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OCTOBER 3, 1936

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The Billboard

The World's Foremost Amusement Weekly



Maurice Seymour
ARTIST

BELLE BAKER

GYPSY ROSE LEE



Immensely entertaining as are both Miss Brice and Mr. Clark, the production boasts other features which are rewarding. Certainly from the visual side (and not only from the side) Gypsy Rose Lee is once the Bernhardt, the Duse and the Joan Crawford of Strip-Tease girls, is given many intellectual verses to sing. But in spite of her efforts as Class Odist, she remains less interesting to the L. L. D. than to the student of anatomy. She has beauty and manner, a walk of which both goddesses and peacocks should be envious, and a philanthropic spirit. What she succeeds in adding to the new "Follies" is essentially the same appeal Miss Baker failed to add to last year's edition.

NEW YORK POST, 9/15/36,
John Mason Brown.

The news of last night's harlequinade might well be cloaked about the aspen body of Miss Gypsy Rose Lee. In their constant quest for hidden talent the Messrs. Shubert reached into burlesque for Miss Lee, where, as an awakener of fundamental passion, she is justifiably rated a flaming sensation.

WORLD-TELEGRAM, 9/15/36, Douglas Gilbert.



ZIEGFELD FOLLIES

Winter Garden, New York



Now for the surprise of the evening—Gypsy Rose Lee, graduate of Minsky's strip tease school. This willowy young lady, making her debut in the big time, comes through with flying colors. She dissects the souls of burlesque queens and tired business men in several clever songs and walks through the sketches like a veteran. And is she easy on the eyes? Yousah!

DAILY MIRROR, 9/16/36, Robert Coleman.

Of newcomers, in addition to the beamish Mr. Clark, the most exotic is undoubtedly that erstwhile princess of the disroberie, Gypsy Rose Lee. In hardier language, Miss Lee has long been famous for her strip act, at which none is said to be her equal. Here, amid the costlier confines of the Winter Garden, she flings the same number of cautions aside and lives up to her burlesque show reputation handsomely.

NEW YORK AMERICAN, 9/15/36, Gilbert Gabriel.

The Billboard

Vol. XLVIII
No. 40

October 3,
1936

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 400 Pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

FLESH DRIVE MOVES AHEAD

Philly Legit Looks Strong

With musician fight settled, plans get under way—hope to rise over last year

PHILADELPHIA, Sept. 26.—With *Lose From a Stranger* raising the 1936-'37 curtain last Monday (21), threatened musicians' strike which complicated bookings of musical shows came to an amicable settlement, and the local legit season is set for a normal course. In spite of the fact that the new term was the most tardy Philadelphia has known in years, the theater is determined to better the 1935-'36 mark, which established an all-time low with only 49 attractions. An all-time high was registered in 1928-'29, when 125 shows played.

Alex Yankel will provide the town's first musical when Rodgers & Hart's *Babes in Arms* premieres at the Erlanger October 26. Definite bookings of stage fare requiring a pit crew of tooters for the Chestnut and Forrest are the D'Oyly Carte Opera Company in Gilbert and Sullivan's *Red Hot and Blue*, with Ethel Merman and Jimmy Durante; *Florodora* revival; last season's Broadway hit *On Your Toes*, and *Provincetown Follies*, first of a new revue series. Mask and Wig Club of the University of Pennsylvania has departed from a (See PHILLY LEGIT on page 83)

Screen Guild Recognition Drive Is Awaited on Coast

Thomson's election to vice-presidency of State labor federation cements ties—group moves for closed shop—screen playwrights may be out in the cold

HOLLYWOOD, Sept. 26.—Films circles this week awaited the opening of the long-expected drive of the Screen Actors' Guild for recognition by producers and for unionization of all film players. The Guild campaign is expected to be mapped following the return Monday from Sacramento of Kenneth Thomson, executive secretary of the actors' organization, who was elected a vice-president of the California Federation of Labor in convention there. Election of Thomson to a vice-presidency of the State labor group, which makes him tops in all labor problems coming under jurisdiction of the Federation in Hollywood and Los Angeles, is looked upon as the most important step in the SAG drive to cement itself with organized labor movements. Appointment of Thomson will not affect his activities with the Guild, which is already a member of the American Federation of Labor thru its affiliation with the four A's.

