N. Y., he contracted a severe cold and erysipelas developed, causing his death.

MANAGER KETROW evidently has his Kay Bros. Circus heading south at a rapid pace. Show left Old Forge, N. Y., August 30 and played Honesdale, Pa., August 31, a jump of approximately 215 miles. They then played Newton, N. J., September 1.

HENRY C. MCCOY, manager of McCoy Theater, Golconda, Ill., visited the Aterbury Circus when it played there recently and reports a well-balanced program which played to two capacity houses. "Courtesy is the watchword of this organization," McCoy infers.

MILDRED HERMAN, who was forced to leave the Sells-Sterling Circus early in July to have an operation performed, has been confined in the Tri-State Hospital, Shreveport, La., for the past three weeks. She had been doing a bull act and swinging ladder act on the circus.

WALTER HURD, at present located near Minneapolis, where he has charge of a poster plant, infers that an old circus pal in the person of Leon Spahr visited him there recently. He reports that Spahr is now engaged in general agent work and is promoting outdoor and indoor attractions.

WALTER REO and Herbert A. Douglas, of Reo Bros. Circus, caught the Dan Rice Circus parade at Chestertown, Md., recently. The next day Douglas caught the night performance at Havre de Grace. He says the rolling stock is in fine condition and Bedini, with his illuminated horse, is going over in a big way.

WHEN **THE MIX** Circus played Lynn, Mass., recently Tom Mix was the guest of Larry Clark at a luncheon of the New England Traffic Officers' Training School at Harvard Union, Cambridge, Mass. Mix, formerly a U. S. marshal, addressed the gathering of police officers there.

MRS. O. S. FRENCH entertained the following members of the Cole Bros.-Clyde Beatty Circus at a 6 o'clock dinner, when that show played Grand Junction, Colo., recently: Vio Robbins, Bart Grady, Bill Turner, Bertha Denham and Jean Fisher. O. S. French is a member of the Tom Mix Circus band this season.

"OKLAHOMA JOE" CHURCHILL, who this year has his own side show on the road, enjoyed good business at the recent Marshall (Mich.) Fair. Jack O'Brian and F. C. Fisher visited Churchill there and recalled old times when they, together with King Balls, traveled thru Michigan with a mud show.

ARTHUR BORELLI, world-famous circus clown, who now lives in Galveston, where he is a member of several civic clubs, was the center of attraction early last week at a "Ladies' Night" banquet

of the Lions' Club at the Edson Hotel there. Borelli put on a clever routine of circus stunting that stopped the show, which was attended by about 150 Lions from a dozen surrounding Texas cities.

FRANK (JAVA) KOEN, former circus electrician, has expanded his tourist-camp business near Macon, Ga. He has been operating Dixie Camp for the last four years and recently purchased the Heart of Georgia Camp, five miles from Macon. Frank Koen Jr. will enter Mercer University there later this month.

HUGH HIGGINS, of Ridgewood, N. J., a member of CPA and said to be the only man in this country who is also a member of the British Fans, visited Tom Mix Circus in Newark, N. J. Higgins was breaking in a new CPA member—showing him the inner workings of the Mix show. When the performance had been concluded Higgins invited some of the circus folk to a near-by beer parlor for a few drinks.

WHEN **Ringling-Barnum** Circus departed from St. Louis, it left Old Hump, a camel, behind, with instructions to Mike Kostial, animal trainer at the Zoo, to do with it as he saw fit. Kostial didn't want it, nor did the Zoo, and after a veterinarian examined it and found it was paralyzed in both hind legs and blind in one eye, Humane Society officers, on later instruction from the circus, shot it.

P. L. (HAPPY) DE ROSSELLI, accompanied by his wife, attended the Legion of Valor convention in Cincinnati last week. "Happy," on a visit to *The Billboard* Wednesday afternoon, stated that he and the missus would return to Washington, D. C., via New York City, where they would visit with friends. Son of Rex de Rosselli, "Happy," is connected with the photograph department of the government printing office. He did his last circus tramping in 1928.

GRIFFIN ACCORDION GYPSIES, formerly with Clyde Ingalls on the Ringling-Barnum Circus, have returned from a tour of the Canadian B Circuit of fairs and expositions. They were one of the feature attractions with De Waldo's Revue and played the show in addition to their regular act. Revue is now playing Midwestern fairs, and following the close of the fair season the Gypsies will return east, where they have been contracted for a string of hotel and club engagements.

MONDAY of last week was a memorable day in the menagerie of the Ringling-Barnum Circus when General Manager Sam Gumpertz christened what is said to be the first chimpanzee ever to be born in any circus. He was born August 21 in St. Louis and placed on exhibition the following week in Kansas City for the first time. "Dizzy Dean," the name given him by Gumpertz, is developing into a wonderful animal under the watchful care and attention of Charles Tanner.

Seils Acts Show for Insane

WAUPUN, Wis., Sept. 5.—More than 200 patients of the Central State Hospital for the Insane here saw their first circus performance when the Sells-Sterling Circus showed many of its acts at the institution recently. Those who appeared on the program were Manuel Maceres, wire walker; Hodgine Brothers, clown boxing match; Happy, Ray and Orvil, comedy acrobats; William Clark, barrel kicker; Harvey Owens and Bell Starr, trick and fancy roping, and the performing elephant.

Circus Saints and Sinners Club

For the Troupers—and a Home



RICHMOND, Va., Sept. 5.—Members of the W. W. Workman Tent of the Circus Saints and Sinners Club of America, Inc., were entertained last Friday on the beautiful farm of Sinner W. R. Burnett. It was largely attended and enjoyed by all. Among those present were National President John C. Goode, National Vice-President W. A. Roper, National Treasurer Joseph Kass, National Secretary C. S. Goldston, National Counselor L. S. Bremmer, National Director Charles A. Somna, National Past President Cliff H. Rudd, Charles W. Moss, Senator J. J. Wicker Jr., Judge E. C. Folkes and Judge T. Oray Haddon. The following officers

of the W. W. Workman Tent together with 80 other members were present: President A. D. Waston, Vice-President Fred Sitterding, Treasurer C. S. Goldston, Secretary William Homburg.

Refreshments served by Burnett included Brunswick stew, Virginia ham, fried chicken and watermelon. Festivities included baseball, horse-shoe pitching, rifle shooting, swimming and games of all kinds. Handsome prizes were awarded, chief among which were several Virginia hams. Members gave Burnett a large vote of thanks for his generous hospitality. **CHES GOLDSTON.**

Dressing Room Gossip

COLE BROS.-CLYDE BEATTY—Might as well let the cat out of the bag. It seems that the jumping by Bill Ward was all in vain. The boys used yellow thread to shorten the tape measure, made fake bets and staged fake fights over same. Bill claimed he had been doped, got fined and as this is written is still trying to make the jump. Looking around to see what else has happened, I found the following has expired completely. Softball is just a memory, while horse-shoe pitching, tennis and golf are about done. Fishing, however, has stood the test of time. Kinko holds the honor of bringing in the largest salmon. Jeanne Gretton landed the largest bass. The fisherman at heart are Clyde Beatty, Kinko, Jean Gretton, Art Lind and Walter Goodenough.

Otto Griebing has been fishing off piers with a monster hook and line that could hold a shark, but thus far seaweed is all he's been able to bring in. Chester Barnett has added another valued dog to his kennel. He recently purchased the hind-leg dog pictured in a Ripley cartoon of last spring (one mile on hind legs). Chester was relieved of many dollars in the transaction.

Hurry McFarlan accuses John Smith of looking like a second story man in his new fall cap. Mrs. Dr. Partello is still trying to make a cleanup in the backyard penny ante game. Charlie Luckey, after the day's work is done, is usually back mingling with the boys. Ernie Sylvester, also on hand, takes time out to paint signs and sell tickets. Mabel McGroff left the show at Sacramento, Calif., in order to return to school at Rochester, Ind. Have heard a lot of talk concerning Chinatown in Frisco lately. Suppose Nick Carter will haul the gang there in his bus and explain the sights. George Outshall is frying chickens at Harold Nicholson's stand. Notice they have corn on the cob again.

EMMETT KELLEY.

AL G. BARNES.—Nine weeks of heat with temperatures of more than 100 degrees. No one is really sick, but we notice that there are not as many smiling faces as there once was. There have been vacant spots here and there since the spring opening. The latest departure was Herbie Weber, of the wire, who left to join the Four Ortons. Leo Lyons has been added to Harry Bert's ticket personnel. Altho a young lad, he seems to have tramped with a few here and there over the lot. Jack Wolfe, who has been here for several years in the Wild West department, became somewhat worried over the condition of his wife, Marie, who had been left in a hospital at Jacksonville, Ill., and returned there from Lawrence to see if everything was o.k.

The Italian contingent of the dressing room, as represented by the Cristiani and the Canestrelli families, spent last Sunday in Kansas City, leaving show train in Leavenworth. Ernesto (Papa) Cristiani came on to Lawrence, however. He was a bit worried over Belmont, who didn't seem interested in the K. C. trip. Persistent rumors have it that "Skinney" Gold, cornetist with the show band, is making preparations for a big dinner for clown alley. Mark Kirkendall seems tireless in his efforts to swell the membership of the PCSA. He can be seen here almost daily with someone off in a corner. Frank Chiccarello lends a helping hand to Mark whenever possible. Al Weir wants to know if there is going to be a prize?

John White recently heard that "Pepper" clown dog, which was given to Miss Helen Bonfils, of *The Denver Post*, when the circus showed there, is really living the "life of Riley." He has special attendants and everything. Anna White broke in another canine for Pepper's place but it seems as tho he is inclined to wander away, which is none too good for Anna's peace of mind. George Hip-ton seems to have gone into training for his entrance into Elysian Gardens when he gets back to Venice. This comes from his method of sleeping during this hot weather. Frank Wight, of the candy floss department, is interested these days in Albinos. Maybe it is because of the color of his merchandise.

Bert Nelson has switched from the men's "little game of cards" to that of the girls. His luck was no better as he still lost—what is that old adage about cards and love? Milt Taylor is busy with his yearly composite photograph which will be ready for sale soon. The in- (See DRESSING ROOMS opposite page)

The Corral

By ROWDY WADDY

"SUICIDE TED" ELDER, his wife and their team of jumping and trick-riding horses will be a feature act at the Mississippi State Horse Show, to be held in Jackson, Miss., September 29 and 30. It was announced by officials of the show this week.

LEN JACOBS, Rushville, Neb., cowboy, suffered a severely injured back at the Des Moines Rodeo last week when a bucking horse he was attempting to ride fell on top of him. Altho it was not necessary to take Jacobs to the hospital, he will be out of the show the remainder of the engagement.

P. DENKINS, many times bronk riding champion, dislocated his knee in Winfield, La., last Saturday when he jumped off a steer after a hard-fought and successful ride. Also hurt during the same show was Lin Ingersoll, who fractured an arm when thrown by a splinted horse.

LARGE BANNERS were strung over the Mississippi Delta last week, and show windows displayed big cardboard, informing the people that the Old West was coming to Clarkdale, Miss., for the Delta Staple Cotton Festival, which opened a five-day run September 7. Homer Todd's Rodeo and Wild West Show, of Muskogee, was featured. Afternoon and night shows were held daily.

RESULTS of the Midland Empire Fair Rodeo held at Billings, Mont., August 10-15: Bronk Riding—First go around, Herman Linder (169 RAA points), Doff Aber (90), Pete Knight (56), Stub Bartelmay (23). Second go around, Ray Mavity (169), Roy Gafford and Fritz Truan (73 each), Pete Knight (23). Calf Roping—First go around, Lee Simon (50), John Bowman (30), Bill Eaton (20). Second go around, John Bowman (50), Hugh Ridley (30), Cecil Bradford (20). Third go around, Lee Simon (72), John Bowman (43), Doc Simon (29).

THRILLS were provided for more than 2,500 rodeo fans at the show on Broadway-Bailey circus grounds, Buffalo, on opening night, August 28, when Pancho Villa, young rider from Texas, suffered a broken nose and possible rib fractures as the result of an encounter with a steer. Event suffered from the weather, as it rained five days out of the six played. Jim Eskew received much favorable comment for lining up a capable group of contestants. He has about 100 head of buckers and saddle stock and more than 60 head of cattle and, according to reports, put on a fine show.

WINNERS at Eastern Colorado Round-up held at Akron, O., August 19-21: Half-Mile Wild Horse Race—First day, Paul Crain, Tex. Allen, Don Funk. Second day, Paul Crain, Don Funk, Everett Lambertson. Third day, Bill Lockard, Jack McMillan, Sam Brammer. Saddle Bronk Riding—First day, John Jordan, Luther Davis, Jack Lovry. Second day, Junior Caldwell, Vance Homan, John Jordan. Loose Rope Roping—First day, Bill Hielscher, Bill Wakefield, Glen Walton. Second day, Dale Rowland, Bill Hielscher, Glen Walton. Bulldogging—First day, John Strachen (18 seconds), Bill Truan (16), Tex Allen (23 2-5). Second day, John Krieg (12), John Strachen (12 1-5), Billy Kingham (12 2-5). Calf Roping—First day, F. F. Mendenhall (21 4-5 seconds), Don Hoffman (30), Jimmie Laycock and George Pitman (32 2-5) split third. Second day, Maurice Laycock (21), George Pitman (22 3-5), Tommy Bohannon and Frank Retzel (25 3-5) split third.

RECORD-BREAKING crowds were in attendance at every performance of the homesteaders' Jubilee Night Rodeo held at Caldwell, Ida., August 20-22, according to Pete Kerscher, arena secretary and announcer. Acts on the program included Louis Tindall and his horse, Lad; Ted Elder and his jumping team, Paul Somcrant, Don Wilcox, Mary Keen, Rose Davis and Velda Tindall. Carl Arnold and Jack Kerscher were judges. Results: Bronk Riding—First day, Endre Barr, Nick Knight, Pete Knight. Second day, Doff Aber, Herman Linder, Harry Knight. Finals, Doff Aber, Burel Mulkey, Nick Knight. Bareback Bronk Riding—First day, Herman Linder, Johnny Hagen, Hughie Long. Second day, Bob Waldon,

Jonas De Arman; Hubert Sanders, Duward Ryan and Jack Hollison split third. Steer Riding—First day, Hubert Sanders, Eddie Woods, Ralph Stanton. Second day, Ralph Stanton, Hughie Long, Duward Ryan. Calf Roping—First day, Lawrence Conley, Les Jenkins, Everett Bowman. Second day, Charles Jones, Carl Arnold, Lawrence Conley. Third day, Lawrence Conley, Carl Arnold, Jonas De Arman. Finals, Lawrence Conley, Charles Jones, Carl Arnold. Bulldogging—First day, Tom Hogan, Everett Bowman, Ralph Stanton. Second day, Tom Hogan, Tom Breeden, Everett Bowman. Third day, Tom Hogan, Ralph Stanton, Everett Bowman. Finals, Tom Hogan, Everett Bowman, Ralph Stanton.

RESULTS of Covered Wagon Days Rodeo held at Salt Lake City, Utah, July 25: Bronk Riding—First day, Burel Mulkey (128 RAA points), Leo Murray and Pete Grubb (90 each). Jonas De Arman (68), Earl Bascom (38). Second day, Leo Murray (128), John Jordan (98), Pete Grubb (83), Bert Sibbetts (68); Earl Bascom, Whitley Hoffman, Jonas De Arman, Harry Logue and Endre Barr (8 each). Third day, Frank Schneider (128), John Jordan and Pete Grubb (90 each), Endre Barr (68), Earl Bascom (38). Fourth day, Burel Mulkey (128), Frank Schneider (98), Leo Murray (83), Pete Grubb and John Jordan (53 each). Finals, Leo Murray (128), Pete Grubb (77), John Jordan (51). Bull Riding—First day, Whitley Hoffman and Ralph Stanton (89 each), Smoky Snyder (44). Second day, Smoky Snyder (111), Frank Schneider (66), Fox O'Callahan (44). Bareback Riding—First day, Frank Schneider (114), Pete Grubb and Burel Mulkey (53 each). Third day, Smoky Snyder (114), Fox O'Callahan (68), Frank Schneider (46). Calf Roping—First day, Everett Bowman (70), Skeet Bowman (50), Jonas De Arman (35), Charles Jones (20). Second day, Charles Jones (70), Les Jenkins (50), Red Allen (35), Everett Bowman (20). Third day, Jonas De Arman (70), Everett Bowman (50), George Wilderspin (35), Fele Fernandes (20). Fourth day, Skeet Bowman (70), Bill Taylor (50), Tom Hogan (35), Hugh Clingman (20). Finals, Everett Bowman (100), Les Jenkins (60), Skeet Bowman (40). Steer Wrestling—First day, Everett Bowman (70), Shorty Ricker (50), Jack Kerscher (35), Gene Ross (20). Second day, Gene Ross (70), Tom Hogan (50), Rusty McGinty (35), Red Allen and Jack Kerscher (10 each). Third day, Gene Ross (70), Jonas De Arman (50), Ralph Stanton (35), Holloway Grace (20). Fourth day, Gene Ross (70), Red Allen (50), Jonas De Arman (35), Tom Hogan (20). Finals, Gene Ross (80), Everett Bowman (48), Jack Kerscher (32).

NEW YORK—According to a communication from Ralph Whitehead, executive secretary American Federation of Actors, who was in Chicago at the time he wrote, Milt Hinkle, Texas Ranger Rodeo, posted a cash bond of \$235 which was being held by the sheriff in Vincennes, Ind., awaiting trial brought by the AFA on behalf of Paul Mix and Olive Miles, who allege that they played a one week's engagement for Hinkle in Peoria, Ill. and were not paid in full. Whitehead describes the history of the case as follows:

"When it came to the payoff they received but a small payment on account. Members presented their claim to the AFA, which learned that show was playing a one week's engagement in Minneapolis. AFA attorneys in Minneapolis immediately brought proceedings against Hinkle and a judgment was entered in favor of act. Due to legal complications, it was not possible to make an attachment against Hinkle in the State of Minnesota. Learning that Hinkle was to play a two-day engagement at Peatonica, Ill., the AFA was prepared by means of a certified copy of the judgment obtained in Minneapolis to make an attachment against Hinkle and had already communicated the facts of the case to the AFA attorney in Rockford, Ill. Hinkle did not play Peatonica because an advance was refused by the secretary of the association. The AFA, informed that Hinkle was playing in Vincennes under auspices of the Chamber of Commerce, communicated with the AFA attorney there to make an attachment in favor of the act. Attorney prepared all the necessary papers and served the Chamber of Commerce only to find that there was no money coming to Hinkle and that they had advanced it all to him before the show came to Vincennes. Thereupon, the AFA attorney got the sheriff to attach all the animals and property of Hinkle, who offered a part settlement.

Our attorney, thru instructions received from the AFA executive secretary, insisted on full settlement or nothing. Altho Hinkle denied the debt to the act, he was compelled to post a cash bond in the amount of \$235 before his property could be released. This amount of \$235 is in the possession of the sheriff, awaiting the trial of the action, but the act has sufficient proof to show that its claim is a valid one, and the money is in the sheriff's office waiting there for them.

Indian Stomp Grounds

RIVER BEND, Va., Sept. 5.—Last week was a busy one for the Indians at the Reservation. One group made a date at Glen Echo Park, near Washington, D. C. for the annual Capital Transit Company's outing and staged a program of dances, etc., to a crowd estimated at 18,000 people. Indians were introduced by Colonel Rex M. Ingham with a brief lecture by Mrs. Edna Acker. Another group played the Page County Fair in Luray, Va., where they put on their program in front of the grand stand and erected an Indian Village for the duration of the fair. They were the top-money attraction there. Both Mrs. Acker and Colonel Ingham were with the Indians at Luray and accompanied them to Washington for the Glen Echo date. En route from Luray the Indians put on a program atop the mountains on Skyland drive. Program was purchased by Mr. Pollock, owner of Skyland Hotel, for a party of 100 distinguished guests, including Senator Harry Flood Byrd. Indians were used as a surprise and came bounding out of the woods, whooping like demons and went into their war dance. A real shocker. They will make the fair at Gordonsville, Va., with Edward Oliver. Business was good over the week-end.

Around Ringling-Barnum Lot

OMAHA, Sept. 5.—Business is "booming" with the Ringling-Barnum Circus. Sellouts are becoming quite frequent. After the hottest summer on record, cooler weather prevailed at Kansas City and resulted in a sellout at the matinee performance and a heavy turn-away at the evening show. Jack Buckley and DeVaughn Carlton, formerly of the usher department, are now members of Ray Marlow's front door personnel. Ralph Wagner returned to work after several days' illness in the Florence Nightingale hospital car.

Joe, the big giraffe, is dead. His neck was accidentally broken when the show played Springfield, Mo., recently. Mrs. M. T. Bradford, of Dallas, visited her son, Jack Mitchell and Charline Anthony in Oklahoma City. Meric Evans and the missus spent last Sunday visiting with friends and relatives at his home in Columbus, Kan. They drove over to Kansas City Monday in time for the show. Sunday in Kansas City was the first off day in seven weeks for the personnel. Most of them attended the theaters as a form of diversion.

Byron Cochran and Mr. Cook, of Cook Motors, Inc., Sarasota, Fla., made their annual visit to the circus a little early this year. They visited with Pat Valdo, Jimmy Gardner and many others on the lots in Tulsa and Oklahoma City. Everyone on the show is feeling much better since the heat wave, which prevailed for several weeks, was broken by general showers in the vicinity of Kansas City. HUGH HART, SMILEY CARLTON.

DEXTER FELLOWS

(Continued from page 35)

lows' book, my opinion is that he should write another. Am sure he has enough material, for his experiences could not possibly be included in just one book, and it is a great book, too.

"J. B. Colvig, of Wheeling, did a fine job in arranging the parade for their centennial. Gene Hofmann's boat, Saints and Sinners, has been recon-ditioned and is straining at the hawsers or whatever he ties it with to the dock."

We have finished reading John Glenroy's book and feel badly at some of the errors which occur in it. This is excusable perhaps when one reads that the book is compiled from memory (40-odd years of memory) owing to the fact that all of Mr. Glenroy's clippings were loaned to the *New York Clipper* and never returned to him. The book, however, reeks with old-time information and certainly belongs to any collection of

Circusiana if not Americana. Here is one interesting bit we culled: "Spaulding had with him then (1851) the great English clown, W. F. Wallett, we (Dan Rice's Circus) having, of course, as clown Dan Rice. Each was eager to meet the other, so the second evening Wallett came over to our place, and Rice took him and showed him all thru the circus, and then took him into the ring and introduced him to the audience. After the introduction Rice made a brief speech in which he stated that he considered Wallett a friend of his and that as long as Wallett lived he would never starve as he would always have Rice by him. Wallott responded, saying he thanked Rice heartily and he could assure Rice that he reciprocated his friendly feeling and that while he, Wallett, lived, Rice would always have a Wallett at his disposal." The little cutup!

DRESSING ROOMS

(Continued from opposite page)

genuity of the human brain was demonstrated to the nth degree in the apparatus which Babe Thomasson rigged up by her dressing trunk to cool off the air about her as an aid to her hay fever. Eddie Ward Jr. visited with his mother and Helen Wight last Sunday. "Susie" was voted best of the litter of toy fox terriers which Alma Taylor has raised since the mother died at birth by the girls in the dressing room. Luella Beatty, former trouper and now of Kansas City, visited with her many friends when the show played Lawrence.

WARM WELCOME

(Continued from page 34)

right on schedule. Show played an extra good matinee and a capacity house at night.

Rex de Rosselli is receiving many compliments from the press and public on his new tournament. Elephants, horses, girls and male performers are grouped in a beautiful pagant. Ernestine Clark, Edna Sullivan and the misses Mann and Tatum are all astride snow-white horses, followed by groups of ribbon girls. Eileen Larey is carried in a diamond chair by four men, and Jean Fisher, Wanda Wentz and Betty Stephens make a pretty picture riding on elephants' heads.

Major Mite had busy days at Portland and Salem. The Major makes his winter home in Portland, altho he was born in Salem. He received special publicity from the papers in those cities. Arthur Dupris is trying to get Major Mite to purchase new wardrobe, including open-bottom trousers. Dupris claims to be the designer of this style garment. Harry Finks gave Cole-Beatty a wonderful showing in Sacramento. Finks, former Al G. Barnes biller, operates the snipe plant in the California capital and his locations are first class. He not only handles the circuses but also several theaters and oil companies.

Frank Larkin claims he has not missed a banner location all summer and every day after the parade pulls all the cloth signs. Don Hanna is also doing good work as checker-up and not only checks all lithograph routes in the city but makes three country routes each week. No doubt this accounts for the good billing the show is getting on the Coast. Concerts have been exceptional the past several weeks and "Tiger" Tagensen claims wrestling is a great drawing card.

CIRCUS SIDE SHOW WANTS

Norely Musical Act, Acrobatic Dancin' Girl Team, Traiped Chimpanzee, Trained Seal and Monkey Act, Hill Billy Musicians, Colored Musicians, Piano Player, Performers, Dancing Team and Blues Singer. Truck with berths furnished. Billposters and lithographers who can drive. Address OLY C. NEWTON, care Walter L. Main Circus, Oakland City, Ind., September 9; Mt. Carmel, Ill., 101 Marshallburg, 111 Garbondale, 121 Cape Girardeau, Mo., 13-14.

WANTED FOR RUSSELL BROS. CIRCUS

Good Sweet Man, fast Candy Butcher, Man for New City Stand, Floss Candy Privilege open. Trailer sleeping accommodations. Possibly long season. Write TOM W. BEDEL, Base Business, Paul Valley, Sept. 9; Durcan, 10; Wilton, 11; Durant, 12; Hugo, 14; all Oklahoma.

WANTED ACTS

Suitable for Kid Show in Department Store. Comedy Acts given preference. Six weeks' engagement. No night work. Apply by mail only. Send full description and lowest salary. E. KEEGAN, 701 Woods Bldg., Chicago, Ill.

MISSOURI WINS OVER HEAT

Sedalia Is Up With Top Mark

Figures about equal nine-year record of 1935—revue a hit in grand stand

SEDALIA, Mo., Sept. 5.—Altho hampered by five of the hottest days of the season, with temperatures between 100 and 112, Missouri State Fair on August 22-29 had total attendance virtually equal that of 1935, when the annual broke records of nine years' standing, auditors disclosed.

Stock and industrial exhibits far exceeded those of any fair here since 1922, with several live-stock departments showing largest number of animals in history. Concession sales and collections totaled nearly 70 per cent above last year, and it is estimated total income of the fair will prove to be about \$12,000 above 1935. In view of extreme heat and prolonged drought immediately preceding the fair, attendance is considered a remarkable achievement.

With the largest opener in 36 years and the largest closing-day attendance in nine years, Missouri came near exceeding its 1935 record breaker despite its handicaps thru most of the week. C. W. Hinek's Thrill Day program entertained several thousands of spectators in the grand stand the first Saturday afternoon. Secretary H. E. Bridges, Four State Fair, Tulsa, Okla., a visitor, tentatively booked Hinek's show for Tulsa and was one of the judges of the State-wide beauty pageant in the Coliseum. Beauty pageant, showing Saturday and Sunday nights, was much larger than last year, presenting nearly 200 entries. First night's pageant was under direction of E. J. Jordan, regional director of National Beauty Pageant, Atlantic City. Second night was emceed by Frank Henderson, secretary-manager of Mississippi-Alabama Fair, Tupelo, Miss.

Young Revue Praised

Horse Show, one of the finest in many years, was opened in the Coliseum Monday evening, where it was difficult to get crowds thruout the week. Friday was the poorest day, altho a light shower had fallen during the previous night and weather had moderated considerably.

Ernie Young's revue, *A Trip Around the World*, in the grand stand was easily the hit of the week. Grand-stand attendance was obviously lowered materially by the effect of 10 years or more of poor grand-stand shows here. Altho hard to get them into the grand stand, crowds were universally enthusiastic in praise of Ernie Young. Don Tranger ably emceed the grand-stand show, afternoon and evening. Revue was personally supervised by Ernie Young, who did an admirable job of fitting in three or four Sidney Belmont acts along with the revue. Bette Thomson was a popular prima donna, and the

(See MISSOURI WINS on page 40)

Vandenburg Going to Frisco

SAN FRANCISCO, Sept. 5.—Clyde M. Vandenburg, director of radio, magazine and public-address activities of Texas Centennial Exposition, Dallas, has been appointed to a similar post with the 1936 Golden Gate International Exposition here. He joined the Texas Centennial in September last year, going from California Pacific International Exposition, San Diego. He will start work here on October 1.

La Porte, Ind., Breaks Even

LA PORTE, Ind., Sept. 5.—Despite rain on four of its five days, La Porte County Fair attendance was encouraging to officials. Secretary James A. Terry said large attendance on Saturday enabled the fair to meet expenses.

WAYNESBURG, Pa.—W. A. Titus was elected president of Waynesburg Fair Association to succeed the late Dr. J. A. Knox. W. K. Reed was elected a director.



JACK GREENSPOON, known as an international concessioner, and for whom a wonderful week's business was reported at Central Canada Exhibition, Ottawa, Ont., where this photo was snapped.

Higher Gate Marks Shown in Michigan

DETROIT, Sept. 5.—Wayne County Fair, Northville, Mich., August 27-29, showed a 200 per cent rise in attendance over 1935. Feature of "Detroit's own" county fair has been the Horse Show, with Junior Horse Show on Thursday drawing record attendance. Henry Ford was a prominent visitor, taking active interest in many exhibits and events. Grand stand had capacity crowds of about 5,000 nightly. Elmer F. Cote Shows had rides and attractions, with some concessions from Rubin & Cherry Exposition also booked. Henry Lucders, United Booking Association, had the grand-stand show, a large revue, *Parisian Revels*. Grace Morris, aerialist, and Kittalinos, equestrians, were free acts.

Ingham County Fair, Mason, Mich., with a new grand stand seating 1,500, built by the WPA this year, had attendance of 50,000 for the four days, according to Secretary Lloyd R. Doane, tripling 1935 attendance. Exhibit space was doubled, while the new grand-stand attractions, including shows and both auto and horse races, including running races, brought up the record figures to the highest in the fair's history. Barknot Brothers had all attractions on the midway. Grand-stand show, booked by

(See HIGHER GATE on page 40)

PHILADELPHIA, Miss.—Neshoba County Fair Association elected Earl Richardson, president; J. B. Hillman, vice-president; W. H. Sanford, secretary-manager; Ira Lewis, treasurer.

Artists Presented in Gorgeous Revue for Toronto's Exhibition

TORONTO, Sept. 5.—Under a full moon, which formed a background that blended perfectly with the fantastic settings designed for this year's grand-stand show at the Canadian National Exhibition, about 30,000 spectators applauded the opening attractions brought here thru the booking office of George Hamid.

Mystic Mars is the imaginative title bestowed upon the pageant which employed over 400 locally in its presentation, while Hamid's *Revue of Revues*, along with the vaudeville and circus acts introduced, uses another 100.

Story of the pageant is told in three acts, first being a *World's Fair* in 2136. Act 2 is a desert on the planet Mars and Act 3 a court of King Majok on Mars. It can easily be imagined how perfectly such well-known headliners as Christy's Circus, with its stallions, ponies and elephants; Luistia Leers, on the trapeze; Conley Troupe and the Four Laddles, on their high apparatuses; the

Wisconsin's Gate of 428,445 To Bring Improvement Fund

Eight-day event goes over satisfactorily, altho hampered by adverse weather — queen and dairy contests are interest-arousers — State press in co-operation

MILWAUKEE, Sept. 5.—Wisconsin's 86th annual eight-day State Fair and Territorial Centennial ended on August 29 with attendance of 428,445 against last year's 361,582 for seven days. This was regarded as a highly creditable showing in view of the adverse weather. Despite morning rain and postponement of Grand Circuit harness races, Milwaukee Day, August 27, drew 56,176, or about 5,000 less than the 61,226 a year ago. Dairy Day crowd of 72,877 on August 28 shot the seven-day total to 408,378. Children under 12 were admitted free with a dairy folder coupon. Delores Keys, Spencer, was picked by five judges from 20 contestants as Dairy Queen and crowned in the Coliseum by Governor La Follette. She will be Wisconsin's emissary to Dallas during the National Dairy Show.

Repeat on Cyclones

CHATTANOOGA, Tenn., Sept. 5.—Altho lightning may not strike twice in the same place, repeat of cyclones is getting the goat of J. A. Darnaby, manager of Tri-State Fair here and head of Corinth (Miss.) Fair Board. Last spring the Tupelo cyclone leveled fences, barns and office buildings in Corinth, which Mr. Darnaby had kept in repair for three years. He spent most of the summer getting them in shape for the 1936 fair. Then along came another twister and tore them down again. So he left this week for Corinth to rush work of getting them up again. He says it's strange, but he can't get cyclone insurance in Corinth.

New High at 24th Annual Reached in Superior, Wis.

SUPERIOR, Wis., Sept. 5.—The 24th annual Tri-State Fair here on August 17-23 set an all-time record, according to Secretary Max H. Lavine. Despite two days of rain, Ernie Young's *Passing Parade* grossed more than was ever taken in here in grand-stand receipts. Production was declared one of the finest ever presented to local fair audiences.

Royal American Shows presented one of the best midways that this part of the country ever witnessed. Secretary Lavine said that last year the shows brought in more gross receipts than in any previous year and this year surpassed that record.

Live-stock barns were filled to capacity and agricultural exhibits were comparatively fine, despite drought. The 4-H Clubs thruout Douglas County entered some especially fine exhibits in live stock and agriculture.

Fair officials announced themselves as highly pleased on the whole with all angles of the fair and have already begun planning additions and enlargements to buildings to care for overflow of entries expected in 1937.

Illinois Annual Goes Over Despite Adverse Conditions

FARMER CITY, Ill., Sept. 5.—In spite of rain and wind storms that twice lowered most of the canvas used to house the splendid live-stock exhibits at the Farmer City Fair, the week was pronounced by officials as a decided success.

A beautiful new horse show plant lured some of the finest show animals to this eighth annual exposition. A fine array of free acts furnished splendid entertainment to large crowds during the week.

"Advance men of the Great Olympic Shows promised nine major rides," Chairman E. Wightman said, "but the show arrived with only four. Working short of help, the midway was still being erected on Wednesday. State inspectors refused to ok the fair until four concessions were closed. The show enjoyed good business but the fair association received very little of the proceeds. Free acts promised by the show never materialized. No effort was made to leave the lot clean and presentable."

Red Lion, Pa., Over Big

RED LION, Pa., Sept. 5.—Gala Week Fair here on August 24-29 was most successful in history, reported Secretary R. M. Spangler. There were 39,000 paid admissions, he said, and 5,000 passes were issued to exhibitors, directors and schools. School pupils' matinees drew more than 5,000 youngsters and all were presented with souvenirs of the fair management. Exhibits were larger, autos taking most space. Good weather on Saturday made up for rain earlier. Concessions numbered 61. Acts were Edythe Siegrist Flyers and Keller diving show. Endy Bros.' Shows were on the midway.

Riverhead, N. Y., Is on Top

RIVERHEAD, L. I., N. Y., Sept. 5.—Frank Corwin, secretary of Suffolk County Agricultural Society, announced that the 84th annual event, held recently, was a success from a financial standpoint.

More than 35,000 attended the event, which was aided by good weather. For several years poor weather has hampered financial success of the fair.

LAKE CITY, Ark.—Buffalo Island Fair Association re-elected Marion Adams president for the third annual. Bob Fisher was named secretary-manager.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Gate Tilt Seen In Bank Nites

Feature instituted to pep slow Fridays — Monday has week-day record

CLEVELAND, Sept. 5.—For the first time in history of expositions, Bank Night has been instituted at Great Lakes Exposition. Realizing that Friday is slow night of the week and desiring to stimulate attendance, the plan popular in some theaters is being adopted, the first being last night.

A weekly prize of \$500 is set. Registration is permanent and numbers assigned cannot be transferred. Children under 12 years of age, employees and families are barred. Drawing takes place at 11 p.m. each Friday at entrance to Streets of the World and is announced at various spots. If the prize is not claimed within five minutes in person, \$250 is added to it and a purse of \$750 is given the second week. Scheme is followed indefinitely in event no claim is made.

All previous week-day records were broken on Monday, when 48,486 paid admissions passed thru gates. Sunday saw 46,694 and Saturday 50,887. Almon R. Shaffer, associate director in charge of amusements and concessions, anticipates a record-breaking week-end over Labor Day. One of the reasons for this is the special program, which includes bombing of a captive balloon, a county fair at the Freestone Exhibit; a pony express dispatch from the exposition to Geauga County Fair, Burton, O.; Veterans of Foreign Wars' Day on Sunday and other events.

Air Battle Scheduled

Sham battle is scheduled Labor Day afternoon off Streets of the World. Captain R. J. Walter has charge of the balloon. It will be attacked by bombing planes and defended by Company 1, 11th Infantry, Capt. Thomas D. Drake, and Battery B of the 135th Field Artillery, Capt. Ernest Fish. Company 1 will use automatic rifles, machine guns and rifles and one-pound cannon, and Battery B its 75s. Attacking planes are the 112th Observation Squadron, Ohio National Guard, Major Fred L. Smith, commanding officer, with Lieut.-Col. E. H. Zistel.

Ohio Aviation Day is official title for Labor Day. Managers of State airports will send their planes in formation. Clarence Chamberlin will fly his famous Miss Stratosphere and Johnny Dunkle will do a delayed parachute jump with a two-mile fall. Chamberlin will also fly over the exposition in a giant Condor plane.

Wednesday night saw conclusion of the Barkers' contest, which has been on for the last 10 days. Four contestants survived for the finish. They were Ralph Hollander, of the Byrd polar ship; Bud Dunsley, of John Bix's Strange as It Seems show; Gus Chan, talker for the Chinese Temple, and Andrew Canterbury, of the Horticultural Building. They were winners of the four previous contests, representing Streets of the World, midway, general and open classes.

Hollander Winning Talker

The winner was Hollander, applause from the audience being the deciding factor. Hollander is a 22-year-old Western Reserve University dental student, who started talking for the Byrd ship two months ago. It is his first experience. He was presented with a gold medal by Associate Director Shaffer, Frank D. (Doc) Sheen wielded the baton over the heads of the contestants, and applause judges were A. H. Zychick, United States commissioner general to the exposition; Paul Trexler, who has the palmist concession and was an early participant, and Harlowe R. Hoyt, Cleveland representative of *The Billboard*. Hol-

Attendances	
Previously reported	2,125,233
Wednesday, August 26	38,432
Thursday, August 27	40,055
Friday, August 28	24,006
Saturday, August 29	50,887
Sunday, August 30	46,094
Monday, August 31	48,486
Tuesday, September 1	30,280
Wednesday, September 2	30,463
	308,746
Total for 68 days	2,433,981

lander's winning was a distinct surprise as each division was rooting for its own representative, but the applause and conditions under which the contest was conducted left no question but that he was the favorite of the crowd.

Other talkers who qualified in the contest included Al Hassman, shampoo concession; Roy McDonald, speed boats; L. A. Baird, Loop-o-Plane; Jack Gordon, outdoor attractions; Charles C. Breton, Loop-o-Plane; Robert Marcus, Roy Eaton, A. Paul Scott and H. E. Smith, Creation; Snap Wyatt and Francis Messmore, World a Million Years Ago; Shorty Fuller, Old Globe Theater; H. H. Harrison and Harry Calvert, Health and Nudist Colony; Harry Quinley and Al Mitchell, Indian Village; Wallace Fisher, Tumble Bug; Al Bachner and Harry Moses, Capital Punishment; Jack Leeper, Motordrome; George van Stein, Monkeyland; Rene J. Zouary, Bouquet of Life; Robert Martell and C. W. Johnson, Cliff Wilson's Snake Show, and Blaine Young, Moorish Harem.

Florida Week Is On

Pony Express on Labor Day will have four riders, who will ride in relays over the 34-mile course between Cleveland and Burton, where Geauga County Fair will be celebrating its 105th consecutive year. Mayor Harold H. Burton will start them off from reproduction of the old Carter Tavern at 10 a.m., and they will ride under police escort. Riders are Harold K. Bostwick, Geauga County prosecutor; Ernst Mauer, Luman Johnson and Charles Calhoun.

Great Lakes Symphony Orchestra, under direction of Rudolph Ringwald, is slated to play its final concert tonight in Sherwin-Williams Plaza. Wednesday night Charles de Haraack, Cleveland, concert pianist and composer, was guest of honor at rendition of his *Dance of the Nymphs*, which he composed especially for Pavlova.

Lanny Ross and Show Boat played Radioland Thursday night with two national hookups at 8 and 10:45 p.m. This was the first time since the show was created that it was broadcast anywhere except Radio City. Attending the program were Mr. and Mrs. C. Henry Jepson, parents of Soprano Helen Jepson, recently signed with the cast.

Florida Week brought an influx of visitors to the Manor House, tropical gardens and display of that exhibit. On Tuesday C. B. Trendway, chairman of Florida highway department; C. H. Overman, chairman of Santa Rosa County commissioners; H. Clay Armstrong, mayor of Pensacola, and H. J. Yeager, mayor of Tallahassee, were entertained on Tuesday. Mary Lou Moore, NBC radio star and queen of Florida Orange Festival, was a graceful hostess at luncheon for Col. Harold Colee, president of the Florida State Chamber of Commerce, on Monday. The party ended with a visit to the Marine Theater and the Parade of the Years, with Mr. Shaffer as host.

Party for Earl Brown

The celebration finds its climax on Tuesday, when Governor Dave Sholtz comes, accompanied by members of his cabinet and staff. Several days ago the governor issued a special proclamation declaring September 8 Governor's Day.

Earl Brown, manager of the Florida exhibit, is recuperating from an infection of the arm which had him in the hospital several days. The infection was due to a scratch inflicted by a nail on night of August 29, when a birthday

party was given for him by all expo officials. Mrs. Brown and her two daughters, Mrs. John Colvard and Ollie May Brown, attended the party, and the guest of honor was presented with an expensive rawhide brief case. Mr. Brown spent several days in the hospital but is doing nicely and will be back on the job when Florida Week breaks.

WISCONSIN GATE

(Continued from opposite page)

4 p.m., when gates were thrown open. Lucky Teter's Heldrivers had a well-filled grand stand in afternoon, while Olive Schwartz, 19, Milwaukee, was crowned Miss Wisconsin in the Modernistic ballroom after final performance of *Above the Stars*. She will represent the State at the nation-wide beauty contest in Atlantic City.

Promotion, in addition to the dairy queen contest, included a dairy menu contest in co-operation with Wisconsin Press Association in 215 weekly newspapers. Winners were awarded merchandise prizes. About 606,000 folders carrying complete program of the fair and serving as children's free tickets on Dairy Day were distributed by dairies in the State.

Good Balance Seen

In addition to being covered by radio with half-hour broadcasts over WTAMJ during the fair, it was plugged on every radio station in the State before it opened. A tieup which featured Wisconsin Products Week during the fair resulted in distribution of thousands of fair programs. Chambers of commerce in the cities co-operated by carrying stickers announcing the fair on all outgoing mail.

Indications are, officers said, that the 1936 fair will leave a good cash balance for contemplated improvements, including new dormitories for Four-H Club boys and girls, new horse barns and increased facilities for cattle and live stock. An improvement in time for the fair were new parking facilities with a new subway entrance to grounds. Work on the new grand stand is expected to be completed by the 1937 fair, bringing seating capacity from 13,000 to 18,000.

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BRAZOS VALLEY COLORED FAIR, CENTENNIAL AND COTTON PALACE, October 28-November 11, 1936. Fifteen days and nights. Over 300,000 people to draw from in the heart of Texas Cotton Belt. Biggest crop in years. WANTED—Legitimate Stock Concessions, Clean Shows, Two Flat Rides, a record Ringer to Sing on Streets and on Highway, A-1 Colored Minstrel Show. Write or wire H. MAWTHORNE, Office Headquarters, 1605 South Second Street, Waco, Tex.

ACTS WANTED

WANTED for Oklahoma Fairs, week September 14. Standard Acts doing two or more acts. Wire-Phone-Write J. O. MICHAELS ATTRACTIONS, Kansas City, Mo. 3824 East 9th Street. Phone Benton 6574.

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Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Opinions Split On Total Gate

Half-way mark reached, ideas differ as to whether goal is to be attained

DALLAS, Sept. 5.—Today the exposition reached the half-way mark. It has been operating three months and has three months to go. Attendance for the first half has been slightly more than 3,500,000 and, to reach the 8,000,000 goal set during pre-exposition days, remaining months must produce an extra million over the first half.

Opinions relative to this differ. Old-time State fair officials and attraction and concessioners who are familiar with fall attendances in the Southwest have definite convictions that the fall, with cooler weather and harvesting over, will nearly double attendance of the first three months of operations. Dyed-in-the-wool expo men, however, disagree. They are of the opinion that the expo has seen its best days; that attendance figure will equal that of the first half but will not surpass it.

Attendance for the seven-day period ending last Tuesday was within several hundred of the previous seven-day period and about average. Exhibitors' and Concessioners' Days during that period (Saturday and Sunday), with merchandise giveaways amounting to \$100,000, were a bitter disappointment. The Saturday drew 46,223 and Sunday 43,932, a total of 90,155, several thousands above average but many thousands below top week-ends.

Hay Fever Scares 'Em

Last Monday's attendance was the lowest on record, with a 27,683 reading. It was Hay Fever Day, a day set aside for victims of hay fever or literally, a contagious disease day. The medical profession doesn't class hay fever as a communicable disease, but to convince the general public to that effect is another thing. So a summary would probably reveal that nonsufferers of hay fever shunned the expo on that day. A sneezing contest was held and awards presented to the lustiest sneezers.

Tuesday, Kid's Nickel Day, was 2,500 in attendance below average. The day was also devoted to the underprivileged children of Dallas county homes and agencies. Their admissions were paid by the Ford Motor Company. Candy and fruit were distributed by Joe Rogers, "mayor of the midway," and the midway attractions gave free shows. The cafes on the grounds fed them. About 2,000 children came. Expense of feeding and candy and fruit distribution was borne by exhibitors and concessioners.

The *Cavalcade of Texas*, pride and surprise of the exposition, Tuesday night entertained the 500,000th person to see the pageant. Cavalcade also went into a matinee-every-day policy on that day. Heretofore Tuesdays, Thursdays, Saturdays and Sundays have been the only matinee days. The acting cast in the show, originally engaged for one show a night, is now doing 21 shows a week with no increase in salary over the original contract; \$120 is top salary, paid to less than half dozen performers; \$75 to \$90 is average salary. Children get \$60.

State Building Opened

The State's contribution to the exposition, a permanent \$1,200,000 State of Texas Building, will be formally opened today. Governor Alford proclaimed today as Hall of State Ceremonial Day and urged all State departments to close so that State employees could visit the centennial. The holiday today provides a triple one for State workers, as departments also will be closed on Monday for Labor Day. The building, largest permanent struc-

Attendances	
Previously reported	3,237,667
August 26, Wednesday	32,905
August 27, Thursday	29,552
August 28, Friday	28,127
August 29, Saturday	46,223
August 30, Sunday	43,932
August 31, Monday	27,683
September 1, Tuesday	38,981
	247,403
Total	3,485,070

ture at the expo, contains two of the largest murals in the United States, each 40 by 80 feet. Legislature allocated \$1,000,000 for construction of the building and \$200,000 for furnishings and equipment.

City officials, for the first time since opening of the exposition, abandoned their policy of leaving policing of the grounds to exposition officers and ordered city police to clean up "peep shows." It was the outcome of a general session of county and city officials and citizens on vice conditions in Dallas County. A civic leader named Mike Thomas gave the only interesting touch to the meeting when he advised the city to turn its attention to traffic law enforcement and major crime, and stop airing its troubles over petty matters in the press.

Young's Revue Dracing

The current week-end, including the Labor Day holiday, should be a banner one. Plans have been made to care for enormous crowds. It is San Antonio's week-end. Chamber of Commerce there advised that 10,000 from that vicinity will attend over the week-end. Their days will include appearances of the San Antonio Civic Opera Company, 141st Infantry Band and San Antonio-Tipica Orchestra. A parade downtown will precede their entry into the grounds.

Ernie Young's revue in Streets of All Nations offered a special event on Thursday in the marriage on the stage of a local couple, entire cast taking part in the "wedding ballet." Joe Katalak, from Midget City, was ring bearer, Ernie Young's revue, featuring Mlle. Corline, famed apple dancer, continues to draw heavily. It is currently presenting *La Cubanola*, dance number by Alfredo and Dolores, that clicked at its preview and has been a sensation since.

Entrants in the Ruth Chatterton Cleveland to Los Angeles air derby and Miss Chatterton, who is sponsoring the flight, spent last Monday night at the expo. The aviators, including several noted women pilots, were guests for dinner at the English Village, where Queen Elizabeth (Sowersby) presided. Prizes were awarded winners in the east flight from Cleveland to Dallas. They later toured the midway.

Gas Taxes Profitable

The movement to bring 1,500,000 Texas school children to the exposition got under way this week when State school officials met in Dallas to outline a plan for taking care of the students here. Expo officials will offer a 25-cent admission to all students, regardless of age. The rate already applies to grade school children, but will also be applied to high-school pupils. Transportation costs would be about \$2.95 each, according to school execs. Several railroads will offer a one-half-cent per mile rate for the school tours.

Statistics from State Comptroller George H. Sheppard by Director-General Harry Olmsted of the exposition prove that increased gasoline tax payments from tourists have already reimbursed Texas more than \$3,000,000 appropriated for Texas Centennial celebrations. Total increase of gas taxes from January 1 to July 31 over the corresponding period in 1935 amounts to \$3,148,749. During June increase was \$469,876. During July increase over July of 1935 was \$713,916. *Cavalcade of Texas* has adopted a policy whereby four members of the cast, alternately, are given a night off to see the show. Black Forest is conducting a weekly amateur ice-skating contest.

Jan Fortune, writer of the story and script for *Cavalcade of Texas*, is assured of a bright future. She has already received several flattering offers because of her work on *Cavalcade*. Billy Edwards closed his Athletic Arena and is using the location for presentation of the Yaneygo Dancers, voodoo tribe from Cuba. Yaneygoes played the Artists' Auditorium three weeks to large crowds. One section of the Days of Real Sport opened on Tuesday and will open in its entirety tonight.

MISSOURI WINS

(Continued from page 38)

Four Midnite Sons stopped the show at every performance, as did the Swiss bell-ringing number. DeKohl Troupe, furnished by Belmont, worked in nicely with the revue and made a creditable appearance on the brilliant set. Belmont also furnished Jordan Trio, skaters: Flying Ventons, who arrived a day late and had difficulty with their act during the week, due to a recent switch in partners, and McElroy-Harmon-Frodell Trio, latter working only afternoons.

Rita, Roy and Rouie filled the featured dance spot in the revue, and Whitey Harris was more than satisfactory in his clown activities in the grand stand and on the stage. His wife, Hazel Cotter, aerialist, also spent the week here, tho not working the show. The grandstand show was pronounced by thousands the best presentation ever seen at Missouri State Fair and, but for the heat, probably would have broken grand-stand records, as it has done at major Canadian fairs this season. Fireworks shows by United, furnished by Ernie Young, comprised a good collection of air pieces, well received.

New Midway Larger

Auto races by J. Alex Sloan were supervised again by Aut Swenson and announced by Jack Story to a packed stand and bleachers. The largest grand-stand crowd in nine years attended these events, when Gus Schrader again broke the track record by turning a mile in 42.6 seconds.

Business on the new midway, according to Mel Vaught, was very good, considering the weather. His new State Fair Shows are much larger than last year with 14 shows, 10 major rides and two kiddie rides, with the entire layout putting up a much better appearance than before. Show carried about 20 concessions and featured Mario Lefors and the Great Zello in two free acts. Most unusual and successful feature of the shows was Glen Rice and his original Beverly Hillbillies and Arizona Wranglers, nationally known on radio and screen, making their first appearance on any carnival lot here. Show was booked by Vaught only one day before fair opened. The attraction made only one bally and thereafter filled a large house every performance.

Two old stand-by concessioners, Phil Little, Dallas, and Desplenter Brothers, Illinois, were on the grounds with several spots.

Among visitors were Maurice W. Jencks, secretary of Kansas Free Fair, and Clive Layne, publicity director, Topoka; Secretary H. E. Bridges, Tulsa; Frank Henderson, secretary, Mississippi-Alabama Fair, Tupelo; Large and Morgner and Hite, of Lowe, Elite and Stanley; Charles Goss, East St. Louis; Buddy Ryan, Dallas; Moxey Hanly, wife and mother; John Hinton, P. D. Burkett and party, Kansas City; Harry Altschuler and G. C. McGinnis, of HASC; Jack Moon, Miss Ryan and party. Ernie Young was here from Sunday to Sunday and Sidney Belmont remained until Friday evening.

All concessioners are said to have made some money, altho crowds were not generally big spenders. Actual figures on results of the fair will not be announced for another week or more, due to absence of Secretary Charles W. Green and Commissioner Breshears.

HIGHER GATE MARKS

(Continued from page 38)

Henry Lueders, included Belmont Brothers; Allen, Linda and Allenn; La Mont's Cocketoos, Jim and Carrie Hughes' Dogs and "The Stratosphere Man."

Business at Armada (Mich.) Fair picked up steadily last week after a poor opening due to rain. Night-show crowds were about 2,000 after the first day. Jack Dickstein, of Gus Sun Booking Office, Detroit, booked the show with six acts and a band. Fay Bradley was emcee. Elmer Coto Shows had rides and concessions.

Berlin Fair management, Marne, Mich., reported large gains in business and revenue over those of 1935, with an increase in attendance of 500 per cent for the first two days over the first two

S. D. Closing Date Sept. 9

Entire midway will be removed — attendance to August 30 is 1,978,738

By FELIX BLEY

SAN DIEGO, Sept. 5.—Elwood T. Bailey, executive vice-president of California Pacific International Exposition here, announced that attendance for the week ending on August 30 was 98,000, bringing total for the 1936 season to 1,978,738. Annual Kids' Fishing Derby was held on Monday in the Plaza del Pacifico. Frank G. Belcher, exposition president, firing the pistol which started the boys and girls in their race for trophies and cash prizes. Louise Mercer Dancers presented *Exposition Revue of 1936* in the Palace of Entertainment, featuring Mary Olliphant, Celestine Kemp and Doris Thatcher and a cast of 50.

A capacity crowd attended final performance of the Ice Skating Carnival, French Herbert was featured in his impersonation of Charlie Chaplin on skates, and new routine was offered by Ann Taylor, Danny Huysenstruyt, Irene and Dick Meisters, Charles Hadlett and Jeffrey Gill. On Wednesday the 30th Infantry Band gave a concert in Ford Bowl, and Army, Navy and Marine Dance was held in Palace of Entertainment. On Thursday the Marine Band rendered a concert in Ford Bowl. Royal A. Brown gave an organ recital at amphitheater. The second surprise party of the Exposition Appreciation Pledge Campaign was held at the north end of the fun zone, and the motion picture *History of Aviation* was free attraction in House of Hospitality.

Leland W. Cutler, president of the Golden Gate Exposition, and Mayor Angelo Rossi of San Francisco visited grounds and buildings and were entertained by exposition officials.

The exposition will close on September 9. Demolition chart already has been prepared showing that the following buildings or features are slated for removal: Entire midway, Enchanted Land; Parque Descanso, near Aleazar Gardens; Transportation Building, Standard Oil Building; entrance gates Nos. 1, 2, 3 and 4; Palisades Restaurant, north and south service entrances, Will Rogers Museum, Modeltown, Boulder Dam, Water Palace, Palace of Electricity, Arch of the Future and lagoons, Globe Theater, California Gardens, Latter Day Saints Building, CCC camp, steel house, Shell Oil Building, army camp and athletic field.

Chief of Police Sears has been instructed to arrange patrols to prevent pillage during the demolition period and a constant check is to be kept at gates on materials and equipment removed from the park. A permit system arranged by the exposition is to aid in this work. Arrangements to keep an eating place open for convenience of workers are being made. All exposition portable property is to be assembled at the Transportation Building pending disposition. The exposition will maintain its fire patrols and aid in policing during the period that exhibitors are moving out.

Exotic Villages for Paris

PARIS, Sept. 1.—One of the picturesque features of Paris International Exposition of 1937 will be massed exhibits of French Colonial possessions, grouped on the Ile de Cygnes, a narrow island in the Seine River. Island will be transformed into a series of Oriental and African villages and many buildings will be erected on piles driven into the river bed. Special lighting will add to picturesque aspect at night.

last year, according to H. Fred Olmsted, president.

Tuesday evening's grand-stand program was rained out and a muddy track forced cancellation of Wednesday's harness racing. Hope of a record crowd on the last two days was amply substantiated.

Ottawa Will Show Surplus

Midway take goes up at exhibition—grand-stand show draws enormous attendance

OTTAWA, Ont., Sept. 5.—With ideal weather, Central Canada Exhibition here on August 24-29 rolled up attendance of 299,000, down 5,800 from 1935, but financially the exhibition will show a tidy surplus, as the exhibition's percentage of midway receipts was well ahead every day over last year. Returns from a large number of strip tickets sold in advance will be at least equal to last year, it was estimated. World of Mirth Shows' receipts, it was announced, were \$40,000, as compared with \$30,000 a year ago. Edwin Franko Goldman's Band, directed by him, gave two concerts daily in the band stand and it was said thousands attended exhibition especially to hear his programs.

There was a large increase in commercial exhibits over last year, quality and appearance being decidedly superior, and manufacturers and merchants spent a great deal more money on them this year, according to Manager H. H. McElroy. Plans are on for enlargement of building accommodations, as cattle buildings were filled to overflowing. Next year Ottawa Exhibition is to celebrate its golden jubilee year.

Stand Figures Soar

Following table shows attendance for the last two years:

	1935	1936
Monday	57,000	53,000
Tuesday	30,000	29,800
Wednesday	57,000	49,500
Thursday	60,000	65,000
Friday	40,000	51,000
Saturday	54,500	56,500
Total	299,000	304,800

Grand-stand performances, afternoon and evening, drew 12,000 Wednesday night and 11,500 on Thursday, while patronage was ahead of last year every other day. Over 2,000 had to be seated on the track on Wednesday and 1,800 on Thursday. Grand-stand attendance was around 50,000. Acts and revue, Fascina-

tions of 1936, were again presented by George Hamid, who has supplied the show for several years in succession. Spectators praised the performances; Humid shows are very popular with Ottawa and district crowds. Harness racing on four days was featured by a new track record for the 2:14 pace, made by "Lastic Patch," time, 2:05 1/2.

Strip Ticket Sellout

Midway, supplied by Max Linderman's World of Mirth Shows, which have been at the exhibition four years in a row, it was the consensus, was the best ever brought here, 34 rides and shows. Crowds went for it in a big way and receipts went up every day. On the closing Saturday, after night grand-stand show, the midway was congested and revenue was almost \$1,000 ahead of the same day a year ago.

Stunts to draw attendance included free Children's Day on Monday and Saturday, which brought thousands, and reduced prices for rides on Monday only. Max Linderman gave away 225 dolls and teddy bears to first children admitted on Saturday.

No change was made in admission prices, strip tickets being six for \$1 or 25 cents single. Strip tickets were sold out in advance for the first time in history, 25,000 strips, representing 150,000 persons. President of Central Canada Exhibition, Controller (Dr.) G. M. Geldert, was elated with this success, his first year as president.

Hope To Split Take of Shows

Effort in Fort Worth is to divide attendance at Last Frontier and Jumbo

FORT WORTH, Tex., Sept. 5.—Night of August 31 showed a slight letup in attendance at Fort Worth Frontier Centennial. Weather was okeh and Monday nights heretofore have been comparable to best nights of the week. A little of this slump might be attributed to the price increase at Casa Manana. This was made, not only because this is a superior show for the price, but also in an effort to divide attendance more evenly between Jumbo and The Last Frontier. Before the increase Casa Manana got all the business and has had overflow crowds, while Jumbo and The Last Frontier have had less than capacity most of the time. Their prices remain \$1. Turnstiles at The Last Frontier show that 119,281 attended between July 18 and August 31.

This slump might be attributed, too, to the fact that Casa Manana had terrific crowds all during week prior to hiking of general admission tickets. Friday night three performances were given, and 3,000 persons were turned away from the first performance. No official figures are given out on attendance at Casa Manana during the 44 days before the price hike, but it is estimated that well over 200,000 have seen the show. This place seats 5,100 and two performances are given nightly, and almost every performance has had good attendance. Turnstiles were installed at Casa Manana this week.

Rides Are Moving

This past week was the best since the opening, and every week has been pretty good for the O'Reilly-Beresin concessions, according to Samuel A. Alaker, general manager for all of this concern's concessions here. The spot formerly occupied by Hardeen magician, has been turned into a Mexican and Indian novelty store by O'Reilly-Beresin.

Thomas F. Murray, controller of O'Reilly-Beresin interests, whose pet is the Chuck Wagon, is keeping business sky high at the Wagon, especially since kosher food became a specialty. Henry Lindenbaum, with prize packages at Jumbo, has just gotten over a record week for packages, selling 4,000.

Rides here are to be rearranged soon so that all carnival concessions and rides will be around the paved midway. As it is now, patrons must go through gravel to get to rides and games. Ferris Wheel and Hey-Day are to be moved to more advantageous spots, while Lindy Loop, Butterfly, Merry-Go-Round and Electric Train, which have not operated for the past week, are said to be moving out.

Gross at Nude Ranch is up slightly with cooler weather, now around \$6,500,

as compared with former \$5,000 weekly gross. Mitzie Fitz and Nikki are dancing in anteroom at Nude Ranch. Nikki formerly did a snake dance, but this was discarded in an effort to get more women in, as women did not like the snakes, according to Happy Myers.

Whiteman Honor Mayor

Paul Whiteman, headliner at Casa Manana, was honorary mayor of Fort Worth on September 1, designated as Paul Whiteman Day at the Frontier Show. Everett Marshall, singing star of Casa Manana Revue, has been signed for duration of the show, thru November 29. Al Anthony, Casa Manana dancer, returned to New York to join his old act, The Twelve Aristocrats. Charles Gomez has taken his place.

Autobiography of Josie DeMott Robinson, "The Circus Lady," has been re-issued in a special edition by the Woman's Club of Fort Worth as a Frontier Centennial souvenir. Mrs. Robinson autographs copies of the book for purchasers.

Hey-Day is top-money ride at present, according to Olin Thornton. Jake Arnott is foreman.

Smyser Posts Filled By Two Co-Workers

YORK, Pa., Sept. 5.—At a meeting of the board of managers of York County Agricultural Society here on August 31 to fill offices left vacant by the death of Herbert D. Smyser on August 28, John E. Baker was elected vice-president and Harry P. Peeling was placed on the board of managers. With these two posts filled President Samuel S. Lewis made these changes on committees to replace Mr. Smyser; Grounds and buildings, Calvin Stauffer; concessions, Stuart Lafean; attractions, Harry Peeling; advertising, C. Halbert Baylor; employment, L. D. Weiser; premiums and awards, Horace Faber to succeed Calvin Stauffer; ways and means, Harry Peeling to succeed Horace Faber; finance, Harry Peeling to succeed Stuart Lafean.

Legacy to Charity

YORK, Pa., Sept. 5.—The will of the late Herbert D. Smyser, former manager of amusements and racing secretary of York Fair, revealed an estate of \$165,000, of which \$25,000 was bequeathed to charity.

President Lewis was named manager of amusements for remainder of the year and Mr. Peeling racing secretary for the same period. Both important positions had been filled by Mr. Smyser.

Secretary John H. Rutter announced receipt of a flood of letters and telegrams expressing regret on the passing of Mr. Smyser. The York Gazette and Daily on September 1 reprinted Leonard Traube's tribute to "Herb Smyser, Showman," as it appeared in "Out in the Open" in The Billboard of September 5.



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CHARLOTTE, N. C., WEEK OCTOBER 19-20-21-22-23-24.

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Biggest Cotton Crop in Years. Attendance Last Year, 68,000.

SIX BIG DAYS. SIX BIG NIGHTS.

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Limited Amount of Space Yet Unsold At Chattanooga Sept. 21 and Week

Grind Stores, High Pitch, Demonstrations, Eat and Drinks. Estimated attendance exceeding last year by 50,000.

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MARION, O., SEPTEMBER 22-28
5 NIGHTS—4 DAYS

Wants Shows and Motordromes.

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L. I. EXITS IN BLACK

Thinks Site at Revere
May Revert to Indians

Season Ending On Profit Side

Bathing spots to make a good report—concession biz will show pickup

VALLEY STREAM, L. I., N. Y., Sept. 5.—As another season passes out for Long Island's beaches and other resorts, tabulation gets under way to inventory the amount of black and red ink used. It appears that the former was used more copiously than the "scarce fluid."

Rockaway's bathing pavilions, getting a quarter to 50 cents a throw, were the big money makers; that is, relatively speaking. Concessioners who plugged at wheel games did fair. Pin games did well. Hot doggeries and malted milk stands, peddling their wares at a nickel, did a big volume, but profits naturally had to be figured on pretty small margins. Dance halls did well, particularly on Thursdays and Saturdays.

Among the bathing places that did a nice trade were Playland Park, Park Inn, Steeplechase, Ocean Edge, Wainwright's and Roches', the latter taking in more gold than it has in some years, chiefly because of the creation of a new bus line that lets patrons get right at the front door. Highly deserving of commendation is the Rockaway Chamber of Commerce, which staged Wednesday night fireworks shows that were efficiently and intelligently put on.

Big Concession Cross

Oddly enough, night places, of which there are only a few in the Rockaway region, did not do too well. Harbor Inn, with an elaborate floor show, and the Clink, a beer-sipping and dancing spot, are two that did well.

