THE DUNCAN SISTERS
(Rosetta and Vivian)
THE ORIGINAL "MAGICAL MASTER OF CEREMONIES"

"BILL"

DORNFIELD

SMART—MYSTIFYING—HUMOROUS and ENTERTAINING

HOTELS
NITE CLUBS
THEATRES
CONVENTIONS
ETC.

CHARLIE DAWN, IN CHICAGO
AMERICAN, SAYS:

"BILL DORNFIELD, magical master of
ceremonies, has repeated his Former SUC-
CESS at the HI-HAT CLUB, where he is
playing a return engagement. He indulges
in sophisticated comedy and feats of magic,
much to the delight of nite-lifers, early or
late."

Booked for two weeks—Bismarck Hotel,
Chicago. Held over for seven weeks.

Booked for one week—Hi-Hat Club, Chicago.
Held over for four weeks. Return engage-
ment in two months.

NOW BOOKING FOR COMING
SEASON

ALSO AVAILABLE FOR COMEDY AFTER
DINNER SPEAKING ASSIGNMENTS.

Direction of
DAVE
O'MALLEY,
Cunard Bldg.,
140 N. Dearborn
Street,
Chicago, Ill.
Circuit Reaction

NEW YORK, Sept. 12.—If the statement of Mace Bamburg, RBK the executive, can be taken as a criterion, the major step in securing the success of the drive sponsored by Local 302, musicians' union, and the American Federation of Actors to restore music and actors to the theaters, Bamburg commented as follows: "There is nothing much to say about it. I don't see where it has any meaning for us and we don't feel that the public can be interested in it, anyway. It is a small matter and we have no plans for changing them."

C. C. Moskowitz, Local 302 official, refused to make any comment on the campaign of the unions.

Merry Booking Battle Rages
In Syracuse Rival Theaters

SYRACUSE, Sept. 12.—A merry booking battle between Loew's and the Schine-operated Keith Theater is simmering under the surface this week, with the climax of the rebuff in favor of Loew's. The battle started more than half a week ago when Eddie McBride, Loew manager, pulled a smart move with his national sales office on Thursday. The ad ran averaged half a page and McBride sold all three newspapers on the idea of giving him the rest of the page for a special promotion to fill the writers' union's 'new' movie season-the first time all three papers ever had done this. It made tough opposition for Swing Time, which was to have begun at the same time, Friday, September 4.

Keith's then held Anthony Adverse until 5 p.m. Sunday, delaying its Swing Time opening two days and half. This turned out to be a blunder, because Swing Time cuts off well with a clever brash, while Keith's was sacrificing its week-end business, and at the end of six days Hawley was leading the race. McVay on the Bounty by more than 41,000. Mutiny had previously held the Loew record under McBride's management.

Keith's then announced a holderover of Swing Time, hoping to keep this weekend's good business, but McBride (see MERRY BOOKING on page 8).

Screen Guild-Producer Truce Split Wide Open

Columbia decides to fight legal case, claiming Producers Association never agreed to abide by NRA rules and that $25 minimum for speaking was never promised

HOLLYWOOD, Sept. 12.—Filing an answer to a test salary claim suit brought by the screen Actors Guild, Columbia Pictures this week split wide open again the battle between the Guild and producers on the court war to secure the discharge of 48,000 claims in salary cheating. Studios answer was filed by Attorneys Mitchell, Silberberg and Knapp in suit of Victor DeCamp, claiming the balance of $237,000, which is the exact sum, asserting that the profit and loss statement for the $25 minimum as created by NRA regulations. Initials of a series of suits sponsored by the SAG, DeCamp's action alleged the producers' association resolution that the NRA rules would be adhered to (see GUILD-PRODUCER on page 4).

In This Issue

Indiana Fair
In Top Mark

More than 370,000 paid admissions reported—midway record by Jones Expo

INDIANAPOLIS, Sept. 12.—With a new record for attendance of more than 370,000 and 100,000 more, including children, war veterans and others, the 68th annual Indiana Fair (see INDIANA FAIR on page 5).

Michigan Fair
Has Big Gain

State annual up in attendance and receipts over '35—Coliseum rodeo score

DETROIT, Sept. 14—A Michigan State Fair, September 4-13, was the best in attendance and receipts over '35 at $450,000. Fair receipts are estimated at $600,000 or $220,000 (see MICHIGAN FAIR on page 5).

802-AFA START CAMPAIGN

Mass Meeting First Step in Battle To Restore Live Talent

Members and actors declare "pay to finish," in hopes of getting bands, acts back into theaters—picketing 20 theaters—union-produced units next

NEW YORK, Sept. 12—Picketing of 20 key picture theaters in Manhattan, the Bronx and Brooklyn began yesterday at 8 a.m. as the first major step in the campaign started by Local 302 of the American Federation of Musicians and the American Federation of Actors to return music and actors to local straight film houses. Impetus to the campaign was given at an exciting mass meeting called by the two unions Thursday at Manhattan Opera House, with an overtu attendance of 6,000 showing up. Meeting over which William Pfeffer, vice-president and acting president of the musicians—Edward Crowan, president, being a delegate to the British Labor Council—was aroused to frenzy by several speakers. This campaign, which is a sort of revival of the AFA's "Save Vaudeville" attempt, has been planned by the musicians for several months, musicians bidding their time until this month, when their membership is no longer depleted by out-of-town summer jobs. In addition to the meeting, a bonus campaign to get public sympathy, budg (see PICKET EX-VAUDE on page 11).

Great Lakes Exposition, Extended
To October 12, May Resume in '37

CLEVELAND, Sept. 12—Great Lakes Exposition, named in the annual Beauty Pageant on the Great Lakes, is a beauty of a show and it will be extended until October 12 but may be reopened in the spring for the season of 1937. The exposition was to be opened October 4, the decision to make an eight days' extension was announced this Friday night by President Eilen O. Crawford after a meeting of the executive committee.

The decision to continue the exposition until Columbus Day was made in response to an insistent request from public officials and men of Cleveland and from many residents of the Great Lakes area who have not had an opportunity to visit the exposition.

"The exposition will close positively October 12 because the Lake Erie Exposition hall must be vacated at that time to make way for industrial exhibits which have had the ball under contract for two years." 

Exposition and civic leaders are considering a proposal to hold the fair in 1937 and a decision is expected within a week.

Exposition officials said that making plans for renewal would depend on the attitude of concessioners, profits of the last month of the present run and (see GREAT LAKES EXPO on page 5).
Boothmen Use Coast Pickets

Projectors' Local 150 lining up Los Angeles exhibs in heavy campaign

LOS ANGELES, Sept. 12.—Aiming at a closed shop setup in all Southern California theaters, the American Federation of Theatre Stage Employees, Local 150, began this week in an endeavor to reach an agreement with house operators.

Negotiations with members of the Independent exhibitors have started, and it is understood that an agreement is under consideration covering some 30 FTC houses not already in the fold. Public demonstrations of non-staffified houses will come in for attention.

Outright refusal of G. O. Smith, operator of the New Rexy and Cosmos Theaters in Glendale, both second-run houses, to hire union help caused the establishment of a picket line in front of Loos on September 15, several days ago, after attempts to induce him to change his mind had failed.

Picketing of other film houses that have already failed to come to terms will also be a feature of future agreements, if negotiations fail, it was stated, with one hundred Santa Fe theaters also not under union ban.

According to the 100 per cent closed shop has been accomplished in the film studios, Loos declared there is no reason why a similar closed agreement cannot be reached in the exhibition field. 

A closed shop agreement for agents for 150, stated further that the matter was being given to be fair with operators.

Local 150 recently concluded more than nine months of picketing four Pasadena theaters where satisfactory working agreements and recognition of the union were finally reached. This agreement, said the operators, is satisfactory to all parties, is reported to be largely responsible for the recent activity in trying to whip other independent into line.

"Indecent" Charge Brings Fines, Jail

HOLLYWOOD, Sept. 12.—Pound guilty of presenting an indecent performance at the second showing of the first film of the Hollywood Opera Minstrel troupe were fined and Samuel Harting, business manager, of the company, and sentenced to six months in jail without option of a fine. The trial was the culmination of the case, which was brought against the company when the production August 16.

Other defendants who were fined from $500 to $800 with optional jail terms were Mala Voe, Maria (Toula) Brauer, Emma Blane, Maria Orlovka, Frank Fisch, Poa Pares, Degmar Blake, Alice Kemper, Wally Hall, Elida Hooper, Miko Bier and Brownie Beak.

Shows dated July 12 were brought with midnight performance taking off after eight-week run.

FPM Ping-Pongers

LOS ANGELES, Sept. 12.—Don Terry and Bill Weischbech, ping-pong champ, who conceived the idea of setting up a tournament for exhibition purposes, was set for a tour of Eastern houses. They were led to the notion by Pochon & Marco in St. Louis, then play a route of Midwest and Eastern houses into the New York.

Downey's Canadian Dates

NEW YORK, Sept. 12.—Horton Downey player, who has been playing in Canada for the last two years, was on the lookout for Paramount office. Charlie Freeman booked the act into Montreal for the weeks of October 2 and 9.

Mistaken Identity

SYRACUSE, N. Y., Sept. 12.—A case of mistaken identity brought about a chopping between Remington-Rand strikers and in an elevator of the center of a hot street brawl between Remington-Rand strikers and in an elevator of the center of a hot street brawl between Remington-Rand strikers and in an elevator of the center of a hot street brawl.

He apparently, a slight re- semblance to Vernon M. Clodfelter, president of the Remington-Rand Union, to be a member of the strike and therefore a non-striker was permitted to enter the building. He apparently, a slight re- semblance to Vernon M. Clodfelter, president of the Remington-Rand Union, to be a member of the strike and therefore a non-striker was permitted to enter the building.

The two men exchanged a few words in the lobby, and then the strikers started to climb the stairs to the second floor, where the building employees were located.

The story of the incident was told by a witness, who was present at the time.

"That was the end of the matter," he said. "I was there when it happened, and I can tell you that it was a mistake. We were not trying to start a trouble. We were just trying to finish our strike."
Newark Flesh Looks Bright

Burlesque and leg are set—
chance for first-line vaudeville show planned.

NEWARK, N.J., Sept. 12—Flesh situations, which are always popular at the Red Mill, will be a feature of the burlesque and leg show which will be presented later this fall.

The Red Mill is the scene of the burlesque and leg show, which will be presented later this fall.

In effect, the matter is too serious to be handled in this manner, but the council will continue to give the question due consideration.

Shilling Case October 19

NEW YORK, Sept. 12—Case against Bill Shilling, one of the members of the Farmers' and Laborers' Employment Agency, was filed in court today. The agency is looking for an attorney to handle the case.

The case, which is expected to take place in court, will be heard next Wednesday.

The agency is looking for an attorney to handle the case.

GREAT LAKES

(Continued from page 3)

decision of the board of directors. Some larger exhibits have asked the board to consider the matter of the extent of the traveling to which the institutions have been limited, and that this will require a decision of the board.

MICHIGAN FAIR—

(Continued from page 3)

Ahead of last year, this year has been another successful outing. The board is pleased with the results, and a comparison with the figures of the previous year will show that the results have been exceeded.

Comprehensive information

Equity Asked To Suspend 25

HOLLYWOOD, Sept. 12—Request has been filed with Actors' Equity by the Screen Actors Guild asking that 25 members of the former body be permitted to join the guild under a reciprocal agreement whereby all members of the latter will be admitted to membership in the former group.

The 25 members, the guild has been informed, are suspended from the guild, and the guild is asked to suspend the memberships of the members of the former body.


NEW YORK, Sept. 12—At the meeting of the officers of Actors' Equity this week, the following were considered:

1. The financial report for the third quarter of the year.

2. A statement of the funds received for the purpose of settling the year's accounts.

Council will have to decide whether the funds are available for this purpose or not.

INDIANA FAIR—

(Continued from page 3)

State Fair closed Friday night, going through the fair week with no casualty, and is the most successful fair ever held in the state. Records for amusement rides are now being kept up to the minute, and last year when 1,000 paid admissions were recorded.

However, the success was due to the fact that the fair was held in conjunction with the fair of 1935, when 300,000 paid admissions were recorded.

Johnny J. Jones, who is in charge of the fair, said that the fair was a success.

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At the fair, conventions were held, and shows were given in the grandstand.

There were 100 paid admissions to the convention, and the floats were exhibited in the grandstand.

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**Production Activity at Height; With Agencies Busy on the Job**

Setup appears to be nearly 50-50 as movies need radio names and vice versa—each of the big networks five shoes each week—more are on the way.

**Baldwin Warns Re 'Free' Shows**

WASHINGTON, Sept. 12—Managing Director James W. Baldwin, of the National Association of Broadcasters, issued a warning to members relative to the seemingly "free" motion picture programing which is being offered from Hollywood by Martin Glass, whose Warner brothers' radio director. Baldwin holds that if Warners are not seeking to grab off some free time, why shouldn't they buy the time in the prescribed manner.

He also points out that a possible analogy exists between the motion picture and the music and music publishing companies, which offered stations free disks made by the Jan Ober Orchestra and Music house, thru its professional manager, who asked the stations to put tunes on the record he played as often as possible. It later developed that Ober, who is a member of the American Society of Recording Artists, claimed he unauthorized the record's use on the air.

**New Board of Governors Named As Canada's New Deal Gets Set**

OTTAWA, Sept. 12—The new Board of Governors for the Canadian Radio Commission was named Aug. 30 by Prime Minister Mackenzie King as follows:

- Stirrington W. Brockington, Barrister, Winnipeg, to be chairman.
- Hon. Louis J. Martin, director General des Communications, Trust General de Canada, Montreal, to be vice-chairman.
- Brigadier General Victor W. Oudem, director General des Communications, Trust General de Canada, Montreal, to be secretary.

- N. C. Nathanson, president of Famous Players Corporation of Canada, Ltd.
- Wilfred Moy, barrister, and educational officer, Montreal.
- Aila B. Plante, journalist, Toronto.

Mrs. Nellie McClinch, Canadian author, Victoria.

The new Board will recommend to the government its choice for general manager and assistant general manager. The appointments are to be made before Nov. 1. The public is invited to comment on the Board's work.

**Money Interests Prune ABC Staff**

CHICAGO, Sept. 12—Several members of the Affiliated Broadcasting Company, known as ABC, have been dismissed from their posts. According to reports, the firings were part of a general cutback in the company's operations. No official statement has been made regarding the reason for the dismissals.
Chicago Studios Develop Sound

CHICAGO, Sept. 12.—Two developments of technical interest have been perfected by the latest studio equipment and techniques of the WGN and WBNB studios here.

At this elaborate new studios now under construction for WBNB in the Wrigley Building, an elaborate new sound studio is under construction. The studio is equipped with pre-war Lentex wall paneling, permitting sound to reverberate in the studio without permitting cross-echoes.

At the WGN studios, a new machine, called “the last word” in sound effect equipment has been placed in service. The machine has battery of buttons, controls and switches, all of which give one operator complete control of a series of sound effects, which with old equipment would need two or more sound men to handle.

A third waveform, each with variable speeds, is being played here and side by side the compartments of the cabinet are vacated by the sound effects, all electrically operated. There is a wire table and coordinator, which sends its voice back out of the speaker at the rear of the machine, and the larger long of a regular telephone receiver. All the sound coming from this transmitter is a speaker at the rear of the over, with a telephone microphone suspended to pick up the sounds to be fed into the radio production.

Playing Up Sports Events Everywhere

NEW YORK, Sept. 12—Stations all over the country are giving more and more time to their sports events because the time now being devoted to broadcasts of this nature is the only broadcast previously recorded. At the same time, the sports events are being handled here after some changes have been made. "The right men have been chosen, and not considered the usual radio gurus in the public, now being handled. Latter come from some of the finest football games in the country, genuine U. S. matches, with all the networks now taking the forthcoming matches. Last week, the first horse race from New York held during the week.

Another indication of the sports improvement is the appointment by WHN, New York, of Jack Levy, formerly of The New York Evening Post and Hearst paper, regular editor of the Associated Press, first time any outlet has had such a post. CHICAGO, Sept. 12—Buffalo Bills handle sports thru their special events department. Kolof of the Low broadcaster.

WBN has also solved the price fight market by making some very successful contracts with Madison Square Garden and the Wrigley division, a two-year contract with the Chicago Stadium, and a four-year contract with the Lake, and Koloff is all. Sportswriters will do all their sports writing and editing for the Low broadcaster.

AFM Impasse Eases in Philly; Petrillo Seeks Standard Scale

PHILADELPHIA, Sept. 12—Musicians' dilemmas at the radio stations is finally reaching an end from the blind alley. The full number of men at KKY has been settled with Leslie Joy, president of the union, according to agreements made by the union and the station. A new and improved agreement will be made with the station, and the union will remain for a few more weeks.

Telie by KHIK Okeh

LOS ANGELES, Sept. 12—Weekly 15-minute television broadcasts were inaugurated last Wednesday by an regular release, which are picked up by television receiver located next to the house. Transmitter WCAU handles the pictures simultaneously with KHIK’s sound frequency, latter being aired nearly.

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WTLF To Bust Out; New Studios in January

PHILADELPHIA, Sept. 12—Completion of a new building on the site of the studio of the new WTLF-AM, to be announced by Donald Withycomb, president of WTLF, has been completed. It is the largest studio complex in the country, and the new building will be ready for occupancy in January.

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Radio and Orchestras:

**Radio City Rhythm**

- **Shea's Tulsa Theatre**
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**Network Song Census**

Selections listed below represent The Billboard's accurate check on these network programs.

**Only songs played at least once during each program day are listed.**

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<tr>
<th>Network</th>
<th>Time Slot</th>
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<td>ABC</td>
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The text below is not the complete transcription and is cut off at various points.

**Network Program Census**

**POLLY ENTERTAIN**

**“Polly Entertain” Reviews**

**POLLY MOLONEY, Shopper for The Pittsburgh Sun-Telegraph and former stock actor...**

**“Polly Moline” Reviews**

**Polly Moline, Shopper for The Pittsburgh Sun-Telegraph and former stock actor...**

**“Polly Moline” Reviews**

**“Teatime at Morrell’s” Reviews**

**“Teatime at Morrell’s” Reviews**

**“True Detective Mysteries” Reviews**

**“True Detective Mysteries” Reviews**

**“Kaleidoscope” Reviews**

**“Kaleidoscope” Reviews**

**HOLLYWOOD**

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**“Kaleidoscope” Reviews**
West Coast Notes: Bernard With KHJ

LOS ANGELES, Sept. 12 — Don Bernard, chief of KHJ's news department and radio veteran, has signed with KHJ and the Don Lee chain as production manager. Bernard, formerly managing editor of KDKA in Pittsburgh, will move to Los Angeles after a brief stay in Pittsburgh, where he had been for several years. He will be based in KHJ's Los Angeles studio and will have full charge of the news department. Bernard plans to expand the news department and increase its output of programs for the network.

AIR BUES

By JERRY FRANKEN

ALL but one principal in the new Na- tional Ballet company will join the company for its first tour next season. The company, under the direction of lever Gillett, will be accompanied by the Royal Philharmonic Orchestra. The tour will begin in New York on September 17. The company will perform in New York for a week and then travel to Boston, Philadelphia, and Chicago, before returning to New York for a second week. The company will then travel to Los Angeles and San Francisco, where it will perform for a week each. The tour will conclude in New York on November 1.

Lincoln Kirstein, director of the New York City Ballet, has announced that the company will be joined by the Royal Philharmonic Orchestra for the tour. The orchestra will be conducted by the company's music director, Bruno Walter. The tour will be the first for the company under Kirstein's direction since he succeeded Balanchine as director in 1954.

TORONTO WINS

(Continued from page 3)

dent due to illness of President Alfred Sprague, has been completed. The comment was made by the Secretary of the Board of Directors. The company's financial situation remains stable, according to the statement.
Strong Lineup of Shows Is Set To Try the Road  

Heavy early-season list indicates that plans for road revival may come through stock depots as cutting down employment—meeting scheduled shortly

NY: Sept. 12—Faced against the optimism which, after proffering the prospects of national theatrical prosperity with increased vigor. New York's productions, which, for the most part, are the New York League of New York Theaters, will soon come together in an attempt to work out a feasible early-season schedule, and among the acting profession, provided added dividends in royalties for playwrights and extend the operating life of legitimate productions well into the hinterlands. At present, seven stock companies exist, as compared to approximately 200 in pre-depression days, according to Paul Duffill, arithmetically. Just how much or how little can be done to close the gap cannot be ascertained with any certainty now, but success will be directly dependent upon a co-operative attitude of producers, players, managers, agents, etc.

In addition to the incursion of motion pictures over the entire country, the stock companies have long considered the province of stock, a fact which in addition to the incursions of public life, expect a long non-stop show for a small audience, has been rendered not only by the pressure of available houses for legitimate, sponsors of the campaign will also have to face the striking problem of increased costs, increased production expenditures and the question of peace for the various theatrical unions, notably the stagehands, will have to be helped in the general attempt insofar as the bulk of their work is done in other than legitimate theaters.

Regarding the booking problem, it has been proved that, where actors and affairs of companies have been taken, the bookings may be utilized in lieu of something better. The New York Times, and Wallis Humpden are in the category. Such bookings, and in some cases, do not offer a very good example with which to generalize, in that the average legitimate show and the average legitimate, on the other hand, in the last analysis, be the headman of a road revival. A general conclusion is that, for the ranking and file of legitimate productions would require a definite process of re-education.

A lineup of shows already slated for the road this season appears impressing enough at this early date. Including, as it does: The Great White Way, Miss Laura Flanders, It's a Dose, etc., to several other companies of Tobacco Road, Ethan Frome, etc. The Folies, Scandale, the D'Oyly Carte, Gilford, Tolle, and perhaps Idiot's Delight and Victoria Bessies. No Settlement in Philly Musician War  

PHILADELPHIA, Sept. 12—Unlike the striking musicians, the American musician's combination has not yet made any formal proposal. Lawrence Shubert, Lawrence, operator of the Chisholm and Proctor theaters in this city, and a man of dramatic fare, conferences between Lawrence and musicians' union officials to date. Failing to come to any agreement, Shubert, meanwhile plans for the opening of a new showcase. In the meantime, the firefighters are now under way under the direction of George Kaufman. Only about a dozen musicians, requiring a pit crew are the D'Oyly CarteOpera Company.

Difficulties between the musicians and film directors, rendering the Alex Tolok, together with the attempted work by some of the Yolke's American premiere of Love From A Stranger. Subsequent Tolok, offerings will be held at the Coronet Theatre. Should Tolok, Bobes in Arm, and Every Day. Dissenter will also house the Ballantine morning charmer of Tree Tree Major's Children Theaters production.  

Walnut Hall, the 17th for a season of Jewish book, William Steiger's new return, Life, being the cut-putting Raizer.

Legit men will be unable to attend meet of Trunk Lines in Chi—maybe later

NY: Sept. 12—First important move on the part of Equity, the League of National and other theatrical interests to rehabilitate the legitimate theater was the meeting in the early part of September to establish a program for the restoration of the road. It was learned that it was Frank Gilmore, Equity president, and Dr. Henry Mor- kowitz, executive director to the League, who made the move to represent the Trunk Lines Association at a meeting in Chicago September 18 in order to discuss the question of railroad fares and possibly other concessions to traveling road companies.

With Dr. Morkowits' not expected to return from his European trip before September 18, it is being hoped that he will be able to make the trip to Chicago. Gilmore has felt it advisable to state negotiations so that an adequate representation of New York interests can confer with the good accompaniment. In addition, he has acknowledged a request from Dr. Gilmore and preferred New York, where the railroad authorities will be present.

Pending for a long time, the campaign for the revival of road shows marks perhaps the most successful effort to provide increased employment for the road companies at present being accomplished more or less by the Federal Theater Project of the WPA.  

OUT-OF-TOWN OPENINGS  

"The Golden Journey"  

By Eugene Bury  

Theatre: New York  

NY: Sept. 12—Naco Kondo, who recently appeared on Broadway in the current "You Can't Take It With You," first Lady, expects to embark on picturemaking shortly with her husband, George Itohi. The Company is playing in the State Auditorium.

Mr. Sidney Sokolsky, the diminutive and semi-bewhiskered Hollywood columnist for the New York Daily News, is the usual film commentators who sometimes get a bit out of hand. His is a daily column which he sends from Hollywood and in that city, where he feels his strength.

Mr. Sokolsky's column has been a daily feature in many newspapers and magazines and is read by millions of readers throughout the country.

Mr. Sokolsky was one of the first columnists to write about the importance of motion pictures and has been a leading authority on the subject for many years.

Mr. Sokolsky has written many books on motion pictures and has been a frequent speaker on radio and television programs.

Mr. Sokolsky lives in Hollywood with his wife and two children. He is a lifetime member of the Television Academy and has been honored by many organizations for his contributions to the field of motion pictures.

Mr. Sokolsky's column appears every Monday in the New York Daily News and is syndicated to newspapers throughout the country.

Mr. Sokolsky is also a successful producer and director of films and has made many of the most popular motion pictures of all time.

Mr. Sokolsky's commitment to the motion picture industry has been recognized by many awards and honors, including the Academy Award for Best Director and the Academy Award for Best Screenplay.

Mr. Sokolsky is a graduate of the University of California and holds a degree in journalism.

Mr. Sokolsky is married to Martha Sokolsky, a former actress who has appeared in many films over the years.

Mr. Sokolsky's columns have been translated into many languages and are read by millions of people around the world.
Last Gasp of Cowbarn Spots
Sees One New Play Still Due

NEW YORK, Sept. 12.—A great quiet has descended on the summer circuit, but the first spurring of the Cowbarns' last few wreaths lent the season's activities a sort of ghostly, Indian-summer fervor.

Last year it was the 15,000 and 12,500 down on the Paramount 'B' in Cummridge, Mass. Since the Federal Theater has leased to the Cowbarns its most ambitious undertaking, the Sales of Men, an allegory covering centuries, and modern world and un-

venging eternally, soon be prepared, according to Gertrude Donsler, State Federal Producer, the new production is "to be prophetic of the new theater."

OMAHA, Sept. 12.—Third floor of the Clears is expected here that the Building House has been leased for 10 weeks to the Federal Theater office. Omaha WPA theater activities will be presented here.

BOSTON, Sept. 12.—Federal Theater here with "Chit Chat Daily" by Robert Ford, the much-debated Class of '39, by Orrie Horden, and "This Week," by Harold and Milly Hasting, as the first symphonic swing orchestra in the Federal Theater. Its opening will be on the same night as the premiere of a light opera, "The Devil's Pieces opening the same night.

The New Plays on Broadway

MARTIN BECK

BROADWAY RUNS

Performances to September 12, inclusive

Dramatic Opened Perf.
Bar Mesa Girl (20)(a)
May 28, 1936
San Francisco, Coliseum

Negro Barnyard
July 6, 1936
New York, Rialto

Martins (25)(b)
June 1, 1936
New York, Alvindale

Mississippi River (30)(c)
June 12, 1936
Oakland, California, Alhambra

Red River (19)(c)
June 30, 1936
New York, Alhambra

Tennessee (27)(c)
July 16, 1936
New York, Alhambra

The Siren Murals (23)(c)
July 21, 1936
New York, Alhambra

For Your Eyes Only (21)(c)
July 22, 1936
New York, Alhambra

in preparation

BROADWAY RUNS

This reviewer was among those who helped lavish praise upon their deserving

But seeing The Cowbarns again, with some of the bullies tamed in the thrill of past time, with a couple of good works, a few local presentations bridging the years between, one wonders whether all the praise was entirely justified. The company is fine, and much of its work is good, but is it quite as good as we all said it was.

There can be no doubt that Sydney Greenstreet, one of the best stage figures of recent years, is in a piece of unctuousess; there can be no doubt that Straus, Dukoff, and Leslie Harris do very nicely with the joint songs of Barnatan—the others have done nicely with them before. The noise of the audience can, there can be no doubt that Mr. Beaton and Mr. David's Duke of Plaza-Toro is by long odds his least effective performance.

There have been replacements in the permanent division since the company last opened. Since these three strong shows, Brenda Bennett is a vast improvement as Cudles, while Sydney Greenstreet does well enough with Giuseppe and Marjorie Evison is not my expectatation for Tessa. In the reviewer's humble and probably mistaken opinion neither Dorothy Ollie, who sang last in the company two years ago, nor Evelyn Gardiner, who sings here now, can touch the memory of the singer who sings her way into a maligned local company.

We remain one of the loveliest of the Gilbert and Sullivan series. The libretto, it is true, is both singable and danceable, so good as ever in his lyrics. The opera is still as great as at first, and it remains a gem at present on 45th street.

Next week, Fronde of the Guards.

AMERICAN ACADEMY OF DRAMATIC ARTS
FOUNDED IN 1884 BY FRANK LINCOLN SARCE
The foremost institution for Dramatic and Expository Training in America. The American Academy furnishes the essential preparation for Teaching and Directing and as well as for Acting.

FALL TERMS BEGINS OCTOBER 25
For Catalog address the Secretary, Room 146, Eugene Hall, N.Y.
AUSTRALIAN TIVOLI CIRCUIT

Signs Up a Flock of Acts

NEW YORK, Sept. 12—Much interest is being shown here in Australia as a possible talent hunting ground for the recently announced New England Talent Agency. The Australian Tivoli Circuit has announced the engagement of six acts for its current tour of the U.S., with the promise of more to follow. The acts include a variety of performers such as comedians, magicians, and acrobats. The agency hopes to tap into the rich talent pool of Australia to bring new acts to its circuit, which currently includes venues across the U.S., including New York. The move is seen as a strategic move to diversify the circuit's offerings and attract a wider audience. The Australian performers are expected to draw new fans and create buzz for the circuit, adding to its reputation as a leading destination for live entertainment.
Loew's, State, New York
( Reviewed Friday Evening, September 11 )

The State's in a close by itself, a consistent policy house that pulls consistent business. And business that's practically capacity all the time. This last show opening day found the house packed with something galore. Picture is a good draw, according to Richmond Montgomery in Pickford Jim. The vaude, running over, at an honourable time, is swell from start to finish, with top billings going to Cross and Dunn. Noble Sibley Orr and Bud Martin and Oliver Slobe being overboard on time sure enough, but in general it was a good show and audience was satisfied.

Douglas's Steeplechase, dog and pony show, is a prize opener, going over to a band that could have been filled into show-shop, Done by a showmanly make, the dogs and ponies go thru a well session of tricks, all being thoroughly interesting and of a kind that's cute to the third degree.

Glory Hayer keeps up the good work with his most amusing pitchman act, which is loaded down with costumed material and sold in working style. He's got the pitchman style down pat and handles the spiel in a way that brings out the actual vaude-vaugh all the time. His potato peeling and peeling bits had the crowd in stitches.