Most important act of the convention was the unanimous adoption of a resolution demanding closed shop in the Hollywood motion picture studios. With their new affiliation with the unionized and closed-shop crafts, mechanical workers and members of the IATSE, the Guild will be in a dominant position should it determine to open overtures with the studios for recognition of the SAG as the body with whom producers must confer on terms and working conditions. The screen writers were not represented at the convention, it is understood that they would be included in any closed-shop deal. Next step will probably be the recognition by State labor officials of either the Screen (See SCREEN GUILD on page 83)

Believe It or Not?

PITTSBURGH, Sept. 26.—Fulton Theater, in announcing its holdover of "My Man Godfrey" for a fourth week, pleaded with those who are supposed to have been coming back to the house over and over again to see the picture to stay away and give new customers a chance to see it.

20,000 See Preview Of Big Trenton Fair

TRENTON, N. J., Sept. 28.—The re-organized New Jersey State Fair opened unofficially here yesterday, with about 20,000 customers paying their way into the grounds for little more than a pre- (See 20,000 SEE on page 5)

Syracuse Papers Bear Down On Show Business Publicity

SYRACUSE, Sept. 26.—Marking the first step in what Syracuse publishers declare to be a State-wide tightening of news columns against publicity, all three Syracuse newspapers this week began silencing theater, radio and other publicity.

This followed a meeting of the New York State Publishers' Association at Lake George, when a general policy of this type was adopted.

Hardest hit in Syracuse was the Schine-RKO pool. Altho no public announcement was made, it

Actors, Musicians Win Test Cases in N. Y. Picketing

Court upholds right of unions to picket ex-vaude spots—unions claim movie grosses already hit—Philly and Los Angeles musicians threaten drive

NEW YORK, Sept. 26.—First attempts by motion picture interests to restrain Local 802 of the American Federation of Musicians and the American Federation of Actors from picketing straight picture houses were lost this week, with the unions coming out victorious in all cases. Pickets arrested on various charges were dismissed. At the same time the unions were considerably gratified by reports that the picketing is definitely taking effect at the box office. Spokesmen for the unions' campaign claim there is

no doubt that unionists are supporting the return-flesh campaign and are staying away from theaters showing pictures only.

Pickets working before the Capitol, Criterion and Palace theaters were arrested. Helen Martin was pinched at her stand at the Capitol; Abe Juskowitz at the Criterion and Miss Jesse Noble at the Palace. Miss Martin was charged with disorderly conduct, it being alleged she refused to walk along the curb as ordered by the policeman making the arrest. Juskowitz was charged with picketing within two feet of the Criterion box office.

With Harry Sacker, attorney for Local 802, appearing as defense counsel, cases were heard in the West Side Court, with Magistrate McKinney presiding. Decisions by the judge, according to Sacker, are of vital importance in the campaign, establishing the precedent of permitting picketing in such an issue.

Assistant District Attorney Irving Mendelson appeared for the people. He contended that the picketing did not arise out of a labor dispute, and hence the unions had no claim to picket. Sacker claimed the unions had a right to offer their services in addition to or in competition with canned music; that the unions had a right to appeal to the theaters and the public, and that they have the constitutional right to walk on the sidewalks just so long as the claims (See ACTORS, MUSICIANS on page 15)

1936 Showing Best For Allentown Fair

ALLENTOWN, Pa., Sept. 28.—Most successful in history and with attendance estimated at more than 200,000 was the summing up for Allentown Fair, September 22-26, by Secretary M. H. Beary.

For the revue *Fascinations of 1936* the grand stand was sold out every night for the first time in history of the fair. Outstanding acts were booked by George Hamild.