In Long Beach, a decidedly bigger money-spending community than Rockaway, biz stood up pretty well, especially for the gaming concessions, which consistently do well anyhow. At least a trio of big concessioners will find that they have cleared 25 0's or more for the season when coupons and other things are paid off. Night spots in Long Beach did a just-so trade, with nothing to write to Europe about. No complaints about nonpayment of help, etc., which has a meaning of its own. Fire that did anywhere from \$500,000 upward in damage was an upset for a lot of amusement folks, who were just about cleaned out.

Good at Jones Beach

Next year when the new Walk, costing in the vicinity of \$2,000,000, is completed Long Beach should take on a new and happier perspective. There'll be no gloom during the interim.

Long Island State parks, with Jones Beach the white-haired child, may or may not have broken the 5,200,000 visit- (See L. I. EXITS on page 45)

Summit Beach in Gala Week

AKRON, Sept. 5.—Season in Summit Beach Park here will be extended thru Labor Day week, instead of terminating on the holiday, said Manager H. W. Perry. As climax to a most successful season, the park will sponsor a Mardi Gras and fun week, with free acts, special features and a different program nightly. All concessioners in the park are co-operating in arrangements.

Idora Hit by Storm Damage

YOUNGSTOWN, O., Sept. 5.—Damage done in Idora Park here during a recent storm is estimated at several thousand dollars by officials. A tree crashed into the Merry-Go-Round building, damaging it extensively, and another tree fell across the street car line park loop, disrupting service. Baseball field fence was blown down and considerable damage done to concession buildings and landscaping. Several hundred people were marooned in the park, unable to leave until early morning.



IN FOREGROUND are Kwinkie O'Brien and Gracie Gambell, illusionists of European Museum, with Dangler and big German Ferris Wheel carrying capacity of revolving tubs, alternating with 72 adults or 96 kids, at O'Brien's ride platform, Revere Beach, Mass., adjacent to the museum building.

Capitol Beach Conserves Profits of Early Season

LINCOLN, Neb., Sept. 5.—Capitol Beach was closed this week, but will open on Monday for duration of the State Fair. It will close the season on September 13. Beach curtailed its running days near the finish, since a good profit was piled up in the forefront of the summer. Manager Hoyt Hawke said construction would begin in mid-September on concessions which were destroyed by fire last June.

Pool Manager Ralph Beechner, whose left eye has caused him a month of trouble, may save it after all, according to hospital officials. Infection has partially disappeared and he is expected to be released from the hospital soon.

New One for African City

PARIS, Sept. 1.—M. Esterle, promoter and operator of Luna Park in Tangiers, is preparing to open an amusement park in Algiers, Algeria.

GILWARG AND BROWN, gymnasts, are featured as last free act of the season in West View Park, Pittsburgh.

Marshall Hall Closes Its Best Season of Events on Labor Day

MARSHALL HALL, Md., Sept. 5.—Marshall Hall will end its 52d season on Labor Day, with a record of smashing one big mark after another. Manager Addison, at this resort the past four years, has more than doubled his first year's gross business. Wilson Line, which operates steamboats to the resort, has broken all previous passenger records from the nation's capital. District Manager Harry H. Baker, of the Wilson Line, has kept the boats well filled during summer.

A. D. Langley, veteran tournament organizer, staged the annual Tournament Celebration this year. Concessions did a record gross business and rides were running top speed all day and night. The Tournament took all honors for capacity crowds and gross business. An innovation has been started that will take care of many organizations that cannot take part in daytime outings. Large flood lamps have been installed in the open so that groups can now picnic at night. First organization to take advantage of the new setup was federal alcohol administration division, Treasury Department, and it was a success.

Season will end with a monster Roosevelt picnic, sponsored by the International Union of Operating Engineers, Lo-

Silver Spray Has Okeh Biz

Pier improved and nightly crowds are large and free-spending, say workers

LONG BEACH, Calif., Sept. 5.—This has been the best season in years at Silver Spray Pier, every available foot of space being taken and, because of its handy location, there are large, free-spending crowds nightly, say concessioners. There has been a large outlay in beautifying the pier, several rides are remarkable in size and appearance and shows are meritorious.

Arthur Loohe has many rides and concessions, Bennie Oster has five concessions and Hugh Wier owns or is interested in five shows. Puzzletown, owned by Hugh Wier, a novel walk-thru show, is a most imposing setup. He has offices here and has for assistants Art Lawrence and Inez Thompson. Crime Show, Jack Archer, owner; Hypo Kelly, Nelly Bly, lecturers; Estelle Martin, cashier. Double-Headed Baby, James Leonard, Miss A. Hamilton. Octopus, Red Griffith, John Johnson. Ethiopian Jungle Dancers, W. Adams, with Ellen Truman, Mary Smith, Millie Turner, Edna Miller Janice Sayre, entertainers, Marge Timmerman, cashier.

Motorhome, Reckless Ross; B. Stein, tickets. Eden Wonderland, Prof. O. Goetze, owner; James Riley, tickets. Fun-in-the-Dark, Tom Anderson, manager; Gertrude Weisroth, cashier; Ed Sorrensen, inside. Albertine Show, Jack Buswell, owner; Mr. and Mrs. Charles McHaney, Prince Yogi, Mile. Albertine, attractions.

Tumblebug, H. H. Cole, manager; Scotty Harris, foreman; Art Fellman, Bill Olds, assistants; May Hennegan, cashier. Ferris Wheel, John Scott, fore- (See SILVER SPRAY on page 45)

Wind Wrecks Ohio Pavilion

AKRON, Sept. 5.—Almost half of the roof of the over-the-lake dance pavilion in Springfield Lake Park south of here was ripped off and blown into the lake during a recent storm. George Sinclair interests, Canton, O., represented by Nick Sutmeler, had the pavilion under lease for the summer season and were operating on Saturdays and Sundays. No attempt will be made to repair damage this season or resume dance policy.

Indians Show in Glen Echo

WASHINGTON, Sept. 5.—Indians from Indian Stomp Grounds, reservation in River Bend, Va., were an attraction at annual outing of Capital Transit Company's employees in Glen Echo Park on August 27. Program was presented in the ballroom, which was packed. In the group putting on the program were Mrs. Edna Acker, Indian claim agent at Washington; Rex M. Ingham, director of public relations in River Bend; Chief High Star, Sioux Nation; Chief White Eyes, of the Cheyennes; Chief Deer Foot, of the Apaches; David Horned Horse, Sioux medicine man, and families of Crows, Sioux and Cheyennes. Program consisted of tribal songs, dances and archery.

Pontchartrain Open Longer

NEW ORLEANS, Sept. 5.—First week at Pontchartrain Beach of the Peers, comedy bar act, was hurt by rain and cool weather. Manager Harry Batt looks for record crowds the coming week, as the engagement has been extended and several special programs are set. Labor Day will be annual 2-Cent Day, sponsored by a large newspaper. Bath-houses will be cut to two-for-one of usual charge. Manager Batt will keep the beach open longer than usual, weather permitting, intending to close the final week in September. Abbie Brunies and his orchestra have replaced a smaller one in the Casino.

Resort on Long Island Is Destroyed by Flames

WADING RIVER, L. I., N. Y., Sept. 5.—Several persons, including Charles May, proprietor, narrowly escaped injury when Wading River Bathing Pavilion was destroyed by fire. May, his wife and members of an orchestra were asleep in the building when fire was discovered by Mrs. May, who was awakened by smoke and flames. All members of the orchestra were compelled to leave the building in their night clothes. Pavilion, located on Long Island Sound and a popular resort for years, is expected to be rebuilt.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Putting on the Mail Bag

It used to be the regular custom of this department to run a column every now and then devoted exclusively to letters received from readers. During this past summer, tho, I haven't had much time to give the proper consideration and recognition to the communications received and so I'm taking the liberty of using this week's space to answer some of the mail. The customers always write, you know, so what say we answer them right out loud?

The first piece of literature is from Paul Huedepohl, of the Jantzen Swim Association, Portland, Ore. Discussing the subject "Holding Your Patrons," Paul offers some very interesting hints to pool owners. "It is comparatively easy to entice people to your swimming pool," the Jantzen swim head writes, in part, "but if you are to realize the greatest profit from these customers they must return of their own accord. Repeat business is the foundation of success in this industry. It goes without saying that in order to make a customer return he must be satisfied with his first visit.

"The swimming-pool business differs from practically any other business in that we have a fixed investment and a fixed expense. These figures will not fluctuate greatly whether we have a small attendance or a large one. Consequently it is the function of the management to supervise personally the reception accorded every patron.

"There are two items which cost absolutely nothing which are very effective in having your patron return. The first is courtesy. A greeting such as 'hello, 'good evening,' etc., from your cashier, accompanied with a smile, will gain invaluable favorable publicity. Just try it once on some stranger and note the surprised smile which will light his face. Your attendants should always be polite to everyone, but especially so to women and children. Unfortunately many of the locker-room and pool attendants have a tendency to speak sharply to children. Friendliness to children will pay dividends, for usually it is the child who decides how an evening or a holiday is to be spent.

"The second item of importance is personal acquaintance. It is natural for people to enjoy being called by name and to like to know the head of any institution they patronize. It gives them a certain prestige which they value. So attempt to cultivate a personal acquaintance with your customers."

Huedepohl makes many other vitally interesting statements in his communication but space does not permit their being included here. Suffice to say, Paul certainly knows whereof he writes and each and every one of his words should be heeded by pool men, especially those in the indoor field who are starting on a new season. Be courteous to your patrons, as Paul says. And try to be even more than a courteous operator by being a personal friend of every one of them. Then, and only then, will you find the job of holding your pool patrons an easy one.

Another sample left by one of Jim Farley's emissaries is a letter from good ol' Professor John A. Jackson, who writes from Callistoga, Calif., as follows: "It is a long time since I wrote to you, but I read your interesting column each week. I am teaching swimming up here at Dr. Alder's Hot Springs pool. The Lurline Baths and Pools in San Francisco, as you know, closed down on March 31 last, where I was employed for 26 years and three months. That's some record, eh?

"I came here to this new pool on May 29 and will be here until they close on October 1. Incidentally, thought it might interest you to know that my good friend Charles Norellus is again teaching swimming at the Atlantic Beach Club pool, Atlantic Beach, L. I. That certainly is some record of Prof. Jackson for being at one pool for that length of time. Seems to me that it is really a world's record—or am I wrong? Does anyone know of any other pool man who has worked at the same pool or beach for a longer period?"

Simultaneous with the publication of an item in last week's column concerning the whereabouts of Captain Ken-

neth Blake, Chicago, one of the high divers in the recent world's championship high-diving contest, comes a post card from Ken himself.

"Working at the Fort Worth Frontier," hastily scribbles Captain Blake from Texas. "Everything fine so far. Best regards to all from Viola and myself."

Certainly is a break for Ken to be working at Fort Worth. There's another swell break for him, as well as for Frank Cushing, Sol Solomon and Jack Lathkowski, three other divers in the title competition, in this month's issue of Stage Magazine. A full two-page yarn by A. J. Leibling, former ace scribe for The New York World-Telegram, praises the nerve of all three of these aquatic performers, among other thrill artists.

Appropos of high diving and in connection with another item that appeared in this column a few issues back concerning the manner in which divers land on the water, Jack Lathkowski, known in the profession as "Dare-Devil Jack," writes: "In answer to Mr. Boggus, of Schenectady, N. Y., may I answer his letter personally, as I know it pertains to me more than anyone else?"

"In the first place, there are high divers who, besides myself, dive in headfirst, and the majority of these are women. In the Palisades Park contest this year there were three women who dived in headfirst besides myself. I guess that will answer that question. For Mr. Boggus' information, I am the only one who has dived headfirst off Brooklyn Bridge on six different occasions, altho there are two other high divers who have dived off the same bridge, but they accomplished it feet first. And as a side remark, Nat, how about that offer P. J. Ringens made some time ago?"

Regarding Peejay Ringens' challenge, as was mentioned a long time ago in this column, the opportunity was given to Peejay to put up. No further word was heard from him, however, and he still has the opportunity to answer the repeated calls that have been received by this department. There are many high divers who have accepted his challenge.

Still another letter comes from George Beatty, Toronto. In a special delivery air-mail communication, George hastens to inform that Frank Pritchard, Buffalo, swam a marvelous race up to the Canadian National Exhibition last week to win the five-mile swim. "With the water temperature hovering around 58 degrees thruout, which is plenty cold, Pritchard led thruout, setting the pace for those who started. First prize, as you know, was \$2,500."

Nothing much that can be added to that except that loads of congrats are due Frank Pritchard. As one who has witnessed three of the swim marathons up at the CNE, believe me when I write that it is no cinch to swim in the waters of Lake Ontario, fronting the exposition grounds, when it starts getting cold, and, as George Beatty wrote, "58 degrees is plenty cold."

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: It's computation season around the Island shore resorts, with everybody getting ready to release a set of figures. Rockaway Chamber of Commerce got off to the earliest start, announcing that there has been in excess of 20,000,000 visitors to the spot this summer. L. I. State park commish should make its announcement within a few weeks, telling no doubt that a new season attendance record has been set.

Show gals from the Pavilion Royal, Valley Stream, feted at Leon & Eddie's, New York City, for loyal service during the season.—Merry-Go-Round, Atlantic Beach, stacked away good receipts during the summer.—Speed cops out to halt fast timing on Island highways.—Stan Ross takes his ork from the Clink, Far Rockaway, where he filled a summer engagement, to Long Island Casino, Oceanside, where he'll remain thru the winter. Ambitious Stan, among other things, is managing editor of The Rockaway Argus and an amateur track-running figure of some merit.

Walkathon at Nassau Sporting Club, Oceanside, doing well thus far, playing to the motoring trade and packing 'em in, tho not tightly but sufficiently abundant to make some coin.—Jones Beach plans bandball and archery tourneys thru Indian summer.—Surf along the whole Island South Shore infested with jelly fish.—Chez Panchar,

one of the classier Island spots, jams in the swankies.—Joe Wilton, erstwhile Island promoter, long with Jamaica Arena, straight manning in burly.—Mineola Fair should be a big event, talk about it being what it is.—Dog racing at fairgrounds, Mineola, attracts a real sporty clientele and the real Miami atmosphere prevails.—About 1,000 life guards in all were employed at beaches around Long Island this summer, an estimate shows.

ROCKAWAY BEACH: Fireworks shows over till next summer.—Joe Vitale, life guard, wanted to propoish several companies to sponsor a swim from here to Long Beach, but bosses won't let him. Next year he'll do the navigating with a beer company sponsor.—Playland Park had a number of tleups this year, due to the promotional craftiness of Manager Louis Meisel.—After September 15 this community should be cleared almost entirely of summer residents.—Jack Moorhead's popular cabaret at Edgewater is here as a permanent fixture, surprising the local citizenry with the remarkable following built up in a year's time.

Ostend Bath employees' affair a grand one.—Al Smith (the Al Smith) not living at Ostend any more, but so far he's been here on three visits.—Allen's, McGovern's and other dance spots preparing for a gala season closing.—Beach 103d street, local Cabaret Lane, did plenty well this summer, if info imparted to this chronicler by owners on spots there is of any value.—Bar King Jack O'Connor and the missus intend to spend October and November in the mountains, following a strenuous summer.

Local civic organizations are stirring up "Turn Rockaway into an Atlantic City" talk again. Insist that the only bright outlook now lies in 5-cent fare from New York City.

LONG BEACH: Hotels did okeh trade, and that's pretty sure.—Johnny Bass, flasher king, wouldn't tell anyone whether he made money this summer.—Late season forecast because of the Jewish holidays coming as they do.—High summer surfs did damage aplenty on the shore.—An even half dozen drownings occurred this summer.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Sept. 5.—This resort is preparing for the climax of a highly successful season, Labor Day, with a score of names featured in Boardwalk lights. . . . It is anticipated that this Labor Day will break all-time records. . . . Rain last Saturday spoiled what would have been a really big weekend; however, it cleared Saturday night and Dr. Bossert, chief beach surgeon, estimated bathing crowds at 200,000. . . . Railroads carried from Philadelphia alone more than 19,000; 2,000 were carried from New York and another 3,000 from Pennsylvania excursions.

Steel Pier is bringing in a host of names, including Benny Goodman, Belle Baker and Leo Carrillo. . . . Million-Dollar Pier is advertising big on Ken Murray and Oswald, Ben Pollack and Harry Reser. . . . Charlie Chase made a successful two-day stand, first in Atlantic City at this pier. . . . Three Men on a Horse is being held over at Garden Pier to close the season. . . . Harrie, magician, in the Auditorium, plans to stay for the September conventions. . . . Tom Endicott, owner of the Dude Ranch, who has the largest show booking in town, with 24 acts nightly, is going to California following close of Dude Ranch next week. . . . Bob Crosby made a big hit at Steel Pier. Neal Lang, popular shore emcee, scored in County Fair radio program. . . . Mildred Harris Chaplin was guest of Evelyn Nesbitt, of Silver Slipper, for week-end shows.

Mallory Craig Postmaster

DIAMOND, O., Sept. 5.—Arthur E. Mallory, for nine years manager of Craig Beach Park near here, has been appointed postmaster of the new fourth-class office at Craig Beach. He has been identified with amusement park operation more than a decade.

Asbury Park, N. J.

By RICHARD T. HOPPER

Departing from the custom of the last few years, city officials have decided to continue all Boardwalk attractions indefinitely, planning on a late season and giving continued buildup to the idea that Asbury Park is an all-year resort city. . . . Charley Boulanger and his NBC ork wound up two weeks at the Casino, and Jerry Johnson and his ork, featuring petite Mickey Barric as the female vaucl lure, opened for two weeks. Johnson played to large crowds here a month ago. Louis Betancourt's Marimba Orchestra, which has been playing twice daily in the Eighth avenue esplanade as a free attraction, originally booked until Labor Day, has been held over indefinitely.

And speaking of Labor Day, several all-time records are expected to be smashed here when crowds ride, fly and even walk into the city over the three-day week-end. The idea is to surpass the 400,000 record hung up Independence Day at the official start of the season.

Arthur Seger, operator of the Casino Amusement Corporation, ran in tough luck the past month. Lost a brother and a partner in the death of Walter Seger and then was burglarized of \$300, a truck and a perfectly good safe shortly afterward. Thieves smashed open his warehouse, loaded a 1,000-pound safe on one of the company trucks and vanished. Arthur says he is lucky, since the robbery took place on a Saturday night and there were two others safes in the building all holding their share of the Saturday night take.

Harry Walters, operator of 'Walk flasher games, really believes in this city and the future and no mistaking. Last week municipal moguls okeed a five-year lease for Harry at double the annual rental. Several protests over the length of the lease were heard but it was granted anyway. . . . Tremendous interest shown in the first ricksha race in the country. Boys working here all summer out of the Berkeley-Carteret Hotel with the Rickshas raced them from New York to here. Affair sponsored as a pre-convention attraction by the American Legion. State Legionnaires here now.

Things are slowing down as the summer season comes to a close. Efforts of Beach-Front Director Thomas F. Burley Jr. to liven things up and prevent early closing of 'Walk attractions are highly commendable in view of the usual post-Labor Day slump. Usually the boys are thinking about that winter stand in Florida, but many will stay around a little longer this year and benefit by the new city Boardwalk policy.

Speaking of new policies, Walter Reade, shore theater magnate, has one. Contrary to custom, he will keep all four of his large Asbury Park theaters open the entire winter with first-run motion pictures. While Mayfair and Paramount usually remain open, they will be joined this winter by the Lyric and New St. James.

Jeannette Man Is Promoted

JEANNETTE, Pa., Sept. 5.—Charles Covert, of the personnel of Oakford Park the past year, was promoted to post of booking agent and general representative by Charles Fressye, manager. He succeeds J. W. Reddington, who left to join NBC's Artist Booking Service in Pittsburgh.

ALLENHURST, N. J.—According to plans announced by Allenhurst commissioners, the beach casino here will be replaced by two new pavilions and a terrace for the 1937 summer season.

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American Recreational Equipment Association

By R. S. UZZELL

ST. LOUIS AND EN ROUTE EAST—Believe it or not, John E. Hoffman, president of Chain of Rocks, St. Louis, has an ear of corn on which about one-tenth of the corn on the cob had popped from heat of the sun. He obtained it from Texas, where the heat this summer did the popping. Bring it to the convention, Hoffman! We will have to make the exhibit else they will wonder whether we have not been seeing things. Fred Finshor is not to comment on the cow eating grass by a crib of pop corn in Kansas.

A. W. Ketchum, at Forest Park Highlands, said it got too hot for business. The heat was of such duration that it took the life out of the people. It is raining hard here as I write. It's worth \$1,000,000 to the State. It is one of those drenching ones where pedestrians get soaked, but at that they are happy about it. The grass had long been dry enough to burn, and many trees look as if it were October. Nevertheless business is better. They have now the encouragement they need.

Flowers to the Fore

At the Cleveland exposition there is a large embankment at one side of the entrance, just the thing to hang a large picture on. The opportunity was not lost. The five Great Lakes were produced in flowers. A happy thought, it makes people talk and advertises the Great Lakes Exposition as no electric or painted sign could do. They "said it with flowers." Page Elitch Gardens, Denver; Playland, Rye, N. Y., and Mr. Enegren, Lake Pearl, Wrentham, Mass. The possibilities of flowers in amusement parks are being realized. Cleveland had a dry summer but flowers were kept at their best.

The Mississippi River has not been as low in 100 years and yet following an unusual flood condition last spring. Boat excursions and picnics have their setbacks, too.

Our friend Covode in Wallbridge Park, Toledo, O., was to have celebrated his 35th year at the place this year but for a temporary setback in his health. We are glad it is only a slight ailment. After a good vacation he should be good for another 35 years. Then we will celebrate. He has made an enviable record there. A lot of people are ready to set their watches by him.

Looks Good for Chi

By the time this column is read the swan song for 1936 will have been sung. Many places will close Labor Day night. Being a week later this year, a number have decided not to finish the week out. Some will finish the week, while others will continue week-end operation thru the month, and a few will go into October. On the whole, the season is an encouragement and just the tonic the industry was waiting for.

These rains will encourage farmers and send many to the fairs who might not have gone. There will be new pep generated now for some of the fairs. The carnival brigade is putting on smiles again.

Everything now points to a larger meeting in Chicago than we have had since we left the Stevens Hotel. Several have told me on this trip that the outlook now has changed their whole program for this fall and for next year. A summer meeting would have met poor response, but the December meeting is going to be a renewal of the old-time fire-and-go-to-it affair.

Grass will grow again now, the fields where small grain grew will be green again and hungry cattle will be nourished for the winter. It is bad and people in the dry belt have suffered, but it is not as bad as we were beginning to believe it was. There will be a good fall business and a big gain will be made before 1936 draws to a close. This will give us all a higher level from which to start 1937.

On Changing Prospects

All of which is going to give new life to the Dallas exposition. The amusement fraternity down there will be compensated for the dull summer. October is quite likely to be their best month. Fifty years ago there was an exposition running in Cincinnati. The gate was 25 cents for adults and 15 cents for

children. It was not a success; \$6,000 was a big day's receipts. People had not yet learned to go places. Now they are on the go. One day last week the gate in Cleveland was \$20,000 in this a drought year, financial recovery not yet complete and all of the uncertainty of a political campaign year evident everywhere.

What will New York City do with a world exposition, recovery complete and everybody more on wheels than they are now? With the new palatial trailers containing complete living quarters, the people are surely going places. The new covered wagon on rubber tires will cause a shifting about of the people that was not dreamed of in the days of the old prairie schooner.

The amusement park with a tourist camp is sure to have a live influx of new patrons each day. It will be profitable to have a grocery store and a filling station adjacent. Don't give away your amusement parks. The new day is not far away.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

The 1936 season draws to a close and the consensus is that it has been the best in five years. We have been favored with exceptional weather and that, of course, helped. . . . Big Children's Day has gone and everyone draws a breath of relief. There were no accidents, either major or minor, and that is something to write home about when the average attendance of youngsters was 30,000. . . . That was Leo Karns, of Gus Rosasco's bell game. Leo has plenty of personality and is fast becoming a favorite with bell-game fans. . . . Les Powell, of Laff in the Dark, is looking a little downcast these days—the missus has returned to dear Beaver Falls, Pa. . . . Pyrotechnic displays still attracting large crowds, as is the weekly Talent Night. Most recent winner was a novelty band, washboard, etc. And, of course, the weekly Chevrolet award is clicking nicely.

Current free attraction, Flying Flemings, going strong with thrill seekers. . . . As the nights get a little chilly Mary Capiel, of Gus' forces, is laying in an extra supply of sweaters, as Mary is not partial to cold weather. . . . There goes Manning Whitley, that gen'man from North Cahlina, sub. one of Gus' energetic men.

Crew of Scoota Boats: Joe Romano, manager; Rudy Walters, assistant; Jack Nicolia and Lucian Gagnon. . . . Harry Ison is the genial manager of the baseball driving range on North Boardwalk, while John Franklin is taking care of the golf driving range at the same spot. . . . Playland Speedboats are in charge of two very efficient boys, Jack and George Rowe. . . . Johnny Matthews, late of Colonel Kelley's crew, is now a budding camera man, having joined up with the True-Photo outfit.

Annual outing of Playland employees will take the form of a sail on the S. S. Americana and a dinner-dance at the Casino in the evening. . . . Barber Shop Chord Elimination Contest, scheduled for August 31, has been called off by the Recreation Commission due to lack of enough entries. . . . Playland Baseball League season has closed. Auto Park team winning the pennant, with Kiddyland second. Exec team, which started out very strong, failed in the stretch. . . . Hasta Manana.

Palisades, N. J.

By MARION CAHN

Surprisingly good biz over week-end. . . . A good deal of the mob can probably be credited to personal appearance of Cab Calloway on free stage. . . . Past week there was Duke Ellington also on free-act stage. . . . Moving sign started working and gives out news of coming attractions at the park to all those on New York side of the Hudson. . . . It can be seen for blocks along the drive. . . . Expected to be a big boon to biz. . . . Zoo will remain open to December 1, with Capt. Walker still receiving new animals every week. . . . He will continue to train the animals in the steel arena, an act which always thrills the crowd. . . . Continuing as one of the most popular attractions are Plato Guimes' shoot stands. . . . It's always one of the first things visitors head for. . . . A special brand of hosanna to Mrs. Steinberg's dotter, Mae, who is

Pool at Ohio Fair

BUCKEYE LAKE, O., Sept. 5.—Crystal Pool, Buckeye Lake Park, passed its best year's record in its five years of operation about the middle of August. As long as weather is suitable operation will continue and Licking County Fair, to be held in the park, probably will be the only county fair in the State to boast of a swimming pool on the grounds.

doing her very best to make a go of things. . . . Just found out that Edna Powers in midway is waltressing just as a fill-in between stage or night club engagements. . . . They tell me she can chant a swell tune.

Bobby Paulson has become so amusement-park-conscious in his summer at Palisades that on his day off last week he brought his best gal down to another near-by amusement park after spending the best part of the day riding the rides at our park. . . . Jack Rosenthal will take Doc Vita with him on his trip to Bermuda after park's closing. . . . United Palestine Appeal Week in Nov. with big names as emcees every evening.

This week is Mardi Gras, with free confetti given out every evening and more guest stars and doubles on everything.

Wildwood, N. J.

By ORO

Boardwalk business men are winding up a very successful season and have dropped cries of bad biz so prevalent over several seasons. With the greatest summer that the resort has had in many years, concessioners are planning to stay open longer than usual, disregarding the conventional Labor Day closing and completing plans for next season's locations. Summer saw more money spent for improvements than has been spent for a long time and indication of what next year will bring is seen by a glance at contractors busily engaged in preparing estimates for new construction and alterations.

A record crowd jammed Hunt's Ocean Pier on August 25 to enjoy the carnival spirit of Wildwood's first Mardi Gras. Grand march, headed by Rex Donnelly's Ork, started in Starlight Ballroom and the 2,000 in line covered every part of the pier. Turc Duncan, wrestling promoter and emcee at the Orange Grove, emceed. Nightyrie also sent down Dave Layton and Louise Duncan, singing stars. Labe Nidorf presented Jackie Beekman and Maude O'Malley, featured at his Sportland Wonder Bar, and Charlie McCall brought the entire show from his Rainbow Cafe. Mardi Gras was directed by William Feehan and Bill Gerst.

Reports to the contrary, Walter Taylor, president of the Cape May County Fair Association, declared that no definite date has been fixed for the fair. . . . S. B. Ramogosa going all others one better at his fortune game, adding house prizes nightly. . . . Free trip to Washington is grand giveaway. . . . Daily dancing until close of season is an additional attraction at Hunt's Ocean Pier.

Queen Opens Eastwood Fete

DETROIT, Sept. 5.—Mardi Gras Celebration in Eastwood Park was officially opened Friday night by Miss Mozelle Cravena, selected Queen of the Romeo Peach Festival, together with her court of maids of honor. Queen and her entourage were escorted to the park ballroom, before the start of the nightly mummies' parade, by Earl Harger and his band. A huge stage has been erected in center of the park for judges and contestants participating in the pie-eating contest and other contests held each night. Celebration will continue nightly until September 20.

Crystal Pool Queen Picked

PHILADELPHIA, Sept. 5.—Annual beauty pageant for queen of Crystal Pool in Woodside Park was decided Tuesday night in Sylvan Hall. Virginia Burr was elected queen and received a rosette and cup in recognition of the honor. Catherine Sandifere was second and Regina Belleley third.

ATLANTIC CITY, Sept. 6.—Stage is set for the Showmen's Variety Jubilee here next Tuesday, six days of pageantry built around selection of Miss America 1936, and sponsored by Philadelphia Variety Club and Atlantic City Chamber of Commerce.

Coney Island, N. Y.

By LEONARD TRAUBE

Resort approaches the finish with a healthy record of runs and hits and only a few errors caused by late August and early September rains. Next week's Mardi Gras lets give every indication of being the best attended in years. All in all, it has been the kind of summer swing for which even the cynics who never own up to the fact that they are collecting big money of the soft and hard variety should be grateful.

The performers in Jimmy Victor's Luna Park Circus showed themselves to be trouper every inch of the way last Wednesday evening, when without much of a warning a veritable oceanful of rain dropped down from the clouds in trip-hammer fashion. Spectators sitting way up, beyond the protection of the permanent top, rushed for seats close to the ring bank. This point of safety was short-lived, however, when the rain started to creep thru the canvas, showering practically everyone. Up in the band stand Jimmy Victor's brother, waving the baton while Jimmy was doing other chores, saw his tunesmen getting the brunt of the attack from Jupiter Pluvius and instructed them to push back their chairs a few feet, where the shelter was better. Not for an instant did the band stop playing. As for the actors, they kept right on with their turns in the ring while receiving an unofficial bath without benefit of suds. Even the elephants, drenched while waiting their turn in the "back yard," went thru their routines as if nothing unusual had happened. Most of the acts had a tough time perfecting their tricks on ground, due to soggy, and the gale didn't help the aerial number either. The boys and girls, from left to right, whose spirit was thunderously applauded by a grateful audience which was having its own troubles are as follows:

Gardner Trio, comedy bar; June Loya, ladder and trapeze; Tate's comedy dogs; Charlotte and Thompson, trick and fancy roping and whiperacking; Wilson and Wilson, comedy wrestling; Jimmy Reynolds, with three elephants, and Billy Rice, clown and ringmaster. A double round of cheers for all of them.

Intimacy Is Liked

Talking about circuses, Steeplechase Park had one last week which was shot thru with intimacy, several of the acts and, of course, the permanent clown, Frank (La La) Prevost, bringing the audience in as full or semi-participants. This an effective shareholding idea and was well received both by the 5-cent pawholders and the free customers decorating themselves around the arena. Program: George Everett, head balancer; Balasi and Skaren, novelty acrobatic and ballet; Pelot and Wilson, comedy jugglers; the Saytons, posing and hand-to-hand balancing, and Bob Morton's elephants. Prevost keeps the crowd, especially the younger element, entertained between acts.

Along the Funway. . . . Dr. Frank Coney, chief of the incubator exhibit on the Walk, is the champ cigaret demolisher of this fair isle. . . . Jean Hallen, of the cat game, and her sister, Mrs. Louis Gordon, ride owner, were visited by their nieces, Doriselle and Irene Wawser, of Boston. Doris, aged 5, immediately fell in love with Joe Jacobs, one of Joan's attendants, and promises to come back to Coney real soon to test her affection. Irene, 10, was more blasé. She kept close to her mammy. The two of them put the ribbers to route with smart comebacks. . . . Island's foremost spaghetti ripper is Patrolman Sol Princtto, of the 66th Precinct, who found the 46th Precinct, the Bronx, where he was formerly stationed, a second-rate spot as far as the luscious string food is concerned. The Princtto palate is at its best in the Eighth Street Restaurant, where he was last seen engaging the Italian national dish in battle. He comes by his expertness in a natural way. He used to be a wrestler. . . .

Talking about cops, there's Charlie Hochberg, also of the 66th. "Hock" keeps in trim by tumbling on the dunes of Sea Gate during his off hours. When he shakes hand with you, you need the sand yourself—to lie down on. Either that or the nearest first-aid station. Bad boys and criminals please note.

Collier a Benedict

Further on the Funway. . . . Louis Newman, popular co-owner of World Circus Side Show, was taken ill last week and went home for a well-needed rest. All hands are wishing him speedy recovery. . . . There goes Buster Castle (See CONEY ISLAND on page 61)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

DESPITE heavy rains which cut down attendance, all contestants appeared for finals in a graceful skating contest on night of August 28 in Coliseum Rink, Cedar Point, O., reports Manager Harold H. Keetle. Judges, Manager Howard S. Force, Colonial Rink, Put-in-Bay, O.; J. G. Shuman, Shuman Amusement Company, and William Kirkpatrick, operator of several rinks in Pennsylvania, chose as the winning couple Carl J. Sartor and his daughter, Miss Bernice Sartor. Winner of ladies' singles was Miss Gladys Bower. John Tucker was winner of men's singles. All are residents of Sandusky, O. Two Kings and a Queen, roller-skating act, Cleveland, entertained with trick and fancy skating. Manager Keetle said Coliseum Rink closed on Labor Day.

TWO roller rings are now under management of Ernest R. Eyer, Eyer's Roller Rink, Anderson, Ind., and the rink in Broad Ripple Amusement Park, Indianapolis, in the building originally built as a rink but used for dancing for five years previous to this season.

FOUR Skating Macks, American roller skaters, are at the Ronacher Theater in Vienna.

BILLY HOLLAND won a three-mile roller-skating race in a professional series for the New England title on night of August 26 in Alex A. MacLean's Rollaway Rink, Revere Beach, Mass. John Scott was second and Jack Durocher third. Three being tied in points, winner was to be decided on September 2 in Rollaway Rink. Trio of skaters tied were Cloyd Cawthorn, John Scott and Billy Holland.

BUTLER (Pa.) Rink, formerly Casa Nova Rink, opened for the season on September 1, with sessions nightly. Cash Nights are held every Tuesday.

PATRONS of Boston Arena Rink were treated to an impromptu exhibition of acrobatic roller skating by Miss M. Marion Davis, 10 years old, Malden, Mass., and William Riley, New England star, on night of August 21, advises Stats Slater. Riley is a former tutor of the girl and, meeting her in the rink, wished to see if she was still as good on the

rollers as she is at tap dancing, which she took up later. She soon convinced him, as well as the spectators, that she is.

IN REPLY to a query as to "who is the world's youngest roller skater," by Henry A. Paquette, Pawtucket, R. I., Robert Ware, vice-president of Chicago Roller Skate Company, replied, in part, as follows: "From the pictures which you sent us of Bobby Paquette, whom you say started to skate at 11 months and was 14 months old when pictures were taken, he surely should win the prize as the world's youngest skater. In looking up our records we find that in 1931 Emma and Billy Day, 2 and 4 years old, respectively, of Ashland, Kan., claim to be the youngest trick and fancy skaters. In that same year C. W. Lowe Jr., of St. Louis, also put in a claim at 4 years of age of the outstanding juvenile skater, it being stated that he skated at the age of 16 months, according to his father, O. W. Lowe, who is one of the outstanding operators of portable rinks."

IN THE three Revere Beach, Mass., skating rinks, announced Michael Delrusso, manager of Revere Skating Arena, waltz skating classes are scheduled for three days weekly, free to all skaters, and to be held Tuesday, Wednesday and Friday mornings, with Charles Duffy, Michael Lardiroc and Delrusso as instructors. Instruction will start shortly. Monday evenings are free gift nights for women. Thursday is Lucky Number Night, when 24 gifts, 12 for men and 12 for women, are given. Saturday is Professional Race Night, featuring three-mile speed races for pros. For amateurs there are one-mile races for men and half-mile races for ladies. Prizes include percentage of gate for pros and medals and strips of tickets for amateurs. On August 26 Delrusso featured a wedding on roller skates with bride in wedding gown and groom in full dress. Over 2,000 spectators were witnesses. Another attraction announced for after Labor Day is Old-Timers' Night, Al-Ready Clarence Hamilton, Charley Waiton and Fred White, ex-champs, are lined up. They are over 60 and live near Revere. Billy Merritt, ice and roller skater, will also be on hand. Alex A. MacLean, manager of Rollaway Rink at the Beach, is still enthusiastic over the way the young crowd is taking to rollers. In Nautical Skating Gardens Manager Hesketh regrets that a successful season will come to a close shortly after Labor Day, second season for Nautical Gardens. Until two years ago, when it was taken over by Ridgway Construction Company, Revere and Boston, it was a dance spot "under the stars," overlooking the Atlantic. This same atmosphere prevails with "Skating Under the Stars" as slogan.

FOREST AND RILDA, night-spot skaters, are being held over for a third week at the Colonial Club, Jackson, Miss. It is estimated that Forest Ledbetter, man of the team, has had more than 500 patrons take up his offer to give patrons a whirl and often a long line was formed to wait turns.

LYNN AND LAZERONI, new skating act in the Blue Room of the Hotel Roosevelt, night spot in New Orleans, is getting plenty of fine plugs by columnists of the dailies in the Crescent City.

ROLLER RINK season in the Pittsburgh area is stirring, with operators readying spots. Two reopenings are in Lexington Rink on Labor Day and West View Park Roller Rink on September 12.

CLAYTON CORNELL is now teamed up with Frankie Fivak and the combo is known as the Whirlwind Skaters. The team is working east from Chicago.

claim, such as Damon Runyan, Quentin Reynolds, Walter St. Dennis, Bill Farnsworth, Bill Cunningham, Edward Burns, John P. Carmichael, Jay Thomas, Roy C. Nelson, Ed Press, F. E. Wylie, Dinty Dennis and a host of others from every city the Roller Derby has shown have devoted column after column, backed by a personal recommendation to see this fast-moving feature that is carving a niche for itself in its rightful place among major sporting events.

Bear in mind that all this took time and hard work and, naturally, many mistakes were made. In fact, as I look back over the year and a half to the first Roller Derby in Chicago and compare it with the finished product that makes its New York debut September 10 at the New York Hippodrome under personal supervision of Mike Jacobs, director of the 20th Century Sporting Club, I marvel that so much could be accomplished in that short space of time.

The wonderful improvements in the race itself, scoring system, construction of track and, above all, the skaters themselves, as, for instance, Esther Runne, who was called the "falling star" on account of her clumsiness and who is now one of the finest girl skaters in the world and holder of the world's record for the mile; Millie Duello, who in three races has developed into a speed artist who threatens the honors of Ivy King, Canadian champion, who has spent weeks coaching Millie Duello and a host of other girls whose names will be nationally known in a few months.

That is one of the beauties of the organization, the fact that instead of petty jealousies between newcomers and stars of a year ago the older skaters in the Roller Derby Association are actually teaching these ambitious youngsters all the tricks, grooming them to become champions. That's hard to believe, I grant, but the writer has seen it time and time again with such stars as Joe Laury, who has trained Joe Kleats, Johnny Rosasco and Wes Aronson, who in turn have coached Joe Nygra, Bill Bogash and Billy Lyons.

Due to the fact that the Roller Derby Association is still in its infancy I would personally like to invite all of the rink owners in the New York locality to attend our presentation at the new 20th Century Sporting Club's sports palace, the Hippodrome, as our guests any time after September 10, when our show opens, so that they might make themselves known and gain a better understanding of the purpose of the Roller Derby Association and perhaps allow us to explain how we are helping the roller skating business for all concerned.

G. H. Smith, Charles Huck, Jim Cantillon, assistants. Hippodrome Giant Ride, Arthur Looft, owner; George W. Reed, manager; George Reed Jr., E. Marty, Bernie Yarra, Sam Stover, assistants. Apache Trail, Frank Henlon; Dorothy Henlon, cashier; E. Glaser, M. E. Conlay, Puzietown, Hugh Wier, owner; Art Lawrence, Inez Thompson, assistants. Balloon Dart, L. F. Stone. Long-Range Lead Gallery, M. J. Casey, Virginia Robertson, Pony Rides, G. B. Griffith, owner; E. Griffith, John Storm, assistants. Milk Bottles, Miss M. Drexler; Lyman Bates, assistant. Archery, Otis Cobb, owner; Ray Bracewell, assistant. Cane Rack, Van Thomas, Ben Blackman, Pitch-Till-Win, Sunny Powers, Matt McGuirk, Baseball Game, Joe and Barbara Goldman; Clarence Walters, Bill Sweeney, assistants. Bottles, Frank Hennegan, Dolores Davis. Paddle Ball, J. B. Kerr, Wait Carter. Skee Ball, Arnold Heidel, Joe Amlin. Novelty, Jack and Ethel Archer, Maggie's Kitchen, Elinor Eliot, Georgianna Fromme, Hugh Striker, J. Van Koher, owner; Roe Hodges, assistant. Novelty, Frank Alma and Frankie Rozell. Pitch-Till-Win, M. McElroy, Sam Williams. Scales, E. E. Schneider. Photos, Frank Miranda, manager; Madge and Arch Wilbur, E. Gaines, assistants.

L. I. EXITS

(Continued from page 42)
tors record of last year. It remains for Benjamin Van Schaick, exec secretary, to finish pushing the enumerators on the adding machine. So far it looks good.

Of Jones Beach, which is popularizing a new type of bathing spot, it must be said that few things can match it in operation. Spot casts aside the old showmanship theory of elaboration and flair and goes for simplicity and cleanliness (the latter its strong point) and surprises in what it does. Unquestionably the bathing beach of the future will embody in its makeup many of the qualities of Jones Beach. State operated, it has not been the aim of Bob Moses, its daddy, to turn the spot into a mint. Just a place for the hubby, wife and kids. Right here it must be said that there has been a complete absence of political twists in its operation, which is saying something, considering all that might be done if some of its sponsors were out for personal gains and unscrupulous practices.

Cultural Stuff Sold

Outdoor operas at Zach's Bay, Jones Beach, with Fortuna Gallo the guiding genius, were swell. Crowds turned out in droves, and the smart showman will tongue his cheek at it. Cultural stuff can be sold to the public at the beaches if presented smartly. Maybe the old contention that folks who go to the shore want the hooch-kooch stuff is fading. At least on Long Island. Rits Park, Neponset, another Bob Moses product, will be a miniature Jones Beach in the future if he has his way. He's designing it for just that, and let's watch and see.

Ultrawanky Atlantic Beach came down a few pegs this summer and a number of its bathing clubs opened doors to the public in general if, of course, you could pay a dollar, and in some cases two and three bucks, a throw. When Atlantic Beach first opened it was intended exclusively for the flannel and perfume mob. Still gets the type, but cheaper flannels and less sweet-smelling perfumes.



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Established 1884.
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275 Pairs Chicago Rink Skates, size; 1 Chicago Skate Grinder, slightly used; 1 Phonograph Machine, plays continuously, with 4 Loud Speakers. Good for Park or Rink. Cost \$2,400.00. Also Chicago, Richardson, Winalow Plates and Parts. Will sell whole or separate. No reasonable offer to be used.
RIVIERA PARK ROLLER RINK, 701 Washington Avenue, Bellville, N. J.
150 PAIR CHICAGO ROLLER SKATES \$180.00
TANGLEY CALLIAPHONE, with Glow 180.00
\$1,250 BAND ORGAN 350.00
\$1,100 BAND ORGAN 250.00
All Ready To Use.

T. W. MAXWELL
SHENANDOAH, IA.

Wanted To Buy or RENT
Portable Skating Rink Floor. Can use Skates also. Write or wire
ABE SLUSKY, Krug Park, Omaha, Neb.
WANTED
CHICAGO ROLLER SKATES
Must be cheap and in good condition.
CLARENCE PEARSON
Merlan, Ky.

SILVER SPRAY

(Continued from page 42)
man; Eddie Tynan, assistant. Streamline Train, Custer Hanks, owner; Mrs. Francis Hanks, assistant. Miniature Steam Railway, C. Hanks, owner; Ed Raymond, foreman. Merry Mixup, Lewis Roza, foreman; E. Torres, assistant. Toboggan Slide Ferris Wheel, B. A. Cameron, owner; Glen McKee, E. Kinnard, Buz Cheney, assistants. Flying School, Ernest Hope, manager; Randall Scott, Gertrude Prather, Bill Carson, assistants. Monkey Loop, Chet Ruhr, manager; Mrs. Ann Ruhr, Hazel Robinson, Pat Koher, assistants. Loop-o-Plane, Floyd McNutt, Harry Wold, assistant. Dodgem, Adam Drexler; W. C. Adams, foreman; James Wymant, Bill Tyler, assistants. Cyclone Racer, F. Harris, foreman; Norman Wolfe,

WARE BROTHERS

Through thirty-odd years of conscientious efforts have brought their Roller Skates up to the highest efficiency and would be glad to help you with any of your problems.



RALPH WARE.



ROBERT B. WARE.



WALTER WARE.

Officers and Owners of

CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

Roller Derby

By TED MULLEN
(As seen thru the eyes of the announcer)
(Continued from last week)

In my ringside seat on the announcers' platform it has been an interesting developing, this watching the Roller Derby grow up under the ever-watchful eyes of Leo A. Seitzer, who has nursed this healthy infant from a drooling cub to a gigantic business that has gained national publicity in all of the leading newspapers and periodicals, such as Time, Collier's, Radio and many others, while world-renowned sports writers, who frankly came to scoff but stayed to ac-

World of Mirth Makes Record

Ottawa midway tops 1935—Motordrome has outstanding gross

OTTAWA, Ont., Sept. 5.—Patronage shown the World of Mirth Shows, sustained at a record tempo through six consecutive days and nights, gave Ottawa's biggest Central Canada Exhibition in five years grosses ranging from 25 to 30 per cent over the 1935 figures, officials revealed as the annual event came to a close Saturday night, August 29.

Touched off by a smashing Children's Day turnout on Monday, the shows continued at a record clip thru the remainder of the week, with the climax Saturday night when receipts shattered all past marks in the history of the exposition. Weather conditions were favorable.

In some instances, according to General Manager Max Linderman, of the World of Mirth organization, individual attractions doubled their business for the corresponding days a year ago. On two days hand running Earl Purdie's Lion Motordrome, augmented this year by five performing lions, doubled its 1935 receipts.

Located away from the midway proper at the main entrance to the grand stand, the Florida Seminole Indian Village, featuring Everglades natives wrestling with alligators, was a popular attraction with patrons. The village shared with the Motordrome, T. W. Kelly's Odditorium and LaFemme Frolics top box-office honors.

No less than 10 outstanding new attractions were brought to the exhibition midway by Linderman in his fourth consecutive visit to Ottawa with the World of Mirth Shows. These included Mabelle Klidder's Temple of Mystery; Billy Goll, professional marathon swimmer, and his water circus; L. C. (Ted) Miller's Invisible World; Captain Wally Smith's fighting lions, the Seminole Village, Pop-Eye and others.

Champion With Cote

DETROIT, Sept. 5.—Jack Champion, show promoter and booker and formerly known for the team of Uncle Cy and Sally, fair free act, is managing the road unit for the Elmer F. Cote Shows. With rides and concessions the Cote unit played this past week at the Armada, Mich. Fair, while Cote himself was managing rides and concessions from the smaller units which were merged together to play the Wayne County Fair at Northville, Mich. Champion reports business good.

Lion as Night Watchman

PARIS, Sept. 5.—Jouvlano, owner of the "Big Cage" menagerie playing Paris street fairs, has appointed Caesar, ugly-tempered lion, guardian of the menagerie cash box. Every night the day's receipts are placed in a solid leather sack, which is tucked into a corner of Caesar's cage, and up to the present no one has attempted to get away with it.

Beano Holds More Interest Than Fire in Same Building

BOSTON, Sept. 5.—To such an extent had the beano craze invaded Boston, that despite smoke about them and water dripping down from the ceiling over their heads, more than half the 100 men and women players at a beano salon recently remained seated at the tables, pursuing the prospective cry of beano that would net them a win, while firemen put out a fire in a vacant suite on the second floor of the building.

Smoke enveloped the players and water was ankle deep, yet they refused to quit. While members of the fire department and attendants were spreading canvas covering on the floor and performing their duty the players were in deep concentration while the announcer kept his post calling numbers. Sprinklers caused many to disperse, but those who remained merely moved to keep their clothes from getting wet.



TO ALASKA THEY WENT! This midway view of the Crescent Canadian Shows, managed by Henry Meyerhoff, was snapped July 20 in Juneau exclusively for The Billboard and forwarded by Meyerhoff from Trail, B. C., following the show's return south. Lack of proper lots and weather were besetting obstacles encountered on this tour. The Merry-Go-Round, Big Eli Wheel and oodkhouse are prominent in foreground. The Chairplane ride is visible in rear. Several merchandise concessions graced this midway and other spots played in the land of gold.

Showfolk Frolic On Venice Pier

LOS ANGELES, Sept. 5.—Showfolk and families of the Pacific Coast Showmen's Association and other troupers had an outing on Venice Pier Sunday, August 30. The party was organized for a show of force and a gesture of good will to members of PCSA and other folks on the pier.

Claude Barie was chairman of the committee of arrangements. The party met at the Hotel Bristol and with Mr. and Mrs. Ed Walsh motored to the pier. Charles Tuman met the party and after a round of the attractions on the pier were his guests at the Delmonte. A special floor show presented and other entertainment added to a most pleasant evening. Venice Ballroom, the plunge, Dan Stovers speed boats, the big Fun House, and Niagara Barrel, Grace McIntire managing the latter, at the disposal of the showfolk.

Those present: Mr. and Mrs. Ed Walsh; Mr. and Mrs. Frank Downie and daughter, Phyllis; Mr. and Mrs. Harry B. Levine, Mr. and Mrs. Samuel Goldman, Mr. and Mrs. John Deilly, Mr. and Mrs. John J. Kleine, Mr. and Mrs. Leo J. Haggerty, Mr. and Mrs. Harry Fink, Charley Tuman, Grace McIntire, Dan Stover, Dr. and Mrs. Ralph E. Smith,

Pat Armstrong, Nick Wagner, Curtis F. Little, Ray Johnson, Dad Parker, Lew Keller, Doc Cunningham, Virginia and Mrs. Al G. Barnes, Esther Williams, Doc Harris, Buddy Cohen, Capt. W. D. Ament, M. Dodson, William Williams, Mr. and Mrs. John T. Backman, Blossom Robinson, Jack Bigelow, Will Z. Smith, Mr. and Mrs. Bob Winslow, Mary Kunnua, Steve Henry, Alfreda Avalon and son, Bob; Miss Marion Kline, Tommy Keele, Mr. and Mrs. Charles Young, Ada Mae Moore, Mabelle Bennet, Mrs. Harry Chipman. The floor show was presented by the following artists: Clare Wells, Harry Thompson, Lawrence Bernard, Bill Carlander, programed as the Four Harmonists; Lucky Luigo, Frank Collins and Edward Cuccel, singing waiters; Diane Kent, singer; Jean Arlin; Arlec Redfern, accordionist and rhythm tap dancer, and Bottle Dance, by Dorothy Race.

Winters in Ohio

CANTON, O., Sept. 5.—Winters Exposition Shows invaded Eastern Ohio for two stands, here and at near-by Sebring. The engagement here, which ended Saturday night, August 29, was fairly successful. The show did not get its advertising started until Tuesday. However, crowds were fairly good and spent some money. A five-cent gate. Auspices, auxiliary of the DAV. Bessie Hollis presented her aerial act as the free attraction.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Two Score, Ind.

Week ended Sept. 3, 1936.

Dear Charlie:

The show's jump from the State of Montana to Indiana made in record time. The fair scheduled to open on Tuesday was a point in our favor. This gave us time enough to make the leap, appear on time and not have to forfeit the \$40 deposit. We found the fairground gates still nailed shut on our arrival. This held out all the location pickers until our lot man arrived. The fair board after seeing us arrive gave orders for the fences to be whitewashed at once. They then ran ads in the papers announcing the arrival of the show and sent out bill-posters to put our paper up. Our long run to here about the fastest in show history. Only the last 40 miles made over a short line, the Four Saw Buck Lumber Company Road, slow and jerky.

The Ballyhoo Brothers furnished one of the midways for the Thirty and One County Fair. This county embraces 40 square miles. There was as always an independent midway. Indiana, the Hop Scotchers' Paradise, lived up to its reputation. Over 200 attractions and booths on their midway that received the benefits of our billing and advertising. There were more 40-milers to the square foot than patrons.

The arrival of the independent opera-

tors quite a treat to our people. They came in horse-drawn hay racks, with push carts and in Model T trucks, with radiators steaming. All loaded down with sew pots, tin griddles, wood stoves, ice boxes, mattresses and bedding. Dangling from the sides was mildewed canvas and oilcloth. So many of them were there the secretary had to lay them out according to their mileage and ability. One lane for the 1-to-10 milers. These mostly local space donations. Then came the 10-to-20 milers, then the 20-to-40 milers and then our midway. All our people wore their 1,000-mile shirts to show them up.

What a lineup, 15 "geek" shows, 10 buried-alive shows and so many bass drum operas we couldn't count them.

"Hot soup and seggars, trade with the homefolks," to the right of us. The "baa" of sheep and squealing of hogs to the left of us. The spot for the show, not good and not bad. A kind of a mystery date. Nobody ever did find out what it was.

Kindly correct our last story stating that General Agent Lem Trucklow was retired. Due to the fact that the show is booked up until January 1, the bosses have given him a four-month vacation without pay. Will remain on the show and operate his pay doniker and root-beer barrel. MAJOR PRIVILEGE.

Toronto Midway In Full Swing

Children's day a record—Mrs. Elwood Hughes' funeral attended by staff

TORONTO, Sept. 5.—Rubin & Cherry shows and rides set a new eight-year record on Children's Day. Two new rides have been added to the midway, Ben-Hur Chariot Racer and a Blue Goose Kiddie Ride, from the Spillman Engineering Corporation. Circus Side Show tops the midway shows to date, with the Spanish Rumba, Diamond Kitty and Flaming Youth fighting for second place.

Walter D. Nealand, Maurice Rapkin and engineers of CKCL and CROTC broadcast direct from midway on Wednesday night. Gave word pictures of the various attractions and interviewed the talkers on the fronts of the shows. The program was also carried by CROX short-wave station.

Midway was closed for a period of three minutes on Thursday, September 3, expressing sympathy, during the funeral services of Mrs. Elwood Hughes, wife of the general manager of the Canadian National Exhibition, who died suddenly Monday night. Mr. and Mrs. Rubin Gruber and several members of the executive staff attended the funeral services.

Visitors to date include Mrs. Edith Gruber Margolles, back from her European honeymoon, spent several days here with her parents before returning to Philadelphia to rejoin her husband, Dr. Alexander Margolles, President Patty Conklin of the Showmen's League of America, on an official visit in behalf of the league, congratulated Rubin Gruber on the magnitude and beauty of his shows. Mr. and Mrs. Guy Dodson, of Dodson's World's Fair Shows; George D. Cramer and family, of Spillman Engineering Corporation; Fred A. Chapman, secretary Ionla Free Fair; George A. Hamid, of George Hamid, Inc.; S. T. Jessop, president of the United States Tent and Awning Company; Ed Schooley, grand-stand impresario; Omer J. Kenoy, representing Bob Morton's Shrine Circus; Mrs. Bertha Molville, Dr. and Mrs. J. S. Dorton, of the Cleveland County Fair, of Shelby, N. C.; Tex Sherman, well-known circus and Wild West press agent, and J. Gilbert Noon.

Endy Bros.' Shows

LEHIGHTON, Pa., Sept. 5.—Endy Bros.' Shows played Red Lion, Pa., last week in Fairmount Park as a gala week fair presented by R. M. Spangler behind a 10-cent gate to good returns, according to the management.

Miss Edythe Siegrist and company of aerial artists put on a free act that proved a hit thruout week.

The opening night, Monday, drew a gate of 3,500. Rain on Wednesday night came too late to cut the 4,800 in attendance but caused an early closing of some units of the show. Threatening skies held the crowd to 6,000 on Thursday; 3,000 on Friday. Saturday topped the week with 8,000 passing the gates.

Beckmann & Gerety Talkers in "Mikelight"

DES MOINES, Ia., Sept. 5.—The star talkers of the Beckmann & Gerety Shows appearing here at the State Fair vied with each other last week on the occasion of the fourth annual midway talkers contest sponsored by Radio Station WHO. It proved a grand success and attracted a huge crowd to the glass enclosed broadcasting station located in the manufacturing building on the fairgrounds. Contestants were Doc Hartwick, of the Deep Sea Diving Show; Jess Shoate, of the Cotton Club Revue; Jimmy Limbaugh, of Gration; Eddie Harper, of the Circus Side Show; Doc Collins, of the Gay New Yorkers; and Doc Murphy, of the Motordrome. Doc Collins was awarded the first prize, which consisted of a very beautiful engraved medal donated by WHO. The judges stated it was hard to make a decision, as all of the contestants were very consistent and clever salesmen. Kent Hosmer, press agent, rounded up the talent for the shows.

Carnival Rosters

HILDERBRAND'S UNITED SHOWS augmented by **SILVER STATE SHOWS** and **KENNEDY GREATER SHOWS**—Personnel at Idaho State Fair at Boise: Mrs. Leonard Synak, Mrs. John Hicks, Nat Golden, Jerry Russell, Rob Obrien, Johnnie Hicks, Hazel Fisher, Ralph Balcom, H. C. Baron, R. J. Williams, Leon Whitney, Roy Benson, Verna Seeborg, Katharine Kluvala, Mrs. Edith Lenzner, Eddie Edwards, Happy Wrightman, C. M. Webber, E. D. Maynard, George H. Vanderhoof, Sam Adams, Earl Payton, Ben H. Martin, Mrs. Dolly Martin, Jean Morgan, Douglas Morgan, E. B. Wylder, Orrin Overton, Pat Buckmeister, Keith J. Sutton, Jim Lundon, Maxine Maynard, Jay Savage, L. M. Dobbs, George Samell, Dean Nelson, A. R. Buckmeister, Gus Vich, John Vich, Joe Hunt, J. R. Buckmeister, R. J. Wright, Mrs. M. G. Meslon, Thomas O'Connell, Bill Green, H. H. Wachtman, Ted White, Paul Nelson, Doreen Peterson, William Summers, H. V. Moore, Ruth Groff, Mrs. R. J. Knight, Jerry Godfrey, Jack G. Barber, Walter Meisen-sawh, C. M. Baisley, L. Synak, M. Duke, Leon Long, Phillip J. Hopper, Howard Puckett, David Cowan, E. L. Kelly, Mrs. Earl Kelly, Samuel Elia, Herty Ladd, Jane Godfrey, Walter Meisen-sawh, William E. Groff, Mrs. N. E. Wrightman, Mrs. Fred Webster, Pat Wilbur, T. S. Trees, F. L. Lewis, L. C. Connelly, Jack Portman, K. C. Price, S. J. Clamman, Fred Webster, J. J. Horgan, Mario Silvia, R. D. Miller, Mrs. R. B. Wylder, Vion Jensen, Mary Adams, Helen Adams, Jane Adams, Arthur Cowell, Earl Stolze, Mrs. Earl Stolze, Harry Sucker Jr., Mrs. E. H. Sucker, Anna Kuluvala, Tom Miller, Lyman Gresham, Loren Kersterson, Cecil Reed, C. E. Wright, Herman Van Dee, James Scruggs, A. W. Robinson, Mrs. A. W. Robinson, Whitey Hammon, Tex Houk, Henry Casey, Peggy Young, Joe Diantl, L. Trees, Mrs. F. L. Lewis, Mrs. Frany Ray, Lyle Harpending, W. C. Foss, Mrs. Wendell Foss, Frank Morin, Roy Thomas Stanley Cole, Robert Ossage, Mrs. Leon Whitney, Harry H. Sucker, H. C. Baker, Johnnie Gibson, Charles Marshall, Mrs. Irene Gibson, Johnnie Miller, Mrs. J. R. Miller, Dick Thornton, Lee Henderson, B. A. Howell, James A. Boyce, Edward J. Young, Ruth Portman, Mrs. C. Price, Glenn Gilbert, Margaret Balcom, S. A. Brooks, Mrs. H. Keefer, E. Ford, R. Owens, J. Johnson, D. Barnett, J. Costello, Frank Ray, Joseph Sorensen, C. J. Smith, Cart North, R. W. Hill, Mrs. James Moorehouse, Albert Bozarth, Danny Callahan, J. J. Dillon, H. P. Fisher, Mrs. Harry Fisher, Jim Moorehouse, Nathan Fisher, Jack De Salvo, Kenneth Turner, James Dorgan, Connie Pearson, Al Hammun, Al Moore, Steve Kessler, E. McCarthy, Thomas H. Galthier, Tim Murphy, George Merino, Ruddy Klein, Mrs. Herman Van Dee, Harry Hillman, Wilbur Asher, V. E. Little, T. A. Sheffield, J. B. Wheeler, E. M. Tucker, Frank White, Speedy Webster, Katzy Vich, Mary Vich, Rosa Vich, Bob Davis, Norman Crane, Myles Nelson, W. H. Edwards, Paul Bates, Eugene Tracy, D. O. Mcarty, Tommie Lee, Callie DeWitz, Onabel Steiner, Mrs. K. Bogomil-trec, Speedy Ladd, Stanley Hardy, E. J. Brown, Lillian La France, Frank Vardon, John Barton, Rose Merino, Mary Merino, Robert Merino, Rosa Lee Moore, Mrs. A. R. Buckmeister, Leon McLendon, Rex Miller, Morgan Williams, Bertha Claman, Ethel McDonald, Edna Addisgood, Dorothy M. Duke, Howard Turner, Mrs. H. C. Baron, Harry Golden, William Benzfeld, Mrs. Marie Williams, Mrs. Thomas Leo, Max Williams, Valer Snyder, Fred Riley, Curly Zamon, Meta La Barnard, Horace La Barnard, Burt Warren, Bill Taylor, Tommy O'Connor, Tom Buckman, Mrs. Bill Taylor, Charles Boderberg, Mrs. Charles Soderberg, Jack Russell, John Schitz, Vernon Sullivan, Ira Gilman, E. Lambert, Sena Vardon, Warren Hersch, Charles Hillman, Mrs. Tim Murphy, Ivan Mays, Mario Casine, A. G. Travitt, M. Morris, A. Guerrant, Tiny Hart, George Silver, Owen Bond, Gerald Hock, Dee Portman, Lee Manon, Joe Samell, William Allen, Ruth Bluefield, Mrs. William Giff, Clarence Laleide, Mildred Mills, Florence Miller, W. R. Miller, T. J. Hodge, O. H. Hilderbrand, Mrs. Margaret Hilderbrand, E. W. Coe, Mrs. Betty Coe, Fred Stewart, Mrs. Fred

Stewart, E. Pickard, Mrs. E. Pickard, June Pickard, Lucille King, Walton De Fellaton, Clarence H. Alton, Mrs. Clarence H. Alton, Frank Kennedy, Mrs. Frank Kennedy, Maxie Foss, Wendell Foss Jr., Pappy Miller, Forest Farmer, Robert Grayson, Buford Armitage, R. M. Syles, Helen Gilmore, Frank Taylor, Dorothy Forest, Joan Bishop, George V. Carroll, James Sherwood, Rose Musick, Thomas Lee, Mike Rogantum, Paul Wap-penstein, Mrs. Billie Berry, Rose Ferda, J. Clayton, Howard Allen, David Golden, H. E. Bassom, Jack Morgan, John Davis, Mrs. C. M. Baisley, L. P. Musick, W. F. Johnston, Buri Arthurs, A. W. Harvey, D. Pearlstein, Walt Goscoe, C. A. Sprout, Tex Ward, O. D. Garbett, D. Evans, Gale Lowrie, R. D. Haller, H. F. Mat-thews, F. J. Banley, Ed Banley, H. T. Isenbury, Curtis Hubbard, Marlin Skinner, George Gudgus, Alan Tucker, Ralph Yanky, Russell Gates, Mrs. Al Weinstein, Al Weinstein, Leroy Weinstein, Patricia Russell. **WALTON DE FELLATON.**

Missouri Notes

KANSAS CITY, Mo., Sept. 5.—Tony Martone, assisted by Mickey Allen and Louis Margolis, operated several concessions with the State Fair Shows at Sedalia, Mo., last week. Art Brainerd, Kansas City showman, who has been confined to his apartment for the past several weeks owing to illness, is able to be out again and rapidly on the road to recovery. Approximately 50 new members have been added to the Heart of America Showman's Club during the past two months, according to C. G. McGinnis, secretary. Those gathering in the largest amount of new members to date have been John R. Castle, Harry Altshuler and Tony Martone. Mel Vaught, of the State Fair Shows, was a visitor in Kansas City last week while his show was playing the State fair and while visiting the HASO he donated \$25 to the Cemetery Fund.

OTTAWA, Can., Sept. 5.—Elmer Smith, age 40, of Lackawanna, N. Y., with the midway shows at the Central Canada Exhibition, suffered a fracture of the right leg here last week when jammed against one of the ride cars. He was taken to the Ottawa Civic Hospital.