Allan Cross and Henry Dunn, who have been here before and not so long ago, have come along their way into the hearts of the Sibley pushers. They've got quite a range, arrangements and material, stuff that's similar to warping the flag before a patriotic group. Their hurrying, nominating and making up the numbers, even doubling the value of the material, and that's something.

Sid Martin and Oliver Slobe, new combo, are perfecting their vaude-vaugh into the hearts of the State pushers. They've got a good trick, the show being a real hit.

Roxy, New York
( Reviewed Friday Evening, September 11 )

The short layout this week at the Roxy in support of Sing, Baby, Sing (20th Century-Fox) on the screen, which doesn't need much support anyhow. But the short is a story show and pull a punch. It's definitely headed by Leo Carrillo. He comes out during the Vaughn Babies routine that kept the customers in an uproar, varying his dialect with straight stuff about Hollywood, etc. The only comedies don't have a long routine (with yellow spots) about the cinema. He'd have done better to have given Goble Fowler's Testament of a Dying Man—if he could have gotten away with it. But he picks things up with an Italian-telephone-bit that appears enjoyable, and walks off to a terrible fade.

Only two other acts on the bill. Start with the Three Maligns, kids who wash dishes pleasantly into the mike. Comedy still is loud, and it makes the nuns turn. Dave and Hilda Murray are introduced by a brief but effective production bit from the Ode Foster Girls, then going into their lovely liquid. We're sold.

The Foster kids open with a cute fashion-show routine which deservedly received a big applause, and close the show with a standup spot. Both, incidentally, are excellent in the three productions. Edie Paul amazes dynamically and keeps the pit boys, Russ Brown, still coming on after the last act to tell the news flashes from the stage. House was good the supper show opening day.
Paramount, New York
(Reviewed Wednesday Evening, Sept. 25)
With the second week of the fine picture
The General Died at Dawn, Paramount
Manhattan and Loew's State theatres
replacing Step Shops. This unmitigated
mess is not quite as offensive as the
original when it was first presented in this
theater. The plot is a simple one; a
chorus line, consisting of ten to twelve
actors, is sent up to the offices of
Lorne Barlomey, a crook. The chorus
offering is new to the office and
although they are not as good as the
regulars, they are much better.

The Principal
Lorne Barlomey
(played by Tom Brown)
The Girl
Yvonne (played by Marjorie Reynolds)

The chief cast consists of the chorus
line. The acting is not good, but it is
better than the dialogue.

The picture is not worth seeing.
Midwest Vaudeville Situation Shows Both Losses and Gains

CHICAGO, Sept. 12.—With eight full weeks of vaudeville time in and around here on the books, besides two three-day dates scheduled for next week, one Wednesday, one Saturday and three Sundays, the outlook for the coming week is said to be good. Reviewers, books and agents are taking a little more interest in the situation. The only dark cloud on the horizon is Balaban & Katz and the Great Lakes Circuit at present are the Oriental and Marboro, Chicago, both full this week, and the Mercury and Chicago and Sunday date, and the Regal and Michigan and State theater are booked up only. In addition he books occasional shows at the Lafayette and Great Lakes downtown house. The Chicago Theater is booked from New York.

William Morris office books the Riverdale, Milwaukee, a full week, and the Chicago, Minneapolis, and Portland, Ind., both Saturday and Sunday. Dolly Diamond books the Palace, Lake, and Chicago, and the Tower, Kansas City, full weeks. The Criterion, Oklahoma City, and the City in Oklahoma will book occasional shows booked thru this office. The Princess starts booking into the Garret, St. Louis, next week, resuming another one of his summer playing times.

The Ares, St. Charles, Ill., continues with different shows every Saturday and Sunday, booked by John Deция, and the Palace, Rockford, III., book vaude very Wednesday, booked by Sam Her- man from here.

Penny WPA Shows Getting Slow Payoff

PITTSBURG, Sept. 12.—WPA officials in this city have been finding it difficult to pay off the local theater owners and as a result one of the units has been closed. The Chicago and Virginia vaude house was a portion of its current playing time. A first time in over a month.

The delays, it is believed, are due to the great amount of work the Harriusberg office is supposed to have on hand. It is believed the office will take longer than usual to clear up the accounts. The bookings for the projects here started. Over a million dollars of work has been done throughout the State for the state theatrical projects and around half of that amount is still to be used.

Apollon's New Unit

NEW YORK, Sept. 12.—Dave Apollon of the New York State, has started his new vaude unit for Paramount in Springfield, Mass. He also has another vaude unit, which is a portion of his current playing time.

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Performers' Union Affecting Settlements of Cafe Disputes

NEW YORK. Sept. 12.—Thru its official organ, issued this week, the American Federation of Dockers attempted a few settlements of claims by members against owners of several night clubs.

APA won a settlement of a claim by two members, names not given, against the Hal Lawrence Theatrical Exchange in Chicago. A agreement handed act for one week at the Ritz-Carlton, Chicago, and paid into the settlement of the strip. The settlement was formally made, the APA then filling suit with the United States District Court on behalf of a member and suit was withdrawn.

Another member, whose name is not given, had reached contract trouble with Brocchi's, Detroit, suit being canceled after rehearsal. Owner settled claim in full after arbitration by APA.

Night Club Reviews

Fenwicke, Boston

Tom Marth's Fenwicke, New England's newest night club, opened its doors Monday, and received plenty of press coverage at the time. The club is located on the corner of Fenwicke and New England, and is considered one of the finest in the city.

New Chicago Booking Office

Chicago, Sept. 12.—Bob Price, formerly of Block & Price, and SEGMA Enterprises, has opened the Eckley Yelmo office here, which has taken over the large attendance of music operators in New York.

Rodrigo and Frankie Hurt

Cincinnati, Sept. 12.—Rodrigo and Frankie, dance team, suffered severe incendive when they ran into the hands of an auto accident near Cairo, O. receptacle, and closed short engagement at the Edgefield Edge Club in Chicago and was on an east route when the Chicago occurred.

New 45,000 in 2 Weeks

New York, Sept. 12.—The French Casino claims that, since opening August 25, it is fast becoming a favorite among patrons, breaking all its previous attendance records.

Chicago Ballroom Reopening

Aurora, Ill., Sept. 12.—Coco's Ballroom, a 12-piece combo, will reopen for its annual engagement August 25, 1936.

New Cher Pore Show

Chicago, Sept. 12.—Paul Osborne has started rehearsals on the new Cher Pore show, which is scheduled to open September 16.

Syraeuse AFO-Hotel Compromise Explained

Syracuse, Sept. 12.—That the five-month strike of union musicians against non-union hotels ended on September 15 is what the musicians discovered this week when drawn to the compromise, which ended the long, hot battle, according to Paul Osborne, president of the AFO.

The union demanded that the hotels keep non-union hands out, regardless of the fact that the musicians were being paid by the hotels for the show, and that management not employ the musicians for the show.

The hotels refused to give the union the new Cher Pore show, which was the main issue in the strike. The union then ended the strike and demanded that the hotel pay the musicians the same wages as the musicians did for the Cher Pore show.

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Vanity Fair, Chicago

After a hot start earlier in the season, another measure this attraction show is still going strong.

The show is directed by Johnny Moran, to whom the music was contributed by Len and Eddy's, New York.

One of the biggest money makers in town, this show has been in operation for a year and a half, and is now playing to capacity crowds.

The show features a variety of acts, including a dance band, a chorus line, and a variety of musical numbers.

The show is playing to packed houses, and is considered one of the finest variety shows in the city.
Club Chatter

Sally Carlisle, novelty dancer; Violas and Valerie featuring their "Dance of Death"; Duke de Syrette, dancer; Frank and Leife, offering Spanish and Spanish routines; Gale Parker, another boaster, and Jack and Tootie Rhathe, versatile dancers, are offering the current entertainment at Blinnere's Cafe in Chicago.

Mildred Bamber, Long Barrie, Nicolaus and Sylva, Ray Dixon and Jean Novio are entertaining at the Casino in Chicago. Dick Hughes, Mangie and Maggie, John Hart, Evelyn Hall and Ellen Evans opened at the Silver Cloud on August 29, the same date that the present Charleston show debuted.

HAL LAWRENCE, Chicago booker, placed the following in Ben's Casino for an indefinite run: Gene Emin, Billy June, Ethel Sisters, Jonson Sisters, Judy Davis, Jeanne Pereg and Vic O'Keal... Noble and Donnelly terminated their engagement at Club Woodlawn, Delaware Avenue, on September 7.

Why don't night spots stop kicking customers out? The old ways of adding drinks that were never served, in addition to mythical taxes and mysterious service fees, should be discontinued by those night spots hoping to build up steady patrons. About time night spots stopped the old speak-easy tricks.

Morgan Brothers and Margaretta (Little Daisy) Rica are presenting their phantasy and "act without words" in Detroit night clubs, having recently closed a Midwestern tour. Frank Mower was the Kettles in Chicago, where the act was visited by Bottling Week. But home is now number one... PROG O'NEAL is singing solo numbers at the New York Club in Rochester, N. Y. Booked by Arthur Arguey's office, local 字面 meaning agency. Jack Kelton, of the well-known Kelton and Dunlap saxophone dance team, has opened his own booking agency and dancing school in Detroit, Michigan. He was recently at the Michigan Club, in Detroit, Michigan.

Gus Van closed at the Ben Air Country Club, Wheeling, Va., September 9, to open two days later at the Down Town Cafe in Chicago. Lorna Wolfe, daughter of Barry E. Wolfe, Kansas City dancing school operator, is currently appearing at the Supper Club in St. Louis. Syracuses, New York. Lew Platt, Northern Ohio ballroom and club operator, has acquired the well-known Spanish Ballroom in Detroit and will personally operate it this winter.

Milton Douglas, currently in the show at the Palmer House, Los Angeles, has been signed by Annette Goldwyn-Mayer for appearances in pictures at the conclusion of his present engagement at Club Chatter (on page 29).

Ester and LeRoy

"America's superlative dance stylists"

5 months—French Casino, N. Y.
10 weeks—Ben Marden's Riviera, Ft. Lee, N. J.

Featured at the Paradise Restaurant

New York
Opening Tuesday, Sept. 15th

Thanks to Clifford C. Fischer
Ben Marden

Sincere appreciation to Jack Bertell

Personal management

HENRY HERMAN, 37 West 51st St., N. Y.
Volunteer 5-2990.
Bands and Orchestras

THE WILMINGTON, N. C., Musicians' Protective Association, Local 619, of the AFM, was host to the following bands at its recent birthday celebration: Jimmy Poyner's Hi Thurn, with Joe Savage and Dave Taylor; Ben Vaude, and music acts were presented throughout the night under the direction of C. W. Holland, and Cecil Morgan, who directed the event. Those in attendance were seated in the presence of the event and were encouraged to participate in the celebration.

JANUARY has received a new two-year contract with the recent addition of Al Jones and the band. Jones and the band have adopted children in the past month. The band has also adopted a new member. A band on Monday, 14th, Nick Christian, a boy, was adopted by the band.

DICK O., ANTONIO ZARIN of Swanky, and the band were present at the engagement.

GEORGE OLSEN will probably take the recently acquired Leighton Noble out to the Deseret Bizz in Chicago beginning October 17 before going to his own engagement in New York.

FREDERICK RHOS, Music Corpora- tion of America, and their band have taken over the Rainbow Room at Cafe Brilli in New York City. The band has relocated to New York City.

The Rainbow Room, located at 1461 Broadway, is now under the management of Charles Morrison.

Attending the Rainbow Room opening on October 1st were: SYLVIA FINA, singer for Mabel Williams; MARIE Almonte, who recently moved to the West Coast, and Bing Crosby; and the band.

**ANNOUNCEMENTS**

**NEW HEIGHTS IN THE AMUSEMENT WORLD**

**NOW IN OUR OWN VILLAGE BARN, NEW YORK**

**FEBRUARY 11, 1937**

**THE BILLBOARD**
Music News

Dusky Paikman, who has served in the field of radio broadcasting since the mid-20th century, has been a driving force in both the industry and stage since the 1950s. During his career, Paikman has been responsible for an array of successful projects. He has directed the room in a Tin Pan Alley, where he oversees the rhythm section on stage and serves as a director. His unique vision and talent have ensured that those working with him have thrived.

Betsy Pagan, for many years holding down a secretarial position with the John Mills show, is now acting in the second series of the TV show, "The Bachelor," which airs on NBC. She made the switch last week.

Harry Pink, formerly with Words and Music, Inc. in Cleveland, became manager of the Superior Music Company, Chicago, on September 11, succeeding Mr. Mark, who has joined the Southern Music Company's Chicago office.

A new venue, the Hurricana, on Marathon St., opened this week. It was built by the Hurricana Productions, a local music company.

S. Marks has signed a contract with the Hurricana Productions, a local music company, to appear in the Hurricana Productions' next public benefit show and conduct another road tour.

Shirley Temple's new album, "Hey, Hey, It's Shirley Temple," sold over a million copies of the first volume, with a potential of two million sales.

In addition to furnishing the text and score for the new Cotton Club show, "The Blues Are Bustin' Out", Ben Selig has been busy in another direction. He is completing the score for the "New Orleans" film, which will be released in the fall.

Hawaii Disk Timp

HONOLULU, Sept. 12—American Record Corporation of Hollywood, has contracted with Hawaiian Transcription Productions to make Hawaiian recordings for their "Hawaiian Records" series. They have chosen to record the best of the Hawaiian music and have already completed several recordings. The project is expected to be completed in the coming weeks.

Hawaii Band News

HONOLULU, Sept. 12—Don McDermott, new conductor of the Honolulu Symphony Orchestra, has left Harry Ovans' Band at the Royal Hawaiian Hotel to join Jackie Barry's band as the King. Ruth Deeney, former dancer, has also joined the band.

Sophie Tucker to London

LONDON, Sept. 12—Sophie Tucker opens her "Sophie's Own" engagement at the Grovesnor House on September 24. The show will include selections from Sophie's hit numbers, "The Best of Both Worlds," and "Sophie's Own," as well as her famous rendition of "Lady Be Good." Tucker is expected to perform for the next three weeks.

Club Chatter

(Continued from page 18)

engagement... TED TRAVERS, former color artist with Art Kasel and his Rascals in the Air, opened at the Old printed business in Tin Pan Alley. War- en speaks that the gesture is just his latest attempt to get the best of the rest of the "boys" in supplying him with music.

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Thru Sugar's Domino

The Broadway Beat

by George Spelvin

MOST people seem to mope past the Palace Theater, insofar as the theatergoer is concerned, and regularly wear down the curiosity gland.

One type of shocked audience is the audience of the Palace Theater. But if you were to meet Mr. Spelvin, you would probably mumble something and then talk about your plans for the next day. Mr. Spelvin, back from his holiday at the Thousand Islands, was prattling contentedly at a long, thin cigar the other afternoon when he came across the Palace and one of the tabloid editors whom Spelvin loves to talk and talk about his plans for the night. "Hello, Ed," he said, jumping off his skin and double time until he hit the next block, fearful to look around. A guy like that should travel in cabs.

If Rae Farnan, of the N. Y. Ager & Sons Agency (N. Y. office), is excited about her forthcoming magazine article on the rich man of music, the rest of the gala at the office is only one degree less so, but up.

... things that Smith Claim's drop in the daily 150 foot, average, as a result of the columnist's article. At least Mr. Spelvin's article was an article about the depression on the upper 10 stories. Arlie McGovern has opened his bookcase with a symposium in depression and, as a result, he has decided that there is a definite doubt as to whether the greatest of its kind in the world.

... it's a terrific modern complaint, and amusing it, the first to try his luck with reaching the radius. 25,000 square feet of space was Babe Ruth, who brolster in a rehearsal for the show, the show with Kate Smith. City Services hopped in with 50 customers to McGovern's, and had an audience.

Ludovic Debbe, "world's richest columnist," gave or rather intended to give George Spelvin a sendoff in the Herald-Tribune corner the other morning. Going into detail about prominent actors who doubled and were billed as D. S., he did okay in giving that he admired George Spelvin, which reminds us that Anthony (Oswald) Labrada should drop a line to Jim McGovern, sports editor of the Truth. It seems Labrada, who owns the "Ooh, Yeaahh" business, is Oswald and not Ken Murray.

Johnny Berkley is off Broadway but doing considerable work at the Warner Brothers' Brooklyn lot.... he is making his 15th short late this month, within the pact. He is getting to his 67th birthday, which was last Saturday, in Chicago. Drove in with Count Bernadini and Marvin Cardiff. He'll be here 10 days or so. Trudy Twins came from Europe on the Aquanaut.... Your King remains uncolored, excepting a shortage of dance teachers in town.... We always thought the shortage was on the part of the boys. Seems to be a shortage of dance teachers in the country. Speaking of the PWA, there is 1,500 steppage on this local theater project. Spelvin is out-Spelvin by an oscillator in Bahment at the Y. M. C. A. He plays nine parts.

Most industrious and serious-minded Ike Watslon in Times Square is Harry Fox, who handles the electrical transcription headquarters for the Music Publishers Protective Association. Noticing the rise in buying rats, and now and then in usefulness anything, he wrote a column that he would know, if not just as a business, certainly as a man.

We've heard a rumble on buying rats and reels, plugs and flaps and is on authority on anything you want them for, now. Tactfully, a chorus of the publishers has come into being. Now the Watslon is working on PWA projects. With the new man, there are 1,500 steppage on this local theater project. Spelvin is out-Spelvin by an oscillator in Bahment at the Y. M. C. A. He plays nine parts.

The Chat scribe's secretary writes: You're out hobnobbing with the boss and your wife. The other fellow in the room, looking at you, is asking yourselves if you should actually do that. It is a question to all of us, and the answer is no. We can see, with the National Association of Performing Artists, of which Fred Waring is the标准 bearers, the National Organization of Performing Artists, of which Fred Waring is the standard bearer, in broadening the horizon of the performer.

The NAPA is opposed to the use of all phonograph recordings on the air. But it is not a matter of principle, in broadening the horizon of the performer.

The NAPA is opposed to the use of all phonograph recordings on the air. This does not apply to those recordings which are made for domestic entertainment and for the purpose of making a profit. It is the contention of the NAPA's position that phonograph recordings should not be used for this purpose, but principally because such recordings are often made for commercial purposes.

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**News of the Week**

A financial statement from Loew's, Inc., indicates a net profit of $1,206 per share, common stock, for the past fiscal year ended in August. This is the highest profit for the company, and it is believed that this is only the beginning of a long period of expansion. The company's president, James F. Hoak, stated in an interview that the company is preparing for the coming season, and that it expects to show a profit of at least $1,206 per share.

One of the company's biggest projects is the construction of a new theater in Chicago. The theater is being built on the site of the old Loew's theater, which was destroyed by fire last year. The new theater will have a seating capacity of 2,500 and will be equipped with the latest in sound and lighting equipment.

Another important project of the company is the development of a new network of radio stations. The company has already purchased several stations in major cities, and it is planning to expand its network to cover most of the United States.

The company is also planning to enter the motion picture business. Loew's, Inc., has purchased a major film company, and it is expected that the company will begin producing its own films within the next year.

The company's president, James F. Hoak, stated that the company is planning to invest heavily in its new projects, and that it expects to show a profit of at least $1,206 per share in the coming year.

**SING, BABY, SING**

(20th Century-Fox)

**TIME—97 minutes.**

**RELEASE DATE—August 21.**

**PLOT—Godfrey Parks, once a sociable but now a boozing life in a city slum, is offered $200 for his参与 a "sawhorse hunt." Pitting Godfrey against other entries ranging from goats to snow shows, Irene beats her sister, Cornelia, for first prize. In a rather brained way she takes a fancy to Godfrey, who, despite his airs, says such interesting things, and the latter, who had entered the game out of curiosity, is prevailed upon to become better for the Bullets family. In addition, he becomes Irene's protege, she seeing no reason why she cannot sponsor someone likewise. His music in a good apron. Godfrey finding himself in the midst of the sweatiest family, realizes that Cornelia has the mental combination to save the family fortune. He tries to pull out but is successfully pursued by amorous Irene.**

**CAST—William Powell, Carole Lombard, Alice Brady, Eugene Palette, Call Prime, Mischka Auer, Alan Mowbray and others.**

**DIRECTOR—Gregory La Cava.**

**BLAZED with a sparkling script and good cast, this is a picture which should please.**

**Catching the wave—Columbia.**

**COMMENT—Ae entertainment.**

**APPEAL—Top spots.**

**EXPLOITATION—Renews.**

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**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-Press, Motion Picture World, Telegram Journal and American, New York Herald, and Film Daily, Motion Picture Daily, Motion Picture Herald, Hollywood Reporter, Box Office, Exhibitors Review, Exhibitor, Film News, Shame of Trade, Variety and The Billboard among trade papers. It is estimated that 90% of the papers are used in each tabulation, because of early trade shootsings, conflicting publication dates, etc.

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**Exhibitors' Organizations**

At the meeting of Allied of New Jersey in August, impor-
tant topics were brought up for dis-

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**NEWS OF THE WEEK—(Continued from 1st Column)**

added a half dozen larger Mississippi houses to its already big chain of North-

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Montagre Salmon, who has been the past five years has been in charge of the Tower, the Williams Street, and Mississippi theaters. Philadelphia Publics, has been

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Tommie Tucker, film technian, of Phila-

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Lee Kohlmal, talent scout for Samuel Goldwyn, visited a few days last week at the Williams Street, in Chicago while in search of motion picture talent in the Midwest.

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**Theatre Equipment New & Used**

**Television Equipment New & Used**

**Movie Supply Company**

**For Free Catalog Write**

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**MOTION PICTURES**

Communications to 1564 Broadway, New York City

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**September 19, 1936**
"SITTING ON THE MOON"  
(REPUBLIC)  
TIME—68 minutes.  
RELEASE DATE not given.  
PLOT—Danny West, songwriter working for a Hollywood screen company, is visited by Topsy Blair, former screen actress, who started him on the way by singing one of his tunes. Polly, sitting down next, is given a chance to guess star with an orchestra, but is arrested for the night. She sings a few tunes which are also hopeless.  
CAST—Roger Pryor, Grace Bradley, William Newell, Art Kelton, Henry Kolker and others.  
AUTHORS—Screen play by Raymond L. Schrock; adaptation by Rea Taylor; original story by Julian Field.  
COMMENT—Very weak.  
APPEAL—Lesser doubles.  
EXPLOITATION—Pure ballyhoo.

"WALKING ON AIR"  
(RADIO)  
TIME—68 minutes.  
RELEASE DATE—September 11.  
PLOT—Karl Wick, a crook, wants to marry a wealthy fellow to whom her father objects, so she hires an inducement agent to pose as a very Phony French count, the idea being to make papa dislike the count so much that he will approve of the guy she wants to marry. Papa finds out and she sends her hired man away, but by that time she finds that he loves her, and hurries to tell him so as he's broadcasting his first program. Needless to say, he's a crooner, and the count goes wrong when she is shown to be already married and she stops playing the count.  
CAST—Deno Raymond, Ann Sothern, Henry Stephenson, Joelle Ralph, Gordon Jones, Alan Curtis, Patricia Wilder and others.  
DIRECTOR—Joseph Santely. He fails to make the most of his chances.  
AUTHORS—Screen play by Bert Kaliski, Harry Ruby, Ryna James, from a story by R. W. Cocks.  
EXPLOITATION—Comment—are two good fast ideas in the picture, and they manage to carry it across as an acceptable program, despite the fact that director and scriptwriters do not make the most of it.  
APPEAL—Lower brackets.  
EXPLOITATION—Phony count angle, etc.

"THE BELOVED VAGABOND"  
(TEPSTOLT-COLUMBIA)  
TIME—80 minutes.  
RELEASE DATE not given.  
PLOT—Chevalier in this one plays the part of an artist who turns vagabond and spends his engagement with an English girl in order to keep the girl's father out of prison. Together with a French girl, who plays an accordion, and the small son of his landlord, he travels around the rural areas. The girl's friend's handsome son and Chevalier receive an invitation to return to London and his former mode of life. He does so, and discovers when his two young and attractive customers arrive, that his forthcoming wedding to the English girl, are steered into the kitchen.  
CAST—Maurice Chevalier, Margaret Lockwood, Desmond Tester, Austin Trevor and Peter Parker.  
AUTHOR—From the novel by W. J. Locke.  
COMMENT—Plentiful enough for a programmer, with nice rustic settings, humor and music, but of no great significance as a box-office attraction.  
APPEAL—Does not get out of the double.

"THE LONELY ROAD"  
(ABFD)  
TIME—71 minutes.  
RELEASE DATE not given.  
PLOT—A rather complicated melodrama in which an English naval officer, idle because of a flux of war during maneuvers, quite accidentally discovers a smuggling plot whereby the little lile is to become a scene of great disaster and trouble. Acting as an underman the officer becomes an unhappy with a young lady who whose brother whose brother whose brother is his close friend. She leaves the officer's identity and is properly saddened by his double-crossing, but the latter manages to work things out to the satisfaction of both the girl and her brother.  
CAST—Clive Brook, Victoria Hoppe, Nora Simms, Malcolm Keen, Cecil Ramage, Charles Parrel, Lawrence Hare, Frederick Peakes, Ethel Coleridge and others.  
DIRECTOR—James Flood. Slow, with climates never receiving sufficient heat.  
AUTHORS—Screen play by Gerard Fairlie from original story by Nevil Shute.  
DIRECTOR—Duff generally in story, acting and dialog.  
APPEAL—Little, even to Mellot fans.  
EXPLOITATION—Routine.
Hirst Holds Out Seriously; BAA To Decide on Action

Hirst again meets with Phillips—fail to come to terms

BAA executive board and general meetings held—almost New York houses, except People's, signed up

NEW YORK, Sept. 12—Only one holdout group remains in the contract negotiations by the Burlesque Artists’ Association, with that situation looming as serious as it was brought about soon. Holdouts are the management of the independent circuit, both sides unable to come to terms on the contract, and it is said for chorus girls in the six-day towns. Meetings were held this week, and the BAA is expected to make its decision regarding the holdouts at a general meeting tomorrow. All other BAA theaters, in town and out, have signed up, with the exception of the People's Theater on the Bowery, which the BAA is holding in abeyance.

Hirst and Tom Phillips, head of the BAA, met again Thursday afternoon in an attempt to bring about a settlement. In discussing a binder guarantee for the original houses on the Indigo Circuit, Hirst revealed that it could not be done and was of the same opinion on other demands by Phillips. The BAA is negotiating individually with Jimmy Shaw, Al Sweeney, Jack Nichols, Harry Brok and Hirst, representing the theaters involved in the dispute.

The BAA's executive board met Thursday night on this matter, and will make its report Sunday to a general membership meeting. The latter meeting will bring the decision as to whether or not to be done regarding this controversy. However, there is still a possibility that Hirst might return to the BAA today for a further discussion on the subject.

Other theaters on the Indigo Circuit, straightened out their affairs this week. They made arrangements for a satisfactory one-week engagement, and the factories are opening up again.

As to the local situation, the insurance company of independent circuit, the assurance that the town is doing as it was expected to do. All work well and efficiently to help in putting over a well-balanced and entertaining show.

A notable feature of the show is the colorful set pieces, and wardrobe and given neat lighting. Business with this matter also, despite the fact that the temperature is faring outside business is a good paying field.

For the coming show on the Indigo Circuit, Tommy Styles and Claude Mathis are coming in as a laugh pullers with their new and old hits for all their shows. The cast keeps the folks well entertained. All work in different style. Rait, a likable mugger and gagger, is outstanding in his work.

Also, despite the fact that the thermometer is soaring outside, a lively business is a good paying field.

Burleseque Reviews

Gaiety, New York

(Reviewed Wednesday Afternoon, Sept. 9)

After 25 shows on the three days of Labor Day weekend, it's surprising that the cast can do a show at this stage as it is done. All work well and efficiently to help in putting over a well-balanced and entertaining show.

A show's colorful set pieces, and wardrobe and given neat lighting. Business with this matter also, despite the fact that the temperature is faring outside business is a good paying field.

Also, despite the fact that the thermometer is soaring outside, a lively business is a good paying field.

Labor Day Week-End Boom to Burly Biz

NEW YORK, Sept. 12—The operation of burlesque theaters as a profitable business is becoming increasingly popular in the phenomenal business done here over the Labor Day weekend. All theaters in the Broadway area played to capacity, with an attendance of 120,000 on Saturday and 30,000 on Sunday, while the Eltinge played seven and eight on the same days.

Reservations and short orders received by the extra shows, and were well received by all over four days.
Tab Tattles

BILLY ALLEN, veteran producer-comedian, whose tags were formerly among the best known in the busi-
ness, is beginning a new period of his career with what he hopes will be a major feature show in the Los Angeles area. 

He sails from here tomorrow for the West Coast where he will present his company before the nation's leading theatrical people.

BILLY has every reason to believe that his circle of friends in tymbelor will 
be augmented by many of the Los Angeles theatrical people, who are being invited to Billy's opening.

BILLY's new enterprise is of especial interest because it introduces a number of new comedy and vaudeville 
stars who are expected to work here for the first time.

The new show is being written by Billy Allen himself and is called "The Great American Show." It opens in Los Angeles the week of March 20th and will run for three weeks.

The cast includes such well-known comedians as Carl Reiner, Jack Benny, and Harpo Marx. The show is expected to be a great success.

OAKLAND POLICE PROBE 

Raid by "Beef Squad"

OAKLAND, Calif., Sept. 12—Police to-
stalgia raiding groups staged a "beef 
squad" raid at the Alamo hotel here today.

This is the third raid staged by the 
Oakland police in recent weeks on clubs suspected of being "beef 
squad" operations.

The raid was made on the basis of inform-

ation received by the police that the club was being used as a meeting place for 
"beef squad" members.

The raid resulted in the arrest of four men who were found in possession of weapons and ammunition.

BURLESQUE 

troupe 

s 

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

Ballas and Company, Boston, played the Museum and Hamilton, on the North Shore of Massachusetts, yesterday at the end of a short week-end, of which the Myopia Horse "spectacle" of Robert Montgomery. Pickler star, was a feature.

LOUIE L. COLINS (Roba) is still on tour with Ridgel's Circus Unit, doing his comedy magic in a program directed and presented, together with his own magic and clowns, as a part of the week's entertainment concluding six weeks of tours in Illinois.

ROG RILEY, who recently transferred his activities from Chicago to Des Moines, enjoyed a visit last week from Ray Offenberg, of Washington, and John D. Depp, who were in the Iowa city in advance of the latter's "World Wonder Show." Riley also had the pleasure recently of meeting frogs, who has the illusion attraction with the Beckmann & Queenie World's Best Shows, which played the Iowa State Fair in Des Moines.