Hankinson Speedway auto races on Saturday drew heavily. Frank Beeder, St. Louis, was winner of the feature race.

Boothmen Get Coast Houses

40 more indies sign with IA in tentative peace pact—some pickets withdrawn

LOS ANGELES, Sept. 26.—Forty more independently operated picture theaters in this area drew up tentative peace pacts with union boothmen following a conference during the week with representatives of Projectionists' Local 150, IATSE. Partial accord between the indie theaters and the union was reached. Heading the theater men's committee, representing some 40 houses affiliated (See BOOTHMEN on page 83)

Western Washington Fair Figures Up for First Half

PUYALLUP, Wash., Sept. 26.—With good weather on Monday, Tuesday and Wednesday, attendance at Western Washington Fair here was up from 10 to 20 per cent over that of the record (See WESTERN WASHINGTON page 88)

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WPA Dancers Balk on Exams

Protest re-test order by picketing auditioners — "Can't Happen" sold out

NEW YORK, Sept. 26.—WPA dance board bounded into the headlines this week when dancers, protesting a re-examination order, picketed the auditioners ensconced in the Heckscher Theater here, claiming that, inasmuch as they had received auditions, they should not be subjected to another. Eleven pickets were taken in tow by the police, and the board next day continued its work, explaining thru its labor relations representative, George Hexter, that those not qualifying for ballet, interpretative and modern dancing would be shunted into the variety unit. According to Don Oscar Becque, supervisor of the dance units, the reauditions were normal procedure.

In the legit field the most pertinent item continues to be Lewis' *It Can't Happen Here*, which is already sold out for four weeks. It opens October 27 at the Adelphi. *Noah*, fifth production of the Negro Theater, comes to the Lafayette Theater, Harlem, October 7. The French farce *Horse Eats Hat?* has its first showing tonight at the Elliott. *We Live and Laugh*, Jewish unit's production, comes to Webster Hall, Manhattan, October 1 following a two-day stand, September 28 and 29, at the Lyric, Brooklyn. Brownsville Labor Lyceum, Brooklyn, will see the piece October 3. *Emperor's New Clothes* begins a series of Thursday, Friday and Saturday matinees at the Heckscher Theater October 1. *Help Yourself*, current at the Adelphi, will close October 17. *Macbeth*, now on tour in the Midwest, was held over at the Lafayette, Detroit, for an additional five-day run. The company returns to New York soon for a Brooklyn engagement beginning October 6. Two productions, staged and directed by the Teaching of Theater Technique unit, open this week in the Bronx. On September 25 *Three's a Crowd* came to the Williamsbridge Reformed Church, and on September 27 two one-act plays, *Legend of the Sun* and *Pancho and His Burro*, open at the Juvenile House.

Vaudeville and revues will be presented by the Variety Theater at Ebling's Casino Mondays, Tuesdays and Wednesdays, with the first attraction, *Moving Along*, coming in Monday. The WPA showboat Buccaneer, showing *Lights of London*, winds up its season tonight, Over in Springfield Gardens, L. I., the dressing tent of the WPA circus was blown down during the height of the hurricane last Friday.

In response to requests the Federal Theater has opened a branch ticket office at the Columbia University book store.

The singing background in *Bassa* (See WPA DANCERS on page 83)

Nebraska F. of L. Passes Booth Plea

LINCOLN, Neb., Sept. 28.—Nebraska's Federation of Labor meeting at Grand Island last week passed three resolutions relative to theater operations. The first was a release of the drive to have the two-man booth for all theaters with excess of 600 seats and suggestion that the theater labor lobby try for its being incorporated into law at the next legislative session.

The resolutions also asked for lavatory equipment to be placed in all booths and that the labor body give all "moral support" to any move to have orchestras established in theaters or public places and discourage the use in the same places of canned music machines.

Beginning with the current issue, the page following the Legitimate Department (Page 20) is being devoted to reviews of new acts and orchestras caught in night spots and vaudeville theaters.