Carnival Show Letter Writers, Attention, Please!

This writer on several occasions has visualized a large city completely depopulated and void of all signs of human and animal inhabitants. Empty factories, stores, garages, office buildings, apartment houses and private residences. What a worthless and utterly useless assemblage of steel, stone, concrete, wood and brick hulks! Man and animal have ceased to toll and to be interested therein; it is being torn by the elements and desolation encompasses its former activity and grandeur. Of what use is it all now? Man has departed. With his presence it is valuable; without, worthless. The scene changes to a show winter quarters. It is in "the barn." No sign of human or animal life is present. Those who once made it a vibrant, fun-dispensing assemblage of amusements have lost interest in it. Here it is in all of its physical completeness—worthless. For without its workmen, performers, operators, managers, talkers and directing heads it is useless. Without these it is not a show, but just so much iron, wood, properties and accessories awaiting the ravages of time and its accompanying elements to disintegrate.

It must not be. The owners have decided to take it out, but they cannot do it alone by the mere wish and coin of the realm. They must have workmen, performers, operators, managers, talkers and all of the brain, talent and physical forces each individual is capable of supplying and injecting. When supplied with these it is "The Carnival."

Rides must have foremen and helpers, shows must have canvassers and assistants, performers must have costumes and musical instruments, managers must bring on experience and knowledge of their respective presentations, and talkers must have salesmanship, appearance and voices of endurance and convincing quality. These make the carnival, not money or the desire just to have one on the part of the owners. What would rides and tents alone be? Just so much steel, canvas and wood; wholly inanimate and of no value unless handled and populated with men and women, animals and "the strange and curious" from far and near.

What enhances the carnival is the democracy of its people and its executives, who think in terms of equality, freedom of action and fair play.

It is not a business wherein one faction can be set apart as the "All Highest," who seek personal recognition as the "Monarch of all they own and survey," and grand moguls to whom the Maker has entrusted all the talents essential to master showmanship. They are only human. Man has never yet stood alone; he must be supported and respected if he would obtain his objective. Exploitation can be handed to put men on pedestals, but it cannot keep them there, pelted for professional and public admiration. They can lead, but they must have a loyal army that will carry on to the end.

The slogan of the Carnival World is "Forward—Ever Forward!" This entails the full exemplification of liberality in thought, action and all of the encompassing components of a democratic mission.

Send in rosters of your shows, personal items of their men, women and children and the human-interest items of their lower order of the animal kingdom.

News is: What happened, when it happened and where and what were the subsequent happenings. **WILLIAM JUDKINS HEWITT,** Carnival Editor Pro Tem.

Concession Tents
Give Measurements as Indicated **BUY** from Factory **SAVE Money**
POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.

Pacific Coast Showmen's Party

LONG BEACH, Calif., Sept. 5.—Members of Pacific Coast Showmen's Association who have shows and concessions on Silver Spray Pier, Long Beach, were hosts to members of PCSA and other invited guests Thursday night, August 27.

Members of PCSA met at Hotel Bristol, where Mr. and Mrs. Ed Walsh took charge of the party and motored to Long Beach. Reception committee of Hugh Wier, Mr. and Mrs. Frank Henlon, Mr. and Mrs. John Bussell, Walter Adams, Mr. and Mrs. G. B. Griffith and Bennie Oster met the crowd at Hugh Wier's Puzletown. They were escorted thru the shows and played the rides, after to the Adams Venetian cocktail rooms, where everything was free to the guests.

The banquet was served at 11 p.m. at the Weiss Cafe in uptown Long Beach. Dancing and other entertainment in the ballroom. Harry Fink was emcee and introduced the folks. Hugh Wier was introduced for a short talk and John Bussell made a talk on the value of PCSA to showfolks. Bennie Oster made a short, highly interesting oration and others were called upon to talk or entertain. Mrs. John T. Backman, Steve Henry and Johnnie Kleine spoke or did numbers.

A rising vote of thanks was given the Long Beach folks for a splendid entertainment.

The guests: Mr. and Mrs. Ed Walsh, of the Hotel Bristol; Mr. and Mrs. Steve Henry, Mr. and Mrs. Harry Fink, Mr. and Mrs. John J. Kleine, Mr. and Mrs. Harry Rawlings, Mr. and Mrs. John T. Backman, Mr. and Mrs. Frank Downie and (See **PACIFIC COAST** on page 49)

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Good Looks and Long Life at a Reasonable Price calls for Proper Materials, Good Workmanship, Economical Operation, Responsible Management—Think it over and
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Showmen Who Are Interested in **MOTORIZING** Write for Our Special Finance Plan. **CHARLES T. GOSS** With Standard Chevrolet Co., East St. Louis, Ill.

Midway Confab

By THE MIXER

THAT don't conflict with what!

YEARS AGO there was a girl show entitled "Why Is a Cow?"

A carnival routed from the cookhouse is generally headed for the barn.

BOSTON TOWNIE joined the John Marks Shows recently to talk on a show.

WELL, what is the title of certain carnivals this week?

WELL, why not Word of Mouth as a new carnival title!

ROBERT R. KLINE seems to be a very busy general agent these days.

Loudspeaker radiolicians are now sound engineers. Not just "you fix it mechanics."

NOT WHEN and where you will close the season, but with what.

PROGRESS: Signs on riding device ticket boxes stating they are "moral and refined" have been eliminated.

HEARD ON Main Entrance ticket box: "Buy some tickets to mail home to your friends."

W. FRANK DELMAINE writes: "J. L. Landes Shows now have two Ferris Wheels."

THEY DO TELL us that the title "World of Mrth" was originated and applied by the late Harry B. Potter.

DICK BEST is reported to have had many good weeks with his Side Show recently.

GIBSON AND GIBSON are presenting the free acts with the J. Harry Six attractions.

Every man to his own trade: Few blacksmiths are equal to the task of handling the crating of eggs.

E. LAWRENCE PHILLIPS and Walter A. White did a few years what it took some showmen a long time to accomplish.

L. E. ROTH could bill the Blue Ribbon Shows as "Const to Const Toured." It played each side of Florida, crossing the State twice.

ROBERT ELERDING is a first-class cookhouse and his wife, Pearl, is a most courteous and efficient main-gate ticket seller.

JOHN M. SHEESLEY does not claim to be the first to use the billing "A Mile Long Midway." He is too smart a showman to do so.

Exposition Shows, states he is confident of the best fall season in many moons and a few suns.

FASHION PLATES: Tommy Thomas, Johnny J. Jones Exposition, Macon E. Willis, Beckmann & Gerety, Both special representatives.

RAY TURNER and brothers are progressive concessioners. They are specialists in frozen custard and own plenty of equipment.

CHARLES SEIP, Zimdar Shows, writes: "Fine and working hard. On Side-Show ticket box in the whoopee garden."

FROM THE "OLD WORLD": "Consider failure to reply a polite negative." In this modern business world this is out. All letters should be replied to if signed by their writers.

LOUIS CONDELL states: "There is a carnival in South Africa known as Luna Amusement Company operated by Dave Delew, with American office in New York City."

PAUL HUNTER, who passed away recently, will long be remembered as one of the greatest concessioners. He was a good business man, liberal and charitable.

JACK RIDELLO reports from Peotone, Ill., September 2: "Have been in the hospital five times in the last eight months. Riddell's Orcus Unit is now playing Wisconsin fairs."

MRS. CHARLES F. COOKE writes September 2 from Thomas, W. Va.: "I have the side show with Keystone Shows and have never worked for John T. Hutchins." Oked, Mrs. Cooke.

BART SNEDIKER pens from the Christ United Shows: "Double Wedding on shows at Wheeling, W. Va., Saturday, August 22. Jack Auburn and Pat Smith, Roy Mayo and Midge Kuzzner."

J. J. KELLY broadcasts from New York City: "Roy Cate, painter of note, is back on Broadway for a stay. He was formerly known as 'Lightning Amherst,' comedy cartoonist and portrait impressionist, and has been with Johnny J. Jones, John M. Sheesley, Polack Brothers and others."

JOE DOBISH, of Motordrome fame, has been at Cedar Point Park, Sandusky, O., all summer. Altho best with many accidents, he reports going strong and is now off for the fairs.

DON'T give a person the wrong time by your watch just to be different. Some of those that wish to be different might do well to build a new show or paint up the old one.

CLYDE C. HOWEY can and does put on a good girl show. Has been with

Many of those fellows who claim they think fast and act quick don't own as much as a show title—to say nothing of property.

JAMES F. MURPHY reported over the phone: "With one of F. E. Gooding's units in Delphos, O. Mrs. Murphy fine."

HARRY A. ILLIONS has a letter in The Forum this issue anent the first to use neon signs on riding devices.

McNALLY, the amusement riding device man, up Boston, Mass., way, is entitled to this line.

AL KUNZ JR. has many duties to perform around the L. J. Heth Shows. Secretary and press agent and all that.

WHOLE-WHEAT hamburgers are said to be the invention of Jack Lambert, the carnival electrician.

No one has ever heard of any of those "Ball-of-Fire Shows" doing a phenomenal business with their shows and rides.

W. C. FLEMING visited the Jim Eskew Rodeo in Buffalo and is high in compliment for Jim's showmanship.

WHY MAKE that "longest move on record?" The fields are just as green a few miles nearer.

DOGS LOSE! The "Gang of Barkers" in Streets of World, Great Lakes Exposition, claim L. B. McCoy is making openings on fried chicken and making good.

A LOT of people cannot read shorthand, nor longhand that looks short. Everyone who writes can write plainly if they will take the time to do so.

PLANTATION MINSTREL performer: "Look here, boss! Don't give me a meal ticket that has already been punched out."

SPEAKING of showmen, Cliff Wilson, at the Cleveland Exposition, is one with IT and long experience. Will he carnival in 1937? He probably will.

ROBERT PAGE, general agent Dixie

ROBERT PAGE, general agent Dixie

ROBERT PAGE, general agent Dixie

WHEELS
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-16, 20-24 and 30 quibers. Special Price.

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BINGO GAME
75-Player complete. \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Toys, Blowers, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

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6 BIG DAYS AND NIGHTS

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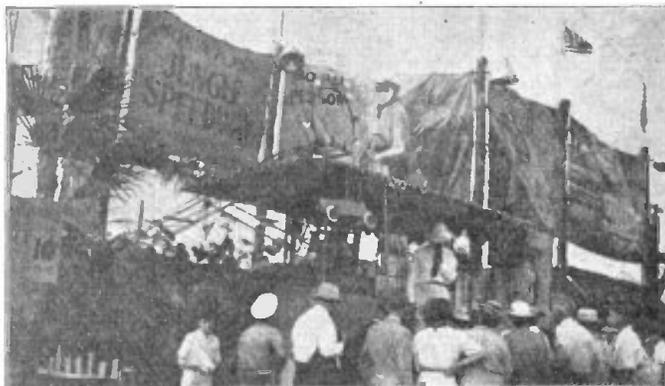
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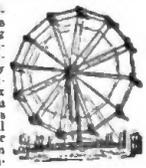
Southern Michigan's most popular Fall Harvest Festival. OAN FLACK legitimate Concessions of all kinds. Reasonable rates. All attractions furnished by

NORTHWESTERN SHOWS
This Week, Hert, Mich.



MONKEYS DRAW CROWDS! This is a front view of R. J. Zouray's Monkey Speedway cameraed recently at the Great Lakes Exposition, Cleveland. The ballyhoo is out, the crowds have assembled and Zouray is in the center contemplating his opening. This tented attraction is his pride and boasts of one of the largest Monkey Loop-the-Loops in captivity.

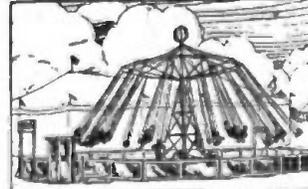
DU-PLEX BIG ELI WHEELS



Mean larger net profits. They add the maximum of carnival power with the minimum cost for operating expenses. Why not equip your Midway with the Du-Plex Wheel Unit? You cannot go wrong, as every Ride-Man will tell you. Write for additional information about a No. 5 Du-Plex Unit.

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THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Watertight. Write today and let us tell you all about it. Weight 8,500 lbs.

SMITH & SMITH, Springville, Erie Co., New York.

Ben Williams with fans, balloons and all that. Aside, Clyde: "Over the hills to Jenkins, Ky."

WHY SIT in the "lapse" of time? There is so much to be done on the lot. The big fellers in the business seldom sleep when the shows are expected to be playing to record-breaking crowds.

JOE SORENSEN has an artistic banner front on his girl show with the C. L. Spencer Shows. Painted by that sterling artist W. N. Clay, late of Johnny J. Jones and a score of the larger and better carnivals.

JOE REDDING seems to be headed for the 5,000 mark in his walking-stick marathon. He now has something like 3,185 and one-half canes presented to him by prominents during his long years of trouping.

THERE ARE many well-seasoned showmen on the Johnny J. Jones Exposition. Max Kimerer, Carl J. Lauther, Lillian Murray, Richard Scott, Jack Wilson, Starr De Belle are just a few of them.

CRESCENT SHOWS, managed by Henry Meyerhoff, arrived in British Columbia recently from Alaska. Meyerhoff states: "Three-day stands in Canada, no auspices, cold turkey, as per established policy."

MERE BOYS: Frank LaBarr, 83 September 4. Doc Waddell, 73 August 26. Col. F. J. Owens, Fred Beckmann, John Ringling? "The Onion" will be 61 September 23. Physically okeh. Mentally, some doubt.

R. F. McLENDON might say when setting up with an office client: "Your percentage of the gross business tonight is practically nil. Probably this condition is due to the color of the tickets. Let's make them 'red' on the morrow."

AMONG THE TALKERS who participated in the recent contest in Cleveland were Gus Chang, of the Chinese Temple; Al K. Hall, French Casino; Blaine Young, Syrian Temple, and Paul R. Trexler, of Palmistry Temple.

WILLIAM J. HILLIAR will go down in history of press agency for the Sea Monster story put over in Sandusky, O., several years ago. Big Snakes at Cleveland are reported to still be cashing in on it.

HE WAS COMING round the mountain: It is reported that on the move from Lewiston to Nampa, Ida., with the Hilderbrand Shows that William Goff's cookhouse truck went down an embankment and was wrecked. However, all has been salvaged, is the latest.

DICK COLLINS is putting over a by-line column as part of his publicity program with Dodson's Shows, playing East. It pertains to the midway news, humor and attractions. Very good, Richard himself.

Fred Beckmann and Barney S. Corey seem to have a way about them in the handling of men on the shows. When they want a little job done out of the general routine they ask the one approached if he has time to do them a favor. They state the mission and thank them. The job is done.

JOHN M. SHEESLEY is credited with bringing back the "Garden of free acts" that were equal to many grand-stand programs. Also that he was the first one to carry a portable weekly fair. First season was from Michigan to Georgia. Any argument?

DAN SHERMAN flashed from Cambridge, Md., September 2: "Joined the De Luxe Shows. Big crowd. Nice weather. Pat Brady and wife joined me. Pat is making openings. "Bell Dog" doing Indian snake dance. Hot little show."

DOC HARTWICK'S whale exhibit mounted on a trailer is some attraction. Hauled on the train and creates much interest with town folk who see it going to and from the lot—they wonder what it is. On the grounds they find out that it is "A whale of a show" as Fred Beckmann puts it.

A PREDICTION: 20 and 25 cents admission to the inclosures is coming. Then there will be name bands playing in elaborate portable band stands in the center of the midways. They will give concerts afternoon and night and more people will come out who have class and money than ever before. Look what

Rudy Valle, Paul Whiteman, Guy Lombardo and other big name bands could do to increase afternoon attendance. Let "The Onion" ravel

TURN-OVER funhouses are going to again become units on a number of the larger carnivals in 1937. The Crystal Maze is also due for revamping and popularity. Fronts for the latter can be made very eye-catching if framed and painted like a stack of kiddie building blocks.

IN South America there is a motor-drome built of solid mahogany. It was built of native wood to keep the little bugs from eating it up. One time in Siberia there was a Ferris Wheel made entirely of wood in the main; very little iron was used. People rode on it just the same as if it had been modern in every particular.

A. R. CLARK, general agent Dug Thomas Shows, postcards from Licking, Mo., September 3: "Last week Manes, Mo., stock show, business was satisfactory. Have other stock shows booked. This company is motorized; trucks and trailers equipped with special loading facilities. Have light plant, 4 rides, 3 shows and 10 concessions."

CINCINNATI visitors: Carey C. Emrie in from Mount Washington, O. Clarence Pounds, son of Charles Pounds, secretary-treasurer Sheesley Midway, in from Huntington, en route to Ronceverte, W. Va. De Witt Kirk, of Greater Exposition, to home in Winchester, O. Left Jackie Regan in charge of his show during absence, under medical care.

BOB MACERAL, from Dyersburg, Tenn., for Dixie Exposition Shows: "Business slow this week. Committee from Covington, Tenn., visited. Curley Burk in hospital in Mayfield. Shows and rides repainted. New tops arrived. Now have 8 rides and 10 shows. Charlie Sutton arrived with two concessions. Billy Arnte's Minstrel did good last week. Manager Scott busy."

"RED ONION" wishes to remember: John J. Stock, John T. Benson, John Alexander Pollitt, Omar Sami, Samuel Applebaum, Fred W. Burns Jr., Fred W. Burns Sr., George Mitchell, Harry Witt, Mark Witt, Samuel Witt, Harry Jansen (Dante), Frank Matthews, William L. Wyatt, W. H. (Bill) Rice, Ralph W. Smith, Tom Salmon, E. W. McConnell, R. S. Quaintance, John P. Martin, Arthur L. Hill, Sammy Lawrence, Charles Lawrence, Ralph Morgan, Tom W. Allen and James E. Ori.

HARRY F. HALL writes: Leo Bistany had a well-balanced midway at the Keller, Va., Fair. Largest crowds in years and six perfect days. Mohawk Valley Shows had the grounds well filled but not overcrowded. Loop-o-Plane top money. Hollywood Revue, Ferris Wheel, Merry-Go-Round, Mixup and two Kiddie Rides grossed in order listed. Bistany is doing his own bookings. Billie Dalton is a busy man around the office. Tasley, Va., opened to 5,000. Arrived Sunday early and set up ready. Good business. Light attendance Monday. Tuesday, Kiddies' Day, good, rides doing exceptionally well. Mrs. Mae Bistany spent a week's vacation at Keller and returned to New York City. Now carry 5 rides, 4 shows and 28 concessions."

JUST TO REMEMBER: M. E. (Moxo) Barker, William J. Hilliar, Harry Bouton (Great Magician Blackstone), Minnie Delgarian, George A. Hamid, Joseph H. Hughes, Rocco Trupiano, George Burk, Sam Polack, I. J. Polack, Louis Stern, J. C. McCaffery, Eric B. Hyde, Bob Gerver, Otis Seiver, William N. Kerr, Edward Arlington, Richard Scott, K. O. Barkoot, Edward Jessop, Estella H. Kahn, Beverly White, Harry Thurston, J. J. Kelly, Matthew J. Riley, Frank W. Darling, R. L. Lohman, Mrs. Eric B. Hyde, Mrs. Ralph Morgan, Jed Harris, Lester Rose, Harry Rose, Louis Berni, George H. Cramer, Frank Bergen, Jack L. Murray, Jack F. Murray, Eddie Madigan, Hyla F. Maynes, Max Gould, Will H. Hill, Sam Bergdorf, Carl J. Lauther, E. Lawrence Phillips, Doc Hall and Mrs. Hall (Gertie), Carleton Collins, Lew Dufour, Joe Rogers, Joe Pearl, W. N. Clay, Mr. and Mrs. Doc Broadwell, George Westerman, Milton M. Morris, Joe Redding, Lou Hoffmann, Clyde C. Hovey, C. Jack Schafer, Joe Sorensen, Robert Elerding, Pearl Elerding, W. H. (Duke) Brownell, P. G. Burfin, Macon E. Willis, Larry Hogan, Tommy Thomas, Walter A. White, Doc Jack Wilson, James C. Simpson, Mrs. Johnny J. Jones, Johnny J. Jones Jr. and Mr. and Mrs. L. E. Roth.



EXTRA SPECIAL ATTENTION FAIR MEN!

We are introducing these three new size numbers. Senior Doll and Toots Doll are 11" high; New Pony is 8" high. Flashy and attractive finish. You be the judge. Try one case of 50 assorted for only \$7.50. Terms: Positively M.A.F. deposit with order, balance C. O. D. Send for catalog.

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LOUISVILLE, SEPTEMBER 14-19

Can use Large Circus Side Show with real Freaks, Animal Show, Large Snake Show, Wild West, Indian Village, Fun House, Dog and Pony and other outstanding Shows. Would like to hear from organized Minstrel Show, have splendid outfit for same. Can use Rides that do not conflict. Address inquiries to F. E. GOODING, Box 386, Columbus, Ohio.

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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 Agency. Address Rock Falls Corn Festival, Rock Falls, Ill., September 7-12; Mt. Pleasant, Ia., Fall Festival, September 14-19.

ZIMDARS GREATER SHOWS

CAN PLACE AT ONCE

Complete 10-in-1 (we have new outfit), Geck, Unborn, Dog and Pony Circus or any Show that don't conflict. Concessions come on. Will sell X Mitt and Photo. WANTED—Girls for '49 Camp. We have eight more Fairs and will give you a long season South. Address, this week, Fair, Mobile, Ia.; next week, Fair, Poplar Bluff, Mo., or per route.

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Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

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202 Twelfth Ave. So., Nashville, Tenn.

KANSAS CITY, Sept. 5.—Harry Altshuler, treasurer, and G. C. McGinnis, secretary of the HASC, visited State Fair Shows, playing the Missouri State Fair, Sedalia, Mo. With assistance of Mel Vaught, owner of the shows, a canvass of the show was made for new members for the club and were successful in securing the following: Charles Wulp, Joe D. Rider, Joe Mauzer, J. D. Summers, Max Koplan, A. L. Crescio, W. O. Johnston, Fred Renslow, Sam Epple and Benny Fields. Dues were collected from L. J. Margolis and C. A. Greiner, who are old members. Toney Martone, who is a member of the club and a hard worker for it, was associated with Vaught at Sedalia as manager of concessions and did his part in securing the new members. Mr. Vaught related he had been very busy the entire week entertaining secretaries and other visitors. He has 14 shows, 10 major rides, two kiddie rides and 20 concessions. Glen Rice and his Beverly Hillbilly Wranglers was the topnotch for the week. The membership drive is gaining speed each day and new members are being added, with word from out-of-town showmen that they are working and will put their man in the lead before the drive is over. Looks like it is going to be a hot contest. Ellis White, of the West Bros. Amusement Company, sent in Glen W. Osborne as a new member. Roy Marr added to his list Lester K. Carter. Some of the old members who paid their dues for 1937 cards are Louis Isler, Jim Hart, Lloyd Anderson, J. W. Laughlin and P. C. Franklin.

George Ross left Kansas City to join Phil Little at Sedalia.

Henry Layman was here several days. H. L. Whitesell left to join J. Loose Shows. Charles Jamison and Larry Hogan spent a day in town. Nels Miller, the Coates House "barker," and members of the HASC returned from a month's vacation in California and New Mexico.

Arthur Hockwell resigned here as head of the State Fair Shows press department to become general manager of a motorized circus.

PACIFIC COAST

(Continued from page 47)

daughter, Phyllis; Mr. and Mrs. Bryant (Brownie) Linc, Mr. and Mrs. J. M. Gorman, Bennie Oster, Nick Wagner, Curtis F. Little, Dad Parker, Mr. and Mrs. John Bussell, Will Z. Smith, John Scott, Mr. and Mrs. G. B. Griffith, Mr. and Mrs. Frank Henlon, Mrs. Lucella Kirby, Albertine Bussell, Reckless Ross, Jack Malone, Garland Moore, Mr. and Mrs. Charles McHoney, Doc Harris, Hugh Wier, Mr. and Mrs. Harry B. Leving, Capt. W. D. Ament, Capt. Ed Mundy, Jean Price, Joe Diehl Sr., Bertha Wynans, Will J. Casey, Jack Bigelow, Mr. and Mrs. Walter Adams, Lew Keller, L. V. Casey, Znek Hargis, B. A. Cameron, Buddy Cohen, A. E. Weber, Maybelle Bennet, Mr. and Mrs. Claude Barie and H. W. Hagute, of Pascagoula, Miss.; Smiling Frankie Gordon, ex-trouper and great friend of showfolk, of Los Angeles.

The Billie Beall Trio furnished music for dancing and other entertainment. Billie Beall, banjo; McClure, piano, and W. D. Eskew, saxophone.

Kansas City

KANSAS CITY, Sept. 5.—Mrs. Hattie Howk has recovered from recent illness.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
 88 cards, \$8.25; 56 cards, \$5.75; 28 cards, \$3.50; 100 cards, \$10; 180 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—put up and down. Light-weight cards. Per set of 100 cards with markers, \$5.00.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS
 Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
 Automatic Bingo Shaker, real glass, \$12.50
 Bingo Blackboard, cloth, size 24x36 (rolls up) 2.00
 Bingo Record Sheet, 24x36, 20 for \$1.00
 Keno for free samples and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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PENNY MACHINES

Specially built to engrave pennies with Lord's Prayer, or any cut you want.

Price \$160.00

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 For 10c we send samples and facts through the U. S. mail.

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 124 E. LARNE ST., DETROIT, MICH.
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Along the Expo Midway at Dallas

By **GREGG WELLINCHOFF**

DALLAS, Sept. 5.—Cooler weather has come to Texas, but thus far it hasn't increased attendance or spending on the midway. As a matter of fact the attendance decreased.

Frank Duffield was a one-day visitor on Wednesday of this week, coming from the North and back, which will include trips to Des Moines, Minnesota, Detroit and other prominent fairs.

Larry Hogan, general agent of the Beckmann & Gerety Shows, drove in from Kansas City Wednesday night. Devoted all day Thursday to the midway and other amusement zones here.

Mr. and Mrs. Carl Thornton visited the midway concessioners several days during the past week renewing acquaintances. Mr. Thornton is assistant chief of police at Houston, Tex., where a number of concessioners make their winter quarters. They were guests of the Roland Smiths.

Dan Krassner and Dan Burke, two Murray Goldberg scale representatives, will leave the Dallas expo next week for Springfield, Mass., to supervise the Goldberg scale operations at the Springfield and other fairs. Pete Macauley, who is working at present at the Cleveland Great Lakes Exposition, will join the pair in the East.

T. Riley Hickman left early this week for a brief vacation at the home of his parents in Wichita Falls, Tex.

Jim Patterson and daughter, Mrs. Millie Patterson Alexander, were seen on the midway on Wednesday.

Mrs. Ernie Young returned to the expo late last week after three weeks in Wisconsin with an Ernie Young revue.

Pat Delaney is handling the front of Streets of Paris with a novel illusion hally. Also has a "peck" show on the inside.

C. C. (Chick) Ayres opened his Diamond Basket Ball game last Monday night, facing the midway, with the Ford Building on one side and the Texaco exhibit on the other.

George Haley, manager of Dufour & Rogers' Garden Cafe, has definitely decided to make Dallas his home this winter, also Johnny McMahon, manager of Streets of Paris.

A summertime Santa Claus in the person of a mysterious stranger from Chicago made an appearance at the expo last Wednesday and with the assistance of a Negro servant passed out \$1 bills, fed the general public, rented sight-seeing busses, bought out drink stands, purchased novelties and souvenirs for his numerous new-found friends and treated them to rides and other attractions. "I have \$1,000 to get rid of" and "Just having a good time and don't want any publicity" were the only comments of the stranger.

Jack Payne joined the front of the Egyptian exhibit. Jack Gibson recently arrived to work one of the midway merchandise concessions.

Ralph Ray is superintendent of the newly opened merchandise concessions recently installed by Joe Rogers. Dick Stewart is on the front of Parlor, Bedroom and Bath in Streets of Paris.

Roland Smith has five concessions in Streets of All Nations. Slat Bescon, after a few days here, left for Houston. Tol Teeter, part owner of Harley Sadler Circus, spent several days at the expo checking over his girl shows.

Nights on the Yukon gets a big night play from the midway folks.

J. J. Page Shows

Carthage, Tenn. Week ended Aug. 29. Location, fairgrounds. Auspices, Smith County Fair Association. Weather, hot. Business, fair.

The first fair of the season. Twin Ferris Wheels got first money. Tilt-a-Whirl and Loop-o-Plane running a close second. *Night in Hawaii* went away over the top for first money, while the Minstrel Show trailed along. On the midway were 55 concessions, along with the usual concessions on the show. Following joined: Toby McFarland with seven, Jimmie Davidson with one, Charles Gordon, one; W. L. Borrer, two; Arledge, one; Frenchy Thomas, one; F. L. Storm, one; Lee Ward, one; Charles O'Shea, one; Clarence Henstreet, one, and Billy Clarke, two. The new attractions in the show lineup: Bunny Venus and a Crime Show, Bertha-Bert with sex

puzzles, Sahara Rose and "Peanuts" Richardson with a "Night in Hawaii." "Peanuts" Richardson replaced Fred Robinson and received an all-time high for the season on the Girl Show. J. J. Page and family left immediately after the fair to trek to Johnson City, Tenn., to place their daughter, Dorothy Lee, in school. Billy Clarke was welcomed back and replaces Charlie Sutton as assistant manager. Mrs. Flo Clarke is under the weather. Mrs. Lavenia Williams, wife of Earl Williams, of horse-shoe game note, is assistant to her husband in operating the game. Doug Wright and wife left show. Bill and Helen Moore are still on with their concession. Wade Deard and Jack Rainey on the corn game. Roy Fann spotting everything on this lot. Roy's ball game and penny pitch have been clicking. Frank Sheppard has replaced C. F. Tidball as superintendent of lights; also finds time to turn 'em in at the Minstrel Show. Mr. and Mrs. Frank Earle and family made a trip to McMinnville to place a tombstone on the grave of their brother, who passed away a year ago; while here they visited the Cumberland Valley Shows. The personnel of the show were saddened by the announcement of Mrs. J. A. Montgomery that she had lost her brother, Mrs. Oscar Weller, in Norristown. Visitors: Harry Husband, of the Nashville Tent and Awing Company; Will Hatch, of the Hatch Show Print; Rob Roy, secretary of the Alexandria Fair; Mr. A. L. McCartney, Judge Walker and Mr. McDaniels, of the Lebanon Fair; Benny Fowler and family and Cecil C. Rice. **R. E. SAVAGE.**

West Coast Amusement Co.

Portland, Ore. Week ended August 23. Auspices, WOW. Business, good.

Second time here in three weeks on the same location. Business was about on a par with the first week. Mr. and Mrs. Arthur Susman, Ben Dobert and wife and Secretary Bert Lea of the Multnomah County Fair visited.

Multnomah County Fair. Week ended August 30. Weather, good. Business, satisfactory.

Opening fair of the season. Many new concessions joined. Among which was Art Butler with three, handled by Agents Harry Clark, Pat Case, Harry Polack and Hymie King. Jockey Tidwell doing big with blankets. Frank Forest planning new shows. Louis Leos had a lot of train moves to figure out the past two weeks but got it on the lot on time and once ahead of time. William Smith foreman of Kiddyland.

W. T. JESSUP.

Mid-West Shows

Martin, S. D. Week ended August 29. Bennett County Fair. Location, center of town. Weather, one day rain. Business, fair.

On the whole a fair spot. All the rides and the shows had good week. N. E. Davis and wife left the show. Blackie McGregor assisted by his wife, Marie, dancing, and Jean James, Hazel Dawn, Betty Davis, dancers, and John Stamper, tickets, doing nicely on the Paris Before Dawn Show. Manager Lundgren bought a complete new frame for it. James (Jimmy) Eby has taken over the Athletic Show, assisted by Richard Jones, Bob Murphy and Elmer Burns, boxers, and George Brown and Jack Strong, wrestlers. Getting good patronage. Kid Reno is managing Circus Side Show. He has several good acts, including a full-size Mickey Mouse Show. Capt. Baldy O'Neil has joined with his troupe of trained monkeys and is getting top money. He has Herman Schneider and John Murphy selling tickets and Mickey Murphy working inside. He has snappy uniforms for his ticket sellers. Illusion Show is managed by Harold T. (Ted) Williamson. Using Spidora. His wife, Myrtle, in the cabinet. Getting good business. Jimmy Eby is doubling as manager of the Ferris Wheel. His brother, Elmer, as second man and Louis Fintal as clutch man. Mrs. Jimmy Eby presides over the tickets. On the Merry-Ground Ed Eby is foreman. Bill Adams is clutch man and Albert Worden is platform man. Mrs. Jack Strong, tickets. F. D. James foreman of Kiddie Auto Ride. James Staniford handling clutch and Mrs. F. D. James is selling tickets. Concessioners and their concessions: Cookhouse, Levi Barnes, manager; Paul Darnell, cook; Louis Beger, waiter. Photo gallery, Jerry Harding and wife, operators. Dart joint, Frank (Bud) Hazelwood, owner; Joyce Tedlock, agent. Corn game, Mr. and Mrs. Lee Ritter, Mr. and Mrs. Charles Tedlock. Bottle game, Mrs. Paul Van Ness. The writer has five concessions with the following agents: Bert Williams, John Brown, Bill

American Carnivals Association, Inc.

By **MAX COHEN**

ROCHESTER, N. Y., Sept. 5.—The evidence in favor of the ACA position with reference to the propriety of its request for relief in the railroad transportation division continues to accumulate. From information received at this office the advance reports to the Association of American Railroads indicate that the operating revenues of 113 Class One carriers during the month of July increased 27.4 per cent over July, 1935.

Increased traffic was ascribed as the principal reason for a rise in the net railway operating income for the roads. In July, 1935, we pointed out in a bulletin issued by the association under an item headed, "Unfair Advantage," that as an industry we ought to be strongly opposed to the use of the word "Carnival" in connection with outdoor amusements, unless the occasion was graced by an honest-to-goodness carnival, a member of this industry.

We further pointed out that too many church societies, firemen's organizations and other groups run events which they call "Carnivals," which events are entirely disconnected from any REAL carnival. Sometimes things are done or happen at these affairs which reflect unfavorably. That our criticism was, and still is, duly justified, was borne out by the fact that within the last few days, in a neighboring community, five individuals were arrested, charged with operating gambling devices, and the daily newspapers in writing up the news item took particular pains to state that these individuals were operating a "Carnival." As a matter of fact, this appellation was entirely unjustified, as the particular individuals involved are well-known local gamblers and are not connected with the Carnival industry in the slightest respect.

We feel that the newspapers should exercise more care in stamping activities a part of an industry when in fact it is not related to it. There are altogether too many occasions when our industry is criticized for acts occurring outside of it, and we feel that it is taking undue advantage of us to hold the industry responsible for the acts of persons who are not even members of it.

We can but reiterate that it is the job of every person connected with the Carnival industry to assist in educating the public to the fact that there are carnivals and "carnivals."

On Thursday, August 27, we visited Dodson's World's Fair Shows, playing at the Niagara County Fair at Lockport, N. Y., and on this occasion had an opportunity to discuss matters with C. Guy Dodson, manager, and Richard Collins, press agent of the show.

United Shows of America

Owatonna, Minn. Steele County Free Fair. Week ended Aug. 23. Business, very good. Weather, rain Thursday.

The Steele County Fair gave this show a record business. After a pleasant three-week vacation on the show, show's Shreveport guests, Miss Gladys McDuffie and M. T. Monsour, returned home. Miss McDuffie is secretary to W. R. Hirsch in the offices of the Louisiana State Fair. Many visitors included Raymond A. Lee, Harry Frost, H. F. Derahnt, William Lindemann and G. Wright, of the Minnesota State Fair; S. J. Condon and Louis Van Atta, of Rochester, Minn.; Happy and Hulda Johnson, of Minneapolis; Hulda was formerly a member of the shows. Joe Schollbo, former publicity director of the shows, and wife, Ernie Young passing thru Owatonna. Harry Meade, accompanied by wife and daughter, Mr. Meade is chief of police at Joplin, Mo. Secretary Cline Tinscher, Publicity Director Alexander and other fair officials made stay here pleasant, and aided in every way possible, resulting in largest attendance ever at this fair. Julia Hirsch, sister of W. R. Hirsch, landed at San Francisco after three months spent in touring the Orient. R. L. Lohmar and Murray Lorber drove to Minneapolis and other points on business. The shows received plenty of favorable publicity here from *The Journal-Chronicle*, *Peoples Press* and other news channels. All of which is according to an executive of the above shows.

Martin and Johnny Thomas, Ed Lundgren is the manager and Edith Lundgren secretary and treasurer.
PAUL VAN NESS.

The Great Lakes Exposition Midway

CLEVELAND, Sept. 5.—Harry Traver, of Paris, France, spent two days at the expo this week conferring with Doc Shean in regard to attractions for the Paris Exposition next year. Harry arrived on the Ile de Franco and came immediately to Cleveland. He has contracted for Cliff Wilson's Snake Show.

Uncle Zip, 86-year-old pygmy, has been added to the personnel of John Elix's Strange as It Seems. . . . Ralph Cook has been signed by the French Casino as a ballad singer. . . . The chorus there tossed a party this week for Danoo Fay Galvin, who admits 24. . . . Virginia Pool left her father, Charles Pool, of the Winery, this week and returned to Florida. . . . Ben Atwell has closed with the publicity department and has gone to the country to ready a number of magazine stories. . . . Jack Lawler, of the Marine Theater, is State scholastic meter-board diving champion and AAU diving champion of 1936. . . . Local hot-dog stands are featuring the Jose Turbi sandwiches since the temperamental conductor went haywire when his listeners chewed on them. . . . Clara McCoy is the only lady magician on the grounds. She carves Ginger Lloyd to bits a dozen times a day in her magic box at the Outdoor Sports Show.

Earl Smith and his orchestra are back from the wilds of Michigan after a vacation and are at the Showboat. Maurice Spitalny is preparing to leave for Boston. . . . Murray Jones swimming and diving at the Marine Theater. . . . George H. Clement, of the Florida State Exhibit, was known as "The Man With the Telescopic Eye" when a war correspondent in West Virginia in Mexico. . . . George McCarthy, of Strange as It Seems, is back in his home town of Cleveland for the first time in 25 years. . . . Al Humke, manager of Ken Maynard, was a visitor.

Mrs. Elizabeth Yohn, wardrobe mistress of the Old Globe Theater, is a former Philadelphia policeman and a registered nurse. . . . Eddie Gaillard and Bert Cramer are operating three stands, pitching Svengali decks, with Ray Lindsey, B. Saunders, Jackie Morell and Arthur Fridett as workers. . . . Bill Whitten, for many years on the advance staff of the Johnny J. Jones Exposition, came from Akron for a day's visit. . . . Mrs. John Castle had many visitors recently. Her husband, John Castle, is one of the owners of the United Shows of America. . . . Among other visitors were William (Bill) Hirsch, partner of Castle; Mr. and Mrs. Jake Brizidine, known to the show world as Fisie Calvert, and Irvin Ray, all of United Shows.

Mrs. Freda Wilson and Mr. and Mrs. Fleming—the latter Cliff Wilson's mother—and Eddie Martin, for years in the circus business, were other visitors. . . . Freda left to join the Royal American Shows in Minneapolis, but not until she had a look at the 18 baby snakes to which a 4 1/2 foot water snake gave birth Monday night. . . . Cliff is hunting the midway for roaches to feed the infants. . . . Jack Tavlin, of the Midget Circus, is negotiating for a radio appearance for Paul Del Rio, smallest midget of the three Del Rios. . . . Vick Knight, who handles Kate Smith's radio programs, has an option on the little fellow and plans to spot him to help Kate bring the moon over the mountains. . . . Paul Lasswell, one-man band with Strange as It Seems, has added a new King trumpet to his collection. . . . George Thompson, of the Midget Circus, took Tony, Pip and Cora, his three elephants, for a dip by the Marine Theater.

Beckmann & Gerety Shows

Des Moines, Ia. August 30. Iowa State Fair. First four days, business good. Weather, good.

Relief the past three days from extreme heat of last three weeks has put a lot of pep in every one on the show. No doubt cooler weather has been somewhat responsible for the large attendance this fair has enjoyed during its first few days. While the fair was advertised to officially open on Friday, August 21, the midway attractions had their premieres here on Wednesday night and all attractions did a little business for the two days previous to the fair's opening. Friday was Children's Day and past records for a number of years were broken both in the grand stand and midway. Visitors included Charles Jameson, former carnival band leader, San Antonio, Tex.; Bonham Stevens, well

known in carnival and circus circles; Mr. and Mrs. Robert Clay, of Des Moines; Robert was special agent of this show for seven years. Nat Green, manager of the Chicago office of The Billboard, was a welcome visitor.

KENT HOSMER.

Al C. Hansen Shows

Harlan, Ia. Week ended Aug. 22. Shelby County Fair. Weather, some rain. Business, satisfactory.

The second of a circuit of six Iowa fairs and the second fair to be visited by freak weather. Heavy rains, accompanied by winds of almost cyclonic intensity, ruined Friday's business completely. Athletic top torn to shreds and side-show top damaged to some extent. Show remained over Saturday for auto races. First time this season that wagons had to be pulled out of mud.

What Cheer, Ia. Five days ended Aug. 28. Keokuk County Fair. Weather, dry and hot. Business, fair.

Long run from Harlan, with branch railroad connections; show was late getting open. Light attendance at start but satisfactory grosses were recorded Wednesday and Thursday. Long list of visitors including E. W. (Deak) Williams, secretary of State Association of County Fairs, who had charge of grand-stand programs. E. P. Lally, local secretary, co-operated with the show in every instance. W. H. (Billie) Owens now transacting business in new office wagon. The big steel semi-trailer office truck sent to Jacksonville, Ill.

WALTER B. FOX.

R. H. Work Shows

Princeton, W. Va. Week ended Aug. 29. Auspices, Labor Union Fair. Weather, rain two nights. Business, satisfactory.

Third stand in West Virginia for the show. Mrs. Archie Shearer, of the Hill-billy show, spent the week visiting at her home, Beckley, W. Va. Mr. and Mrs. Harry Baker visited Mrs. Baker's family in Richwood. Several folks have been on the sick list. Sol Wasserman, Thaddeus Lasner and Mrs. Joe Ihle. All are up and working. Mr. and Mrs. J. E. Burt celebrated their twenty-third wedding anniversary in Spencer. Blacky Martin has framed a five-in-one. Paul Thomlinson has the management of the Mickie Mouse Circus with Betty Dean Cox handling the inside. Mr. and Mrs. Tommy Butler had as their guests Mrs. Butler's father and sister of New York. Little Margie Butler returned home. Mr. and Mrs. Joe Ihle had the misfortune of their living trailer getting loose and upsetting, damaging the outside considerably. Jimmy Davis assisted Barney Harrison on the Revue. Mr. John Bullock, of the Small & Bullock Show, was a visitor to the office.

HAZEL REDMOND.

Miller Bros.' Shows

Mount Carmel, Ill. Wabash County Free Fair. Week ended Aug. 29. Weather, hot. Business, very good.

Mrs. Morris Miller returned from Cleveland, taking charge of the Midget Village. She makes an impressive appearance in front of the mike. *Flaming Youth* topping midway in shows. Roland's Motordrome second. Eric B. Hyde's three rides got big play. La Veda Martin and her *Hillbilly Revue* attracted large crowds.

Benny Wolf, sporting a new Chevrolet truck, reports his Bingo hasn't had a blank this season. Puts out plenty merchandise.

Ethel Roland's prize Boston bull gave birth recently to seven pups.

E. E. Jefferson received a royal welcome from L. J. Heth while visiting show at Fairfield.

The writer entertained by Leona-Lee in her silver dromc trailer at watermelon party.

Nick Patrino's cookhouse a busy place for all showmen and concessioners.

BOBBY KORK.

Big State Shows

Gilmer, Tex. Week ended August 29. Location, Pickett's acreage. Auspices, Fire Department. Pay gate. Weather, no rain, no wind. Business, fair.

Dad Albright, managing editor *Daily Genius*, Uniontown, Pa., voted life member showfolk's new order. "Knights of Light and Truth." Party for A. B. Kirkpatrick, former Herbert Kline carnival "prominent." Ben Dodd, the law on Big State caravan, honored by diners and parties in home town. Director-General Roy Gray, William Dearmin, Madame Odus, Wanda Wrigley, Dr. E. W. Frankenstein (former carnival

owner and circus man now with optometrist offices Dallas) and writer visited Harley Sadler Circus at Tyler. Sadler showfolk visited Big State Shows. Loyd Nance away broadcasting our features. Writer "73" Wednesday, August 26. Capt. Dan Cherry to resume diving at Henderson Fair. Ray Hamilton, his helper, breaking in to do dive. "Horrors," new midway presentation, a Wrigley-Robinson unit. Harry Dale has another find, "Lightning." Imitates birds, animals, steamboats, trains, busses, fish and brass bands. Red O'Day and wife visited.

DOC WADDELL.

Silver State Shows

Goodland, Kan. Week ended August 28. Auspices, Fair Association. Business, below expectations. Weather, dusty and hot.

A good crowd turned out. They came and went, but left little. Rides and show did fair business. Concessions not good. With new feature acts the Circus Sideshow did a jam-up business, with the man called Mountain at the helm. Mrs. Ida Towse's mother, of Mulberry, Kan., is a guest of the show. Mitch Freeman doing a fine business in the banner line. Mrs. Freeman improving from her recent accident. Brownie Miller busy on the midway. With rainy weather the previous week at Akron, Colo., and dust this week business below normal. This show has at present 49 concessions, 8 shows and 6 rides.

BOB MATHEWS.

Hilderbrand's United Shows

Nampa, Ida. Five days ended August 22. Location, high school lot. Auspices, LLL. Weather, hot. Business, fair.

With carnivals to the right and carnivals to the left and a circus in between, this stand stood the test of the drawing power of the "Four Jacks" and Charles Soderberg by splendid attendance nightly, but very little money was spent on the inside. Monte Young Shows nine miles away in Caldwell, Silver State and Kennedy shows 12 miles away in Wilder and the Seal Bros.' Circus nine miles away in Meridian. Gem State and Southern State shows were also located at Cascade, consequently a reunion of showfolks was held on the midway nightly. Among the visitors noted were Mr. and Mrs. Monte Young, Mr. and Mrs. Carl Lindsey, Mr. and Mrs. R. Johnstone, Stella Cuzdek, Lawrence La Londe, Mr. and Mrs. Tex Hudspeth of the Monte Young Shows; Mrs. Virgie Miller, Jimmy Schaller, of the Gem State Shows; Mr. and Mrs. Clarence Alton, Frank Kennedy, Al Bozart, of the Silver State Shows; Mr. and Mrs. Ollie Polk, Fred Brad, of Seal Bros.' Circus.

Boise, Ida. Six days ended August 29. Idaho State Fair. Business, good. Weather, warm.

Newly built cookhouse owned by William Groff created an attractive appearance. Mrs. Virgie Miller, of the Gem State Shows, was guest of the show. Among the other visitors: Mr. and Mrs. Monte Young, Mr. and Mrs. Speedy

Perry, Mr. and Mrs. Carl Lindsay, Monte Young Shows; Governor Ross of Idaho, Senator William E. Borah, Mayor Cowell of Boise, Mayor Barzilla Clark of Idaho Falls, Secretary William White of the New Plymouth Fair; L. S. Skee, secretary Prineville and Redmond fairs in Oregon; Elmo E. Smith, secretary Malheur County Fair, Ontario, Ore.; Roy R. Ritter, secretary Pendleton Roundup in Oregon; Fred T. Hoffman, secretary Ellensburg Rodco in Washington. J. C. Sorenson, secretary the Blackfoot Fair; B. F. Mahoney, secretary Cassia County Fair, Burley; Chester L. Mink, secretary Gooding County Fair; Burton W. Reeves, secretary Nampa Rodeo. Mr. and Mrs. Earl Kelly departed for California to play the Los Angeles County Fair at Pomona. The concessions erected on the midway for this showing were 106. Owing to previous contracts in Oregon the show canceled the Poacello Fair and turned the contract over to the Monte Young Shows. Mrs. E. Pickard gave a dinner party. Mr. and Mrs. Harry Baron had good week with their concessions. Johnnie Hicks' auction did well. Mrs. Bill Bishop was a visitor. Lucille King gave a dinner party to the following guests: Mr. and Mrs. Johnnie Gibson, Charles Marshall, Verna Seeborg, Hazel Fisher, Katherine Quivala, Mrs. E. Quivala, Mr. and Mrs. Johnnie Miller, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe, Mr. and Mrs. E. Pickard, June Pickard, Ruth Groff and the writer.

WALTON DE PELLATON.

Pearson Shows

St. Joseph, Ill. Week ended August 29. Weather, hot. Business, good.

Opened Tuesday morning. At 8:30 p.m. with the midway jammed, a heavy wind and downpour of rain came without any warning and blew down several concessions and a few big tops. By noon Wednesday everything was up and doing business. Mrs. Pearson is busy, having installed a new secretary, Edward Graham. Graham had been teaching school but prefers the show business. General Agent Eddie Collins has the show booked and is back on the lot. A few of the shows and concessions are Mr. and Mrs. Arden Waters (Tim Waters), kid rack and penny pitch; corn game, Mr. and Mrs. Walter Boate; swing, Earl Marland—tickets, Mrs. T. H. Lewis; Kiddie Auto Ride, Bill Shepherd; Tilt-A-Whirl, Powell Leonard; Ten-in-One, Jack Burton, manager—H. Howard, Prof. Argo and Princess Elena; Penny Arcade, Emma Jene; Snake Show, Mose Smith; Loop-o-Plane, Curly Lee; photo gallery, Frank Elgie; pop corn, Flossie Jackson; Eskimo pie, C. A. Williams; cookhouse, Jack Oupton; frozen custard, Arthur Workman and George Demarini; Athletic Show, "Bully" Smith; Miniature Railroad, Shorty Thompson; milk bottles, G. E. Ware; Glenna Harris, tickets on Ell Wheel; Buster Fletcher, mailman and *Billboard* agent. Mr. and Mrs. Lowell Ferrigo, of Monticello, Ill., visited.

E. MALDEN.

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CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.			
10,000.....\$6.65	30,000.....\$ 8.95	100,000.....\$17.00	Duplicate Coupons
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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.

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Showmen's League of America



165 W. Madison St., Chicago, Ill.

October 1 is the date of the opening meeting for the winter season and starts down toward the close of the second year under the able guidance of President "Patty" Conklin. The stage is all set, but it will take the full co-operation of each and every one to make this one of the best years the League has ever been privileged to enjoy. Prospects for membership are all around; literature for the Cemetery Fund Drive has been distributed. Let each and every member get busy and do their part and show "Patty" that we are with him and appreciate his untiring efforts as our leader. He will then carry on the good news of this co-operation to his co-officers, Brothers Jack Nelson, J. C. McCaffery, Joe Rogers and Lew Keller.

We know all showmen are planning to attend the meeting November 30, December 1 and 2 and the big annual Banquet and Ball on Tuesday, December 1. Chairman Frank P. Duffield is giving this diligent attention and he can and will put this over in fine style.

Additional returns in the Cemetery Fund Drive this week are from Rex D. Billings, Edw. A. Smith, Mrs. E. E. Carman, Ben Pardo, Joseph Barry, M. J. Doolan, Kerr Tent Company, Mabel L. Stire, Jake Shapiro, Carl F. Riets, A. L. Putnam, Daniel C. Bauer, Al Meltzer, Ralph T. Hemphill, Edward S. Webb, Robert A. Hig, Leonarl B. Schloss, G. W. Horney and G. C. Ezell. Get your name on this list next time it is published.

Dues received during the week from Brothers William Claire, Henry F. Thode, Earl W. Kurtze, R. F. Trevellick, Harry Coddington, R. P. Buckley, R. E. Marietta, George Terry, Charles Owens, Edward S. Webb, Joe Murphy, Earl Burke, Charles T. Goss, William J. Coultry. Notices of dues for 1937 have been mailed. Give it your attention and balance your membership account on our books.

Welcome letters received during the week from Harry W. Hennies and asks for more applications. Finds it easy to sell the League to his boys. Brother R. P. Buckley writes with best wishes to Sam J. Levy and Frank P. Duffield, also all of his many friends in the League. Earl Burke and R. E. Marietta send best wishes.

We are in receipt of the sorrowful message of the death of the beloved wife of our dear brother, Elwood A. Hughes. Sincere message of condolence has been extended.

Visitors during the week included Abe Gorman, on his way north; Tom Rankine, just in from the lake for a day; Irving Maltz, Julius Wagner, Ray Barbee and Peety Pivor, all on their way to Lincoln to join the Beckmann & Gerety Shows; Wallace Sackett, just to say hello and advise that he is now doing work for one of the Chicago dallies; M. J. Doolan, with another book of Cemetery Fund coupons; Jack Pritchard, in for a call; Henry F. Thode, on his way to California for a vacation; Charles Hall, Charles Owens, George Terry and Frank Ehlers, taking a few days' layoff.

Brother Bernie Mendelson advises that he will make a trip to Toronto to visit the Rubin & Cherry Shows.

Brother Sam Gluskin, of the Royal American Shows, dropped in on his way thru town. Says Brother Elmer Velare is still working and is sure to win one of those gold life membership cards.

Brother Harry Mamach and family met with an auto accident near Dixon, Ill. Harry is somewhat bunged up, and the missus and daughter are in the hospital at Dixon.

Brother L. C. Kelley pens us a line from Kansas City.

Brother Bernie Mendelson, Fred John and Secretary Streibich visited the Jones exposition at La Porte, Ind. Brother Morris Lipsky says we may expect results on the membership drive a little later.

Brother Ray Marsh Brydon sends us a photo of his Dan Rice Three-Ring Circus.

Brother William Carsky, in town for a few days, left on a trip.

St. Louis

ST. LOUIS, Sept. 5.—Ralph R. Miller, owner and manager of the Coney Island Shows, was a visitor. John R. Ward, owner of John R. Ward Shows, was in the city last week on a buying expedition. Joe Scholibo, publicity director, Hennies Bros.' Shows, passed thru to points south. J. C. McCaffery, general representative of the Rubin & Cherry Exposition, was a visitor last week, as was Sonny Bernet, of the Chicago office of the Globe Poster Corporation. Eugene Franklin, electrician and concession operator on the Gold Medal Shows, was married several weeks ago in Michigan. John Houchin, until recently with the Dodson World's Fair Shows, is in the city to take his wife to the hospital as a result of illness. Bill Starr, of the Greater Exposition Shows, was a visitor.

Cetlin & Wilson Shows

Clarion, Pa. Week ended August 29. Clarion County Fair. Weather, rain. Business, fair.

Opened Monday night in rain, and rain again Tuesday, Wednesday and Friday, Thursday, the only clear day of the week, reported largest attendance at the Clarion Fair in years, despite weather. Speedy Merrill's Wall of Death top money show, Leo Carrell's Monkey Circus second, Jack King's Rodeo third. Scooter or top ride, Twin Ferris Wheels second, Tilt-a-Whirl third. Glen Porter has added a lion to his ballyhoo on Darkest Africa Show. Leo Carrell completely rebuilt front and bally of the Monkey Circus. Doc Hamilton has new car. Jack Wilson has purchased a home on wheels. All those on the sick list are all up and going again, with the exception of Mickey Sakoble, who still has her leg in a cast. Cards were received for the ACA and were distributed this week. Lew Collner and Mel Fleming both guests of the show during the week and, incidentally, both are not in the show business but are members of the ACA and CSS Club.

GEORGE HIRSHEERG.

Pittsburgh

PITTSBURGH, Sept. 5.—The Gene Gross Marionette Show played the Allegheny County Fair at South Park.

Butch Blumenthal camped his Ferris Wheel and two kiddie rides on Bedford avenue. Has also several concessions on hand.

Joe Murphy and Ralph Pepper, concessioners, returned to town and report an excellent season.

Lloyd Thomas joined the Cetlin & Wilson Shows at Bedford with five concessions.

Joe Cramer will end his fair season with his Peerless Exposition at Thomas, W. Va. Gus Kant returned following a tour of several days in the Ohio territory.

Pacific Coast Showmen's Assn. to Larger Quarters

LOS ANGELES, Sept. 5.—The Pacific Coast Showmen's Association has leased the entire fourth floor of the Grand International Theater Building. The new location, after a long search for suitable place, will have 5,850 feet floor space. In this space is a ballroom of ample size. Owners of the building are redecorating the prospective new location and it is the definite intention of PCSA to make it one of the finest clubs on the West Coast. The club has been nine years in the New Orpheum Theater Building but has outgrown the present quarters. Removal will be October 1.



Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, Sept. 5.—Monday night meeting recorded 67 members present when First Vice-President Dr. Ralph E. Smith rapped for order. Ross R. Davis, treasurer, and John T. Backman were in their respective positions. Routine of business was deviated from so that Chairman Ed Walsh of the House Committee, who was also chairman of the committee on new and larger quarters, might make a report.

Communications: Letters and check from Thomas J. Hughes; the West Coast Amusement Company, two letters and two checks, one of \$152 being the proceeds of the "show within a show" staged at Portland, Ore.

Check for 10 new members and a standing vote of thanks given and recorded to Charley Walpert, Will T. Jessup and all the West Coast Amusement Company folks that made this such a successful affair.

From Will Wright, of the Golden State Shows, two interesting letters and two checks to cover new memberships. From Palmer C. Franklin, Oakland, Calif., letter and check for dues. A letter from Brother Sol Grant with money order for \$80 to cover eight applications for membership, and from a new show, the United American, and recorded with standing vote of thanks. From old reliable President Theo Forstall letter and check for four new members and 1937 dues for seven members of Barnes Circus. From Louis Borinstein, letter of interest. Cal Lipas inclosed money order for \$30—one new member, one reinstatement and one dues for 1937. And Joe Glacey sent in an application. From Ruby Kirkendall, first vice-president Ladies' Auxiliary, an explanatory letter. Will Rice writes of doings with him. Dr. George W. T. Boyd, physician of the Al G. Barnes Circus. Jack Grimes finally came thru with a letter, first there was an inclosure of tickets for coming Annual Charity Banquet and Ball.

Howard Bary, chief of foreign scouts for the Ringling interests, who is en route to far parts of the world, will let us have five pygmy elephants that he will have in the cargo that will dock in Los Angeles harbor in time for the ball.

New members: Charles McHaney and Glen Ennis McKee, of Long Beach, credit to Hugh Wier and Jack Bussell. Harry P. Gallan and Joe F. Kennedy, credit to Curtis F. Little, Robert F. Clarke, credit to Nick Wagner, Paul F. Van Pool, distributor for Coca-Cola, Joplin, Mo., credit Mark Kirkendall, Vern Enos, Ray Coe and Freeman M. Schein, of Barnes Circus, credit Kirkendall, Jack Arnot, credit Cal Lipas and Jo Glacey. Walter Lafayette Williams, credit Claude Barie and John J. Kleime. George Brooks, credit Will Wright and Ray M. Smith. Samuel A. Goldman, credit John Backman and Harris E. Levine, William George Smith, credit Joe Hart, Philip O'Brien, Edward McCus, Fredrick E. Stevert, Tony Soares, Charles E. Youngman, Clarence E. Rice, M. E. Arthur, Fritz Reardo, all of West Coast Amusement Company, credits divided among Charley Walpert, Mike Kreckos, Frank Forrest and Will T. Jessup. Orlando H. Allin, owner United American Shows; Wayne M. Endicott, Albert Beaton Miller, George T. Allin, Selwyn E. Lane, John Snobar, Albert Lindenberger and George L. Morgan, all of United American Shows, and credit divided between Sol Grant and Charley Walpert. Reinstatement, John J. Branson, credit to Cal Lipas and Jo Glacey.

Dr. Ralph E. Smith won the weekly award. Refreshments and lunch served after adjournment by Jack Bigelow, Chet Bryan and Will J. Casey. Troupers who want to "go to town" should get that ten spot in for a membership in this growing organization.

Ladies' Auxiliary

Ladies' Auxiliary of Pacific Coast Showmen's Association, with Ruby Kirkendall, Vera Downey and Minnie Fisher as officers, met August 24 at 8:30 p.m. Cake and ice cream were served by Alfred Avalon, assisted by Minnie Fisher. Door prize went to Leon Barrie.

Bingo's first award went to Vera Downey and the cash award to Marie Bailey. Minnie Fisher was presented with a canary by Regina Fink. Marie Bailey is back from a two weeks' vacation in Colorado. Communications: Ethel King with a new member, Rosanna Desnos, of Crafts Shows; Maxine De-

Mouchelle, of Golden States Shows, a new member; Mrs. Helen Anderson, Mrs. John T. Backman, after a long absence, renewed her membership.

Party for August 27 was postponed on account of several members were busy at Harold Lloyd's studio.

Virginia Schaller, filling an engagement in Frisco, Club invited to Long Beach Thursday night by the Long Beach members. There was a picnic August 30 at Venice Pier. Club will move October 1 to larger quarters.

Those present: Minnie Fisher, Stell Drake, Pearl Jones, Ruby Kirkendall, Vera Downey, Alfred Avalon, Leon Barrie, Inez Walsh, Stella Lynton, Martha Levine, Mrs. John T. Backman, Mrs. J. Klein, Regina Fink and Tillie Palmateer.

Sheesley Midway

Toledo, O. Week ended August 22. Auspices, DAV. Location, Monroe street at Terminal Railroad. Weather, hot. Business, fair.

William Zeidman had his Kiddie Auto Ride rebuilt. New stages of Royal Hawaiian Theater and Nite in Paris shows very elaborate. Charles Sheesley has all new rubber-tired wheels for all wagons. Midget Mother Show has new top and banners. Captain John M. Sheesley has designed a new modernistic lighting effect which he is trying out on the front of Hell's Dungeon and the Waitzer. Ward (Dad) Dunbar, show's mail and The Billboard agent, passed his 78th birthday. Mr. and Mrs. Dick Wilson were the nightly guests of Mrs. J. M. Sheesley. Mr. and Mrs. William Pickett away visiting relatives. John (Col. Mac) McMasters very ill for a few days but recovering rapidly. Birthdays: Jack Winslow, Ward Dunbar and Mrs. Dale Pickett. Allen Saunders, movie critic of The Toledo News-Bee, very liberal with his daily column. Ruby Dion joined the Nite in Paris Revue.

Huntington, W. Va. Week ended August 29. Auspices, Fire Department. Location, 28th street and Fifth avenue. Weather, rain first four days and storm. Business, fair last two days.

Following the storm of Thursday J. M. Sheesley would not let the lights be turned on, which handicapped workmen. The damage started with the front arch. While made of two-inch pipe, it was twisted as if it was so much paper. Then wended its fury down the midway, uprooting stakes, tearing down fronts and ripping up tops. Equipment that was left a mass of ruins: Front arch, Col. Mac's Pony Ride, Hawaiian Village, Alcatraz, Al Renton's Circus Side Show, Mariem on Parade, Two-Headed Baby, Unknown Soldier, Motor-drome, Nudist Show, Hell's Dungeon, Nite in Paris, Sex Show, Waitzer and the show lavatories. The Twin Ferris Wheels were moved and one wheel was sprung so bad it is to be torn down and straightened out before it could be used. Top panels on the Flyer ride were blown off and scattered over the midway. Along concession row many tops and flash were blown down and ruined. Monster Show and Midget Lady tops were saved by the attaches cutting the ropes. Great Lester's top was the only show to stay up and weather the storm. Penny Arcade only major concession top to stay up. Many of the folks who live in living tops were left homeless when their tented domiciles were uprooted and blown to the winds. This was old home week for Mrs. J. M. Sheesley, meeting many of her friends from her home near here. Evelyn Maynard now riding in Motor-drome. Maxine Ferris joined the Nite in Paris show. Capone Car now a feature of Alcatraz Show. Aerial Bauers departed for fair dates. Billy Carr, Al Renton and Charles Sheesley on sick list.

FLOYD NEWELL

Philadelphia

PHILADELPHIA, Sept. 5.—Reports are that business at the fairs is good.

Lloyd Peterson has a nice layout of a hoopla concession with Exhibit Producing Company. He has put his side show in the barn.

Endy Bros. are said to be having the best season they have experienced in their career. Some spots have been played that have not seen a carnival in a number of years.

Eight Street Museum opened Friday the 4th. The entire exterior and interior have been redecorated and rearranged. Hank Sylow has returned as manager.

A few block parties and local home carnivals still operating in city and suburbs.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

For nearly a quarter of a century the sympathetic, helpful understanding of the showmen's problems and constructive methods of meeting them has made the Showmen's League an indispensable institution to the outdoor showman.

Bantly Greater Shows

Johnstown, Pa. Week ended August 22. Auspices, American Legion Convention Amusement Committee. Business, poor. Weather, good.

The most terrible blank the show has ever played. The management is trying to forget it.

Windber, Pa. Week ended August 29. Auspices, American Legion. Location, Delaney Field. Weather, variable. Business, good.

Smooth sailing and a fine co-operative committee, so markedly different from the week previous that it was noticeable by the most unobserving. J. Pluvius interfered and there were only three show days out of six—three days dark. Her-man Bantly "took the floor" at the regular Tuesday night meeting of the "Good Fellows' Club" to explain to all those that were doubtful about the show's route south. J. C. Roberts has put his okeh on the outfit. Jack V. Lyles, of North Carolina, and Charles Schofield, of South Carolina, as well as General Agent W. J. Klingler Jr. are booking same. CHRIS M. SMITH.

Crafts 20 Big Shows

Fresno, Calif. Week ended August 23. Auspices, American Legion. Location, Chance Field. Business and weather, good.