WILLIAM (Bill) FRIEDEL, well known in magic circles, is now directing the magic in the Cleveland public school, his primary assignment being with the conductors of the oasis of the Streets of the World at the Ohio State Fair. In his new capacity, he has his character of Professor Schultz, has a moving comedy, wandering from one spot to another, to do illusions, magic, master of ceremonies, imponent, humor, and story teller. He is assisted by his two debaragers, one of which, on from Frobnitz, is a highly intelligent trick dog.

ROGER GEORGE, (The Great George), in Cincinnati on business last week, developed his magic in a brief chat before returning to his headquarters. The Regal is busy three days preparing his show for the fall and winter tour, which begins in a few days.

NATIONAL MAGIC COMPANY, Chicago, last week sent out a supplement to their weekly magazine, "The Red Fane of Diamonds." It has 50 tricks with an entirely new arrangement. Four new magic card tricks are included, making a total of 255 tricks.

HARDEN is back in New York after a national tour, which was for the Worth Centennial, according to reports. The magician's tactics were anything but magic-minded.

CARDINI, doing a better act than ever before, is still the hit of the Riviera, Port Chicago, and the West Coast.

MOUL, the "boy with the X-ray mind," goes back into the Paramount Theater, New York, September 10. Closed a long run there only three weeks ago. This time he will double into a local night club.

HAYLAND REPORTS from Washington that he is opening his fall season, September 15, with a full evening's show at the Warner Theater, that city. He also has 10 other dates lined up in the next month. Last week he opened at the Warner Bar of the Wonder Bar of the New Howard Hotel, Baltimore, for a fortiniights stay. He reports that Chanda, the child, now playing Bar together with Princess Cecilia, men-

J. LESTER HABERKORN and Karl R. Denton, featured team with Grover at the Aldo G. Goodwin, Minneapolis, is still in the Chicago theater circuit. Grover was formerly with the Field, Coburn and Shiner outfit. Carl O'Leary, playing in the same show, worked for 13 years with the Atlantic City Piel Minstrels and is a member of the famous O'Neill act.

HENRI NIEDEK, "Pro Mag," formerly with Grover and the Aldo G. Field Minstrel Show, is still featured with Chas Davis' Chicago Folks, which has been working Western circuit, including the territory.

REES PROSSER, former comedian with the Aldo G. Field show, is now engaged in the express business in Cleveland.

WENDELL GOODWIN, New York newspaper columnist, who is writing a series of syndicated articles in defense of the Federal Theater Project, exprained that during the former Minstrel show, Thursday night Minstrel, shoots us a clipping of his second writing in it. Goodwin gives the thanks to the Aldo G. Field Minstrel and Spud Shelton, concert soloist, for cooperating with the Aldo G. Field Minstrel Project and featuring a number of oldtimers. Goodwin's recent writings on minstrelsy have brought him numerous letters from those who believe in his cause. He feels that the Aldo G. Field Minstrel Project deserves a great deal of credit for its efforts towards reviving the old-time "cork copy."

GABBY BROTHERS, late of the Van Amam show, are now in Detroit playing club and theater dates.

MORALE BROS. and Bailey, who kept up an endless streak of appearances, are in the Detroit area, are now playing the fairs.

DEACON LIVINGSTON, long-time and well-known New Zealand artist, has sold his last contract and is now in the United States, appearing in the Dallas and Fort Worth celebrations and reports that he had a swell time doing it.

Bradford Minstrels

For Ohio and Pa.

CONNEAUT LAKE, Pa., Sept. 12—A small but highly appreciative audience was on hand at the Temple of Music in Conneaut Lake Park last Saturday night to witness the initial performance of the Bradford Minstrelsm, conducted by Grover Bradford and his silent partner, both of Conneaut, operating the Bradford Minstrel Show. This show, presented in the modernized version of minstrelsy, is an offering by the company of a week of shows and several specialties by familiar entertainers.

Highlighting the show are J. Lester Haberkorn and Karl R. Denton, billed as leaders of the Bradford Minstrels, and their assistants, which include Carl Mason, black-face comic; Willard Johnson, who is featured in the comic specialty with Robert E. Lee; Grover Goodwin, concert soloist and orchestra leader, and Spud Shelton, concert soloist and orchestra leader.

A grand parade will be offered in each town where a permit is obtained. Pre-

OFFICE DAVIS—of Leon & Zelda's Night Club, New York, Davis has the music and direction, easily putting over ballads or comedy songs, but, of course, the lyrics will have to be of the type the radio audience is accustomed to hearing.

For NORTHERN SHOWS

GALE AND CARSON—male comedians, are working the main variety shows, and will be heard on the NBC network, which is a relief to the operators for the show. The good personalities and smooth workmen are effective for a spot that does go for knock-about comedy.

DOROTHY BLOOME, soprano heard on NBC period with E. Leo-

T. S. DENISON & CO.
Dept. 130, Chicago, III.

DENISON'S Miniels

For Special Midnight Performances Only

DENISON'S Minstrels

ROLL 'EM IN THE AISLES
SSEND FOR CATALOG

MISTREL MATERIAL

Minstrel Material—Uniforms, Banner, Costumes, Ribbons, Sashes, Handkerchiefs, Fans, Programs, Signs, Posters, Flags, Bonnet, Piano, Bells, Pail, Voice, Bater, Trombone, Wreath, Hat, Horn, etc...

DENISON'S Plays and Entertainments

Denzon's Plays and Entertainments, with special Minstrel Show, Minstrel Shows, Comedy Shows, Variety Shows, Song Shows, Special Shows, and Burlesque Shows. We will also furnish any show wanted by order.

T. S. DENISON & CO.
Dept. 130, Chicago, III.

THE FILM WEEKLY AUSTRALIA

Cinematograph Journal, Melbourne, Australia, Conducted by C. J. EMMERSON. 843 City Territorial Buildings, Melbourne, Australia. Entered at Post Office as Second Class.}

September 19, 1936

The Billboard 27

The purpose of this department is to benefit producers, bookers, agents and others connected with the exploitation of various shows by giving a coverage of every branch of the show business.

The "possibilities" portions below are contributed weekly by members of the staff that their contacts with various entertainment forms. The field is not limited to the various different amusement spots and will be extended to radio and other places of entertainment.

SHOWS INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1356 BROADWAY.

For VAUDEVille

MONA MONTI—attraction from Paris, specializing in classic Spanish dances. In addition to appearance and unusual talent, reveals good sense of showmanship, Caught at the El Chino, New York night spot.

For LEGIT DRAMATIC

CARDINAL—well-known cast member in the leading role. Has been featured in the recent "G生物医药." In the role of his talents could be combined.

MUSICAL

DOROTHY BLOOME—soprano heard on NBC period with E. Leo-

blofeld Theater Orchestra and also on spot of her own. Excellent voice of great range and power, particularly suited to musical comedies and operettas. Youthful personality would easily handle a lead role.

For RADIO

EDDIE DAVIS—of Leon & Zelda's Night Club, New York, Davis has the music and direction, easily putting over ballads or comedy songs, but, of course, the lyrics will have to be of the type the radio audience is accustomed to hearing.

For NIGHT SHOWS

GALE AND CARSON—male comedians, are working the main variety shows, and will be heard on the NBC network, which is a relief to the operators for the show. The good personalities and smooth workmen are effective for a spot that does go for knock-about comedy.
The Forum

Oklahoma City, I noted in The Billboard of September 8 under the heading "Oklahoma City Feels No Actor Surplus," that the show business here and in which are employed the actors here are doing well and that the prices of their tickets are not being reduced. Therefore, I suppose that the comment that the actors here are being paid as low wages and that the audiences are not being satisfied with the performances is not true. The reason for this is that the performances are being given by actors who are well trained and have a long experience in their work. The audiences are satisfied with the performances and the prices of the tickets are not being lowered.

Please be advised that the Missouri Phillips Co., which has been connected with the Oklahoma City event, is now offering the services of the Oklahoma City Philharmonic Society, which is composed of the best musicians in the state. The society is under the direction of a well-known musician, who has been trained in the best schools of music. The performances of the society are being well received by the public and the prices of the tickets are not being lowered.

The above-mentioned statement is not true. The performances are being given by actors who are well trained and have a long experience in their work. The audiences are satisfied with the performances and the prices of the tickets are not being lowered.
ADAMS—J. C. (Big Chief), showman, of coltis at First Baptist Hospital, Miami, Oala, August 31. At time of death he was a member of the Goshen Lodge No. 3, P. W. Double funeral services in that city.

ANDERSON—Mr. and Mrs. Joseph, were drowned in the St. Joseph River at Elmira, September 1. Anderson was foreman of the passenger train which was on its way to Grand Rapids, under the charge of F. A. Gooding, when the train jumped the trestle and derailed. He was well known in the theatrical world, and managed and apted various theatrical attractions. At the time of his death he was 49 years of age.

BAKER—Mrs. Deloris, 58, widow of Dr. James M. Baker, Detroit, June 29. She was a daughter of James Colgate, former mayor of Lake Park, Colo. She was a member of the Church of Christ, Detroit. Funeral services were held at the Colgate Memorial Baptist Church, Detroit, under the charge of the Parke-Roundy-Emmons Company, Detroit, Michigan, August 28, from a complication of diseases. Survived by her widow and two sons, Robert and James, both of Detroit.

BEALS—Mr. and Mrs. T. H., 50, of the 18th Street Baptist Church, Detroit, were drowned in the St. Joseph River at Elmira, September 1. Anderson was foreman of the passenger train which was on its way to Grand Rapids, under the charge of F. A. Gooding, when the train jumped the trestle and derailed. He was well known in the theatrical world, and managed and apted various theatrical attractions. At the time of his death he was 49 years of age.

BISHOP—Mrs. Anne B. Bishop, 58, widow of Dr. James M. Bishop, Detroit, June 29. She was a daughter of James Colgate, former mayor of Lake Park, Colo. She was a member of the Church of Christ, Detroit. Funeral services were held at the Colgate Memorial Baptist Church, Detroit, under the charge of the Parke-Roundy-Emmons Company, Detroit, Michigan, August 28, from a complication of diseases. Survived by her widow and two sons, Robert and James, both of Detroit.

BOYCE—Mrs. F. B. Boyce, 50, of the 18th Street Baptist Church, Detroit, were drowned in the St. Joseph River at Elmira, September 1. Anderson was foreman of the passenger train which was on its way to Grand Rapids, under the charge of F. A. Gooding, when the train jumped the trestle and derailed. He was well known in the theatrical world, and managed and apted various theatrical attractions. At the time of his death he was 49 years of age.

BRADFORD—Benjamin M., 71, son of Edward F. Bradford, and outdoorsman, of the Class of 1882, died at his home in Forest City, Conn., September 2. He was a writer and sportsman, and had been actively connected with the outdoor life in New England. He was a member of the New York Rangers, and was a member of the New York Yacht Club.

BROCK—Mrs. Eliza W., 70, of the 18th Street Baptist Church, Detroit, were drowned in the St. Joseph River at Elmira, September 1. Anderson was foreman of the passenger train which was on its way to Grand Rapids, under the charge of F. A. Gooding, when the train jumped the trestle and derailed. He was well known in the theatrical world, and managed and apted various theatrical attractions. At the time of his death he was 49 years of age.

BROWN—Mrs. Mary E., 60, mother of Dr. James M. Brown, Detroit, June 29. She was a daughter of James Colgate, former mayor of Lake Park, Colo. She was a member of the Church of Christ, Detroit. Funeral services were held at the Colgate Memorial Baptist Church, Detroit, under the charge of the Parke-Roundy-Emmons Company, Detroit, Michigan, August 28, from a complication of diseases. Survived by her widow and two sons, Robert and James, both of Detroit.

Burial—Mrs. Lydia L., 60, wife of Franklin Gilmore and once a noted circus acrobat, recently at her home near the city, survived. A daughter, Marie, 28, of the same address, also survive.

CAMPBELL—Mr. and Mrs. J. W., 50, of the 18th Street Baptist Church, Detroit, were drowned in the St. Joseph River at Elmira, September 1. Anderson was foreman of the passenger train which was on its way to Grand Rapids, under the charge of F. A. Gooding, when the train jumped the trestle and derailed. He was well known in the theatrical world, and managed and apted various theatrical attractions. At the time of his death he was 49 years of age.

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NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i.e., mail at the Cincinnati Office will be found under the heading of the Cincinnati Office and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.
EXPLANATION OF SYMBOLS

- auditorium; — ballroom; — cafe; — club; — country club; — hotel; — museum park; — roadhouse; — restaurant; — showboat; — theater.

ACTS, UNITS AND ATTRACTIONS
(Route numbers are given only when no dates are given.)

Abbott & Tabor (Box 60) Chi, cc.
Adele & Taunton (Box 18) Chi, cc.
Adams, F. H. (Hotel Bluff) Dubuque.
Adams, F. H. (Hotel Bluff) Dubuque.
Addy, R. F. (Hotel Bluff) Dubuque.
Adler, S. (Hotel Bluff) Dubuque.
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THE NONCHALANTS

♫ "GENERAL WASHINGTON," New York Company, Management 30, 0. A.
**HARRY FLETCHER AGENCY IN EUROPE.**

**M.**

**MacKay's Rhythm Ends (Broadway Room)** NYC.

**Maine (Robert's Bar)** New York, N.Y.

**May's Parlor** (Court Street) NYC.

**Meadows, Gene & Brenda Lee (Paradise)** Phila.

**Marianne (Fl., Morris)** N.Y.

**Marie (Earl's Bar)** N.Y.

**Mayfield, O. H., Great Lakes (New Orleans)** N.Y.

**Mark, Joan (Club Diamond)** Wheeling, W. Va.

**Martin, Marilyn (Holiday House)** NYC.

**Martin, Neil (Singer's Club)** NYC.

**Martin, Allan (Club Casino)** N.Y.

**Mata, Bars Ann (St. Morris)** N.Y.

**McCullum, More (Pioneer Palace)** Phila.

**McCullum, Frank (Meadows)** Phila.

**McCullum, Roy & Errol (Earth)** Phila-14.

**McCullum, Willis (Wonder Bar)** Owasso, Mich.

**McDermott, Doreen (Paradise)** NYC.

**McDermott, Helen (Dustoff)** Saratoga, N.Y. 15.

**McDermott, Larry (Barnes Hall)** N.Y.C.

**McDermott, M. S. (John's Bar)** N.Y.C.

**McDermott, Pat (Lake Shore)** N.Y.

**McDermott, Vic (The Soup)** Phila.

**McDonald, Ray & Errol (Club Casino)** Phila.

**McDermott, Mitchell (Milwaukee Club)** Boston.

**McDermott, Charlie (Man About Town Club)** NYC.

**McDonald, Connie (Tavern)** Chas., 15.

**McDowell & Duret (Chez Moi)** N.Y.

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**McDowell, J. B. (Riviera)** N.Y.

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With the Circus Fans

CIRCUSES

By the Ringmaster

CRAZY RAY WANTS

1936

1936 THE BILLBOARD 35

NO CHARGE! Whether it's regular equipment or something special that you are planning, there is no charge for estimates of what will please you best.

When You Buy Barber Tents and Circus Equipment, call the

BARBER - LOCKWOOD

This is a brand new equipment shop in Omne, KANSAS. MCW, America's Big Tent House, Eastern Representative.

AMERICA'S BIG TENT HOUSE

EASTERN REPRESENTATIVE - A. E. V. O. W. B. 342

In order to acquire the very best in circus equipment, order it from Barber's Lockwood. They can deliver the finest equipment in the business, and you will be glad you ordered from them.

BARBER - LOCKWOOD

The Billboard, Cincinnati.

WANTED TO RENT

6,000 Grand-stand seats with individual chairs for one-day event in Western Pennsylvania, October 17. State price erected, how many rows high and all details with photograph, if possible.

BOX D42, care The Billboard, Cincinnati.
The Billboard

CIRCUSES

September 19, 1936

Old-Time Showmen

By CHARLES BERNAUD

King & Franklin's New Colosseum and Wild West began their 1881 season at Terre Haute, Ind., on April 29. They built a special show for the occasion and had operated the show as a part of their regular circuits. This was one of the several popular-priced small circuses in the late 1880s and early 1890s that pleased the public with a performance of merit and at an admission price of ten cents, a policy that made it possible for large family and moderate means could give a part of their entertainment budget to this form of entertainment.

On the official staff of the King & Franklin Show were the famous circus men who later were identified with some of the later, smaller, and less important shows. C. C. Oilver, assistant director and one of the managers of the show, was a former acrobatic equestrian; Carl Dray, musical director; Jack Wor- rick, a former chario driver; and manager of the sideshows. Charles Hall, manager of the show, was a former jackass rider for John C. Fox, on transportation; Edward Jones, in charge of stock; Billy Lawrence, property man; and Henry B. Haines, who was a former horse trainer and had been with the show since 1872. He was also a former performer in the show.

In the big-show performance following the opening at Terre Haute, one of the most noted of the old-time showmen was J. P. Pagan as general agent; John Irwin, manager of the show; and Charles A. Haines, director and costume man. William Bullock was boss bill- er with a crew of 12 men. Number One Company to- talled 120, number of horses, ponies and mules totaled 22. The show was ready for showing in the West and engaged in a grand tour of the United States with six Indian for the Wild West Exhibit. Their performance was a much-talked-about one and it was followed by a self-styled showman, with his own company, who came to the West Coast to give himself every bit a celebrated circus men and music, and his band was a strong feature of the show.

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THIRTY-FIVE HUNDRED DOLLARS in prises based on entry fees is expected to command all the big-time rodeo performers and drawing large crowds to every show. One classic event that can hardly be missed is the trick-riding contest in the arena, where riders perform daring feats to the delight of the spectators. The money pitting its skill against the entire field. Performances by Cheyenne, Pendleton, and a host of other top performers, according to the advisory board, are expected to ensure a high level of competition and excitement.

HURLING, a white-stockinged American, is expected to be one of the top performers at the rodeo. He has a reputation for being a fierce competitor and has won several top awards during his career. His skills and athleticism make him a favorite among the audience. The money will be divided among the top performers based on their performance.

THE CHICAGO COWBOY CORPORATION is scheduled to be in attendance at the rodeo, bringing with them the world championship rodeo, to be held in the city. The corporation is a leading organization in the rodeo industry and is known for its high standards and commitment to excellence. The money will be used to fund the operations of the corporation and support its activities, which include promoting rodeo events and providing opportunities for cowboys to showcase their skills.

The Chicago Times, a major newspaper in the city, has announced that it will be publishing an article about the rodeo event. The newspaper is known for its in-depth coverage of local events and is expected to provide comprehensive information about the activities and attractions at the rodeo.

COWBOY STANDOUGHS FOR THE 1936 Grand National Rodeo, a major event in the rodeo industry, have been announced. The event is scheduled to take place in the city, and it promises to be a thrilling spectacle for cowboys and spectators alike. The money will be used to fund the event and support its growth.

The Western Farmer, a leading agricultural newspaper, has announced that it will be publishing an article about the rodeo event. The newspaper is known for its comprehensive coverage of agricultural topics and is expected to provide valuable insights into the activities and attractions at the rodeo.

Dexter Fellows, test tatties, are expected to return to the Chicago area for a string of rodeo events. The money will be used to support the activities of the Fellows and to promote rodeo events in the area. The Chicago Times, a major newspaper in the city, has announced that it will be publishing an article about the rodeo event. The newspaper is known for its in-depth coverage of local events and is expected to provide comprehensive information about the activities and attractions at the rodeo.

French Lion Tamers are scheduled to be in attendance at the rodeo event. They are known for their daring and thrilling performances, which involve riding on the back of lions and performing acrobatic stunts. The money will be used to support the activities of the Tamers and to promote their performances at the rodeo.

MISSING IN SPAIN PARIS, Sept. 9—No news has been received from the well-known Lion Tamers, who have been appearing in Spain with a troupe of circus performers, as to their welfare since they went into hiding after the revolution has proved unsuccessful.
Cincy Coney Figures Take Climb Over '35

CINCINNATI, Sept. 12.—Labor Day marked the peak period for Coney Island here since depression days and there were more than 15,000 visitors today. Edward L. Schott, who estimated that attendance here for the week would be 25 per cent above par, said that receipts were running about 50 per cent in excess of last season. An all-day record for Coney Island when Mr. Levilshanto played to 4,000 yesterday was another indicator of Coney Island. The Coney Island streamer Island Queen has started its annual fall moonlight dance round trip for the Ohio River.

Cincinnati Globe reporters observed that attendance there had passed the record established in 1933, where the average patron spent about 10 cents more than the average patron at the grounds last year, coming close to the boom year of 1939.

Holiday 'Em at Pontchartrain

NEW ORLEANS, Sept. 12.—Going into their third week at Pontchartrain Beach, the Fours, comedians on aerial cats, are proving bigger attraction of the lineup of the show for the season, the reason, Manager Harry Waltz said that to handle record attendance at the place daily and three times on weekend days, he and his staff have been forced to turn them out entirely at the beach. About 40,000 visited the grounds, and they have been host to Mr. and Mrs. George K. Whitney, traveling companions of Leo C. Whitney, who are being operators of Playland-at-the-Beach, Ran Franion, They are on their way back to California after being in the Northern and Eastern parts of the Whitney acquired some new equipment.

Nationality Days Big for Burkhart

ALLENTOWN, Pa., Sept. 12.—In Central Park here today was opened Nationality Days which closed the season on Labor Day, Manager F. A. Burkhart reported a most successful season resulting from a response to outstanding offers as well as a failing into line with a general recovery impetus now existing here. Some years ago Manager Burkhart introduced Nationality Days (see NATIONALITY DAYS on page 49).

What Is Wrong?

By CHARLES F. KELLER JR.

Beach and Park Supply Company, Inc.

In my travels through the East and Middle West yesterday, I visited Coney Island, and the Park and Beach Supply Company. Like many amusement parks, bathing beaches and swimming pools, I have seen parks which a few years ago in their communities closed completely and desolate. Others barely struggling for an existence, while still other parks or parts, some by the depression, doing fine business.

I know of one instance where a park three years ago was considered finished and closed for good, but now, at the end of the 1935 season, it is proving the best business in its history. Another instance is a successful park and on a widely used highway, both of which have not only had their sales increased but have changed their financial status financially to the extent of a million a year.

I asked myself the strength of these three parks alone and not considering all the others. "What is wrong?" I asked. Just what is the opportunity time to take inventory. After I had convinced myself that the doors were locked and the shutters for the winter year, as a matter of good business asking what equipment, stock, etc., file away records, close books and proceeded to take the planning of winter and return summer. It is a simple matter of routine. The inventory was taken to be 100 per cent, which in my opinion it was, and they were not without a substantial increase, there was a reason."

Walk Thru and Look

First of all, walk thru your park and look thru your park and look thru your park, get used to yourself in your survey. Are your build-

Navy Pier, Chicago, Closes Big Season

CHICAGO, Sept. 12.—Last Monday the Navy Pier for the successful season it has had in years, according to Mr. Burns, who said that receipts topped 1935 by 50 per cent. But this company was formed which was given a five-year contract to handle operations for the first of the season. Officers of this new Lake Shore Park Corporation are C. O. Stoll, president; P. G. Caligiuri, who was the former owner of the old company, vice-president; K. H. Burns, vice-president and general manager; and A. W. Proctor secretary, and M. M. Riecan, treasurer.

For improvements, innovations and entertainment for 1937 will be announced by first of the year, said Mr. Burns.

Salt Lake Resorts Register Great Biz

SALT LAKE CITY, Sept. 12.—Salt Lake City Park, Under Great White, Davis County, closed big on Labor Day, Manager Thomas M. Wheeler of state different small parks had been broken. The MCA change of dance on July 1. The national convention was a one of the reasons for the Verdi Brothel, which was successful and is going to White City, Ogden.

Butch Harrison and Earl Thompson, had a big season, as was water deep there and at Black Rock, as they had most of the bathing customers.
By R. S. UZZELL

Aurel Vaso, Dayton, O., is not walking on his upper lip but still believes in a future for his factory and the park bunch who saw him. He told me in his voice that there was nothing wrong with the factory or the park bunch.

Dudley Scott, Euclid Beach, Cleveland, was here, too. He circulates each year a few sheets containing some things and is eager in quest of new ideas and facts. Dudley was told that his exposition did not cost Euclid Beach. It only cost him a little bit of time and energy to put it into its managers and owners. It will still carry on in Cleveland when the exposition is only history. Some substantial advance in the cars for Euclid Beach is planned.

Now that many are feeling the urge to shake things up and do something, it is well to take stock of past mistakes and disastrous blunders and take a look at the present. Car manufacturers and installment buying generally worked only themselves out of business. While they all said "Never again," the same cars will be sold again.

Could Not Say "No"

One concern has made such liberal terms and such small installments that it has already paid for its purchase. The nominal owner has not enough to cover the regular payments to keep it in fair condition. He can take it in his first two payments and sell it at a loss. It can easily depart and leave the device on the shelf. In a few months, he may soon happen again.

A hypotensive paper is an easy road to ruin them in big and small. It is easy to believe you are only insinuating the note down and taking the advantage of your factory. reputation and accumulation. We have written a good subject for our annual meeting. It was started in 1901 and is the first one that starts the avalanche. How can we curb him? More than once have we seen a good deal of this that is carried on by its officers and salesmen could not say "No." We can only sell 5 per cent representation of a device at our own prices and many nightmares and longs onstage.

Into Safe Tangibles

Prosperity is on the way. What are you going to do with those installments before their purchase? Get your money into tangible. But here again be prepared to be sold on the evidence. How is your tangible? One cannot buy with impunity. What tangible is you buy and turn to a safe investment. This holds its appeal to the patron is a safety by reason of the fact that there can be no representation of a device at our own prices and many nightmares. A responsible investment.

Some amusement parks are at present valuable. The present values will not be affected by inflation from than from operation, notwithstanding the fact that the amusement park is not be better and profitable. Some good heart thinkers at this juncture will pay handsome dividends. Don't drift! Think and the possibility that you can make a safe, conservative investment.

Again in the Money

Remember the usual plight of the amusement park is the need for prudence and foresight. Puppeteers are practicing their techniques. The customer does not want his food to descend to meatless meals. Why cannot we be as wise? As a whole the amusement park is a very profitable business, not by any comparison our superior. Your amusement park will also be the result of the Sunday throngs. City Manager Mil- ford F. Finney hailed the presence of the figures at a sign of the return of the resorts to the environs position that they hold in the minds of the public. Sunday mark exceeded by nearl a for the last all-day high of Independence Day this year.

Bottoms that the bottom of the amusement park was joyous at the crowds, which not only promoted the work but accomplished the sales. Approximately $1000 was banked by Wals merchants and customers to Touching the bottom of the bottom of the audience figures, according to Tom Mur- phey who was on the sides of the numbers. Rudy Vallee and his musical unit were in their heyday back in 1920. Serially injected such a fund. Rudy Vallee's record of some 10,000 years as an aside last Saturday, with a record of the highest was not revealed, nearly however.

The State American Legion Convention, which much to manage the season to autumn, which seems to be holding up nicely. Ten thousand Legionnaires will themselves to three-day affair. Contrary to past sea- sons the beach front presents itself a midsomer atmosphere now beause of the city's decision to keep Walt- tron away from the season's orders the beach. One man who once had $1,000,000 in one of his old business ventures, where work for the writer at 29 p.m. at 88 W. 30th, of substance, not some friend caution me in time? I'm telling all of you.

Palaques, N. J.

By MARION CATH

Brett hit over Labor Day week-end. It was the last of the series of big Featuring the Cup, the last of the week-end. All of them went over big, showing that there's business in the park. Where do you go from here? I asked and here's where.包集成, who is the brother of the late Eddie Kay, well-known opera singer, goes to Fantasia and then Trenton Fair. Ed Smedley takes some holidays and then turn to the fairs, starting with Doylestown.

Harry Wernstein, of Trenton Fair, is on his way to Atlantic City. Rose Guttmacher, of the photo stand, goes for a trip and then back to her place in the Hudson Terminal. From White gets back to Madison Garden, from whence he came. Tony Gishin and wife, go on a west coast trip, the Tony would rather make the fairs.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: We are, as the saying goes, in the doldrums. Each year we provide our readers with this annual wakes of the old school that the old order of stuff at the fairs. This year we are compelled to change of some sort. The benches seem to have moved to the old-fashioned way and therefore it remains for them to go thru changes.

The old showmen of the old school insist that the old order of stuff at the fairs is the only one. One is always forgotten and will want. The more progressive wants to see a new show and, after all what more is showmanship than feeding the public with new stuff.

Jones Beach. Long Island's fair-haired series of shows, which was begun last year, is in full swing this season and before long (if not already) will be in full swing. It is believed that inside beach people may garner from the spot that grew out of the combination of Ben Al Smith and Park Commissioner Bob Moore.

To mention all the innovations in beach operation that the spot has entertained would be to fit more wonder into this column than the fronts of the newspapers. We are surprised at what was going out just one item. We refer to the most recent presentation of the spot at Jones Beach. Oddly enough, patrons of every flag opera at these shows are the same folks. In the majority at least 100 per cent. The organization of the old-time C.W. Ball agency giving away bicycles in addition to the usual. The idea is one of the best of the season and will continue the feature during September.

Cape May County Fair Association may soon decide fate of the county fair. Should the group decide to conduct the event, a mid-October date will be fixed. Ballyhooing bathing beauty contest at Sportland Wonderful women carried more ghosts than actual figures. The contest will have might bathing under foot. This summer, promises Mayor Bradley.

OBLIVIA, N. J. official, is a small town. Nearly everyone knows each other. The town is a small town with a small park, having a small beach, and a few small buildings. The people are friendly and the atmosphere is pleasant. The town is a small town with a small park, having a small beach, and a few small buildings. The people are friendly and the atmosphere is pleasant.
Barr, is...
The Pool Whirl

BY NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

**Municipal the Winnah!**

We've had a lot of discussion here, from Internationals, on just what a city-owned swim pools and how they affect the community. Ever since the inception of this city, there has been pro and con controversy as to whether municipalities, as it's called to by law, could establish and operate what is known as a privately operated natural natichotomies.

Of course, there has always been that group of pool men who feel every time a business is done in the city, the city is not doing its part to aid the community. How many of these city-owned pools could fill a book.

The pool owner so affected by municipal ownership is not the only one whose facilities have been affected by this month's strike. A good many pool owners who pool the theory that so many city-owned facilities are being run by the city in violation of their contracts.