\$2,500,000 School Combo

HOLLYWOOD, Sept. 26.—Making Hollywood the center of the greatest chain of dancing schools in the United States, a deal involving \$2,500,000 annually has been consummated with the merger of the Fanchon & Marco dancing studios and the Ethel Meglin dance organization.

A total of 137 schools in key cities throuth the country are affected, with a student enrollment of more than 100,000.

Combined organization will be known as the Ethel Meglin Dance Studios, with headquarters in the Fanchon & Marco Building on Sunset boulevard.

Marco, of the F. & M. company, will be primarily interested in the new set-up in an advisory capacity. Fanchon is engaged in film work. It is intended that the tuition systems of the organizations be combined.

The F. & M. organization will concentrate more fully on its theatrical, screen, stage and radio enterprises, acting also as a professional outlet for the dance schools' talent.

Pix League BB Trophies

NEW YORK, Sept. 26.—Plans for the formal award of the various trophies of the M. P. Baseball League, including the Quigley trophy to RKO, signifying the champion team of the season; *The Billboard* trophy to the Music Hall for the most games won; the League President cup to RKO, runner-up in the most games won, and the *Variety* trophy to Consolidated for the greatest number of runs scored, are expected to be announced shortly, following a contemplated luncheon next week to be attended by members of the association.

New Coast Arrangers' Scale

LOS ANGELES, Sept. 26.—Effective here within the next month, a new scale for arrangers is being drafted by the musicians' union which will be adopted nationally if it works out satisfactorily. Minimum of \$3 a page for radio scoring and \$5 a page for film scoring will be asked for orchestrations up to 25 men. Understood a minimum of \$150 per week will also be asked.

Northern Liberties Drive On

PHILADELPHIA, Sept. 26.—Lewen Pizor, MPTO president, and Jay Emanuel, of *The Exhibitor*, together with a member of the Variety Club, will head the Northern Liberties Hospital drive for \$75,000, the opening gun of which will be fired October 25, the occasion being a dinner at the Benjamin Franklin Hotel here. Directing the campaign is Herman R. "Goldie" Goldberg, former manager of the Windsor Hotel, much frequented by showfolk.

Broadway Theaters, Niteries Doing Very Well, Thank You

NEW YORK, Sept. 26.—Nothing of particular moment in the week's business other than the opening of the Cotton Club last night and the two legit shows *Reflected Glory* and *So Proudly We Hail*. Tailulah of the senatorial Bankheads will keep the former above surface for a while; *So Proudly We Hail* appears to be strong enough for something of a run. Only casualties of the week were *Timber House*, which opened last Saturday and, strange as it seems if you haven't seen it, closed last Saturday, and *Al Woods'*

RCA-Philco Battle Waxes Hot; Books Reveal All the Figures

WILMINGTON, Del., Sept. 26.—The basis on which royalty payments were made by the Philadelphia Storage Battery Company to the Radio Corporation of America and the mechanics of the reorganization of the former company and the Philco Radio and Television Corporation were under quiz just before the complainant rested its case as the injunction suit brought by PSB against RCA neared the end of its second week before Chancellor Josiah O. Wolcott in Chancery Court here Thursday.

PSB seeks to have RCA enjoined from terminating a licensing agreement under which PSB is licensed to use patents

owned by RCA. RCA contends that PSB has violated the agreement by dividing the patent rights with Philco. The suit involves the basis on which the royalties should be computed, in which the question of the independence of Philco is the major factor.

The basis on which royalty payments were made by PSB to RCA and the various amounts paid the latter corporation since the signing of the licensing agreement between them, covering a period of eight years and totaling \$7,500,000, were brought out by Charles F. Steinruck Jr., an accountant for PSB.

Information that Philco sold 580,000 radios in 1932, 987,000 in 1933, 1,203,000 in 1934 and a larger number last year was supplied by John W. Davis, of New York, chief counsel for RCA.