The return engagement here proved to be a real red one, the same location and auspices as in previous years. Committee headed by Jack Hagstadt was on the grounds nightly handling all details. Around the lot: Joe Krug with juke and grab. Mrs. Elmer Hanscom reports good business with her photo booth. Ralph Reed joined here with a new type concession, a basket-ball game. Harold Perry in charge of advance publicity truck. Ed Murphy Smithson all smiles since business picked up with advertising banners. Roger Warren is the shows' superintendent of utilities and banjo picker. George and Al Miller building a new house trailer. Mrs. Ethel Krug busy with the salesboard and selling tickets for the Auxiliary of the PCSA. Three new members joined the men's club last week, Speedy Babbs, Laddy Cose and Karl Miller, which makes makes this organization about 99 per cent for the PCSA.

Dinuba, Calif. Week ended August 30. Auspices, American Legion. Location, Legion bowl. Business, good.

This little town turned out as in former years to be one of the banner engagements of the season. This marked the shows' 10th engagement here. John (Spot) Ragland, chef and multi-gan mixologist, held a party. Those in attendance: Louis Korte, Mrs. Ruth Korte and daughter, Bette; Mr. and Mrs. Frank Denos, Laddy Cose; Mr. and Mrs. Ed Kanthe and daughter, Edna; Mr. and Mrs. Roy Ludington, Mrs. Joe Krug, Mr. and Mrs. William McMahon, George Weaver, old-time tractor man of English Shows and in the mechanical department of this show a number of years, departed for the Golden States Shows to look after the electrical department. Mr. and Mrs. O. N. Crafts laying plans now for an extended tour east in their new cabin plane. Sam Hughes, former master mechanic, returned from Los Angeles. Roy E. Ludington with O. N. Crafts made a hasty trip to Pomona early part of the week. Loud-speakers now grace the fronts of the Silodrome and Miller's Scandals attractions. Ed Kanthe, of the Athletic Show, will stick to the old boiler system of making noise. Aeroplanes ride located in front of the midway entrance past few weeks to good results. Phil Williams, general agent, back on the show. ROY SCOTT.

WANTED
for FINEST and LARGEST MUSEUM in NEW YORK CITY Pleasant working conditions. Long season.
FREAKS! NOVELTY ACTS!
Write today. Send photographs and state salary in first letter.
CRYSTAL HALL
120 E. 14 St., New York, N. Y.

LUCAS COUNTY FAIR
TOLEDO, O., SEPTEMBER 17-20, INC. 70,000 Children Saturday and Sunday. WANT Shows, Concessions of all kinds and one more Ride. All address STEPHEN DECKER, Liberty, Ind. Centennial Here September 10-11-12.

WANTED
Half-and-half and other useful Side Show People, for Captain Friday's Side Show. Also capable Man with Dancers for Hula Show. Will look any Show that can make money. I have Tops and Banners. WANT Concession Agents and Banner Men. This show is working South. Smith Center, Kan. this week; Washington, Kan., next. Still playing Fairs, W. E. WEST MOTORIZED SHOW.

ROGERS & POWELL — WANTS FOR LONG SEASON. Shows and any money-getting Concessions, Erie District, Ball Games, Grand Shows that work for 10c Labor Day Celebration, Harrisburg, Ark., week of September 7; then the Biggest Thing in Arkansas at Lake City, Ark., week of September 14; then light an out for the option field of Mississippi. P. S. — Want a Flat Ride. Will buy 20x40 Top at a bargain.

CUMBERLAND VALLEY SHOWS
Want for Woodbury, Tenn., Fair week of September 14 and seven other fairs to follow—Shows and Rides that don't conflict and Legitimate Concessions. Also want A-I Ferris Wheel Man, \$20.00 a week. Address all mail Cookeville, Tenn., this week; Woodbury, Tenn., next. CUMBERLAND VALLEY SHOWS, ELLIS WINTON, Manager.

WANT WANT
FOR DARLISLE JUBILEE WEEK DARLISLE, PA.
September 14, 15, 16, 17, 18, 19, 20, 1936 Shows with own outfits and Legitimate Concessions of all kind. Address KAUS SHOWS, INC., this week Ebensburg, Pa., Fair.

PHOTO STRIP OPERATORS 4 FOR DIME
You can still get in on new invention that will be a boom for your business. Write at once EDWARD FELDMAN, 1825 Chestnut St., Philadelphia, Pa.

McConnellsburg, Pa., Fair
SEPTEMBER 14 to 19
Want Concessions and Shows. Come on or address **KEYSTONE SHOWS** Oakland, Md., this week.

READING'S UNITED SHOWS
THREE FAIRS NEXT WEEK
Concessions that work for Stock. Novelties open, Grand Shows. Monkey Joe wire. Sparta, Tenn. Gainesboro, Tenn., this week.

FIVE BANDS, PARADES, FLOATS. CELEBRATION
REYNOLDS ROAD AND DOOR STREET, SEPT. 10—TOLEDO, O. SEPT. 13, IND. Sponsored by Adams Township Civic Association. WANTS Rides, Shows and Concessions. Let's make this a big one. Bingo. Best Privilege sold. Write, wire, phone WM. B. JACOBS, 432 Walbridge Ave., Toledo, O., or en route.

LOOP-O-PLANE
DISTINCTLY DIFFERENT — THIS RIDE IS BREAKING ALL PROFIT RECORDS!
It has stolen the show and created new standards for consistent earnings wherever it has operated. Loop-O-Plane has what it takes—flash, spectacular performance, a new sensation, a real thrill. It turns a dead spot into the center of attraction. Nothing compares with it for ballyhoo, the ability to draw a crowd.
SPECIFICATIONS PRICES—TERMS UPON REQUEST. || BOX 237
ROBIN REED, Sales Agent SALEM, OREGON



10 FAIRS — 10 FAIRS
WALLACE BROS. SHOWS
WANT FOR THE FOLLOWING FAIRS
OKOLONA, MISS., Free Fair, September 14 to 19.
NOXUBEE COUNTY FAIR, Macon, Miss., September 21 to 26.
MADISON COUNTY FREE FAIR AND HORSE SHOW, Canton, Miss., September 28 to October 3.
TALLAHATCHIE COUNTY FREE FAIR, October 5 to 10.
ATTALA COUNTY FAIR, Kosciusko, Miss., October 12 to 17.
LEAKE COUNTY FAIR, Carthage, Miss., October 19 to 24.
MISSISSIPPI NEGRO STATE FAIR, Jackson, Miss., October 26 to 31.
COLUMBIA, MISS., FREE FAIR, November 2 to 7.
BILOXI, MISS., FREE FAIR, November 9 to 14.
CULPSPORT, MISS., November 16 to 24. Other Dates Pending.
CAN PLACE the following Shows: Mechanical City, Micky Mouse, Big Snake, Motor-drome, Fun House. WANT Acts for Ten-in-One, Freaks of all kind. Minstrel Performers and Musicians write. Clark Hicam, Leona Lee wire or come on. Manager for Athletic Show, Boxer and Wrestler. CONCESSIONS—Can Place 10c Stock Concessions of all kinds, Grab joints, Candy Apples, Frozen Custard, Ice Cream, Lead Gallery. No exclusive except Cook House, Bingo. Both sold Fulton, Ky., this week; Okolona, Miss., September 14-19.

GRUBERG'S WORLD'S EXPOSITION SHOWS
CLEARFIELD, PA., FAIR, SEPTEMBER 14-19, SIX DAYS AND SIX NIGHTS.
DURHAM, N. C., FAIR, SEPTEMBER 21-26, SIX DAYS AND SIX NIGHTS.
WANTED—CONCESSIONS of all kinds come on; we can place you.
WANTED—FREE ACTS for Durham Fair. All acts must be high and sensational. Wire MAX GRUBERG, New York State Fair, Syracuse, N. Y., this week; Clearfield, Pa., Fair, next week.

GREAT SUPERIOR SHOWS WANT FOR
PARIS, TENN., this week, and the following Fairs: PARKIN, ARK., Cotton Carnival and Street Fair; ENGLAND, ARK., Free Fair, on Street; PINE BLUFF, ARK., County Fair; FORDICE, ARK., Tri-County Free Fair; LA PANTA, ARK., Craighead County Fair; MONETTE, ARK., Merchants' Free Fair, on Streets. Six other Arkansas and Mississippi Fairs to follow. This territory has the best cotton crop in years. No drought here. Conditions are good. Liberal proposition for Side Show or any other money-getting Shows. CAN PLACE Middle Rides, Loop-O-Plane, Tilt-a-Whirl and Whip. All Concessions open for Fair Dates. E. B. Sterch, Johnnie Stevens, Jack Orr get in touch with us. Trucks will not be bothered in Arkansas, as show has permits for all transportation. Address all mail and wires as per route, Paris, Tenn., this week. O. J. BEATY, Manager.

SUNSET AMUSEMENT CO.
WANTS CONCESSIONS FOR THE FOLLOWING FAIRS:
MT. VERNON STATE FAIR, Mt. Vernon, Ill., September 14-19.
NEW GARBONDALE FAIR, Carbondale, Ill., September 21-28.
New Grounds, Track and Management.
We hold exclusive on all Concessions except Eats and Drinks, but privilege will be right. CAN USE non-conflicting Shows with own outfits.
Address K. H. GORMAN, Emerson Hotel, Mt. Vernon, Ill.

ART LEWIS SHOWS, Inc.
WEEK SEPTEMBER 14-19, SOUTH PARIS, ME. (FAIR), ALSO TOPSFIELD, MASS. (FAIR).
WANTED—SHOWS, Grand or Platform. What have you? CONCESSIONS (Legitimate only) —Cookhouse, Grab, etc. Rates reasonable. RIDE HELP on Rideco, Whoola, Merry and Loop-the-Loop. Farmington, Me., and Great Barrington, Mass. (Fairs), follow. Wire or write ART LEWIS, Fonda, N. Y., this week.

WANTED GET YOUR WINTER BANK ROLL HERE WANTED
CAMBRIDGE CITY, IND., DENTENNIAL, WEEK SEPTEMBER 14.
WILL BOOK two money-getting Shows. Concessions all open, no X sold. WILL BOOK Loop-O-Plane for this week and Akron, Ind., Fair. This Fair will be the biggest celebration in Indiana this year, 50,000 people assured, eight bands, two night parades. Wire or write early for space, limited.
GEORGE CAIN CAMBRIDGE CITY, IND.
Care MIDWEST SHOWS.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Powwow Big In Hawthorne

California Chamber scores success—stage show, rides, and concessions are used

LOS ANGELES, Sept. 5.—Surpassing by far any former effort, Hawthorne Chamber of Commerce registered a huge success in presentation of the three-day Powwow, staged in the heart of the city. Amusements were in greater variety than in the past, there being an Indian village, daily parades, midway with shows, concessions and rides, and on a center stage there were staged excellent programs. Joe Bren handled this part of the big show for Fanchon & Marco. United Shows had contracts for rides and midway space.

Opening on August 27 to an enormous crowd of spending visitors, everyone connected with the show expressed themselves as having been set in a "natural." Program was directed by Neal Abel. Loren Howe, president of the Chamber of Commerce, was director general, with Harold N. Eukill, Grant H. Mastin, J. E. Dunaway, Judge Benjamin F. Brown, Walter G. Forest and Mrs. Davis members of the executive committee.

Stage Show Offered

Show on the center stage included Oklahoma Jack Shell, with Chief Hallstorm and family of five; dancing numbers from Indian Village, Antie Honi and Second Plant, Hopi Indians in weird ceremonies; Prince Kituma, Apache wonder worker; Pete Topia and Blue Bead, dancers, with the girl, most striking in appearance, dancing and singing numbers; Young Plant and Hopi with group of Hopi dancers and singers; Apid Elk (Winnie Nelson), Penobscot Indian, trick and fancy riding; Pueblo, Sioux and Cherokee Quartet, novel singing and dancing number, headed by Chief Nippo Strongheart; Arizona Hillbillies, songs and comedy; Jean Verdugo, Babe O'Connell and Alma De Carte, strolling minstrels; Bettie Gordon, instrumentalist; Lucille Miller, freak soprano; Babe Horton and Kids, acrobatic and piano-acordion act; Eddie Gordon, tramp bicyclist; Felix Valle, fancy and trick roping; Claude de Car and dancing dog; Princess Pat, singing comedienne; Aerial Bartlett, high perch; Taylor Sisters, acrobatic dancers; Don Passeau Troupe, novel skating act; Bettie Lee Atkinson, dancing and baton manipulations; Craft and Gaul, long and short comedy duo; Masters and Gurd, sensational golf-ball act; John Diggers, head and hand balancing, and Clifford and Moran, comedy dancers.

Amateur nights each night and public wedding added features. *Folies Bergere*, Doc Cunningham and Bob Winslow, artists; Lorraine Davenport, Marion Kaufman, La Belle Fourche, Bonita Camella, Bella Vernesi, Tom Bigsby, George Sawyer and Martha Fernau, musicians. *Scientific Oddities*, Mr. and Mrs. J. E. Dickey; H. Aabye, lecturer; Two-Headed Baby, Melissa Ormsby. Small Animal Circus, P. E. Payne, Jack Kneeland and Clisla. Paris by Gaslight, E. H. Fraley, Thora Nelson, Ann Ruthven, Enrico, Electrical Mystic, Valley of Death, T. C. Spurgeon, Tal Myers, Estelle Keimer.

Doc Hall Honored

Merry-Go-Round, Joe Manley, foreman, Mike Senter, assistant, Merry Mix-up, Fred McCoy, foreman; Bill Fisher, assistant, Kiddle Ride, M. L. Hamilton; Ferris Wheel, Midge Conners, Heavy Turner; Cloud Swing, Jo Dunham; Ruby Guyer, tickets.

Plaster wheel, Arthur McCleery, Ben Simons; glass show, Mr. and Mrs. A. W. Scott; novelties, B. O. Dunn; ring-a-duck, George Saxon; leaf gallery, Kirk Ober; pony rides, John Kemsley, Jack Boyd; ham and bacon, Harry Phillips; Charley Frank; 40 Camp, Duke and Clara Hall; milk bottles, Bill Kohler, Lester Guard; big wheel, Virgil Paris, Ed Tobey, Bey Green; cookhouse, L. R. Hoyer, W. Olson, Edith Scarborough; whips, canes and novelties, A. G. Barton, with George Brown, Jack Murphy and Bill Sowles; small bottles, Chet Tieman; photos, Nellie Williams, Lawrence Irwin; ball game, Arnold Duval.

Doc Hall was manager of rides and concessions and Billie Williams superintendent. Doc Hall was made an honorary member of Hawthorne Chamber of Commerce and Rotary Club.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Concessions Wanted
September 23-26, SOMERSET, OHIO
Somerset Pumpkin Show and Agricultural Association. Under State Supervision.
Address J. L. LOVE, Mgr., Somerset, O.

WANTED
RIDES, SHOWS AND CONCESSIONS.
CENTENNIAL CELEBRATION
OCTOBER 8-9-10.
H. E. PUCKETT, La Harpe, Ill.

Marshall County Centennial
OCTOBER 12th to 17th, Inclusive.
GUNTERSVILLE, ALA.
Wants Carnival, Band and Free Acts.
ELBERT R. CHANDLER, Pres.

WANTED
FOR
HOME-COMING WEEK
SHADESVILLE, O., SEPTEMBER 18-20.
One or two Rides, Legitimate Concessions. No Grift.
G. F. OEGKER, R. 1, Lockbourne, O.

WANTED
Rides, Free Acts, Shows and Concessions for Our
17th Annual Kingman Community Fair
SEPTEMBER 16-19.
Write E. P. MOORE, Secy., Kingman, Ind.

WANTED CONCESSIONS AND RIDES FOR
8th HARVEST HOME FESTIVAL
Scottville, Mich., Thursday & Friday, Oct. 1 & 2
Write or wire
F. J. READER, JR., Concession Chairman.

BLOOMDALE HOMECOMING
BLOOMDALE, O., SEPTEMBER 14 to 19, 1936.
Want Rk Ride, Ferris Wheel, Shows and Concessions. No wheels operate. Frozen Custard, Fritch-Till-Yo-Win, Shooting Gallery. All Concessions open that do not conflict. Will book first we hear from. Under auspices K. of P. Lodge. VIRGIL R. COWALSON, M. of P., K. of P. Lodge 278, Bloomdale, O.

Shorts

BARNES-CARRUTHERS acts have been booked for a Fall Exposition and Circus of Calumet and Hecla Fire Department in the Colosseum in Calumet, Mich. Merchants will have displays. A popularity contest is in progress.

JOHN G. ROBINSON Jr. and Alvin Plough have been reappointed chairman and vice-chairman, respectively, of the outdoor show and fireworks spec to be held at Crosley Field, Cincinnati, as a feature of the Halloween Civic Festival sponsored by the Cuvier Press Club. Last year the show and fireworks spec drew an enormous crowd and highly favorable comment. This year Robinson and Plough are planning for more spectacular acts.

PLANS for Grant City (Mo.) Harvest Festival have been canceled by the committee.

STREET Fair and Homecoming of I. O. F. Lodge in Davis, Ill., will be held on main streets.

VINTAGE Festival, sponsored annually by the Chamber of Commerce in St. Helena, Calif., has been called off for this year, said Secretary Louis D. Vascont, but will be held in 1937. In 1935 the Clark Shows had the midway and attendance was more than 40,000 in three days.

Circus Big Success For Springfield Elks

SPRINGFIELD, Mass., Sept. 5.—B. P. O. E. Lodge 61 closed its first annual circus here on August 29 with the knowledge that it had staged the most successful charity event ever offered here, the organization going out of the red in the early part of the week and marked a new high in special events.

Affair was held at Pynchon Park baseball grounds and was produced by J. C. Harlacher, Providence. Opening was marked with a mile-long parade in which all the acts, band, calliope and local merchants participated.

The layout was novel, the high riggings of the acts being spread in a semi-circle around the diamond. Beyond these was a complete midway that contained everything from weight guessers to Ferris Wheel and Monkey Speedway. All games were of the legitimate type and did enormous business.

There were no matinees but two shows a night were given by the acts, each of which was an outstanding feature, the lineup being as follows: Walendi Duo, high wire; Kurtzo and Kurtz, contortionists on high pole; Ben Hamid, whirlwind Arabian tumbling act; Flying Lemars, flying return act; Adele Nelson with her educated elephants; Four Thrillers, high ladder sensation; The Hellkists, fire divers; and Captain Fredrick, cannon act.

Show lasted one hour and was produced and announced by Ernest Anderson. Popularity and other contests were under supervision of Joseph E. Walsh. Dr. Kesie was chairman of the amusement committee for the Elks and expressed complete satisfaction with the high-class manner in which everything was conducted. It is understood Elks' Lodge No. 61 intends to make this an annual affair.

Merchants' Prizes Given For Ashtabula's Carnival

ASHTABULA, O., Sept. 5.—Flying Howards have been booked as a free attraction, in addition to a number of rides, at annual Street Fair and Water Carnival here under auspices of merchants and North End Club, said General Chairman Robert E. Fuller. Profits from the event are to be used for promotion of civic welfare and advertising.

Expenses will be defrayed thru sale of merchants' tickets for awarding of cash prizes, donations and sale of concession space. Space is to be used in local newspapers to advertise the event.

Other features will be band concerts, Mardi Gras and amateur nights. Prizes furnished by merchants will be given for costumes, window displays, cooking and flowers. Affair is expected to draw from the entire county and it is estimated attendance will reach 20,000.

Omer Kenyon Will Handle Shrine Circus in Toronto

DES MOINES, Ia., Sept. 5.—Omer J. Kenyon closed at Riverview Park here on Saturday and left for Toronto to handle Rameses Temple Shrine Circus for Bob Morton.

While in Canada he plans to visit the Dionne quintuplets in Callander.

Results
MAMMOTH SPRINGS, Ark., Sept. 5.—"The 46th annual Soldiers, Sailors and Marines' Reunion here on August 17-22 was a success in every way and this year we had the largest crowds in our history," declared Secretary E. E. Sterling. "We had good results from advertising in The Billboard. I have been secretary of this event for the past 15 years and have used The Billboard each year when seeking attractions."

Frisco Is Preparing For Bay Celebration

SAN FRANCISCO, Sept. 5.—Wrinkles that threatened to disrupt plans for celebrating completion of San Francisco-Oakland Bay Bridge have been ironed out, and the three days' festivities will start as originally announced.

Opening with a ceremony on the Oakland side and a civic luncheon in San Francisco, the celebration will feature day and night parades, water pageants, fireworks displays, airplane maneuvers, display by United States Navy, street carnival, circus, free acts in the Civic Center and "bridge balls" in the major hotels of Oakland and San Francisco.

Franck R. Havenner is chairman of the general committee. The 11 Western States as well as all of California have been invited to participate and about 400,000 out-of-towners are expected. City decorations will be lavish. The WPA is contributing \$234,710 to handle the festivities. Special 50-cent commemorative coins are being minted for the celebration.

Canton Fire Fighters Get Use of City Lot for Expo

CANTON, O., Sept. 5.—Sponsored by the Fire Fighters' Association of Canton, a 10-day exposition will be held on a city park lot, Ninth and Schroyer avenue, S. W., G. D. Clark, managing director, announced this week. There will be merchants' displays, contests nightly, free acts, rides, shows and manufacturers' exhibits.

Headquarters have been established in city hall, where committees will be assigned their tasks. Event has indorsement of the entire city administration, headed by Mayor James Seccombe, according to Mr. Clark.

Hungerford Pageant Set For Jubilee in Syracuse

SYRACUSE, Sept. 5.—One of the biggest sponsored events in up-State New York will be Syracuse's celebration of removal of tracks from streets to new elevated structure in a three-day jubilee.

Edward A. Hungerford, who produced *Wings of a Century* at Chicago, has signed to produce a pageant of progress along old tracks five times in three days and is now selecting Syracuse beauty for queen of the jubilee.

To Improve Legion Carnival

HALES CORNERS, Wis., Sept. 5.—Three-day American Legion Carnival here grossed about \$1,500. Improvements for next year's carnival, including a dancing platform, are planned by Freed-Eckel Post, which conducted the event.

Badger Doings Make Grand

FORT ATKINSON, Wis., Sept. 5.—Fort Atkinson Centennial Association showed profit of \$1,011.31 from its 1936 event, according to a report by President Elmore Element.

HELP This Department by Telling Committees About It.

CANTON, OHIO, EXPOSITION

10 BIG NIGHTS, SEPTEMBER 23 TO OCTOBER 3, INCLUSIVE.
City Park, Downtown. All Wheels Open.

Special Promotions Nightly, Public Wedding, Bathing Beauty Contest, Style Show, Baby Contest, in Charge of Capable Contest Man.

This Promotion Has the Indorsement of the Entire City Administration.

WANT RIDES, SHOWS, CONCESSIONS, STRONGEST FREE ACTS

These Dates Cover Paydays of All Major Industries, All Working Now at Top Speed. Exploitation on This Proposition Includes Radio, Bumper Strips, Three-Sheets and a Dozen Newspapers.

Write or Write C. D. CLARK, Managing Director, City Hall, Canton, O.

Classified Advertisements

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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

6c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
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Figure Total of Words at One Rate Only
No Ad. Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

"YOU'RE BEAUTIFUL" REVISED, A SENSATIONAL HIT. "Montana Moon," "Water I Loved You," "Texas, We're on Our Way." Send program. Free professional copies. 20th CENTURY MUSIC PUBLISHERS, 1451 Broadway, New York.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—SELL OUR NEW DICE GAME. Cigar stores, bars, all public places. Sells for \$1.25. Store keepers make investment back in ten minutes. Send fifty cents for sample; \$5.00 per dozen. NATIONAL HANDBOOK, 110 East 31st, Erie, Pa.

AGENTS AND DISTRIBUTORS—TRIPLE YOUR money selling Roosevelt and Landon Auto License Plate Emblems. Exciting campaign insures sensational sales. Write quick for free plan. PEECEE SALES, 445 Riverside Drive, New York. se26x

AGENTS—DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. DIXIE WAX CO., Dept. B, Evansville, Ind. se12x

AGENTS—SELL MODERN FAMILY LINIMENT at 25c to 50c per bottle; dozen bottles, \$2.10. Sample sent for 20c. MODERN PHARMACAL COMPANY, Continental, O. x

AGENTS—A SURE, SPEEDY PILES RELIEF. (35-year-old product.) Send 25c; no fees. WHERE LABORATORIES, 1261 Broadway, New York.

BE YOUR OWN BOSS! OPERATE USED-NEW Clothing Business from store, home; auto. 200%-300% profit; everything furnished; catalogue free. PORTNOY, 566-AZ Roosevelt, Chicago. x

BIG MONEY APPLYING GOLD INITIALS ON automobiles. Easiest thing today. No experience needed; free samples. RALCO, 1084 Washington, Boston, Mass. x

CHRISTMAS CARDS—CAN YOU SELL QUALITY? America's finest; big profits. Write quick for samples. ROBINSON CARDS, 221 Orange, Clinton, Mass. oc17x

DEMONSTRATORS—HAIR CURLERS, SMALL. \$2.16; Large, \$2.52 gross. Retail 5c each. Sample 25c. PEOPLE CURLERS, 35 Lawn Ave., Pawtucket, R. I.

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write GUNMETAL CO., Ave. C, Decatur, Ill. t1fx

IDEAL PIE CRIMPERS, WAFFLE IRONS, Patty Shells—Prompt shipments. E. L. McCLEARY NOVELTY CO., Dayton, O. x

MAKE MORE MONEY SELLING SHIRTS, TIES, Underwear, Dresses, Hosiery, Raincoats, Jackets, Pants, Uniforms. Sale, outfit free. NIMROD CO., Dept. 43, 4922-28 Lincoln Ave., Chicago. no28x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting new business, home, office. No outfits. ELITE, 214 Grand, New York. se26

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, East Orange, N. J. x

RARE PHOTOS—100, \$5; CARTOON BOOKS, 100, \$3; Catalog Assorted Novelties, \$1 up. P. B. 468-B, New Haven, Conn. sc26x

TEXIDE, LATEX, SILVERTEX BLADES, ELECTRIC Razors, Perfume, Sundries, Bandages, Novelties, etc. KEARNY WHOLESALF DRUG CO., 456 Kearny St., San Francisco, Calif. oc3

TIES, NEW STYLES, \$12.00 AND \$17.00 GROSS up. 25% cash, balance C. O. D. Money refunded. Send \$1.50 for sample dozen. FRED-LINE TEXTILE (AGENCY), 106 W. 9th, Los Angeles, Calif. oc3x

ANIMALS, BIRDS AND PETS

FLASHY RED MALE GROW PUP, \$25; MINIATURE Dachshund, \$25 up. BRANDS KENNELS, 501 Barrett Ave., San Antonio, Tex.

FOR SALE—TWO EXCEPTIONALLY LARGE, fine Male Lions, 2 1/2 years, \$175 each. EHMLER, Hoosick Falls, N. Y.

MONKEY, MALE RHESUS, VERY MARDY, CAN stand zero weather, will lead with chain, \$17.00. WALTER W. RANDLES, Coshocton, O.

TWELVE SMALL ASSORTED SNAKES, \$3.00; eight assorted large attractive Snakes, \$10.00. Price list on request. ROSS ALLEN, Silver Springs, Fla. se26

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN VENTRILOQUISM BY MAIL—SMALL cost. 3c stamp brings particulars. GEO. W. SMITH, 125 North Jefferson, Room S-655, Peoria, Ill. x

LUCKY OCCULT CHARMS, HERBS, NOVELTIES, Skin Parchment, Moses, Occult Dream Books. Catalog. STAR BOOK CO., Dept. A, Camden, N. J. x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. se12

BUSINESS OPPORTUNITIES

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, etc. Wholesale and retail. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. se26x

EARN CASH BY MAIL ADVERTISE YOURSELF into business with trifling capital. Stamp brings details. MILLER SERVICE, 462 Berwick, Easton, Pa. x

FREE BOOKLET DESCRIBES MANY PLANS FOR making up to \$150 weekly. Legitimate business of your own. SENECA PUBLISHING CO., Box 444, Geneva, N. Y. x

IMPORTED ART PHOTOS, BOOKS, NOVELTIES, Cartoons, Catalogs, stock, supplied mail dealers wholesale. Catalog, instructions, 10c. BRAUNS, 353 W. 47th, Chicago. x

MAIL ORDER AND LOCAL BUSINESS—ALL office. No canvassing; no stock; no shipping. Part of national chain. All instructions given. Shoestring capital. Circular free. MARRIGAN, P. D. Box 97, Drexel Hill, Pa. x

SELL BY MAIL BOOKS, NOVELTIES! BARGAIN against Christmas sellers! Display Signs! Big Profits! Particulars Free. F. ELFCO, 525 South Dearborn, Chicago. t1fx

VERY INTERESTING AND PROFITABLE BUSINESS of your own. Big profits! Free particulars. BENTON COMPANY, 183 Chestnut St., Liberty, N. Y. x

19 SPARE-TIME PROFITABLE IDEAS—LOCAL mail order. Free literature. CHARLOTTE, Box 6310 W. Market St., Philadelphia, Pa. x

101 MAIL ORDER IDEAS FOR YOUR OWN business and where to secure 30,000 articles wholesale. PRUITT PRESS, 1, Elburn, Ill. oc3x

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 Payoff Pin Games. WINNIEPOT COIN MACHINE EXCHANGE, 265 Dufferin Ave., Winnipeg, Can. se19

AUTOMATIC PAYOFF PIN GAMES FOR SALE—Complete line of latest games. Must sell. Write for list. CAROLINA NOVELTY CO., 216 N. Martin St., Elizabeth City, N. C. se26

BALLS FOR SKEE-BALL TYPE MACHINES—3" finest maple, each 35c; 100, 29c; 500, 27c; 1,000, 25c. LOUIS HENRY, 926 Lindley, Philadelphia.

BARGAINS RECONDITIONED MACHINES. ALL types. Prices you will be willing to pay. Write BACER NOVELTY, 2546 N. 30th, Milwaukee, Wis. se12

BIG RICHARD JACKPOT, LATE MODEL. \$69.50; Pamco Palooka, \$59.50; Rodeo One Shot, \$19.50; Traffic B, \$7.50; Reliance (Dice) \$c, \$64.50; Blue Front Mystery 25c, \$69.50; Keeney's Repeater, \$34.50; Gold Award Blue Front 25c, \$62.50; Dial 5c, \$35.00; Jennings Sc Reserve Jackpot, \$19.50; Penny Pack, \$19.00; Do and Don't, \$12.50; Stamped, \$19.50; Put 'n' Take, \$12.50; Gold Award, \$22.50. We always have bargains every week. A postcard will put you on our weekly mailing list. MARION COMPANY, 564 W. Douglas, Wichita, Kan. x

DIGGERS—DUE TO DEATH OF PARTNER, WE offer 47 Treasure Island 1936 Buckley Diggers, practically new, \$75, \$13 deposit, balance C. O. D. MACHINE CORPORATION OF AMERICA, 28 Essex St., Hackensack, N. J.

CLOSING SUMMER SPORTLAND—1 CHICAGO L, \$8.00; Manhattan, \$5.00; Rebound, \$5.00; Winglite, \$6.00; Shoot the Chutes, \$7.00; Beamite, \$6.00; Spotlite, \$6.00; Spit Fire, \$5.00; Signal, \$5.00; Rapid Transit, \$7.00; Par Golf, \$8.00; Cheer Leader, \$6.00; Subway, \$3.00; Five and Ten, \$8.00; Three-in-Line, \$8.00; Tri Lite, \$5.00. Perfect condition and good appearance. One-third cash. F. COLLIS, 5444 Angora Terrace, Philadelphia, Pa.

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. JARL, 1704 Leavenworth, Omaha, Neb. x

FIVE EXHIBIT ELECTRIC EYES, PAYOUT model, mechanically perfect, condition like new, \$87.50 each. EASTERN SALES & SERVICE, 29 Colony, Meriden, Conn.

FOR SALE—MILLS TROBADORS VICTROLAS amplified and selective, A-1 condition and a bargain at \$75.00 each. \$15.00 deposit, balance C. O. D. OTTO CARPENTER, Empress Theatre, Portsmouth, O.

GOOD USED MACHINES—BUILDER UPPER, Live Power, Grid Iron, Star Light, Drop Kick, Beam Lite, Spot Lite, Chicago Express, Cavalcade, Action, Turn Table, Big Bertha, Rebound @ \$3.00 each. Cash with order. EASTERN, 350 Mulberry St., Newark, N. J.

FLORIDA OPERATORS—HAVE 28 LATEST model Watling Rollertops, perfect condition, \$55.00 each. W. F. DUGGAN, Eustis, Fla. se19x

LATEST 1936 MODEL CAILLE CADET, MYSTERY Pay Bells, 5c, 10c, 25c Play, \$45 each. \$10 deposit. LIBERTY MINT CO., Paris, Ky. se12

LIKE NEW—BALLY AUTOMATIC PAYOUT Ranges, \$35.00; Tycoons, \$50.00; Q. T., \$35.00; Futurities, \$75.00. BILL FREY, INC., Miami, Fla.

MILLS (5-10-25c PLAY) SELECTIVE PHONO-graphs, Troubadors, new appearance, mechanically perfect, \$85.00 each. Good for hundreds of dollars operating profits. P. K. SALES, Jackport, D.

MILLS 5c JACKPOT VENDERS, \$17.50; PURITAN Gum Venders, \$5.00; Mills 25c Jackpot, \$25.00; Chicago Club House Poker Machine, \$7.50. O'BRIEN, 89 Thames, Newport, R. I.

PENNY DUKES BELLS, \$17.50; VENDERS, \$19.50; Nickel Caille Dictators, Modernistic Cabinets, \$29.50; Dime Futurity Bell, \$87.50. COLEMAN NOVELTY, Rockford, Ill.

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

SPEEDY COIN COUNTERS—55c MAJOR FOR Nickels, 55c, or both for \$1.00; Tube Coin Wrappers for all coins, 60c per 1,000, F. O. B.; lots of 5,000, 50c per M.; Kantor Tray Counter, \$1.25 each for Pennies and Nickels. HEINEMAN, 656 Selden, Detroit, Mich.

TRAFFIC, TICKET, AUTOFLASH, ARCHER, \$10.00; 7/11 Bomber, \$11.00; Cheer Leader, \$9.00; Double Nugget, \$17.00. MIKE MUNVES, 145 Park Row, New York.

USED PAGES RACES, \$195.00 TO \$295.00! Pamco Palookas, slot slots, like new, \$90.00; Challengers, \$90.00; Tycoons, \$65.00; Jumbos, \$45.00; Hollywood, \$25.00; Fortune, \$25.00; 200 Hand Payout Tables. Write for prices. One-third deposit. UNITED AMUSEMENT CO., 3411 Main St., Kansas City, Mo. x

WANTED—ELECTRIC EYE TICKET GAMES. Seeburg Hockeys for cash. MIKE MUNVES CORP., 145 Park Row, New York.

WE WILL BUY LIFE-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. Send stamp for our bargain list. COODBODY, 1826 East Main St., Rochester, N. Y. se19

WURLITZERS, P12, \$175.00, P10, \$120.00; Seeburg Selectatone, \$110.00, all in excellent condition. MARION COMPANY, 564 W. Douglas, Wichita, Kan. se19

8 TEN-RECORD, AMPLIFIED NICKEL SLOT Phonographs, about 2 years old, in good condition; original cost \$500 each; first \$200 takes all. M. COHEN, 255 Fifth Ave., New York.

50 BACK NUMBER PIN GAMES, \$1.50 AND up; good condition. Come and get 'em. ABE LANDOW, 108 Beachway, Keanburg, N. J.

COSTUMES, UNIFORMS, WARDROBE

MUSICIANS' MESS JACKETS, \$2.00; SCENERY, Red Caps, Coats, Cellophane Hulas, Trunks, Tuxedos, Chorus Wardrobe, Tents. WALLAGE, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL development. Estimates furnished; newest guaranteed formulas; biggest catalog free. Special prices, leads. GIBSON, Chemist, BH-1142 Sunnyside, Chicago. x

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. H. BELFORD, 4042 N. Keeler, Chicago. se19

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, PEERLESS; GIANT ALUMINUM Geared Popping Kettles; Rotary Electric, Candy Kettles. Lowest prices. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. se26

MAKE MONEY NOW FOLLOWING STATE AND county fairs selling Frozen Custard Machines, \$150.00 and up. FROZEN CUSTARD MACHINERY CO., 869 Thomas, Memphis, Tenn. se19

POPCORN CRISPETTE MACHINES, CORN POP-pers, Carmelcrisp, Potato Chip, Cheese Coated Corn Equipment. LONG EAKINS, 1976 High St., Springfield, O. no7

SLIGHTLY USED MINUTE CAMERA—10c, 15c a picture; button size to 3 1/2 x 4 1/2, \$30.00. FRANK HESTER, Stamford, Tex.

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAIN—KIDDIE AUTO RIDE, GOOD CON-dition, with or without closed in truck and trailer. 201 Cliff St., Honesdale, Pa.

MERRY-CO-ROUND, HUNTERS WATER TOP, Root Beer Barrel Fountain, cheap. J. A. COLBERT, 440 Mitchell Ave., Hagerstown, Md.

SKATING RINK ORGANS, WURLITZER, Styles 125, \$135; 146A, \$150; 153, \$150; Spillman Carrousel, \$800. ADAMS, 180 Woodbine St., Brooklyn, N. Y.

HELP WANTED

ADVANCE AGENT—SMALL TENT SHOW, South for winter. Want sound truck. State lowest. TEXAS JACK SULLIVAN, General Delivery, Valparaiso, Ind.

AGENT—WHO CAN BOOK REVUE IN THEAT-res. Must know territory and have proven record. Write, don't wire, stating all. BOX DA-41, Billboard, Dallas, Tex.

LADY ACCORDION WHO DOUBLES OTHER instruments for dance band. Give qualifications and photo in first letter. BOX 252, Mt. Vernon, O.

MAGICIAN, ALSO PUNCH, CAN USE FRETS.—Start South soon. Address CAPT. BEN LUSE CURCIS SIDE SHOW, 2408 Denison Ave., Cleveland, O.

MEDICINE PERFORMERS, PLATFORM SHOW, play Strings and cut it. Never close. Write, tell all; I will wire you. MANAGER MEDICINE SHOW, Valdosta, Ga.

SINGLES—CHANGE FOR WEEK, MUST DRIVE truck, put up, take down, Long season. Write, giving full details, lowest salary. Pay your own. Prefer Black, Singing, Dancing. AUL LINIGER, Alberta, Va.

WANTED—PIANO AND BASS FOR DANCE band. Year-round work. Prefer singers. State lowest. AL MENKE, Fairmont, Minn.

WANTED IMMEDIATELY—ALTO, TENOR Sax or entire section. Dance men; state qualifications and lowest salary. RAY KEYES, Albert Lea, Minn.

WANTED BOOKING AGENT, CAPABLE booking schools, clubs, etc. Old established and comedy duo. Southwest territory preferred. Percentage basis. MAL FRAZER, care W. E. Fowler, Candler, N. C.

WANTED—OBOE, CELLO, BASSOON PLAYER for college band, orchestra. Free tuition, employment covering board. DR. PERRY, Bowling Green, Ky.

WANTED - EXPERIENCED GIRL IMPERSONATOR. Please do not misrepresent act. T. ANCUS, Mgr., New Casino Club, 51 Dura Ave., Toledo, O. se19

WANTED IMMEDIATELY - MEO ACTORS; no boozers. Sure salary, never close, pay own wires. Wire or write M. GOODWIN, Robstown, Tex.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha 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. se26

FREE CATALOGUE - MAGIC, MENTALISM, Spiritism, Handwriting analysis charts, \$4.00 thousand; samples, 10c. S. W. REILLY CO., 1853 Bryden Road, Columbus, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. oc10x

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip outfits, either 1 1/2x2 or 2 1/2x3 1/2, complete, \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. se12

FINEST 4-FOR-10c OUTFIT ON THE MARKET The Quartermaster. Made of 1/16 in. gauge steel. Direct Positive Roll, 1 1/4" x250'; \$4.75; Enlarging Paper, \$5.40 gross. Mounts, Mirrors, complete line. Send for catalogue. MARKS & FULLER, INC., Dept. 1, 44 East, Rochester, N. Y.

HAND-MADE FEATHER CREETING CARDS - Tropical Bird Subjects; 12 different; 25c each. E. ROBINSON, Box 95, Rosslyn Station, Arlington, Va.

AT LIBERTY ACROBATS

TUMBLER DOING THREE FAST ROUTINES, also Aerial work. ED KNIPSCHILD, 150 Liberty Ave., Beloit, Wis.

AT LIBERTY AGENTS AND MANAGERS

CAPABLE, EXPERIENCED THEATRE MANAGER that will deliver. Class A contracting agent or road manager. Appearance, ability handle any attraction of merit, road show, revue, unit, sensational dancer, clever medium. State complete details and proposition; no fly-by-night commission offers considered. Address S. KELLY, Box 596, San Antonio, Tex.

MANAGER WISHES CONNECTION - HAVE had twenty years' experience in theater business as Organist and as Owner-Manager. Married, sober, have worked hundreds of business getting stunts. Can build business for any theatre. Best references as to character and habits. Write SAUNDERS, P. O. Box 278, Suffolk, Va.

ADVANCE AGENT - 12 years' experience. Can route and book any attraction anywhere in the United States. Canadian also contract; salary only; reliable. BOX 800, Billboard, Chicago.

AT LIBERTY - Agent and biller with car and trailer. Can post, tack, billboards and handle mailing list. Bitterly sober and reliable. Circus, carnival or seaside. Can join on wire. J. G. BARD, Oakland Beach, R. I. se19

BALLROOM MANAGER - Available after September 15 following successful season at Washington's finest outdoor pavilion. Young, clever, trained, honest, reliable, finest references. Salary or percentage. RAY HOTTLE, 7108 Seventh St., N. W., Washington, D. C.

MANAGER-PROJECTIONIST will make any theater, anywhere, a paying proposition, even in bad times. Wide experience, small salary, reliable, young, references. JAMES, 4448 Clifton Ave., Chicago. se19

REAL AGENT-MANAGER - Will keep your unit working. Handle any type attraction. MANAGER, 812 Garfield Bldg., Chicago, Ill.

YOUNG MAN, Accountant, Secretary, single, 29, university education, seven years experience amusement field. Know fair management thoroughly. Will position with high-grade road show, carnival, circus, fair, etc. References exchanged. Address G. G., P. O. Box No. 192, Beverly, Mass. oc3

AT LIBERTY BANDS AND ORCHESTRAS

FIVE-PIECE BAND - CAN augment. Non-union. For club or revue. Leader M. C., strong specialties. BUFORD GAMBLE, Billboard, Dallas.

AT LIBERTY AFTER SEPTEMBER 25th - VERY fast doubling 5-piece night club band. Vocal and novelties. Prefer Western or Southern territory. HENRY SHAW, 725 4th St., N. W., Minot, N. D. se19

EDDIE DEROSSER AND HIS NEWPORT Society Orchestra, completing summer engagement at exclusive Old Silver Beach Club of Cape Cod. Ten musicians, organized, featuring vocalist of exceptional ability. Complete library of dance and concert music. Union, A-1 amplifier, complete wardrobe, reliable and sober. Interested in reliable location. References. Write or wire E. DEROSSER, 118 Adams St., New Bedford, Mass. se19

J. BRIDLA AND HIS 12-PIECE CONCERT AND dance orchestra at Liberty. Just finished 12 weeks' engagement at Virginia Beach, Va. 1619 Omohundro Ave., Norfolk, Va. se19

ROLLS DEVELOPED, TWO PRINTS EACH AND two free enlargement coupons, 25c. Reprints, 2c each; 100 or more, 1c. Christmas Cards, 60c dozen. SUMMERS' IDEAL, Unionville, Mo. se26x

TAXIDERMIST - UNCLAIMED DEERHEADS, Skins, Pheasants, Horns, Bear Rugs. Supplies, Glass Eyes, Scapals, Bodies. HOFMANN'S STUDIO, 996 Gates Ave., Brooklyn, N. Y. oc10

5,000 GOLF CLUBS, BANKRUPT STOCK, REGULATION 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 lots. LINCOLN SUPPLY COMPANY, 123 So. Galena Ave., Freeport, Ill. se12

M. P. ACCESSORIES & FILMS

CIRCUIT EXHIBITORS - LATE 16MM. SOUND Programs (9 reels, feature and shorts), \$20 a week. Perfect prints. EASTIN PICTURES, Davenport, Ia. se19x

FREE BARGAINGRAM SHOWS BIG SAVINGS on Soundheads, Amplifiers, all 16 and 35 mm. equipments, Ballyhoo Systems. S. O. S., 1600-H Broadway, New York.

SEMI-PORTABLE SOUND EQUIPMENT AT prices within your reach. Soundheads, Amplifiers, Power's and Simplex projectors, G. E. Mazda. While they last, \$300.00. Silent G. E. projectors, only \$15.00. ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

SALESMEN WANTED

SELL NOTHING! \$95.00 WEEKLY. \$500.00 Salesboard firm announces new, no investment plan. Season starting. K & S., 4346-B Ravenswood, Chicago. x

SCENERY AND BANNERS

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. x

A-1 CARNIVAL - CIRCUS BANNERS, SHOWN duplicating their orders proving the merit of our work. MANUEL'S STUDIOS, 3544 North Halsted, Chicago. se26

CARNIVAL, SIDE-SHOW BANNERS - NOT the cheapest, but the best. Prompt service. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. se19

SHOW BANNERS FOR THE FAIRS - SUPERIOR quality, reasonable prices, orders delivered promptly, best service. ROSS-HILL STUDIO, Cumberland Center, Maine.

TENTS - 2D-HAND

80-FOOT ROUND TOP, WITH 3 FORTY-FOOT Middles, 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. STEINEL, 523 Flynn Bldg., Des Moines, Ia. se19

48x130 HIP ROOF TOP, 12 OZ. DUCK, SUITABLE for skating rink, \$275. C. E. CASTER, 908 E. 2d, Otumwa, Ia. se12

THEATRICAL PRINTING

BUMPER SIGNS - 50 6x24" or 5x14" BUMPERette, \$2.65; Neargravure, 125 2-color Letterheads, 99c; 250, \$1.39. Delivered. SOLLIGAY'S, Knox, Ind., since 1897.

COLORFUL 8-PLY WINDOW CARDS - 14x22 size, \$3.00 hundred. Posters for all occasions: Radio, stage, magic, orchestra. TRIBUNE PRESS, Fowler, Ind.

HANOBILLS, LETTERHEADS, ENVELOPES, etc. Stamp brings price list or send copy for estimate. WILSONPRINT, 707 Cherry, Long Beach, Calif.

At Liberty Advertisements

10 WORD, CARE (First Line Large Black Type), 10 WORD, CARE (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

KEN DeVILLIERS AND ORCHESTRA AFTER September 21st. Now playing 12th successive week at one of Northwest's finest night clubs. Union, young, neat appearance, personality, reliability. Leader a college graduate. Guarantee to cut floor shows. Plenty novelties, singers, etc. A-1 amplifying system. Interested reliable location spot. Prefer job requiring 11 or 12 pieces, but will cut to 8 if necessary. Only reliable safe managers. Bookers write, if interested. KEN DeVILLIERS, 2425 Elliot Ave., So., Minneapolis, Minn.

THE EARLE STRAYNE CLUB CASINO ORCHESTRA available after September 10th for ballrooms, theatres, clubs or hotels. Nine to eleven-piece combination, including Jane Kaye, vocalist. Modern, A-1 equipment. Novelties, specialties and singers. Union, reliable and have our own transportation. Location, theatre unit or will consider road tour from responsible agent. Willing to go anywhere. References exchanged. Write or wire BERT OOWLAND, 136 Amory St., Fond du Lac, Wis.

7-PIECE UNION ORCHESTRA, 9 MONTHS ON present location. Produce our own floor show in band or cut shows. 3 Saxs, 1 Trumpet, Bass Fiddle, Drums, Vibs, Piano, double 3 Violins, Cleo Club, featured vocalist. Guarantee to create sensation in your community or no notice. Only South and West considered. ORCHESTRA LEADER, 210 Amity St., Muskegon, Mich.

11-PIECE ORCHESTRA AVAILABLE AFTER September 15th. Playing smooth, sweet, swingy and modern style; has all modern equipment and complete library; well uniformed. Union or non-union. Desire location for winter. All members are young, neat, sober and reliable. DANIEL MATHEWS, P. O. Box 357, Frankfort, Ky.

AT LIBERTY AFTER OCTOBER 1 - For nite club or ballroom, fast five-piece Swing Band desired fall and winter location in western territory. Will cut to four men or augment to more. GIL JENSEN, Minot, N. D. se19

GEORGE NODIO and His New Yorkers Orchestra - A 9-piece orchestra, young and uniformed, at liberty September 28th. Will cut to 7 or 5 men if desired. Band extra, awings and plays floor shows. Prefer the East location jobs only. Write or wire GEORGE NODIO, care Alexander's Inn, P. O. Box 918, Tupper Lake, N. Y.

PIKE BURRITT & His 11-Piece New York Orchestra - Now at Trible Springs Hotel, Durango, Colo. Booking fall and winter spots. Bookers South and West write for photos, etc. Hotel managers write. se12

STRING TRIO - Violin, Piano, Cello, wants location hotel; dinner music. Can augment for dance if necessary. On anywhere. BOX C-98, Billboard Office, Cincinnati, O. se12

STRING TRIO - Violin, Piano, Cello, wants location hotel; dinner music. Can augment for dance if necessary. Go anywhere. BOX C-98, care The Billboard, Cincinnati, O. se12

12-PIECE BANO in September. Swing and have P. A.; also union and plenty of Bash. Have our own bus. Glad singer. Now playing ninth week at Casey Night Club. Will go South and only reliable club managers and bookers answer. Also have photos; sent on request. ERIE HAYDN, Casey Night Club, Henderson, Ky. se12

AT LIBERTY CIRCUS AND CARNIVAL

INTERNATIONAL SEA LION TRAINER - NOW performing French Casino, New York, desire further engagement after close at Casino, ALBERT SPILLER, care Billboard, 1564 Broadway, New York. se19

JUGGLER AND SENSATIONAL EQUESTRIAN - Two acts. THOS. MOSS, 7216 Anna, Maplewood, Mo.

ANIMAL TRAINER - Wild animals preferred. Anything accepted. Three years' studying, with various experiences. Young. No bad habits. ANNE FREELY, 581 West Olney Road, Norfolk, Va.

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY AFTER OCTOBER 12 - Ardern, 22, versatile, Character, leader, good wardrobe, references. Prefers street wintering in South. Write ROSE KAY, Globe Theatre, Exposition, Cleveland, Ohio.

AT LIBERTY COLORED PEOPLE

SHAKE DANCER, LIGHT COMPLEXIONED colored girl, specialties: Grease Dance, Rumba, Jugal, Ballroom, also Sing. References Go anywhere. Write or wire, stating all, to LIL MARCO, 1826 Center Ave., Pittsburgh, Pa.

EXPERIENCED PIANIST - Read, fake, transpose. Want med show or any traveling engagement. Traveling and expense primary. Salary secondary. Eliminate unnecessary correspondence by stating full details in first letter. FIANISE, 415 E. Columbia Street, Detroit, Mich. se12

J. C. WOODARDS, Piano-Accordionist, doubling to piano. Excellent Reader. For dance wardrobe or wardrobe. Also Songwriter. Now with Ringling Bros. Illumium & Railey Circus Side Shows (See Circus Route for town).

JACQUES & LA VERNE - Clever young versatile Colored Brother and Sister Team. Singing, Playing and Dancing Act. Playing Piano-Accordion and Guitar; also Piano. Featuring something outstanding in fast flash and Acrobatic Tap Dances; also Spanish Comedienne. Excellent new wardrobe. This team has plenty of personality and looks. JESSE M. BARNETT, 5928 S. Parkway, Chicago, Ill. Phone, Englewood 7481. se12

AT LIBERTY MAGICIANS

HIGH-CLASS MAGICAL ACT - Lady Mentalist, well-known Lady Radio Singer. Two tons baggage; fifteen-minute to two-hour performance. Beautiful production. Hire played the best. BOX 214, Billboard, Chicago.

FEATURE MENTAL ACT - Mindreading, Crystal. Will get box-office results for any show. Original presentation. Salary, percentage on private readings. PRINCE YOSE, Lake Ariel, Pa.

AT LIBERTY MISCELLANEOUS

EXPERIENCED LECTURER - Convincing talker. Two years Century Progress, one year San Diego. Excellent appearance, references. Write, wire BOX C-104, Billboard, Cincinnati. se19

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa. x

100 (19x22) 4-PLY, COLORED POLE CARDS, \$3.50; 1,000 (14-PLY) Tickets, any color, \$2.75. DOC ANGEL, Ex-Trouper, Leavittsburg, Ohio. x

WANTED TO BUY, LEASE OR RENT

IMMEDIATE CASH FOR ALL KINDS USED Rides or distressed show property all kinds. RELIABLE SHOW CO. EXCHANGE, Denham Springs, La. oc3

PAY CASH FOR ELI WHEEL ANY TIME UNTIL December 1st. Money ready now. Permanent address, CECIL GORE, New Castle, Tex. Classco, Kan., September 9-12; Minneapolis, 21-26.

FOUND ON FILM SENSATIONAL NUDIST Colony, or what have you for road show? Will lease or take partner. Exceptional proposition. BOX DA-40, Billboard, Dallas, Tex.

WANT AFRICAN HUNT FILMS, SILENT OR Sound, also Negatives. Also want War Films. INDEPENDENT BOOK, 410 E. 32d St., New York.

WANTED - HALL SUITABLE FOR ROLLER Skating. BOX 492, Lewistown, Pa. x

WANTED - SOUTHERN PARK LOCATION for winter season. Must be going business. Florida preferred, but not necessary. Refreshment, bathing, or what have you? HAYNES, 2325 Central Ave., Middletown, O.

WANTED - CANDY FLOSS MACHINE OR other good moneymaker. Full particulars, price first letter. BOX C-35, Billboard, Cincinnati, O. x

AT LIBERTY - HOTEL CLERK OR MANAGER, anything considered. LEE A. JOHNSTON, Route No. 2, York, S. C. se12

AT LIBERTY - DIRECTOR WITH PLAYS. Scenic Artist, play parts. Open for any offer salary or per cent. E. HARRY WILLARD, 315 E. 6th St., Topeka, Kan. se19

A LAOY OF EXPERIENCE and ability wishes to connect with a show for road work in South or West. Strictly business. Offers do not answer. Address V. HOWE, 320 W. 14th St., Cincinnati, O. se19

M. P. OPERATORS

PROJECTIONIST - 15 YEARS' EXPERIENCE, make own repairs, any equipment. Go anywhere. Single. Fair salary. ROBERT COUNCILL, R. R. No. 5, Evansville, Ind.

AT LIBERTY MUSICIANS

CLARINET - SAXOPHONE -

Experienced all lines. M. C. for revue. Sure fire specialties. BUFORD GAMBLE, care Billboard, Dallas, Tex.

ALTO SAX - BARITONE, CLARINET, GOOD reader, tone, modern. Stage, radio experience. Jam. Young, union, best references. State all first letter. RUSSELL VAN VOORHIS, Bellefontaine, O.

ALTO SAX DOUBLING CLARINET, VIOLIN - Tone, good reader, union. MUSICIAN, 2107 Slauson Ave., Racine, Wis.

BING HARRIS, TROMBONIST, TROUPE OR locate, make good anywhere. Sober. Write or wire BOX 108, Route 4, Albany, Ga.

DRUMMER - VAUDEVILLE, BURLESQUE, unit, concert, dance. Experienced, dependable. Want good reliable engagement. Non-union, willing to join. Write MUSICIAN, 567 Mann Ave., Flint, Mich. se19

SWING BASS FIDDLE - ARRANGER, DOUBLE Piano, good reader, unusual ear, sober, no screwball. Age 25, single, union. Prefer Southern location. Ham outfits skip this ad. Available September 10th. EKY FITCH, Wayneboro, Va.

TROMBONIST DESIRES TO LOCATE IN PACIFIC Northwest. Age 34, sober, reliable. Experienced dance and concert. Good reader and tone. Address MUSICIAN, 810 So. Herbert St., Los Angeles, Calif.

AT LIBERTY - ARRANGER, 22 YEARS' EXPERIENCE, band, orchestra and piano copies. RICHARD MANNING, 1540 Milwaukee Ave., Chicago. se19

AT LIBERTY - ACCORDION, DOUBLE PIANO. Guitar, Bass, Sing, arrange, radio and stage. Young, sober and reliable. Past two years on N. B. C. Road, fake, transpose. Hams lay off. MUSICIAN, 417 Duane Ave., Schenectady, N. Y. se12

J. BRIDLA - Band and Orchestra Conductor, also Band Instructor, at Liberty. 1619 Omohundro Ave., Norfolk, Va. se19

SWING DRUMMER - Young, union, single, vibrant. Will join immediately. Consider anything reliable. Write, wire RAY HALL, 64 W. Division St., Fond du Lac, Wis.

TENOR SAX - Prefer four or five-piece swing band on location, in or near Chicago. Fake modern, writing all, ticker if fast. RUSSELL REYNOLDS, Route 3, Mt. Vernon, Ill. se19

VIOLINIST - Modern tone and style. Plenty experience stage and dance orchestra. Can be featured. Young, sober and dependable. Write after seeing all, ticker if fast. RUSSELL REYNOLDS, Route 3, Mt. Vernon, Ill. se19

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARA-

chute Jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. THOMPSON BROS. BALLOON CO., Aurora, Ill. oc3

WOLANDI - HIGH WIRE,

Sensational Thriller. Man and woman, young. Open after September 26. Write for literature. 8401 Holstein Ave., Philadelphia.

AMERICA'S FOREMOST AERONAUTS-PARACHUTE Drops from Planes or Balloons. TY-FONE BALLOON CO., Toledo, O. se19

BALLOON ASCENSIONS FURNISHED REASONABLY. Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. se19

BALLOON ASCENSIONS - NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill. se19

BANK, KING OF THE SLACK WIRE-THREE acts: Wire, Trapeze and Comedy juggling; all real acts. Write or wire GEO. BANK, R. 1, Box 112, Cudahy, Wis. se12

BRYAN WOODS CIRCUIS-FORTY-FIVE ANIMALS, Baboons, Monkeys, Dogs, Ponies, Cats, Lady Trainer, best of equipment and flash. Have some open time after September 13th. Eastern and Southern fairs contact us. Program and prices to suit in order to break jump to Miami. Address BRYAN WOODS CIRCUIS, Norumbega Park, Auburndale, Mass. se12

COMEDY, SLAP STICK, ACROBATIC ACT with the best sensational athletes defying tricks. Open for all occasions; price reasonable. LEMBECK AND LAYMAN, 2025 Lafayette, Fort Wayne, Ind. se12

EWALD'S WORLD'S GREATEST TRAINED Coats-Six performing Coats and Two Dogs. Team of Coats and Circus Wagon for bally. Several walk-around acts. Best show of its kind on the road. Open for fairs, circuses, vaudeville or picture work. Have own transportation. Just finished picture work in Hollywood and will go anywhere. HENRY EWALD, 506 Newell St., Mesa, Ariz.

FLYING LE ROYS, INTERNATIONAL GYM-nasts. Comedy Flying. Return Casting Act. 109 Le Roy, Jackson, Mich. se19

JO JO, THE WORLD'S FAMOUS HIGH-DIVING Dog, climbs a 50-foot ladder and dives into a six-foot square net, and list of other good tricks. JOSEPH F. McLAUGHLIN, 1369 East 13th St., Wilmington, Del. se12

SMILEY & CO.-FUNNY KNOCK-ABOUT ACT. Lady and gentleman, finishing High Table Rock and Fall. Fairs, indoor circus, vaudeville. Permanent address, Billboard, Chicago, Ill.

THE FIVE CARDOVAS ARE TOPS - SENSATIONAL Teeterboard artists and Barrel Jumpers, Whirlwind Ground Tumblers. 2 acts. We have a few dates open. Write for prices and literature. THE FIVE CARDOVAS, Montezuma, Ind.

A THREE-ACT COMBINATION. consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot slide for Lido as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robin and Diving on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates, and many other feats of strength, beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-81, Billboard, Cincinnati, O. se28

THE OHRYSTYS-Wire Artists, tight and alack. Lady Rolling Globe, Gent. Juggler. As good as the best. Write for prices and literature. Keokuk, Ia. se28

THE OLAYTONS - Lady and Gentleman for Southern Fairs. Four High-Class Acts for price of one. Tight Wire, Double Trapeze, Iron Jaw and Single Trapeze. Reasonable. Address care Billboard, Cincinnati. se10

VAUTELLE'S CIRCUIS - Dogs, Cats, Monkeys, Two acts, Fairs or Circus. Open after September 25. Guaranteed best. Go anywhere. Salary or commission. Lumberton, N. C. se19

AT LIBERTY-High Fire Dite. This act has the drawing power and price right. Address CAPT. EARL McDONALD, 208 Highland Ave., Warren, Ohio. oc17

BESSIE MOLLIS & CO.-Three acts, Flying Single Trapeze, Comedy Acrobats, Swinging Ladder, Wardrobe and racing the herd. Fairs, parks and celebrations. Write for price and literature. 330B Collingwood Ave., Toledo, O. se10

BIGGEST ENTERTAINMENT value for fairs-Crown Monopole Corp., Come-in, Crown Numbers on track or platform, Flashy Comedy Juggling Act, East Comedy Wire Act. One man. ART ATTILA, Billboard, Chicago.

CHARLES LA CROIX - Original, outstanding high-class Novelty Trapeze Artist for your Platform Free Attractions. Available for Homecomings, Celebrations, Fairs, etc. Special Electrical Display, Large special posters, free for advertising. Price for act reasonable. For full particulars address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

DUVAL'S ATTRACTIONS for parks, fairs and celebrations. Three Acts, Double Trap, Iron Jaw and Swinging Ladder. Blazing and wardrobe first class. Write wire for price and literature. ESTELLE DeVAL, R. 1, No. 3, Versailles, O. se19

FIVE CIRCUIS ACTS-Two Aerial Acts, Three Ground Acts, including America's youngest juvenile Centurionist. HIGGINS CIRCUIS REVIEW, Peoria, Ill. se12

PANAMA'SIKI'S OOD, Pony, Monkey, Bird Circus. Complete unit. Forty beautiful performing animals and birds. GEO. E. ROBERTS, Mr., 515 W. Erie, Philadelphia, Pa. Telephone SA6more 5530.

THE OHRYSTYS-Wire Artists, tight and alack. Lady Rolling Globe, Gent. Juggler. As good as the best. Write for prices and literature. Keokuk, Ia. se28

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AT LIBERTY PIANO PLAYERS

RHYTHM PIANIST-Take off, good accompanist, young, experienced. All answers. Join immediately. PIANIST, 640 So. McDonough St., Montgomery, Ala.

PIANIST AT LIBERTY-Lady Pianist with good Vaude. Specialty, Songs and Trick Piano Numbers. Address ESTELLE RAMSEY, Brown Hotel, 27 West Ohio Street, Chicago, Ill.

AT LIBERTY VAUDEVILLE ARTISTS

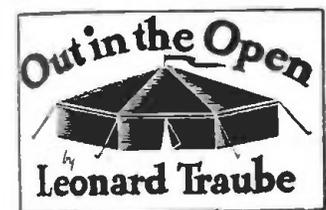
AT LIBERTY SEPTEMBER 15-Female Improv-sorator, Singer and Dancer. Nice wardrobe. For clubs or stage. Do You, Good Ol C. BILLY SMITH, R. D. No. 2, Copley, O.

AT LIBERTY OCTOBER 3-Straight Man, Novelty Hand-Balancing, Acrobatic and all styles of Dancing. Also Shrug, Lady Mentalist, Crystal Gazer. Salary your limit. Here car. Also A-1 Night Working Pianist, take and otherwise. Twelve years experience. Plenty reference. Will work with those people or alone. All prefer South. NELLIE K. EATON, Freezelandville, Ind.

AT LIBERTY-GEO. (MUSICAL) SIMS, Change 3 weeks. Comedy, Novelty, Musical Instruments, Drane, Johnson, Livingston and others going South or in halls wire. Care Reed Hotel, Allentown, Pa. se19

OOD, PONY, MONKEY, BIRD CIRCUIS-Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Panahaska himself. A real attraction for summer resorts or indoor circus. GEO. E. ROBERTS, Mr., Panahaska's Studio, 515 W. Erie Ave., Philadelphia, Pa., SA6more 5530.

OOD MUSICAL TEAM-2 girls. Pianist with Novel Trick Piano Specialty. Pianist, small parts. Address RAMSEY & MURRAY, 27 W. Ohio St., Chicago, Ill.



Acknowledgment

THIS corner acknowledges with thanks the printing by The York (Pa.) Gazette and Daily and The York Dispatch of our tribute in the last issue to Herbert D. Smyser, late manager of attractions of the York Fair.

Our appreciation of Mr. Smyser was based exclusively on his work for the fair. It is therefore a privilege to be able to say something about the personal side of his life as gleaned from those two newspapers. Mr. Smyser left an estate of approximately \$165,000. The Visiting Nurse Association of York, St. Paul's Lutheran Church and Christ Lutheran Church are each bequeathed \$5,000 in his will. The bequest to Christ Lutheran Church is given as a memorial to his wife, Lillie M. Smyser, who was a member of that congregation. One thousand dollars goes to his housekeeper and various trust funds are set up for relatives, others receiving outright bequests. An orphan's home of which his late sister was a benefactor will receive an income from a sum left by her. In his will he directs that all bequests be free and clear of all inheritance taxes, taxes to be paid out of the residue of his estate.

THE Tom Mix Circus, which we had the pleasure of visiting in Newark, N. J., last week, is one of the most remarkable sawdust contingents in the country. Young, vigorous and seemingly prosperous, it's an outfit where everyone with it is heart and soul for it. You can't miss this air of enthusiasm from the minute you step on the lot, and everyone encountered was courteous and friendly. Mix himself is, of course, the inspiration, and he has a loyal and efficient right-hand man in Dall Turney, now in his early 30s, who was picked up "while still a punk" (to use Turney's own words) by Mix back in 1921, when the blood-and-thunder hero was starring in Fox flickers.