According to Bennett, not only is the city-owned pool a failure, but the city-owned pools in the city, where no expense is spared to make them a success, are not even able to make it just as is, so at the same time the city is losing money, they are not able to make good. It would seem that the city has taken over the entire pool operation and that in order to make it successful, they have spent a great deal of money and time on the pool.

**A Philly Quickie**

Took a busy drive down to Philadelphia last week-end and looked in at the Municipal Pool, where the municipal operating company, has been appointed by the city's Recreation Department, to manage the pool for the season. They have done a good job, and the pool is well attended. The national pool owners' association, which has been in existence since the construction of the pool, has decided to make it a permanent fixture and has received many planning big things for the future. In the meantime, it is an indication that the pool is doing well. The city is losing money, but the people are enjoying the pool.

**Dots and Dashes**

Wonder what will happen to President Roosevelt's pool in the White House. It is said that it will be attended and what will happen to it is unknown. But there is an air of expectation that it will be reopened.

**Best at Williams Grove**

MECHANICSBURG, Pa., Sept. 12—Williams Grove Park closed its best attendance of all time with its final picnic, on Labor Day with the attendance of 6,800 grangers. Free parking was allowed to guests, who visited the park each day of the picnic.

**Pittsburgh Week-End Heavy**

PITTSBURGH, Sept. 12.—Parks, the largest and most noted of the large amusement parks, is a city-owned pool. This week-end, some of the cities which have been affected by this month's strike, will open for business. The city is losing money, but the people are enjoying the pool.

**LAPEA, Pa.**—Lapea Amusement Park, 2 miles north of the city, is one of the largest and most noted of the city-owned pools. It closed its season on Labor Day, with a great deal of celebration by the local schools. The park was closed for the season.

**Detroit Zoo Outlay Asked**

DETROIT—Sept. 12—City council has submitted a recommendation by Detroit Zoo director, A. P. Cramer, that increases for improvements to be made to Detroit Zoo at a cost of $63,937. It is proposed to install a replica of an African elephant and a replica of a lion. The report also states that the new building will be more architecturally pleasing. The council will consider the matter at a later date.

**NFW CASTLE, Del.**—Plans for a new building at the NFW CASTLE, Del., are announced. The new building, to be constructed for $40,000, will be a combination of amusement park and zoo. It is proposed to open the park on Labor Day, with a great deal of celebration by the local schools. The park was closed for the season.

**With the Zoo**

DETRON—John T. Miller, director of Detroit Zoological Park, and Mrs. Miller received a recommendation by Council meeting on the matter, that increases for improvements to be made to Detroit Zoo at a cost of $63,937. It is proposed to install a replica of an African elephant and a replica of a lion. The report also states that the new building will be more architecturally pleasing. The council will consider the matter at a later date.

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NEW YORK.—Four new buildings are being planned for the Detroit Zoological Park, to replace the present structure along the Delaware River. The buildings, to be called the "Zoo Mall," are being completed. Other extensive zoo improvements are contemplated.

**The Pool Whirl**

N.W. PLATT, Burnet, Tex.—A new pool is being planned for the city of Burnet, Tex. The pool, to be called the "Burnet Pool," will be installed at a cost of $100,000. It is proposed to open the pool on Labor Day, with a great deal of celebration by the local schools. The park was closed for the season.

**Picnics Boost Attendance At Riverview, Des Moines**

DES MOINES, Ia., Sept. 12—Riverview Amusement Park, which has been closed for the season, is open again. The park has been very successful, with Omer J. Kingsly, proprietor, closed on August 29 after a short season. The park was completely open for business, but this year it seems the management has decided to go out after some of the most successful and enjoyable activities. It seems the management is more interested in the business, but this year it seems the management has decided to go out after some of the most successful and enjoyable activities. It seems the management is more interested in the business, but this year it seems the management has decided to go out after some of the most successful and enjoyable activities.

**New Indoor Tank Blossoms**

Wired乐趣 island tank in New York Central is not just around the corner from Park Central, as it's called to by law. The wired乐趣 island tank has been content to house various small species of fish in the past, but to this year, the tank seems to have been successful. There's been a lot of celebration by the local schools. The park was closed for the season.

**Philadelphia Quickie**

Took a busy drive down to Philadelphia last week-end and looked in at the Municipal Pool, where the municipal operating company, has been appointed by the city's Recreation Department, to manage the pool for the season. They have done a good job, and the pool is well attended. The national pool owners' association, which has been in existence since the construction of the pool, has decided to make it a permanent fixture and has received many planning big things for the future. In the meantime, it is an indication that the pool is doing well. The city is losing money, but the people are enjoying the pool.

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Turnout Tops At Calif. State

Outpouring in Sacramento marks opening days—Labor Day brings 101,182

SACRAMENTO, Calif., Sept. 12—Mercury at 92 cut Tuesday’s attendance at California State Fair here, September 5-14, to an estimated 30,000, after the preceding weekend brought an all-time high of 50,000.

Records. With Tuesday’s estimated gate, attendance for the first four days exceeded 28,000, almost 150,000 ahead of the first four days last year. Labor Day attendance was 15,000.

Not only were fair officials surprised by the record gates, but visiting fair officials from throughout the West termed it the most astonishing turnout in history of the Pacific Coast. Charles Paul, secretary for the last 25 years, declared attendance figures “absolutely amazing.”

Average attendance for the first three days was estimated at 45,000, and the previous all-time record of 45,081 for the 100th anniversary of the Fair was doubled. Estimated daily attendance in 1935 was 44,882. Official admission for the $3,788,000, which will have to be held 15,000, for the Labor Day racing program. The grandstand was filled two hours before the start. Patrons doubled from 8,000 to 16,000. Track officials said that at least another 10,000 was lost because great customers could not force their way to the windows.

More than 20,000 from San Francisco, Oakland and other cities were in the throng on Labor Day. More than 10,000 were here from the same cities on Sunday. Somerville, and some trains in four sections and added special, unrestricted trains on Sunday and Monday. Forty-five of parking space were filled more than two hours Foley & Burks’ attractions were free.

Best Returns in 13 Years Reported From Cresco, Ia.

CRESCO, Ia., Sept. 12—Howard County Fair was called the best in 13 years, reported Secretary Jack Meyer, who said that Ernie McIlvain, for many years the fair’s elevator, again won by 25 per cent less than $1,000. His toll ticket total was $2,000. The fair was opened by the Iowa governor.

CONCLUDING some dates in California, Eumolp’s Stage Circus is to start on Sunday at Ione, and continue to San Francisco, and Central Florida Exposition, Orlando, for his review the coming winter. It was announced from his offices here.

Florida Contracts to Young

CHICAGO, Sept. 12—Brate Young has been hired by the management of the Tournament Trains, a new show on record on Labor Day when 42,000 visited the grounds.

Ohio State Draws Largest Number Of Paid Admissions In Its History

COLUMBUS, O., Sept. 12—More than 315,000 passed thru turnstiles at Ohio State Fair here on August 31-September 5 at its 45th annual and of these about 315,000 were paid admissions, largest in history of the event, officials said. On four of the five days, attendance records were broken. Wednesday’s crowd was smaller than in previous years because of rain. Governor’s Day on Thursday attracted more than 10,000 paid admissions, largest single day’s attendance, National Pen Show, which for years has been held at the International Live-Stock Show in Chicago, was brought to Columbus this year in recognition of the fact that for the past six years the Ohio Fair has had the largest entry list in the Percheron class.

The fair was further expanded by this year’s in place of pageants held in recent years. Night was filled with fine entertainment with Graham’s Western Riders heading. Other acts were, Billy (Count) De Armo, costume juggler; James Graves, ventriloquist; Cook’s Comedy Four: Prie Wonder; E. H. Young, Trick Troup, tandem pagination; Huntel Troupe, high wire; Hunte Troupe, barrel jumping; Aerial Rides and Feilwey, Harmon and Findell, clowns. The 300-piece All Boys’ Band and the World’s Concert Band performed. Fireworks ended each performance.

The successful Horse Show was topped by the performance of Night Flower, of Dixidan Farm, Lexington, Ky., for the second successive year and the G. C. Long memorial trophy won by Don McCallum in competition of the season. She also took $968 of the event’s $1,500 prize money, ridden by Charles Dunm.

On Saturday, the all fair was taken.

There were more than 125 eating places not to go, $37 of which were served by Columbus and near-by churches. Floyd E. Gooding has about 20 rides, reporting good business.

Fair managers from all over the State were guests of the management at breakfast on Tuesday, more than 70 attending. The breakfast table was headed by Atchison financier W. W. Elston with fair managing director of Agriculture Earl E. Blasfield. Byron F. Hendricks was manager of the Junior Fair. Harry Cole, in charge of exhibits, reported that $75,000 had been collected by his department for the State and the demand for space was so great that many had to be turned down.

Ohio State Fair at Fair Park.

HOLIDAY BRINGS NEW HIGHS

172,746 Pass Stiles in Minn.

Best Labor Day since ‘29 registered—bargain tickets out for opening

ST. PAUL, Sept. 12—With ideal weather, the Minnesota State Fair opened on September 1 with an attendance of 19 per cent over the same day last year, amounting to 484,918.

On Labor Day 2,746 passed the turnstiles to break all Labor Day marks since 1929. Same day in 1933 recorded 152,050.

State attendance on the first four days of the fair, which will end tonight, shows 368,774 paid $77,193,50 comparisons. An increase of 6,464, or 8.6 per cent, is expected.

A feature of the opening was "Key Day" when badges were distributed, selling for 50 cents and admitting a person to the grounds, entrance of an automobile on a visit to the island village, a grandstand and two rides to the Minnesota International Fair Shows. The $5,000,000 exposition was featured with dedication of new 1,000,000 sheep and swine pavilion, 270 by 300 feet.

New Parking Lots

Other highlights included an 80-acre field of machinery, activities and exhibits. Why-Ask-Club and girls, a five-night $10,000 prize Horse Show, opening of new parking lots where 8,600 cars may be accommodated and Friday reptile with thrill, including the world’s only live tiger, and the biggest observation balloon. An overcast crowd of 75,000 gave first-class auto races to see Emery Collins, Le Mar, Be at the American drftrack championship meet.

Kelley Aids Night to Show

DETROIT, Sept. 12—Entries for Hillsdale (Mich.) County Fair have been sold out earlier this year, said Secretary H. B. Kelley. All concessions, rides, and grandstand shows, so far as we know, have been paid for. The special event was presented by United Booking Office and a grandstand show running five nights instead of four as in previous years.

Biggest Day in 75 Years Marked Up in Elmira, N. Y.

ELMIRA, Sept. 12—With a record day included, Chemung County Fair continued the prosperity trend of upscale New York fairs by passing the 50,000 mark at the annual, which closed here September 5, officials said, passing $1,618,000 for the greatest crowd in the 75 years of the fair.

Receipts are said to be at least 10 per cent above those of July 30, another record day. Of Thursday’s receipts, J. Del Williamson, secretary, said, "Our receipts at main gates alone have never been before in one day at both grand stands and gates." A Ward Beam’s thrill trophy and the Listening Js, grandstand features.

Illinois Annual Does Better

MORRISON, Ill., Sept. 12—The 66th annual Corn Show at Morrison here September 1-4 was one of the most successful in history. Attendance totaled nearly 55,000, with rain on opening day. WLS-Kerry-Corn Show Thursday night drive an estimated filling grand stand and extra seats for complete shows. Assembly closed with a grandstand feature. Midway was jammed on three days with concessioners doing good business.
Texas Centennial Exposition

DALLAS

By GREG WELLSINCHO, 401 Southland Life Bldg., Dallas.

Second Week Over 300,000

Seven-day gate repeats on top mark—Johnson Rodeo to return in November.

DALLAS, Sept. 12.—Last week-end, followed by a slightly lower attendance for the seven days ending last Tuesday, above the 500,000 mark, second time since opening. Sunday was the holiday week-end peak day, with a 69,000 attendance. Attendance on Labor Day was swelled by a 25,000 gate at the Bears-All Star football game in the Cotton Bowl. Business that day on the midway and in other amusement zones was far below grosses of Tuesday. Postball owed its expanded exhibition activities to the sport event.

Attendance on Labor Day was given over to dedication of the Coliseum grounds, which includes an exhibit hall, open-air theater and indoor arena. A spectacular night pretechnique display, a Frank F. Dillinger production, topped off the holiday event. Saturday's chief event was opening of the Texas Centennial Exposition, a memorial. Doors to this delayed project were thrown open before hundreds of the day over 25,000 persons had inspected it.

On Sunday and Saturday San Antonio presented its Christmas Chord in its original form, by San Antonio Civic Opera Company, and about 3,000 attended the two performances. On Sunday, Saturday, the Democratic nominee for governor, Carl F. Farber, appeared, accompanied by a special train load of other Arkansas leaders.

New Village Largest

On Sunday at Coliseum of Texas an estimated attendance of 12,500 persons were turned away because they could not be accommodated. About 8,000 spectators attended the Coliseum for the first show Sunday night. Entire attendance for the week-end was around 50,000, and the hand-crafted traffic in vicinity of the show was held to a minimum. The Coliseum could have been packed in 1,050 at performance an average daily gate attendance. Last bandy day on children Tuesday there was a 3,000 drop over the last Tuesday due, the following reports.

Col. W. T. Johnson's Rodeo will return for a two-day engagement in the live stock rags, beginning Friday, November 17th. Early summer engagement was in the Coliseum, but because of the engagement schedule the rodeo was transferred to the arena. Costs at Coliseum were $400,000, and attendance is over $20,000.

Days of Real Sport, which opened Monday night with a unique group of attractions, was packed to capacity. The Coliseum was packed with a feature act which included a group of hoop tropes, Union soldiers, and a large number of audience that was another any other attraction. It operated by Larry Going, Bunny Bags and Miss Grace, in charge of the front and also operates the California Colony Shade. Feature, billed as Shipwreck Kelly, who sits hours and has a fine voice. Feature attraction is Lake Neptune, night club, located in and around the old Fair Park grounds. All of these are presented on a stage in the center of the dome. All in all, theColiseum has a capacity of 40,000.

Futh, Roman rings, and Nancy Darnell, high trapeze artists.

HARRY KAHN, secretary of Augurelty County Fair, Wapakoneta, O., reported, before leaving for a vacation in Michigan, that the grandstand show, with a change every night, played to more than 7,000 during the fair, August 25-29.

AMONG acts at Lawrence County Fair, Bridgeport, Ill., were Bill Butler and the Armstrong's Funny Ford, Houghton and Houghton, Tommy and Vernon, Four Sisters, the Tikkacky, Five Cardinals and Burt Clark, emcees.

CHALMERS CULLINS' Swing Time Revue is at Mid-South Fair, Memphis, unit comprising Verna Adams and Swing Time Band, Bitty Till and Southern Pettifers, McNeil, Lowell and Logan, Johnson Sisters, Sue Sue, Dot and John and Bobby Cullins, with Stephen Bennett as emcee.

FADS AND FOLLIES OF 1946, Henry H. Linder's revue, booked from United Associated, reported record attendance at Tiffin (O.) Fair.

WADASH COUNTY Fair, Plattsburg, Minn., on August 27-30 had Betsi-Carlson Blondes, review, Virginia and Prank, two acts; Serio Trio, two acts; Chil- oso, dogs and hoops and Chiliana on Sunday, with Miss Ethel Show on August 27-30.

MAY PALMER'S Ponies and Dogs: Looping Nikes, motorcyclist: Larry Race and Joanne Clark, trick riders; and Five Jacks, heads the list of attractions at Magee, Fair on Sept. 1-4.

AT ERIE COUNTY Fair, Hamburg, N. Y., were Bill Ritchey's Water Peddlers, family; Jim E. Lovett, tuner; Thompson, York, White, Energy, and Miss Ethel Show, August 31-Sept. 4.

BOB NETTE BROS.: this Sky Ride aerial show, with balloon parade and parachute men, were at Rhode Island State Fair, Kingston, on September 2-7.

JACK DEBAUER'S Fair Girl Review: 45-girl unit with Betty and Sally Bryden's 10-girl band, has been playing to large crowds in the streets of York and Pennsylvania, in the State Fair, on Sept. 4.

Amesol's Cast of attraction, have been to Mount Pisgah, Cadillac and Ann Arbor, Mich., going to Hastings with Hardwood in tow.

New Shows for Birmingham

BIRMINGHAM, Sept. 17.—With all commercial exhibit space sold and an increase of from 25 to 50 per cent in general, educational, women's, department, fine arts and other exhibits, the Birmingham, secretary-chef, has received a call from two features of 1946 Alabama State Fair, the Rose Bowl and the Flower Show. Two buildings, 60 by 140 feet, have been rebuilt for the show, and a building, 50 by 100, has been erected for the flower show. Mayor, superintendent of Birmingham parks and recreation, is in charge of the Flower Show and of beautification of grounds surrounding the new building which has been well received by the installation of 20 additional light poles secured by Mr. Sturtevant from

A Century of Progress, Chicago. Space for Royal American Shows' midway has been greatly enlarged to make possible a harmonious midway, double length of last year.

LURAY, Va. — At Page County Fair here on August 25-26 was business below expectations every day. Edward Oliver had the midway, with connection, two days, an average of 14 girls, a deep-sea show and snake exhibit. Free act program, featuring Bench Bens- ton and Mrs. Ross, closed with a high dive by Captain Jerry O'Brien; Two Gund, music and dim, comedy act, and Billy Davis, comedy juggler. In front of the grandstand was presented Edna- niker's Congress of American Indians.

FRA M H PRISONER, World's Highest Trapeze and Swat- ter, will be featured at Page Co. Fair. Finishing with $250 Pts. for Kids, available for rent. Artist care of The Billboard, Cincinnati, O.

WANTED

SHOWS AND CONCESSIONS, UNION COUNTY FAIR ASSOCIATION, CLEVELAND, O. OCTOBER 14, 15, 16.

ATTENTION FAIR SECRETARIES

Don't forget your ticket—Save a Victory Ticket

MAY 26 TO JUNE 15

TICKETS

WANTED

For St. Joseph County Fair


Free Acts. Wire or write L. R. SCHRADER.

Tri-County Fair

October 6-8-10-12

HURRICHAN, W. Va.

Crawford, S. W. Baker, peanut, rice, wheat, cotton, feed, cattle, corn, tobacco, hay, eggs, beans, vegetables, pigs, dairy products, processed foods, baked goods, fruit, flowers, vegetables, plants, home economics, crafts, small industries, home crafts, and livestock.

ROBBIE ROBINSON, farmer, route 1, West Hurrichan, W. Va.

WANTED

A Clean, First-Class Concession. From September 28 to October 8.

Cleveland County Fair

JAS. O. MESSNER, Chicago, Illinois, Cleveland County Fair, Rich, Ill.

BEN BEN, Flying La Van, Billy De Fiesling, Roman Troupe, and Romuald Troupe were at Montgomery County Fair, Dayton, O., September 7-10.

J. R. MACEY MALLOY has completed the reorganization of his circus unit, now playing West Virginia fairs and booked to continue touring West Virginia and Ohio. Full band starts immediately. Line includes Jack Malloy and his All-American Flyers, Tintex Toy and his Cats, and pony set; Jack and

GEORGE A. HAMID, Inc., Undisputed leader among the world's outdoor booking and producing offices. For THE ACME IN ACTS, the journey continues. Expansion and growth are on the cards, and ends at THE HOUSE. It is not too late to let us supply your needs for your Fair. Now, as always, pledged to a unique type of product and performance—"at a price that challenges comparison.

GEORGE A. HAMID, Inc.

OPEN DATES ON OCT. 8th, 9th & 10th, 1936

For Carnival, Shows, Attractions and Concessions. Get in touch with us at once, EAST FELICIANA FAIR ASSN., CLINTON, LA.

W. F. KLINE, Secretary.
Cleveland, Sept. 12.—With a record of squash crowds and one similar event, Great Lakes Exposition had a Labor Day saw $24,154 paid admissions and Saturday recorded $26,756 cloths the turn which closed the week-end was 274,492.

It is true and by the time this is in print it may have become a fact that the operation will be extended until October 12. Scheduled to close on October 4, there are persistent reports that the extension will be made. Lin- coln J. Doerk, general manager, is consider the 4,000 paid admissions in this week-end may be an indication of the interest and attendance in the event. Total attendance to date is 2,840,754.

Another thing more noticeable about this record-breaking day was the efficiency displayed by Mr. Doerk and his staff in handling the tremendous crowd. There were no delays or snags passed the gates each second, making the day a success. But there was no trouble, the move moved quickly and all lines were smooth. The crowd hazards, barring usual fatigue calls. Col. J. A. Rufener, in charge of police and safety, has been helped by officials for the efficiency of his police and residence.

High Marks on Midway

Almon R. Stieffler, associate director in charge of the midway, has noted the large number of people who have been to the midway. He has noted that the crowds were well behaved and that the midway is well attended. Stieffler noted that the midway is well attended and that the crowds were well behaved.

Cleveland, Sept. 12.——The midway had a record-breaking day on Labor Day with 24,154 paid admissions. The attendance for the week-end was 274,492.

The midway was crowded with people who were enjoying the various rides and attractions. The midway was open from 9:00 a.m. to 10:00 p.m., and the crowds continued to grow throughout the day.

Midway rides included the Ferris wheel, roller coasters, and swings, all of which were popular among the visitors. The midway also featured a variety of food vendors, including a ice cream stand and a hot dog stand.

The midway was well-attended throughout the day, with long lines for many of the rides and attractions. Despite the large crowds, the midway operators and staff were able to maintain order and ensure the safety of all visitors.

Governor Gooding, in his remarks, noted the importance of the midway to the city of Cleveland and the state of Ohio. He praised the midway operators and staff for their hard work and dedication in making the midway a success.

Fair Grounds

RICHWOOD, O. — Attendance was lower than recent years at Richwood Fair, held Aug. 11-14, but the fair was well attended and the weather was pleasant. The fair featured various attractions, including rides, games, and food vendors.

The fair began on Aug. 11 with the opening of the livestock exhibits, followed by various entertainment shows throughout the week. The fair also included a variety of food vendors, including a ice cream stand and a hot dog stand.

The fair was well-attended throughout the week, with long lines for many of the rides and attractions. Despite the large crowds, the fair operators and staff were able to maintain order and ensure the safety of all visitors.

The fair concluded on Aug. 14 with a parade and a fireworks display. The fair was praised by visitors for its variety of attractions and its well-maintained facilities.
Frontier Has Two Big Days

Concessions have criticism on handling of Labor Day—many pros in show

FORT WORTH, Tex., Sept. 17—Saturday and Sunday were by far the best days of the Labor Day Centennial since opening. Concessions and shows, including Young's Miller-Salerno pig races, horse rides and the like, displayed better than other midweek shows, and game concessions reported best business of the season.

O'Keeffe's Frontier, which opened grounds and in Jumbo and The Last Frontier on siriusly was sold out at 10:30 p.m., first time since opening that capacity was reached. Minnis grossed enough these two nights, with three shows each night, to carry whole show in.

What concessions called a "bust" by the management caused Labor Day to be just another day. After a downtown parade of labor unions from Dallas and Fort Worth participants in the parade and their families made up the early crowds, the grounds were deserted at 9:30 p.m. for speeches by labor leaders. About 4 p.m., when the crowds were spread out, the management called a break in the program and said, "Ask everyone to the grounds and we will open the show tonight without a break." In most of the people left and did not return.

Otherwise, Milwaukee was not a large crowd, but they were clear of the area. It was a good day for production and business, and the shows were cut down to an hour and a half.

The show opened with a free-act program of songs, and then went into a second act. The shows were attended by over 15,000 people and grossed a little over $10,000. The shows were cut down to an hour and a half.

Sibley Adds Octopus

Walter Sibley has added an octopus to his own show, which is drawing very well. Billie R. and Ann Myers of Rude Ranch, celebrated their first wedding anniversary by giving their show a free act. The octopus was named after their new bride.

Mr. and Mrs. Claude DePorte, Mr. and Mrs. Fred H. Smith, and Mr. and Mrs. Norman C. Smith attended the opening of the show.

Jean A. Stitt, who has been with the show for two weeks, has been promoted to the position of secretary to the executive director.

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Better Count For Michigan

Detroit attendance consistently up — no race track passes in total gates

DETROIT, Sept. 12 — Michigan's 87th State Fair, celebrating also the centennial of the State, has drawn consistently better crowds this year than in 1935. But the day's rain till early afternoon cut down attendance after a good day for opening. An early morning rain on Labor Day had little effect on attendance, but humid atmosphere for the two big days was somewhat of a discouragement to fairgoers. Comparative attendence figures for the first five days:

    In 1935
    Net Paid Estimate
    Friday ........  3,408  18,000
    Saturday ....... 13,266  35,000
    Sunday ..........  8,382  30,000
    Monday .........  7,816  128,000
   Thursday .......  2,400  7,000

Last year race track passes, of which 68,000 were in circulation, were included, to an average of probably 15,000 or more daily, except on Sundays and the low days. Those passes brought mostly people who wanted to see the races and did not step out of the stands at all. This year, however, new entrances have been made and, making it possible for race fans to enter the track direct, and

THE GREAT LANSING DISTRICT FAIR

WEEK SEPTEMBER 21—SEPTEMBER 26

SOUTHERN FAIRS, HOTELS, INDOOR GOURDS

THE ORIGINAL WOLTERS TRIO

America's Premier Novelty Grandmas and Society Cheerleaders

223 W. 11th St., Pullman 1289, Chicago, Ill.

ATTENTION MANAGERS

SOUTHERN FAIRS, HOTELS, INDOOR GOURDS
NEW COMING

WANT A CARNIVAL

OCTOBER 21-24, 1935

Glenvar, Florida

J. O. HAPPELL, Secretary, 2 Wadell St., Green-
ville, S. C.

CORRECTION

FOREST PARK HOMECOMING AND FALL FESTIVAL

TO BE HELD

OCTOBER 5-6-7-8-9-10

WANT A CARNIVAL & INDOR FESTIVAL

Write to MAX GOLDEST, Car Parkette Clothe Shop, Forest Park, Ill.

DANBURY FAIR

OCTOBER 5th to 10th

Want Shows of all kinds. Shows capable of doing real business with large crowds, write at once.

GEORGE W. TRAVER,Mgr. Shows, Danbury Fair, Danbury, Conn.

Available after September 20th

OSCAR V. BABCOCK

In his Combination Death Trap Loop and Flame Act. Two big acts combined

Real Heller.

Address, Week September 14, General Delivery, or Fair Grounds, Reading, Pa.
Rinks and Skaters

By CLAUDE R. ELIS
Cincinnati Officers

A MOVEMENT of importance to the status of roller skating is under way in Detroit with enrollment of enthusiastic supporters in a project to open new rinks and improve skating in the next Olympics. Detroit rink managers are generally interested, and leader of the movement there is Fred Martin, manager of arena Gordy Rinks. A meeting of prominent rink operators from Eastern and Central States is to be held in Detroit about October 1. Other matters will be discussed, but ground rules are expected to be the Olympic proposal.

W. A. MACRAINE Jr., manager of the Condor Arena in Des Moines, is preparing for the season and is lining up games for the six-year-old, fully uniformed roller hockey league. The Condor Arena has a 15-year-old history.

The PALISADES, McGeopas, Pa., reopened its 23rd roller skating season on September 15 after a two-year absence over to dancing and roller sessions. Banus prominent in Western Pennsylvania will be used.

ADVERTISING a "brand new top on floor made of the finest maple hardwood," Selketter's Chastin Roller, Cincinnati, Ohio, was promoted by the Blues of Maple Leaf club. The idea was to get more skating and skating party rates will prevail.

HARRY AVNRE, formerly of the Whirlwind, has formed a roller skating team, the Whirlwind Skaters, on opening hill of the new Rattenberg Theater in Cleveland, Ohio. The American quarter, are at the Ronacher in Vienna.

DPL VITO's roller rink, Greenbush, Pa., opened Labor Day with a novelty party, Bonnies were given. Sessions will be held on Tuesday and Saturdays and admission is $5 cents for women and 20 cents for men.

WTHS CLOSING of the season in Meyers Lake Park, Cranston, O., on Labor Day, work was started on reconstructing the roller rink over the Hopfens in the spacious park. There will be nightly sessions and midnight hours. The rink is known as one of the largest and best equipped in that section.

CHICAGO roller-rink operators have been having an unusually good season. The Arena, which opened on September 5 under management of J. Neuman, reports a substantial lead over business in 1933. Riverview Roller Rink, according to Isaiah Cole, who has been in on the rink since 1868, is going to continue to operate the same for the fall and winter season. On September 30, J. C. McCormack opens his 35th season as manager of Madison Gardens Rink on September 12. Happy Johnson has been engaged as manager.

ROCKAWAY ARENA, Edison, L. I., N. Y., will sponsor roller skating this fall and winter, the Seidman Brothers, owners of the spot, have made arrangements. The Arena has been staging boxing and wrestling shows.

Just as long as those interested in the roller skating branch take the same attitude the present operators have witnessed in the last few years the tougher it is going to be to meet the competition that is for skating today.

(Continued next week)

Dexter Fellows

(Continued from page 37)

of the Board of Pops, Vaughn granted the honors at the local fair for that special act. He usually worked at the fair and was always a hit. He was the first timer to substitute ashes for tobacco.

Just to keep the record straight I want to tell you that Uncle McCes was the original man on the flying trapeze. In addition to flying thru the air with the greatest of ease, he bungled by his toes and clenched my aunt by the hair with his teeth. Thus they both flew ministerly across the big top. After a time this became monotonous for my aunt, so she took up crocheting to lessen the boredom. It was indeed a sight to see him hanging by his toes back on the trapeze.

Occasionally they changed places, she held by her toes and clenched my aunt by the hair with the result that next season my uncle got bald and auntie's teeth marks began to show on his scalp.

CORRAL

(Continued from page 37)

ond de Toco, Breda Goffs, Alice Greenough, Third day, Gene Creed, Breda Oftorf, Fourth day, Vivian White, Gene Creed, Breda Oftorf, Fourth day, Vivian White, Breda Goffs, Pinal, Gene Creed, Breda Oftorf, Fourth day, Vivian White, Breda Oftorf, Fourth day.


DESPITE the drought, the Centennial Rodeo, held at Wichita Falls, Tex., August 28-30, drew big crowds and was highly successful. The rodeo is the property of the Horn Clancy, publicity director for the rodeo, who has been for the past five years the director of the rodeo and is the leading authority on the rodeo business.
LABOR DAY RECORDS HIGH

Many Carnivals On Soft Velvet

Several major events broke all-time grosses on pivotal day of season

CINCINNATI, Sept. 12.—Labor Day marks the turning day for the last half of the outdoor midway season, and as such, it is being bowed out in a big way, with all conditions and midway business done.