ASCAP Wins Two Elm Lodge Decisions

SYRACUSE, Sept. 26.—American Society of Composers, Authors and Publishers and 14 music publishers were victors in two decisions yesterday in the litigation suit by Elm Lodge, Inc. Decisions were filed by Federal Judge Bryant, who denied two motions by Elm Lodge asking for dismissal of the bill of complaint. ASCAP and the publishers sued the lodge, claiming it used 25 numbers without consent.

On the eve of the hearing in New York, when ASCAP sought to prove the originality of 25 musical compositions involved, the Music Users' Protective Association assailed the constitutionality of the entire copyright law of 1909.

The brief asserted the copyright law is unconstitutional on two main grounds. First, it contains a minimum damage clause providing a \$250 penalty for infringement of a copyright. This, the Music Users assert, eliminates the right of trial on the question of the amount of damages, and thus violates the "due process of law" clause of the Constitution.

Second, Section 55 of the copyright laws permits issuance of a certificate of copyright to any applicant without compelling the applicant first to show that the composition actually is the product of his own mind and talents. The patent office, on the other hand, rigidly investigates all applications by inventors, etc.

It is this last contention, successfully raised earlier in the suit, which caused the hearing in New York.

"Devil" Set for Tour

LOS ANGELES, Sept. 26.—*The Devil Passes*, satire by Benn W. Levy, currently being done by the Federal Theater Project at the Musart, winds up its run tomorrow and will be sent on tour thru Southern California, beginning probably October 10. Also closing tomorrow is *The Black Crook* at the Mayan, which will be followed into house by *John Henry*, colored unit effort which uses a cast of 65 and singing ensemble of 75. *Madame X*, perennial tear jerker, is at the Mason for two weeks.

One of the items on which PSB and RCA were not in accord in regards to royalty payments was the assembly kit, Steinruck said. He stated that PSB contended that the kit was unlicensed apparatus and deductible, while RCA, he said, contended that all items other than the grille cloth and baffle board were subject to royalty.

The royalty payment covering the first quarter of 1935, made by PSB after RCA had threatened to cancel the licensing agreement, was arrived at by calculating the royalty as if there had been no separation between PSB and Philco and the other companies and was calculated on the formula prescribed by RCA, Steinruck noted.

In indirect examination Steinruck de- (See RCA-Philco on page 7)

Sunday Vaude for Capitol, Albany

NEW YORK, Sept. 26.—Bill Miller, Maurice Golden and Al Rogers, who will run Sunday vaude shows at the Shubert, Newark, starting tomorrow, have also taken over the Capitol Theater, Albany. They will play dramatic stock at the house six days of the week and vaude shows on Sundays.

The Albany house will open this Monday with *Sailor, Beware!* and will probably get its shows from Leventhal & Payton. The Show office will probably furnish the Sunday vaude shows.

Niggemeyers Southern Bound

CHICAGO, Sept. 26.—Charles Niggemeyer and Dorothy Nutter (Mrs. Niggemeyer), stage director and dance producer at the State-Lake Theater here, are leaving October 4 for a month's vacation, during which they will go to Hot Springs, Ark., and motor thru the South, winding up for the racing season in Louisville. Jack Lester, formerly at the Tower Theater, Kansas City, will stage the dances and routine the shows at the State-Lake during their absence.

BELLE BAKER (This Week's Cover Subject)

BELLE BAKER'S equipment at the start of her climb to an enviable position in many branches of the show business consisted of a personality with an undiminished spark of something, making it different from hundreds of thousands of East Side youngsters; a golden voice brodered with sobbs and an indefatigable determination to bring money home to an ailing father trying to support a big family.

From dingy ghetto theaters and burlesque this child rose to an enviable position in the big-time vaude ranks; drawing record salaries because the magic of her name drew record business to box offices; playing return engagements with a frequency that made her name a byword in the larger centers for years yet to come. Miss Baker drifted into films as a lead, was glorified by Ziegfeld in "Betsy," and in very recent seasons added to her laurels by a sensationally successful tour of England and the provinces and in leading night clubs here.