Outside of the friendly atmosphere the show is remarkable in another respect. It has done more hopping around than any motorized organization in America, opening the season in California, playing close to the Canadian and Mexican borders and now exhibiting in the Atlantic Coast sector with an eye on winter quartering in Georgia, a far cry from its traditional near-Hollywood base. Its coverage even compares favorably with railroad shows and it seems to be the only motor circus on record which has ever made a trans-continental tour. If we're wrong stop us. It was a distinct pleasure to chat with

or note Mr. and Mrs. Turney, Mr. and Mrs. Harry Baker, Abe Goldstein, Rhoda Royal, Homer Hobson (who goes back to 1879 in circus business), Ray Goody, Max Gruber, Jose Lopez, Alfredo and Mrs. Codona (Vera Bruce), Hank Linton, Ted Metz and many others, all of them real trouper.

It was not a matter of distinct pleasure but one of distinct disgust that an unfortunate break in train catching made us miff the performance except for the tall-piece. Disinterested persons whose opinions I trust tell me that I should hang my head in shame for being such a duffer at making trains. From this thinly veiled attack on my mentality I gather that the performance is another of the remarkable things about the Tom Mix Circus.

Still the backyard is a pretty good place, too. 'Twas there that I saw a genial gentleman making the rounds so that a chest for a tiny tot in the show world may be filled with whatever goes into a chest intended for babies. The baby is due any minute now.

FAIRDOM was shocked last week at the death of Mrs. Elwood Hughes, wife of the general manager of the Canadian National Exhibition, Toronto. She had many friends among showmen all over the country. . . A serious injury was registered at the exhibition last Thursday before the grand stand when Jane (Bobby) Bernhardt crashed to the stage after the cannon catapulting her sent her wide of the mark, missing the arms of her partners in the Jack Eddy and Company adagio act. She was taken to the emergency hospital on the hospital and then removed to a Toronto hospital with fractured leg and possible internal injuries, say reports. . . Dr. and Mrs. Edwin Morse (the former Dorothy Rouland, aerialist) have established indefinite residence in New York. . . Beatrice Curwell, daughter of Capt. Ted Curwell, celebrated her sixth birthday in Rockville, Conn., a few days ago, with many showfolk attending and plenty presents provided. Mrs. Chubby Gordon, owner and manager of the Diving Gordons, of which Curwell is high diver, contributed the six-canded cake to lovely little Beatrice. . . Buddy Davis, owner of the Mystery of Birth attraction on the Pan-American Shows, featuring Lou-Louette, says that shekels do not flow freely in Missouri and Illinois.

THE Henry Cogert season at fairs, as reported by Henry Cogert: "Opened the season for George Hamid at Lewistown, Pa., then played Altamont, Gouverneur and Lockport, N. Y. Traveling with the show as company manager of Revelations Revue, newest of our outdoor shows. This week (meaning last week) I am with Edgar L. Schooley's Fascinations and playing the Olympia Arena in Lake Placid, N. Y. Next week (meaning the current one) I go to the New York State Fair in Syracuse. Promoted a two-hour broadcast on September 2, writing the continuity and emceeing and also making my appearance as Uncle Hal the Puzzlers' Pal, giving away free tickets to the correct solutions of my puzzles. By giving the puzzles in



AN ELEPHANT drawing a crowd is not news any more than a dog biting a man, but when elephants are drawn upon to keep back crowds, it IS news the same as when a man bites a dog. Anyway, we'll let Arthur Brisbane tell you the story in case you failed to read his syndicated column of August 26.

"If P. T. Barnum returned to active life he would find conditions in America discouraging," the article reads. "Barnum's white elephant would seem a dingy, dull little thing compared with some modern political theories, and Jumbo would seem small compared with the figures of modern public spending. "But, in France, old Barnum might get a new and happy start. He would stir in his grave if he could read about the opening of the Circus Amar at Lille. The crowds were so great that to avoid serious dangers it was necessary to call out the police. Finally some intelligent person called out the 16 elephants and used them as a fence before the entrance to keep back the crowds, while 5,000 spectators enthusiasts enjoyed the spectacle.

"Think what marvelous value old Barnum could have extracted from an advertisement of that kind, with the aid of the late 'Tody' Hamilton, press agent. "Others have elephants to attract customers. We use our elephants to keep back the crowd."

Preparations for the New York World's Fair in 1939 are humming, but there will be no contracts for amusements signed, we understand, for several months.

THE OTHER day Dick Collins, press representative of Dodson's World's Fair Shows, made a crack to a group of show people that anything in the world would fall for it. From one came the remark: "What about a grab joint?" "Yes," answered Dick, "a grab joint could be press agented into a big thing," and he made a small bet that he could prove it.

So at Lockport, N. Y., when the show played the fair, Rex Howe, who has the grab joint, got hold of some wieners 15 inches long and in a column Dick was running for The Lockport Union-Sun and Journal, entitled Flashes From the Fair, he press agented "the biggest hot dog in history."

The wieners not only caught on but the early part of the program and furnishing the answers at the end I keep the listeners tuned in for the entire program-I hope." So do I.

were a panic, Dick says. Two 14-foot stands busy from morning to night with four men in each. Dick sent us the bill to show that Howe paid for 25,000 rolls amounting to \$250 and 8,000 pounds of wieners amounting to \$1,520, a total of \$1,770. And not only that, Howe bought more rolls from another party. Dick swears that Howe took in more money for hot dogs during the week than any two shows or rides on the midway. Of course, this was not a big fair.

"I guess I have found my forte," says Dick. "I have press agented some big names of legitimate stars, shows and productions, and some of the biggest circuses, world's fairs, etc., in the old days, but now I have been press agenting the harmless but succulent hot dog. Quite a stretch of the imagination from George Arliss, Sothern and Marlowe to hot dogs. But it shows the power of the press and I guess now that I have had to get really down to probably my right level—the hot dog press agent—I will retire on my laurels.

"You might mention to Walter Nealand, whom I have always regarded as about the best carnival press agent in the business, that altho he may have me skinned in getting out the most pretentious and beautiful show brochure I have ever seen. I have him licked when it comes to press agenting hot dogs. Hot dog!

"I flatter myself that I have opened up a new industry for p. a.'s out of work. There may be a big demand for them from the hot dog trade."

Those veteran talkers, numbering about 50, who participated in the "Barkers' Contest" (how we hate the use of barker when talker is the proper word!) at the Great Lakes Exposition, Cleveland, must not have felt so good when a 22-year-old college boy carried off the honors. Applause was the deciding factor.

SOME interesting comment is made in Editor and Publisher for August 29 on the battle for business between the Fort Worth Frontier Celebration and the Texas Centennial at Dallas. It concerns the advertising campaign that Fort Worth has been conducting in daily and weekly newspapers. Headed Wild and Whoop-ees, the comment reads:

"Not being a Texan myself, we can't quite make out whether the current newspaper copy for the Fort Worth Frontier Centennial is being written with tongue in cheek or with teeth bared. Not that we would belittle the great and unquestionably authentic Dallas-Fort Worth feud, for we hope to retain our friends in both cities. But considering the advertising purely as an exhibit of the copywriter's art, we pause to admire such bits as this:

"LET THE PUBLIC BEWARE! THE Big JOY SPOT OF THE SOUTHWEST This Summer and Fall is at Fort Worth and NOT ELSEWHERE. Do Not Be Deceived and Rooked by Believing Otherwise!!! Certain Unscrupulous and Predatory Interests. Exregiously Preening Themselves as Rivals of the Masterfully Billy Rose-Produced FRONTIER (See BROADCAST on page 61)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Fall Season To Stimulate Sales of Electrical Items

Rounding the curve from summer into fall finds the merchandise industry preparing for a record season in sales of electrical appliances. Altho the summer months maintained the best pace since 1930 in electric fans, refrigerators and other cooling apparatus, it is expected that the renewed demand for radio sets, lamps and all sorts of electrical household appliances will greatly accelerate the rate of sales gain over recent years.

One of the most important reasons for this optimistic outlook is the wider acceptance this fall by the fair trade, rural and street fair men, of electrical appliances. A pronounced willingness on the part of concessioners to feature a complete line of electrical items instead of adhering to a few staples is noted. For instance, on more and more shelves are to be found such pieces as waffle irons, warming pads, curling irons, fruit juicers, toasters, electric clocks and other comparatively new articles, in addition to the ever-popular lamp and midget radio receiving set. Early fair patronage indicates that the crowds like the idea of a wider range of appliances to choose from, and operators report that the more complete displays are attracting players in greater numbers.

Pingame and salesboard operators also have begun to feature a wider variety of electrical items for daily and weekly high score and as prize awards. Almost without exception these operators have found this merchandise to be among the most popular they have ever featured for stimulating play on their games in the fall season.

New York and Chicago wholesalers who cater to these classes of trade note a more frequent demand for better grade items, preference being expressed for those goods produced by makers whose names are familiar to nearly everyone. They state that in few lines featured for

the amusement trade is the demand so persistent for quality goods as in electrical articles.

In turn the manufacturers and designers are doing their best to produce units that are not only more attractive but more enduring. The beautiful new radio creations, with their de luxe features and modern cabinets, are an excellent example of what the producers are doing to aid the industry in making the most of the fall season.

Philly Wholesale Trade Continues Steady Pace

PHILADELPHIA, Sept. 5.—Weekly trade reports by Dun & Bradstreet and the Department of Commerce indicate that wholesale trade and production in the Philadelphia area is continuing its steady pace. Invigorated by cooler weather and in spite of the vacation exodus, the week started off in quite an encouraging manner. Slumped a bit during Wednesday and Thursday but closed strong.

Ordinarily the dulllest month, August this year showed up fairly well. Unable to maintain its steady pace, trade faltered during some of the unusually hot days, but nevertheless showed sufficient buoyancy to carry aggregate sales to levels approximately 6 to 10 per cent ahead of last year. The requirements of school and college students helped to swell the sales total for the week, but most of the enlarged volume was built by August promotional events.

With the fall season almost on hand, the summer recession which has been anticipated has failed to make its appearance. The mid-year valley in industry has apparently been bridged over.

Business to Date Sets Record Highs

A review of business, industry and agriculture by the United Press reveals new gains and record highs, indicating prosperity in most lines and rivaling that of pre-depression boom days. A cross-section of reports as presented by official governmental and business agencies shows that scarcely a region of the nation or segment of its economic life had failed to participate. Lines of activity considered in the report for the first seven months of the year included railroad car loadings, department store sales, farm income, residential construction, steel ingot output, rail earnings, farm price index and savings bank deposits.

Currently, in spite of some unfavorable weather in the final week of August, retail sales showed a slight increase over the preceding week and were 15 to 18 per cent ahead of the same week 1935. Wholesale volume leveled off during the week, and while registering no material change from the week previous, it remained about 20 per cent above the comparative 1935 period.

U. S. Chamber of Commerce also presented a very cheerful summary of conditions, advising that "general business conditions have continued their favorable trends during July and August in industry and the fields of distribution."

Biz Continues Good In Detroit Area

DETROIT, Sept. 5.—Commercial activity in Detroit and environs during the past week continued at an encouraging pace, Dun & Bradstreet's weekly survey of business indicates.

"Retail sales showed an 8 to 10 per cent increase over last week and were considerably higher than in this week 1935," the report says. "This showing (See BIZ CONTINUES on page 61)

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators and Helpers)

By L. C. O.

Everyone who qualifies as a merchandise concessioner is invited to be occasionally represented in this column. All you have to do is to write us in care of The Billboard, 25-27 Opera place, Cincinnati, O., and tell what type of game you are operating, what kind of merchandise you are handling out, names of helpers, changes made in staffs of helpers, brief accounts of humorous or other interesting experiences, etc.

The column is yours—we want you to make the most of it.

AL SHENKMAN has hit upon a new scoring system for his dart game next season in the Casino Arcade, at Wildwood, N. J. Redeemable for merchandise, player gets one point for breaking one balloon, three points for two and 10 points if all three balloons are broken. In spite of the fact that the board is literally flooded with balloons, many players throw the darts between the air-filled rubber bags. To appease the poor player and the counter-boys who take turns in blowing up the balloons, Shenkman is planning to substitute the blank prize for 10 points if the balloons are spared in the three throws of the dart player.

FEELING that there is more business to be had, especially since fair dates which she will play are near at hand, Mrs. John Francis is enlarging her corn game with the Greater Exposition Shows.

FRANK (BUD) HAZELWOOD has his dart game with the Midwest Shows, with Joyce Tedlock as his agent. Among other concessioners on Midwest are Jerry Harding and wife with photo gallery, Mr. and Mrs. Lee Ritter and Mr. and Mrs. Charles Tedlock with corn game, and Mrs. Paul Van Ness with bottle game. The show is now making fair dates.

AT THE IDAHO State Fair, Boise, the last week of August, there were 108 concessions on the midway. Hildebrand's United Shows had this date.

CONCESSIONERS at Wildwood, N. J. fared very good this summer and some of them are planning to operate longer than usual, disregarding the usual Labor Day closing.

BLANKETS have been going good for Jockey Tidwell on the West Coast Amusement Company. A new concessioner on this show is Art Butler with three stands, handled by Harry Clark, Harry Polack, Pat Case and Hymie King.

MR. AND MRS. WALTER BOATE have corn game on the Pearson Shows.

FROM the Grandland Exposition Shows comes word that Martin Sozer and wife recently joined with ball game, penny pitch, cigaret gallery, clothespin store, Mickey Mouse pitch and cigaret wheel.

CONCESSIONS with the L. J. Hoch Shows did only a fair business at the Wayne County Fair, Fairfield, Ill., the last week of August. Charles Miller's Bingo topped 'em all there.

Agri. Fair Biz Looks Promising

A canvass made by agricultural magazines shows that the business situation in the rural sections of the country is much better than had been originally expected. This is borne out by independent reports coming from federal banking and other qualified sources. Conditions are very spotty, with fair (See AGR. FAIR on page 61)

Quality Mdse. Ups Biz For West Coast Diggers

Coin-machine digger men on the Pacific Coast might be called the greatest specialists in the coin-machine industry for merchandise display.

Not only do these men use the finest merchandise obtainable but the machines they present to the public are kept immaculate.

Rotary merchandiser is beginning to appear in many locations on the Coast and the latest models of the digger manufacturers are also being used, all of which goes to show that the Pacific Coast operator is a firm believer in new equipment as well as in the use of finer merchandise. He makes it a practice to watch the public preference thru the local department stores and gift shops and is therefore always in tune with the appeal of the times as far as merchandise is concerned.

Considered at present the finest digger-machine territory in the country, the Pacific Coast easily establishes its leadership over other parts of the country with the merchandise which it is using at this time to satisfy the players of the games.

In Texas, where the diggers are also going at a fair pace, it was noted that merchandise displays were poor. This condition may be due in part to the fact that the State is also permitting money machines.

The comparison between the Coast operations and the Texas operations is so great that there is very little to consider between the two except for the fact that the Coast operators are enjoying unusually fine play and profits and attribute it to the beautiful and rich merchandise displays in their equipment.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

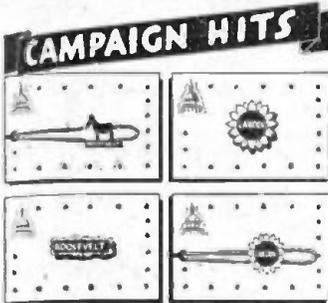
SPENT several hours at the New York Gift Show looking for atmosphere, trends and novelties. Found business good, with everybody busy talking to customers. Prices appear higher, but not enough to drive customers away. Plenty of new items, but no real novelties. Listening around I heard that ornamental side-table lamps with novel design features are being bought in the Middle West. Smokers' novelties have had a run, games are going well and cut-glass ware takes with country crowds.—Broadway was very active the week before Labor Day. Big crowds all the way from 42d street up. We are at the tail end of the summer season, which is the time usually when novelties are tried out. There is plenty of new stuff around, but no tangible evidence for customer's preference in any direction. I am telling what I see, not what I like to see. My own idea is that we are in for a period of home improvement. Home decorations have suffered during the depression and people make up for lost opportunities. Table ware, kitchen articles, electrical equipment, flower vases, clocks and labor-saving devices have found attention during the present summer and will carry over into fall. Automobile accessories such as wind-shield defrosters, electric lighters, ash trays, etc., should find attention, if for no other reason but that they have been neglected for several years and are due for a revival.

One of the reasons why novelties are slow in getting into the market this fall is the price situation. Stocks of low-priced stuff are committing themselves for the winter. It is not that they are afraid of a price rise, but it is the uncertainty whether or not manufacturers will maintain the new price levels. Nobody likes to get stung. Operators feel the same way about it, which is not exactly the state of mind that makes for big orders ahead of demand. Best advice is to buy as much as needed and push for quick turnovers.—The agricultural fairs will take a lot of merchandise. There is plenty of time to worry later. If you want a tip: department store buyers are covering themselves against price rises by planning well ahead with the post-Christmas sales season in mind.

Ladies' handbags, gloves, enamel jewelry and cigaret cases feature purple, blue, crimson red, deep purple and slate blue as novelty colors. This is in expectation of the coming coronation festivities in England. If you hear later on of such descriptions as imperial purple, coronation red or British blue, don't worry. It's one of the above colors gone high hat.—Fashion news from European centers is that dress-combs are in fashion again. It's so long ago that they have been worn that people almost have forgotten what they look like. If you don't happen to know, this refers to the sort of combs women wear to keep their hair up. Rhinestone decorations are in the lead.

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.



ROOSEVELT and LANDON TIE CLASPS and PINS for MEN and WOMEN

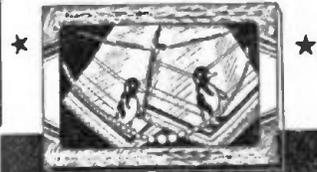
The best campaign numbers yet! High quality brilliantly nickel-plated "The Clasp with Democratic donkey and 'Roosevelt' in colorful shining enamel with silver trim; or large bright yellow sunflower and 'Landon.' Also smart fancy scroll Roosevelt Pin and Sunflower Landon Pin. All mounted on attractive 'official' display cards. Today's greatest campaign items. Every voter buys. Order Today!

67¢ Doz

8.00 Gross

Sample 10c

AND



HERE'S the HIT of the FAIR SEASON

Two attractive, colorful Handkerchiefs and sparkling imitation Pearl Necklace. All packed in striking two-tone box with large cellophane window. Just imported. Brand new. Order today! Clean up while it's new. 25% Deposit, Balance C. O. D.

78¢ Doz

Sample 10c

Write for FREE Illustrated circular showing complete line of "HIT" novelties and smash low prices.

STEINBERG MERCHANDISE CO. 18 West 18th Street, New York, N. Y.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size, Polished Blade, 2 Blades, Brass Bolsters 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, Chicago.
223-25 W. Madison St., Chicago.

ELGIN or WALTHAM \$1.65 Ea.

7-Jewel, 16 Size Watches in White Cases.
7-Jewel, 16 Size Elgin and Waltham, \$2.35.
Flash Carnival Watches that do not run, 80c each.

Send for Price List.
Your Money Back if Not Satisfied.

GRESENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

FREE CATALOG

Listing 5,000 new fast-selling Novelty and Gundry Items. Write for your copy at once. We are swamped with requests.

IMPERIAL MERCHANDISE CO., Inc.
833 Broadway, Dept. M, New York

JEWELLED LADIES BAQUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds

SPECIAL
No. 114—Re-doled From a 5300 Article. In 1/2 doz. \$5.50 Lots, Ex.

No. 100—Fine Ladies' Jeweled Watch, Complete with Box, Chromium Bracelet, in Dozen \$2.95 Lots, Each

Sample, 50c Extra. 25% Deposit, Bal. O. O. D.

Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.

FRANK POLLAK 86 Bowery, NEW YORK CITY

Pakula Gets "Ex" on Jeep

Probably everyone knows about Eugene the Jeep, who has been capturing the fancy of every funny-paper enthusiast in the country. The Jeep has magical powers—if asked a question regarding the past, present or future he will answer truthfully by signals. It has been said that the Jeep has a "fourth dimensional brain." When he bows down the answer is "Yes" and if he does not bow down the answer is "No."

Realizing the universal popularity of the Jeep, Harry Pakula searched for an item which would be novel and also capitalize on the name Jeep. He found it in the form of a disk with numbers from 1 to 12 and a larger space marked "No Play" on the outside edge. In the middle of the disk is a small wheel with a colored figure of the Jeep in the center.

The novelty will have unlimited appeal among the racing fans. They will spin the wheel and the Jeep will point to the winning horse. Also thousands of children and grownups will use it for parlor games, etc. Pakula claims that of all the items he has ever handled this one has the most flash, the most appeal and the greatest sales possibilities.

Windshield Defroster

In order to meet the demand for a popular, low-priced premium, Douglas-Bergey & Company, Inc., has introduced the Powr-Pakt windshield defroster. Its power consumption is said to be only one-sixth to one-tenth of that of the ordinary fan defrosters. It is compact and neat as well as sturdy and powerful. Easily installed, it is equipped with ball socket mounting which holds the fan in any desired position. Finished in beautiful cocoa tan enamel which does not reflect the light yet harmonizes with car interior.

Campaign Tie Clasps, Pins

Meeting with the hearty approval of the trade are the new campaign tie clasps and pins recently introduced by the Steinberg Merchandise Company, New York.

The tie clasps are made of brightly nickel-plated metal on which is mounted a colorful shining enamel Democratic donkey and the name Roosevelt or an attractive brown and yellow enamel sunflower with the name Landon.

The pins, which can be worn by wom-

-SPECIAL- NOTICE

Due to Tremendous Demand and rise in MARKET—

NEW PRICE on RABBIT'S FEET in BULK

\$32.50 PER 1000

PLAIN CAPPED or STAMPED
VOTE FOR ROOSEVELT
VOTE FOR LANDON

No Change in Other Prices

With ATTRACTIVE SELF-SELLING CARD. **3.50** Per 100
In Lots of 500.

With KEY CHAIN on Attractive Self-Selling Card. **5.00** Per 100
In Lots of 500.

FOR SAMPLE SEND 10c.

J. E. BREWER
230 W. 26th St., New York, N. Y.

en as well as men, come in a variety of attractive, appealing designs. One is a rectangular block of bright enamel with Roosevelt in sharp letters. This clasp has a fine border of fancy scroll work in brilliant nickel plate. The Republican pin consists of a large brown and yellow true-to-life enameled sunflower with Landon neatly printed on it.

Reports on an early announcement of the new campaign numbers are encouraging, and as the heat of the election increases in intensity it is expected agents, salesmen, canvassers, etc., will reap large profit harvests.

The Steinberg Merchandise Company features an illustrated circular containing a complete line of imported and domestic novelties at new low prices. This circular is sent free upon request.

Quints Featured on Aluminum

Aluminum Goods Manufacturing Company is the only firm licensed to design, manufacture and create plans using the names and faces of the world-famous Dionne quintins for toy utensils.

Its first product is an aluminum toy cooking set consisting of 20 pieces. The set is packed in a large display box bearing the pictures of the five famous sisters. Will make a wonderful flash on every premium counter.

Watch Them Go For These

"LEATHER TIES"

Genuine leather, plain and combination colors. Plenty of flash and appeal. Show something different to the customers.

1 Dozen, \$2; 6 Dozen, per Doz., \$1.75; 12 Dozen, \$1.60 per Doz.

Bow Ties are \$1.00 per Doz.

LEATHER BELTS:
Variety of Shades and Colors.
1 Dozen, \$2; 6 Dozen, per Doz., \$1.75; 12 Dozen, \$1.60

High Grade, Genuine Leather Merchandise. None better. Money-Back Guarantee. Send for Sample Belt, Tie and Bow Tie, 50c.

Acme Leather Novelty Co.
152 Washington Street, Salem, Mass.

PECKING BIRDS
Good For Demonstrators
PER GROSS **9.00**

B40N75—Pecking Bird, Made of Metals, 4 1/2 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, Oil and Pen, Glass Cutter and Cork-screw. Nickel Finish Metal Handle, Celluloid Inlay Center. Size Closed, 3 1/2 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**

B201J98—Heavy Shell Colored Celluloid Frames and Temple 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 1/4 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 persistent orders is our best proof.

Send for New Catalog

Model 40W
\$5.95 each
\$6.50 each

In lots of six samples
F. O. B. N. Y. 25% Deposit

PLAYLAND SUPPLY CO.
118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

SALESMEN • DEMONSTRATORS

MAKE BIGGER MONEY with FEWER CALLS • THE VIGILANT DETECTOR

The New Counterfeit Detector and Signature Prover saves banks, hotels, theatres and every retail business hundreds and thousands of dollars each year. To demonstrate this great new machine is to sell it. Millions of prospects are waiting to be shown. Now is the time for you to bring the Vigilant Detector to them. You'll clean up!

You'll make more money than you've ever made before with less effort. Get in on this now while it's brand new! Write today for FREE illustrated circular showing list of prominent users, special prices, etc.

who want to clean up with an item for which there is a real need. Write today for special deal.

DISTRIBUTORS

VIGILANT SALES CORP. Paramount Bldg., Suite 1148 NEW YORK, N. Y.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

More for Your Money
also Instant Shipments
at the Original

"New York" MILLS SALES CO.

Wholesalers of Popular-
Priced Merchandise Since 1916
We Are Never Undersold

WRITE FOR FREE CATALOGS

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 65 ORCHARD ST., NEW YORK

5000 WALTHAM AND ELGIN
Hunting Movements in
New Open Face Chromium
Cases.

16 Size, Cased in Ioco
or Engraved: \$2.75
15 Jewel 3.75
12 1/2 Size, Cased in
Round, Octagon or En-
graved: 7 Jewel \$3.25
Men's O Size Waltham
or Elgin Wrist Watch
with Chromium Bracelet,
7 Jewels, Boxed, \$4.75

Deposit required. Send for Free Catalog, New Plan.
THE NEW YORK JOBBERS,
74 BOWERY, New York, N. Y.

NOTES
from
SUPPLY HOUSES

Henry Nappi, general manager Bengor Products Company, New York, informs that he is making plans for his forthcoming wedding. Altho Henry has just announced his engagement, he doesn't believe he should wait any length of time. He therefore is anticipating an early wedding.

Goldfarb Novelty Company, for the past 15 years established on Park Row, New York, has leased for a long term the six-story building at 20 West 23d street. After alterations and general remodeling are completed the firm will move to the premises.

Goldfarb Novelty Company was founded by Samuel Goldfarb, who is still active in the firm. His two sons, Philip and Saul, are also executives of the concern. When the new premises are occupied a general expansion program will be arranged, which means they will carry more extensive lines.

Bill Ray, of Super Engineering Company, has just returned from a vacation

during which he covered quite a bit of ground. Driving by easy stages and stopping over whenever he found a place of interest. Bill motored as far north as Canada before returning home. He feels fine, he says, and is all set for a good fall season.

Crystal Luster Company is now supplying private labels free when orders are received for quantities of its Crystal Special, all-purpose cleaner.

College Sticker Company, New York, manufacturer of college and fraternity specialties, announces that it will soon introduce an innovation in the form of a college feather like those used at football games and other college events.

Originally the college initial or initials consisted of paper letters stuck to the feather and the drawback to this method was that the initials frequently fell off. Sidney E. Deutsch, of the College Sticker firm, announces that his company has a newly patented process by means of which it will print not only the initials but the full name of the college on the colored feathers, giving the novelty a more attractive effect. The work is done with the silk screen process.

S. H. Schreiber, of the Globe Handkerchief Company, tells us that they are now working on a new catalog which will be ready soon. Company is known as the "House for Handkerchief Styles" and carries a popular line of handkerchiefs in all price ranges. Fall business has been so good, Mr. Schreiber reports, that it has been necessary to take larger quarters.

Strange as it may seem, the soldier lighting a cigaret in the inky blackness of No Man's Land faced no more danger than the motorist doing same thing. For even at the relatively slow speed of 30 miles per hour, or 44 feet per second, the search for cigaret and light means several hundred feet of road travel. At 50 miles, or 73.3 feet per second, it means a goodly part of a mile during which the car is not under proper control. And when your eyes and mind are off the road there is no keener sniper than old man Sudden Death himself.

Yet the cigaret smoker, which, according to a survey in *Fortune*, means 47 per cent of our adult population, likes to smoke regardless of the speed at which he or she is driving. And that's precisely what has moved an ingenious inventor to come forward with a device that is proving a true life-saver in reducing potential automobile accidents. In the form of a compact case not much larger than a match box, which attaches to the dash of any car, Serv-a-Lite combines a handsome container holding a standard pack of cigarets, an automatic dispenser and lighter and a handy ash receiver. It can be installed in three minutes. The lighting unit is made of a newly developed alloy, assuring longest life. In fact, the device is unconditionally guaranteed against any defects for six months.

Pressing a magic button lights a cigaret and delivers it ready to smoke. Eyes on the road, hand on the wheel, there is no fumbling or dangerous distraction for the car driver.

Thus by means of Serv-a-Lite one of the great dangers in modern motoring is eliminated.

Bar-ette is the name of a fast-moving new premium recently introduced by the Jersey Trading Company. It is a combination bar and humidor, which, because of its beauty and practical nature, makes an appealing premium of the bet.

ter sort. It is furnished in black and white, red or ivory, with chrome railings. Rolls easily on concealed casters.

WHAT DO YOU NEED?

BORLAB

NEW PRICE
DEMONSTRATION
PITCHMEN, AGENTS,
CANNASERS,
CALLESMEN

PR **DUCTS**

426 BROOME ST., NEW YORK, N. Y.

THIS WEEK'S
EXAMPLE OF OUR
OUTSTANDING VALUES

BEAUTY CREAMS (All Types) \$6.50

2 oz. jar, attractively bottled and labeled. Great! And every item in our brand new, low-priced line is equally a great value! You'll clean up bigger than you've ever cleaned up before with Borlab's new low-priced sensations in

COSMETICS—CLEANSERS—POLISHES

All Types—Everything You Need. Write Today for New Special Value Illustrated Circular!

Get in Touch With Us Today!
Make More Money Tomorrow!

ABSOLUTELY FREE—YOUR OWN PRIVATE LABEL

We will make up any of the products in our extensive low-priced line with your own private label at no additional cost. Write today!

BORLAB PRODUCTS
426 Broome Street, New York, N. Y.

bb22—NOVELTY DOG ASH TRAY, Dozen, \$1.20 Gross	\$12.00
bb23—"MOSSLAFF," Inflated Rubber Novelty, Dozen	8.50
bb24—RAYON SILK PARASOLS, Dozen	\$1.50 Extra Large Size, Dozen, 1.75 Gross
bb25—FLORAL COTTON PARASOLS, Dozen	6.00
bb26—HEAVY SUPREME WHITE MAPLE PARADE OARNS, Gross	17.00
bb27—SWAGGER OARNS, Assorted Bright Colors, Gross	6.00
bb28—GENUINE REACH BOUNDER BASE BALLS, Dozen	1.15
bb29—BALLOONS, Special Carnival Prints, Gross	2.50
bb30—DICE ASH TRAYS, 4 in Box, Gross Boxes	4.00
bb31—17-Piece Large Size OHINA TEA SET, Each	1.00
bb32—DIVE AWAY GARDY, Flashy Box, Per Hundred	1.00
bb33—LAMP, Assorted Table Lamps, Large Sizes, Dozen	7.20

CAMPAIGN NOVELTIES, 7 Samples Sent for 40c in Stamps.

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Our New MONEY SAVING GUIDE

IS NOW READY!

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Everything that's now in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

OUR PRICES DEFY COMPETITION!

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

ROOSEVELT---LANDON
CAMPAIGN STICKERS

Standard Size, 3 1/2 x 5 1/2 inches, assorted colors.

SOUVENIR STICKERS for all Colleges and Cities
Carried in stock—Specials to order for Advertising.
1,000 or Less, Per 1,000 \$7.50
5,000, Per 1,000 6.00
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THE COLLEGE STICKER CO.
98 5th Avenue, New York City

Something NEW! TATO-BIT PUFFS!

A "NATURAL" for Fairs, Carnivals, Etc.

"Hottest" money maker you've seen in many a month! TATO-BITS are sold to you in pre-cooked form—merely drop them in hot fat and within 5 seconds they are transformed into crispy, golden-brown edged POTATO PUFFS, five times their original size. And they have the tantalizing delicious potato flavor that "brings them back for more." When demonstrated in a window or outdoors they attract big crowds who buy eagerly. **BIG PROFITS FOR YOU!** Sell direct to consumer or—if you prefer—to concessionaires, restaurants, cafes, etc.

Also Cheese, Chocolate and Tomato Chips

Write for FREE samples of TATO-BIT PUFFS and full information. You will also receive free and without obligation samples of our CHEESE, CHOCOLATE and TOMATO CHIPS—all big sellers. Send letter or postcard to

F. GUNTRATH LORENZEN
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Free Sample Case

GET YOURS—Write for Details Today.

BLADES—D. E. 20 Pks, 5 in. Par Display Card, 40c (Include Postage).

SIDELINE GOODS—Special, Gross 75c.

Full Line For: House-to-House Canvassers, Agents, Wagon Salesmen, Streetmen.

Party Charm, Political, Not 45c Novelty, Doz. \$5.00 GROSS.

Also Ivory Elephants and Donkeys.

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CHAMPION SPECIALTY CO.,
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SELL NAP-TAKING CLEANING

Makes Cleaning Fluid, 2 1/2 Gallon, New Startling Discovery. NAP-TAKING COMPOUND, Cleans Silks, Woolsens and other fabrics by dipping same as with Naphtha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful reporter. Attractive, fully boxed. Trial Order, \$1.00 per Dozen, postpaid. Write 2 Democrat Editors, Sample, 10c. U. N. B., NAP-TAKING, 1500 W. Madison, Chicago.

STATE and COUNTY FAIR SPECIALS

Heavy White, Mahogany or Fancy Parade Cans.
Doz. \$ 1.50
Gro. 16.50

Swagger Sticks, Doz. ... 5.50
Reach Bouncer Balls, Doz. 1.15
Rocket Baseballs, Doz.85
Decorated Gas Balloons, Gro. 2.50

"Thrillers" Candy (250 in Case), Case 2.75

We have Beacon Blankets, Morocco Gold Covers, Aluminum Ware, Plaster and all other Carnival Supplies.

Lowest Prices and Best Service for 50 years. 25% deposit must accompany all C. O. D. orders.

LEVIN BROS., Terre Haute, Ind.

THE BEST BUY IN RADIO TODAY!

"THE FIREBIRD" (Model 40, AC-DO)—Smart, modern, walnut finish, cabinet, 11 1/2" x 7 1/2" x 20". New improved white marble, full-vision calibrated dial, 500 to 1500 K. C. Hunt red pilot light. Four quality tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful—Selective—Accurate! Compare with others! A better set for less money! Order today! 25% Dep., Bal. C. O. D. Write for free illustrated circular.

FREELY CORP., 2 W. 20 St., New York, N. Y.

LOTS OF SIX OR MORE \$5.75 TO \$1.00 N. Y.

CAMPAIGN NOVELTY—DONKEY AND ELEPHANT SPINNERS. Made from black cell, with embossed figures, Doz. 35c. Or \$3.75. Or 10c call, with Raised Figure, 80c. Other Spinnets in stock are Ham, Humon, etc. See NEW SPARKLE WATCHES (IMPROV.)

ED, Doz. 30c. SHAME ON YOU (hot seller), Oct. 80c. AND OUR NEW JOKER, 1. TONKLE, etc. IT'S very, very funny. It ain't what they think it is, Doz. 75c. New Shooting JOKES 90c. STANDARD GOOD SELLING JOKES 90c. Snake Radio, 35c; Spillins, 50c; Discrete Plug, 30c; Expl. Safety Book Matches, 30c; Snake Lipset, 50c; Rubber Point Pencil, 35c; Orouch Eraser, 40c; Trick Soap, 50c. Prices listed are per dozen. Our new bulletin for FALL is ready, send Olms for it and Catalogue, or \$2.00 for 50 Samples of FAST SELLERS. MADONNIX NOV. CORP., 138 Park Row, New York.

BIZ CONTINUES
(Continued from page 58)

was largely the result of the fine reception given month-end promotional sales. Most stores report that summer stocks have been cleared out and that a good percentage of the total volume this week represented the sale of fall merchandise. Wholesale volume was slightly off as demand from retailers slackened somewhat as their initial orders have been filled and the sale of fall merchandise has not yet reached the point where stocks must be replenished. Wholesalers of radios, lamps, furs and dry goods all report good business."

AGRI. FAIR—
(Continued from page 58)

good sections intermingled with frankly bad ones. Rains late in August have helped in many instances and the buying power of rural markets is consequently much higher this year than last.

More cash goes into retail stores and there is much less credit buying at grocery and other stores than during any year since the depression.

It must be remembered that the high peak of the business boom in 1929 did not coincide by any means with that of the high of rural purchasing power. Farmers were in the red since farm prices broke 10 years ago and had often less cash to spend than now.

The attitude to take in the opinion of an experienced fair executive is that business will be better in fall and that a real bid can be made for the fair-visitor trade. What is wanted is merchandise with a real novelty appeal. This policy has worked well during the more recent farm picnics, of which there may be a greater number in consequence of the coming election campaign. Grange meetings, farm tours and farmers' conferences are drawing large attendances this year and are worth while following. Display of utility merchandise is recommended.

BROADCAST—

(Continued from page 57)

TIER Have Otyen Circulation to the VILE CANARD That their Dime and Two-Bit Joints are Comparable in Opulence and Merit to Those Offered only at the Fort Worth FRONTIER. This is, in Fact, a Deliberate and Unqualified FALSEHOOD.

"Here's hoping no bloodshed follows. After all, the great battle between bottled beer and canned beer is given credit for stimulating a beer boom this year. We have an idea that the more advertising for either, the more business for both celebrations.

"The Fort Worth copy has been appearing in recent weeks in about 550 daily and weekly newspapers in the area bounded by New Orleans, Memphis, St. Louis, Kansas City, Wichita, Denver and El Paso. Circusy in style, sexy in appeal, making much of a 'Wild and Whoop-pee' slogan, the ads have caused 'lots of comment on account of their breeziness,' we are told. And it seems quite likely. We are prepared by Ned Alford, publicity representative of Billy Rose."

Dodson Shows

Lockport, N. Y. Week ended August 29. Annual fair. Business, disappointing. Weather, two days rain.

Manager Pease stated thru the press that the World's Fair Shows grossed more than any other show that ever played the fair. It was not at all satisfactory business for this aggregation. A "big night" Thursday that was supposed to be the record-breaking attendance and another on Saturday did not suffice to put it in the class that pays the expenses of a show of this size. Three acts on the midway, which helped the take, Zachini, Mills and Mills and Fussner. They were wonderfully received. On the two nights mentioned the midway was packed, but there seemed to be a dearth of what it takes to run shows with. Concessions had the same complaint to make with the exception of Rex Howe, who did a land-office business with his marathon hot dogs and cornered the market, on and off the midway. Rex had a pleasant visit from Jack Harman and his family and in spite of the report of his demise Jack is very much alive and a prosperous promoter of athletic events in Elmira, Buffalo and elsewhere. Mrs. Frances Paige got her new show going with success. Frank Winchell's Keyhole it is named. It gets the filthy lucre. Quite a novelty. George Roy has a new farmhouse, "Spook Street," renewed Lollipop Ship. The explorer, Dr. Elmer Ward, of Newark, N. J., has his new show open and has rebuilt and refurbished the monkey people with wonderful effect. Jack Baillo has two bingo games now, both on the mammoth variety and both doing well, and Mrs. Baillo has quintuplets — canaries. Practically everything repainted and show looking wonderful. Train a silver streak and wagons in good condition. Plenty of visitors from Buffalo and Tonawanda, including W. C. Fleming, looking like J. P. Morgan; Elmer Rhodes, recently recovered from an operation; Mr. McKenzie, of Hersehell fame; Don Montgomery, formerly trainmaster of Rubin & Cherry Shows, and World of Mirch; George H. Cramer, president of Spillman Engineering Company, and Mrs. George Hamid. Little Ruby Dodson is leaving for school in the near future.

DICK COLLINS.

West Shows

Staunton, Va. Week ended August 29. Business, good.

The Art Converse big circus side show a big success after eight weeks here and everybody with the show is satisfied. The Cumberland, Md., Fair was better than expected, altho a few rainy nights made the receipts go down a little, still grossed good on the front. Inside of show is newly decorated with new scenery, flags, pennants and plenty of lights. Mr. West spared no expense in framing the show. Two wagons are used. Attractions are Paul Johnson, comedy clown juggler; Alice, the ostrich girl; Happe, the frog-child; Bula Bulc, the torture board, glass dancer and fire-eater; May Howard, tattoo girl; Baby Joe and sister, fat people; Frank Zorda, magician; Daisy Hartwell and her assistant, Myrtle, mind-readers; Rose Lee, the armless girl; Madam Brown, big snakes; Kuma, the Japanese illusions, and Sam Jones, boss canvas man.

FRANK ZORDA.

Three Carnivals Make State Fair Midway

BOISE, Ida., Sept. 5.—The combined facilities of the Hilderbrand United Shows, the Silver State Shows and the Kennedy Greater Shows created the midway at the Idaho State Fair at Boise. Twin Ferris Wheels, Merry-Go-Rounds, Loop-o-Planes, Baby Auto Rides and Mix-Ups added to the many other rides assisted to enhance the amusements of the midway. Silver State's Tilt-a-Whirl topped nightly. Twin Ferris Wheels, owned by the Hilderbrand United Shows and the Kennedy Shows, ran a close second. Lillian La France and the Ten-in-One, owned by Jane Godfrey, ran a close race for top honors for the shows. Congenial companionship and assistance were rendered during this showing by Clarence H. Alton, owner of the Silver State Shows, and Frank J. Kennedy, owner of the Kennedy Greater Shows, and the engagement produced mutual benefits for all concerned. Mrs. Frank J. Kennedy assisted the management. Mrs. Clarence H. Alton also aided the business end. Dolly Martin's enlarged Bingo broke her season's record. The Four Jacks and Charles Soderberg were free acts furnished by the midway.

Greenland Exposition Shows

Halifax, Va. Week ended August 25. Auspices, Halifax ball team. Business, fair. Location, one mile from town.

Show drew crowds each night. The sound car, operated and owned by "Sailor" Jack Allen, "went to town" telling the natives all about the midway. Lester Stanley and wife joined with their Big Eli Wheel. They have a blaze of lights, having 280 80-watt globes. Martin Sozier and wife joined with ball game, penny pitch, cigar gallery and clothespin store, Mickey Mouse pitch and cigar wheel. Show has three major rides, three shows, 24 concessions and two free acts. The feature is Professor William Hudson's combined trap and perch act. Everyone on show seems to have taken on new life since under new management. GEORGE A. BALDWIN.

Douglas Greater Shows

Okanogan, Wash. Week ended August 29. Auspices, American Legion. Weather, warm. Business, fair.

Everyone painting and cleaning the shows and rides. Show will make a one-day stand at Oliver, B. C. Les Stanford has a new shipment of mice for his Mickey Mouse Circus. Mamie Jones is still on the midway. Harry Myers has two shifts working on the grah joint. Jack Nash has lead gallery. Boza has added more help in the fishpond. E. O. Douglas has added two more cars to U-Drive-it-ride. Due to a bad spill, Lee Kelly, of the motordrome, is now selling tickets. Frank Kirsch has the show booked ahead. Mrs. Al Waites has been on a long vacation and is back in the penny pitch. CURLEE JONES.

Regal Amusement Company

Mammoth Springs, Ark. Week ended August 22. Auspices, Soldiers and Sailors' Reunion. Weather, hot and dry. Business, good.

Opened to a nice-sized crowd Monday night. Increased each night. Everyone got a little money. Charles Cudney returned to the show after a two weeks' visit with his mother and other relatives in Wisconsin. Ted Sharkey, with his bunch of athletes, spent a few weeks at the fairs in Iowa and have now returned to the show. New concessions joined are: George A. Childs and Paul Ballard, cook-house; Olen and Lonnie Karr, two concessions; B. E. Miller, cigar shooting

gallery; Toby Green and Joe Joles, mitt camp; Sonny-Boy Allen, pitch-tilt-u-win; Mrs. Cook, photo gallery; O. W. Atchinson, one concession; J. Wallace, juice; John W. Fressler, photos; John Gregory, pitchboard. MRS. PAT NEWLAND.

CONEY ISLAND—

(Continued from page 44)

turning another tip at Rosen's Wonder-land Side Show. . . Island visited by Alice Faye, David E. Hearst, Shep Howard and Joe Dimaggio, the Yankee slugger. They champed the (except Joe, who's still in training), spent freely at the attractions and concessions and, after a session at the Greenbaum-Seskin games in Luna, generously offered their autographs. . . Libby Holman, the singer, another distinguished visitor.

(See CONEY ISLAND on page 68)



No. 01631—The Sensation of the Premium World. Gives a realistic two-minute demonstration at each winding. Slaps the crowds and brings in the cash because everyone wants one of those beautiful real Fur Dogs. Height, 18 ins.; Weight, 4 lbs. Black or White Fur. Dog's Body is strong metal construction. Each \$4.95 In Lots of 2 or More. Each. \$4.75.

25% Deposit on O. O. D. Orders. Ask for Our Big New Catalog 933, containing 164 pages of Novelties and Jewelry. JOSEPH HAGN COMPANY "The World's Bargain House," 217-225 W. MADISON ST., CHICAGO

TINY TURTLES
Going Big!
Beautifully Decorated

Biggest novelty sales sensation to date! The new Live WONDER TURTLES command greatest attention and MOST SALES because they are attractive and tiny. Measure about 2 in. long. Beautifully painted and decorated with multi-color, sewer proof. Name of Town, Fair, Resort or people's name (John, Mary, etc.). Hand-lettered no extra charge. Folks resist these long-life pets at 25c each. WONDER TURTLES, Painted and Lettered, \$10.00 per 100. Sample Dozen, \$1.50. Individual, self-mailing, waxed. Postal Approved Boxes, 1c Each. Weight approximately 0.1 lbs. Wonder Turtle Food (10c Seller), in cellophane Envelopes, \$3.00 per 100. Unsold turtles repainted, relettered, 2c Each. All prices F. O. B. Chicago. Rush order now! H. FISHLOVE & CO., 1421 Orleans St., Chicago. (Tel. 0115)

\$10 PER 100
Includes hand lettered Name or Town

STATIONERY LOW PRICES!

VIOLIN PENCIL SHARPENER. Dozen	15c
LEAD PENCILS—Imported. Gross	80c
BLUE INK—Imported. Large Size. Dozen	20c
RED INK—Large Size. "Ocean". Dozen	10c
MIGMO'S INK—10c Size. Boxed. Dozen	50c
MEMO BOOKS—200 Gill Ego. Pencil. Dozen	30c
RUBBER NUMBER STAMP—Movable Numerals. Dozen	75c
MECHANICAL METAL PEN-OIL—With Eraser. Gross	\$1.10
SLIP ON ERASER. Gross	50c
TYPEWRITER PAPER. Doz.	\$3.10
MENDING TISSUE. Gross	62c
ERASERS—Large Size. Gross	60c
208 LEAD PENCIL—Gross	65c
DIXON ORIOLE PENCILS. Gross	\$1.55
MUCILAGE. Dozen	85c

SEND FOR FREE CATALOG. 3,500 Items. 25% Deposit With Orders.

BENGOR PRODUCTS CO.
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CARNIVAL AND FAIR WORKERS

Rush your orders now for the Fastest Selling Novelties.

Large Mickey Mouse	Gross	\$8.50
Medium Mickey Mouse		4.25
Toss-Ups		3.25
Round Strawmen Special Balloons		3.25
Mickey Mouse Heads		4.00
Teatime Balloons with Movable Eyes		3.50
Round Mickey Mouse Printed Balloons		3.50
Popeye Balloons		3.50
Balloon Reeds		.25
Flying Birds with Inside Whistles		2.50
Inflated Toys and Games		8.40
Bamboo and Medium Walking Games		8.40
Men's Walking Games, Black or White		14.40
8 1/2 Parabolic. Dozen		\$125.180
Lash Whips with Wooden and Loop Handles. Dozen		65
Fur Monkey. Dozen		65
Thin Red Games. Dozen		65

Complete line of Novelties and Candy for all Games. 25% advance deposit required with all orders, balance O. O. D. All orders shipped promptly.

NASELLA BROS.
40 HANOVER ST., BOSTON, MASS.

ELGIN & WALTHAM

Small size Pocket Watch, new YEL-OW Round Case, Fitted with R. O. 7-1 Movement. In Lots of 3. \$2.85

25% Deposit, Balance O. O. D. 50c Extra for Samples. SEND FOR CATALOG. PILGRIM WATCH CO., 151 Canal St., New York City.

MEY, HUSTLERS, LOOK!

FAST SELLERS - BIG PROFITS - and our items DO go over. Cartoon Books, Jokes, and RED HOT Novelties. SEND DIME for NEW Bulletin and Catalog or \$1.00 for 20 Different Samples. T. R. PAYNE, 25 Cardinal Place, NEW YORK.

FREE 5 DAY TRIAL

NEW 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 charges.)

FAST SALE! \$10 PROFIT!

Modern Walnut Cabinet. Powerful dynamic Speaker. Super tone. NEW 2-COLOR DIAL. O. A. 1,000 new 4 Tubes—One Metal. No aerial or ground needed. A. O. D. C. Packed in air cushioned cartons.

FREE IT NEW 1937 CATALOG

Showing 6 new models. Sensational values.

Size: 11 1/2 x 7 1/4 x 8

GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 2-E) New York, N. Y.

\$6.45 LOTS OF SIX
\$6.95 SAMPLE SET

25% with order, balance O. O. D. Remember—Satisfaction or Money Refunded.

OAK BRAND HY-TEX BALLOONS

Fast Sellers for Fair Workers

Souvenir of the Fair Prints.
Mickey Mouse Prints, Heads, Slim Jims and Toss-Ups.
Special Assortments and many other hits.
At Leading Jobbers.

The OAK RUBBER CO.
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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. Be prepared. You can always get what you want from us. Send for our sample line No. 93, consisting of 18 New White Stone Rings for \$2.00.

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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 B743.
Optical Specialists
17 N. Wabash Ave., Chicago, Ill.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

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HAND STROPPERS

RAZOR STROPPERS \$4.80 to \$72.00 per Doz.
WALLENBERG MOLLAND MFG. CO.,
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First Quality, Guaranteed Uniform D. E. Blue

BLADES \$2.95 Per 1000

GEM TYPE, \$4.85 per 1,000.
Send 25¢ Deposit or Cash with Order.
NATIONAL BLADE COMPANY
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HARRY LAVAN S. MILES JONES JOHNNY HICKS

Have wonderful propositions for you. Anyone knowing their present whereabouts will collect.
JOE MARX, formerly Keystone,
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ELGIN—WALTHAM
WRIST WATCHES
Brand-New Cases, Metal Bands.
Send for Catalog. Biggest Bargains in Clock Watches and Diamonds in the Country!
H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo.

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES,
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137 E. Spring Street, Columbus, O.

PITCHMEN

by **BILL BAKER**
(Cincinnati Office)

Pitchdom Five Years Ago

Cincinnati proved to be the best spot of the year for Jim and Nora McQuage. . . Biz was fair in Cleveland for Roy Herbers, so he took a week's rest down in Morning View, Ky. . . M. E. Lynch and Grant Allman were getting by in New York State with their auto polish demonstrations. . . The pitch-store owners at Coney Island were hoping for a mild winter so they might make up for the poor business weather had caused all summer. . . There was a prize of \$100 to the demonstrator who could duplicate Charles Klopfenstein's sharpening stunt without using his (Charles') razor dressing. In fact, Klopfenstein was doing so well with the stuff that he quit the road in order to manufacture it. . . W. D. Cooper was getting a big kick out of working down around Sewanee, Tenn., in the center of the Great Smoky Mountains. . . Brooklyn wasn't so bad for Harry Bousch, who started a push in Brooklyn on cleaner and wound up with razors and pens to the tune of 42 bucks. . . Earl Wilson, the missus and kids dropped into *The Billboard* en route to the South. . . And a star fell out of heaven for the med shows when a report came thru to *The Billboard* that there was a certain town up in Michigan which wanted a good med show but so far had been unable to contact one. . . Gene Golin was lying around Minneapolis waiting for the State fair to open. . . The South was fair for the *Medico Comedy Company*. . . Jay Lewis was finding things pretty good for paper down in Eastern Texas. . . Mary Ragan, Bill Boyce, Walter Delaney, Arizona Bill and Chick and Dortha Townsend were working the Maine fairs. . . There were plenty of the boys up at the Cortland, N. Y., Fair, but they all did the same thing as the crowds—that was spending nothing but time. Among them were Ned House, with pens; Joe Hall, glass cutters; Red Bailey, flukum; George Little Snitz, salve; May Reilly, oil. . . Brockton, Mass., opened up after a long shutdown. . . Sid Cohen ridiculed Joe Garfunkel's choice for No. 1 jam artist. Sid claimed Nat Morriss could take 10 to Shillebar Joe's one. . . Chief Pantogal found Lewiston, Me., so good for his crew that he planned to stay there for good. . . That socks-selling fool, A. L. Clark, who had gone into the sock wholesaling biz down in Dallas, reported he was doing a land-office business with his old friends thruout the Kingdom of Pitchdom. . . That's all.

are being made concerning the watches worked with razor blades. This item has been a big go during the summer and many of the boys who have abandoned flukem, solder and rad are reported to be getting heavy scores with the watches.

GEORGE SHIELDS working sex books, is attracting huge crowds and doing a swell business at the fairs.

CHARLES WATKINS of belt fame, is holding down Piqua, O., with a picture show connection and is doing okeh.

COLUMBUS Portmouth, Chillicothe, Newark, Zanesville, Steubenville, Warren, Alliance and Mansfield, all in Ohio, are good spots for the boys working the shops. Some of the foregoing towns are also open to doorways and lots.

SOME OF the lads with the leaf are making swell scores at the motorcycle climbs with trade papers.

JIMMY WELLS with the sharpening tools, is holding his own and getting his share of the long green. Jimmy, who has been suffering with a stomach ailment, has shown a marked improvement in health.

WHITEMAN BROTHERS Abe and Louis, have been going over in a big way since they connected the china stores with the whitestones and gummy.

LUTHER FRY health book worker, has been collecting his share of the folding money since he switched to tonic and salve. Fry has been making a specialty of working to the customers attending the farm sales.

SHEET WRITERS with farm papers are reported to be making substantial sales over the country. The boys working with the auctioneers conducting the sales are getting some real gelt, too.

RALPH SMITH working lace belts, is operating with crews and is said to be doing a land-office business with that item.

THE COUPON deals for the perfume and powder are attracting considerable attention and store demonstrators working that item seem to be elated over business. From all indications the hose deal is also coming back into its own.

REPORTS COMING in indicate that pitchmen and demonstrators making the fairs in the Buckeye State are getting a good share of the business.

ART NELSON the cleaner expert, and the little woman are playing a return date at Nelsner's, Cincinnati dime to dollar store, with the naphtha crystals. A tireless worker, Art has been successful in turning in some satisfactory scores recently, even during the recent boiling spell. He is looking forward to a bang-up fall season and is contemplating opening another spot in Indianapolis soon, with another worker holding down the latter stand.

PITCHMEN SEEN on the grounds of the Iowa State Fair this year included J. C. Elliott, with Colorado Rainbow Gems; Fred Haback, razor strops, Frick Zander, pencil artist; Nick Buduson, weight guessing; Fred O. Jagow, who knows all the kitchen tricks, and George Purdue, fountain pens. The boys are enthusiastic over the way the farmers are spending money this year. It's a guess whether or not the farmers have more money to spend and are satisfied or are just optimistic because it is Presidential year.

ELECTION YEAR and winter is just around the corner—Get that bank roll now.

ACCORDING TO REPORTS from reliable sources, Lima, Marion, Mansfield, Bucyrus, Lorain and Elyria, all in Ohio, are open to doorways or lots. Eric, Pa., is open at the market and is a good Saturday prospect.

ALL INDICATIONS point to a banner holiday season. Now is the time to contemplate on what you are going to work.

DESPITE TWO DAYS' downpour of rain, the knights of the trumps and kelster fraternity did good business at the Greenfield, O., Fair.

"WELL, HERE WE ARE out where the West begins," inks Jerry Russell from the Great Fair, Boise, Ida. "Plenty of talent here, included among which are Andy Anderson, coils, and Shorty Walker, glass cutter. Shorty and I shook up a few the other night to old Frank Libby. Jam men here are Johnnie Hicks, Willie Hirschfield and Curley Zimon. 'Hop Scotch' Golden is making his annual tour of the fairs. Would like to have a pipe from, Whity John-

FAIR PEN WORKERS

My New Pen Packages Are Ready—Real Low Prices.
SELL PLUNGER FILLER VAC
ZIPT ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
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WHITESTONE RINGS of DISTINCTION!!!
Exclusive patterns from \$8.00 Gr. FOR LADIES and MEN. Also CAMEO RINGS from \$12.00 Gr. Best! \$2.00 for 20 new rings. We also carry a full line for engravers. Free catalog. **OLYMPIC STAMP CO.,** Dept. R, 307 5th Ave., New York City.

CAMPAIGN TIES 5¢

GET ON THE BAND WAGON NOW!

Roosevelt, Landon, Latta Ties with picture of candidate imprinted on tie. Fast sellers. Shoot in your order today and Cash in Immediate Delivery.
25% with order, balance C. O. D.

\$5-1000 17-100 1/2" Dsz. 2 SAMPLES FREE PREPAID

LEGION TIE Co.

701 BROADWAY, N.Y., N.Y.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs.
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Sell to stores—over 300% profit—biggest assortment—cost 5¢ c. retails 25c; size 14. Also Xmas Post 238. 25c Box of 21 FOIDERS retails \$1. Complete line Xmas Wreaths, Gift Wrappings and other Novelties. Send cash with order or write for Free Sample and Catalogue.
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SLIP-KNOT TIES

NEW FALL LINE Lined—Jacquard Figures—Stripes, Plaids, Solid Colors. Fast 50c Seller, \$2.25 per Doz. Send for Sample Dsz. \$2.50 Postpaid. Money refunded if not satisfied.

Original. Patented. **Leader Ties**

Ready-Made Knots. Hold its shape forever. **NEW FALL LINE—SILK Lined.** Fast 50c sellers. **\$2.25 PER DOZEN.** Send for Sample Dsz. \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-in-Hand Ties, Silk Lined. \$15.00 per doz. Sample doz. \$1.50 postpaid.
M. LEVINE, INC., 13 N. 13th St., Phila., Pa.

Gold Wire "FRIENDSHIP KNOT RING"

For Men and Women
This beautiful ring is hand made of 4 strands of genuine 18K Gold-filled Jeweler's wire by expert Gold Wire Artists. The twisted wire is woven around a band into a knot—a symbol of love and friendship. 5-year guarantee. White or Yellow Gold. Sample, 25c. \$4.00. With individual size tags. **KERCHER JEWELRY CO.,** 1823 Highland, Dept. A, Cincinnati, O.

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PLUNGER FILLER VAC

QUICK SALES FOR FAIR WORKERS. The Gordin line is "Top." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today. **ORODIN PEN CO., 398 B'dway, New York, N. Y.**

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IT'S A NATURAL—NEW TYPE—ONE STROKE PLUNGER WITH INK CAUCHE. Can also be filled with Fountain Pen Ink in regular way. COMES WITH 8 WEEKS SUPPLY OF CONCENTRATED INK. Same Price as Ordinary Pens.

New Line of Pens, Pencils, Combinations and Sets at Low Prices Now Ready. **50c SAMPLE ASSORTMENT.** **JACKWIN PEN COMPANY** 50 W. 28th Street, NEW YORK CITY

THE NATION'S SELLING SENSATION! Full Size LETTER DUPLICATOR

FOR THE PRICE OF A FOUNTAIN PEN—DOES WORK OF 150 MACHINES ENORMOUS MARKET. Lowest priced full letter size Stencil Duplicating Machine in world. Big demand from offices, stores, factories, schools, churches, etc.

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FREE SAMPLES Of work done and Index of 1,001 uses—if you write quick. **START YOUR OWN PRINT SHOP.** Do printing at home for business houses, organizations, individuals. Build big business printing letters, advertising, etc., for others. Earn money in spare hours. Write or Ask for details.

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As we bought a million at a low price from a firm that needed 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. Send cash or money order to **GARDEN SALES CO., Dept. BB, 1658 Broadway, New York City**

All Purpose CLEANER CRISTOL SPECIAL. Cleans, preserves Floors, Woodwork, Automobiles, Windows, Tiles, etc. Quick Action. Fast Seller, Big Money Maker. In quantities Private Label Supplied FREE. FULLY GUARANTEED. Send 10c for Sample. **CRISTOL LUSTRE CO., 749 Washington St., New York City**

PEN WORKERS COMPLETE LINE LOWEST PRICES

PLUNGER FILL VACS.—PEN & PENCIL COMBINATIONS. THEY WORK and GET THE MONEY. Send for Illustrated Circular. **EVERLAST Pen & Pencil Co., Inc. 303 Fourth Ave., Dept. B, N. Y. C.**

son. How are you feeling, Morris Kahn-troff? All the lads say "hello" to you. Regards to all the boys in the biz."

HARRY CORRY working the jam store on the Hennies Bros.' Shows, has been having a good season.

RICTON cards from College Grove, Tenn., that Louis Grabs is no longer connected with his show. "We are in our 180th week and following Regal's Talkie Show," he reports.

SAM BERMAN after an absence of several years, pipes in from Grand Rapids, Mich., that he has been working a few fairs around Northern Michigan. He says that all the boys seem to be getting their share of the long green. All the munes here are going strong for the first time in six years. He suggests that Art Emale send in a pipe. Berman reports that he will make a few more fairs in Michigan with his Buddha and then go into Ohio.

"PIPING THE PIPES" from Ludlow Falls, O., scribbles Doc Chet Wiles. "Just opened our second week here and are doing a good business. This is the first show in this town in 10 years and, believe it or not, herbs are bringing \$1 a box. Who said there was a depression? Best regards to Princess Bear Foot, Doc Becker, Billie Drawe, Dr. Charles Hannon and all the rest."

JIMMY TATE info from Danville, Va., that the old home town still rates the Dan Rice Circus. He says the parade, which was the first held there in five years, drew a good crowd. Jim reports business okeh and says he would like to hear from some of the lads via the pipes column.

BERT C. DOTO and his med opera are clicking on the lots near St. Louis.

SALINE BEDONI is collecting plenty of the folding mazuma, working fairs and still spots between fair dates.

PAUL TURNER the leather goods celebrity of Pitchdom, who has been making the world's fairs, has been going well with his various leather items of the staple and novelty varieties.

REPORTS DRIFTING IN indicate that the med pitchmen and the larger med purveying organizations are headed for Arkansas and Texas. Reports also have it that cotton is selling at a good price, with the cotton pickers being paid more than at any time since the depression. Retailers are looking forward to the biggest year since 1928.

PIPES FROM CHICAGO Detroit, Milwaukee and the Twin Cities are that business is on the uptrend and the constituents of Pitchdom are reaping a real harvest. The Maxwell street market in the Windy City is well represented by the tripes and keister fraternity.

IT WOULD BE WELL for the lads with the novelties who are planning to make Cleveland for the big American Legion doings to remember to order their supplies early and have plenty of them, for the big doings is augmented by the Great Lakes Exposition. This spot should be a red one.

HARRY HOWARD'S med aggregation is still going strong in Tennessee.

ACCORDING TO REPORTS Joe Wahl is back in harness and is doing a good biz with his Gen-Sen package.

TEDDY GOLDSTEIN a conspicuous figure at all the big fairs in recent years with the hum-a-tone whistles, has been getting a lot of favorable newspaper publicity along with good business.

MED PITCHMEN and med operas now in Southeast Missouri are as follows: Doc Tom Deam, at

FAIR WORKERS-PEELER WORKERS.

DEMONSTRATORS. Our complete line of household and kitchenware items are the fastest, steady sellers on the market... because they are the best merchandise, attractively packed and priced right. We are well known for our quick, reliable service. Write today.

- GARNISHING SETS
- ROTARY MINCERS
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- ORANGE JUICERS
- SPIRAL CUTTERS
- ROSETTE CUTTERS
- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS

and other Kitchenware Items **ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.**

PAINTED FELT PENNANTS \$3.00 PER 100, SIZE 4x9"

25% DEPOSIT, BALANCE C.O.D. All Colleges in Stock—Specials Made for Fairs, Carnivals, Resorts, Etc. **PAINTED PRODUCTS CO. 872 Broadway, New York**

'10-'20 A DAY MEN CLEAN UP!

Make THOUSANDS next two months. Sales prove 1 out of 2 buy. 100,000 can be sold in every territory. 25c Seller. More than TRIPLE your money. **BEAUTIFUL PRESIDENTIAL AUTOMOBILE PLATES** Special Offer to prove fast seller—Send \$1.75 for a 2 dozen trial order. Money refunded on plates not sold if returned two weeks from date of shipment. **DUE TO VOLUME: ORDERS, BIG PRICE REDUCTION. WRITE FOR NEW LOW PRICES. A. C. McKENNA, 264 CANAL STREET, NEW YORK**

MONEY IN YOUR POCKET EVERY DAY! STARTS YOU IN BUSINESS WITH TIES

NEW FALL LINE Priced From \$1.00 to \$9.50 Doz.

- French Shape Ties 1.00 Ooz.
- Silk Lined Ties 1.20 Ooz.
- Ties of Woven Material 1.60 Doz.
- Custom Made Ties 2.50 Ooz.
- Hand Made Ties 3.80 Ooz.