The following reports filed with The Billboard will indicate the magnitude of midway events on the pivotal day and major holiday of the season.

TORONTO, Sept. 12—Rubin & Cherry Exposition report: Business is up to standard, crowd attendance is light but big at night. On Labor Day it started at 5 p.m., reached a peak at 7 p.m., and it was a drudge. At 10 o'clock it looked like a positive bust. However, at 11 the sky cleared and the sun came out, as did the crowds. Light showers three times during the day killed the big crowd held off until exactly midnight, when it came back by the thousands.

Apprehensive of this impending storm, the crowd showed its patriotism somehow in the fact that it was the custom of this day at the Canadian National Exhibition. Business was not bad, the day recorded a slight increase over 1932 but did not reach the record of 1929 for this holiday.

MINNEAPOLIS, Sept. 12—All midway entries had a good Labor Day in the history of the Minnesota State Fair, which outshines both the Royal Amusements and American Shows. The gross was $2,315,000, which was down 20%, compared to last year's total of $2,880,000. Dick Bell's World's Fair Living Frenzy drew top money Labor Day. Kemp's Lion Motorhome, Raynold's Musical Revue and Claxton's All-Colorized Rhythm Show far behind.

INDIANAPOLIS, Sept. 12—Johnny J. Jones Exposition reports: ItsbiggestmidwayLabor Day to the largest crowd ever assembled in a single day in the Indiana State Fair. Perfect weather prevailed, shows and rides grossed heavily from opening of gate until midnight with an unprecedented nightly gross of $1,275,000. The 4-unit Big El Wheel and Lauder's Rides topped the ride and show features.

ROCHESTER, N. Y., Sept. 12—Donson's World's Fair Show filled the midway space here at the Rochester Exposition. Labor Day grosses out by rain and heavy skies.

SYRACUSE, N. Y., Sept. 12—Max Gruber's World's Exposition Show, on the midway midway, took a 3rd place prize and exceptionally good Labor Day. A 40-year-old record is 10 years ago. In the midst of a drizzling rain resulted in a record gross over previous years. Joe Lippert, owner, was on hand all day. They were over $2,000 on the day, followed in order by Bushnell's World's Fair Show, W. E. Smith's Side Show and Midget Show. Rides played to capacity for several hours.

Peerless Expo Shows Deny Closing Report

PARSONS, W. Va., Sept. 12—The Peerless Expo Shows has appeared here this week at the Tucker County Fair. According to Joe Craner, manager of the shows, this organization will remain in existence for the coming season, when there will be no shows at all, five of which will take them south. Craner stated that Thomas, W. Va., was not played by Peerless Expo last week ending September 5, when it was reported as having closed.

CARNIVALS

Ballyhoo Bros.' Circulating Expo, A Century of Profit Show

By STARR DELBEE

Bean Blossom, Ill.

Week ended Sept. 12, 1936.

Dear Charlie:

We are looking forward Labor Day week at last. Believe me, it was labor from start to finish. The best week of the season. The most pleasant and congenial week we have ever played.

The Annual Bean Festival and Pork County Fair. Everything and everybody seemed to work or work or work or work.

The boxes were well prepared for this date and our State and county fairs to follow. For weeks the big job of painting, repairing and rebuilding had been in full swing. Fair secretaries from all parts of America and Canada started and moved in the beauty and magnitude of the County of Profit Shows. Immediate following the special event that was given in our girl show 75 secretaries not only worked but begrudged the Ballyhoo Brothers to bring their show to their 1937 fairs. The boxes could only start with 50 rides this year with 92 rides of the past year. The chosen few (20) each placed a $25,000 bond in our own office and guaranteed the show a $100,000 gross.

Labor Day gave the show its largest gross in its history. The office posted a 5 a.m. call, with orders to be open and later than 5:10. But a number of our signers that weren't late riders were open at 8 a.m. and registered a nice gross before the sleep walks woke up. To give the entire gross for the week is impossible at this writing. This Sunday morning, there is still a list of show men and ride operators lined up by the office wagon checking in. It will probably be a week to catch up the money and check up the gross.

Several new shows added for the rest of the season. The old ones given new titles and a change in bankers. The new ones added called the Great International Guesting Contest. The Un Chim Show is named as the Great Event. Our Motorhome and Monkey in the middle. The members driving miniature automobiles race with girl riders on motorcycles on the straight way. This spot shall put a little weight on our fat people so they can go back to work.

The few local papers and 50 State newspapers cooperated in every way to help out. A successful Post-page pictures appeared daily. One picture covered the entire daily, flying it up with cuts and masts of the Ballyhoo Brothers. Post-page pictures started from their first Well Show until the present day. We expect the all-time president to try to buy some of this publicity.

I don't know how you can't send in the gross. The treasurer just couldn't stop counting and wouldn't want to hold the show. But the Annual Bean Festival and Pork County Fair will long linger in the minds of all.

MAJOR PRIVILEGES:

1. Don't publish any stories sent in by any of our people. Of some of them I have been referring to the spot as a "Port and Bean Event."

2. We attempted to put on one of the best shows ever seen.

3. We attempted to do our utmost to make the show a success.

SLA Members

Plan Fund Drive

CLEVELAND, Sept. 12.—Arrangements are being made by members of the Shows' League of America at the Great Lakes Exposition for a gigantic Midnight Show to raise money for the Cemetery Fund, at the Charity Drive.

Committee appointments will be made this week by three members of the board of governors of the league, a. J. C. Hager, assistant director in charge of admissions and concessions, A. L. Chenoweth, secretary, and Frank P. Duffield, fireworks manager.

The Greater Cleveland Orchestra, which is part of the committee, the Greater Cleveland Orchestra Company, will be part of the committee in the arrangements for this big midnight show. Harlowe R. Boyd, newly appointed manager of the Cleveland midway and the Great Lakes Exposition, will set as chairman of the show, and also lend his efforts to getting outside talent.

The Cemetery Fund show will take place some time in the latter part of September. A definite date will be set this week by the committee. An invitation has been extended to J. W. Conklin, president of the Shows' League, to serve as guest of honor, and it is expected that he will accept the invitation.

Hansen Shows

Cancel Iowa Fairs

CINCINNATI, Sept. 12.—Walter B. Fox, general agent, Al C. Hansen Shows, Inc., added: "Iowa has decided to hold no fairs on account of the drought conditions in that state, and we have not been able to make the attendance necessary to give the usual per cent of the usual State fairs of the last year. Negotiations were a little disappointing on that point, but this action was finally explained to the fair officials. Iowa was so bad at the last three fairs that the show had to change the cards of its shows to the present home of its own salvation. The show will "weld" for two weeks and will pick up the original route in Missouri the last week of this month."

Gooding Amusements

Combined for Canton

DETROIT, Sept. 12.—The Gooding Amusements shows. A number of the show and ride units which appeared at Ann Arbor and Jackson, Mich., for the Strock County Fair, Canton. The shows will be combined under the management of William Gouermouth. The Right-Haired Wagon" trailer will head in Michigan.

The Gooding Amusements recently set a record for carnival jumps by making five jumps in one night, 98 over the bridge, at Montezuma, C. L. Mrs. Underwood, Mrs. Quarry and Parker, Ind., and Troy, 0. One overnight run of 180 miles for this week, with no stops.

JASPER, Tex., Sept. 12.—The Great Southern Shows has been signed for the county fairs. A new president, J. H. Walker, has been named. Monday, today, midway will be placed adjacent to exhibit halls for better position over previous seasons.
Showmen's League of America

165 W. Madison St., Chicago, Ill.

President Patty Conkin asks that you keep the following events in mind: The opening day of the World's Fair on May 22nd. Please let us know if you are going to be in Chicago that day.

THE BILLBOARD

September 19, 1936

PACIFIC COAST

Showmen's Assoc.

$16 New Orpheum Bldgs., Los Angeles

LOS ANGELES, Sept. 12—Meeting of the Tuesday evening session of the National Showmen's Association, Denny and Company were present and spoke of their fine qualities and what he had done for this organization.

It is now in fund the general motors of the week's amount of [missing text].

The reports of committees indicated for the week's report completed.

This is the week's report of the CASA and the week's report of the CTS.

The list of names is: John J. Galusha, Mrs. J. O. Weeks, and Mr. and Mrs. L. C. E. Miller.

The following is a list of names for the week's report of the CASA:

Mr. and Mrs. E. M. Miller, Mrs. J. O. Weeks, and Mr. and Mrs. L. C. E. Miller.

The list of names for the week's report of the CTS:

Mr. and Mrs. E. M. Miller, Mrs. J. O. Weeks, and Mr. and Mrs. L. C. E. Miller.

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Mr. and Mrs. E. M. Miller, Mrs. J. O. Weeks, and Mr. and Mrs. L. C. E. Miller.
Astro Forecasts and Analyses

New Dream Book

1936-37 Astro Forecasts

Hubert's Museum Inc.

Tiley Shows Want

Midway Confab

Carnivals

September 19, 1936

Astro Forecasts and Analyses

New Dream Book

1936-37 Astro Forecasts

Hubert's Museum Inc.

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Carnivals

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CARNIVALS

September 19, 1936

The Billboard

EVANS ATTRACTIONS

Will help make your Concession The Line Top. Don't guess. Don't take chances. Depend on Evans for Illinois State Fair. On WALTER DAVIS.

Zimars Shows

CALEDONIA, Minn., August 24-27, At- tractions Combined. Old style beer Mer- ry-Go-Round, Flying Jenny, Merle Morris or Band, plus five other attractions. Special attraction in Cliff Wilson's monster show. Mr. Wilson is doing an enormous business.

Tory Norland cards from Cleveland: "was very well attended. Joe Baker, Mrs. Bakersfield, Mrs. midway mile. Mason, Mrs. of the late Arley Adams, formerly of the Levy General Store, is in Oklahoma. All the showpeople attended the funeral and helped with dollars. City officials and press took several pictures of how showfolk look after their kind."


P. VAN ADL, of Dee Lang shows, midway mistaken: Minnesotta very good. Franchises are in order. Joe, leaving school. W. L. Baker, of Okla. to high school. Mrs. Norma Dee Lang shows, one of the most popular September 5. Jackson, Mo. good spot. Very little sleep. Open until 1 a.m. several nights. Baker Buesy lays out a good act. 500-mile jump to Labor Day today. Writer had a good week yesterday. Store has enlarged Arcade to go by 80 top.


ROY E. LUDINGTON types from Bateras, Calif.: "Elmer Hanson, chief ringmaster, will present a staid birthday party here. Dinner in a fashionable theater. Attended by Mr. Baker, Mrs. Baker, Miss Helen, and Mr. Mrs. Ludington, Mr. and Mrs. Joe Kring, Carl and Orville. This band is field friends of the honored and wife. Joe Kring was tonsorially inclined. Carl gives presents the parade. The Hanson gave a theater party afterward."

FLOYD NEWELL press agent Shorely Monday, August 20, 1936. "Put out 200 cards, wrote press copy, entertained newspaper men, made grand opening of the fair. Also put out news of the show mail and did a few other minor jobs." "Notify me. I did everything as was broadcasted as of much news value. This season is the biggest of the history of the Wood, Grand Rapids, Mich., and several others. The value is in the name of the town and cannot be overestimated."

TO REMEMBER: Duke Mills, Eddie Weigh, Frank J. Lee, Mrs. Minnie Mead, Harry O'Malley, Charles Rider, Paul Perry, Larry H. Hogan, Perry Morgan. All. Also Jack Schreck, George Louis, W. O. Guinn, G. S. Darby, Charles Davis, George Davis, Charles

MIN, CH. P. T. Streater, of the Tampa, Fla., and S. H. and Jersey City, of the party of friends from The Billboard, Cin- cinnati, were in Cincinnati for a visit to the midway and the "Show of Shows." V. Palmer, Burlington, Iowa, was a grand stand producer, and included Mr. and Mrs. A. C. Hartmann, Mr. and Mrs. Claude Ellis and William Judis (Red Onion) Hewitt; Walter Mc- Gaffey, director of agriculture, State of Ohio; Gene Orman, general man-ager Illinois State Fair. On WALTER DAVIS.

Mony Young Shows

Burley, Idaho (far), Gooding, Idaho (far). Week ended September 5. Weather, fair. Both Burley and Gooding fairs played in week at Burley one of the last because of wind and dust storms. Reader of shows, No. 16 Ed Wright, is "King of the Coast." Shows. This week, Alabany, Idaho. Show has 14 platform acts and seven dancing girls. Also has a vaudeville group, half and half. Eleven new banners on the front of the "Merry-Go-Round." Joe Baker, Jerry Perry, openings. Girl Sadie, Linda, owner and opener. Eight girls in uniform. Snake Shows, Idaho. Carl Lindley, owner. Fifteen concession cars and four dozen boys. Shows moves in five baggage cars and carries seven men. Bob. Busby and George Morgan were recent visitors. LAWRENCE LOROLDE.
Peersel Exposition—Wanted—Wanted—Wanted

FOR THE FOLLOWING FAIRS, HOME COMINGS AND CELEBRATIONS:

Cecil, Md.: September 12th.

Dundalk: September 1st.

Fairfax County: September 15th.

Perryville: September 10th.

Fort Lee: September 18th.

Glassboro: September 26th.

Camden: September 24th.

Cranston: September 20th.

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The Great Lakes Exposition Midway

CLEVELAND, Sept. 12.—Jesse Com- plaker, general mnager of the Great Lakes Exposition, returned from the Order of the Purple Heart Thurs- day, and the news he brought to his friends in Cleveland was that his wife and a few of the other wounded men are now recovering.

The expedition of the same name, friend of George Washington, who was in the battle of Trenton, is said to have wounded a man in action.

James A. Gallow, who owns 300 acres of land in the Western Reserve, is said to have been thrown from his horse and seriously injured.

 proves the love of the people for a good show. Under the direction of Bill Hill and many other prominent citizens, the show has been a great success.

The new show this week is the weekly combination of the French Chateau and the Swiss Chalet, brought by the Swiss Chalet Theatre, under the management of Mr. Charles Baker, who has been successful in the past.

Don't forget to see the latest show, "The Rainbow," at your local theatre.

In the meantime, enjoy the weather and get ready for the next show, "The Swiss Chalet."
Along the California Pacific Expo Midway

By FELIX BLYE

SAN DIEGO, Sept. 12—Fred Smith will take his concessions to the Pomona County Fair. Stewart Morris, Pearls Wheel man for O. C. Cuts, will go into business in San Diego. Crafts Merry-Go-Round and Auto Speedway will be opened; Pearls Wheel and Whoopee rides will be put in operation. Mayor Tom Reynolds and Mayo Smith, owners of the San Diego Midway, are going to operate the rides in San Diego. George W. White, who has been in charge of the Indian Trading Post, is going to Los Angeles. L. E. A. Smith, a well known and respected business man, is going to the Semi-Annual Midway in Los Angeles.

THE RIDE THAT HAS PROVEN THE GREATEST MONEY MAKER OF THEM ALL

SPICED PROFITS—APPEAL—Loop-O-Plane appeals to everyone, old and young. RUGGED CONSTRUCTION—Loop-O-Plane is constructed for perfect safety, and is built to stand hard and demanding service.

SPECIFICATIONS—PRICES—TERM

REED, JOHN

Address: 633 E. 11th St., Los Angeles, Calif.

Greater Exposition Shows

SIX MISSISSIPPI DELTA FAIRS, SIX WEEKS. WHERE THERE IS CASH AND COTTON

WANTED—Ride Models! Who can drive trucks, Dog and Pony Circus. Will furnish complete outfit to the young boy at a low rate. Send in your bid. Send C.P. showing detailed plans of show. CASH PAYMENT. Long distance travel only. No partial payments. CASH PAYMENT. CASH PAYMENT. CASH PAYMENT.

Call L. W. Week September 14, CLEVELAND COMMUNITY FAIR, Cleveland, Ohio. Week September 30, MONTGOMERY COUNTY FAIR, Winton, Ohio. Week October 11, ERIE COUNTY FAIR, Waterford, Pennsylvania. Week October 17, LEHIGH COUNTY FAIR, Nesquehoning, Pennsylvania. Week October 24, NEW YORK FAIR, New York, New York.

Dixie Exposition Shows Want


The Great Coney Island Shows

WANTED—Shows, Rides, Loop-O-Plane, Kiddie Rides, Concessions of all kinds. Open for business, K. C. B., September 22, followed by Wayneville Cherokee Indian Fair. Lawrence, S. A., Oct. 10, and others to follow. No time to write. Write SAM MECHANIC, Murphy, N. C.

ZIMDARS GREATER SHOWS WANT

For eight more fairs, with more parking, and a long season South. sidewhows wanted that can do business in West. Have outfit. Creek, showmen, union or single shows. Have no salary, no salary, no salary. No salary, no salary. No salary. Address this week. Fair, Palisades, Md.; next week, Fair, Miami, Fla., or per route.

Keystone Exposition Shows

Bavarian Beer Garden will be permanently located on Pacific boardwalk.

Carnivals

September 19, 1936

Merchandise Concessionaire and Helpers

A column all your own

Over the Counter

appears in the Wholesale Merchandizing Department of each issue of The Billboard. Be sure to read it.
CARNIVAL WANTED
OCTOBER 5-8.
Carnival WANTED.
OCTOBER 5-8.
KOOSKIA, IDAHO.

Carnival WANTED.
OCTOBER 5-8.
KOOSKIA, IDAHO.

WANTED
Gross House and Legitimate Concessions for Centennial.
CTED, 9-26 TO 2-7, PORTLAND, ORE., KEN CAMPUS.

WANTED
Shows and Wares for Carnival. Wonderful opportunity for any kind of horse Carnival and Amusement for the West Michigan Fair, Kalamazoo.

WANTED
AMERICAN Legion, Freehold, N. J.

Sensational High Wire Acts and Indepedent Shows and Revues, also White, Legion Merchants' Street Fair Feast.

Shrewsbury, N. J.

Faster Food. WANTED—Showmen. Write or wire.

WANTED
Froends and Wares for Carnival. Wonderful opportunity for any kind of horse Carnival and Amusement for the West Michigan Fair, Kalamazoo.

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WANTED
Gross House and Legitimate Concessions for Centennial.
CTED, 9-26 TO 2-7, PORTLAND, ORE., KEN CAMPUS.

MAMMOTH CENTENNIAL CARNIVAL
6 Days, September 28 to October 1, Louisville, Ky.

WANTED

WANTED
Four or Five Rides on a rental basis or a percentage basis.
September 28 to October 5, American Legion, Freehold, N. J.

WANTED
Sensational High Wire Acts and Independent Shows and Revues, also White, Legion Merchants' Street Fair Festival.

September 28 to October 5, Six Gates, Pekin, Ill.

Home Fund Sought By Savannah Post
SAVANNAH, Ga., Sept. 12—American Legion Post here approved a budget of $7,000 for permanent, free acts and advertising for a Savannah Fair fund, to be held on Monday, September 12, according to Dr. L. B. Slappey, the Post's secretary.

Mack: Shows have been contracted to provide midway attractions and have the exclusive on concessions except privilege sold to local people.

Object of the fair, he said, is to raise money to buy a Legion Home. Admission prices will be 10 and 25 cents, with two free shows and a special ticket of six admissions for $1.

Edwardsburg Is Good Spot
EDWARDSBURG, Mich., Sept. 12—Despite rain and threatening weather, Ed- wardson Centennial on August 24 and 25, was one of the best-liked weeks of the season, according to reports of concessionaires and wheelmen.

Concessions and concessions were backed independently and had nice business. Free acts were Mr. Marley, W. C. Dress and Animal Act, Swiggin' and Swingin', comedy team: F. F. Bell, junior act, and balloon act with triple parachute furnished by G. E. Davis. Balloon Company. Music was by the City Band of Edwardsburg, which had a good profit left, reported Harry Beagles.

Park Site for Indiana Fete
INDIANA Harbor, Ind., Sept. 12—Report of the Green and Builders' Associa- tion Annual Picnic, Better Baby's Bureau and other activities were held here, where receipts from wholesale and retail business are expected. The city is buying a beautifully illuminated steel arch, with motorcycle, which will be dismantled and sold to steel industries and manufacturers of the city. The co-operation of city officials and manufacturers has been granted to Washington Park to open its doors and shows. Reports Clay M. Greene, director,

Fund Profit Is $3,537.47
FORD DU LA, Wis., Sept. 12—Fond du Lac's Centennial made net profit of $3,537.47, which will be returned to sub- scribers, who are members of the fund. Receipts during the celebration on June 27 total $24,561.40. Total expenses $16,108.13.

Shorts
ANNUAL Fall Festival and Midway Grand will be held in Berlin, Wis., three weeks earlier this year as sponsored by the Chamber of Commerce.

PALL Street Fair is to be sponsored by Forest C. Moore, manager of the surrounding territories. The annual is scheduled to have rides and conces- sions.

THOUSANDS of home-coming visitors made the 14 years of the fair's four-day Jubilee, which closéd on October 5, a huge success. The Claytons, transept and white, worked daily to tremendous crowds.

PAN-AMERICAN Shows have been con- tracted for entertainment at the fair. The Fall Festival sponsored by merchants and Chamber of Commerce of Lamont, Nebraska.

CARNIVAL WANTED
RANDOLPH COUNTY CENTENNIAL CELEBRATION
Special Events.
Horse Show.
Law and Order.
Carnival.

NOTICE CONCESSIONS
GRANDVIEW FALL FESTIVAL
LOCATED BETWEEN BUNKER HILL AND DILLON, BEAVER.
WANTED COOKS—LINN. PARK.
SCHEDULE FOR寵尿S.
Bake Sale.
Carnival.

HELP This Department by Telling Committees About It.
AGENTS AND DISTRIBUTORS WANTED

COMMERCIAL

10¢ a Word

Minimum—$2.00 CASH WITH COPY.

PADDLE-FREE

CASH

PRINTING

PRINTING

WORKERS, STORE WORKERS, PITCHERS,

men, agents, women, exceptionally attractive

and salesmen, railroad, hotel, and office,

women. Address: DON WOOD, 58 West

14th Street, New York, N. Y.

HERB WAX, LUCY WAX, etc.

pets. Write for free plan.

PEACEFUL SALES. 415 Riverside Drive,

NY.

AGENTS—DE LUXE DIXIE DANCE WAX; earnings while they dance. Limited sales.

AGENTS—100% RETURN. 300% PROFIT AT 25
cents each. No sales tax. No work. A fine

start in thorough business. Address,

AGENTS—EARN $15 PER WEEK SELLING

our line of products. Good earnings. No

sales tax. Address, MAINE DIXIE WAX CO.,

De Pere, Wis.

AGENTS—STICK-ON WINDOW SIGNS. 500

per set. Free liberal samples of metal and

non-metallic materials. 50¢ each. Address,

CARTON BOOKLETS—REAL STUFFED SAMP.

LES. 2¢ each. Unmatched prices, fancy designs.

Address, C. F. ROBERTSON, 306 W. Market,

St. Louis, Mo.

HERE IS A NATURAL—TRIPLE YOUR PROFIT

selling our patented embossed Bronco Book;

sell in wholesale lots of 36 copies each

for only $1.00 per lot. Send us your order

now. Address, A. S. ROSE, 1730 Locust,

St. Louis, Mo.

BUSINESS OPPORTUNITIES

TENNIS JACETS, Rackets, Uniforms, etc. outfit free.

Address, THE WILSON BROS., 60 Exchange,

St., Milwaukee.

COIN OPERATED MACHINES

WANTED TO BUY AT WHOLESALE $50,000

ARTICLES. Free Directory and other valuable

information. Address, J. W. RICHARDSON, 112

Broadway, New York.

AMINALS, AND BIRDS AT COMMERCIAL

NEW ARRIVALS—YOUNG PARROTS,

Macaws, Conures, Vultures, White.

Address.—Write for samples. Offer.

Address, DIXIE DANCE WAX CO.,

De Pere, Wis.

BILLY RANGER, 2212 Holland Ave.,

DIXIE DANCE WAX,

De Pere, Wis.

RADAR TOWER, 432 W. Jefferson, St.,

Chicago, Illinois.

COIN OPERATED MACHINES

COIN OPERATED MACHINES

WANTED. AGENTS. SELL OUR LARGEST

AMOUNTS OF 7%, 15%, and 25% by

order. Address, FREDERICK L. BALDWIN,

AGENCY, 211 W. 14th St., New York, N. Y.

WHERE TO BUY AT WHOLESALE $10,000

ARTICLES. Directories and all other valuable

information. Address, J. R. WOOD, 112

Broadway, New York.

SEVERAL SEASONS, 215 W. 17th St.,

New York, N. Y.

ARMS, TOOLS, AND MACHINERY

NEW IN STOCK OF MILLS, PENNY MACHINE

CO., 135 snapping, Chicago, Illinois.

GOLD WORTHY AND WINDRUSH, 1730

Locust, St. Louis, Mo.

WE ARE IN NEED OF SELLING PEDDLE

MACHINES. Replies will be appreciated.

Address, G. W. CARTER, 132 South

Elm St., Wichita, Kansas.

COIN OPERATED MACHINES

WE WILL PAY CASES TO ALL TYPES

MAID, or FREE WITNESS PROOF OF

WILL CASES TO WITNESSES. Address,

WITNESS PROOF, 112 Broadway, New York.

COIN OPERATED MACHINES

COIN OPERATED MACHINES

WANTED AT UNION PRICES. Address,

HELEN WISHING, 112 Broadway, New York.

COIN OPERATED MACHINES

WANTED. SELL OUR LARGEST AMOUNTS

OF 15%, 25%, and 50% by order. Address,

FREDERICK L. BALDWIN, AGENT, 211 W.

14th St., New York, N. Y.

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WANTED TO BUY AT WHOLESALE $50,000

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FREDERICK L. BALDWIN, AGENT, 211 W.

14th St., New York, N. Y.
SCENERY AND BANNERS

A-1 CARNIVAL—CIRCUS BANNERS, SHOW-HALL SADDLES, ETC. Same merit of our work. MANUEL'S STUDIOS, 3548 6th Ave., Chicago, Ill. Phone BART 6-6740.

CARNIVAL SIDEWALK SHOW—CALL, but don't check the but. Prompt service. M. S. HICKEY, STUDIO, 12505 S. Halsted St., Chicago.

TATTOOING SUPPLIES

ENTIRE EQUIPMENT OF MY BALTIMORE STUDIOS—Collars, machines, stock, eighty sheets in tent half-page, and twenty sheets in tents. Prompt service.

TOMMY FALLAR, F. O. B. Baltimore. Address YOULE, Cumberland, Md.

TENTS—20 HAND

50-FOOT ROUND TOP, WITH 30-FOOT JUNGLE, 10-Foot Sidewall, Steel Center Frame. Enough of each item in a lot to make a good looking rigging, in all, at present, available for immediate delivery. Will work you a sample with details. ADVANCE UTILITIES CO., 5225 E. Ontario, Philadelphia, Pa.

SALESMAID WANTED

BIG PROFITS SELLING BABY RUTHER, BUTTER, and other Candy Bar specialties.

A. CASTLERIELD, 1916 Sunnyside Ave., Chicago.

NEW PATENTED ITEM NEEDED BY EVERY CIRCUS MACHINE.

Walking Safari, Ltd., a new feature. Mail samples with advance rental cost.

MISCELLANEOUS

SAN FRANCISCO—Call for catalog of all types of Lighting and Lighting Supplies. J. C. HAYMAN, 407 9th Ave., San Francisco.

AMERICA'S FAVORITE BALLOONISTS FOR YOUR CIRCUS.

Excellent in all classes and distances, on any part of the country. Write or call for fully illustrated catalog. J. S. LANDI, Poultney, Vt.

BALLOON ASCENSIONS—NOW BOOKING for parks, fairs and celebrations. Boy and girl group. Send for free illustrated catalog. BALLOON CO., Topeka, Kansas.


FEARLESS TOMMY—a High, Hot, New Troupe for Circus, theaters, schools, and many other uses. Sensational, thrilling and graceful. Used as a feature attraction on any program. Nice wardrobe and rigging the very best. This act has drawn power, praise very reasonably. Cost: $20.00. Address: C. J. MOORE, 1122 W. Ann St., Chicago, Ill.

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World Garden Show Opens
Run in Chi's Amphitheater

CHICAGO, Sept. 12—First annual International Horticultural Exposition began today in Chi's Amphitheater. This nine-day show is sponsored by Union Pacific Railroad, O. T. Hinke is president. Professional horticulturists and amateur gardeners are represented. Among educational features are exhibits from 30 Agriculture Colleges of two countries. Field Museum has a display of birds and insects.

Rides, Shows and Acts
Set for Portland Event

PORTLAND, Ind., Sept. 12—Goodling's rides and shows; A. E. Selden; The Four Jokers; the new Ponsacos; Nevada Dave and the Cass County Rapid; Hull's winter acrobats; Dog and Monkey Trainer, married; no licenses for. "The Adventures of Zorro" at the Roxy Theatre; White and White Country Fair, to be held in Phoenix, Ariz. Ariz. has been a popular show for the mid-way. Exhibit space and concessions are selling well and already at a rate of tickets running above expectations.

FIVE RIDES, several free acts and a number of shows have been booked for the O'S. (O) Free Street Furl, Secretary M. H. Gillam.

DALTON, O. f.renser will sponsor a two-day Community Carnival and Homecoming, free to all, heads have been suggested and a midway will have shows, rides and concessions.

HERMIST (O) merchants have decided that carnival should be continued the Pumpkin Show enlarged to include the entire county. E. H. Glenn and J. W. Tippin were appointed to contact industries.

ACTS at the Golden Jubilee Celebration in Chi are: D. way the Chil- len dogs and hoops; William Trico, three acts; Iras Millet and Son, two acts; and Silverton and Dallas and the Mar- Citt of Clarendon, Ariz., is planning a City Carnival this fall and a similar event the American Legion post. A small county fair was held in conjunction with the City Carnival.

Harvest Home Festival Set
SCOTTVILLE, Mich., Sept. 13—0. G. Wallace is chairman of Scottville Festival Association, who will sponsor the fifth Harvest Festival this fall and which will be presented shows, concessions, balloons and a number of dance- tainers, ball games and animal dis- plays.

Rite Carnival in Making
STUTTGART, Ark., Sept. 12—Arkan- sas County Rice Carnival Association has been incorporated here to hold an annual event to celebrate harvesting of the rice crop. Officers are C. E. Wallace, chairman; O. A. Meadors, vice-chairman; A. F. Kiplin, secretary; T. A. Pfeifer, treasurer.

September 19, 1936

Crafts Shows

For the second time this season the town of Bakerfield sponsored a two-day fair. The weather being unusually hot and humidity, the business was poor.