Miss Baker plays occasional dates in deluxe houses, makes night club appearances also spasmodically and will soon return to radio, where she formerly triumphed, to carry out an interesting idea in commercials. With the various vocal finds that have come and gone on the air and in theaters, Miss Baker is regarded as the owner of the most appealing delivery of any female singer today.

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MPPA Votes To Operate Own Radio Checkup on Song Uses

NEW YORK, Sept. 28.—As a result of the meeting held last Tuesday at the Hotel Astor by the members of the Music Publishers' Protective Association it has been decided to appoint a committee to work out a method whereby the MPPA will own and operate its own checking system on how often songs are played over the radio and how this service can best be rendered as an official service of the MPPA.

It is planned to operate the service as the property of the MPPA as a copyrighted service in the hope that the wrong interpretations placed on the network song census will no longer exist and the evils from the so-called "wrong interpretations" thus be done away with. It is the belief that the services now available are ok, but many music men are putting the services to the wrong uses and they are not official insofar as the MPPA is concerned. Writers are offering publishers the first 50,000 copies free of royalties, for instance, so that the publisher may use this money in creating substantial other plugs and thereby raise the rating of the writer in ASCAP, as well as bring to the attention of Hollywood producers the fact that the writer in question has popular material on the air and possibly is worth a contract to write for motion picture musical features.

Sheet-music dealers are also an important angle in that they keep an eye on the radio plugs, and when Lucky Strike's *Hit Parade* announces that a song which last week was in second place is now No. 9 the dealers begin to cancel or ship back the piano copies of the songs for fear it is on the downward path. Dealers, as well as Hollywood, are known to keep an eye on the first five songs most popular on the air.

Two other important questions that arose during the meeting and upon which motions were voted were the decision to continue the official registration of song titles by the MPPA and the

right to give permission to reprint song lyrics to remain with the individual publishers. Music men in the majority did not believe that the association should take action one way or the other in regard to the reprinting of such lyrics, but that each copyright owner should be left free to handle each individual case that may arise.

GB-Loew-Fox Deal Is Still Pending

NEW YORK, Sept. 26.—The status of the long-pending GB-Loew-20th Century-Fox deal remains a question mark, the most important obstacle being the question of whether control is to pass into American hands or remain in British possession. Maurice Oestrer, production chief of Gaumont's Gainsborough studios, holds a large block of stock in GB and, according to reports from London, is opposed to the deal, which was originally to have given the two American companies equal interests with Mark and Isidore Oestrer in the trust company to be formed to hold control of GB's voting stock.

J. Robert Rubin, vice-president and director of Loew's, Inc., recently stated his company has not as yet been asked for a release from the original agreement, and further added that such a request is not expected. Joseph M. Schenck, chairman of the board of 20th Century-Fox, announced he would hold to his original agreement.

Another source of information suggests that consummation of the American deal is held up because of negotiations between GB and John Maxwell, of British International, attempting to establish, together with the Oestrers, definite English control of the company.

Blocki Resigns as P. A. For Chi Federal Theater

CHICAGO, Sept. 28.—Fritz Blocki has resigned as publicity director for the Federal Theater Projects here, a post he has held since George Kondolf became local head of the government theater unit several months ago.

Blocki, press agent of the State-Lake Theater, is writing radio scripts and is preparing two stage plays. Pressure of this work brought about his resignation. His successor has not yet been named.

Willy Wallenda Is Killed

LONDON, Sept. 21.—Willy Wallenda, of the Famous Wallendas, internationally famous high-wire act, was killed at Liseberg Park, Goteborg, Sweden, September 12 when he slipped while riding his cycle across the wire.

Season Ends at Geneva

GENEVA, Switzerland, Sept. 21.—Summer vaude season at the Kursaal ended last week. On the closing bill were the Eight New York Vanities Girls, held over for second week; Francis Carco, singer; Three Ariels, perch act; Martonn, quick-change artist; Chevalier Brothers, acrobats, and Gaby Sims, singer.