Patented **BLVD-ON READY** Tied TIES, Silk Lined, Exclusive Fabrics. \$2.50 Ooz. Complete Line of Tie and Handkerchief Sets and many other Boxed Novelties. **WE PAY POSTAGE.** Send remittance with order. **FREE** Send for Free Catalog and Free Sample. See for yourself why **OUR MEN ARE BIGGEST MONEY-MAKERS!** Satisfaction Guaranteed or Money Refunded. **BOULEVARD CRAVATS, 22 W. 21st Street, Dept. B-10, New York.**

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. **WRITE OR WIRE. NUTRO MEDICINE CO. 18 South Peoria Street, OHIOA.O.** Kennet and doing okeh: Dr. Franklin Streets at Sikeston, Dr. Les Williams at Morehouse and Dr. Bates at Cooter. All are reported to be getting good crowds and a good turn. **SAMMY MARCUS** is holding down a spot in Columbus with jewelry, while his brother, Monty, continues at Indianapolis with the gems.

TOMMY ATKINS with the mineral waters, is remaining with the south. Tommy has been going over well there and from all appearances will remain a Southerner.

ED ST. MATHEWS is reported to be coming back into his own and is getting some big scores with his merchandise auction store.

HARLAN MED OPERA is reported to have made the fair at Canfield, O., to good returns.

HUBERT POTTER has just returned to Blytheville, Ark., after spending a real vacation in Northern Michigan and Canada. He reports that cotton is commanding a good price despite the drought and that Dr. Rhodes is in town collecting plenty of the long green.

THE ORIGINAL "KING KONG"

Thanks Everybody for the tremendous response accorded this popular novelty—We hope for continued success. A brace of lovely novel in character and design. Dressed in two attractive colors of life-like fur—Pure White and Ophoid to Blend. Send 25c for Sample Prepaid. Each in Wrapper. 1 Dozen Ass't. to Box. **\$9.00 Gross**

FAIR and CAMPAIGN SPECIALS No. 4—LANOON PHOTO BUTTON BAGGE, Complete with Elephant Charm and R. W. B. Ribbon. Per 100... **\$2.50** No. 5—ROOSEVELT PHOTO BUTTON BAGGE, complete with Donkey Charm and R. W. B. Ribbon. Per 100... **2.50** No. 6—LANDON CLOTH SUNFLOWER BAGGE with Sunflower Design Photo Button & Elephant Charm. Per 100... **3.50** New Large COMIC EYE and NOSE GLASSES with Mustache. Gross... **3.50** MINIATURE STRAW HATS with Feathers. Gross... **3.60** LARGE SPANISH HATS with Bill Fringe. Gross... **1.75** NEW IVORITE COWBOY ON HORSE CHARM. Gross... **1.20** SPECIAL 8 1/2-in. HAT & GIGGLE GOLF with Beads & Earrings. Ooz... **.80** LARGE SIZE LUCKY FOX FUR TAILS. Ooz... **.70** 25% Deposit, Balance C. O. D. Also Can Be Secured from Coast Office. **ACME NOVELTY CO. 325 So. Los Angeles St., Los Angeles, Calif.**

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Get Set for Life! IN COUNTER CARD BUSINESS

MAKE up to \$65 Weekly In new kind of wholesale business. Place famous line of 10c goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. All mounted on new style, sales-making, self-help Counter Displays. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free. **World's Products Co. Dept. 988, Spencer, Ind.**

Have a BIG-PAY STORE ROUTE **TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.**

!! WANTED !!

10 Days—2 Saturdays, 2 Sundays—September 11-20, Italian American Club, Big Free Acta Nightly. Three towns in one. Located on the edge of Berwyn, Ill. Oak Park, Ill. across the street. Never a show there in 15 years. Forest Park, Ill., on other side of street. How can you miss? Three of best suburban towns of Chicago—Harlem Ave. and Roosevelt Road. WANTED Shows of all kinds. Concessions, Merchandise, Wheels all open, Grind Store, all kinds, Ball Games, Knife Hack, Pitch-Tilt-You-Win, Mitt Camp, etc. Positively no grift. Address all mail or wires to **JOSEPH LUPO, 1429 No. Clark St., Chicago, Ill. Phone Superior 4385.**

Majestic Exposition Shows

Mountain City, Tenn. Week ended August 29. Location, fairgrounds. Weather, rain two days. Business, good. First fair of the season. Quite a few newcomers arrived. Homer and Ray Ayers with several concessions, Glen Huddle and wife also framed several booths. Al Ferguson joined. Johnny Stebler and his boy, Jack Mansfield, visited Johnson City, Erwin and Bristol, Tenn. McHendrix made several quick trips looking over fairs. Mrs. McHendrix has her eating emporium lined up; has Sailor Harris on the griddle; Frank Di Raggio, chef; second cook, John Weston; waiters, Dick and Dave King. Mrs. Herbie Pass has just got thru remodeling house trailer. Bad storm Thursday, blew several concessions tops down and the Athletic Show top was torn very badly. Gilly's Black Top was burned to the ground Tuesday.

EDW. H. SABATH



BALL JOINT
Auto Trailer Coupler \$1.95
(Rocky Mt. States West, \$2.25, Postp'd.)
Adjustable Bumper Hitch \$1.35.
This hitch can be put on, taken off, or adjusted to 8 different positions with a wrench. Postpaid, \$2.95, Without Ball (Rocky Mt. States West, \$1.80.)
Write for Catalog on Trailer Hardware and Camping Trailers.
ZAGELMEYER AUTO CAMP CO.,
769 S. Henry Street, Day City, Mich.

Trailer Owners in New Org.

DES MOINES, Ia., Sept. 5.—About 20 members of the trailer camp at Iowa State Fair met Tuesday night to form the Northwest Trailer Association. Group named R. P. Wagner, Cedar Rapids, Ia., president, and J. J. Doctor, Cedar Rapids, secretary. All trailer owners pledged vigilance against legislation detrimental to trailer owners and voted to fight enactment of such legislation in their home States.

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SELLHORN
WILL TREAT YOU RIGHT.
Michigan at Harrison, East Lansing, Mich.

WANT SOLICITORS

Phone—Experienced. Special Edition. Year's work in Central States. Write
L. F. HAAS
248 Field Avenue, Toledo, O.

*** DELUXE SHOWS of AMERICA ***

WANT FOR THE FOLLOWING STRING OF FAIRS

- ROCKINGHAM COUNTY FAIR, Leaksville-Spray, N. C., September 15 to 19.
- AMERICAN LEGION TOBACCO FESTIVAL & FAIR, Durham, N. C., September 21 to 26.
- DAVIDSON COUNTY FAIR, Lexington, N. C., September 28 to October 3.
- STANLEY COUNTY FAIR, Albemarle, N. C., October 5 to 10.
- UNION COUNTY FAIR, Monroe, N. C., October 13 to 17.
- LANCASTER COUNTY FAIR, Lancaster, S. C., October 19 to 24.
- NEWBERRY COUNTY FAIR, Newberry, S. C., October 27 to 30.
- UNION COUNTY FAIR, Union, S. C., November 2 to 7.
- DARLINGTON COUNTY FAIR, Darlington, S. C., November 9 to 14.

HAWAIIAN SHOW, MOTORDROME and SHOWS OF MERIT
That Will Not Conflict With What We Have

Will furnish complete outfits for same. Also LONG RANGE SHOOTING GALLERY, Diggers, Grab Joints, all kinds of 10c Grind Store Concessions—Candy Floss, Scales, String Games, Pitch-You-Win, Etc.
WANT Oriental Dancers. Money sure. CAN PLACE Magician working act suitable for Side Show. Will sell Exclusive Novelty Privilege for our string of Southern Fairs. Will finance any new or novel ideas in the amusement line. CAN PLACE Help in all departments. CAN PLACE Flat Rides, also set of Kiddie Rides. WILL BOOK OR BUY good Caterpillar Ride.

WIRE! WRITE! CALL! SAM PRELL, General Manager
This Week, care GREATER WILMINGTON FAIR, Wilmington, Del.
Following weeks as per above schedule of spots.

WANTED SHOWS AND CONCESSIONS

To join for Big Four State Fair, Tulsa, Okla., and Five Texas Fairs; then Arizona. Will place for Tulsa only or for balance of season. Address
STATE FAIR SHOWS
Newton, Kan., (Fair), this week; Wellington, Kan., Sept. 14-17; then Tulsa, Okla.

LEW HENRY SHOWS

WANT for next week, September 14 to 19, at Madison, N. C.. Free Fair: Shows and legitimate Concessions. Other good fairs to follow. Want Free Acts for Bedford, Va., Fair, week October 6, and Flying Act for Ahsokie, N. C., week October 13. Address, 11th week, South Boston, Va.

WANTED! WANTED! WANTED! LAST CALL
FOR RIDES, SHOWS AND CONCESSIONS.
BUTCHERS AND GROCERS GRAND FESTIVAL PICNIC
WASHINGTON PARK, TWO DAYS, SATURDAY AND SUNDAY, SEPTEMBER 12 AND 13, INDIANA HARBOR, IND.
Several choice locations open for Rides and Concessions. No Cardinals allowed to play here. It is the only event of the year. All mills stopping. Located in a beautiful park in the heart of the city. Write quickly, as space is limited.
CLAY M. GREENE
Director Butchers' and Grocers' Association, 3488 Michigan Avenue, Indiana Harbor, Ind.
Telephone: Indiana Harbor, Ind., 2286-R.

DEE LANG'S FAMOUS SHOWS

WANTS FOR BALANCE OF SEASON. OUT UNTIL CHRISTMAS.

CONCESSIONS—Can always place legitimate Concessions. SHOWS—Have several Frames-ups for Single Pit Show we will furnish to parties with something worth while putting in them. WILL PLACE any Show not conflicting. CAN PLACE People in Side Show, CAN PLACE Dancers for Hawaiian Show. CAN PLACE FOR COLORED MINSTREL—Musicians, Chorus Girls, Comedians and any good Novelty Acts. This is an office show.

NOTICE—Ray Swanner wire me.
All address
DEE LANG, General Manager
Jackson, Mo., Week September 7; Dresden, Tenn., Week September 14. Both Fairs.

WANTED

WILKES COUNTY FAIR, NO. WILKESBORO, N. C., WEEK SEPT. 14
ROBESON COUNTY FAIR, LUMBERTON, N. C., WEEK SEPT. 21
AND FOR BALANCE OF SOUTHERN FAIRS UNTIL DEC. 5

Legitimate Concessions at all times. No exclusives except Cookhouse and Corn Game.
Can place Pony Ride or any Ride not conflicting; two Platform Shows.
Address
MARKS SHOWS, INC.
MT. AIRY, N. C., This Week

C. E. GOODWIN, Pres. L. H. SCHRADER, Secy.

AMHERST COUNTY DISTRICT FAIR
LYNCHBURG, VA.

DAY — SEPTEMBER 21-22-23-24-25-26, 1936 — NIGHT
Free Acts. All Concessions will work. Stock Wheel Mon, this is your spot. Concession Space very limited. An old fair on our new grounds. Everybody working. Tobacco highest in years.
All Mail and Wires to
AMHERST COUNTY FAIR ASSN.
213 1/2 9th Street, Lynchburg, Va. Phone 2516.

FAIRS DIXIE MODEL SHOWS

Routing eight weeks of Southern Fairs as follows: Toe River Fair, Spruce Pine, N. C., week September 14th; Nash County Fair, Spring Hope, N. C., week September 21st; Clayton Agricultural Fair, Clayton, N. C., week September 28th; Lee County Fair, Sanford, N. C., week October 5th; Roanoke-Chowan Fair, Woodland, N. C., week October 12th; Williamsburg County Fair, Kingstree, S. C., week October 19th; Marion County Fair, Marion, S. C., week October 26th, and Scotland County Fair, Laurinburg, N. C., week November 2d. Want Shows with own outfits not conflicting at 30% of gross. What have you? Rides, none are wanted. Concessions, want Penny Arcade and all kinds of concessions (no grift), except Bingo, Frozen Custard, Photos and Cook house, which are sold exclusive. All address this week and next week, J. P. BOLT, Manager, Spruce Pine, N. C., then as per route above.

DIXIE MODEL SHOWS
P. S.: Devey and Francis Venner wants Dancers and Musicians for Girl Show. Peanuts, Leona Mickey and others wire, don't write.

ADVANCE AGENT WANTED for TRAVELING MUSEUM

One thoroughly experienced in securing licenses in good sized cities in the right locations. Please don't answer unless you have actually acted in the above capacity successfully.

WRITE—WIRE—PHONE!
T. J. O'BRIEN AND FLOYD KING, get in touch with me.
DAVID ROSEN
3780 Surf Ave. Phone, Mayflower 9-2178. Coney Island, N. Y.
CAN ALSO USE A FEW GOOD ATTRACTIONS FOR STORE SHOW!

FOR SALE! A BARGAIN!
20 ELECTRIC POKER TABLES
INDIVIDUAL SLOTS ON EACH TABLE,
\$50.00 Each Table
FRED SINDELL » » » 3100 Brighton 2d Street, BROOKLYN, N. Y.

SHENANDOAH COUNTY FAIR
SEPTEMBER 15, 16, 17, 18, 19, 1936, WOODSTOCK, VA.
CAN PLACE legitimate Concessions of all kind, Eating and Drinking Stands except Bingo. No exclusives. WANT Boxers and Wrestlers for Athletic Show.. All address
KAUS SHOWS, INC.
Ebensburg, Pa., Fair, this week; next week, Woodstock, Va.

BLUE RIBBON SHOWS

WILL PLACE FOR JACKSON, TENN., WHITE FAIR; HUNTSVILLE, ALA., WHITE FAIR; LAWRENCEBURG, TENN., FAIR; FLORENCE, NORTH ALABAMA STATE FAIR; SANDERSVILLE, GA., FAIR; LA GRANGE, GA., FAIR; OTTAWA, ALA., FAIR.

Our Florida Fairs start in February, 1937. U-Drive-It Auto or any Kiddie Ride or Flat Ride that don't conflict. Monkey Show, Fun House, Fun on Farm, or any Show of merit. Concessions write or wire. CAN PLACE Colored Musicians and good Girl Review. Have complete outfit for same. Clarksville, Tenn., this week; then as per route.

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.

No "Easy" Money

Commonest of the misconceptions created in the minds of those outside the coin machine business is that everyone connected with the industry is loaded down with wealth. All a person has to do to get into the millionaire class, many outsiders seem to believe, is to get some sort of connection with the coin machine game.

Insiders may wish that such a thing were true, but they know to their regret that it isn't so. Miraculous and effortless profits are no more prevalent in the coin machine business than in any other field and the man who pulls a profit from the coin games usually earns every cent of his money by hard work and display of sound business sense.

The idea that only the purchase price of a pinball game is needed to become a coin machine operator is an entirely erroneous one—just as faulty as the belief that all you need to profitably build the machine is a factory.

Mythical tales of exorbitant profits have caused State officials as well as county and city authorities to talk about high license fees for the machines and some localities have already put into force licensing bills which will drive the industry out of those territories, thus depriving numerous communities of a profitable but not fantastically "easy" income for many citizens.

Let's take the case of a manufacturer who markets a "hit" machine. He sells thousands of them and the surface indication is that he's making enough money so that you and I should, being human, be jealous of him. But before we say that "so-and-so is a profiteer who ought to be run out of business," let's consider his history. Let's consider that last dud game of his on which he dropped a cool \$15,000—and if there be a manufacturer who won't admit that he's ever marketed a dud game, let me be the first to congratulate him. Let's consider the games on which he has just managed to break even. Let's think a bit about the months of experimental work, costly research, which preceded the introduction of his hit game. And don't forget the cost of advertising those games that didn't meet with fickle public fancy. Don't forget, either, that all the money coming in from the sale of these hit games isn't his. He must see that the distributor and jobber are taken care of before he can put any money in the bank.

All right, we'll say that you've considered all these things and you're still obstinate. It still burns you up to see him making money. His last game was a flop. This one is a success, but he doesn't know how long it will last and he doesn't know what the public's going to think about the next game he puts on the market. He has a huge investment in a factory and he has hundreds of employees depending upon him for weekly pay checks.

Personally, I think he's in a hard, risky business, the chance element of which is somewhat offset by the fast revenue when he does the right thing. If he isn't a good enough business man to make a success in just about any manufacturing line you could mention, he isn't going to be numbered among the successful coin machine manufacturers a year from now.

He is in a highly competitive field, with every competitor trying his level best to dominate the industry. He must be an artist, a showman, a financier and a shrewd merchant. If he saw any way of getting extra profits and more business by cutting the price of his machines below the price featured by his competitors, don't think he wouldn't do it. Because he is a good business man and must be if he expects to continue in the industry, he knows that he dare not cut his prices any lower than they already are. The fact that coin machine prices are so well standardized should be sufficient proof that they can't be lowered.

Then consider the operator. I've heard of operators who are alleged to be making profits that would put Henry Ford to shame. I know a good many excellent operators who are making enviable profits, and I also happen to know a number of incompetent ones who are slowly but surely going broke.

The smart operator has no illusions which lead him to believe that all the money he takes in is profit. He knows that he's in one of the fastest businesses in the world and he knows that he must make his money quickly if he is to make it at all. He estimates the average life of a machine from 90 days to four or five months and he realizes that he must pay for the machine during that period before he even gets out of the red ink.

He knows that he must do a certain amount of experimenting. He buys numerous expensive machines just to see what they will do in his territory, and some of them do very little.

He realizes that he must figure the upkeep cost of his machines, since service calls are an important part of his work. He knows that he must pay his service men good salaries, for he has learned that an incompetent service man can do irreparable harm.

If he is to stay in business, he must be constantly alert, in touch with every development in the industry. He must be forever on the watch for desirable locations. He must keep an accurate check on each location.

He needs to be a good mixer. He must be a go-getter. It is absolutely necessary for him to know how to figure costs and he must be sure to do it. He must have the ability to catch the public pulse.

If he has all these qualifications and does all these things, he will make money. Indeed, if he's one of the rare individuals who answers all the requirements, he will have an enviable income. This income will be about on a par with what you should expect a man of his ability to earn, at least with a comparable investment.

There are more location owners, of course, than manufacturers or operators. It is a peculiar thing that the branch of the industry which has the most members should be the one in which each individual receives the highest percentage of profits.

It seems definitely established that the location owner gets a larger return on his money than any other member of the coin machine family. But here again, things are not exactly as they seem.

The location owner has a large investment in his place of business. He has made his store popular with the public by virtue of long years of work and large expenditures for improvements. His profits are proportionate to the esteem in which his place of business is held, since the store with the largest crowds usually gets the heaviest coin machine play.

The location owner, obviously, is entitled to every cent he gets. He is the contact man without whom the industry could not exist. Upon his success as a retail merchant the whole success of the industry assuredly rests.

It goes without saying that the distributor and jobber receive a profit return dependent entirely upon their investment and their business abilities. Certainly, the coin machine business is profitable. Every branch of it is profitable. It's a growing industry and a thriving one. But please don't

Letter-Writing Tips for Ops

By JOHN S. WINTHROP

handles his correspondence has a direct bearing on his success. To make letters most effective and to save time and expense in writing them should be a dual objective. This investigator submits tips based on interviews with expert letter writers.

Get away from the impersonal "Dear Sir" and "Gentlemen" as much as possible. If you know a location well enough to use his first name use it when you write him a letter. "Dear Jack" in a letter warms up the recipient.

The operator who refrains from using first names for fear he will seem presumptuous is unnecessarily cold at least 9 times in 10.

If you want to be polite and yet show your friendship begin your letter, instead of "Dear Sir," in this fashion—"Dear Mr. Jones." These are little things—but they make letters effective.

So, too, when you close your letter. Abandon "Yours truly" and similar cold, stereotyped closings. Instead use to the limit such endings as "Yours for more coin-machine profits," "Wishing you continued prosperity," "Your friend," "Cordially." Get the idea? It's warmth in letters that counts!

Learn how to write short letters. It's a fact that every coin-machine operator writing a telegram can put what he wishes to say in 10 words then in

the 50-word night letter. When each additional word is costing an operator several cents perhaps he learns how to express himself briefly!

Mighty helpful little idea to save time in correspondence is to use government postcards a good deal. Space upon a card is limited so that, starting out to write a message, the operator instinctively compresses and condenses his thoughts. The informality of a postcard is such that an operator can dash off a communication on one in a few seconds. And there is no envelope to address and stamp, no letter to fold and seal in an envelope.

Postcards are "little wonders." Of course, they are rather "common ordinary" and humble—but even here the coin-machine operator can put on "flash" if he wishes. He can buy some (See LETTER-WRITING on page 71)

Oriole Dedicates Its New Building

BALTIMORE, Sept. 5.—With many operators and distributors on hand the new and modern Oriole Coin Machine Corporation Building was dedicated last Saturday. Located at 189-148 West Mt. Royal avenue, the new building is the last word in convenience. The general and executive offices, balcony lounge and music room are all splendidly fitted with the most modern and attractive furnishings and all who visited the building were much impressed with general air of comfort and convenience, as well as the excellent taste shown in selection of furniture.

In announcing the opening of the building the Oriole Company used a full-page announcement in the local dailies in which it called attention to the importance of the coin-machine industry. They cited the fact that throughout the country nearly 600,000 people receive full support and many other thousands partial support from the industry; that in two years the industry has purchased more than 6,000,000 square feet of glass and large quantities of dry-cell batteries, electric wire, lumber, paint, varnish, etc., as well as thousands of tons of steel, brass, aluminum, chromium and other metal products.

E. V. Ross, president of Oriole, in the page announcement, thanked the company's many employees for their efforts and loyalty which have made the success of Oriole possible. He also expressed his appreciation of the various manufacturers whose co-operation has meant much to the success of the firm.

Stoner Picnic A Gala Event

CHICAGO, Sept. 5.—More than 500 employees, their friends and families, enjoyed a festive holiday recently when the Stoner Corporation sponsored a company picnic, staged in grand style in the forest preserve near Waukegan, Ill.

Mrs. M. H. Stoner, Mrs. Ted Stoner and Mrs. Harry Stoner officiated as congenial and charming hostesses. The day's activities included water polo and swimming in a near-by lake, a fat men's race, pie-eating contest, women's rowing and running races, a ball game and other events that kept something happening every minute. Cash prizes were awarded to all winners. The keen competition brought out the very best that the contestants had in them.

Harry Stoner was on hand with his movie camera, taking pictures of the (See STONER PICNIC on page 71)

St. Paul To License Pin Ball Machines

ST. PAUL, Sept. 5.—John L. Connolly, city attorney, has been asked by G. H. Barfuss, commissioner of public safety, to draft an ordinance licensing pinball machines.

Adoption of the ordinance would give the police department absolute control over the machines by reason of a record of places where the machines are operated and would make for better enforcement, Commissioner Barfuss asserted.

The ordinance will be based on recent court opinions holding that machines which pay off in chips are permissible providing the chips are used for replaying the machine and are not exchangeable for cash or trade. Commissioner Barfuss estimates that licenses would be sought for approximately 1,000 machines.

Eastern C. M. Convention Planned for Atlantic City

NEW YORK, Sept. 5.—Leading coinmen in this area are planning a convention to be presented in Atlantic City in October.

The Eastern coinmen say that the many States along the Eastern seacoast, including all States within the eastern range of the Alleghenies, are interested in such an exhibit, for the end of the vacation season is the logical time for the showing of new products as in all other industries.

These coinmen report that they have already written to many of the manufacturers and have received co-operation thru their Eastern distributors.

It is planned to use the great Convention Hall at Atlantic City and the rate charged for space is expected to cover the cost of the exhibition as well as bring about an organization for the maintenance of such an exhibit each year.

Further plans can be had from Attorney Theodore Blatt, at 50 Court street, Brooklyn, who was chosen legal counselor.

get the idea that it is profitable regardless of how it's run. It will pay pleasing dividends to those who deserve them, and it will break incompetents with equal facility.

SILVER SAM.



I Operate WURLITZER SKEE BALL

IN PREFERENCE TO ALL OTHERS

Morris Hankin, ATLANTA, GA.

Here's what Morris Hankin has to say, after operating "Skee Balls" for the past 8 or 9 months:

"I picked Wurlitzer Skee Ball over the entire field for reasons vital to my success. It is the original Skee Ball, packed with what experience has proven the greatest play appeal. It is styled for eye appeal—an important profit point. It is solidly built to last—and that means fewer headaches for me. It is backed by the Wurlitzer name and that spells fair policies, right methods, full cooperation. Any operator knows the value of these. Frankly, every time I put my hand in my pocket, I pat myself on the back. I put my money on a winner. The payoff is proving that!"

Line up with the LEADER

Follow the advice of successful operators everywhere. Operate Wurlitzer Skee Ball. For biggest profits, get the greatest name and the finest game in the coin machine industry working for you at once.

WRITE OR WIRE FOR PRICES

The Rudolph Wurlitzer Manufacturing Company
North Tonawanda, N. Y.

WURLITZER SKEE BALL

REG. U. S. PAT. OFF.

Western Picks Guth To Head Production

CHICAGO, Sept. 5.—"The Guth hangs high" at the plant of the Western Equipment and Supply Company. Albert Guth, acknowledgedly one of the outstanding and most informed production men in the automatic industry, has been appointed production manager of the Western firm by its owner, Jimmy Johnson.

Guth has seen and experienced the transition of the automatic industry from a comparatively small business to the gigantic industrial power of the present. Many of the modern improvements found in the de luxe equipment

produced today were invented and practically worked out by him. Previous to his connection with the Western Equipment and Supply Company, Guth was for four and a half years production manager of one of the leading manufacturers of amusement games.

In announcing Guth's appointment, Jimmy Johnson stated: "The problems which confront a manufacturer are innumerable. However, the minimizing of these problems is attained only by using the very best men in their respective capacities. If I didn't say another word, that, in itself, would be a tabloid description and the high esteem in which I hold Guth. Now that he is connected with my organization I am frank to admit that I have always secretly admired his excellent ability in handling production under all conditions. I for one have always been exceptionally interested in production, feeling that this is the major operation in any manufacturing business. Altho the Western Equipment and Supply Company has always maintained a high standard of quality production, I feel sure that under Mr. Guth's direction we will go still further in this respect."

Al Guth is a man who is all action and few words, that, after all, speaks loudest. Guth stated: "The marvelous production facilities of the Western Equipment and Supply Company afford me an opportunity to put into operation many of the ideas which I have always wanted to work out. The entire layout of the plant is so arranged that fast production, consistent with high-quality manufacturing, is a comparatively easy task. The new line of automatic equipment, which is in the process of production, is admittedly the best I have ever seen. This applies both from the mechanical and operator's point of view. You can tell all of my friends in the business that I am very enthused with my new position and hope that I can justify Johnson's confidence in my ability."

Guth is married and has a 3-year-old boy, who, he claims, is already a "wiz" at production. Just a chip off the old block!



ALBERT GUTH, who has just been appointed production manager of the Western Equipment and Supply Company, Chicago.

Bally-Roll Shown In Actual Colors

CHICAGO, Sept. 5.—"It's for the benefit of those jobbers who can't keep their samples long enough to show customers!" That is how Jim Buckley, general sales manager for Bally Manufacturing Company, characterizes the full-color Bally-Roll poster recently sent to jobbers throughout the country.

"The demand for Bally-Roll has been so great," Jim explains, "that jobbers have been unable to keep samples on their floors. Some operator, anxious to increase his Bally-Roll operations, begs the jobber to sell his last sample and, as a result, the jobber is without a sample until his next shipment arrives. The full-color circular will enable jobbers to show Bally-Roll in all its glory, altho no printing process can do jus-

tice to the beauty of the machine—particularly the gold accents in the design and the gold-stippled finish of the cabinet.

"Also it should be remembered that while 'beauty is only skin deep' it's the 'innards' of Bally-Roll—that and its phenomenal earning power, which is making the biggest hit with operators. Many Bally-Rolls on location now for more than six weeks are running as smooth as ever. Altho subjected to terrific play and in some cases even abuse, these machines have required only minor adjustments. As to earning power, the reports continue highly favorable. Jimmy Passante, for example, of J. & J. Novelty Company, Detroit, recently told me of a Bally-Roll that grossed \$58 the first day and has kept up around that figure ever since the machine was installed. It is very evident that Bally-Roll, like all Bally games, has that 'certain something' which players go for."



ESTELLE TAYLOR, starring at Cocosnut Grove, Chicago, relaxes between shows by playing Genco's Bank-Roll.

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**
3020 Olive St., ST. LOUIS, MO.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.
 Shylock's heart was as cold as a polar bear's nose . . . but our credit plan is as sweet as a baby's smile. It's used by hundreds of successful operators from Maine to California. Why not you?
 WRITE TODAY!
 ASK FOR CREDIT!
Lee S. Jones
 P. S.—WANTED Soubrret quick. No time to dicker. Pay your own wires, we pay ours.



AL S. DOUGLIS, of Daval Manufacturing Company, showing Bill Harmer, of Steking Manufacturing Company, his ingenious key-ring for operators. Bill claims it is the best there is. Photo taken on recent visit to Cincinnati.

rooms. More than 200 machines are on hand, including the most modern merchandise venders and pin games. A recent installation is a Bowlette which has been attracting sensational business.

Jack Levin, the roving jobber, who is now making operators "Duck Soup" conscious, has taken in spots in North Carolina, Georgia, Tennessee and Kentucky, among other States, in the last three weeks.

CONEY ISLAND

(Continued from page 61)

... Eat your dinner at the Hebrew Club in the Loew Theater Building and you won't need bromo or alka. . . . Albert-Alberta has bought himself a Cadillac, which means that the season has been rosy. . . . Incidentally, quite a few of the isle's side-show attractions are being signed for Dan Christophano's Crystal Hall Museum on East 14th street, Manhattan, scheduled to open early in October with a big splash. In fact, most of the interest in New York this fall, as far as Coney is concerned, will center around the 14th street project. There will also be one or two dime shops on Sixth avenue, not far from Radio City. . . . Freddie Meers, boss of the Eden Musee, calls it the best season in six years for his waxerie. . . . That was Mrs. Floyd Woolsey taking in the Streets of Paris.

This is the week in which Sam Collier, son of Barron Collier, owner of Luna, makes Dixie Thompson, of Honolulu, his bride. Exact date is September 10. Barron and all the other Colliers are in Honolulu, with Miles Collier putting on his best bib and tucker for his function as best man. The couple will spend their honeymoon in Japan.

Luna Notes. . . . Bob Kirshman has his own idea of honeypooning. He'll spend it at the Brockton (Mass.) Fair with the bride. . . . Park will keep its attractions going full blast right thru to the end of the Mardi Gras on September 20. Oh, yea, while Kirshman is in Brockton his shooting gallery here will be in charge of Albert Hannafin and Irving Fink, and with him at the fair will be Ralph Young and Fred Cherry. . . . James Rose and John Shaw, bartenders in the ballroom, report excellent sales of the saloon syrup. . . . Salvatore Merando, manager of Streets of Paris, playing host to friends from Chicago, his winter residence. . . . Manager Charlie Miller has both his orcs planted on a Florida sojourn. . . . Bill Lombard, pool and picnic manager, hasn't decided where he'll spend the off-season. . . . Harry Kaplan, operator of the ball game near the circus, is busy these days writing love notes to his charming mother, age 82.

"Front Yard" Clean

The Clean Beach Day' parade last Wednesday afternoon, while hampered by the weather, which reduced spectators lining Surf avenue to a mere couple of thousand, received a grand sendoff in other respects, including the presence of Mayor F. H. La Guardia and plenty of recognition from newspapers. The mayor made a speech in which he defended the sanitation commission against the recent attack by County Judge Franklin Taylor, who described Brooklyn as the "dirtiest boro."

Surrounded in the reviewing stand by Boro President Raymond V. Ingersoll; William F. Carey, san commiss, and other officials in the ceremonies, which were performed near the Municipal Baths, the city's chief exec said that "the front yard of this city has been kept clean for the first time in its history. We are here celebrating a clean beach campaign. However, I am particularly proud that we cleaned this resort in other ways," by dumping crooked games into the sea. "That kind of service did a world of good for Coney Island."

In the line of march were the san department's band, about a hundred life guards, bathing girls, civio workers and members of the Junior Inspectors' Club. President Ingersoll described how the resort eliminated off-color games, how the face of the beach was changed and other improvements made. Other speakers were I. H. Klein, prez of Coney's Chamber of Commerce, and Dr. Philip I. Nash, former head.

Coney is due for another broadcast over Station WNEW, this time in the evening. Lined up for the occasion are the aforementioned Mr. Klein; David J. Martin, managing-director Half Moon Hotel, and others. It will be ethered on Friday, September 11, and is tentatively set for 8 o'clock. . . . Brooklyn Boro Gas Company is exhibiting some of its products in Billy Jackson's Midget Village, including refrigerator and range.

PRICES REDUCED

BAFFLE BALL \$17.50	A. B. T. WAGON WHEELS (15c Slot) \$3.50
STAMPEDE 14.00	SUPERIOR PENNY PACK 5.00
COLD RUSH 9.00	DAVAL PENNY PACK 7.50
A. B. T. TRIPLE BANK 7.50	SELECTUM (Dice) 3.00
A. B. T. BIG SHOT 7.50	MILLS TICKETTE 3.00

One-third certified deposit required. All orders under \$15.00 send amount in full.

CAROLINA'S AUTOMATIC SALES, 44 Valley St., ASHEVILLE, N. C.

S. & W. USED GAMES ARE GOOD GAMES

RECOGNITIONED Automatic PAY TABLES:	SLOT MACHINES:
GARIBOAS \$10.50	MILLS WAR EAGLES, 25c \$48.00
GOLD RUSH 15.00	MILLS WAR EAGLES, 25c 50.00
MILLS O. T. PAY TABLES 30.00	MILLS BLUE FRONTS, 5c 65.00
PUT A TAKES 12.50	MILLS BLUE FRONTS, 10c 70.00
REPEATERS 35.00	MILLS SKY SCRAPER, 5c 40.00
REX 18.00	JENNINGS TRIPLE JACK POT, 5c 50.00
TRAFFIC A & D 18.00	WATLING DOUBLE JACK POT, 5c 37.50

One-Third Deposit Must Accompany All Orders.

S. & W. AMUSEMENT COMPANY 200 N. Market St., Paris, Tenn.

Blatt Distributor Of Rock-Ola Games

NEW YORK, Sept. 5.—Willie Blatt, the "Little Napoleon" of the coin-machine industry and president of Supreme Vending Company, Inc., with headquarters in this city and branch offices in other important centers here, announced today that his firm will distribute amusement games for Rock-Ola Manufacturing Corporation of Chicago.

The first action of the firm will be to feature the new Rock-Ola pin games, which include the new Big Bank Nite and Draw Ball, straight novelty tables which they believe are "naturals" for Eastern territory, as well as the sensational Rock-O-Ball, which has gained so much interest everywhere as the "Bowling Game Beautiful."

The team of Jack Nelson as general salesmanager of Rock-Ola Manufacturing Corporation, and Willie Blatt, as distributor for amusement games in this territory is no doubt one of the strongest combinations in the distribution of coin-operated machines.

Supreme Vending Company, Inc., is already planning an unusual surprise for its many operator friends due to the new setup which it has gained and will arrange for some unique operating plans in this area to aid its operators with the new Rock-Ola products.

Sales promotion and advertising plans are being left to Leo Simon, who is also export director for Supreme, Willie Blatt announced, and, he says, "these will be the most elaborate which the firm has ever attempted." Many letters and wires of congratulations have been pouring into the offices since the announcement of the new distributorship.

It is recalled here that many years ago, when the Rock-Ola Manufacturing Corporation was just started on its way in the manufacture of pin games, Willie Blatt was its distributor. He did a fine job for the firm and feels that with a new era of amusement games under way and the many new machines that Rock-Ola is producing he will do an even greater job than he has ever done before.

Among the firm's new plans will be an advertising campaign which, it is said, will rival that of any other coin-machine firm and which will be certain to arouse a great deal of comment.

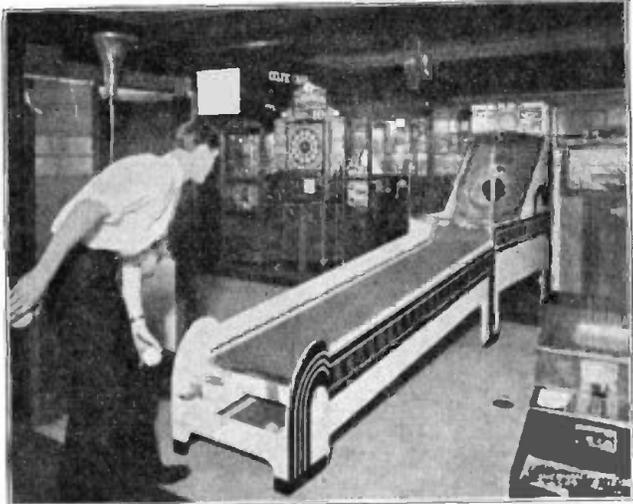
Willie Blatt states: "In my estimation Rock-O-Ball is the real bowling game and it will stand up in this territory because of the many important features, such as number of balls played, high score, etc. Since we are not allowed to give out prizes this feature will make it the most outstanding bowling alley in New York history."

"Rock-O-Ball has been made to fit the finest locations and can be erected in the very best hotels and any other locations,"

says Willie Blatt. "It is absolutely noiseless, having been constructed this way purposely so that the best locations will be available. Every convenience for the player has been considered in the construction of Rock-O-Ball, which makes it a pleasure to play this bowling game. The playing field or the alley is of a very comfortable height, which does not make it necessary for the player to stoop to the floor in order to play the game. The alley is constructed in such a way that it is wide enough to make any contests of the players very interesting. The coin chute is also placed at a convenient position on top of the right-hand post, which makes it easy to deposit coins in the electrically lighted escalator coin chute. The patented rubber cups on the game give Rock-O-Ball a first place position among fine games of amusement. These patented cups are so lively that it makes every ball exceptionally interesting to play. I have seen them all but Rock-O-Ball is the real quality game with the features that count for successful operation."

Pittsburgh

PITTSBURGH, Sept. 5.—Sam Strahl, manager of the Northwestern office in



BALLY-ROLL IN COIN MEN'S RENDEZVOUS—Bally Manufacturing Company's Bally-Roll machine is claimed to be one of the most popular games at the Playland in the Sherman Hotel, Chicago, scene of the annual convention. Celtic Cafe sign in the background will arouse many fond memories in the minds of coin men everywhere.

Bowling and Similar Games Prove Backlog Money-Makers for Ops

"By "JACK KEENEY'S MAN, BECKER"

Nobody has yet been able to prove which came first, the chicken or the egg. And it is also to be questioned whether these new bowling and other skill games coming on the market were inspired by the operator's need for "backlog" equipment or whether the games themselves caused operators to appreciate the advisability and advantages of operating a certain number of games of this nature.

According to Mr. Webster's latest \$4.50 dictionary, the word backlog means a log placed at the back of a fireplace against which the fire is kindled and which also serves as a foundation or base in keeping the fire going.

Because of the legality and steady week-after-week earnings of bowling games, such games supply a legal proof as well as long-lived form of equipment for operators to use as "bread winners" against any situation and also as a nucleus around which to add and operate additional pieces.

THREEFOLD PLAY APPEAL

Bowling games are here to stay—to live as long as similar indoor games, such as the bowling alley and billiard table. Such a claim is justified by the

are invariably also playing against other members in a group of friends who have come in or stopped to play the game.

This is the reason why location owners and operators are reporting of the number of people who come in frequently just to practice and improve their prowess in playing this new type of bowling game.

In truth, in some cities and localities bowling-game clubs and leagues are being formed.

This means that these bowling games are going to justify their "spots" in locations for a long time to come and also that now with cooler weather ahead operators are sure to hear from more and more location owners who will want one of these games in their place as this fall and winter pastime or sport begins to take hold.

In the writer's opinion, and which is substantiated by operators and others who have observed the growing popularity of the "new style" bowling game, the game is just really "getting going" and in a short while will be a nationwide craze and winter sport.

Roll-A-Balls in Strenuous Test

NEWARK, Sept. 5.—Roll-o-Matic, Inc., manufacturer of the Roll-a-Ball bowling game, conducted a unique test this week wherein it allowed 10 200-pound men to run, walk and jump on the playing field of the game.

It is believed that this is the first time in the history of the industry that such a test has been attempted. The unusually fine construction of the Roll-a-Ball easily withstood the test and there was no damage to either the playing field or to any other part of the game.

Archie and Howard Kass, of the firm, are unusually proud of the accomplishment, as the test was made before visiting Canadian ops, who asked whether the game could withstand an unusual beating. The present model of the Roll-a-Ball will soon be superseded by the new de luxe model on which the test was made.

The Kass brothers claim that Roll-a-Ball has been on location in many parts of the country for the last 18 months and is bringing in large returns.

"There is no doubt of the ability of the game to earn large and consistent profits," they say, pointing to the test and also to the fine manner in which the game has been able to stand up.

They also explain that their means of score lights has been acclaimed as most attractive in actual operating location tests. The side-scoring effect which they use on their game, they say, provides the greatest thrill that the player has ever received, especially to see his score steadily climbing up to the highest possible peak.

The new de luxe model, on which the unique test was conducted, they claim, is one of the most attractive in the industry. Many operators have already placed orders with the firm to insure instant delivery of the new model. Shipments will be leaving the factory the end of this week for all parts of the country.

They point to the two successful sports-lands in Dallas, where they say Roll-a-Balls are creating a sensation. Howard and Archie Kass may soon leave for an extended tour of the country and they believe that they can bring back a great many orders for the new de luxe model due to its unusual attractiveness.

Up-To-Minute Service Ideas Keep La Beau Out in Front

ST. PAUL, Sept. 5.—It was no surprise when Jack Nelson, sales manager for the Rock-Ola Manufacturing Corporation, recently announced the appointment of the La Beau Novelty Sales Company here as exclusive Rock-Ola distributors for the Northwest, for this live-wire company, headed by the popular "Archie" La Beau, because of its up-to-minute service and sales ideas, has established itself among the Northwest jobbers and operators as "a real live-wire organization—going places every minute."

Maybe it was to live up to this reputation literally that they have inaugurated

a new traveling display room. This modern equipment is calling on jobbers and operators thruout the territory with unusual results, cards being mailed out en route announcing the date the outfit is scheduled to roll up to their front door.

"The way our customers have been receiving us and the fact that they are sufficiently interested to wait for our arrival, in many instances, is very gratifying," according to Mr. Parsley, the sales representative, and Mr. Glenn, the mechanical engineer, who are traveling with the outfit. That La Beau is out after them in this way is not the only indication of the company's aggressiveness, for their "service at your door" policy goes even so far as offering free legal counsel to its many Minnesota customers where the handling of legal entanglements often turns loss into profit.

At a recent party given by La Beau in honor of the company's appointment as exclusive Rock-Ola distributor more than 150 jobbers and operators from all over the Northwest attended and expressed their enthusiasm for the type of service the company has inaugurated.

Genco Secretary Sues "Bank-Roll"

CHICAGO, Sept. 5.—Charging alienation of affections, Eve Altus, pretty Genco secretary, has filed suit against Genco's new bowling game hit, Bank-Roll, for an unrevealed amount.

Said Miss Altus (who is not bad looking at all): "Before Bank-Roll came out the distributors used to come in and look at me and say, 'Boy, ain't she a honey!'"

"Now," continued the comely miss, "they say, 'Boy, ain't she a honey!' But they are saying it about Genco's new Bank-Roll and I don't get any attention at all!"

"Seriously," says Dave Gensburg, "Bank-Roll's brilliant success has been the talk of the coin-machine world. Planned and pre-tested to assure that it excels in every detail, Bank-Roll has conclusively proved its ability to earn money by bringing in from \$3 to \$5 per hour regularly and consistently. It is hailed by shrewd distributors 'who know' as a bowling machine that has everything!"

Constructed in three pieces, Bank-Roll is easier to assemble than the average pin game. Beautifully designed, it is trim and sporty looking, not bulky. Scoreboard is forward for better visibility, and if more than nine balls are played all lights are automatically out. These and other important features, the makers say, have won Bank-Roll the characterization as a "bowling game with all the features that count!"

The standard size of Bank-Roll is 13 feet 8 inches. But Genco builds to the buyer's specifications for size. They can get Bank-Roll to any measurement between 10 feet 8 inches and 13 feet 8 inches.

Deliveries of Bank-Roll are being made daily from Chicago to all points of the country. Meyer Gensburg states that "the enthusiastic response of the operators to the beauty, quiet playing, synchronized chime tone, portability, sturdiness and many other features of Genco's Bank-Roll is not only a credit to the industry, but also an assurance of profits to jobbers, distributors and location owners."

Jack Keeney Also Enters "Record" List

CHICAGO, Sept. 5.—With weather bureau reporting hottest days on record and baseball magnates registering largest attendances in the history of the game, J. H. (Jack) Keeney, pastor of the flock of Keeney factories, wishes to submit an "on record" entry of his own.

"August," according to Jack, "was the biggest month in point of sales in the business experience of J. H. Keeney & Company, and this week was the biggest in sales volume of any like week of any former year. Keeney's Bowlette sales are largely responsible for this record-breaking business. The sales on Velvet still continue at a lively clip."

Jack Keeney says all three of the Keeney factories are still going full capacity, and with the expected increase in Bowlette sales with cooler weather Jack is out looking for a suitable factory No. 4.

It pays
3 ways
to use these
two batteries
in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

**Distributors!
Jobbers!
Operators!**

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name.....
Address.....
Distributor Jobber Operator
PLEASE CHECK
Unit of Union Carbide and Carbon Corporation



RAY BECKER

fact that the bowling game is primarily one of skill and offers a threefold play appeal.

One is the appeal of the game itself, just as the very appearance of a golf course makes it inviting to the player, just so does the appearance of these bowling games make it attractive to men, women and children to try their skill!

Secondly, the nature of the bowling game furnishes a certain incentive in causing the player to want to better his past scores, the same as the golfer tries to lower his score each time he plays and just as the bowler is always shooting for "the perfect game."

The third factor in this threefold appeal of these bowling games is that in most instances players of these games

Here is the Greatest
STRAIGHT MERCHANDISE SALESBOARD PLAN
EVER OFFERED

300 PUNCHES
From 10 to 50c.
MOVES SO FAST
That any fair location sells out at
Fast a Board a
Week.

CONTINENTAL SALESBOARD

JUST SWAMPED WITH ORDERS

SEND YOUR ORDER TODAY or WRITE for Full Particulars.

1/3 deposit with order, bal. C. O. D., F. O. B., N. Y.

WE GUARANTEE THIS DEAL. Satisfaction. If You Are Not Satisfied Return the Deal and We Will Refund Your Money. (Less freight charges.)

JOBBING FRANCHISES Open in All Sections of the Country.

CONTINENTAL MERCANTILE Co. 414 Broadway, N.Y.C.



North Carolina Music Assn. Prevents Exorbitant Taxes

GREENVILLE, N. C., Sept. 5.—First important action of the new North Carolina Automatic Music Association has proved to be highly successful and has also been responsible for helping to tremendously increase membership by gaining the respect of all the leading music-machine ops in this State.

L. B. McCormick, of this city, is president of the organization and he reports that the first serious matter which faced the organization was the exorbitant taxes which were to be imposed by the State, counties and cities.

The State was seriously considering a \$20 per year tax for all coin-operated musical instruments, while the county was also ready to adopt the same measure and the city of Greenville was prepared to follow suit. In this fashion operators here would have been forced to pay \$60 per year tax on each one of their machines. Such an exorbitant tax would have caused great hardship to many of the music ops.

The North Carolina Automatic Music Association went into action instantly after its organization and successfully prevented the adoption of these triple tax measures. McCormick believes that the men are now happily wed to their organization and that they will work with greater zest for the general benefit of all concerned.

L. B. McCormick can be reached at

the McCormick Machine Company, this city.

Bluebird on Weekly Basis

CAMDEN, N. J., Sept. 5.—Move on part of RCA Victor to issue Bluebird records on a weekly basis is expected to prove

Wurlitzer in Big Production On Simplex Phonos, Skee Ball

NORTH TONAWANDA, N. Y., Sept. 5.—A survey of activities at the mammoth Wurlitzer plant here indicates the tremendous facilities used in the manufacture of Wurlitzer-Simplex automatic phonographs and Wurlitzer's Skee Ball.

Phonograph production has been stepped up to more than 250 units per day, while Skee Ball output is steadily being boosted. The reserve of unfilled orders on the two products alone amount to more than \$4,000,000 and at the present rate of shipping net billings are running at the rate of \$1,750,000 per month.

As an indication of the magnitude of operations in only one division of Wurlitzer's woodworking department, 1,500,000 feet of lumber per month is being cut. As one of the small details of the

especially helpful in increasing sales to coin machine operators. Rapidly increasing volume of sales in all classifications has enabled the company to make the change in policy.

Machine operators will be in an advantageous position to cash in on this class of records more than 50 times a year instead of the former 20-odd times. List of releases will include popular, hot dance, hillbilly, race and, on certain occasions, the special classification of Bluebird records, such as Irish, Polish and Cajun.

Hot Shot Records Big Hit

LOS ANGELES, Sept. 5.—Jack McClelland, president of Novelty Record Distributors, told a Billboard representative that the firm is finding the demand for Hot Shot records tremendous. An increased force has been made necessary to take care of the business, he said, and orders are now being shipped within 24 hours of receipt. Records, McClelland said, are now being shipped to all parts of the country and many orders are being received from foreign countries.

production problems involved in such large scale operations, this tremendous use of lumber requires the disposal of close to 30 tons of sawdust per day.

At the present time there are more than 1,700 people on the Wurlitzer pay roll, with every indication that the 2,000 figure will be reached within the next 30 to 60 days.

Alabama Music Ops Will Meet Sept. 13

BIRMINGHAM, Ala., Sept. 5.—A meeting of all music machine operators in the State of Alabama is being called for the purpose of effecting a State organization to combat prohibitive licenses.

The meeting will be held at the Thomas Jefferson Hotel here Sunday, September 13, at 3 p. m. Every operator of coin-operated phonographs is urged to be present.

New Orleans

NEW ORLEANS, Sept. 5.—Popularity of the new bowling games continues to grow here, with the play probably still some distance away from its peak. At the Sport Center, in the heart of the business district, the Boasbergs have installed a second Keeney's Bowlette in order to satisfy the great demands for play. As an added inducement the Sport Center is offering a week-end grand prize of \$25; which is open to competitive bowling on Saturday afternoon by all bowlers who during the week amass a score of 350 points on the machine tabulator. "It's very seldom that either of the two machines gets any rest," Ralph Bosworth, manager of the playland, says.

Jakey Atz, of the New Orleans Novelty Company and son of the popular manager of the Galveston Buccaneers (Texas League) baseball team, never misses a week-end game in Galveston when his dad comes home to play a series. Jakey Sr., a colorful player and manager, was placed in charge of the Galveston team too late in the season to make much of a showing, but he has been signed for 1937, and watch that team go!

Hank Friedburg, operator of the Crescent Novelty Company, has received some of those French postcards from his father, who is on a tour of several months in Europe. Hank says that his father, Max Friedburg, popular op of Houston, as the Fried Novelty Company there, intends to leave the French capital this week for a two months' stay, visiting old friends and relatives in Russia.

How different Hank Friedburg does his fishing. Going out on the same Sunday as the bunch named above, Hank got caught in three different rains and each time stopped to go inside and make a complete change. And he didn't even have a fish to show for all his trouble. There's a moral here somewhere.

Frank Alessi, Vincent Crentino, Tony Uchello and Joe (Joe I) Issaeson went fishing on Lake Catherine, east of New

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, 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 28, to Thursday, September 3, both dates inclusive.

Did I Remember?	32
Bye, Bye, Baby (27)	29
Until the Real Thing Comes Along (36)	29
When I'm With You (29)	28
When Did You Leave Heaven?	27
Me and the Moon (27)	26
A Star Fell Out of Heaven	24
You're Not the Kind (23)	23
I'm an Old Cowhand (24)	22
Until Today (15)	22
If We Never Meet Again (18)	19
Crosspatch (16)	18
The Way You Look Tonight	17
My Kingdom for a Kiss (13)	16
Sing, Baby, Sing	16
Take My Heart (25)	16
Afterglow (12)	15
These Foolish Things	13
Love Will Tell (16)	12
You Can't Pull the Wool Over My Eyes (17)	11
Just Drifting Along	9
Magnolias in the Moonlight	9

Sheet-Music Leaders

(Week Ending September 5)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Kingd Music Company and Western Book and Stationery Company, of Chicago.

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

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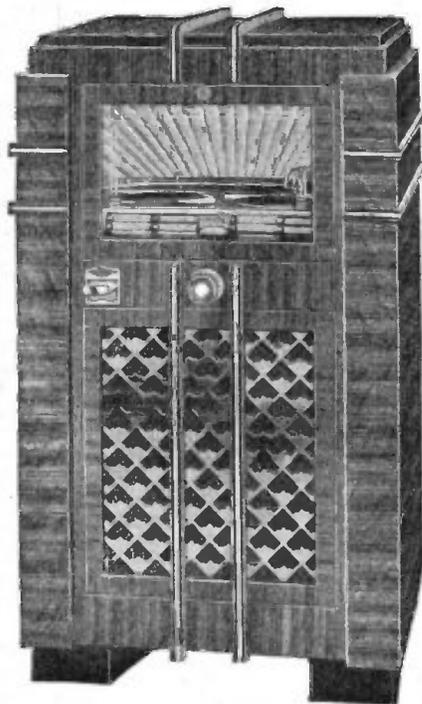
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Each 5 TROUSADOURS—Multiple Coin, Perfect Condition. Each... \$50.00
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The Instrument without Service Headaches

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Orleans, last Sunday for the usual weekend trip and in spite of nearly four inches of rain they hooked a half dozen reds running from 4 to 10 pounds, several dozen trout and bass and bushels of croakers. And they fished in soaking-wet clothes for nearly seven hours.

The phonograph record business has been making spectacular advances with a more widespread appreciation of good music, including the current popular fancy for swing music, according to C. E. Hunter, district sales representative of the RCA-Victor Company. As convincing evidence of the extent to which the phonograph record business is staging a comeback in popular favor, Hunter disclosed that each year, for the last three years, his company's record sales have increased 60 per cent. "In both May and June of this year," he says, "ordinarily the quietest from a volume standpoint, more of our records were bought than during any December, the usual high month of the year, since 1930. Higher fidelity methods of recording sound on disks and reproducing it in home or on location has been largely responsible for the return of the phonograph record as a means of entertainment."

In addition to New Orleans, Tyler, Tex., and Birmingham, Ala., town officials have announced that parking meters are to be installed in the next few weeks. The Birmingham city commission adopted a resolution this week to obtain bids for 100 meters to be installed on a 90-day trial basis. Comptroller Armstrong says that it is estimated that these 1,000 machines can earn \$100,000 per year for the city.

Eastern Chatter

NEW YORK, Sept. 8.—Babe Kaufman recently played host to Leonard Snyder, sales manager of Brunswick Record Company, and Chick Bullock, the well-known

USED PHONOGRAPHS

We have a few coin-operated C. E. 20 Victor Phonographs, late model Amplifier, good tone, \$35.00 each.
HOME OUTFITTING CO., LINCOLN PARK, MICHIGAN.

recording artist for the American Record Corporation.

"Andy" Anderson, of the George Ponsler Company, had an off-day on his control of the wooden balls, of Bank-Roll, the alley they distribute, and it cost him a little more than \$10, Mike Munves, Herman Budin and Dave Simon wagered "Andy" that he couldn't bowl better than 300. While Andy hit that mark a few times he lost often enough so that it cost him some money. Maybe a little more practice might help.

Sam Kresberg, of the Capitol Automatic Music Company, finally tore himself away from his business and took a cruise to Bermuda.

Richard Grotechen, of the Grotechen Tool Company, Chicago, dropped into the New York office to say "hello." Grotechen made the rounds and saw some of the leading distributors. He then left for the New England States.

Dave Robbins is getting himself all hopped up to take a trip to the Stoner Manufacturing Company, Aurora, Ill. Dave is going to give Stoner's new novelty pin game the once over and hopes it's another Madcap.

LETTER WRITING

(Continued from page 66)
postcards from concerns specializing in mail novelties, which have varicolored backs. Additional cost is only about half a cent. The novelty will have appeal, the colors will draw attention. Again, if he wishes, the coin-machine operator can have his name and address printed on the card.

Some coin-machine operators are sensitive about their writing ability, but here is a great principle. Any letter writer, by following a simple rule, can go far to establish himself as a good correspondent. That rule is promptness.

It isn't poor writing that is the black mark against the letter writing of most coin-machine operators. The black mark is dilatory habits. Here is a letter to be written—there is just one right way and that is promptly.

Promptness always makes a good impression on recipients. The location out in the country who writes in and does not hear for two or three weeks—

well, he is going to feel that the operator is a long way from him. If he gets a return mail reply he is going to feel close to the operator. Moreover, that promptness is going to make a tremendous impression on him.

It will connote that the operator is progressive, on the job all the time, a real believer in service to his locations. So cultivate the habit of promptness in handling letters! Make an unflinching rule that letters must be replied to within two days unless there is some special urgency requiring return mail treatment.

Speed can be accomplished also with use of air mail and special delivery. Every operator has occasions when the use of air mail will save him hours of time and perhaps many dollars of money. Get the air mail habit!

Have system—that is, establish a certain period in the day when correspondence will be handled. So promptness will become a habit. It is the operator who has no particular time for handling his correspondence who lapses into slovenly habits.

Keep carbon copies of all important letters. Carbons are especially required when matters of terms, adjustments and the like are being treated. The possession of a carbon has time and again saved the coin-machine operator a great deal of money.

STONER PICNIC

(Continued from page 66)
thrilling water polo game, played with such zest and enthusiasm that the sticks finally were broken, with both teams claiming high honors. Ted Stoner surprised his friends no little by outdistancing all competition in the fat men's race, while Dad Stoner looked on, encouraging him with a series of loud Bronx cheers. Harry was among the "also rans" here but won distinction by running fast, enough to bust his breeches.

Probably the most popular activity was eating. A huge Stoner truck loaded with food, candies, ice cream, cookies, beverages, sandwiches and cakes got the biggest play all day. Much credit was due to Miss Hansen, Miss Bloss and Miss Slezzer, of the Stoner office, who served food to the picnickers in seemingly inexhaustible quantities.

"The Boys" will fork out plenty of nickels to hear

"THE CURSE OF AN ACHING HEART"



as "Fats" Waller plays and sings it

on Victor Record 25394

The great favorite bar room ballad of all time brought up to date in the hottest kind of swing music! It will be one of the biggest profit makers you've ever had! Reverse side: "I Just Made Up with that Old Gal of Mine."

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 Sept. 7

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and orchestra.	7716—"A Fine Romance," Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	871—"I'm an Old Cowhand" and "I Can't Escape From You." Bing Crosby with Jimmy Dorsey Orchestra.	25374—"Until the Real Thing Comes Along" and "I'm Crazy 'Bout My Baby," Fats Waller and orchestra.	3281—"Hinky Dinky Parley Voo" and "Medley of Bar-Room Songs." The Sweet Violet Boys.
2	B6504—"Bye, Bye, Baby" and "Make Believe Ball Room." Charlie Barnet and Glen Island Casino Orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up," Fred Astaire with Johnny Green and orchestra.	874—"San Francisco" and "Long Ago and Far Away." Ben Bernie and orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3288—"Summertime" and "Billie's Blues." Billie Holiday and orchestra.
3	B6505—"The Way You Look Tonight" and "Never Gonna Dance." Shop Fields and Rippling Rhythm Orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	880—"Song of the Islands" and "Aloha Oe." Bing Crosby with Dick McIntire Orchestra.	25388—"Bye, Bye, Baby" and "There Goes My Attraction." Fats Waller and orchestra.	3289—"Without a Shadow of a Doubt" and "It Was a Sad Night in Harlem." Erskine Hawkins and Bama State College.
4	B6507—"Knock, Knock, Who's There?" and "When a Lady Meets a Gentleman Down South." Dolly Dawn and Dawn Patrol 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.	25376—"Knock, Knock, Who's There?" and "Until Today." Fletcher Henderson and orchestra.	3267—"A Star Fell Out of Heaven" and "Mary Had a Little Lamb." Putney Dandridge and orchestra.
5	B6487—"Until the Real Thing Comes Along" and "Always." Charlie Barnet and Glen Island Casino Orchestra.	7721—"South Sea Island Magic" and "It Ain't Right." Artie Shaw and orchestra.	878—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Ben Bernie and orchestra.	25341—"Mary Had a Little Lamb" and "Did I Remember?" Tommy Dorsey and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
6	B6476—"Did I Remember?" and "Sittin' in the Sand a-Sunnin'." Shop Fields and Rippling Rhythm Orchestra.	7722—"Say 'Si, Si'" and "Hot Tamales." Antobal's Cuban Orchestra.	877—"Am I Asking Too Much?" and "It's Like Reaching for the Moon." Ben Bernie and orchestra.	25342—"It's a Sin to Tell a Lie" and "Big Chief De Sora." Fats Waller and orchestra.	3292—"Until Today" and "Am I Asking Too Much?" Henry (Red) Allen and orchestra.
7	B6433—"When I'm With You" and "But Definitely." Charlie Barnet and Glen Island Casino Orchestra.	7707—"A Star Fell Out of Heaven" and "Me and the Moon." Hal Kemp and orchestra.	804—"When I'm With You" and "But Definitely." Henry King and orchestra.	25336—"When I'm With You" and "But Definitely." Ray Noble and orchestra.	3291—"If We Never Meet Again" and "Here Comes Your Pappy." Putney Dandridge and orchestra.
8	B6488—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Charlie Barnet and Glen Island Casino Orchestra.	7699—"These Foolish Things" and "Why Do I Lie to Myself?" Teddy Wilson and orchestra.	851—"Take My Heart" and "Afterglow." Jan Garber and orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awhile." Eddie Duchin and orchestra.	3293—"Viper's Dream" and "Sumplin'." Butch Rhythm. Tommy (Red) Tompkins and orchestra.
9	B6472—"You're Not the Kind" and "I Just Made Up With That Old Girl of Mine." Wingy Manone and orchestra.	7686—"Stars in My Eyes" and "Did I Remember?" Leo Reisman and orchestra.	859—"Did I Remember?" and "I'm Just Beginning to Care." Jan Garber and orchestra.	25347—"I Can't Escape From You" and "I'm an Old Cowhand." Eddie Duchin and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
10	B6425—"I Can't Escape From You" and "The House Jack Built for Jill." Shop Fields and Rippling Rhythm Orchestra.	7712—"Until Today" and "Without a Shadow of a Doubt." Nat Brandwynne and orchestra.	868—"Hekory Dickory Dock" and "Without a Shadow of a Doubt." Jan Garber and orchestra.	25315—"Crosspatch" and "Cabin in the Sky." Fats Waller and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." LH Johnson and orchestra.

TRADE

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Rock-O-Ball

Send us a list of what you have to trade and get our liberal offer. Don't hold idle games. They are too expensive. Trade for ROCK-O-BALL, legal everywhere and growing more popular daily.

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SYSTEM	18.00	50 GRAND	22.50	ACTION BR.	6.00
SIGNAL	8.00	RAPID TRANSIT	7.00	SPIT FIRE	10.00
CATTLE LIFE	8.00	ANGLE LITE	4.00	TRI-A-LITE	8.00
FLYING COLOR	10.00	50-50	80.00	QUE	8.00
G. O. D.	4.00	I. O. U.	4.00	HI LO	8.00

We have all the latest games. Write for our prices. We take trade in. One-fourth deposit.

VEECH SCALE CO. DECATUR, ILL.

Phone 9223

IMMEDIATE DELIVERY

(We will accept your Used Equipment as Part Payment.)

TURF CHAMPS	\$137.50	SEEBURG PHONOGRAPH	"21" BLACK JACK	\$24.75
SHORT SOX	49.50	(Write for Prices)	HIGH STAKES	24.75
		RAY-O-LITE RIFLE RANGE		\$434.50

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W. B. SPECIALTY COMPANY 3800 N. Grand Blvd. ST. LOUIS, MO.

Skill-Roll Is Gottlieb's Latest

CHICAGO, Sept. 8.—Dave Gottlieb is a manufacturer who makes it a point to give his customers the latest in coin-machine ideas. For the last few weeks Dave has watched the sudden rise in popularity that bowling-type games are enjoying. He has also noted the obvious fact that this type of game requires a great deal of floor space. He figured that operators and location owners needed a payout table that had the atmosphere of this type of game but not the area.

Putting their heads together, Gottlieb's engineers developed Skill-Roll. Dave says those who have seen the first few of these games agree that it fills the bill perfectly in playing action and size. It has the atmosphere wanted, plus the advantages of an automatic payout, he says.

The light-up rack indicates odds paid on any ball landing in any one of Skill-Roll's 16 winning pockets. These odds can be changed just once by the player by successfully hitting the "change score" pocket, which returns the ball for replay. Payouts range from 2-1 to 40-1 as shown on the light-up rack. Skill-Roll is equipped with Gottlieb's own motor-driven payout unit, known throughout the trade for its accuracy and un-failing action.

Dave says Skill-Roll is lower in price than operators would expect to pay for a payout game of its quality, and he

promises immediate shipments on all orders.

In the meanwhile orders for Derby Day and Hit Parade are reported still coming in strong. The payout feature of Derby Day, in which fourth-place horses get consolation money, is making a hit with players, according to notations on the orders and comment from operators who are visiting the plant. Derby Day is the only game of its kind paying off for fourth place, which is usually out of the money.

"Hit Parade production is at top speed," says Dave, "a sign that this baseball game is going to be very popular even after the big league baseball season ends."

Wins Roundup at National

MINNEAPOLIS, Sept. 5.—H. E. Cronnett, St. Paul operator, won the door prize of a Bally Roundup, offered at grand opening of National Scale Company, new Minnesota Bally distributor.