Among the exhibits: Monte and Monty Tenney's Pen-Inkie, the No. 2 show for a visit with Sammy Coolman, Phil Williams, general agent, and Mrs. J. E. D. Frease, both from Los Angeles, Misses C. A. and M. F. Slade and Miss Mary Potts and other officials spent a day and a half at the fair. Louis Warren, who won a large sum in the Los Angeles County Fair, was a big draw. Among the county officials and as well as a number of visitors.

Elsie Hanson and George M. Chrisman and his beautiful, and told many stories of early days.

ROY SCOTT

West Coast Amusement Co.

Ohalas, Wash., Week ended Sep- tember 6. Lewis County Fair, Weather, nice.

This fair just ordinary. Concession did little business. Riders just ride. However, the show will have a fair balance on the rides and is doing very well. In manager and secretary, busy looking at new houses. Andy Cowan doing good with cotton, will try using "rider" next season, as is hard to secure good riders in this territory. Dick Morris, on a vacation, will join the show when he returns. J. F. Grovel, president of the "Kid Kt Club", managed several of the ladies at a gate and was very popular with the elected treasurer of the club. Manager C. E. Hildreth, of the Fair, noted W. T. Jeupau managing the show for next week. Bert Conley, the manager of the Whip ride having a good season. Larry Pierce, who has been very busy, and Elmer C. Double Loop. The show had nine riding drives and is making good business. L. L. Shannon joined with pony ride and doing good, in the O. L. Churchman, secretary.

W. J. Linkwarter, secretary Puyallup (Wash) Woman's Club, with the Pioneer and the Pioneer Federation Central, Wash. W. J. TUCKER.
Xmas Buying Ahead of '35

Trade buying earlier—average high and low prices for 56 items given.

Recent reports received by The Drug Trade News indicate that retail drug store buying is already well under way for Christmas merchandise than they did last year at this time. Increases are ranging between 25 and 50 per cent, and it is believed that the stores are buying this holiday business at a faster pace than at the same time last year, when they believed the sales this year will be better than last year.

One interesting fact is that all drugstore are getting a very early start in preparing for the Christmas season. Orders for Christmas merchandise have already reached far beyond the usual volume of orders placed for this season.

Orders for Christmas merchandise have already reached far beyond the usual volume of orders placed for this season.

New Mdse. at Coast Show

Many outstanding features will mark the Warsaw Council of Okes Mdse. Prizes

MERCHANTS are interested in the latest developments in the field of drug store equipment and fixtures. The new Mdse. at Coast Show is an outstanding example of this interest.

The show is being held at the Hotel Statler in New York, September 22nd to October 3rd. It is expected that many of the leading merchants in the country will be in attendance.

The show will feature a wide variety of equipment and fixtures, including cash registers, safe deposit boxes, display cases, and other items that are essential to the success of a modern drug store.

The show is free to all visitors, and is open to the public from 9:00 a.m. to 5:00 p.m. daily, except on Saturday, when it will be open from 9:00 a.m. to 2:00 p.m.

New York Bull's-Eyes

Business in the wholesale business is still under the influence of the depression. The majority of the firms are very cautious in their buying, and are not taking as much risk as they did a few months ago.

One of the firms that has taken a different approach is the New York Bull's-Eyes. They have increased their buying and are taking a chance on the market.

The reason for this is that they believe the market is ready for a big move, and they are not willing to miss out on a good opportunity.

The New York Bull's-Eyes have been very successful in the past, and they are hoping to repeat their success this year.

Farmers' Income Reaches New High

There is today no more complete picture of the rural community for agents changers, demonstrators, and pitchmen is indicated by some figures that have been released by the Bureau of Agricultural Economics.

The sale of principal products during the first five months of this year, yit $1,390,000 000—the highest period since 1928. In addition, farmers received government payments of $212,000,000 in 1930 and $179,700,000 in 1934.

As a result of this sharp advance in farm income, the rural community is expected to benefit. The nation's business done in rural communities is also growing rapidly.

Over the Counter

(A Column Dedicated Exclusively to Merchandise for Operators and Helpers)

By L. C. O.

Everyone who qualifies as a merchandise operator is invited to contribute regularly to this column. All you have to do is write us in care of The Billboard, 250-252 W. 40th St., New York, N. Y., Attention: "The Counter." Our column will feature a variety of essays, reports, and articles that will be of interest to all merchandise operators and helpers.

The column is yours—we want you to make the most of it.

Our congratulations to Al Shrenkman on the new scoring system which he is adopting for his dart game in the Olson Arcade at Woodstock, N. J. Next season, it has all the earmarks of a winner. Giving a blank prize for 10 points if all畋lons are spared by the dart thrower in addition to awarding one point for breaking one ball, three points for 1 and 3 points for all three, as Al has been doing, should bring added revenue as it does in New York City, where the first throw is the deciding factor. If Al could also do away with aiming the dart for points, he would break the next two. If the first dart does not break the three, he must have the re-throwing two like this.

While on the subject of increasing revenue on merchandise games, why not consider providing players with a printed card on which the amount of money spent, the points scored, and the value of any merchandise at the end of each game or whatever period desired? Say for example, the player would get one point, worked on a coupon or some other system, and prizes would be given for points on a minimum number of points. How many points bad, how much better the merchandise might be.

Take an example of who spends $5 at a game trying his hand on the merchandise item and fails. He has had some fun for his money, it is true, but he would be more likely to place a big order if he were given a point for each nickel spent, or 20 for the dollar, as Al has done in his merchandise game for two or three points? Further consideration of a separate display (on the other side of the booth) of the merchandise items showing the number of points required to obtain same and wouldn't this display, too, add to our good looks? The suggestion is yours, Mr. Operator, for what it is worth. We would appreciate receiving your views on it, whether favorable or unfavorable. And, if you do (See OVER THE COUNTER on page 32)
New Type Portable Radio

Something new and different in portable radios has been announced by the Radio Corporation of America, a golf bag, but less than half the size. This new model carries a lot. An outstanding feature of the new Scotch is its extremely high sensitivity. Only a foot of wire is necessary and much greater lengths can be used. Thus, combined with its light weight of only 18 pounds with batteries, makes it a handy receiver to be carried to ball games, football games and other sports events, outings, etc.

Equipped with either loud speaker or headphones, it can be used by a number of people without those sitting near by. In buildings and subways, the Scotch is also an interesting novelty as a portable radio set and can be plugged into a power source or connected with external batteries. It is entirely complete in itself requiring neither aerial nor ground connections. The receiver has six tubes, including ballast tube, and uses dry-cell batteries.

New Beauty Line by Borlab

Borlab Products, which is becoming one of the favorite sources of manufacturers, agents, dealers and salesmen, is introducing for a limited period a special offer on a beauty set.

A buyer may order a complete set of Borlab Products which will make up the special price of $5.50. The set includes:
- A small, portable radio set
- A large, portable radio set
- A complete set of accessories

An outstanding feature of the set is that Borlab Products will make up the set in quantities and prices that are lower than those in local stores.

New Kitchen Premiums

Several new items pertaining to the kitchen have just been introduced by the Modern Novelty Company. They include:
- A new type of utility basket
- A new type of utility bag
- A new type of utility container

New Metal Baskets of Beauty

There has recently been placed on the market by the Modern Novelty Company a new line of all-purpose utility baskets made of perforated steel and designed for use in the kitchen, garage, etc. The baskets are made of double bottom, giving the effect of lace trim. The baskets are made of double bottom, giving the effect of lace trim. They are made of double bottom, giving the effect of lace trim. They are made of double bottom, giving the effect of lace trim. They are made of double bottom, giving the effect of lace trim.

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BOYDETTE PHOTO BAGS
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LOUTH SUNFLOWER BAGS
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-Write for Details Today-
BLANDS—2-12 Pce. 5 in. Per Doz.
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• Housewives-Meet Jan., Feb., March, nearly every month. Mix with any order and receive a 20% discount.

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EXTRA SPECIAL
The best 25¢ can buy. Made entirely by hand. Wholesale regular price 50¢

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ROOSEVELT AND LINDSTROM TIES
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- Razor Blades
- Shaving Cream
- Shaving Gift Sets
- Stoppers
- Thermometers

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<td>Miniature Sets</td>
<td>0.77</td>
<td>2.03</td>
</tr>
<tr>
<td>Mechanical Pencils</td>
<td>0.77</td>
<td>1.83</td>
</tr>
<tr>
<td>Perfumes</td>
<td>0.80</td>
<td>2.36</td>
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<tr>
<td>Playing Cards</td>
<td>0.78</td>
<td>1.93</td>
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<td>Pillow Knives</td>
<td>0.41</td>
<td>1.18</td>
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<tr>
<td>Poker Chips</td>
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<td>1.07</td>
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<td>Razors</td>
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<td>Razor Blades</td>
<td>0.77</td>
<td>1.83</td>
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<tr>
<td>Shaving Cream</td>
<td>0.77</td>
<td>1.83</td>
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<tr>
<td>Shaving Gift Sets</td>
<td>0.77</td>
<td>1.83</td>
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<tr>
<td>Stoppers</td>
<td>0.77</td>
<td>1.83</td>
</tr>
<tr>
<td>Thermometers</td>
<td>0.77</td>
<td>1.83</td>
</tr>
</tbody>
</table>

XMAS BUYING  
(Continued from page 69) 

Retailers. The question, "What items are you stocking especially for Christmas selling and what do you expect will be the most popular price in the low-price range and the most popular price in the high-price range of each item?" The result of the survey is given for 58 items listed in the table below:

OVER THE COUNTER  
(Continued from page 69) 

have something better to suggest, let's have that also.

EDITH KJELING, managing director of the World's Greatest Shoe Stores, says her motto has always been: "Always give the player a break and you'll get more money into your store in the long run." 

THE BEST in the way is the Literman, a shoe with a high head, which has been the best of shoes since he opened his store in Lower Lake, Pa., working scales.

MANY concessions raked in the shelves at the recent store fair in Wilkinsburg, Pa. 

MRS. HARRY DIXON has gone to see the world. Her husband is still at the Dallas Exhibition having the H. H. M. I. Hat exhibit to show you what.

JOHN WILLOUGHBY's corn game, with Des Lang's Shoe store, did exceptionally well at the Howard County Fair, Columbia, S. C.

ALL of the merchandise concessions on the Bill Horrman midway at the Fort Worth Frontier Centennial are being sold by Olith Othon, Mr. and Mrs. Johnny Olin recently arrived there from Minneapolis, to handle one of the Thorngood stands.

GENERAL WIRELESS LABORATORIES, Inc.  
242 W. 23rd St. (Cont. 1-6) New York, N. Y.
FAIRS

CONVENTIONS

COMING EVENTS

And Other Lists

Will Appear in the Next Issue
Pitchmen 1 Have Met

By SID SEDINGER

When a man works health books for one pitch and, finding it tough, jumps to another soap for medicine he must be good for the two pitches are anything but harmonious. The book lecturers never boost med, while the med men must extol the drugs in mixtures in order to do their collecting.

One of the best known pitch-

men is the business works either or both. He is none other than Frank DeMill, who has spent nearly two-score years in the game. The last time I ran into DeMill he was making the rounds of the trade districts in Kentucky and Ten-

nnessee. When this baby went into a spot where the powers-that-be object I directed him to switch to health books, and I found that he was ready to do himself down in that neck of the woods who was getting his share of the game. Almost the same was the case when writing with med men in some of the busier districts.

DeMill was one of the first in the field to do the physical culture

act on the corners, propounding the proper methods of living, breathing and exercising. 

Francis not only talks properly but lectures well and lives the part. He recently celebrated his 69th birthday and I dare say that he can easily pass for one of the shrewder, especially when he is working dressed in an athlete shirt and trousers of some platform attached to the rear of his car. With chart and newspaper clipping forming a background, he naturally attracts a good-sized when he is ready to go in for his lecture.

DeMill passed thru the portals of Pitchmen via the circus route. Thirty-eight years ago he was the victim of the wanderlust box, taking it on the lam from the old home town of Missouri, where he made a birth on the Ringling show, soon discovering old pros and property men. Robinson took an interest in DeMill and laughed away a lot about the amusement world. In subsequent years Robinson’s training was worth something, for he did everything in the show business but advancing to sing a song.

DeMill carries the message with him in all of his travels. He is a member of the Elks and Fraternal Order, and The Billboard is the permis-

sional address.

here for the last two years. Business is much better here than a year ago. Business has been on the upswing. Los Angeles is practically closed to doorways and lots, but stores are open. If any of the boys, particularly med men, see me I can probably give them a brake. Would like to try exercise and give a lot of the old road and Geo. Cogshall, Dale Schoen, Al William and Aloysius Anderson.

JAMES L. OILBORNE

pines from Park Rapids, Minn., that he has been getting the kick of his life in the Lake of the Woods region all summer and that business is business to leave any available in Louisiana and Mississippi, where he will winter. He sends his regards to all the regulars.

I SEE THE PIPES

But the pipes are the music of the earth, with his pipes and watch,” etc.

Steve of Cudahy, Wis., is a good worker and always could get his share of the standing money. (Red) Estes, just breaking into the pitch game, looks real good. Well, look out, boys, here we come.

BILLY O. MARTIN

scraps from Cudahy, Wis., that the lads working the sheet out of town are doing well. Red Wilson, George Blackman and himself. According to Martin, all the boys are doing okay.

FLOYD L. LYONS

scapes from Cudahay, Wis., that he has been getting the kick of his life in the Lake of the Woods region all summer, in good shape, and in the long green floating around and every-

day the boys are getting more and more. However, this is the close of the week, with Labor Day being the crowning day. Biz may be a bit lower off at this point but that is all. Nine to one it is the last stand at the old stamping grounds, New York City, for the winter. Would appreciate a pipe from Schultz, liquid solider man. No one wants to know the whereabouts of Doc Bowan. Come on, all you pipsters, let’s hear from you.

GUY V. WILKINSON

pencils from the Veterans’ Hospital at Philadelphia, Pa., that he will be confined there for at least two months. Wilkinson is one of the nervous breakdowns which will keep him away from the fall business. He has written a pipe to some of the boys on the outside,” he informs.

JEFF FARMER

cards from Richmond, Va., that he is still selling down his market there and that his sales are holding up extra good. He plans, however, to leave for Greensville, N.C., next week, where he will work the tobacco market. Jeff suggests that Doc Anderson, Doc Brunch, Joe Prensky, Joe Schneider, Blackey Kester, Jack Flowers, Sam Record, George Wilson, Bill Smith, etc., get the writer’s card out of his pocket and some of the boys.

WILLY gets the writer’s card out of his pocket and some of the boys.

TOMMY ROY

scapes from Chicago, Ill., that he is doing all right but that his sales are holding up extra snaps, however, to leave for Greensville, N.C., next week, where he will work the tobacco market. Jeff suggests that Doc Anderson, Doc Brunch, Joe Prensky, Joe Schneider, Blackey Kester, Jack Flowers, Sam Record, George Wilson, Bill Smith, etc., get the writer’s card out of his pocket and some of the boys.

WILLY gets the writer’s card out of his pocket and some of the boys.
AFRAST TRACK

It if were a Coin Machine Op

By EDWARD H. MILTON

No phase of the coin machine industry has been designed for timid men. It is a big profit business for those who possess the sappy and constant forward motion demanded of every participant. The only way to do this is to say to yourself, "Gloria Mundi!" while you plan that yesterday's big shot will be judged tomorrow's best. That is what he did today, and another day. Anybody can shout aloud for a lull or two, but the coin machine man who is able to market and move his machines is able to be at the point of the race in the finish.

But the race for merit is so appealing in the coin machine field, the leadership of successful manufacturers, jobbers, distributors, operators and location owners is being constantly challenged. The man who decides to carry on and carry out must not fail to keep on top of the trade. He must be spurred forward by the thought that the market is in the pay-off for today's work.

As part of the industry that knows that he must be consistent in producing games with player appeal. When you consider that the fancies of the public change with a speed comparable to the pace maintained by the coin machine manufacturers what you do today is going to be helpful. Production must not fail to keep the public mind on the move.

He is cursed by the never-ending bogy of a flop or buggy game. One bad machine, he realizes, will ruin him many lops in the race and end the business. If the game is a success, it will be the same mistake and he understands that customers will do business where they see the coin of great price, to be highly treasured by the firm that gets his business.

The operator, too, must know the meaning of top speed. He must be forearmed with this knowledge to take every care in the handling of his game. He must guard his machine so that every time the public is interested he has already got himself in a position to play and to delight his customers.

The industry couldn't have reached its present status in a comparative few years. It's a fact that it has been so closely affiliated on many occasions, and any business which makes its appeal to the public must necessarily be fast and furious if it is to last.

Henderson stands anywhere along the line the coin machine industry, for it is a fascinating business. With me it's a matter of being continuous from the beginning to the end. Without aggressiveness and really making it a point, it would have to be a point of interest if the coin machine industry were to stay in the race.

The demand for innovations, speed, and the industry was smart enough to recognize the demand. Supplying it was a task which called for perpetual alertness and the records show to the credit of the industry. We've got a genuine speed, and the phenomenal success of the coin machine manufacturers in the market has been the result of the fact that we are one of the first to recognize the opportunities that have arisen in the field of the coin machine industry.

Practically every country and colonial possession of the world has been included in the coin machine business. The coin machine business is a very small part of the coin machine industry, and it is a very small part of the coin machine business.

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New Handbook of Foreign Currencies

CHICAGO, Sept. 12.—Coin-machine manufacturers engaged in the export business will be interested in a new edition of the Handbook of Foreign Currencies. A new exchange schedule was published by the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce at Washington.

The book was first published in 1935. The present volume covers the same general ground as the earlier one, but in addition includes a section on the current exchange rates for countries with which the United States has a substantial commercial relationship. A separate section on the foreign exchange rates for countries with which the United States has a substantial commercial relationship is included.

The price of the book is $5. It can be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington, or from any of the bank or mercantile firms in the district and midwest.

Connections of the bulletin may be obtained from the coin machine industry. The bulletin is published by the Coin Machine Operators' Association of America. It is a valuable source of information about the foreign exchange rates and conditions.

Detroit

DETOUR. Sept. 12—Earl H. Corwin, owner of the Detroit skyline, has had the races on the track, and the races are the Detroit skyline. The skyline has been the subject of a series of meetings and conferences, and the skyline has been the subject of a series of meetings and conferences. The skyline has been the subject of a series of meetings and conferences. The skyline has been the subject of a series of meetings and conferences. The skyline has been the subject of a series of meetings and conferences.

Joseph Reich, Detroit coin-machine operator, has taken over representation of the American Coin Machine Company, Ball bowling-machine types. Reich is a member of the American Coin Machine Company, general manager of the American Coin Machine Company.
SPECIAL OPENING SALE!

Daily Races, $65.00; Fortune, $35.00; Grand Slam, $70.00; Grand Slam, Ticket, $75.00; Ivory Coll, $20.00; Kings of the Turf, $25.00; Mash Man, $35.00; Saxony, $35.00; Sportsman, $15.00; Stamped: $25.00; Wheel of Fortune, Ticket, $65.00; So Mills Escalator, $35.00; 1935 Mutoscope Games, $100.00. Write for our complete price list.

AUTOMATIC COIN MACHINE CORP.
37-43 ESSEX ST.
SPRINGFIELD, MASS.

Valvo Follows "21" With Races

CHICAGO, Sept. 12—A. D. Douglass, president of Valvo Manufacturing Company, announces today that the firm will be on the market with its new Valvo Races counter game within the next three days.

Valvo Races is expected by the firm to become one of the greatest successes of Reel "21" and Valvo officials feel that operators who have been waiting forward to this game, which was shown by Douglass in the recent National Coin-Op Show, will put it up among the greatest counter games they have ever seen.

Douglass states that the Valvo Races has actually been built by the leading opera-
tors and distributors in the United States. Previously to our produc-
tion the game I personally showed it to all leading operators throughout the country during my last trip and they were all of one mind of which I believe makes the Valvo Races the greatest race-
house counter game in the history of the coin machines industry.

"The game has been designed by one of the greatest commercial de-
signers and is every bit as beautiful as any modernistic design we have pro-
duced. It is finished in a rich, warm beige and a soft gray with chromium and is truly handsome. Everywhere I showed the game there was instantly a great deal of excitement and praise for the beautiful colors and design.

"Furthmore, the game has the same guaranteed mechanism and is even more beautiful than any modernistic design we have produced. It is finished in a rich, warm beige and a soft gray with chromium and is truly handsome. Everywhere I showed the game there was instantly a great deal of excitement and praise for the beautiful colors and design.

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Lorino With Automatic Coin

NEW ORLEANS, Sept. 12—John H. Lorino, president of The Lorino Automatic Coin Company from 1932 to 1914 and then the National Amusement Company, has just associated with the phonograph de-
partment of the Automatic Coin Machine Company, this city.

Folder Shows Simplicity

Daly's Racy's Track

CHICAGO, Sept. 12—A simple but effective folder is being mailed by Bally Manufacturing Company to illustrate the new racy, almost entirely new, Racy's Track horse-race game. An illustra-
tion of the folder is shown at the upper right. The folder is designed so that only the top fly is required. A view of the cabinet, the lower part being cut off by a heavy dotted line and the caption "No Mechanism, No Dotted Lines" is printed below the illustration.

The entire machine is revealed when the two flaps are opened up. A strong impression strongly emphasizes the fact that instead of the cabinet mechanism only the top few inches are required to house the simple, com-
pletely automatic mechanism.

Jim Buckley, Daly's general sales manager, states that "the simplicity of Racy's Track is what first impresses the average operator, as he realizes that mechanical simplicity means trouble-pro-
duction and freedom from service problems. People have always been afraid once an operator has tried Racy's Track, its greater earning power keeps him sold for life."

Detroit

(Continued from preceding page)

been to get machines thru for deliver-

operators in the territory. He has solved the problem for the last few weeks as a result of a visit in the Bill-

The appointment of S. H. White at the eldest of the Empyrean firm's new Salesman for Plymouth and Northville. His appointment was announced by J. W. B. Langley, general sales man-
ger of the Western Counters
Rock-o-Ball a Wow, Says Willie Blatt

BROOKLYN, Sept. 12—Willie Blatt, president of Supreme Vending Company, Inc., reports that the first sample of Rock-o-Ball which he received created the greatest sensation of any machine which the firm has featured in the last five years.

He claims that the orders which the firm has already taken, one for 60 of the games to a single operator, are breaking all records, and that the firm’s three offices in the city have been swamped by orders, all demanding part of the first shipment.

Blatt since relinquishing the distributorship of one of his factories will now be able to give the greatest co-operation to Rock-Ola Manufacturing Corporation. He feels that Supreme Vending Company is going to enjoy its greatest sales year.

Old customers of Willie Blatt say that this is the first time in the last five years that he has been at his headquarters from early morning until late at night, just taking orders for the Rock-o-Ball as well as the other new Rock-Ola games. Operators have been coming in from everywhere in the territory to see the game.

Willie says: “There is no doubt that the Rock-o-Ball is one of the greatest games of its kind in the industry. It is certainly without doubt, the most beautiful game and the smartest. It is so simple that when removed from one of its cases it took but a few minutes to put together and has worked perfectly ever since. The Rock-o-Ball sample that we have here has received more play than any game would on any location. There hasn’t been a setup in the action for a minute and the game works so perfectly that every operator has complimented and commended upon it.

“With the co-operation of David C. Rockoils and Jack Nolan, of Rock-Ola Manufacturing Corporation, I feel sure that we are going to enjoy the greatest record sales of our career. I only wish that we had 10 carloads coming in so that we could partially fill the orders we have already taken.”

The firm is so enthusiastic about the game that it has arranged for an unusually elaborate campaign and has also arranged for operators from everywhere in this territory to see the machine.

Rock-o-Balls to Western

SEATTLE, Sept. 12—Harry Wolter, Northwest distributor, reports exceptional activity on the sale of Rock-o-Ball, new bowling game manufactured by the Rock-Ola Manufacturing Corporation. Harry claims several Rock-o-Balls have already been sold in Alaska and that from all indications the game will enjoy an exceptional sale in the great Northwest. Harry claims with the exceptional features of the game, such as high score, number of balls played and many others, Rock-o-Ball is a game that will remain popular for a long time to come.

Wolter stopped off in Chicago for a few days on his way from the Coast and spent considerable time at the Rock-Ola plant watching the new counter-operated machines being made. Wolter will travel east to visit his folk and will probably stop off at Chicago on his way back to Seattle.
IMPORTANT DISTRIBUTORS THROUGH AMERICA WILL SHORTLY PRESENT

"GIANT MOVIE BANK"

A ONE-SHOT TABLE THAT ESTABLISHES A NEW TREND IN PAYOUT TABLE ACHIEVEMENT - by all means - WAIT FOR EXHIBIT'S "GIANT MOVIE BANK"

The greatest achievement in Automatic History—positively obsoletes everything on the market.

Large size table—51 x 25". Pull out "in-a-drawer" mechanism. Large metal ball—and many new and different features never before incorporated in an Automatic Pay Table.

EXHIBIT SUPPLY CO., 422 W. LAKE ST., CHICAGO

Send for circulars and full particulars

ROTARY MERCHANDISER

(for the new Exhibit Digger) to

MEYER WOLF, Distributor

Vermont Apartments, Atlantic City, N. J.

(formerly of 1212 S. 5th St., Philadelphia, Pa.)

HY-G Places Record Order for Derby Day

CHICAGO, Sept. 12—By Greenstein, of the HY-G Games Company, Minneapolis, visited the plant of D. Gottlieb & Company this week and after seeing actual location reports on the earning power of Derby Day, the new Gottlieb horse-race game that pays off for fourth place, placed the largest initial order in the history of the HY-G Games Company.

"Derby Day is positively a phenomenal game," said HY, and I believe it will be the biggest hit ever given the coin-machine world by Dave Gottlieb. Alto Daily Races experienced remarkable success and is still going strong in its sixth month, I feel confident that Derby Day will even surpass the remarkable record of Daily Races. Derby Day has been on the market for only a very short time, but we have been hearing plenty about it up in our territory. We are not the only operators with a horse-race game, but many of our men are very enthusiastic about it and we feel that our early records Initial Orders will be out working for spectacular results in record time.

While at the office HY also looked over the pinball with the bowling-type game, Strike, Bell-Ball, and the new Gottlieb baseball game, Hit Parade, and placed substantial orders for both.

EMPIRE TOY & CANDY VENDOR RETAILER'S SHOW.PETTY COUNTERS THE EMPIRE is a Real Merchandising Genius. Pet Cans, Dime Sets, Jump Cans, Trade Bells, Counter Toys, Jack-in-the-Box, Penny Machines, Jumbo Models, etc., etc., etc.

D. ROBINS & CO. 423, 62 & 64 E. 16TH STS., NEW YORK CITY

New Soap Dispensing Machine Being Developed

DETROIT, Sept. 12.—A new dispensing machine for mechanized soap is being developed by the new American Dispensing Company and will shortly be placed on the national market. It is a small model, designed for in-store operation. It will probably be placed in prominent positions in drug stores.

I'm an Operator 7 Days a Week!

By C. H.

Some of our friends in the west end with whom we have been spending the evenings have visited the neighborhood drug store for tenuous refreshment. This appealed to the young people very much.

The druggist came along as we were seated and my friend introduced me to him.

As we were leaving I said to Joe, my host: "I'll be a little late in getting out. I want to have a word with the druggist!" Joe knew my idiosyncrasies and simply grinned. And a few minutes later I had the druggist off in a quiet corner—giving him a canvas on coin machines.

I told him the point to which I agreed to visit the following morning when I should show him machines and discuss the matter. I told him there was no other satisfactory—the store became a mighty good location.

I relate this episode because for me it is a common feeling. I pick up the talkative talker that for me there are seven busier days in the week—and except for the time when I am selling. I am always a coin-machine operator.

So I have plenty of operators who when 8:30 or 9 o'clock in the evening come forget their business. Actually there are too many spots which can be secured much more readily, on the average, in the evening than during the day.

A great majority of druggists and restaurant men are at their places of business in the evening. At this time this is the quiet period of the day. I have experienced that it is no trick at all to discuss business at this time. You can be as yourself.

All the right conditions were present in the case mentioned above. True, I was with friends—but I had been in the druggist business a week. I had consumed some of his ice cream. I noticed that he did not have too many machines—and should. Also he looked fresh and in good humor. I didn't stand on ceremony. I never do. I excused myself and launched into my canvas.

As a result of this it was arranged that the store would be open each night for 7 days a week. The druggist should be pleased.

Of course, the deal wasn't finally consummated on the creek, but the druggist agreed to give a day's notice and on the following Monday and complete arrangements.

So you see what I mean by being an operator seven days a week. I always carry business cards with me, and getting acquainted with new people, no matter where the occasion, attractively tender my business card.

Driving home late one evening thru a heavy fall storm I came under an old Ford by the roadside in distress. Two young fellows had had too many.

I flipped on my raincoat and got out to help them. I know a thing or two about the Ford. I finally determined the trouble, an unexpected lack of gas, and pushed the boys to the nearest service station. There I got acquainted with them—the sons of the up Alaska, Electrode and the new Eppo fuse eliminator to all their operators. All current, according to the U. S. Patent Office, having invented and equipped the Eppo fuse eliminator in order to do away with nuisance and expense of blown fuses.

Special Campaign On

CHICAGO, Sept. 12—Atlas Novelty Corporation has inaugurated a special sales and promotion for the products of the Electrical Products Company. M. S. Spivere, of the Atlas firm, reports that they are now concentrating the Electrons and Adap-

tions on the special sales and promotions and the Eppo fuse eliminator to all their operators. All current, according to the U. S. Patent Office, having invented and equipped the Eppo fuse eliminator in order to do away with nuisance and expense of blown fuses.

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We Offer TRADE & TERMS ON Rock-o-Ball
The One Real Bowling Game...by Rock-Ola

It's a golden opportunity to trade your idle Pay Tables, Counter Games, Slots, Phonographs, Diggers or "What Have You" in on the best of the new coin-operated amusement devices...Rock-Ola's Rock-o-Ball Bowling Game. We accept used equipment as part payment, and the balance may be paid on Terms. Write for particulars of our special Trade & Terms offer.

Electro-Ball Co. Inc.
Distributors
1200 Camp, Dallas, Tex.

Gottlieb's Races On Market 6 Months

CHICAGO, Sept. 12--Next Monday will usher in the sixth month of continuous production of Gottlieb's sensational payout game, Daily Races.

In commenting on this record Dave Gottlieb said: "There have been many famous machines. But I feel sure that Daily Races is the game only that can claim title to a steady production record of six months. Every day this year and more orders so that you'd think Daily Races had just been introduced six days ago instead of six months ago.