Flier's \$1,250 Per

BOSTON, Sept. 28.—Dick Merrill, pilot of the Harry Richman plane on its round-trip transatlantic flight, will make his theatrical debut here at the Paramount Theater this Friday. He will work in with Al Donahue and band, doing a talking session with Donahue. The Morris Agency set him into the house at \$1,250 for the week.

Mills Wants Injunction

CHICAGO, Sept. 26.—Jay Mills, of the team of Mills and Cappy, has instructed his lawyer, Max Richard Kraus, to start proceedings against the Mae Wynn, Zella Company for the alleged "lifting" of his giant typewriter dance. Mills claims that he originated the dance and has been playing spots around the Middle West with it for several months and that the Mae Wynn company visited them several times and took the idea back to New York ahead of him, jeopardizing his chances of Eastern and European bookings. Mills is seeking an injunction to prevent the Mae Wynn act from using his idea.

New Detroit Agency

DETROIT, Sept. 26.—Officers have been opened by the new Affiliated Theatrical Offices of America in the Griswold Building here, the first agency to move into this building in several years. Company is owned by Johnny Daley, recently of the Gus Sun Office here, and Harry Goodman, orchestra producer. Alex Agrenoff is also with the firm as booker.

Frank Wolf's New Spots

PHILADELPHIA, Sept. 26.—Frank Wolf is concentrating his booking efforts to the hinterlands, adding houses in Salisbury, Md., and York, Pa. His Oxford here is now flying a Warner Brothers' banner, but fight between the movie moguls and musicians' union will find the house going straight pix next Saturday.

Cincy Shows Start Oct. 16

CINCINNATI, Sept. 26.—The Shubert Theater here will resume with stage shows October 16, the first show being the new edition of *Folies Parisienne*. House will again be booked from the RKO home office in New York by Bill Howard.

Waterbury Sunday Shows

WATERBURY, Conn., Sept. 26.—Jacques Theater here is playing Sunday vaude shows, the first having gone in last Sunday. Arthur Fisher's office in New York is booking the shows, supplying eight acts. House plays burlesque the balance of the week.

More Paris Spots; Others Doing Big

PARIS, Sept. 21.—Vaude boom continues to gain momentum here. Latest recruit to join the vaude ranks is the Mogador, former musical comedy spot, which after minor transformations will open shortly with big-time bills. New house will be handled by Teddy Ehrenthal.

Moulin Rouge also due to splash in vaude or circus, but definite details unavailable. The Alhambra, ABC, Trianon and Cirque Medrano have so far been playing to packed houses, while business at the Empire and Cirque d'Hiver has been only fair, but these houses usually also hit the SRO ranks a bit later in the season.

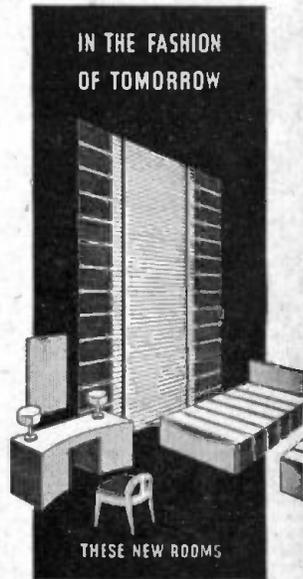
20,000 SEE

(Continued from page 3)
view of the plant and general setup. Management was more than satisfied with attendance, considering the fact that the event is not scheduled to officially get under way until today, Kids' Day.

George A. Hamid, operating the fair for the first time, and H. E. Labreque, resident manager, announced that sold exhibit space is up over 1935, although definite figures are not available as yet. Hamid is emphasizing a night grandstand show, the first for Trenton since 1931.

In addition to the immense grandstand show, consisting of 13 Hamid circus acts; *Revelations of 1936 Revue*, under direction of Geno Hamid, and Edwin Franko Goldman's Concert Band, which will play in front of the grand stand throughout the week, several added attractions will be offered on separate days.