Jim Jordan Joins Ponser

NEWARK, Sept. 5.—Jim Jordan, formerly of the International Mutoscope Reel Company and Cram Merchandising Company, has joined the George Ponser Company, Inc. He will travel in Ohio, Kentucky and Tennessee. Jordan, incidentally, is a brother-in-law to L. G. (Andy) Anderson, sales manager of the Ponser organization.

Ponser Opening Set for Sept. 12

NEW YORK, Sept. 7.—George Ponser has revealed plans for a gala opening at his new Manhattan general sales offices and showrooms, Suite 502, 1140 Broadway, all day Saturday, September 12.

It is anticipated that several hundred guests from all over the East, as well as many of Ponser's friends in the South and in Chicago, will be present. An entire floor at the Hotel New Yorker has been reserved for out-of-town visitors. Refreshments will be served all day under the personal direction of "Rosie" Rosenberg, so popular in coin machine circles in and around New York. A feature of the day will be the giving away of one Rock-O-Ball and a special prize to the guest coming from the most distant point.

Ponser firm's complete staff of salesmen, as well as the administrative end, will be on hand to greet the visitors. Among these will be George Ponser, president; L. G. (Andy) Anderson, general sales manager; Irving Morris, sales manager Newark office; Bert Lane, New England sales manager; Joe Ash, New York sales manager; B. Becker, metropolitan area sales manager; Harry Yaddock, Pennsylvania sales manager; H. G. Jordan, Ohio sales manager; S. A. Hagedoorn, Connecticut sales manager, and various Ponser traveling representatives.

George Ponser in an interview stated: "The New York office and the sales organization under the direction of L. G. (Andy) Anderson is a logical step in a carefully planned program for the expansion of our business. We believe that our experience over so many years, first as an operator, then as a jobber and distributor, and then as a manufacturer, has enabled us to understand most of the vital phases of distributing machines to the operators, jobbers and distributors. The complete facilities of our organization are pledged toward giving completely satisfactory service at all times. We hope that all our friends will come to the opening of our New York offices. We are looking forward to seeing them and will try to make their visit both pleasant and interesting."

Gottlieb Entertains Minn. Visitors to All-Star Game

CHICAGO, Sept. 5.—When Babe LeVoiur, of Minnesota, went over for the All-Stars' only touchdown in the second quarter of the great football game Wednesday night between a picked team of collegiate All-Stars and the pro champs, the Detroit Lions, there were at least 60 people out of the crowd of more than 78,000 who yelled and jumped to their feet. These 60 were the 30

operators and their wives who came down from Minneapolis to watch Coach Bernie Bierman of Minnesota put his charges thru a game which, in the opinion of many, was not truly pictured by the score.

These 30 operators and their wives arrived in town Tuesday afternoon intending to see the game and then return immediately home. Old Man Weather took matters into his own hands Tuesday and the game was postponed. This left 60 people with few plans for Wednesday afternoon.

But Dave Gottlieb took care of that. At his invitation the folks spent a good part of the afternoon being entertained by Dave, touring the Gottlieb plant and inspecting production methods of Daily Races, Sunshine Baseball, Derby Day, Hit Parade and the new Gottlieb game Skill-Roll, a pingame having the atmosphere of a bowling-type game. The operators and their wives, many of whom had never before been in such a plant, were enthusiastic in their praise of Gottlieb production methods. They also had much to say about the Gottlieb games.

After the game, while talking to some of the operators, Dave received a compliment which, coming from a Minnesota operator, certainly means something. One of the boys told him: "Dave, both you and Minnesota have all-star teams. Tonight we were represented by seven boys from our State, Oech, Dick Smith, Biese, Rennebohn, Seidel, Roscoe and Babe LeVoiur. Your seven popular games, in my opinion, deserve the praise in their field as these seven boys deserve in the interest of football. Any operator that lines himself up with games like Skill-Roll, Hit Parade, Derby Day, Daily Races, Sunshine Baseball, Sunshine Derby and Fence Buster certainly has an all-star lineup."

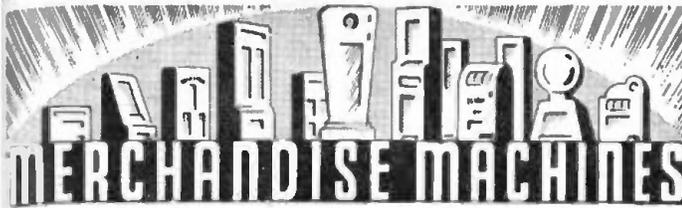
Capital, Supreme Distribute Rock-Ola Games in the East

CHICAGO, Sept. 5.—Announcement was made this week by the Rock-Ola Manufacturing Corporation that Willie Blatt, of Supreme Vending Company, will distribute amusement games in the Eastern territory, along with Capital Automatic Music Company, which will distribute games as well as continue as Rock-Ola phonograph distributor.

The big increase in phonograph business by Capital Automatic Music Company in New York City and the Eastern territory, together with an avalanche of orders on pin tables, has made it necessary to enlarge distribution facilities to take care of the demand and give the Eastern operators immediate service on all the new Rock-Ola games, such as Big Bank Night, Draw Ball and others to be announced shortly. Supreme Vending Company, because of its fine reputation and modern methods of merchandising, will now be in position to give delivery immediately, on Rock-Ola games.



INTER-ASSOCIATION BALLY-ROLL CONTEST—Joe Fishman, executive director of Amalgamated Vending Machine Operators' Association, New York, and Saul Kelson, executive manager of Greater New York Vending Machine Operators' Association, vied for Bally-Roll honors at plant of Bally Manufacturing Company during recent visit to Chicago. From left to right are: Joe Fishman; Ray Moloney, Bally's president; Ed Gaylord, of Gaylord Coin Machine Company, Chicago; Saul Kelson, and Jim Buckley, Bally's general sales manager.



Detroit

Los Angeles

DETROIT, Sept. 5.—Pack-It Company of America has appointed Donald Miller district manager in the Eastern Indiana territory. Miller was formerly in the magazine advertising business. He will make his headquarters at Marion, Ind.

Charles E. Franklin, long known as a successful building contractor and business man here, has joined the ranks of coin machine men with a route of 100 new Vindicator Tidd-Bit Shaps. He will make his headquarters in Akron, and will be exclusive operator for that territory.

American Coin Machine Company, new jobbing organization, is enjoying rushing business, according to Frank Healey, owner of the company. The company is using newspaper advertisements to increase business, and reports increased interest among new operators. Five salesmen have been put on the road and all turning in more than their quota of business.

Business of the Automatic Canteen Company has shown a healthy percentage of increase over last year, according to W. J. Langdon, general manager.

Harry Sarris, operator, has been visiting in Cleveland this past week. He is specializing in Mills Automatic Phonographs, having a route of these machines in Detroit.

Sam Rosenthal, well-known operator, is laid up with a broken ankle. He is operating under the name of the General Novelty and Amusement Company.

Monthly meeting of the Detroit Skill Game Operators' Association was held last Thursday. Routine business was transacted, with no important developments at this meeting. Plans for fall operation were discussed.



FACTORY PRICES ON LITTLE NUTS

Type B, \$2.50
Type O, 3.50
Type G, 3.50
Nut House, 3.00
Nut Shop, 2.50
50c extra for postage on samples.

LITTLE NUT VENDOR CO.
Lansing, Michigan

INDEPENDENCE

with TOM THUMB
Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, last years. Write immediately for bulletin giving you the inside story.
FIELDING MANUFACTURING CO.
Dept. 637, Jackson, Mich.

Write for Low Prices
ON PEANUT AND BALL GUM VENDERS.
Also Table Size Vendors.
Self-Serv Mfg. Co.
CAMDEN, N. J.

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

LOS ANGELES, Sept. 5.—Making the round and talking with jobbers, ops and manufacturers, it is noted that most seem well satisfied with business. Irving Bromberg states that his business is holding up in a satisfactory manner. Mack Mohr, of Mohr Bros., is another who is well pleased with the volume of business. Abe Chapman, of the Automatic Amusements Company, said they were going well. At the National Amusement Company Jack McClelland just back from trip north and leaving for two weeks in the out-of-the-way places in the high Sierras and the fishing country. Says he's going to keep away from spots where mail or wires can reach him. He reports that the San Francisco branch is doing nicely, with Brother Clarence in charge. Rock-Ola's Multi-Selector phonos going fine, with sales in excess of the supply. Booking orders for Rock-o-Ball and awaiting shipment of them.

Sol Gottlieb says he's well pleased with business. Will P. Canaan reports that he's "going great guns" with the merchandise vendors. At Advance Automatic Sales M. H. Sanders, manager for Louis Wolcher, and his force busy and report satisfactory volume.

Paul Laymon reports unusual sale of used machines. "Short Sox still holding up well and has orders for Rock-Ola Rock-o-Ball and Wurlitzer Skee-Ball. Here we noted Johnny Eyraud, of Monrovia, looking around and J. O. Le Grand, of Exeter.

At California Exhibit Johnny Rau just back from vacation. He informs that several games are out of experimentation and now out on test.

At the Pacific Amusement Manufacturing Company Herb McClelland had H. W. Davis, of Goldfield and Tonopah, Nev., in tow. Davis says conditions in his section, are very much improved, due to recent gold and silver strikes. He bought Ballot, Leatherneck and Fascination games and had to buy two trailers to take the shipment back. Goldfield and Tonopah being on a narrow-gauge road, 200 miles from a main railway line. Herb much elated over Fascination sales. He says much of the popularity of Fascination is due to the scoring system, which ties in nicely with movie houses' Bank Nite and Screeno.

Harry O. Rawlings, operator, smiling over business.

Joe Orcutt leaving for Sacramento. The California Games, of which he is president, is largely increasing its oper-

ating domain. The Capitol Games, of Sacramento, is a subsidiary of California Games.

H. W. Osbrink has moved to a downtown location and reports being well pleased with the new venture.

M. H. Saunders, local manager Advance Automatic Sales Company, just returned from vacation in the Lake Tahoe country. Business, he states, is very good, Stoner's Short Sox having a big sale. He also reports good volume on Harlich's salesboards and that crane merchandise is much in demand.

Henry Ballard noted along the row. Another of the large ops who is well satisfied with business.

Mr. and Mrs. M. Wolverson, in from Safford, Ariz., on a shopping tour, placed large order for Air Master fans. Mr. and Mrs. E. Lankhammer, large phono operators, placed order for Rock-Ola Multi-Selectors.

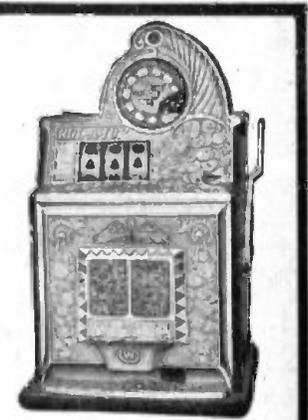
National Amusement Company going on high. Report sales on Rock-Ola Multi-Selector as nothing short of phenomenal. The concern is distributor for Air Master fans and reports a fine sale on them also. They have booked a nice volume of business on Bally's Bally-Roll, and are awaiting large shipment of Rock-Ola's Rock-o-Ball to take care of orders that have been booked. Sales on Bally's Challenger very good and Rock-Ola's Queen Mary and Credit having good sale. The concern is also distributor for Novelty Records Corporation's new Hot Shots and report a tremendous business. Milton Swanstrom, of Rock-Ola Corporation, and the missus and Mr. and Mrs. Jack McClelland in the North, making San Francisco and other Northern cities.

Daily Races Enters Sixth Month of Production

CHICAGO, Sept. 5.—Every day for the last five months a constant stream of Daily Races games has come off the production line at the Gottlieb plant. Carload after carload have been shipped to jobbers until by now there are thousands of these games operating in almost every good-size town in the country.

With Daily Races entering its sixth month of production, Gottlieb says orders are still being received for more and more of these games. A number of distributors, he declares, claim they cannot keep a large supply in their warehouses because of the steady demand. Most of the orders, it is said, come from operators who are already operating Daily Races, and because they are pleased with its operation and profit-making ability they are adding more and more of them to their routes.

"Daily Races is one of the finest payout tables we have ever made," said Dave Gottlieb, "and I am happy to see that after five months this game is still going strong both from the standpoint of the orders we receive and its attraction power on locations. To operators who want a smooth-performing horse-race payout that can be depended upon to earn a steady, substantial income I can't recommend a better game than Daily Races."



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1889—Tel. 1 COLUMBUS 2770.
Cable address "WATLINGITE" Chicago

PRICE BUSTING BARGAINS RECONDITIONED-GUARANTEED

AUTOMATIC PAYOUT GAMES

OALY RACES	\$60.00
MIALEAH	65.00
PROSPECTOR	20.00
STAMPEE	18.50
SUNSHINE DERBY	35.00
ALAMO	42.50

PIN GAMES

CHAMPS	\$25.00
CHICAGO L	6.00
OITTO	19.50
PANAMA	29.50
ROEO	22.50
TRICKS, SR.	12.00
WHIRLPOOL	22.50

SPECIAL We have unusual bargains in Automatic Payout Machines. You will be amazed at our prices. WRITE.

THE MARKEPP COMPANY
Ohio's Largest Distributor,
3328 Carnegie Avenue, Cleveland, O.

INSIST ON-

STANCOR UNIVERTERS IN ALL YOUR GAMES!

Models Available for the New Type "Bowling Games." Manufacturers—Send in your specifications!
STANDARD TRANSFORMER CORP.
850 Blackhawk Street, CHICAGO.

They're BEST by TEST

Have Mechanical Improvement
On popular Game of Skill. Want responsible person familiar with such games to help develop.
JAMES A. DOZELL
Greensboro, Fla.

FAYETTEVILLE, N. C., Sept. 5.—Joe Calcott, of the Vending Machine Company, coin-machine distributor, announces that the next issue of his house organ, The Jack Pot, has already been over-subscribed.



NATIONAL SCALE COMPANY IN NEW MINNEAPOLIS QUARTERS—Photograph snapped just before the crowds of approximately 600 operators began to flock in to celebrate appointment of National firm as Minnesota distributor for Bally Manufacturing Company. M. L. Priebe, National's president, is at the extreme left; third from left end is Jim Buckley, general sales manager of Bally Manufacturing Company; Art Garvey, Bally field representative is at the extreme right; third from right end is Don McConnell, sales manager of the National concern.

DUCK SOUP 1c Skill Game



IT'S LEGAL

100,000 LOCATIONS
Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES Sample . . . \$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.

GUARANTEED O. K. SLIGHTLY USED PAY TABLES LIKE NEW

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| EACH | |
| COTTLEB DAILY RACES, Cash Payout, Like New | \$47.50 |
| PAMCO PARLAY SRS., Cash Payout, Perfect | 47.50 |
| BALLY MULTIPLES, Cash Payout, Like New | 75.50 |
| BALLY DERBYS, Cash Payout | 47.50 |
| BALLY HIALEAH, Cash Payout, Like New | 54.50 |
| BALLY PEERLESS, Cash Payout | 42.50 |
| BALLY JUMBOS, Cash Payout | 36.50 |
| BALLY GOLDEN HARVESTS, 10-Ball, Cash Payout | 34.50 |
| BALLY BONUS, Cash Payout | 47.50 |
| BALLY PROSPECTOR, Cash Payout | 30.00 |
| BALLY ACES, Cash Payout | 19.50 |
| PAMCO GALLOPING PLUGS, Cash Payout, Like New | 65.00 |
| PAMCO PALOOKAS, SRS., Perfect | 80.00 |
| DAVAL DAILY DOUBLES, Cash Payout | 25.00 |
| TYCOON BATTERY MODEL | 37.50 |
| PAMCO RED SAILS, Cash Payout, Perfect | 45.00 |

ATTENTION—WRITE FOR OUR COMPLETE LIST OF SLOT MACHINES, PHONOGRAPHS and AUTOMATIC PAY TABLES.

Terms—1/3 Deposit With Order, Balance C. O. D.

CAROLINA NOVELTY COMPANY
216 N. Martin St., Elizabeth City, N. C.

"Fair Enough," Say Gingold's Patrons

CHICAGO, Sept. 5.—A simple, clever and effective advertising stunt was recently carried out by Max Gingold, of Independent Novelty Company, Baily distributor in Springfield, Ill. Gingold bought a flock of tickets to the Illinois State Fair and mailed the "Annie Oakleys" to all operators in his territory.

As a result the following Saturday was practically Operators' Day at the fair and the Independent firm had one of the busiest days in its history.

"And," Gingold added, "we sold out every last game on the floor, both new and used, and booked a nice volume of business for shipment the following week."

Epo Products Find Wide Use

DETROIT, Sept. 5.—Electrical Products Company, Inc., reports large sales of its Adaptapak. The device takes the place of Electropak in communities which employ direct current. With the Adaptapak the game or device in which it is installed may be moved from districts which use alternating current and direct current, inasmuch as it takes care of both. This feature is most appreciated by operators in New York, Chicago and various other communities which have two types of electrical current.

Epo Fuse Eliminator has been received enthusiastically by operators everywhere because of its great money-saving features. It does away with fuses that "blow." In the event of an overload of the circuit a small spring clicks out of place and stays there until pushed back. It takes the place of a fuse and lasts indefinitely. Operators report that games and other amusement devices which employ electrical current do not have to be laid up with an out-of-order sign because of a fuse "blowing." The location owner may push the spring back into place, thereby putting the amusement device back into operation in just a flash of a second. The Epo Fuse Eliminator, its makers say, has effected a minimum of extra servicing on the part of the operator.

Many manufacturers are said to be installing the Epo Fuse Eliminator as standard equipment on all their devices. Electrical Products Company states that the Electropak was adopted as standard equipment for Genco's new Bank Roll bowling-type game after exhaustive research and tests. A specially designed Electropak made specifically for Genco takes care of all the electrical requirements of Bank Roll and eliminates the necessity of batteries.

It is also stated that Gerber & Glass now recommend the Electrical Products Company, Inc., products—Electrolok, Electropak and Adaptapak—on all games. Max Glass stated that he is enthused with the Electropak line and is making this recommendation only after careful and intensive investigation. Gerber & Glass also suggest the new Epo Fuse Eliminator on all electrically operated games and equipment. They recommend that the operators bore a tiny hole thru the side or bottom portion of the cabinet and place the Epo Fuse Eliminator on the inside of the cabinet over this hole. Then in case the fuse "blows" the location owner can repair the fuse by merely pushing in a match or toothpick, thereby setting the spring back into place.

LETTER LIST

(Continued from page 31)

Stephenson, Clifford White Eagle, Chief
Thom, Jean
Thomas, James M. Winnie, Dave J.
Waite, Kenneth Wray, J. W.
Warner, O. B. Yose, Mr.
Whitler, Walter

MAIL ON HAND AT
ST. LOUIS OFFICE
890 Arcade Bldg.,
Eight and Olive Sts.

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Brady, Mrs. J. F.	O'Brien, Mrs. Lrv.
Canon, Jacqueline	Phillips, Katharine
Carson, Mrs. Geo.	Phillips, Juanita
Chapel, Jacqueline	Prier, Mrs. J. M.
Clay, Marlane Rose	Rounds, Mrs. J. M.
Converse, Clara	Selby, Mrs. J.
Conyer, Mrs.	Shelton, Mrs. Anna
Freel, Mrs. H. T.	Shelton, Mrs. Anna
Fye, Miss Jackie	Steln, Mrs. A. E.
Hancock, Mrs. Vera	Wagner, Beale
Hugo, Dorothy	Williams, Thelma
Hurley, Mrs. W. O.	Wilson, Marjorie
Lamb, Marie	Woods, Miss Jackie
Lamar, Baby Jean	Wortham, John T.
Lilbert, Aida	Zeldman, Mrs. Jeff
Morrin, Mrs. Glen	
Moore, Mrs. Margie	

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Aker, J. J.	Dyer, John S.
Bandrean, Pete	Felton, Nate
Beaver Sr., Doc	Fields, Jackie
Little	Fontinella, Robt.
Foster, Bud	Freel, H. T.
Freel, H. T.	Gibbon, Mack
Bess, Dick (Doc)	Gibson, Ray
Rills, Sam	Gracey, Fred
Blue Ribbon Shows	Hahn, James J.
Boelke, E. J.	Hall Ed L.
Brooks, Herbert	Hanna, James
Brown, C. Edgar	Harrison, Bill
Brunk, C. D.	Harrison, Edward
Bryan, C. F.	Heys, Henry L.
Butcher, O. J.	Hoffman, Johnny
Campbell, Fred	Holt, B. B.
Castle, W. B.	Hunter, Blackie
Cochran, Chief	Jake, Carl
Wm.	James, Ralph
Cooper, John W.	Jan, Charles
Davis, Jim	LaParo, Chas. (Do.)
Davis, Johnnie	Little, Jack &
Davis, O. B.	Little, Jack &
(Chiseler)	Jackie

ROUTES

(Continued from page 65)

Rainbow Ramblers: (Club Moose) Haverhill, Mass., Nc.
Ramon, Don: (Texaco Gardens) Texas Centennial, Dallas.
Ramos, Ramon: (Ambassador) NYC, h.
Randell, Siatz: (Sylvan Beach Park) Houston, Tex.
Ramin, Bud: (Fairview) Rochester, Ind., h.
Rapp, Barney: (Olson) Cincinnati, h.
Ravazza, Carl: (St. Francis) San Francisco, h.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbert: (Cyrano) Chicago, c.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Regis, Gene: (Powhatan Lovett) Detroit.
Reichman, Joe: (Pennsylvania) NYC, h.
Reser, Harry: (Million-Dollar Pier) Atlantic City.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., h.
Rieardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Rieardo, Don: (Moonlight Garden) Springfield, Ill., h.
Rik, Jule: (Victor Vienna) Chi. c.
Rinaldo, Nino: (Yacht Club) Chi. c.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Roberta, Joe: (Penn-Stroud) Stroudsburg, Pa., h.
Robinson, Gordon: (Hollywood) Tonawanda, N. Y., c.
Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.
Rollins, Todd: (Donohues) Mountainview, N. J., nc.
Roman, Phil: (Roseland) NYC, b.
Rozen, Tommy: (Wisteria Garden) Atlanta, c.
Ruby: (Biltmore) Dayton, O., h.
Russell, Fred: (Devils Rendezvous) Chi, nc.

Sanders, Joe: (Blackhawk) Chi, c.
Sands, Carl: (Melody Mill) Chi, b.
Sands, Ted: (Breakers) Rochester, nc.
Sandusky, Bob: (Lubbock) Lubbock, Tex., h.
Palls, Pa.
Schneider, Bol: (Old Rumanian) New York, re.
Schreiber, Carl: (Ivanhoe Gardens) Chi, c.
Schulman, Julius: (Venez Park) St. Petersburg, Fla., h.
Schuster, Mitchell: (Staller) Cleveland, h.
Scratch, Nick: (Abby Inn) Yonkers, N. Y., ro.
Shaw, Art: (Lexington) NYC, h.
Shevlin, Pat: (Roof Pierre) Phila, re.
Shively-Yates: (Yankee Lake) Youngstown, O., nc.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Little Jack: (Pocono Manor Inn) Pocono Manor, Pa., h.
Smith, Stuff: (Onyx) NYC, nc.
Saylor, Oddie: (Graham's Old Inn) Indianapolis, nc.
Snyder, Mel: (Hotel Gibson) Cincinnati, h.
Snyder, Red: (Club Sterling) Mt. Pocono, Pa., nc.
Sophisticates, The: (Leon & Eddie's) NYC, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Stable, Dick: (Lincoln) New York, h.
Steele, Blue: (Centennial) Dallas, Tex.
Stearns, George: (Plaza) New York, h.
Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
Stoeffler, Wally: (Capitol Beach) Lincoln, Neb., b.
Stone, Al: (Lephora Farms) Trenton, N. J., ro.
Suber, Allan: (Bedford Springs) Bedford Springs, Pa., h.

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Carmelita
Crawford, Mrs.
Dawson, Nana
Deunay, Charlotte
Gordon, Mrs. J. C.
Gulfin, Mrs. J. C.
Hudge, Helen
Jamison, Mrs. Sarah

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Gulfin, Mrs. J. C.
Hudge, Helen
Jamison, Mrs. Sarah

Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.
Sylvester, Bob: (Cavaller) Virginia Beach, Va., h.

Taylor, Fats: (Club Bradley) Oulport, Minn., nc.
Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
Thompson, Hal: (Belhaven) Rehobeth Beach, Del., h.
Thompson, Lang: (Showboat) St. Louis, h.
Turner, Jimmie: (Willoughby) Cleveland, c.
Tinsley, Bob: (Colosimo's) Chi, nc.
Toimey, Bob: (Cosa Loma) South Bend, Ind., nc.

Trace, Al: (College Inn) Chi, nc.
Trask, Clyde: (Lookout House) Covington, Ky., nc.
Travers, Vincent: (French Casino) NYC, nc.
Tucker, Sophie: (Blossom Beach) Detroit, nc.
Turner, Jimmie: (Willoughby) Cleveland, c.
Tjelderley, Bobbie: (Irvin Cobb) Paducah, Ky., h.

Van Durer, Roger: (Larchmonts Casino) Larchmont, N. Y., ro.
Veon, Bob: (Marine Gardens) Lakeside, O., nc.

Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
Warren, Arthur: (Hollywood) NYC, ch.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weiler, Leo: (Vogt's) Mountainview, Pa., nc.
Weiser, Leon: (Michigan Tavern) Niles, Mich., nc.

West, Neil: (Lewiston) Lewiston, Mich., b.
White, Dave: (Oasis) New York City, N. Y., h.
Whitman, Paul: (Casa Manana) Ft. Worth, Tex., nc.
Willey, Al: (Oraham) Speculator, N. Y., h.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.

Williams, Tod: (Hampton Beach Casino) Hampton Beach, N. H., nc.
Wilson, LeRoy: (Edgewood Inn) Albany, N. Y., nc.
Winston, Jack: (El Tiroll) Dallas, nc.
Witz, Julie: (Top City) Union City, N. J., na.
Woods Don: (Shafers Tavern) Johnston, Pa., nc.

Woods, Howard: (Robert Treat) Newark, h.
Woods, Roy: (Broadway Room) NYC, nc.
Wylie, Austin: (Willows) Pittsburgh.

Yates, Billy: (Orotto) Pittsburgh, br.
Youns, Freddie: (Silver Cloud) Chi, nc.
Young, Sterling: (Pal) San Francisco, h.

Zarin, Michael: (Waldorf-Astoria) New York, re.
Zelman, Rubin: (Casino) NYC, nc.
Zellman, Ted: (Bellevue) Belleaire, Fla., c.
Zwolin, Sid: (Moulin Rouge) Detroit, c.

INDEPENDENT BURLESK

Babes of Broadway: (Gayety) Baltimore 13-19.
Bully-Boo: (Werba) Brooklyn 6-12; (Republia) NYC 13-19.
Betty Parade: (Gayety) Baltimore 6-12; (Gayety) Washington, D. C. 13-19.
Dizzy Dames: (Gayety) Minneapolis 6-12; (Empress) Kansas City, Mo. 13-19.
Fashion Finales: (Werba) Brooklyn 13-19.
Garden of Girls: (Hotel) Chi 13-19.
Hindu Belles: (Troadero) Philadelphia 6-12; (Empire) Newark 13-19.
Knee-Hi Revue: (Howard) Boston 6-12; (Jacques) Waterbury, Conn. 13-19.
Pirates of Melody: (Gouza) Boston 13-19.
Red Rhythm: (Casino) Pittsburgh 13-19.
Scan-Tees: (Republic) NYC 6-12; (Troadero) Phila 13-19.
Scan-Dolls: (Rialto) Chi 6-12; (Gayety) Minneapolis 13-19.
Steppin' Stars: Allentown, Pa. 14-15; Harrisburg 16; Reading 17-18; Williamsport 18.
Vanitassers: (Empress) Kansas City, Mo. 6-12; (Garrick) St. Louis 13-19.
Wine, Woman & Song: (Gayety) Washington, D. C. 6-12; (Hudson) Union City, N. J. 13-19.

DRAMATIC AND MUSICAL

Boy Meets Girl: (Capitol) Albany, N. Y., h.
Days of Grace: (Plymouth) Boston.
Emperor's New Clothes: (Masj.) Brooklyn 6-12.
Night of January 16th: (Erlanger) Buffalo, N. Y., 10-12.
White, George, Scandals: (Grand O. H.) Chi.

MISCELLANEOUS

Acc-Hi: Griffin, Ga., 7-12.
Blush, Magician: (P. & A.) Northville, Mich. 7-8; (Lancaster) River Rouge 9-10.
Daniel, 2-10, Magician: Crescent City, Ill., 7-12.
DeFoor Motorized Show: Molena, Ga. 7-8.
Clay 10-12.
Denton, Master, Mentalist: Fort Covington, N. Y., 7-12.
Harlan Show: Fair Canton, O., 7-12.
Hudspeth, Dr. C. E. & Mme. Mentalist: (Shaha) Toronto, Ont., 7-12.
Huggins, Harry, Magician: Coldwater, Mich., 7-12.
Indian Herb Co.: Marshfield, Mo., 9; Lebanon 10; Rolla 11-12.
Lewis, H. Kay, Hollywood Varieties: Right Ida., 7-8; Roxburg 9-10.
Long, Leon, Magician: Gooding, Ida., 7-9.
Marine-Firestone Co.: Paris, Tex., 7-12.
Mel-Roy, Magician: (Rialto) Sterling, Neb. 9; (Fox) Sidney 10; (Imperial) Alliance 11-12; (Trail) Bridgeport, Ia. (Delmar) Morrill 14; (Esquima) Scottabuff, N.Y. 7-12.
Newton, Magician: Fort Covington, N. Y., 7-12.
Original Floating Theater: North East, Md., 7-12.
Rieton Show: College Grove, Tenn., 7-9; Rockvale 10-12.
Silver's Fun Show: Rockwell, Ia., 7-12.
(See ROUTES on page 76)

Rock-Ola's Present Activity Dwarfs Past Production Efforts

CHICAGO, Sept. 8.—Coin-machine people who visited the old Rock-Ola plant during the peak production days of Jigsaw and World's Series are still talking about the tremendous activity they saw there. Those were the days when three World's Series games came off the production line every minute and were rushed to waiting operators. However, visitors to the huge Rock-Ola plant these days report activity on such a great scale that the old days fade away in comparison. It is no wonder that all of the 800,000 square feet of production area are in constant 24-hour use, considering the magnitude and importance of the Rock-Ola products now in production.

In pin tables Rock-Ola's new Big Bank Nite is a definite hit. The game, it seems, came in exactly the right time. The industry is in definite need of a straight pin table of merit. Big Bank Nite is perfectly timely, with its direct hookup with the Bank Nite features which are packing theaters everywhere.

Alongside of Big Bank Nite is Rock-Ola's new Draw Ball, a pin table that plays draw poker just the way the public wants to play it. This fact, together with the exclusive pin-table feature of giving the player two plays for his coin, is making Draw Ball a nation-wide success. Besides the two splendid games, Rock-Ola's Queen Mary and Credit pay tables are going strong in all parts of the country.

The headliner at Rock-Ola these days, of course, is the new bowling game Rock-o-Ball. The cabinet is built by the same trained wood-working experts who build the handsome Rock-Ola furniture which is sold in the country's leading stores. Rock-o-Ball mechanism is built and assembled by the same engineering geniuses who build the popular Rock-Ola Multi-Selector Phonographs.

Rock-o-Ball, Rock-Ola officials state, is designed and built with features that definitely increase the play and at the same time make its operation pleasant and convenient for the operator. The noise element is an important one in the operation of bowling games and Rock-o-Ball is specially insulated against noise. Convenience of the player has also been considered in Rock-o-Ball. The very toes of the player have been considered by allowing plenty of room in front of the game so that the player can assume any position that he cares to and still stay in front of the game. Besides, the height of the alley has been made just right for the ease of the player. Even the coin chute is placed at a convenient height to encourage greater play. And the width of the alley itself is such that the enjoyment of playing is increased 100 per cent. The game's net bar has been placed low enough so that it is impossible for players to cheat the game by throwing balls under the net.

Rock-o-Ball's triple-score feature is

one of the most important in its success. The brilliantly colored back-light panel shows the number of balls played, scored by an electric counter. This feature eliminates the chance of player rolling more than nine balls by picking up the extra ones from an adjoining game. Rock-o-Ball is equipped with a register that, when necessary, records certain high scores just as in the case of some novelty pin tables where the merchant takes care of the awards for a set high score. It also shows the total of the game being played and when the highest possible single score is made the fact is announced by bell sound effects. The demand for Rock-o-Ball, Rock-Ola officials and distributors state, is tremendous everywhere.

Orders Heavy on Western's Latest

CHICAGO, Sept. 5.—Proclaiming Reel Races one of the greatest counter-machine values on the market, Jimmy Johnson reports that many of the foremost operators in the country have already placed heavy advance orders for the latest Western machine. Altho Reel Races is moderately priced, it incorporates all of the features so popular with players at the present time and many new profit-making features devised by Western's engineering staff, Johnson says.

Reel Races is housed in an attractive red streamline all-metal cabinet, modernistically designed with polished aluminum and black stripings. It has a four-way coin slot which takes pennies, nickels, dimes and quarters. A side visible chute prevents slugging and cheating.

Reel Races, it is reported, has already proved a success on location because of its mechanical perfection and numerous player features.

The player inserts his coin and presses the convenient lever. With smooth mechanical precision, four reels noiselessly start spinning. As the reels come to a positive stop the player is informed immediately of the result because of the comparatively simple arrangement and wide vision area of the reels. The first two reels contain the horses' numbers, the third reel shows the finish and the fourth reel contains the mutuels on win, place and show. If the first two reels show the same number the player is awarded on the basis of win, place or show on the third reel and the mutual payoff which is indicated on the fourth reel. After the reels come to a positive stop they are shakeproof and jarproof. The only way to set the reels in motion again is to insert another coin. For each coin inserted player receives a ball of gum if he desires it. Reel Races will remain permanently new in appearance because of a new process of applying the finish which prevents chipping.

Jimmy goes on to say: "Reel Races is the zenith of mechanical perfection. Altho it is radically low priced, the high standard of Western Equipment quality merchandise holds true. Because of the player demand for Reel Races the coin capacity of the machine is especially large. It will hold between \$100 and \$125 in mixed coins.

"The Western firm produced thousands of Reel Races before it announced its production. The incomparable success which the machine enjoyed on test locations is substantial proof to me that I had better be prepared to meet the avalanche of orders that will greet the announcement."

All orders for Reel Races will be shipped immediately, as the Western Equipment and Supply Company is equipped with the most modern facilities.

WEST COAST NOTES

(Continued from page 11)

ferring regularly with Warner executives lining up special programs and stunts for the fall.

Incidentally, two staff members of KFWB resigned during the past week. Stuart Buchanan, author and producer of *It Can't Be Done*, quit to join KNX and the CBS. George Fisher, publicity director for the station, who also conducted *Studio Whispers* for the past three years, has signed with WHJ and the Don Lee chain. He will air his movie chatter twice weekly thru 14 sta-

EVEN THOUGH WE OFFER A

7 DAY FREE TRIAL

ON REEL "21"



Immediate Deliveries

\$23⁷⁵

TAX PAID

1/3 Deposit
With Order

GERBER & GLASS

914 DIVERSEY CHICAGO, ILL.

We Couldn't Get You to Part with this Sensational Counter Game for Double the Price!

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!

tions of Don Lee and handle special exploitations.

Owen Dresden, manager of KHJ, was elected president of the Southern California Broadcasting Association. L. W. McDowell, of KFOX, Long Beach, was named secretary - treasurer. Dresden plans a campaign to spur activities of the body.

Here for six months, Ev Meade, of Young and Rubicam's New York press department, is lining up exploitation campaigns for Fred Astaire's fall radio shows. He handled Fred Allen in New York.

After several years on NBC, Donald Novis returns to KHJ-Don Lee network on September 28 as the star of *California Hour*, sponsored by the combined chain stores of the State. Jane Froman leaves the period to join Ed Wynn in a Shubert production in Manhattan.

First annual golf tournament of NBC-KFI-KECA was staged at Hollywood Country Club last Sunday. Match was won by Sid Goodwin with a 77, and Bob Brooke, 93, with both players getting their names on NBC's perpetual trophy for low gross. Low net was won by Prud-homme Hathaway, of the Watanabe air show, with a 67. Sid Dickson and Tracy Moore, sales department, trapped second and third low net. Eddie Helden took over the check for luncheon.

NEW BIZ

(Continued from page 11)
COMMITTEE, five 15-minute programs. KLZ.

DUPLER'S ART FURRIERS, 104 announcements. KLZ.

DENVER DRY GOODS CO., three announcements weekly for one year. KLZ.

DUFFY BROS., Inc., two announcements weekly for one year. KLZ.

Providence

STERLING SHOE STORES, 49 weather reports, daily, full week, p.m., from August 30-October 17, direct. WEAN.

PAWTUCKET STAR PUBLISHING COMPANY, 11 five-minute talks, one weekly on Tuesdays, p.m., from August 26-November 4, thru Chambers & Wiswell, Inc. WEAN.

IRONIZED YEAST COMPANY, 26 five-minute transcriptions, two weekly, p.m., from September 9-December 4, thru Ruthrauff & Ryan, Inc., New York. WEAN.

NATIONAL CARBON COMPANY, 26 30-word announcements, starting October 19, thru J. M. Mathes. WEAN.

Bridgeport

IRONIZED YEAST COMPANY, 26 five-minute transcriptions, two weekly, p.m., from September 7-December 2, thru Ruthrauff & Ryan, Inc., New York. WICC.

MODEL FUR COMPANY, 217 100-word announcements, daily, full week, p.m., from August 27, 1936-March 31, 1937, direct. WICC.

Philadelphia

CRAZY WATER CRYSTALS, thru Bowman, Inc., Agency, started Septem-

ber 2 for 13 weeks, Monday, Wednesday and Friday, 1-1:15 p.m. Hillbilly music. WPIL.

REPUBLICAN STATE COMMITTEE, placed direct, starts September 17 for single broadcast. Political talk. WPIL and State net.

DEMOCRATIC NATIONAL COMMITTEE, thru Frank Wellman Agency, starts September 17, ending November 2, 1936, 18 quarter-hour periods. Political talk. WPIL and State net.

ATLANTIC REFINING CO., thru N. W. Ayer & Sons, Inc., starts October 3, ending November 26, 1936, University of Pennsylvania football broadcasts on Saturdays. WCAU.

ATLANTIC REFINING CO., thru N. W. Ayer & Sons, Inc., starts September 16, ending November 26, 1936, Temple University football broadcasts, four Friday evenings and four Saturday afternoons. WIP.

LABOR'S NON-PARTISAN LEAGUE, thru Viola & Furman Agency, started September 2, ending October 7, 1936, six half-hour periods on Wednesday evenings. Political talks. WIP.

REPUBLICAN CENTRAL CAMPAIGN COMMITTEE, thru Al Paul Lefton, started August 31 for two weeks, two spot announcements daily. WIP.

P. B. WHITE & CO., thru Feigenbaum Agency, starts September 21 for 12 weeks, daily 15-minute periods. Musical ETC. WIP.

WISE SHOE STORES, placed direct, started August 31 for two weeks, daily participation in Eight Bells program. WIP.

ADAMS CLOTHES, thru Feigenbaum Agency, renewal starting September 7 for one month, daily 10-minute periods. Sport talk. WIP.

REXALL DRUG CO., placed direct, started September 3 for single broadcast, Thursday, 1-2 p.m. WIP.

New Orleans

THE DR. FLYNN DENTAL LABORATORIES, direct, 15-minute trans-radio new period, 2:30 p.m. WDSU.

KRAUSS COMPANY STORE, direct, three 15-minute news periods and one three-minute news flashes daily, beginning Septemehr 1. WDSU.

FOUR X BEER, New Orleans Brewing Company, direct, Essay Contest with awards of cases of beer. One each week. WDSU.

LUXURY MACARONI CO., New Orleans, direct, play series *Last of the Mohicans*, once each week for 13 weeks. WDSU.

DRUG TRADE PRODUCTS, thru Benson & Dall, revision of program daily six times weekly, Bud Pickens in person, effective August 29. WWL.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



LOU WOLCHER, of Advance Automobile Sales Company, San Francisco, and Al S. Dougils, of Daval Manufacturing Company, Chicago, on the highest peak in the Yosemite National Park. Note: Lou is getting ready to jump, while Al is waving good-by to him.

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 Belly Derbys, Cash Payout	547.50	1 Nitelch, Cash Payout	555.00
2 Palooka, Jr., Cash Payout	60.00	1 Galloping Plus, Cash Payout	67.50
1 Palooka, Sr., Cash Payout	80.00	1 Pamco Parlay, Cash Payout	42.50
1 Peerless, Tickets	45.00	1 Rocket	7.50
1 Peerless, Cash Payout	42.50	1 Whirlpool	15.00
0 Daily Races, Cash Payout	45.00	2 Reliance, 5c Play, 4-ny Model	65.00
4 Daily Limits, Like New	40.00	1 Reliance, Floor Sample, 25c Play, 4-ny Model	85.00
2 Tycoon, Plug-in, Latest Model	40.00	1 Red Salt	42.50
8 Tycoon	37.50	1 McCoy, Like New	45.00
1 Jumbo, Tickets	42.50	1 Frisky	4.00
1 Double Header	49.50	1 High Hand	10.00
3 Golden Harvest, Like New	80.00	1 Faces Races, 25c Play, Perfect, at	250.00
2 New Yazers	12.80	1 Nickel Play Paces Races, Fir. Sample, Brand New, at	355.00
2 Prospectors	27.50		

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT IN THE FORM OF P. O. CHECK OR TELEGRAPH MONEY ORDER. WRITE AND ASK US TO PUT YOU ON OUR MAILING LIST.

MOSELEY VENDING MACHINE EX., Inc., 300 BROAD ST., Richmond, Va. DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

NOW! FOR YOUR FAIRS and CELEBRATIONS

Featuring the Largest Line of Latest Flash of **EXCLUSIVE CONCESSION GOODS NOVELTIES** FOLLOW THE LEADERS—TIME MEANS MONEY **BEACON BLANKETS—CHROMEWARE—CHINAWARE—CORN GAME LEADERS—DE LUXE PLASTER—CANES—NOVELTIES** ONE DAY SERVICE — WRITE FOR CATALOG TODAY

WISCONSIN DELUXE CORPORATION 1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

WANTED Curley A. Spheeris' GREAT OLYMPIC SHOWS WANTED

WANTED—Experienced Ride Help in all departments. WILL BOOK any Show with an earning capacity. WANT organized Minstrel Show with Band. WANT Talkers, Grinders, Inside Acts for Olympic Side Show. Have Panel Fronts and Tops for Shows of merit. Concessioners come on—POSITIVELY NO RACKET. WANT legitimate Concession for long string of Successful Fairs. We never use a pay case. WILL PINK answer immediately. WANT Tilt-a-Whirl or any Flat Ride, Springfield, Ill. this week, with Assumption and Carlinville Free Fairs, then Mississippi. No more State Aid Fairs. Harry Cohen (Diggers) answer. WANT young Girls for Revue.

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 Cook-house. Pearl Shields wire. Good p. c. All letters and wires HUGH LOWE, Keystone Exposition Shows, Murphy, N. C.

WEST BROS. AMUSEMENT WANT

First-class Cook House; must be clean. Want other Concessions, Ride Help on Merry-Go-Round, Tilt-a-Whirl, Hawaiian Show with String Music, good Painter come on. Ft. Dodge, Ia., September 7; Rockport, Mo., Free Fair, week September 14; Butler, Mo., Free Fair, week September 21; Bentonville, Ark., Free Fair; Danville, Ark., Free Fair.

METROPOLITAN SHOWS WANT

FOR CIRCUIT OF FAIRS STARTING SEPTEMBER 21 AT ROCHELLE, CA., AND RUNNING CONSECUTIVELY UNTIL DECEMBER.

One more clean Show. Loop-O-Plane, Loop-the-Loop or Tilt-a-Whirl. Legitimate Concessions of all kinds. No racket. Would like to hear from the following people: Bryant Woods, Mable Mack, Cash Miller, Clark Wiley. Get in touch at once for real money Fairs. SAM LAWRENCE, Manager, Blackshear, Ca., this week.

LITTLEJOHN'S FAIR CIRCUIT WANTS CARNIVAL

Opening Barbour County Fair, Euflavia, Ala. October 5 to 10; then Oazak, Troy, Anklusia, Union Springs. Wonderful interest being manifested in our fair this year. They reflect of prosperous conditions. As my fair will take practically all my time, consequently I will be unable to look after the midway. Must have clean organization without Girl Show or Gril. Address THOMAS P. LITTLEJOHN, Troy, Ala.

WANTED

For Galax, Va., Fair and Charlotte, N. C. Weeks September 14 and 21, respectively. Concessions absolutely all open. No exclusives. Also Girls for Girl Show. Will furnish outfit for any worth-while Shows. Wire or write

West's World's Wonder Shows

Oovington, Va., this week; Galax, Va., next week.

Daval Factories Busy on Reel "21"

CHICAGO, Sept. 5.—Things are humming out at the Daval Manufacturing Company, where the demand for Reel "21" is so great, according to Al S. Douglas, that it is taxing the facilities of the plant to keep up with deliveries.

"Reports from distributors," says Douglas, "are to the effect that they are receiving many orders for Reel '21' and that operators to whom they have sold the game are highly pleased with its money-making possibilities.

"We feel that we have one of the finest counter games on the market and reports of profits which operators are making fully justifies this belief."

ROUTES

(Continued from page 74)

Thomas, Dug; Salem, Mo., 7-12. Van Arman's Radio Bandance Co.; Schoharie, N. Y., 7; Coxsacke 8; Catskill 9; Saugerties 10; Elleville 11; Sussex, N. J., 12.

REPERTOIRE

Billy Comediana, Billy Wehler's; Paragould, Ark., 8; Jonestown 9; Marlanna 10; Helena 11; Stuttgart 12. Blythe Players; Perry, Me., 7-12. Chicago Stock Co.; Trenton, Tenn., 7-12. Olinvan, Norma, Dramatic Co.; Manchester, Mich., 7-12. Eagle Comedy Co.; Nine Points, Pa., 7-12. Princess Stock Co.; Oideon, Mo., 7-12. Sweet Players; Storm Lake, Ia., 7-12. Tolbert Players; Slocomb, Ala., 8; Geneva 9; Opp 10; Andalusia 11; Florida 12.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American United; Kellogg, Ida. Bach, O. J.; Barre, Vt., Montpelier 14-19. Banley Greater (Fair); Harrisonburg, Va. Barfield's Cosmopolitan; (Fair) Rossville, Ga.; (Fair) Dalton 14-19. Barker; Parma, Mo. Barkoot; Mount Morris, Mich. Barlow; Galen West; Hardland, Minn., 11-12; (Fair) Hampton, Ia., 14-18. Bee, F. H.; (Fair) Hodgenville, Ky.; (Fair) Centerville, Tenn., 14-19. Big State; (Fair) Henderson, Tex.; Nacogdoches 14-19. Boyer & Lane; Gordo, Ala. Bremer Midway Attrs.; Ladysmith, Wis., 10-12; Spooner 14-16. Broughton Bros.; Port Arthur, Tex. Brown Novelty; La Fayette, Ga. Bruce; (Fair) Springfield, Tenn.; (Fair) Murfreesboro 14-19. Buck O.; Pittsfield, Mass.; Rhinebeck, N. Y. 14-19. Bullock Am Co.; (Fair) Pincastle, Va.; (Fair) Bland 14-19. Byers Bros.; Webster City, Ia. Campbell United; (Fair) Puquay Springs, N. C.; Mullins, S. C., 14-19. Central States; (Fair) Glasco, Kan. Cellin & Wilson; (Fair) Hatfield, Pa.; (Fair) Reading 14-19. Christ United; Willard, O.; Clyde 14-19. Coleman Bros.; (Fair) Schaghticoke, N. Y.; (Fair) Greenfield, Mass., 14-18. Colley; (Fair) Wepeka, Okla. Conklin's All Canadian; (Exhn.) Quebec City, Que., Can., 7-11; (Exhn.) Kingston, Ont., 14-16; (Exhn.) Lindsay 17-19. Corey Greater, No. 1; (Fair) Dayton, Pa.; (Fair) Madison, N. C., 14-19. Corcy Greater, No. 2; Peckville, Pa.; (Fair) Cookport 14-19. Crafts 20 Big; Taft, Calif., 8-13. Crowley; Algonia, Ia. Crystal Expo.; (Fair) Pennington Gap, Va.; (Fair) Memphis, Tenn., 14-19. Cumberland Valley; Cookeville, Tenn. Curl Greater; New Carlisle, O., 9-12; Osborn 15-19. De Luxe; Wilmington, Del. Dennert & Knepp; (Fair) Marshall, Va. Dixie Belle Attrs.; Tell City, Ind.; Hardinburg, Ky., 14-19. Dixie Expo.; (Fair) Covington, Tenn.; (Fair) Jurellville, Ala., 14-19. Dodson's World's Fair; (Fair) Rochester, N. Y.; Corning 14-19. Dudley, D. S.; Henrietta, Tex.; Vega 14-19. Elanz Expo.; Waynesboro, Pa. Eady 20 Big; (Fair) Pottsville, Pa.; (Fair) Doylestown, Pa., 14-19. Evangeline; Vinita, Okla.; (Fair) Bristow 14-18. F. & M. Am. Co.; Galeton, Pa. Fairway; Bigtimber, Conn., 9-12. Gilk, Wm.; (Fair) St. Paul, Neb. Georgia Attrs.; Olanza, S. C.; (Fair) Darlington 14-19. Gibbs, W. A.; Horton, Kan., 9-11; Humboldt 14-16; Oswego 17-19. Gilek, Wm.; (Fair) Timonium, Md. Gold Medal; (Fair) Elkhorn, Wis., 7-10; (Fair) Jefferson 11-13; (Fair) Kentland, Ind., 14-19. Golden Gate; Wheatland, Ind. Golden State; Pleasanton, Calif., 10-13; (Fair) Antioch 15-19. Gooding, F. E.; (Fair) Louisville, Ky., 14-19. Great Covey Island; Marksville, La. Great Olympic; Springfield, Ill. Great Superior; Paris, Tenn.; Parkin, Ark., 14-19. Great Sutton; Murphysboro, Ill. Greater American; Du Quoin, Ill. Greater Expo.; Le Roy, Ill. Greater United; (Fair) Chanute, Kan.; (Fair) Holdenville, Okla., 14-19. Greenland Expo.; Rocky Mount, Va. (See ROUTES on page 78)



HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates, 4 Doz. to Carton, Ass. Boxes. Cellophane Wrapped, 20% Deposit with Order. Balance O. O. D.

Send for FREE Illustrated Catalog.

Doz. \$1.20
Per Carton of Doz. \$4.80

DELIGHT SWEETS, Inc. 50 East 41th St., New York City.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND SHOWS, WHEELS, PLASTER, CORN GAMES, ETC.

Catalog with Low Prices

THE TIPP NOVELTY COMPANY
TIPECANOE CITY, OHIO

WANT SIDE SHOW ACTS

CAN USE any Act that is good. One good Act to feature. Class, Thunderbolt come on. Gril, Photo Gallery, Bowling Alley or any other Stock Show. Wheels all open. Visitation, 5 or 15 m.; Grind Shows of all kinds. One new major ride. Will book Merry-Go-Round after this week. Chairperson Foreman, salary guaranteed, and other useful help that can be sober. Sun Henson wants two Dancing Girls at once. Pet Shields answer. This show pays salary in cash, not meal tickets. No booze hounds wanted. Will take care of all who come on. Wire GEORGE A. BALDWIN or FRANK E. OIKERSON, Rocky Mount, Va., September 7-12.

MYSTERIDUS BLOMELL, Manager.

Greenland Expo. Shows

WANT for Rocky Mount, Va., Fair this week; Chase City, Va., next week, with 10 others to follow. Cookhouse that can open before 11 a.m., Photo Gallery, Bowling Alley or any other Stock Show. Wheels all open. Visitation, 5 or 15 m.; Grind Shows of all kinds. One new major ride. Will book Merry-Go-Round after this week. Chairperson Foreman, salary guaranteed, and other useful help that can be sober. Sun Henson wants two Dancing Girls at once. Pet Shields answer. This show pays salary in cash, not meal tickets. No booze hounds wanted. Will take care of all who come on. Wire GEORGE A. BALDWIN or FRANK E. OIKERSON, Rocky Mount, Va., September 7-12.

ATTENTION MANAGERS SOUTHERN FAIRS, HOTELS, INDOOR CIRCUS

Now Contracting

THE ORIGINAL WOLTERS TRIO

2 Men—1 Lady

America's Premier Novelty Gymnasts and Society Acrobats. Three distinct acts.

223 W. 115th St., Pullman 1288, Chicago, Ill.

RIDES WANTED SABINE PARISH FAIR

OCTOBER 20-24, MANY, LA. Twenty-Fifth Annual. Good Crops. Oil Field. Lumber.

BYRON P. BELISLE, Secy.-Mgr., Many, La.

ARENA FOR RENT

SEPTEMBER 19 to OCTOBER 20

Bicycle Racing, Miniature Auto Racing, Circus, Show, Carnival, etc.

Floor, 90'x215'; seating 5,000 to 8,000. Six car lines, two bus lines.

PLA-MOR

32d and Main, Kansas City, Mo.

COMPLETE CARNIVAL FOR SALE

Spillman Three-Abreast Carousel, No. 12 EE Wheel, both used five short seasons. Fun House, Monkey Drome, five Tops, Fronts, Banners, lead wire with switch blocks, Office Trailer and other items. Sell right for cash. Also two Chevrolet Trucks with large bodies. Write WILLIAM WOLF, Box 2726, Bloom and Lake sts., Minneapolis, Minn.

Eli Wheel Foreman WANTED

Must know how to set up, tear down. Take full charge. No booster of chaser. Long season South.

Address CHARLES DERARD, Astoria, L. I., N. Y. 2515 Newtown Ave.

THREE COUNTY FAIR NORTHAMPTON, MASS.

BIGGER and BETTER THAN EVER. Thursday, Friday, Saturday, Sunday, October 1, 2, 3, 4.

CHILDREN FREE ON THE FIRST DAY

Big Daredell Track Show on Saturday and Sunday. Write for Concession Space to JOSEPH W. KING, City Hall, Northampton, Mass.

WANTED 4 RIDES FREE CRANBERRY HARVEST FESTIVAL

SEPTEMBER 24 AND 25

Write H. W. WERPEL, Box 263, Wisconsin Rapids, Wisconsin.

**YOU'RE BUYING A GOLD BOND
WHEN YOU BUY REEL "21"
SAY MAX and HARRY HURVICH**
"The Gold Dust Twins"



**RUSH YOUR ORDER
TO US TODAY ON
OUR GOLD BOND
GUARANTEE**

\$23⁷⁵
TAX PAID
4-WAY-PLAY



BIRMINGHAM VENDING COMPANY
2117-3rd AVENUE NORTH • BIRMINGHAM, ALABAMA • PHONE - 3-2327

**THE BIGGEST DAY OF THE YEAR
FOR ALL PROGRESSIVE OPERATORS**

**WILL BE SEPT. 12TH
FROM 10:00 A. M. TILL CLOSING**

OPEN HOUSE at 1140 BROADWAY, N. Y.
3 Reasons WHY It Pays to Deal with Geo. Ponser Co., Inc.

- | | | |
|--|--|---|
| 1-BANK ROLL
Compare it with any other Bowling Game and you will see why it's the Best. | 2-ROLLA-BASE
For Pin Game Locations — A LEGAL game. Roll the balls yourself. | 3-IMMEDIATE DELIVERIES
Guaranteed from both Newark and New York warehouses. |
|--|--|---|

NOTE: BANK-ROLL COMES IN 3 CONVENIENT SIZES—13'8", 11'8", 10'8". NOT JUST PROMISES, BUT IMMEDIATE DELIVERY GUARANTEED FOR THE ENTIRE EAST!

**FREE - FREE - FREE
AT OUR PARTY ON SEPT. 12**

ONE ROLLA-BASE—Drawing will be made in afternoon. Every visitor gets a Free Ticket. Be sure to be present for a real, grand surprise!!!



GEORGE PONSER CO., INC.
GEORGE PONSER, PRESIDENT
HOME OFFICE: 11-15 EAST RUNYON ST., NEWARK, N.J. PHONE Bigelow 3-6272
N. Y. OFFICE: 1140 BROADWAY, NEW YORK CITY PHONE Ashland 4-3915
LESLIE G. ANDERSON, General Sales Mgr.

Betz Optimistic Over Biz

ST. LOUIS, Sept. 5.—William Betz, owner of the W. B. Specialty Company, this city, is looking forward to a big increase in sales. His optimism is particularly due to the big demand and sales at present of Turf Champs, Short Sox, High Tension and "21" Black Jack. Operators throughout Missouri and Southern Illinois are reporting big collections from these games, according to Betz. To convince operators in this section that the foregoing are real profit producers, Betz is taking their old equipment in trade, so that the boys can try out these new numbers on their locations.

CNE GAINING

(Continued from page 3)
stand was compelled to give two performances in the afternoon. It was the biggest single day's business up to that time since the peak day in 1928; 750,000 free tickets were distributed to children throughout the province.

Cold weather on Tuesday and rain Wednesday night marred the promised record attendance, but sales were high and exhibitors reported business better than in any previous year.

One of the highlights of the afternoon performance is Lucky Teter and his 11 Hell Drivers. Racing automobiles thru burning walls of wood and excelsior, somersaulting and turning over three and four times are some of the stunts. Frank Fritchard, Buffalo, picked off the \$2,500 prize in the professional men's five-mile swim; time, 2 hours 7 minutes and 9 seconds. Visitors were welcomed by planes sky writing and broadcasting greetings and announcing the day's program. The new band shell is a great success and music of Kneller Hall Players is being thoroughly enjoyed by thousands. Acoustics are incredibly good and lighting effects drawing praise.

Rudy Vallee and company of entertainers are packing them into the Grand Ballroom nightly and all seats were sold out for the first Thursday night broadcast. Vallee made the headlines, with plenty of pictures, this week thru a slight altercation with a bottle thrower,

but apologies have gone all around and the maestro is still a big favorite around town.

HOOSIER RIVERSIDE
(Continued from page 3)

Informed of the uncanny happenings and accompanied officers to the Haunted House in rear of the park, where a silent vigil was rewarded by low moans from the interior and a glimpse of green lights in the window.

The lights seemed to glow momentarily and then dim at intervals. None of the party ventured into the house at the time, the deputies declaring they had other duties and Manager Colter asserting he was expecting a long-distance telephone call at his office.

However, the ghost was "ald." An employee was passing the Haunted House, when out proudly marched Lizbeth, the park cat, who had been missing two weeks, followed by four tiny kittens. The strange shadows had been Lizbeth keeping a lookout over her brood as she prowled the roof, and the strange green lights had been Lizbeth's eyes. Deputies on the job at night are no longer giving the Haunted House a wide berth.

DIVORCES
(Continued from page 29)

motion picture operator, at Chicago September 3.
Pearl A. Krancer from Herbert Krancer, editor of Radio Guide, in Chicago August 28.

STATE FAIRS
(Continued from page 3)

Michigan, with special historical features, including dedication of the General Grant home on the grounds by his granddaughter.

Minnesota Totals Up

ST. PAUL, Sept. 7.—Royal American Shows' participation in Saturday's opening of Minnesota State Fair was considerably ahead of the opening last year. Carl Sedlmayr, general manager, estimated the increase would exceed 20 per cent. Opening crowds in the afternoon did not impede a capacity grand-

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stand attendance. State fair officials said the turnstiles had recorded an increase of 18 per cent over last year's opening.

George Golden, assistant concessions manager of Royal American Shows; Paula Nelson, wife of the midway chief electrician, and Wayman May, employee of Raynell's musical revue, are in hospitals. Golden is suffering from malignant malaria; he had three blood transfusions on Saturday and his condition is serious. Mrs. Nelson is suffering from peritonitis. May is in a hospital in Ironwood, Mich. He fell between flat cars on the show train, necessitating removal of his left arm.

Officials looked for a record-breaking attendance on Labor Day. Among early visitors of the midway were Mr. and Mrs. Crawford T. Blekford, of Central Florida Exposition, Orlando, and P. T. Strieder, general manager of Alabama State Fair, Birmingham, and Florida Fair, Tampa.

Hoosier Show Opens Big

INDIANAPOLIS, Sept. 7.—The 84th annual Indiana State Fair opened on Saturday, with appearance in front of the grand stand of President Roosevelt, who spoke briefly and with State and

national officials then retired to a downtown club to discuss the drought situation in the Middle West. Governor Paul V. McNutt, Indiana, spoke of Indiana State Fair as one of the evidences of recovery.

President Roosevelt said he would rather stay at the fair than to do anything else he could think of at the moment. He said one of the penalties of being President is that he wasn't able to view the State Fair.

Fair Manager James L. Beatty said that the opening marked a greater increase in attendance than at any previous one.

"We are trying to give the people of Indiana the very finest exposition money can buy. We're proud of every one of our features, they're all high-class and clean. Johnny J. Jones Exposition is presenting the most elaborate carnival it has been our pleasure to see. E. Lawrence Phillips, director, has assembled some of the greatest attractions on the midway. We're proud to have them at our fair," declared Manager Beatty.

The Indiana fair's all-time attendance record was set in 1935, when 310,989 paid admissions were recorded. Manager Beatty said more than 500,000 were expected this year.

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.



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We need 500 Used Payout Games at once. HIGHEST TRADE-IN ALLOWANCE IN THE NORTHWEST ON YOUR MACHINE FOR ANY NEW GAME PURCHASED FROM US. REPRESENTATIVE OF EVERY LEADING MANUFACTURER. Complete Parts and Service Department.

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BRUCE GREATER SHOWS

WANTS Foreman for new Loop-o-Plane, Tilt-a-Whirl and Whip. Must join at once. Must be sober. Experienced High on above Rides. Showman—Will finance you. WANT Working World Motor Drome and Acts for Circus Side Show. WANT Wagon Polar, Concessions, Popcorn, Novelties, Lead Gallery, Stock Wheels and Grind Stores, Trombone for Colored Band. We pay salaries on this Show. Long season South with Fair. Wire W. R. HARRIS, Manager, Springfield, Tenn., this week; Fair, Murfreesboro, Tenn., next week.

Pamco Saratoga Bids For Fall Patronage

CHICAGO, Sept. 5.—A new machine is coming off production lines at Pacific Amusement Manufacturing Company which promises to loom as one of gamedom's chief contenders during the busy fall-operating season now setting in.

Pamco Saratoga, the new number, is described as incorporating a bigger odds commutator with more spinning-odds animation for players. The payout layout is said to be in more perfect balance than any Pamco products which have served as forerunners to Saratoga.

Incidentally, Fred McClellan, Pacific president, promises jobbers and operators that Saratoga and Ballot carry the latest and best electro mechanical working parts ever found in any games. "The cabinets likewise are so fine in construction," says McClellan, "that one would believe them to be custom built."

Pacific, noted for originality in producing new principles and for its tendency toward making constant improvements, is said to be turning out operating equipment which today is recognized as second to none on the market.