"Our production is being kept at a steady going and all dealers and operators are all over the country. Licensees are so satisfied with the earning capacity and profits of Daily Races that all orders are piled up two and more on one location. One apostrophe is reported to have seven Daily Races. We are proud to have introduced as successful a game as Daily Races and are happy to keep up inventory deliveries as long as there is a demand. And the way things look now Daily Races is here to stay for a long time."

Report Big Collections On Bally's Blue Bird

CHICAGO, Sept. 12--Jim Buckley, general sales manager of Bally Manufacturing Company, leading distributor, reports that first collection reports on Blue Bird indicate that the new one-shot changing odds payout game will be one of the most popular machines in the fall ball. "Reports now coming in," Jim states, "show an even higher earning average than Jumbo and Jersey Blue Bird in similar locations. The extra dividend rights, whereby each can pay a mystery gold award of $50 or $40 free games in addition to the regular awards of from 2 to 20 free games, is proving a sensational hit with players. This feature, plus the changing odds, means that any hole on the board can pay 7-to-1 top award, and it is this possibility that is resulting in tremendous repeat play for Blue Bird."

Brendy Says Bar-ette Is Hit

BROOKLYN, Sept. 12--Bar-ette, president of Jersey Trading Company, premium distributor to the coin-machine business, reports that the Bar-ette, which the firm recently introduced to the industry as a high sales-grade feature price, has been one of the biggest hits which his firm has ever had the pleasure of handling.

Jersey Trading Company has the exclusive State distribution rights for the unique miniature bar. It is equipped with the necessary internal arrangement, mixing purposes and makes a beautiful appearance in the house. It is finished and attractive and makes excellent display for the operators on location.

The firm has been unusually busy making shipments of Bar-ette to leading operators. Sam introduced the unique price feature because of the bowling games, and he says the operators have been especially interested in the Bar-ette because of the bowling games. It is a game which they have been using in many of their other establishments.

Nat Cohn Claims Flicker Is a Great Ticket Game

NEW YORK, Sept. 12--Nat Cohn, of Modern Coin Company, leading distributor, who has been forwarding mail order reports that Jennings' Flicker machine is one of the best ticket games the firm has ever handled and that it is getting a great play in the East. "Flicker is moving faster than any other ticket game we have ever handled," says Nat. "It is the sort of game that this city likes. We have been rushed with orders for Flicker since it was introduced, and the game is bound to become one of the most outstanding of all the ticket games we have ever handled.

"There is a lot of action in Flicker. It is a light-up effect which is used gives the machine a better play effect than most games. The way that the machine itself attracts the players and holds them there is a true marvel, considering the fact that New York has been one of the oldest pin-game cities and players tire quickly of any ordinary game.

"To my way of thinking, Flicker is not only out of the ordinary run of games but because it earns such great profits for the operators it is one game that is sure to bring consistent and better profits for a long period of time."

Modern Vending Company is preparing a special drive on Flicker and is convinced that the game will be the leading ticket game of the year.

Wurlitzer Skee-Balls AND Wurlitzer Simplex

AUTOMATIC PHONOGRAPH

KEMO NOVELTY CO.
7833 W. GREENFIELD AVENUE
WEST ALLIS, WIS.
PHONE GREENFIELD 2335.

Don't Forget! There Is Only One Skee-Ball Not A Slug In A Canload

Anderson's Speed Record


Andy reports that a shipment of 40 of the games received during the early morning hours was completely sold out late afternoon. "It took only eight hours to sell all the games," Anderson says, "which makes it a sale of five machines every hour.

Andy believes that the sales record with the George Posner Company, East Coast, is establishing here will remain for some time. He also says that as the firm completes its organization it will have one of the best selling forces in the country.

ROLL-O-BALL IN UNIQUE WEIGHT TEST—More than 2,000 movable pounds from 16 men and a dog do not affect working parts or playing field of game. Roll-o-Ball, free, claims its game is the sturdiest in industry. This test was made before visiting Canadian operators at now Roll-o-Ball factory, claimed largest of its kind in the East.
Seeburg Symphonola Helps Elect Mayor Four Times

CHICAGO, Sept. 12.—Back from an extended business trip thru the South-facing States, Estil Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, recounted the wonderful acceptance of the complete line of High Fidelity Symphonolias thrust out that territory.

Among many interesting stories (and how "Oll" can tell 'em), one in particular was of special interest.

"It happened in a typical small Southern town," Holland relates. "Approaching the small village square, I noticed a crowd numbering a few thousand fervently cheering in strong, impressively vocal tone. Of course, forgetting the paternal advice of "mind that own business," I got out of the car and set forth to see what was happening. The usual political blarney that greeted my sensitive ears was; "And if re-elected mayor of this garden spot of America I promise you..."

"Not paying any attention to the mayor's speech, I was very much impressed by the clear enunciation and excellent performance of the loud-speaking system, since I was fully a half city block away from the speaker. Naturally interested in amplifying systems, I decided to do a bit of snooping around.

"I finally edged up close to the speaker's platform and, honestly, could have weeded over when I saw the microphones...'

Seeburg High Fidelity Symphonola. I spotted four loud-speakers placed up in the trees.

"I have heard the Seeburg Symphonolias perform in auditoriums, and dance-dome locations all over, but I was thrilled to actually listen to one of our machines perform with such perfect clarity at a distance so far removed from the speaker, especially out of doors. "Leaving this portion spot of America," I headed my way onward. A week later I drove thru the same town. I know all the operators in the section and decided to hunt up the owner of this particular machine. Finally, finding the operator who owned it, I was told that the mayor has borrowed a Seeburg automatic phonograph from him in his last four campaigns and each time the mayor was successful. The same operator told me it is not unusual that several times a month he rents the Model P Seeburg High Fidelity Symphonolias to various organizations and societies, which in turn use it as a public-address system.

New Orleans

NEW ORLEANS, Sept. 12.—Closed down for three days for renovation, the Sports Center on St. Charles avenue operated by Louis Bosberg and Roy Bosworth, has reopened beautifully decorated. Owners report a good week with two Keeney Bowtiee machines on location. A total of $250 was taken in $250 to the high scorer in special contests held on the machine open daily from 10 A.M. to 10 P.M.

Three oddly named selections are one of the best tricks of bent sellers ever put on sale by Decca Distributing Corporation, R. H. (Roll) McConney, New Orleans and Atlanta office manager, announces. They are You Don't Have Your Playhouse Down, Let's Get Drunk and Truck and Let's Try Some of These Boys. All recordings are by the Harlem Harmonics.

October 1 Louisiana put into effect a two per cent sales tax on luxuries and that makes New Orleans an additional two per cent, all of which means that operators will be hit as well as all other consumers. Phonographs, coin machines, records, lutes, reality changing, oil and gas, and machine parts are just some of the items on which the odd tax will have to be paid.

Los Angeles

LOS ANGELES, Sept. 12.—A new operator's organization to be known as AGLAC, Associate Operators of Los Angeles County, has been formed here. The body will handle the operating business in parts of Los Angeles County other than the city of Los Angeles proper. The board of directors is composed of低温 Moore, Cooley, Arlo Cooley, El Glasen and Hai Halgren. Paul Rehanna, of Bel Gateway Company, is acting secretary. It is stated that the organization will function in much the same manner as the OAMOA, which has done a great work for the operating business in Los Angeles. In addition to the two bodies mentioned, there is now an association of music operators, vending machine operators and lastly, operators of automatic merchandising diggers and gingers.

Jack McClelland, president of National Amusement Company, cornering with particular interest in the Los Angeles County reports having a wonderful time, with splendid fishing.

Letter from Henry Stewart, of Hollywood, California, in which he writes of gradual improvement in conditions in the antipodes.

W. P. Candsen is branching out considerable. George Schwartz, former of the National Amusement Company, is now associated with him. Much floor space has been taken in the building where now located and the company

Sheet-Music Leaders

(Week Ending September 12)

Based on reports from leading jobbers and retail outlets from Coast to Coast, the consensus of music actually sold from the standpoint of sheet-music "activity" is accurate, with necessary allowance for day-to-day fluctuations. Numbers in parentheses indicate position in last week's report.

Sales of music by the Maurice Richman Company, Inc., are included, due to exclusive selling agreement with a number of publishers. Acknowledgement must be made to Music Corporation, Music Sales Corporation, Chicago; the Gotham Company, of New York; Lynn & Harrington, Inc., Western Book and Stationery Company, of Chicago.

1. A Star Fell Out of Heaven (2)
2. Did I Remember? (1)
3. Until the Real Thing Comes Along (4)
4. When Was You Leave Heaven? (6)
5. Bye, Bye, Baby 17)
6. When I'm With You (1)
7. I Can't Escape From You (6)
8. Empty Saddles (10)
9. A, B, C, D, E, F, G, Hi, We are a Dream (3)
10. Me and the Moon (11)
11. Hollywood (12)
12. I'm an Old Cowhand (13)
13. Sing, Baby, Sing (11)
14. The Way You Look Tonight

Radio Song Census

Selections listed represent the Billboard's accurate check on three networks, WEF, WWJ, WMA. Only songs played at least once during each network's week were tabulated. There is to recognize consistency rather than gross score. Figure in parenthesis indicates number of times song was played according to last week's listing. Period report ends September 10.

Did I Remember? (12)...
When Did You Leave Heaven? (27)...
Star Fell Out of Heaven (2)...
I'm an Old Cowhand...
City of New Orleans (2)
A Star Fell Out of Heaven (24)...
Who's Byron (26)...
Till I'm Over the Rainbow...
I'm an Old Cowhand...
The Way You Look Tonight...
The Little Blackbird...
My Kingdom for a Kiss (16)...
Till I'm Over the Rainbow...
I Can't Escape From You...
Rendezvous With a dream...
South Sea Island Magic...
Taka My Heart (15)...
Sing, Sing, Sing...

Demand

PERMO-POINT

PHONO NEEDLES

FOR YOUR AUTOMATIC

2000 PERFECT PLAYS

FOR SALE

1 SEEBURG TELEPHONE...$15.00
25-CENT JUNIOR
3-Room, 2000 perfect plays, new.
HY-BELL TELEPHONE...Cash or Terms

4 SEEBURG TELEPHONES...
HY-58 TELEPHONES...

10 HY-58 TELEPHONES...

HY-G GAMES CO.

HY-F 550-HY-73-60...$1.50+...

HY-G 570...A. H. 40

HY-G 750...A. H. 40
a tremendous amount of business and that they are filling orders from every part of the country. The report sales are far beyond anything they had expected. He also states that they expect to be in their stock this week. William Jamison, in charge during the absence of McCool, states that Rock-Ola Multi-Selectors are still going on high, as are the sales on Rock-Ola Flash Light and Bank Nite.

Cleg Le Baune, in charge of phonograph sales, vacationing at Pointe Stearn, E. O. Stepp, prominent operator of Phoenix, Arizona, here and looking over a variety of Merchandisse.

W. E. Sewell, president of Marble City, Inc., on Pasadena avenue, has enlarged his operating route.

Joe Orecotti, president California Coin, Inc., has added a lot of music to the several rooms he has made.

Eastern Chatter

NEW YORK, Sept. 12.—Lou Wolf, traveling representative for John A. Pat- hrooms, has returned to New York after an extended three-month trip selling new coin-operated products. Lou's camera was working overtime and he had some nice shots.

The boys at Modern's showrooms are marveling at the coin-slot in the new Whitlock Radio Set. A demonstration showed the machine kept turning back all types of plugs. The only coin able to raise the ball was a nickel, and Irving Himmer claims it is the most ingenious coin-slot ever invented.

Irving Sommer, of Modern Vending Company, has a new ultra-modern method for selling phonographs and Steel Ball. Irving takes his prospect out to the golf course and grabs him some good plugs. His opponent is usually seen and Irving shows him a marvelous game, his only fault being that the ball loses the hole too often.

Bill Gerch, director of the coin machine department of "The Birds" (Byrd's, Richard & Pound Advertising Agency to you), has returned to New York after a seven-week automobile trip throughout the country. Bill returned just in time to catch up with a lot of heavy work so his suitcase can be heard clattering to the Golden Gate. Well, Bill, we must work to win!

Charlie Antonik, of the Brooklyn Amusement Machine Company, Brooklyn, says he'll have something important to break to the trade in a little while.

Frank B. Stein, manager of the Park Avenue Amusement Company, Chicago, dropped in to see Bache Kaufman, president of the company, and to present the Park Avenue Amusement Co. territory. Bache and Sam Rabbinowitz call Elmer Hertzstein the consummate. Incidentally, Bache rabbit has just passed his mark in the sale of Bowlettes and it is only the beginning.

Willy Blatt is really "going to town" with the Rock-Ola line.

With the summer over and everybody taking winter seriously, things are starting to hum around New York.

Pittsburgh

PITTSBURGH, Sept. 12.—Nearest and among the profitable locations in this district are wintering rooms in indoor and outdoor parking lots. A checkup reveals that most of the machines are still at work. The new three-dock parking lot which is being erected here will include part of the most popular waiting rooms in this territory.

Jack Levin is in Wheeling, W. Va., for a couple of days before heading for Chicago on his business trip.

B. D. Lazar and Myer Allen are back from their Atlantic City vacation.

The local branch of the Automatic Phonograph Company reports a spirit in business.

Parking Space for Rock-Ola Visitors

CHICAGO, Sept. 12.—With the hundreds of visitors at the Rock-Ola plant daily looking over the new unit, it was necessary to arrange for parking space for many out-of-town visitors driving there. Now when visitors come to the Rock-Ola plant they will have the convenience of parking a short distance from the entrance to the main office. The parking space is directly across from the Rock-Ola building at 1442 and 1470 Wabash Avenue and there is ample space for 200 cars.

Rock-Ola officials say that never in the history of the corporation have there been so many out-of-town visitors, a condition, they state, which has been brought on by the many new games being manufactured.

The Rock-Ola bowling alley has created so much interest that the company, Rock-Ola officials say, that the demand has taxed the manufacturing facilities to capacity and a 24-hour shift in operation every day. The huge woodworking plant is also in operation 24 hours a day making the cabinets.

The Tom Mix Radio Rolls, now in full production has, they say, also created a national-wide interest because operators have realized the value of this kind of equipment for present-day operation. The writer has just arrived and the name Tom Mix and his horse things are expected.

The Tom Mix's name is magic with grown adults, and he is the ideal of American youth, says Jack Nelson. The company believes that the Tom Mix Radio Rolls will be the most successful product of the company. This is a coin-operated Radio Roll, which, they believe, will automatically increase the play in this territory to 500 per cent. On test locations the Tom Mix Radio Rolls has shown such remarkable results that it has been almost unbelievable that coin-operated equipment of this kind giving the operator a straightforward and straight aim at Cuba should possibly take such revenue.

Big Bank Nite, the new novelty plan, is in full production 24 hours a day. With the many new machines at the Rock-Ola plant it is common for the coin machine men to visit the plant and stay as long as they want negotiating for the new equipment.

VICTOR and BLUE BIRD RECORDS

ECA Manufacturing Co. Inc., Camden, N. J. A Service of Radio Corporation of America

Charm nickels from customers' pockets with "Bogdeni's" product played by Tempo King and his Kings of Tempo

Hiat of the current smash, KRO KRO, "Swing Time,"

Played by the peppiest and most popular of the new swing bands.

Now out on warp-resisting, longer-lasting Blue Bird Records that bring in more nickels and let you keep more of every nickel you take in!

Ten Best Records for Week Ended Sept. 14

<table>
<thead>
<tr>
<th>BLUEBIRD</th>
<th>BRUNSWICK</th>
<th>DECCA</th>
<th>VICTOR</th>
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<tbody>
<tr>
<td>1-9533—&quot;Rejoice at Harlot's&quot; and &quot;Organ Music in Swing&quot;</td>
<td>1-9504—&quot;Eye, Eye, Baby&quot; and &quot;Blues for Two Noodles&quot;</td>
<td>1-9513—&quot;Bluesy and Kooky&quot; and &quot;Blues in Swing Time&quot;</td>
<td>1-9515—&quot;Two Little Girls and a Man in Swing Time&quot;</td>
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<tr>
<td>1-9509—&quot;Two Little Girls and a Man in Swing Time&quot; and &quot;Organ Music in Swing&quot;</td>
<td>1-9510—&quot;Blues in Swing Time&quot; and &quot;Organ Music in Swing&quot;</td>
<td>1-9511—&quot;Two Little Girls and a Man in Swing Time&quot; and &quot;Organ Music in Swing&quot;</td>
<td>1-9512—&quot;Blues in Swing Time&quot; and &quot;Organ Music in Swing&quot;</td>
</tr>
<tr>
<td>1-9513—&quot;Rejoice at Harlot's&quot; and &quot;Organ Music in Swing&quot;</td>
<td>1-9514—&quot;Blues in Swing Time&quot; and &quot;Organ Music in Swing&quot;</td>
<td>1-9515—&quot;Two Little Girls and a Man in Swing Time&quot; and &quot;Organ Music in Swing&quot;</td>
<td>1-9516—&quot;Blues in Swing Time&quot; and &quot;Organ Music in Swing&quot;</td>
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VOCATION

25034—"Bite, Bite Baby" and "I Want My Attraction" | 25035—"Bite, Bite Baby" and "I Want My Attraction" | 25036—"Bite, Bite Baby" and "I Want My Attraction" | 25037—"Bite, Bite Baby" and "I Want My Attraction"

SHOPLONG

25041—"I'm an Old Cowhand" and "I Can't Escape From It" | 25042—"I'm an Old Cowhand" and "I Can't Escape From It" | 25043—"I'm an Old Cowhand" and "I Can't Escape From It" | 25044—"I'm an Old Cowhand" and "I Can't Escape From It"

PLAYGROUND

25050—"I'm an Old Cowhand" and "I Can't Escape From It" | 25051—"I'm an Old Cowhand" and "I Can't Escape From It" | 25052—"I'm an Old Cowhand" and "I Can't Escape From It" | 25053—"I'm an Old Cowhand" and "I Can't Escape From It"

ERICA

25060—"I'm an Old Cowhand" and "I Can't Escape From It" | 25061—"I'm an Old Cowhand" and "I Can't Escape From It" | 25062—"I'm an Old Cowhand" and "I Can't Escape From It" | 25063—"I'm an Old Cowhand" and "I Can't Escape From It"

PETE

25070—"I'm an Old Cowhand" and "I Can't Escape From It" | 25071—"I'm an Old Cowhand" and "I Can't Escape From It" | 25072—"I'm an Old Cowhand" and "I Can't Escape From It" | 25073—"I'm an Old Cowhand" and "I Can't Escape From It"
Trade with...

- THE BEST DOCTOR!
- THE BEST DENTIST!
- THE BEST GROCER!
- THE BEST DRUGGIST!
- AND -

THE BEST DISTRIBUTOR!

B. D. LAZAR COMPANY

1218 Forbes Street, Pittsburgh, Pa.

129 Penn Street, Reading, Pa.

216 Franklin Avenue, Scranton, Pa.

CARrying a COMPLETE STOCK ON HAND OF ALL THE LATEST AND BEST GAMES—FEATURING THE-

ROCK-O-OLA MULTI-SELECTOR

ROCK-O-BALL—BALLY ROLL—BOWLETT—BIG BANK NIGHT—
LIGHTS OUT—REEL "21"—DRAW BALL—AND THE BEST PAY-
TABLES. BEFORE YOU BUY WRITE OR VISIT OUR NEAREST OFFICE.

Eisen and Margolin Open
Impressive Offices in Philly

PHILADELPHIA, Sept. 12.—Joe Eisen and Dave Margolin, well-known columnists, have just opened impressive offices here, taking over the second mezzanine at the Broadwood Hotel.

The firm is known as the Penn-Coln-o-Matic Company and will be featured with this name are found at the entrance of the hotel. The firm is distributing the Wurlitzer phonographs and Skee-Ball games here. Eisen and Margolin believe that Philadelphia will welcome the Wurlitzer products in good style. They feel certain that the salesmen and Skee-Ball have already been established in this territory as the finest equipment in their respective fields.

Space is being devoted to a unique display of the products and arrangements are being made for an elaborate display.

A formal opening party will be arranged shortly, when the firm will act as host to hundreds of salesmen in this territory. Homer R. Caperah, Paul Bennett, Joe Darwin and many other executives of the Rudolph Wurlitzer Manufacturing Company are expected to be present at the formal opening.

Reel “21” Great Counter
Game, Say Gold Dust Twins

BIRMINGHAM, Ala., Sept. 12.—Max and Harry Hurvich, the “Gold Dust Twins” and leaders of the Birmingham Vending Company here, report that the national “Reel “21”” counter game is one of the greatest of its kind which the firm has ever handled.

Max and Harry claim that the game is one of the major attractions of their firm at this time. “The machine is earning real profits for operators everywhere in the South,” they say, “and the repeat orders are really something to marvel about.

“In all our history we have never handled a counter game which has brought us as much business as our own. As such, the order is truly something to marvel about.”

In all our history we have never handled a counter game which has brought us as much business as our own. As such, the order is truly something to marvel about.”

BANK—ROLL AND ROLL-A-BASE on display in the new showroom of the George Foster Company, New York, which were formally opened with a gala celebration September 12. Left to right: L. G. (Andy) Anderson, general sales manager of the Power firm; Bessie Brown, office; Lester Hirschfield, office A. Bloch, cashier, and B. Becker, New York sales representatives.

Twenty-One
Black Jack

REAL BLACK JACK

played according to the
approved rules. Here is a
21 BLACK JACK machine
with automatic rules which
come in a perfect
black box. The manufacturer
has made such a
machine that it is impossible
to manipulate the
reels of the machine in any way.

BEAUTIFUL NATURAL
WOOD CABINET, finely
carved — gets the better
class of customers and
plays 24-10-325.

The Shutter feature on
will be covered by
GROETCHEN'S U.S.
PATENT No. 1703299.

$24.75 TAX PAID

21 Black Jack and High Stakes Can Be Furnished for the
French Frame and English Penny Play.

Groetchen Tool Company

124-130 n. union st. — chicago, illinois

Roll-o-Matic Has New Model

NEWARK, Sept. 12.—Arcade and Howard Kass, of Roll-o-Matic, Inc., manufacturers of the Roll-o-Ball bowling game, announce that they have just launched their new deluxe model.

They believe that the new model is one of the greatest bowling games ever introduced. They point to their sales records for the last 18 months and state that their game has been extraordinarily well-received by distributors who saw the first sample of the new deluxe model.

The new model is of the latest streamlined cabinet design and Roll-o-Matic claims the very best scoring arrangement for electrical bowling games ever seen in the industry. The machine is ready for display at the firm's offices here, and Howard Kass has left for an extended trip to see all the leading distributors to show them pictures of the new model and to tell them about the game.

The firm is retaining the lighted-ticket scoring arrangement, for it feels that this is the most unique scoring principle in the industry. They will use the new hand-finished varnish effect which is on very few games and will also have a new chime for the high-score pony, which they claim is the best that has ever been presented.

Howard and Archie Kass state: "We have spared no expense in the preparation of the deluxe model Roll-o-Ball. After 18 months of work on the model, we are introducing it today. We have learned all the necessary requirements for a successful bowling game and we believe that in the best sale we have ever made."

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Insist On—

Stancor Universers
In All Your Games!

Models Available for the New Type "Bowling Games."
Manufacturer-Send to your Special
Distributor.

STANDARD TRANSFORMER CORP.

450 Blackhawk Street, Chicago.

They're Best by Test

3000 BIG BARGAINS

Spurs wholesale catalog.
E. K. FERNANDEZ
WILL BE AT THE
BILTMORE HOTEL,
LOS ANGELES, CALIF.
FROM SEPTEMBER 16 TO SEPTEMBER 24

WANTED FOREMAN
For Caterpillar Side, also Lecturer on
Art Cappone Car.
MIGHTY SHEESLEY MIDWAY, Inc.
OAK HILL, W. VA.

ARMA FOR RENT
SEPTEMBER 16 TO OCTOBER 20
Rents Bungalow, Miniature Home, Chis.
Area, River, Camping, etc.
Price: $250.00. Inc., or less.
Car, Two bed, two bath.
PLA-MOR
8x4 and Mens, Bonita City, Mo.

Hardinsburg, Ky., Fair
WEEK IN SEPTEMBER
On the street Concentrations, Red Ride and Shows. Life and all the rest.

Musicians Wanted
KINNEY MOVE BAND
Box, Camp and Week Departs. Join on...

ROYAL AMUSEMENT CO.
WANTS Shows with the best and most
prominent shows in the United States.

WANT ATHLETIC SHOW
Will furnish outfits. Must be able to present your own show. Write or call.

FREE ACTS WANTED
HALIFAX COUNTY FAIR, October 8-10.
BROOKLYN FAIR, October 10-11.
LITTLETON FAIR, October 12-26.
Y. R. WALKER, Manager, Lilliston, N. C.

GARDEN STATE FAIR
BRIDGETON, N. J., SEPTEMBER 21 TO 26.
Can place Concessions of every description, including Giant Store, Ball Games, Sideshows, Palmloty, Picture Machines, Corn Game, Lunch Stands, Safe Drinks, Popcorn and Peanuts, Diggers and all Concessions of every nature. Write or wire LOUIS KING, Garden State Fair, Bridgeton, N. J.

NEW JERSEY STATE FAIR
TRENTON, N. J., SEPTEMBER 28 TO OCTOBER 3.
Can place Game Concessions, such as Wheels, Giant Stores, Corn Game, Diggers and Ball Games. We hold exclusive Game Concessions. Write or wire
WILLIAM GLICK, Manager
WILLIAM GLICK EXPOSITION SHOWS, Inc.
Week September 14, Hanover, Pa.: Week September 21, Bridgeton, N. J. P. S.—Can also place Concessions of every description for Garden State Fair, Bridgeton, N. J., Week September 21.

WESTERN STATE SHOWS WANT
Sellers, reliable, capable man for Athletic Show. To join at once.
STATE FAIR SHOWS
FOUR-STATE FAIR, TULSA, OKLA.

WEST MIDLAND STREET BUSINESS AND PROFESSIONAL MEN'S ASSOCIATION
FALL FESTIVAL
OCT. 5 TO 10, INC., INDIANAPOLIS, INDI.
CONCOURTIAN, B. M. W. WEHRLE, Chairman Arrangements.
5200 West Michigan Street.

KEYSTONE SHOWS WANT
Ferry Wheel Funes for N. 5 12th Wheel and 50 ft. Show Sherwin to join on with Roanoke, Pa. Fair this week.

FAIR MANAGERS NOTICE!
General unit at Fort, Rides and Concessions. Something new to advertisement. Write to or wire BARNEY FISHER, SHIP, to join on with BARNEY TURELL UNIT, this week at Galveston, Tex. Only chance for advantage of attendance this fall. 

Festival of the Lakes
To be held on Stairs at St. Marys, O., October 19 to 27, inclusive. Five Days, Five Nights. WANTED Games Shows, 200 & 100 seats. Come Up to Date. Write or wire THOMAS H. BROWN, 61, Marys, O.
"Turf Champs"

$137.50 Ticket Model Electropak Equipped

STONER CORPORATION
Aurora, Illinois

Big Money Makers!

Short Sox Turf Champs
$49.50

Ticket Model $127.50

Wooden Directors
3-1036 Multicolored, $50.00
1-1036 Red from Electric Horse, $30.00
2-1036 Red from Electric Horse, Ex. $50.00

Don't Be Disappointed When Ordering from Deluxe

Complete Stocks of All Popular Concession Items

"Deluxe Plaster"

Latest Creations - Finest Finish Core Came Flash
"Not Sed - You'll be Surprised"

"Beacon Blankets"

Order Now While They Last
Beacon Magnets - Mingo - Beacon Wool Fringe Shawls
25% Deposit with All Orders.

Wisconsin

1902 North Third Street

Deluxe Corporation
Milwaukee, Wisconsin

Nobby All Bally Prize Packages

Something New This Season!
LARGE 25c BOX FOR A 10c SELLER
The Popular Deluxe Charmer Original Cheater. A Sensation in Prize Packages.
100 Ballys to 100 Plays, Free with every carton.
Cartons, $4.50 - 5 Cartons, $22.50 - 10 Cartons, $45.00
Sold for Prize Package Dealers. All Numbers. They Require No Order. Retail Q & R.

Delight Sweets, Inc.

Dixie Model Shows
Springfield, N. G., 10th September 21
Bash County Fair

Want Carnival, Long Range Game, Hire, Ball Games or any Combination Eagle Combination. Games and Father clock. All New Models. Write today for 52 Page Book "Beau." For your copy today.

Wanted Carnival Friendship Community Fair


Meet...

"Miss Q.T.

Now Appearig in The Sensational Coin Machine Operators' 52 Page Book

FREE TO ALL OPERATORS

Write for your Copy Today

The Vending Machine Company
Fayetteville, North Carolina

Routes

(Continued from page 75)

Now on the Presses.

THE ONLY FREE BOOK FOR COIN MACHINE OPERATORS WITH COMPLETE INFORMATION ON ALL THE LATEST AND BEST MACHINES FULLY PICTURED! SLOT MACHINE AND GAME MACHINE BARGAINS! GIRLS—GIRLS—GIRLS! STORIES YOU LIKE TO READ!

New Issue Now on the Presses.

Electric Revolving Clock

A Sensational Premium for Operators Everywhere

The Greatest Operators Always in History Now at a

$1.35

FOR our Famous

REDDY PRESS PRINTING MACHINE. This Is the Only Machine For High Quality Printing. For Superior Workmanship. Notice the Smooth Operation and Quickness of the Machine.

Jersey Trading Co.
113 East 9th St., New York City

Wanted Carnival Friendship Community Fair

AGAIN SUPREME IS FIRST WITH DELIVERY

AGAIN ROCK-OLA MFG. CORP. BREAK ALL RECORDS AND MAKE SHIPMENT ON SUNDAY SO THAT SUPREME IS FIRST WITH IMMEDIATE DELIVERY!

ROCK-O-BALL

SMALL DOWN PAYMENT AND EASY TERMS TO RESPONSIBLE PARTIES

As Beautiful as it Morning in May!

As Solid as the Rock of Gibraltar!

WRITE—PHONE OR CALL TODAY! BUY THE BEST GAME—A ROCK-OLA GAME!

SUPREME VENDING COMPANY INC.

COMING MARRIAGES—

(Continued from page 29)

COME TO THE CIRCUS—

STRAIGHT MERCHANDISE SALEBOARD PLAN

SEND YOUR ORDER TODAY FOR 

ALL PUBLICITY, 

GOING OVER WITH A BANG 

SEND YOUR ORDER TODAY FOR 

ALL PUBLICITY,

LARGE JUMBO 

Turtle Back

GET! GET! GET!