ROUTES

(Continued from page 76)

- Cruberg's World's Expo. (Fair) Syracuse, N. Y.
- Hames, Bill: Paris, Tex.
- Hansen, Al G.: (Fair) Waukon, Ia., 8-11;
- (Fair) Audubon 14-18.
- Happy Days (Fair) Mt. Sterling, Ky.
- Happyland: (Fair) Algona, Mich.
- Harris Am. Co.: Philadelphia, Tenn.
- Henke Bros.: Iron River, Mich., 9-12.
- Hennies Bros.: Watertown, S. D.; (Fair) Huron 14-19.
- Hitch, L. J.: Central City, Ky.
- Hilderbrand's United: Baker, Ore.; (Fair) Burns 14-19.
- Hodge, Al G.: Dugger, Ind.; Brookston 14-19.
- Hughey Bros.: Morris, Ill., 9-12.
- Hurlock Bros. Am. Co.: Ripley, Md.
- Hurst: Honey Grove, Tex., 9-12.
- Intermountain: (Fair) Manti, Utah, 3-5;
- (Fair) Eureka 6-8.
- Joyland: Newaygo, Mich., 7; East Jordan 8-12; Hudsonville 14-18.
- Jones, Johnny J.: Expo.: (Fair) Indianapolis, Ind., 7-11.
- Kaus: (Fair) Ebensburg, Pa.
- Keystone: Oakland, Md.
- King's United: Villa Grove, Ill.
- Krause: (Fair) Murfreesboro, Tenn.; (Fair) Lebanon 14-19.
- Landes, J. L.: (Fair) Norton, Kan.; (Fair) Hays 14-19.
- Lang's, Dec: (Fair) Jackson, Mo.
- Lewis, Art: (Fair) Chatham, N. Y., 7-9; (Fair) Ponda 10-12; (Fair) Topfield, Mass., 14-18;
- (Fair) South Paris, Me., 17-19.
- Liberty National: Dover, Tenn.; (Fair) Freedom, Ia., 14-19.
- Liberty State: Plano, Tex.
- McGregor: Monroe, Mo., 10-12.
- M. E. Am. Co.: Flat River, Mo.
- McMahon: Omaha, Neb.; (Fair) Davis City 14-19.
- Malarkey, W. S.: (Fair) Brookfield, N. Y., 7-10; (Fair) Mansfield, Pa., 16-19.
- Marks: Mt. Airy, N. C.; Wilkesboro 14-19.
- Metropolitan: Blackshear, Ga.
- Midwest: (Fair) Bridgeport, Neb., 7-10; Stapleton 16-19.
- Miller Bros.: (Fair) Hendersonville, N. C.; (Fair) High Point 14-19.
- Mine: Modoc, Peckville, Pa.; McClure 14-19.
- Mohawk Valley: (Fair) Portsmouth, Va.
- Naill, C. W.: Rayville, La.; Winooski 14-19.
- Northwest United: Fremont, Ia.
- Page, J. J.: (Fair) La Follette, Tenn.; (Fair) Oneida 14-19.
- Parmeries: Chillicothe, Mo.
- Pearson: Olney, Ill.
- Peerless Expo.: Parsons, W. Va.
- Pollie & Lato: (Fair) Flint, Mich., 9-12;
- (Fair) Wyandotte 14-19.
- Poole & Brewer: Pecos, Tex., 7-15.
- Regal United: Leachville, Ark., 7-14.
- Rogers Greater: Petersburg, Tenn., 7-9.
- Rogers & Powell: Harrisburg, Ark.; Lake City 14-19.
- Royal American: (Fair) St. Paul, Minn.
- Royal Amuse. Co.: McGehee, Ark., 7-10;
- (Fair) Sardin, Miss., 14-19.
- Royal Palm: (Fair) Tusculumbia, Ala.
- Rubin & Cherry Expo.: (Exhn.) Toronto, Ont., Can.
- Rheesley: Charleston, W. Va.
- Shugart: Mumford, Tex.; Cameron 14-17.
- Silver State: (Fair) Hugo, Colo.
- Sixco's Florida Attrs.: Morven, Ga.
- St. J. Harry: (Fair) Russellville, Ky.
- Smith's Greater Atlantic: (Fair) Martinsville, Va.; (Fair) Erie, W. Va., 14-19.
- Snap: Greater: Atlanta, Ill., 10-12; Danville 14-19.
- Sol's Liberty: (Fair) Marshfield, Wis., 7-10;
- (Fair) Beaver Dam 11-13.
- Sprucer, C. L.: Ethingam, Ill.
- Estate Fair: Newton Kan., Wellington 14-17.
- Strates Shows Corp.: (Fair) Dunkirk, N. Y.; (Fair) Bath 14-19.
- Tidwell: Stillwater, Okla.
- Tilley: Lexington, Ill., 9-12; (Fair) Aledo 14-19.
- United Shows of America: (Fair) Detroit, Mich.
- Valley: (Fair) Hallettsville, Tex.; (Fair) Flaton 14-19.
- Wade, R. H.: Hubbard, O., 10-13; (Fair) Lis-
- Wallace Bros.: Fulton, Ky.
- Ward, John R.: (Fair) Jerseyville, Ill.
- Weer, Mabel R.: (Fair) Wauseon, O., 7-11;
- (Fair) Montpelier 15-19.
- West Bros. Am. Co.: (Fair) Port Dodge, Ia., 7-10; (Fair) Rockport, Mo., 14-19.
- West Coast: Lynden, Wash., 2-12.

SEASON HITS

FOR TO-DAY EXHIBIT'S

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A NEW NOVELTY SENSATION

Put NEW LIFE on locations. 5 Balls to shoot. Full of new skill features — large cabinet 44"x22". **59.50**

AND

"OLD AGE PENSION"

A NEW COUNTER GAME WITH ODDS 50 TO 1 — and \$5.00 Daily Bank. It's the best money maker for the counter offered today. **12.50**

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JELLOETTS



Solid packed, and each piece individually wrapped. This Flashy Package well worth the money. A Wonderful Summer Number that will stand up in all weather. Box makes a handy Bowling Basket when emptied. **\$1.75 Doz.** Packed 3 Oz. to a Carton.

\$5.25 Per Carton
Send for Free Illustrated Catalog. 25% Deposit with All Orders.
MARVEL CANDY CO., Inc.
101 WOOSTER ST., NEW YORK

WANTED

For Darlington County Colored Fair, Darlington, S. C., September 14-19 and balance of season. Merry-go-round, Shows of all kinds, low 2 C. Legitimate Concessions of all kinds. Place sound car with Concessions. Out till Thanksgiving. GEORGIA ATTRACTIONS, Olania, S. C. This week.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

- West Coast Am. Co.: North Bend, Ore.; Lodi Calif., 16-20.
- West, W. E. Motorized: (Fair) Smith Center, Kan.; (Fair) Washington 14-18.
- Western State: Dodge City, Kan.
- West's World's Wonder: (Fair) Covington, Va.; Galax 14-19.
- Weydt: (Fair) Black River Falls, Wis., 11-12.
- Wilson Am. Co.: Avon, Ill., 9-12.
- Work, R. L.: Vivian, W. Va.
- World of Birth: Rutland, Vt.
- Yellowstone: (Fair) Sidney, Mont., 7-9; (Fair) Miles City 10-12; (Fair) Forsyth 14-16; (Fair) Baker 17-19.
- Zimdars Greater: (Fair) Menville, Ia.; (Fair) Poplar Bluff, Mo., 14-18.

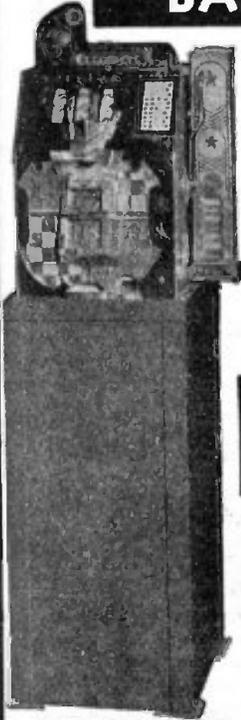
CIRCUS AND WILD WEST

- Barnes, Al G.: Frederick, Okla., 8; Quasda, Tex., 9; Plainview 10; Snyder 11; San Angelo 12; Lubbock 14; Harford 15; Clovis, N. M., 16; Roswell 17; Carlisbad 18.
- Barney Bros.: Grass Valley, Calif., 8; Gridley 9; Willows 10; Lower Lake 11; Lakesport 12; Cole Bros.-Clyde Beatty: San Mateo, Calif., 8; Palo Alto 9; Vallejo 10; Santa Rosa 11; Merced 12; Fresno 17.
- Cooper Bros.: Redditt, Ont., Can., 8; Hudson 9; Sioux Lookout 10; Hornepayne 11; Sudbury 12; Gogama 14; Capreol 15; Sudbury 16; Perry Sound 17; Orillia 18.
- Gastineville Community: (Fair) Paris, Tex., 8-12; Bonham 15-17.
- Mix, Tom: Harrisburg, Pa., 8; Hanover 8; Frederick, Md., 10; Charlottesville, Va., 11; Farmville 12; Raleigh, N. C., 14.
- Polk Bros.: Billings, Mont., 14-19.
- Ringling Bros. and Barnum & Bailey: Wichita Kan., 8; Concordia 9; Emporia 10; Wichita 11; Great Bend 12; Denver, Colo., 14-15; Colorado Springs 16; Pueblo 17; Garden City, Kan., 18.

(See ROUTES on opposite page)

PROFITS for OPERATORS

BARGAINS IN USED MACHINES



5c MYSTERY VENDER ON MILLS NEW SAFE STAND



MILLS 2 FOR 5c BELL



MILLS MYSTERY GOLDEN VENDER

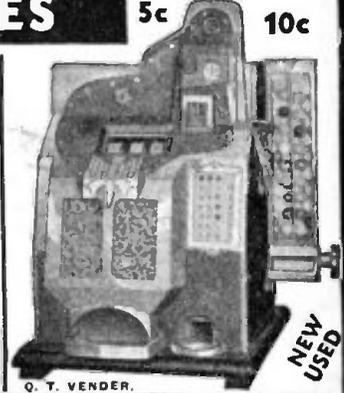


MILLS EXTRAORDINARY VENDER



MILLS REGULAR BELL

5c
10c
25c
50c
Play



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NEW MACHINES

at Factory Prices

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THE VENDING MACHINE CO.
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OPERATORS' SUPPLIES
We carry in stock all kinds of operators' supplies and repair parts for all types of machines. Send us your orders for Collection Books, Reel Strips, Regulators, No-Pay Check Attachments, Clocks, Reels, Locks, Springs or for anything you need about a machine.

Ash Returns to Syracuse To Plug Genco Bank-Roll

SYRACUSE, N. Y., Sept. 5.—Operators in the vicinity of Syracuse have received Joe Ash and his story on Genco's Bank-Roll so enthusiastically that they have wired Andy Anderson, general sales manager of the George Ponsler Company, Inc., insisting that Joe be made to return to Syracuse next week. Accordingly, Joe, who has been working Northern and Central New York State, has agreed to return to the Hotel Syracuse here to remain for most of the coming week. He will return to New York in time for the grand opening of the new Ponsler sales offices next Saturday.

ROUTES

(Continued from opposite page)
Sader, Harley: Bryan, Tex., 8; Hearn 9; Taylor 10; Rosebud 11; Belton 12; Tiger Bill: Newport, Ind., 8; Montezuma 9; Dana 10.

Additional Routes

(Received too late for classification)
Almond, Jethro, Show: Laurel Hill, N. C., 7-12;
Blue Streak, Three: (Fair) Dayton, O., 7-12; (Fair) Bellefontaine 14-19;
Barris Road Show: Pine River, Minn., 7-12;
Levant Show: Hartlett, Mich., 7-12;
Miller, Al H., Show: Pearson, Ga., 7-12;
Rayallos Concert Co.: Sturgis, Mich., 7-12;
Rappel Show: Partlow, Va., 7-12;
Sharpsteen Show: Coldwater, Mich., 7-12.

Capital Beach Dealt \$50,000 Wind Damage

LINCOLN, Neb., Sept. 7.—A wind-storm last night hit Capital Beach, completely demolishing the Roller Coaster and Ferris Wheel. No one was injured. The Roller Coaster is owned by Fred Pierce and had not been used during this season. Damage is estimated at about \$50,000. Ferris Wheel repairs will cost \$1,000. Capital Beach has been practically ruined by two destructive forces this summer, one being the \$20,000 fire in June and the present wind damage. Beach will close for the season immediately and start repairs for next season, according to Hoyt Hawke, manager.

Greater Exposition Shows

Gary, Ind. Week ended August 14. Auspices, Democratic Club. Location, 36th and Broadway. Weather, chilly evenings and rain. Business, fair.
After a lapse of one week returned to Gary. Claud McDonald replaced by Don Kay at the Hawaiian Nights Revue. Sam Benjamin replaced Charles Carpenter as special agent. All equipment repainted. Margaret Maddox gone to Florida to school. Pete Madison framing new show to take place of his Artists Models. Walter Jap, of wax show fame, has a new car. Mrs. John Francis and Mrs. J. Crawford Francis make semi-weekly trips to Chicago. Mrs. John Francis enlarging corn game. New combination loud-speaker and billboard car being used by the advance. Larry Hall, of Milwaukee, who has the exclusive eating and drinking privileges on the show, recasting all properties white enamel. The parking space brilliantly illuminated with a new battery of powerful floodlights. Parking crew uniformed in white coats and blue caps. Lola Thomas' Colored Retue now featuring hot seven-piece orchestra with talented Brewster swinging the baton. Mr. and Mrs. John Francis celebrated their 37th wedding anniversary and were recipients of many tokens of esteem from members of the organization. Peggy Smith and Francis Perkins holding down main gate ticket boxes. Ethel Garland and Mile Florence giving interesting talks on physical culture over the radio.
JACK HOWARD.

L. J. Heth Shows

Fairfield, Ill. Week ended August 29. Auspices, Wayne County Fair Association. Weather, hot and dry.
This was show's first free fair. Started slow, practically nothing until Thursday and then things happened. This town of less than 4,000 inhabitants staged a fair that produced crowds, starting Thursday night, estimated at 8,000 and in excess of 11,000 on closing night. Rides and shows did a nice business. Concessions did not do so well. Charles Miller's Bingo game topped the midway. This is the second consecutive year the Heth Shows have played this fair, this year's business being about 50 per cent better than last year.
AL KUNZ JR.

RALEIGH LEGION FALL FESTIVAL

RALEIGH, N. C., WEEK SEPTEMBER 14 TO 19.
CAN PLACE Promoters for North Carolina Fairs. WANT Talkers and Grinders for Shows, also Half-and-Half and Dromc Riders. CAN PLACE Concessions of all kinds. No exclusives except Cook House and Corn Game. Show stays open until Armistice Day.
All mail and wires
DENNERT & KNEPP SHOWS
MARSHALL, VA., THIS WEEK.

One Dead, Stalls Go Up In Flemington, N. J., Fire

FLEMINGTON, N. J., Sept. 5.—Louis Kirkley, 43, Wilmington (Del.) hostler, died of burns received in a fire at the Flemington Fair Wednesday evening which destroyed most of the stalls. A pacer owned by W. E. Miller, of Washington, which was entered in the free-for-all handicap and valued at \$3,000, perished in the blaze.
Major E. B. Allen, general manager, placed the damage in the neighborhood of \$7,500, but other estimates ran as high as \$10,000.

Tampa Building Progresses

TAMPA, Sept. 5.—For the 22d annual Florida Fair and Gasparilla Carnival more exhibit space has been reserved than ever before at this time of year, and inquiries are pouring in from all over. Work is rapidly progressing on the new Administration Building and the new Education Hall, under direction of the WPA. All frame buildings have been torn down and, with completion of the buildings under construction, the entire fair organization will be housed in concrete and steel. Administration Building, to be completed well in advance of fair opening, will include, in addition to executive offices, spacious lounge and women's restroom, showers and restrooms for men. General Manager P. T. Strieder, in Birmingham working on Alabama State Fair, is expected to return to Tampa duties about October 15.

A 2-Door 1936 8-Cyl. Chevrolet Will Be Given Away.	Shows, Concessions Wanted For Richland County Fair Day and Night, Sept. 16-17-18-19, MANSFIELD, O. Will Sell Exclusive on Novelty, Guess- Weight Scales, Shoot- ing Gallery. Write Walter W. Shafer, Sec'y., Lexington, G.	A 2-Door 1936 Ford V8. Number of Other Prizes Will Be Given Away.
---	---	---

WHITFIELD COUNTY FAIR

DALTON, GA., SEPTEMBER 14 TO 19
BARFIELD'S COSMOPOLITAN SHOWS
WANT for this and other fairs any Shows and Rides not conflicting. Also Legitimate Grand Stock Concessions. WANT experienced Man for Ferris Wheel. Also one for Whip. Will furnish complete Side-Show outfit in capable manager. Address Rosville, Ga., this week; Dalton, Ga., next.

3000 BIG BARGAINS

AT WHOLESALE PRICES.
Hundreds of items from many parts of the world are shown in Spors Catalog, 184 pages chock full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—and for it Today.
SPORS CO.,
9-36 Erie St.,
La Center, Minn.

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

ALSO MADE FOR
2-BALL PLAY

OPERATORS DISTRIBUTORS JOBBERS

IT'S PARAGON

For Bigger Profits

CHECK THESE QUALITY FEATURES

POWER AND LIGHTS
Equipped with a Stancor Univerter-special two 20-amp junction rectifier unit, maintaining uniform power flow under all operating conditions. Light bulbs are genuine American Mazda's giving brilliant lasting lights.

SELECTOR CONTROL: A new idea in dial type selector control right down in front of player—the ideal arrangement for color or number selections. The dependable A. B. T. chute and this selector control avoid any possibility of coin head assembly trouble. It just can't happen.

COIN HANDLING EQUIPMENT: A. B. T. latest, single action, multiple play, slug and fast-plug proof, check-separator coin chute. Western Equipment solenoid payout unit, giving fast, positive payouts.

PRODUCTION: Now in production. Simplicity of construction provides for quick assembly and immediate delivery in whatever quantities you may require. All parts interchangeable—this feature alone eliminates any possibility of repair troubles and delays.

CABINET AND FINISH: Genuine kiln dried lumber, sturdy cabinet. Natural wood finish. Beautifully designed aluminum castings for light panels and selector unit. The beauty of these high-polish castings on panel and decorative scheme sets a new standard of appearance for games.

PLAY FEATURES: The most popular playing idea, now being widely copied, recognized as the greatest money making appeal yet used in a game. Lights are in front of player at the point of play. Gives fast alluring play—no guessing, no confusion.

THE GREATEST VALUE
EVER OFFERED ANYWHERE

\$89.50
Net FOB Chicago—Tax Paid
Fully Equipped
No Extras to Buy



ALL AMERICAN GAMES CORP. 867 N. Sangamon
CHICAGO, ILL.

TELEPHONE HAYMARKET 5249

GET THE BEST!
SUNKEN TREASURE
The Original Coin Operated Glass Jar Counter Game!
IT'S A
SKILL GAME
Legal Everywhere
LOTS OF 6 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. Cigarette Payout Cards Furnished.
STANDARD NOVELTY CO.
MANUFACTURER
N. W. Cor. Elm & 2nd Sts., CINCINNATI, O.

FOR SALE
Merchantmen Diggers, 1934 Flip Chute, \$ 50.00
Merchantmen Diggers, Converted Roll Front 65.00
Merchantmen Diggers, Factory Roll Front, 85.00
Microscope Diggers, 1934 Roll Front, 80.00
Microscope Diggers, 1935 Roll Front, 100.00
Electro-Moist Diggers, 1935 75.00
TERMS: Twenty-five (\$25.00) Dollars deposit per Machine to accompany order, balance C. O. D.
Reference: Chase National Bank, New York City.
DRESSLER & PLISSNER, Inc.
175 Fifth Avenue, New York City.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

Senor Gerber, Mexicano!

CHICAGO, Sept. 8.—On a recent trip into Mexico, accompanied by Charles Nathanson, of the Los Angeles Games Company, and Kenneth Wolf, one of San Diego's leading operators, Paul Gerber, of Gerber & Glass, enjoyed himself immensely. Mexican dancing senioritas cast loving eyes at the handsome American, as each click of their castanets carried Paul into the land of romance. Nights, and we might add days, were a repetition of senioritas, wine and song. Paul was having the time of his life.

All good things must come to an end, however. Here's the sad, sad story. On their way back to California tourists are required to pass the customs inspection at Tijuana. Charlie Nathanson and Ken Wolf were readily passed thru, but poor Paul! The Mexican sentinels claimed him as one of their own. Sitting in the customs department bewildered and desperate, there was nothing that Paul could do. Amid wild Mexican gesticulations and guttural Mexican utterances Paul sat there and wondered when the firing squad would arrive to court-martial him for betraying his native Mexico. Folks, this went on for hours. Every time Paul would protest his detention the officials would ask for his citizenship papers and records, but Paul didn't have them with him. Finally outside aid was secured and Paul was allowed to set foot on American soil.

When you meet Paul Gerber, if his pockets seem to be bulging you will know that he is carrying his birth certificate, his grammar school diploma, his bar mitzvah certificate, his marriage license, his citizenship papers and records and all of his unpaid bills.

REVIEWS

(Continued from page 17)
whirlwind tumblers and acrobats, and Lucienne and Ashour, strenuous comedy apache dancers—all make successes. Show is scheduled to run over Christmas and will undoubtedly make money.
The Three Nonchalants, American

hokum comedians with a dash of straight acrobatics, make their vaude debut at the Holborn Empire, where they chalk up a show-stop. They have a great routine full of many an original bit and they are destined to prove a sock hit both in England and on the Continent. "The Street Singer" returns to head this bill and does well. One of the outstanding successes is registered by Jean Carroll and Buddy Howe, who wow them with their novel and effervescent comedy. Act is good for a succession of calls and bows and must be rated among the major hits of recent importations. Further American talent at the Holborn comes from Radcliffe and Rogers, colored comedians, and Lee Donn, syncopated pianist.

Offering more new and entrancing numbers, Molly Fison headlines and again show-stops at Finsbury Park Empire, where she continues her triumphant tour of England. Billy (Popeye) Costello is a hit in the same lineup.

Two new openings are De Wolfe, Mitchell and Ford, whose brilliant comedy dancing wows them at the Trocadero Cinema, and Bell Brothers and Carmen, versatile musical and dancing novelty, hitting at Manchester Hippodrome.

Berlin Bills

(Month of September)

Wintergarten offers an all-girl bill for the month of September, the stage crew, pit orchestra, etc., being femmes. Everything succeeds and the "Adams Eden" is conducted without a single hitch. Two American acts are featured, The Manganen Girls are standard in Europe and have played every spot of note during the last four years with consistent success. Here, as at other spots, their slick acro-dancing, whether solo or in team work, registers solidly and their corking routine is punctuated by enthusiastic applause. Dolly Arden is a big hit with her appealing acro-dance into which she interpolates some remarkable contortion feats. An excellent number is contributed by the Six Resua Girls, the last word in smart skatorial feats. Turn is a corker by reason of swell tricks and dandy costuming. Jonny Lang's Musical Maids are a tuneful

aggregation with splendid arrangements and perform to great effect on stage and in the pit. Others making *Die Frau am Variete* (Women in Variety) first-rate entertainment are the Ballet Victoria; Mariora, juggler; Seven Maravillas, acrobats and dancers; Maguy, singer; Herzogs, trapeze and rope act; Else Elster, comedienne, and Wan Schin Hay, wire-walking novelty.

Scala is back to straight vaude for the current month with a lineup holding plenty of talent. An outstanding hit is registered by the Biltmorettes, three blond bombshells, American girl acrobats, tumblers and dancers, who are easy to look at. Kids are amazing and tie the show into knots. Their finale in which they do a succession of brilliant and novel tumbling tricks in and out of a skipping rope completely stops the show. Con Colleano is back again to thrill with precarious feats on the wire including the hazardous forward somersault that is the acme of daring. It's sensationally received by the athletic-minded outfronters. Bob Ripa is another pop repeat with his slick juggling routine devoid of misses and containing many new and difficult tricks. Teatro De Piccoli, the Italian Marionette Theater, is a successful feature and one that shows the great lengths to which puppet manipulation can be carried. Renita Kramer, whose effective "boy-girl" dance was seen at the French Casino, New York; Seven Aus Tokay, whirlwind dancers and acrobats colorfully dressed in their native Hungarian costumes; Two Serenos, equilibristas, and Chandra Kall, with an interesting and entertaining number, are other bright contributions to a program that runs smoothly.

Director Eduard Dulberg reports that last month's business reached a record high for the Scala.

LOOK
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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

THE GEM OF THE COIN MACHINE INDUSTRY

THE ONLY MACHINE ON WHICH THE ENTIRE COIN MACHINE INDUSTRY HAS AGREED TO—ITS SUPERIOR MONEY-EARNING POWER—ITS MECHANICAL PERFECTION—ITS MODERNISTIC BEAUTY AND ITS SENSATIONAL, TRUE REPRODUCTION OF THE "21" GAME—PLAYED "ACCORDING TO HOYLE!"

TAX PAID \$ **23⁷⁵** 4-WAY PLAY
1c. 5c. 10c. 25c.

"What Sterling means on Silver—
Daval means on Counter Games."

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DAVAL MFG CO
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CHICAGO

ORDER NOW

Saker and Hoffman Visit Gerber & Glass

CHICAGO, Sept. 5.—Joseph Saker and Harold Hoffman, of the Atlantic Novelty Company, Warren, O., spent many profitable hours this week inspecting the large stock of automatic equipment displayed in the showrooms of Gerber & Glass. The two veterans of the automatic industry were especially interested in Reel "21." Daval's counter game. To date Gerber & Glass have sold more than 18,000 Reel "21s" with the remarkable record of not having one machine returned to them in view of their liberal seven-day free trial offer.

According to Max Glass, never in the history of the business has a more spectacular offer been made to the operators. He pointed out that in addition to the seven-day free trial which his firm offers on every machine shipped the Daval Manufacturing Company backs up the machine with an unconditional guarantee as to mechanical perfection. The 18 States which Gerber & Glass represent for the Daval company have flooded them with orders and reorders for the machine.

Gerber states that the most remarkable thing about the sale of Reel "21" is that it enjoys such tremendous popularity in all territories. He claims that usually a game will go especially good in one territory and just do a fair job in others. He attributed the popularity of Reel "21" to the fact that the Daval company has included in this counter game features that captivate and hold the player's interest.

Saker and Hoffman state that the many operators who have bought Reel "21s" from the Atlantic Novelty Company had their original investment returned to them in less than three and one-half days on an average.

WPA PROJECTS

(Continued from page 4)

the Play Bureau of the Federal Theater Project, claiming only home relief recipients can get on the play bureau pay roll. The union is urging adding 60

dramatists to the creative personnel and a corresponding increase of \$6,000 a month in the project appropriation, or a total increase of \$18,000 above the three-month allotment of \$3,986,000 for July, August and September.

SYRACUSE, Sept. 5.—Lester Al Smith, of New York City, 46 new director of Civic Theater, replacing John F. Wright, who goes into the financial department of the project.

Aima Montagus is now director of publicity for the project. Edward R. Davidson is new managing director of the CCC show activities, being shifted from post of assistant district supervisor of the theater project.

Grace Hayward is directing rehearsals of her own play, *Murder in the CCG Camp*.

BRIDGEPORT, Sept. 5.—Previous announcements that the Bridgeport Civic Repertory Theater (the Park) would be closed for two weeks in preparation for the world premiere of *Cellini* have been canceled. Instead, the Hartford Civic Repertory Players (a Federal Theater unit) will open Wednesday for a two-week run of *Tons of Money*.

BOSTON, Sept. 5.—Germantown is making its bid as a New England dance center. Not only are children and young folk tripping the light fantastic, but the district has its class of dancing mothers, sponsored by the Adult Recreation Project and the Germantown Planning Committee of the WPA.

It is only two months since the group was organized by Philip C. Burr, chairman, and the committee members, with the supervision of Miss Blanche Narracont.

Chalk Dust opened at the Repertory Theater Saturday, marking the initial popular-price WPA play here. Prices are 25, 35 and 55 cents.

A pantomime version of the opera *Carmen* was a feature of the Brighton-Allston Traveling Theater Night recently at the Stanley-Ringer Play-ground, near Union Square, Allston. The pantomime was written by Sally Schwartz, director of the Brighton-Allston Community Theater, and was presented by members of that group.

DAVAL'S REEL "21" MUST BRING BACK YOUR MONEY IN 14 DAYS OR WE WILL REFUND YOUR FULL PURCHASE PRICE! RUSH YOUR ORDER ON THIS EXCEPTIONAL OFFER INSTANTLY!



\$23⁷⁵
TAX PAID

4-WAY PLAY 1c. 5c. 10c. 25c.

ROYAL DISTRIBUTORS, INC.

1125 Broad Street,
NEWARK, N. J.
Tel. 1 B1gelow 3-3508.

Richard Cosby's Boston Concert Orchestra, a unit of the Federal Music Project, provided the musical background. The presentation was sponsored by the Adult Recreation Project.

NEW ORLEANS, Sept. 5.—Bernard Szold, director of the Le Petit Theater du Vieux Carre, has resigned as State director of the WPA theatrical project.

The project is in the market for a large playhouse, having outgrown its present quarters at Little Theater Center. State Administrator Crutcher announced today.

SYRACUSE, Sept. 5.—Switches in the local Federal Theater company brought three new faces to the cast last week. They are Roy Elkin, Rupert Clark and Roland Francis. Leaving the company were Gene Weber, Paul Mattley, Arthur Roberts, Margaret Knight and Ruth Layton.

CINCINNATI, Sept. 5.—Mrs. Hallie Flanagan, national director of the Federal Theater projects, on a tour of inspection in the Middle West, was in

town for a few hours Thursday afternoon. With her arrival here came the announcement that the Cincinnati theater and music projects will present *H. M. S. Pinafore* on Burnet Woods lake for two weeks, beginning September 13. The report that Emery Auditorium has been engaged by the projects as a home for activities was confirmed this week.

WORCESTER, Mass., Sept. 6.—William Haddon, director of the Federal Music Project, indicates that efforts are being made to bring grand opera to Worcester. Under the plan prices will be 75, 50 and 25 cents.

LOS ANGELES, Sept. 5.—Reports that Gilmore Brown, California State director of the Federal Theater Project, had been ousted were denied today by George Gerwing, acting State director, who explained that Brown was on a two-month leave of absence to study theater development in Europe. Brown has appointed Thomas Browne Henry as his representative during his stay abroad.

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 Art Journal Line

STONER CORPORATION

Aurora, Illinois

BIG MONEY MAKERS!

SHORT SOX \$49.50 **TURF CHAMPS TICKET MODEL \$137.50**

RECOGNITIONED DIGGER

3—1933 Microscope Cabinet, Ea. \$40.00
20—1934 Model Electro Hoists, Ea. 40.00
10—1935 Roll Front Electro Hoists, Ea., 70.00
Remit 1/3 Opposit. Balance C. O. O.

D. ROBBINS & CO. 1141 1/2 BROADWAY, BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items.

Steady Money Maker

Babe's Four Boys Enter Bordentown Military Acad.

NEW YORK, Sept. 5.—While it isn't often that the coin-machine people bring their home life into their business relations, Babe Kaufman's one ambition in life is to give her four sons the best there is to be had. Everyone in the coin-machine business knows that Babe is fully capable of handling her business as well as anyone, but she takes particular pride in the upbringing and education of her boys.

Beginning September 14, Babe's four sons—Bill, 14; Norman, 11; Stuart, 8, and Bruce, 7—all enter Bordentown Military Academy, Bordentown, N. J. This is an exclusive private military academy and Babe hopes that her boys will as-

similate the expert teachings of the school.

Rolla-Base Gets Reception

NEW YORK, Sept. 5.—Rolla-Base, new Genco baseball game in which the players roll the ball themselves, is being displayed on the floor of the George Ponser Company both in New York and Newark. With the current trend towards games by which the players can handle the balls, Rolla-Base is receiving a good deal of attention here in the East, as it can be placed in locations of limited space. Andy Anderson, of the Ponser firm, states that the leading jobbers in the East have the game displayed in their showrooms and that his company has been receiving reorders from these jobbers.



HEADLINER

The Most Attractive, Beautiful and Most Profitable Board Ever Made.
1,000 Holes Takes in \$47.50, Pays Out, \$20.50; Profit, \$27.50. Price \$1.89, Plus 10% Tax, with 3 Counterfeit-Proof Nos.

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.
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22 West 23d Street, NEW YORK, N. Y.
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OPERATORS—Make year 'round Profits with BAR-BOY

It's a brand-new fast action four real game for Taverns and Bars. Gets the Best Spots. Make barrels of money all year round.

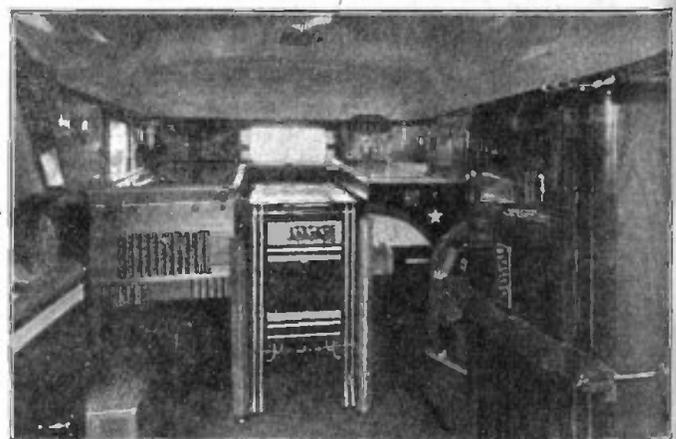
Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider, Beautiful, all-metal cabinet in dark maroon.

PRICED AT ONLY **\$14.95** F. O. B. CHICAGO

7-Day Trial Offer

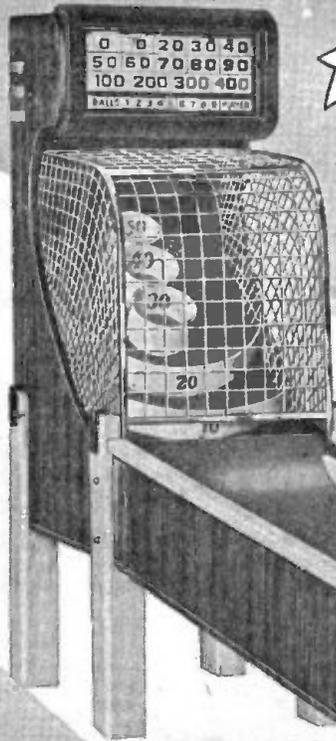
GARDEN CITY NOVELTY MFG. CO. 4347 E. RAVENSWOOD AVE. CHICAGO, ILL.



INTERIOR VIEW OF THE NEW TRAVELING DISPLAY ROOM recently inaugurated by the LaBeau Novelty Sales Company, St. Paul, Rock-Ola distributor for the Northwest. Mounted in a handsome trailer, the traveling display room is creating much favorable comment in the Northwest territory. It is used to bring the new Rock-Ola games directly to the jobbers' and operators' doors.

✓
Check
these
features

- ✓ Balls Played, Registered In Lights.
- ✓ Scoring Registered in Moving Lights.
- ✓ If More Than Nine Balls Are Played All Lights Are Automatically Out.
- ✓ Scoreboard Is Forward for Better Visibility.
- ✓ A Separate Counter Records Payouts.
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- ✓ Visible Coin Slot. Silent Play. Sound Effects.



WHERE CROWDS GATHER YOU WILL SEE...

Genco's BANK ROLL

America's Most Sensational
Money Maker BECAUSE
NO OTHER GAME HAS
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PROMPT DELIVERY ASSURED

A BRAND
NEW IDEA
Made to
Your order
10 ft. 8 in.
11 ft. 8 in.
12 ft. 8 in.
13 ft. 8 in.



SHREWD OPERATORS readily recognize an investment of permanence, affording a highly lucrative yield. EVANS' ROULETTE provides realistic roulette, completely automatic. An impressive super-attraction for select locations. Investigate today!

At Your Jobber or
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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, \$2.40 EACH, Plus Tax.

HARLICH MFG. CO. 1417 W. JACKSON BLVD.
CHICAGO, ILLINOIS

Giddap! Napoleon....

You don't drive a horse and buggy any more — because progress has provided a much superior substitute — an automobile. Progress has also provided a superior substitute for batteries — **ELECTROPAKS** . . . on sale at all jobbers!

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New York Office: 152 W. 32nd St. Chicago Office: 628 W. Jackson Blvd.

Royal Distributors Selling New Northwestern Venders

NEWARK, N. J., Sept. 5.—Dave Stern, of Royal Distributors, informs *The Billboard* that the demand for the new Northwestern De Luxe and Tri-Selector merchandise machine is exceptionally fine and they are proving to be one of the best moving merchandise machines that he has ever handled. Dave says: "Operators are clamoring continually for

deliveries of the new Northwestern Vender and I find it difficult to keep up my deliveries with the orders I am taking. This speaks well for the machine, as the operators certainly must find some merit to the new Northwestern merchandise machine."
The de luxe single compartment of the machine is for both penny and nickel play and the manufacturers claim it is sanitary and rustproof. Dave claims the feature of the machine is that it is entirely slug-proof.

**BARGAIN
SPOT**
MULTIPLE
\$79.00

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	PAYOUTS
Palooka, Sr. (8 Slots) \$92.00	Put 'N' Take \$13.00
Hilcock 59.00	Plus & Minus 13.00
Bally Derby 55.00	PIN GAMES.
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Big Five, Sr. 33.00	Crisis Cross Lite 6.50
Mammoth 33.00	Chicago Express 6.00
Big Five, Jr. 25.00	Reckless "24" 6.00
Acad 22.80	Kings 6.00
Gold Rush 18.00	Beam Lite 5.00
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Earn Greater Profits Than Ever with These Famous BALLY Hits!

BLUE BIRD

1-SHOT PLAY . . . CHANGING ODDS and EXTRA DIVIDEND LIGHTS making EVERY POCKET a possible 70-to-1 WINNER. MYSTERY AWARDS . . . FREE PLAY . . . EXTRA GOLD AWARDS . . . all make BLUE BIRD unbeatable for steady REPEAT PLAY and consistently strong collections. BLUE BIRD'S EXTRA DIVIDENDS for the player mean EXTRA PROFITS to you!

PAYOUT MODEL . . \$129.50

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F. O. B. CHICAGO

ELECTRO-PAK EQUIPPED. No extra Charge for Check Separator.



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RAY'S TRACK

The only race game with the exclusive DAILY DOUBLES FEATURE! Simple, smooth-running, trouble-proof mechanism throughout. Race game operators everywhere acclaim RAY'S TRACK as the outstanding race game on the market today! Sensational collections PROVE it! Beautiful walnut cabinet and super-quiet performance make it highly desirable on all locations! Start collecting RAY'S TRACK'S big earnings at once!

Write, Wire or Phone for prices and circular on RAY'S TRACK.

LIGHTS OUT

8-BALL PLAY, NON-PAYOUT game. Played exactly like the popular new "shut-out" dice craze. Fastest non-payout game on market, as winner can score by shooting only 4 balls! Earning more than many 10-ball payouts! Pep up non-payout spots with LIGHTS OUT—"the proof of the piddin' is in the cash box"!



44 in. by 22 in.

\$54.50

Ready to plug into any A. C. outlet.

IMMEDIATE DELIVERY ON ALL BALLY GAMES

ONE THIRD DEPOSIT WITH ORDER-ALL PRICES F. O. B. CHICAGO

BALLY-ROLL \$259.50

Bally's great bow-a-ball game

CHALLENGER . . . \$137.50

1-Shot payout, multiple coin chute

ROUND-UP \$99.50

Ticket Model . . \$109.50

BALLY BABY \$17.50

Three games in one

RELIANCE

PAYOUT DICE GAME

QUARTER MODEL . . . \$124.50

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IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

MILLS TYCOON, Batt. . . . \$49.50
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MILLS TYCOON, New Front Batt. . . 64.50
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PAMCO PALOOKA . . . 99.50
DAILY RACES . . . 59.50
DAILY RACES MYSTERY . . 72.50
RELIANCE 5c-4 Play . . . 62.50
RED SAILS . . . 59.50



BONUS . . . \$59.50
DE LUXE 46 . . 34.50
MAMMOTH . . . 39.50
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DOUBLE SCORE . . 39.50
BROKERS TIP . . 54.50
SKY HIGH . . . 54.50
HOLLYWOOD . . 44.50
KLONDIKE (like new) 1 Ball . . . 17.50
MULTIPLE . . . 89.50

One-Third Deposit with ORDER, Balance C. O. D.

BALL GUM SPECIAL 10c per 100

GERBER & GLASS CLASS RECOMMENDS ELECTROLOK
—ELECTROPAK or ADAPTOPAK and the new EPCO FUSE ELIMINATOR ON ALL YOUR GAMES!

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

C. B. McClellan in From Business Trip

CHICAGO, Sept. 5.—C. B. McClellan, executive of Pacific Amusement Manufacturing Company, has just returned to Chicago from a three-week trip which included stops in all large cities between Chicago, Dallas and Houston. "C. B." reports some swell "get-togethers" with leading coin machine men in the Lone Star State. Among those to whom McClellan paid his respects were Harold Dailey, Pamco distributor; Cy Lynch, Earl Reynolds, Arthur Flake, Harry Turner, Dave House, Harry Drollinger and Bob Hunter at Dallas. He attended an operators' meeting at Dallas and met Chapman, Allen, Yaeger and all the big-time operators in that vicinity.

Driving over to Ft. Worth, McClellan stopped in to visit Frank Rich, Jack Maloney and others. To a man, McClellan found Texas coin machine men quite optimistic over the business outlook for fall business. Along with presenting the merits of Pamco's latest payout releases, including Saratoga, Ballot and other games, "C. B." is said to have whispered a word to the wise about what Pacific is undertaking in the way of new and original products. Both Dailey, of South Coast Amusement, and McClellan spent considerable time going over plans for the distribution of Pamco Conditionaire, new air-conditioner, which is self-contained, and has ample capacity to deliver plenty of cooled dehumidified air into any average-size store, tavern or room.

Together with the Pamco games company and Pamco Conditionaire, Pacific has something quite valuable to offer in the way of territorial sales franchises.

CRACK DOWN

(Continued from page 3)

erally upholding this law, there are occasional violations usually explained by the manager's statement that he did not consider the particular entertainment to be in the prohibited class. Last-minute interference with programs is bound to mean embarrassment and financial loss to the theater.

"I am asking you, therefore, in the event of any proposed juvenile entertainment of any sort in your theater or place of amusement, to advise me or your local inspector in ample time that we may have opportunity to inform you if the entertainment in question comes within the prohibited class. You will thus be guarded against expense for advertising, etc., of some performance that we cannot permit under the law.

"I trust that you will realize that this suggestion is made in an effort to extend fuller co-operation by this bureau. Should theatrical entertainments involving minors illegally be held without previous inquiry we will be forced to assume that the Child Labor Law is being flaunted and we will have to act accordingly."

EQUITY HOLDS

(Continued from page 3)

association's affairs, several resolutions were passed for consideration by the council at a later date. The discussion meetings came into being last season, after dissolution of the Actors' Forum.

opposition group, which had been holding unauthorized meetings of its own.

The AFL came into the picture as a result of the recent CIO split in its ranks. The expulsion of unions from the AFL fold was the chief topic of discussion, and a motion was passed urging that Equity join with various other AFL unions in demanding that no unions be expelled without the question being put to a referendum vote.

In discussions on the Federal Relief Project the general voice of the meeting was that the project was giving worthy productions and doing commendable work. Fault was found, however, in several minor matters. It was claimed that there are many amateurs on the theatrical relief roles and that, on the other hand, there are many openings which could be filled by members of Equity. The question of the recent cancellation of holidays and leaves of absence from the relief project was also brought up and the meeting went on record as protesting the cancellations.

"BLACK CROOK"

(Continued from page 3)

WPA actors and promises to be the proudest boast of Harry Horne, supervisor of the South Jersey Federal Theater project. Initial was a dress rehearsal on August 28 at the Parish Hall of St. John's Episcopal Church, and already it has been penciled in for showings in Camden, Gloucester and Salem counties. Bookings are available to non-profit organizations only and it is doubtful whether this rollicking piece will ever trek across the boards to box-office prices.

Those familiar with Cohen's mad pieces of Birmingham's "elect" and the circuitous astiduity of Florian Slappeg, Femore, Mashby and their kinfolk mazed in their own circle will fully appreciate the tenor of these celebrated characters. Plot is based on one of the stories. Top honors go to Lenora Hansley, as Elizevir Nesbit, and her slack spouse, Urias, portrayed by William Woolfolk. Cast includes Elma Ellis, Laura Cusatis, John Wiley, Ethel Walker, George Rodgers, Philip Johnson, Lorraine Johnson and Randolph Ingram. Unit was produced by Philip Johnson and directed by Clarence Leigh.

It was believed to be the first performance ever to be given in New Jersey by an all-Negro repertory company. With a WPA colored band beating out bubbling rhythms, the entire production cuts a wide and gleeful swath in government theatrical activities in this area and should certainly be encouraged.

South Jersey project also sports a white vaude unit featuring the Grimes, test trouper. Man and wife, 74 and 76 years of age, respectively, team is billed as having "150 years of stage experience."

ORC.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

JENNINGS FAMOUS NEW AND GREATER CHIEF

FIRST CHOICE OF MORE THAN 1000 OPERATORS Nationally Known



SAMPLE ON 10 DAYS FREE TRIAL

Because test after test shows it gets more money than any similar construction, the "Chief" stands first as the world's largest selling check machine with or without a vender. It is a majority first choice among the big operators. Foremost wherever real profits are earned.

LEADS IN PLAYER APPEAL

Players simply can't resist that big, flashy jackpot . . . still the biggest on the market . . . and always full . . . because it automatically refills, from an ample reserve, on the next play after it is "hit". With people everywhere passing up other types to play it, no wonder that operators find it so profitable.

\$30,000 SPENT TO GIVE YOU NEW EASY SERVICING

In one territory during a full year, only 1 repair man has been required to service 982 "Chief" machines. This means only 1 repair call for the "Chief" as against 5 calls on others. We invested over \$30,000 in "tooling up" to give you this advantage. Not even one mechanical part in the "Chief" is attached to the cabinet. The entire mechanism . . . including the jackpot and the escalator . . . can be removed in one unit from the cabinet, saving you as much as 75% of your present service expense.

★

Because of its popularity the "Chief" is now available for 1c, 5c, 10c, 25c, 50c Play. Choice of Mystery or Regular Pay-out, and With or Without Vender. Specify when ordering. Vends mints or nickels only—not checks.

"CHIEF" 5c PLAY BELL	\$93.50 TAX PAID	1c play "Chief" Vender	\$103.95
"CHIEF" 5c PLAY with VENDER	103.95 TAX PAID	10c play "Chief" Vender	106.70
		25c play "Chief" Vender	109.45
		50c play "Chief" Vender	147.95

All Prices Tax Paid — (Bells \$10.45 less)

And here's that double-purpose pin table they all talk about

- ① **USE IT** as a highly skilled game
- or ② **USE IT** as a check machine

Whatever your need, you can fit every requirement with a Jennings

FLICKER Just the Features you have Hoped to Find!

- No other game is like it.
- The odds changer gives definite percentage.
- You can adjust the skill hole to increase the percentage of the odds changer.
- As a four-ball table, much skill is required. When skill predominates over chance, the court holds the game as lawful. Opinions of well known attorneys on this subject gladly furnished.
- If so desired, an adjustment of a series of switches will convert the table into a check machine which may be operated by putting a coin in the chute.



Sample on 10 Days Free Trial

OPERATORS' WHOLESALE CASH PRICE
159.50 Tax Paid
 with ticket unit \$170.50 Tax Paid

O. D. JENNINGS & COMPANY

World's Largest Exclusive Manufacturer of Coin-Operated Devices

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Just Released **1ST**

BIG NATION-WIDE DEMAND for PAMCO SARATOGA

PAMCO "BALLOT"

Stressing Profit Power—Speed
and Dependable Performance!

Again, Pacific—a Leader in the art of building amusement devices—offers a piece of pay-table equipment you'll be proud to own! Pamco "BALLOT" with HUGE "Changing Odds" Commutator and "See-Saw" LIGHTS in MOTION! See for yourself—Pamco "BALLOT" turns "near-dead" locations into LIVE, ACTIVE "spots"!

PAYOUT \$129 TICKET \$139
PALOOKA "SENIOR"

6 Coin Chute—Bowl-Type Machine "licks" bell-réal machines decisively \$189⁵⁰ wherever it meets 'em! PRICE

BRAND NEW --- PROVED FOR LONG-RUN RECORD EARNINGS!

Sample 1-ball Pamco "SARATOGA" payout tables are being displayed by every representative jobber in America—PROVED for LONGEST RUN RECORD—Breaking EARNINGS of any payout table ever Produced! Better Investigate Pamco "SARATOGA,"

THE GAME OF GAMES!

That's what hundreds of Operators and Jobbers say about Pamco "SARATOGA"! HUGE, S-P-I-N-N-I-N-G "Odds-Commutator" creates MORE ANIMATION than ever! Payouts of a dime to a dollar-and-a-half with 2 Big "Jack-Pot" pockets! IT'S DIFFERENT!

PAYOUT \$119 TICKET \$129
ELECTROPAK-CHECK SEPARATOR EQUIPPED

WRITE FOR FULL DETAILS!



1 NICKEL
1 CHUTE
1 BALL
PLAY
50"
x
24"



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AMUSEMENT MFG. CO.

4223 WEST LAKE ST. • CHICAGO • ILL.
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PIONEER TRADING POST
Quality Merchandise

SENSATIONAL VALUES NO BLANKS

10¢

Perfumed Toilet Soap

EXCEPTIONAL VALUES-ENTERTAINMENT

TRADING POST MERCHANDISE CO. CHICAGO, ILL.

321 W. HURON ST.

THE SUPER-SELLING SENSATION OF 1936

A Prize Every Time. No sooner is the "Trading Post" displayed and sales begin. One sale leads to another, one buyer tells another and in a short time the 130 Prizes are sold. It's a fast repeater. Prizes frequently changed. An opportunity to make up to \$200 a week.

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Cigar Stores
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MONEY BACK GUARANTEE
We guarantee to refund full purchase price on full deals returned to us.

PRIZES
130 of them. Each worth 10¢ or more. Big values, great variety, frequent change of prizes, make quick, easy sale. Take this road to Big Money.

TERMS: 1/3 Deposit with C. O. D. Order. Prices F. O. B. Chicago. Shipped Express or Freight.

TAKES \$13 DEALER \$9.75 IN PAYS YOU \$9.75
COSTS YOU \$6.60

TRADING POST SYNDICATE
CHICAGO, ILL.

5¢ WIN A TIE 5¢

NUMBERS
15 25
35 45
55 65
75 85

Having Oppert of Any Tie

55

LIPPERT

SALES BOARD OPERATORS!

MEN! Cash in on the fastest selling sales board deal on the market today. Ten genuine tailor-made fall Ties that retail at 55¢, on handsome display card in red, white and blue colors. Take—\$5.

SAMPLE DEAL, \$2.25 PREPAID
5 TO 15 DEALS, \$1.75 EACH
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16 DEALS OR OVER, \$1.62 EACH.
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Freight charges allowed on orders of \$25 or over. Terms: 25% with order, balance C. O. D.

Write or Wire Quick!
LIPPERT MFG. CO.
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KEENEY'S SENSATIONAL
NEW ALLEY SKILL GAME

9 Balls, Light-Up Score Board.
12 Coin Escalator. Perfect Mechanism.

IMMEDIATE DELIVERY!
VELVET—1 BALL PAYOUT OR TICKET TABLE

BALE KAUFFMAN, INC.

250 West 54th Street (Circle 6-142) NEW YORK, N. Y.



BIG PROFITS--FAST PLAY

That's what Operators get With Our Big Value Assortments

8 Large Atorced, Pearl Colored FISHING KNIVES and 300-Hole 8c BOARD Pays out \$2.10 worth of Cigarettes (14 Packages). Net Sale, \$12.00.
No. B115—Sample, \$3.25. 25 Lots, Each, \$3.00
25% with Order, Balance C. O. D.

Our New Colored Pace 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.

Ideal Customers Doing Well

ST. LOUIS, Sept. 5—According to Carl P. Tripp, owner and manager of the Ideal Novelty Company, his out-of-town customers are reporting splendid business. Raymond Fly, Carbondale, Ill., operator, reports that the "Reel 21" is bringing him handsome returns, which is substantiated by the fact that he drives to St. Louis every week to purchase additional machines. J. E. Bruton, of the Bruton Automatic Supply Company, Jop-

lin, Mo., is placing a world of Rock-Ola Phonographs in his territory, while J. A. Barnes, of Jacksonville, Ill., is going strong for Bally's latest novelty game Lights Out.

NEW YORK, Sept. 5. — John A. Fitzgibbons, Eastern States distributor for Bally Manufacturing Company, reports from his offices in the Bally Building here that the next issue of his house organ, *The Bally Coin Chute*, would be an important one for all Eastern operators.

★ ANOTHER WINNER ★

BY GOTTLIEB!

★ SKILL-ROLL ★

Not A Skee Ball Type Game

HERE is the atmosphere of a skee-ball type game in a 50"x24" automatic payout table! Just the game for locations that haven't tremendous space to spare. SKILL-ROLL pays from 2-1 to 40-1 on 16 winning holes. The payout depends upon the odds shown on the Light-Up Rack which the player has one opportunity of changing. It is equipped with famous Gottlieb Motor-Driven Payout Unit and all the excellent features of Sunshine Derby and Sunshine Baseball PLUS new refinements. A marvelous up-to-the-minute attraction you MUST have on your route!

\$99⁵⁰

Just think! A quality PAYOUT with LIGHT-UP RACK for only.....



Battery Equipped. Check Separator - no charge.
Electropak, \$5.00 Extra.
2-Ball Play, \$2.50 Extra.
5-Ball Play, \$10.00 Extra.
Ticket Model, \$10.00 Extra.

★ TWO NEW TOP-NOTCH ★
BE SURE TO 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.

★ PAYOUTS ★

★ DERBY DAY ★ HIT PARADE ★

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!

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

\$149⁵⁰

Ticket Game, \$10.00 Extra—Check Separator No Extra Charge—D. O. Adaptok, \$5.00 Extra—Electropak Equipped. (Batteries Optional).

Equipped with New A. B. T. No. 400 Slot-

★ D. GOTTLIEB & CO. ★

2736-42 N. PAULINA ST., CHICAGO, ILL.

★ DAILY RACES STILL GOING STRONG—SUNSHINE BASEBALL GOING BIG! ★

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in its nation-wide popularity

*acknowledged - "the best game of all"
and outselling all other makes*

Young and old, men and women, yes, even girls and boys, are becoming BOWLETTE "fans"—BOWLETTE "leagues" are being formed—and BOWLETTE operators are "netting" from \$50 to \$100 a week per game. But don't make the mistake and think that "just any bowling game" will be as popular or will produce these earnings, because it has been proven on hundreds of locations that only BOWLETTE can do a real "bowling game job." That's why we say, "It's better to buy a BOWLETTE than to wish you had!"



ACTUAL PHOTOGRAPH AND NOT "AN ARTIST'S CONCEPTION"

New De Luxe Cabinet . . . Finest Scoring Mechanism . . . Positive Ball Counter . . . Cheatproof . . . Noiseproof
IMMEDIATE DELIVERY

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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 house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play—It's 10c-20c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger, Better and STEADIER PROFITS.



BALL GUM

15c a Box (100 Pieces)
Case Lots
100 Boxes
\$12.00
1/3 Deposit With Order.



ALL TYPES OF Mills Bells & Venders
AT FACTORY PRICES
Write for Complete Catalog

MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

\$23-75 DOUBLE DOOR AND REGISTER \$2.00 EXTRA
Rush Your Order Now

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075

Takes In \$144.00

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Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

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Largest Board & Card House in the World

6320-32 Harvard Avenue, Chicago, U. S. A.



JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN 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

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FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we endorse "only the best" coin-operated machines of every description. Immediate Delivery!

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"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

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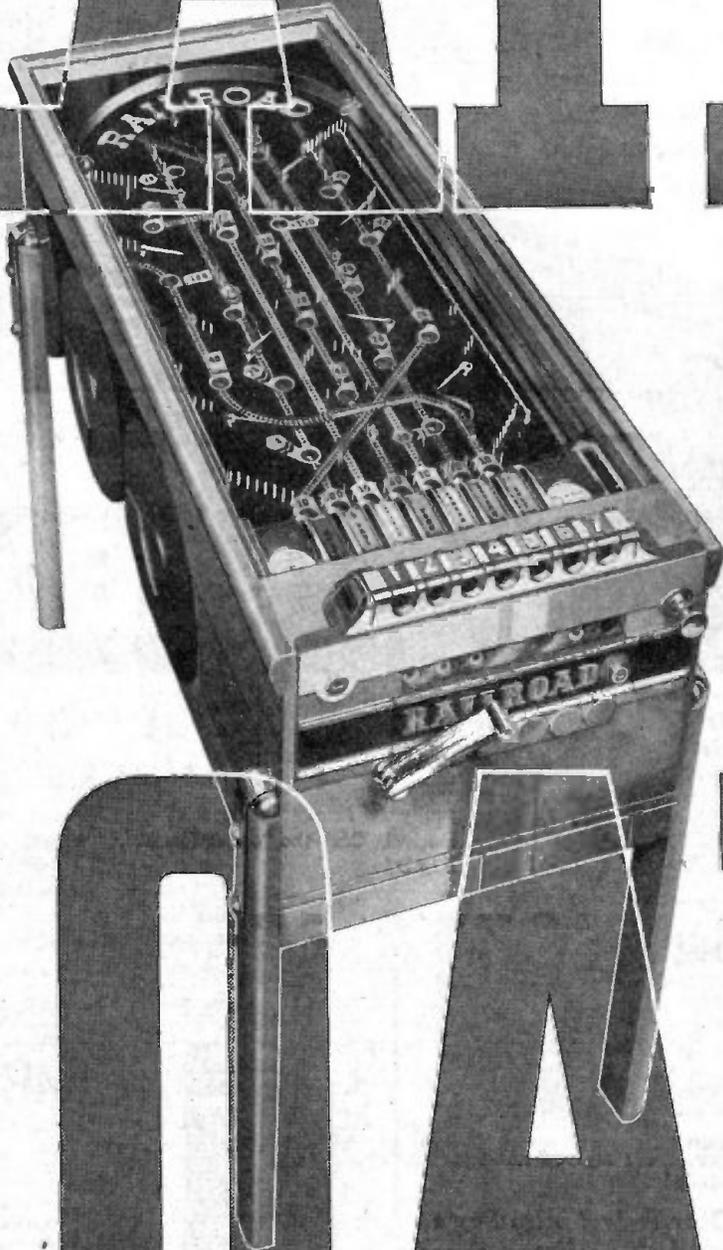
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RAILROAD is a brand new table. Six months have been spent in designing, building and testing it before offering it to an operating fraternity that is hungry for something **NEW** and **NOVEL** in a table. 7 railway lines—and a slot for each line. Several money stations on each line, 27 in all.

Stop the train at any given station and collect your reward at once. One shot—automatic payout, you select your railroad by the slot in which you insert coin. **PRICE \$135**, at your jobber's or direct from **MILLS NOVELTY COMPANY, 4100 Fullerton Avenue, Chicago, Ill.**

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America's Largest Selling "Roll" Game



FIRST in big volume production—FIRST in sales—FIRST in earning power on location! Any way you figure, BALLY-ROLL is FIRST choice of leading operators everywhere. Easier to place, because it's REALLY PORTABLE and REALLY NOISELESS—preferred by players, because of its GREATEST SKILL RANGE—endorsed by practical operators, because of its simple TROUBLE-PROOF mechanism, BALLY-ROLL gives you right-of-way to the big "roll" profits. Write for NEW folder on how "YOUR PROFITS GROW!"

\$259.50
F. O. B. CHICAGO

BALLY-ROLL gives the player more actual play for his money, more action, 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!

BLUE BIRD
\$129.50
Ticket Model \$139.50
A C POWER PAK

No charge for
Chock Separator.
F. O. B. CHICAGO.



53 in. by 24 in.

every game and awards depend on number of balls required to put out 9 lights on back-board. The fewer the balls, the higher the award! Due to the fact that player can score with as few as 4 balls, play is extremely fast—and many LIGHTS OUT games actually earn more than 10-ball payouts. Welcomed by merchants because of Light-up Totalizer, Light-up Ball-Count, Light-up Award Card, and Light-up Anti-Tilt. Pep up your non-payout spots by ordering LIGHTS OUT today!

Order from Your Jobber Today! Also Ray's Track
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CHICAGO, ILL. 44 in. by 22 in.

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BLUE BIRD

New 1-Shot Changing Odds Payout Game

70 TO 1 GOLD AWARD CAN BE WON ON ANY POCKET

Marvelous combination of Changing Odds and "EXTRA DIVIDEND" LIGHTS makes EVERY POCKET A GOLD AWARD WINNER—every pocket a possible 70-TO-1 award! This new clever idea—plus Mystery Awards—FREE PLAY TO CHANGE ODDS—and other startling features make BLUE BIRD the strongest profit producer since the days of Jumbo and Bally Derby! Cure the "collection blues" with BLUE BIRD!



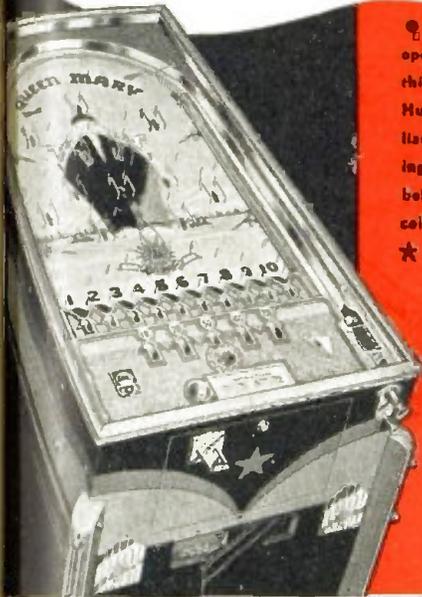
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RIDE THE TIDE TO BIG PROFITS WITH

QUEEN MARY



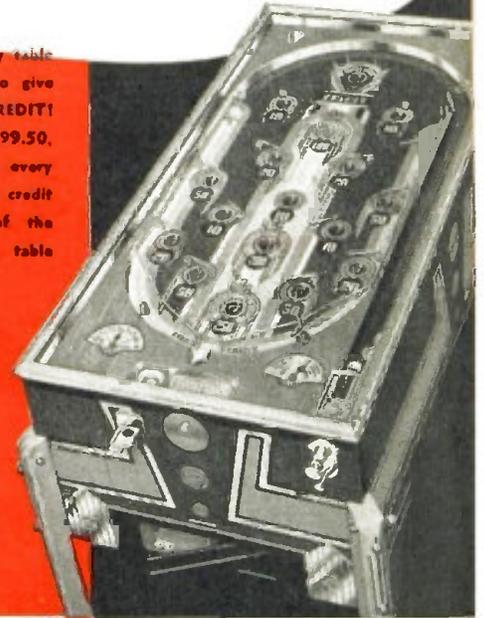
● Join the crowds of successful operators who are hopping aboard this great 1-shot pay table! ★ Huge 50-inch cabinet ★ Brilliantly colorful play field ★ Dashing, flashing lights ★ Real ship ball sound effects ★ Mystery coin chute ★ Changeable odds ★ Automatic changeover from batteries to battery eliminator ★ Proved sensational appeal and steady earning power!

\$145⁰⁰

Including Rock-O-Pac Battery Eliminator
Min. Vendor \$10.00
Ticket Unit \$10.00

GIVE YOURSELF

MORE CREDIT



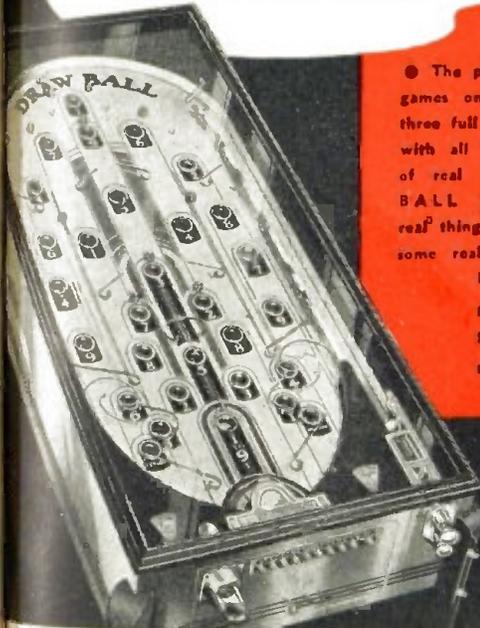
● With this fine new pay table with so many features! So give yourself CREDIT! More CREDIT! At the low price of only \$99.50, you can put a CREDIT in every spot on your route—and credit yourself with some of the heaviest and steadiest pay table profits ever taken out of a pay table! See your ROCK-OLA Distributor for more CREDITS today!

ONLY
\$99⁵⁰

Min. Vendor \$10.00
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DRAW YOURSELF SOME REAL PROFITS WITH

DRAW BALL



● The pin table tested by 200 games on actual location for three full months! The pin table with all the appeal and profits of real draw poker! DRAW BALL is draw poker—the real thing. Draw yourself in for some real winning profits with ROCK-OLA'S great new pin table — DRAW BALL! Order yours today!

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● The pin table with the same appeal that is packing theatres everywhere! ROCK-OLA'S BIG BANK NITE has the same irresistible appeal and attraction as offered by the theatres. And with BIG BANK NITE you—the operator—are always the winner. Every night is bank night for you with BIG BANK NITE! Your ROCK-OLA Distributor is ready right now to make immediate deliveries! See him today!

ONLY
\$49⁵⁰



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DOES IT
AGAIN!**

**THE GREATEST COUNTER MACHINE
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REEL RACES

NEVER BEFORE AT SUCH A
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MACHINE WITH ALL THESE
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- Superior in Construction, Design and Play Than Any 4 Reel Counter Game Selling for Many Dollars More!
- 4-Way Play—1c-5c-10c-25c.
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- Smooth Running—Positive Stop Reels.
- Attractive All Metal Streamlined Cabinet with Polished Aluminum Strappings.
- Adjustable Pay-out—Extra Reel Strip Available.

- Chest-Proof and Slug-Proof—Last Coin Visible.
- Shake-Proof and Jar-Proof Reels.
- Capacity \$100 Mixed Coins.
- Vends a Ball of Gum with Each Coin Inserted.
- Colorful—Easy to Read Figures on Reels.
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Western offers you the value giving sensation of all time in REEL RACES! No place it on any bar or counter! Profit beyond a doubt, REEL RACES will CONSISTENTLY NET YOU ENORMOUS PROFITS! Simple, thrilling to play, all the player does is insert a coin and press the streamlined lever. Silently the four reels spin and come to a positive jar-proof stop. If the numbers of the first two reels match, the third reel designates whether the player gets WIN, PLACE or SHOW. The fourth race shows the award to the player on WIN, PLACE or SHOW. The player receives a ball of gum by pressing a convenient button.

\$19.50
TAX PAID

Flying High



\$139.50
Stancor Univerter—
Batteries Optional
\$149.50
Ticket
Model

No Charge for Check Separator

• A coin inserted in THE MYSTERY COIN CHUTE lights from 1 to 7 pigeons. As the big bronze ball passes over an award on the board, it automatically lights the corresponding numbers and odds on the backboard. Liberal payouts as high as \$2.00. WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT. Beautiful Cabinet 24" in width and 50" in length.

POLICY



\$125.00
Stancor Univerter
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Ticket
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• A great new 1 BALL AUTOMATIC PAYOUT TABLE. As a coin is inserted in the MYSTERY COIN CHUTE, 2 to 8 groups of numbers light on the backboard. Each group lighted has three individual numbers which are matched on the playing field. If the big bronze ball drops into any of these pockets, starting with the lowest number (for example, 1, 1-2 or 1-2-3) the player is automatically paid the lighted odds from 2 to 401. WESTERN'S DOUBLE ACTION MOTOR DRIVEN PAYOUT UNIT. De Luxe Cabinet 24" in width and 50" in length.

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