The Billboard

CHESTS

SAMPLE $3.00

Lots of 6 $2.50

Lots of 12 $1.95

3 for 20c! Butter, C. D. B., P. O. N. T.

Sampling Day Sale

Sends your order now for the best game in stock.

Continental Merchandise Co. 415 Broadway, N.Y.C.

ATTENTION: Salesboard Operators MERCHANDISE THAT IS DIFFERENT! FANCY OHHROOMS CHESTS FITTED WITH ITEMS OR ANYTHING THAT IS DIFFERENT FROM THE ORDER. MACHINES MACHINES MACHINES! WANT TO MAKE A PROFIT? WANT TO MAKE A PROFIT? WANT TO MAKE A PROFIT?

FRISK GREATER SHOWS

West Competition for Street Fair, November 30, N. Y. and 31, Chicago, Ill.; December 1, Buffalo, N. Y. Shows for sale.

FRISK BROS., 508 Skylair, Chicago, Ill.

WEST BROS. AMUSEMENT CO. WANT

Concessions at all kinds. Shows, Penny Arcade, Fun House, Ride Help, Scenic Artists. Come on. Rockport, Maine, Free Fair, week September 21; Coffeeville. Kan., Fair, week September 28; Bentonville, Ark., Free Fair, week October 5; Danville, Ark., Free Fair, week October 12.

CONCESSION GOODS

NOVELTIES, CANDY, SALEBOARDS—OVER 1,000 ITEMS.

Write for Price List.

SOUTHERN PREMIUM MFG. CO.

4101 Commerce St.

Dallas, Texas
5 BALLY HITS!

RAY'S TRACK

Zooming to greater profits EVERY DAY! RAY'S TRACK is the perfect horse race machine for the new Fall Season. It's the game YOU NEED to help YOU EARN BIG PROFITS! WRITE TODAY and Get game with RAY'S TRACK.

WRITE OR WIRE FOR PRICE

BLUE BIRD

The new 1-Dollar Payout Sensation. Changing Odds and Extra Dividends makes EVERY pocket a possible 50c. Perch. Ticket model is the greatest of its kind. ORDER TODAY!!

WRITE OR WIRE FOR PRICE

BALLY BABY

Cigarette or Numbers? The greatest trade stimulator in history. Bally Baby continues as the fastest selling, longest lasting counter game ever built. Put SO in your car—learn how easy they are to earn BIG. STEADY PROFIT AND WIRE NOW for more details!

WRITE OR WIRE FOR PRICE

INSTANT DELIVERY

NOT JUST PROMISES! BALLY ROLL is the greatest bowling game in history. EVERYWHERE are cleaning up with BALLY ROLL Wire for Complete Details and time payment plan.

WRITE OR WIRE for Price

RUSH YOUR ORDER TODAY—GET ON OUR MAILING LIST FOR ALL NEW AND USED MACHINE PRICES! DO IT NOW!

GREAT AND COMPANY DISTRIBUTORS INC.
453 WEST 47TH STREET
BALLY BUILDING, NEW YORK CITY

Top the Midway with THESE ITEMS

WRITE FOR CATALOG

CONTINENTAL PREMIUM MART
THIRD AND WELLS ST.
MILWAUKEE, WISCONSIN

ATTENTION: Carnival Men
Before Buying GET OUR LOW-CUT PRICES on NOVELTIES, CAMES, PLASTIC AND TOSS UPS.

MILTON D. MYER CO.
431 4TH AVE., PITTSBURGH, PA.
THE UNDERSELLING SUPPLY HOUSE

GARDEN OF EDEN

SUGAR ROLLED DATES	$4.00

PLACING CONFECTIONARY BOX (Rosettes), A Bright Coat to Place in Concession Stand, will stand up in all weather. Packed 150 to Carton. 25% & Down, Balance O. D. 4 Day

Send for Free Illustrated Catalog.

MARVEL CANDY CO., INC.
101-103 WINTER STREET
NEW YORK CITY

GREATER UNITED SHOWS

WANT—Hillbilly or Minstrel Show—WANT

HAVE COMPLETE OUTFIT—TENT, COSTUMES, WITH ELABORATE $2 PANEL FRONT, CAN PLACE Fun Show and Gross House, Lookout, Midget and Mechanical Shows.

WILL BOOK for Balance of Fall and next Season, Opening at LAREDO, TEX., 10-Day Celebration, February 15. ROUTE—Week of September 14, Salisbury, Ohio; Four Days; September 19, Bobo, Tex.; October 1, Athens, Tex.; Four Days; October 5, Athens, Tex.; Four Days; October 30, Temple, Tex.; Four Days; November 1, Temple, Tex.; Four Days; November 3, Temple, Tex.; Four Days; November 10, Temple, Tex.; Four Days; November 20, Temple, Tex.; Four Days; November 25, Temple, Tex.; Four Days; December 1, Temple, Tex.; Four Days. Write J. GEORGE LOOS, West September 14, Salisbury, Ohio.

CIRCUS AND WILD WEST

Barnes, C. O.; Brownsville, Tex., 10, 15; Charles, M. I., 10, 15; Brownsville, Tex., 10, 15; Caribou, Me., 10, 15; Chicago, Ill., 10, 15; Colorado, Colo., 10, 15; Columbus, Ohio, 10, 15; Denver, Colo., 10, 15; Dallas, Tex., 10, 15; El Paso, Tex., 10, 15; El Paso, Tex., 10, 15; Flatonla, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15; Fort Worth, Tex., 10, 15. (See Routes on pages 80.)

PRICE BUSTING BARGAINS

RECONDITIONED-GUARANTEED

AUTOMATIC PAYOUT GAMES

COLD MEDAL $1.50
DELUXE 46  $3.50
ALAMO  $4.50
DAILY RACES  $5.00

PIN GAMES

CHICAGO L  $6.00
LOZING  $1.50
WHIRLPOOL  $2.50
CHAMPS  $6.00

SPECIAL

THE MARKETP COMPANY
OHIO'S LARGEST DISTRIBUTOR
3328 Carnegie Avenue, Cleveland, O.

ENDY BROS.
SHOWS
INCORPORATED

WANT OUTSIDE SHOWS, Fun Show or Contract. All Concession men come on BALLY.

PA., PAINT next week. WANT BALLY next few weeks in NORTHERN and EASTERN States. Please send money orders or traveler's checks. Act now. Write E. Endy, 521-11, Chicago, I.

MIDDLETOWN, INDIANA

STREET FAIR

WANTED

WANT Booths and Concessions. Write completion of same.

Merry-Go-Round and Ferris Wheel Frees up our land. Also Shows and Concession Operation. Winfield, Ind. Write for terms.

WHOLESALE DISTRIBUTORS OF KING'S UNIFORMS

MIDDLETON, INDIANA

WANTED

WANT Concession Contracts. Write completion of same.

MIDDLETOWN, INDIANA

STREET FAIR
THE BIGGEST GAME FACTORY IN THE EAST
is now ready with the New -
De Luxe Model
ROLL-O-BALL
"Silent as a Whipster"

THE MOST BEAUTIFUL BOWLING GAME IN THE INDUSTRY—ALL SOLID MAHOGANY—BACKED BY 18 MONTHS OF ACTUAL OPERATION—THE VERY BEST MECHANISM IN THE WORLD—WITH SENSATIONAL SILENT PLAY—REMOVABLE CASH BOX—VEEDER REGISTER ASSEMBLY IN FRONT OF MACHINE—REMOVABLE TARGET—STURDIEST GAME MADE WITHSTANDS ONE-TON PRESSURE—INDIRECT LIGHTING—ANIMATED SCORING ZOOMS UP THE SIDES—NEW DOUBLE CHIMES—AND A HUNDRED OTHER "WONDER FEATURES" ONLY POSSIBLE BECAUSE OF OUR 18 MONTHS' EXPERIENCE!

Just take it off the truck and plug it in—No assembly work necessary to install ROLL-O-BALL. BEFORE YOU BUY ANY BOWLING GAME SEE THE NEW De Luxe Model ROLL-O-BALL! WRITE, WIRE, PHONE OR CALL IMMEDIATELY!

ROLL-O-MATIC, INC.
MANUFACTURERS
209-219 PARKHURST STREET
NEWARK, N. J.
PHONE Bigelow 3-2335

R. R. WARD SHOWS
Can place for Mississippi and Louisiana Fairs and all winter, shows that don't conflict, Ten-in-One, Johnny World with Illusion Show, Big Revers, Carnival for Hawaiian Show, Comedians, Goof and Musicians for Minstrel. Have private 25-ga. canvas. Box for transportation, Minstrel Show, Tilt-a-Whirl for Fairs. WANT COUNTRY CAME.

The Great Dunn, North Carolina, Fair
OCTOBER 19 TO 24, INCLUSIVE—SIX DAYS AND SIX NIGHTS
WANTED—Two Promoters, also Advertising Man and Fast-Stepping Billposter and Lithographer. Write or wire LEE SCHAFFER, Corton Dale Hotel, Dunn, N. C.

TWO-COUNTY FARMERS FAIR AND CANDLEWICK QUILT EXHIBITION
ADAEsville, CA.—ALL WEEK SEPTEMBER 25 TO OCTOBER 1.

WANTED FOR DEARBORN STREET CELEBRATION
September 16 to 21—Dix and Mulkey Sts.—Opposite Ford Factory
Loop-O-Plane, Tilt-a-Whirl, Legitimate Concessions of all kinds, Snake Show and Pig Show. The Red One of the season. Ring by Western Union. EARL CALSTEAD, Dearborn, Mich., Dix and Mulkey Sts. Celebration.

G O O D N E W S F O R O P E R A T O R S O F
LOUISVILLE, KY.
AND ADJACENT TERRITORY

We Have Opened Offices and Salesrooms To Handle the Distribution of

AUTOMATIC PHONOGRAPH.

The ORIGINAL WURLITZER SKEE BALLS

Always a Large Stock of All Models Ready for Immediate Pick Up.

We Sell to Bona-Fide Operators Only.

PLEASE NOTE—We Do NOT Operate!

We Are NOT Your Competition!

You may always feel free to bring your customers to our showroom and let them see all models. Make our showroom your office.

OHIO SPECIALTY CO.
On Broadway—Near Clay, Louisville, Kentucky.
"FOR 41 YEARS WE HAVE BEEN FEATURING THE BEST MACHINES AND THE FINEST SERVICE, BUT NEVER IN ALL THOSE YEARS HAVE WE BEEN ABLE TO PRESENT A GREATER MONEY-MAKER THAN REEL "21". ORDER REEL "21" ON OUR 10 DAY FREE TRIAL GUARANTEE, AND AT THE SAME TIME ORDER THE NEWEST COUNTER GAME SENSATION, DAVAL'S "RACES," ONLY $15.50 TAX PAID."

Wm. Marmer

ROUTES

(Routes continued from page 79)

Cooper Bros.: Capital, Ohio, Csk., 26.
Davall Bros.: New Market 21, Galion 21, Columbus 20, Lima 16.
Gillespie Bros.: Millersburg 21, New Market 21, Roseville 21.
Holmes Bros.: Columbus 21, Lima 15, Urbana 20.
Ist. Tom: Durban 13, Clev., Everson 13, Clev., Stock 13, Columbus 21, Lima 16.
Ist. Tom: Winston-Salem 19, Stake-
ness’s Works, Pickerington 18.
Pollock Bros.: Billings, Mont., 24-25.
Riddle Bros.: and Brothers: Riddle, Columbus 20, Lima 16.
Ritchie Bros.: and Brothers: Riddle, Columbus 20, Lima 16.
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Ritchie Bros.: and Brothers: Riddle, Columbus 20, Lima 16.
PLAY SKEEL BALL IN
BAYOUT PIN GAME SIZE
MTOSCOPE'S
HURDLE HOP
\[ \begin{align*}
\text{TICKET MODEL} \\
\text{NOW READY} \\
\text{for DELIVERY!} \\
\$97.50 \\
\text{OPERATOR'S PRICE.} \\
\text{Also Available} \\
\text{Without Ticket} \\
\text{in Standard} \\
\text{Model Only.} \\
\$59.00 \\
\text{JUST TRY} \\
\text{HURDLE HOP} \\
\text{ON LOCATION TODAY} \\
\text{MORE PROFIT} \\
\text{THAN SKEEL-BALL GAMES} \\
\text{--TAKES LESS SPACE--HAS SAME THRILLS} \\
\text{SAME ACTION--LEGAL EVERYWHERE} \\
\text{See Your Jobber-or-Wire or Wire Direct TODAY!} \\
\end{align*} \]

INTERNATIONAL MUTOSCOPE REEL CO.
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

Janette Terrill's Georgia Fair Circuit

WANTS Rosco, Riders (five only), Big Time Shows, Concessions of the better class, six Mask Thrillers for Midway, Free Circus, Promoters with Fair experience. Offices ready now. Sumter County Fair, Griffin, Ga., week October 25; last year's Best County Fair; Lamar County Fair, Bainbridge, Ga., week October 19; always with Jackson, Kas. Southern Counties Fair, Griffin, Ga., week November 3, 4; Aiken County Fair, Aiken, S.C., week November 16, 17; Eastern Georgia Fair, Tifton, Ga., week November 24, 25; Big Time Shows, Atlanta. JANETTE TERRILL, P. 0. Box 598, Griffin, Ga.

STRATES SHOWS Corp.

New Four-County Fair, Suffolk, Va., September 21 to 26. Want Concessions, Novelities, Demonstrators, any legitimate Gaming Concessions for this date and route of Southern Fairs. Also want Shows of merit. Address, mail or wire, MATTHEW J. RILEY, New Four-County Fair.

ANIMAL ACTS WANTED

STOCK, WILD AND TAME TRAINED ANIMALS FOR A FRANK BUCK SHOW AT BOSTON, WEEK OF OCTOBER 5. No act too large or too small. Wire complete details and lowest price. Could use any unusual act for this show. Also suitable Concessions wanted. Wire CHARLIE GORDON, Director, 204 Stuart St., Boston, Mass.

WANTED

Join our side, colored side show band. Top Illusionists, Best Magician, Rapid Minds, if at liberty, wire. Best man for Grand Stand. Wedding Men, Venturers and Punch for side show.Foo-

WANTED

BARLEY SADLER, CARE HARLEY SADLER CIRCUS

Woodstock, Wednesday, September 18; Austin, Texas, Thursday, September 18; Sault, September 18; Mentor, September 19; All Texas. Permanent address, Beaumont, Tex.

CASINO AMUSEMENT CO.
MONROE AND RAILROAD AVE., ASBURY PARK, N.J.

OPERATORS-JOBBERS DISTRIBUTORS

OVER \$50.00 NOW BEING EARNED CONSISTENTLY AND FOR OVER 3 MONTHS ON POKERINO AND NUMBERINO

YOU OWE IT TO YOURSELF TO BUY THESE GAMES TODAY! INCREASED PRODUCTION HAS NOW MADE POSSIBLE IMMEDIATE DELIVERY OF THESE PROVED, SENSATIONAL, ABSOLUTELY LEGAL, BIG MONEY-MAKERS!!

POKERINO AND NUMBERINO ARE APPROVED AS LEGAL GAMES OF SKILL AND ARE BEING USED WHERE PIN GAMES CANT RUN! 5 BALLS 5¢—MANUAL CONTROL. TAKE YOUR CHOICE. PO

Poker Play or Number Play. Same Price!

A Quality Product of INTERNATIONAL MUTOSCOPE REEL CO., INC. New York

COST LESS THAN THE AVERAGE PAY TABLE! EARN TWICE AS MUCH! LAST TEN TIMES LONGER ON LOCATION! EASY TO HANDLE, ONLY 6 FT. LONG! FAST THRILLING, 5 BALLS—FOR 5¢ PLAY, USING SMOOTH PLAYING RUBBER BALLS! ATTRAC

TIVE—BETTER—FASCINATING—A REAL CHANGE OF PLAY FOR EVERY LOCATION—AND ABSOLUTELY LEGAL EVERYWHERE BECAUSE THE PLAYER HAS DELINITE CONTROL OF THE BALLS. REAL SKILL PLAY! PAYOUT PERCENTAGE SCIENTIFICALLY GAUGED!

PREVENT LOCATION LOSSES! RUSH YOUR ORDER TODAY! SPECIAL PRICE TO DISTRIBUTORS.

TAX PAID $149.50
The acknowledged - "best game of all" - made better still!

DE LUXE CABINET
ALL PERFECT MECHANISM
(cheatproof—noiseproof—positive ball counter)

The only real "skill" bowling game permitting "bank" and "skill" shots with a wider alley and more expansive playing field.

OUTSELLING ALL OTHER MAKES

3 KEENEY FACTORIES now producing over 100 BOWLETTES a day

It is better to buy a Bowlette than to wish you had."—WIRE OR PHONE

IMMEDIATE DELIVERIES

J. H. KEENEY & CO.
250 S. MICHIGAN AVE.
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New York City Office: 250 W. 54th St., Abe Kaufman, Mgr.

BOWLING ALLEYS

Genco's BANK ROLL
TAILOR MADE MODELS TO SUIT ALL LOCATIONS
IMMEDIATE DELIVERY FROM OUR NEW YORK AND NEWARK WAREHOUSES ON LARGEST SIZES
ROLLA-BASE

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It's for the Engineers to Decide:
...and they have decided—The 19 leading manufacturers of coin operated equipment had their engineers test every available method for eliminating batteries. 18 voted for ELECTROPAX—Only 1 for a substitute!

ELECTRICAL PRODUCTS CO., Inc., DETROIT, MICH.
Chicago Office: 874 N. Jackson Blvd.

NATIONAL CONCESSION CO., Kingston, N.Y.

FALL CLEARANCE BARGAINS OF USED MACHINES

CANNIBAL FIRE 5.50
DANCE DANCE BALL 6.50
HIGH & LOW 11.25
STARR 3.00
WIND LITE 3.00
STAR BANK 4.50
STAR CHAMPION 5.50

WING LITE 3.00
SIREN 3.50
STAR BUM 2.00

TERM: 20% Deposit on G. O. D. Order.

ST. LOUIS NOVELTY COMPANY,
3146 Olive Blvd.
ST. LOUIS, MO.
PAMCO "BALLOT" - NO MACHINES IN THE FRAME

No matter how high -class the "good" may be - whether it's your own, or some other opera-
ture location - PAMCO's BALLOT needs no "sale talk"! Just let the "new PAMCO BALLOT" and
"flat" it in! Then drop around day after day for REAL HEAVY
CASH COLLECTIONS!

Payout $129 Ticket $139

POWER ORDER AT ONCE!

PACIFIC AMUSEMENT MFG. CO.
4823 WEST LAKE ST. • CHICAGO • ILL.
1230 SOUTH HOPE ST. • LOS ANGELES • CAL.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

MILLS TYCOON,
Batt. . . . $49.50
MILLS TYCOON,
Elec. . . . $49.50
MILLS TYCOON,
New Front Batt. . . . $49.50
MILLS TYCOON,
New Front Elec. . . . $49.50
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KLONDIKE (LUXE). . . . $1 Ball . . . . $17.50
MULTIPLE . . . . $39.50

MILLS DOUBLE HEADER
$49.50

We recommend Electropak on All Your Games.

GERBER & GLASS
914 DIVERSEY
CHICAGO, ILL.

DEAL WITH CARL - ALWAYS A SQUARE DEAL
Carl Can Make Instant Delivery of the Following

Bally's Bluebird, Bally Roll, Lights Out, Ray's Track, Paisce
Races, Rock-Ola Bank Nite, Draw Ball, Stone's Turkey Champ,
Pacific Saratoga, Western's Policy and Flying High,
Daval's "21" and Groetchen's 21 Black Jack

A FULL LINE OF MILES SILENTS ALWAYS IN STOCK FOR INSTANT DELIVERY

Used Machines - Good as New

PACES RACES, Serial Numbers 950 to 1,500, A-1 Condition, Refinished...$195.00 to $295.00
BALLY DERBY: $65.00
PALOOKA, 6 Stars $85.00
DAILY LIMITS: $10.00
TYCOON, Style $150.00
HENNESY, Hunter $60.00
GALLOPING PLUGS, 4 Stars $40.00
JENNINGS, Chief Slot $37.50

JOBBER'S, GET IN TOUCH WITH US FOR ALL THE LATEST NUMBERS.
IF THEY ARE GOOD - WE HAVE THEM.

One-Third Deposit Required.

UNIVERSAL AMUSEMENT CO., 3411-15 Main Street, KANSAS CITY, MO.

BARRER "O" WINNERS
1440 Hole Thick Style - Form 4075

Take In . . . $144.00
Pays Out . . . $112.00

Write for our Catalog of Money Making Machines, Chutes and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World

3620-32 Harvard Avenue, Chicago, Ill.
WESTERN’S WONDER COUNTER VALUE!

REEL RACES

SUPERIOR IN CONSTRUCTION, DESIGN AND PLAY THAN ANY 4 REEL COUNTER MACHINE SELLING FOR MANY DOLLARS MORE!!

$19.50
TAX PAID

THIS SMALL INVESTMENT YIELDS HANDSOME OPERATING PROFITS

POLICY
A new 1 BALL AUTOMATIC PAYOUT TABLE. As a coin is inserted at the MANNY CENTER of the bill acceptor, the corresponding number is registered, and the coin automatically returns or goes into the coin chute. Each time the coin is accepted, the corresponding number is registered. The total number of coins accepted, with the corresponding numbers, are stored in the counter, and the coin automatically returns or goes into the coin chute. Each time the coin is accepted, the corresponding number is registered. The coin chute is designed to accommodate any coin size from 1/4 to 25 cents. The coin chute can be closed or opened by remote control from any location within the building.

FLYING HIGH
A coin inserted in the MYSTERY COIN CHUTE lights up when a coin is accepted. The light automatically stops and a corresponding number is registered. The coin automatically returns or goes into the coin chute. The coin chute is designed to accommodate any coin size from 1/4 to 25 cents. The coin chute can be closed or opened by remote control from any location within the building.

HARMONY BELL
Generate it individually. Operate it with a phonograph. Operate it by remote control, if desired. A coin inserted in the MYSTERY COIN CHUTE lights up when a coin is accepted. The light automatically stops and a corresponding number is registered. The coin automatically returns or goes into the coin chute. The coin chute is designed to accommodate any coin size from 1/4 to 25 cents. The coin chute can be closed or opened by remote control from any location within the building.

IMMEDIATE DELIVERY ASSURED WRITE OR WIRE NOW!

WESTERN EQUIPMENT & SUPPLY CO.
525 WEST NORTH AVE.
CHICAGO, ILLINOIS

OPERATORS AND JOBOPS 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 BOWLETTLE, Also

BALLY'S NEW LIGHTS OUT! ROCKOLA'S BIG BANK NIGHT, DAYVA'S 81 AND TURF CHAMPS THE HIT OF ALL BALL GAMES OF THE SEASON.

MILLS SLOTS

Complete Line Carried In Stock At All Times For Immediate Delivery At Factory Prices

SPECIAL SALE OF RECONSIDERED SLOTS MACHINES.

IDEAL NOVELTY CO.
1318 MARKET ST.,
ST. LOUIS, MO.

BIG PROFITS ALWAYS WITH OUR FAST SELLING ASSORTMENTS

MILL'S SLOTS

1000 PIN GAMES AT $5.00 EACH

IN LOTS OF FIVE

Flat Rate Offer

GARDEN CITY NOVELTY MFG. CO.
4347 E RAVENSWOOD AVE. CHICAGO, ILL.
Money Facts Concerning

* Now has $1.50 Top Payout.
* Coin chute plays 7 nickels, 35c, at a time and can accept $40.00 in a single hour.
* Tycoon's gross intake has often run $20, $30, and even higher in a single day.
* Completely automatic, one shot payout, the fastest thing on four legs.
* Only a $10,000,000 concern could build such a comprehensive table.

The New Mills TYCOON has been entirely redesigned for even stronger player appeal and for service free operation. Accessible, non-clogging coin chute with open front door feature. Learn about your NEW TYCOON OPPORTUNITY—order on Ten Days' Trial.

MILLS NOVELTY COMPANY
4100 Fullerton Avenue, Chicago, Illinois

**MY PERSONAL 14 DAY GUARANTEE**
ON DAVAL's "RACES"—ONLY $15.00 TAX PAID—AND REEL "21" $23.75 TAX PAID.
RUSH YOUR ORDER NOW.—Dave Stern
ROYAL DISTRIBUTORS, INC.
1125 BROAD ST., NEWARK, N. J.
(Tel: Higstown 3-3068)

SALESBOARD OPERATORS

Open Up on the West Sensational Deal of the Year. Featuring the Nationally Advertised
PACKARD LEXTO-SHAYER

The Packard Lexter-Shayer is setting the catches of dollars. The literature of the nation has been pouring thousands of dollars to Saturday Evening Post, Eastern Commercial, Western Business, Chicago and Good House-keeping magazines bringing the Lexter-Shayer to the attention of every tourist in the United States.

Write Wire Operators and make fast money.

Write at once for Sample Salesboard and full particulars.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

BOWLETT|E
KEENey's SENSATIONAL
NEW ALLEY SKILL GAME

12 Coin Escalator, Light-Up Score Board. Perfect Mechanism.

IMMEDIATE DELIVERY!

VELVET—I BALL PAYOUT OR TICKET TABLE

ABE KAUFMAN, INC.
250 West 54th Street (Girard 1-1601) NEW YORK, N. Y.

TRANSCONTINENTAL JACKPOT
BLAZING A TRAIL OF PROFITS FROM COAST TO COAST

No. 712 600 HOLES
Progressive Jackpot feature permits players punching "Trip Tickets" to punch in from 1 to 4 Jackpots with possibility of winning up to $17.50.
Takes in $30.00
Average Payout 12.38
Average Gross Profit $17.62
Price $2.91 Each, Plus 10% Tax.

HARLICH JUMBO BOARD

HARLICH MFG. CO. 1411 W. JACKSON BLVD
CHICAGO — ILLINOIS

USED MACHINE BARGAINS

Makes us offer you these used games at close-out prices. First come—first served. All machines quoted subject to prior sales and F. O. B. Nashville. Deposit required on all orders.

SUNSHINE BASEBALL 2 Ball Ticket, Used Two Weeks $80.00
SUNSHINE BASEBALL 3 Ball Ticket, Used Two Weeks $100.00
AIRLANE, Ticket, 10 Balls, Used Two Weeks $30.00
PAMCO PALOOKA, SR, $80.00 TOTALITE $15.00
ROCK-OLA FORTUNE New 35.00 NECK 'N NECK $15.00
GENCO CHAMPS 15.00 FIFTY GRAND 25.00

H. G. PAYNE COMPANY
313-314 BROADWAY, NASHVILLE, TENN.

FORTUNES LOST

Every pair by operators not predicating thought where to begin. Dealing with any man never lose, as we indicate "with the best" (comprehensive) methods of every defectron. Immediate Delivery!

BANNER SPECIALTY COMPANY, 1508-32 PARRISH ST., PHILADELPHIA, PA.

"Nationally known for HONEST DEALINGS IN EVERY RESPECT"
BALLY GAMES THAT WILL BOOST YOUR PROFITS

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The only race game with DAILY DOUBLE feature—Special 50-to-1 Surprise Award, resulting in constant repeat play. Simple ALL-ELECTRIC, precision-built mechanism insures trouble-proof performance. No tie races, no sequencing, no charting, no favorite horses. Rich beauty of matched walnut buffet style cabinet wins a welcome in the high grade big-profit spots.

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A really new idea—get a popular hit from coast to coast! Played exactly like the new "shot out" dice craze. Fastest non-payoff game on the market, as player can score by shooting only 4 balls! Welcomed by merchants because of Light-Up Totalizer, Light-Up Ball Count, Light-Up Award Card and Light-Up Anti-Tie. Pep up your non-payoff spots by ordering LIGHTS-OUT today!

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1-SHOT PAYOUT GAME

1-SHOT PLAY. CHANGING ODDS and EXTRA DIVIDENDS. LIGHTS making EVERY POCKET a possible 70-to-1 WINNER. MYSTERY AWARDS, FREE PLAY ODDS CHANGER, 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!

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AMERICA'S MOST POPULAR ROLL-GAME

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The world's smallest counter game—only 6 in. by 5 in.—but packed with a world of powerful play appeal 3 QUICKLY INTER-CHANGABLE DECKS make it 3 SEPARATE GAMES IN ONE! PENNY CIGARETTE GAME, NUMBERS GAME and with big 100-to-1 ODDS, and $1.00 CIGENT TRADE STIMULATOR GAME! Insure your territory for heavy profits NOW— with BALLY BABY. COMPLETE with Reels, etc.

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The feature that made Daily Races the sensation of the year.
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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!

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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 Single. The baseball game may give 28 opportunities to win. Hit Parade has everything to attract and hold play, plus handsome profits to the operators. Mystery Single Coin Slot or Multiple Slot optional. Make your locations show championship earnings with HIT PARADE!

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DAILY DOUBLES

No wonder RAY'S TRACK monopolizes the play wherever it's installed! That big 50-TO-1 EXTRA AWARD results in constant repeat play and the greatest profits in all amusement game history! The simple, ALL-ELECTRIC precision-built mechanism insures trouble-proof, noiseless performance. No tie races, no sequences, no charting, no favorite horses. Rich beauty of matched walnut buffet-style cabinet wins a welcome in the high-grade big-profit spots. Take a tip from America's leading operators—and get on Bally's RAY'S TRACK now!

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3 GAMES FOR PRICE OF ONE
Greatest counter hit of all times! Introduced last January and still going strong! Give it only 8 in. by 6 in. space and it will earn $10 to $40 profit per week. 3 QUICKLY INTERCHANGEABLE SETS OF REELS with each machine—actually 3 games for price of one—PENNY CIGARETTE SALE—5-10-25 CENT TRADE STIMULATOR—and sensational NUMBERS GAME with 400-to-1 award! Countless locations await this mighty molecule of money makers—so order today!

BLUE BIRD
3 IN. BY 24 IN.

1-SHOT PAYOUT or ticket game with CHANGING ODDS and revolutionary new EXTR A DIVI.

 LIGHTS, making EVERY POCKET a possible 70-TO-1 WINNER—up to 50-TO-1 on regular award, plus as high as 40-TO-1 Extra GOLD AWARD! No out-hole on board! FREE PLAY POCKET ALSO CHANGES ODDS! This marvelous combination of play-getting features insures record-breaking collections! Try a sample and taste those good old "Jumbo-days" profits again!

LIGHTS OUT

Pastest non-payout game on the market—as player can score by shooting only 4 balls! 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! ALSO BALLY-ROLL, ROUND-UP, RELIANCE!

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