Lucky Tetor and his Hell Drivers are scheduled for today; a Major Bowes Unit and the annual State horseshoe pitching tournament for Tuesday; auto races, under direction of Ralph Hankinson, on Friday, and amateur bike races, a new feature to this section of the country, on Saturday. Horse racing will be conducted Tuesday, Wednesday and Thursday afternoons. Governor Harold G. Hoffman will attend on Thursday. William Glick Shows are on the midway, with 12 rides and 11 shows.



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Finest goods in the world, strictly guaranteed. Bambina Toupee Master, 5th box, p. p. Illustrated Catalogue Free. Write or Call: Lombard & Bambina 13 Monroe St., Lynn, Mass.

WANTED JAPANESE GIRL

16 or over, who can Tap Dance, beginner preferred, to travel with lady; an oldtimer. Salary substantial. Wardrobe and transportation furnished. Address PRINCESS TETU, General Delivery, Marshallton, Ohs.

HAVILAND

The Magical Cutter Upper
Featuring paper tearing extraordinary.
Now on tour.

TAFT HOTEL

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

HOTEL RALEIGH

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

Single Rooms, \$5.00—Double, \$7.00 per Week.
Unit Headquarters. 5 minute walk to Loop.
Theatrical Booking Agencies located in hotel.

CONTESTANTS

HAVE YOU REGISTERED?

BROOKLYN JAMAICA WALKATHON

Communicate FRANK RAVESE, 172—10 Jamaica Avenue, Jamaica, N. Y.

WANTED

Completes cast Circle Stock. Director with Script, scenic Artist, Comedian, Team doubling stage, Orchestras, Specialties, Youthful appearance. Photos please. No booze. No advance. Make salary low. GORON PLAYERS, Norton, Kan.

SAULINE PLAYERS

Want immediately General Business Man capable of playing characters. State age and if you have car.

JOSEF SAULINE
Piedmont Hotel, CHARLOTTE, N. C.

Strong General Business Team

At Liberty

Double B. & O. Specialties, B. & O. Leader, Stage Director. All essentials. Car.

THE POOLERS

Raleigh Hotel, 648 N. Dearborn, Chicago, Ill.

STOCK TICKETS	LIKE THIS
Wells of 2,000. 1 Roll . . . 5.00 5 Rolls . . . 25.00 10 Rolls . . . 35.00 50 Rolls . . . 125.00 No O. O. Orders.	100,000 Admit One Admission 100. Cash Only 035182 \$12.50
Get Our Prices on Special Printed-to-Order Tickets.	
THE TOLEDO TICKET COMPANY, Toledo, O.	

SPOTLIGHT ADS GAINING

Lineage Continues To Increase As Advertisers Find Many Uses

Statistics reveal substantial increase over year ago throughout the country—big city Sunday sheets get break as new shows flock to ether—nine reasons listed

NEW YORK, Sept. 28.—Spotlight advertising is finally coming into its own with the latest figures about to be released by Media Record, Inc., showing a vast increase in this type of space. Locally, the Heart paper, *Evening Journal*, is in the lead as to lineage, but nearly two-thirds of this is due to Station WINS, which is owned by Hearst. Otherwise *The World-Telegram* is the actual leader. *Sunday Herald-Tribune* and *The Times* stand out for the week-end business, the current new radio "season" giving both a substantial increase via many of the new ether programs. General Electric Company with a strip across the page has forced *The Herald-Tribune* to use two pages for its comprehensive listing of the weekly network programs. This particular advertising, however, is not within the "spotlight" category but ties in with its receiving sets. Within the past few weeks more space than usual for calling attention to new programs was used by Chase & Sanborn for its *Good Will Court*, while Texaco came thru for Eddie Cantor and Ford did the same for its new series of Sunday night concerts. Each of these used about a half column of space. Other advertisers include General Motors for its Sunday night concerts, as well as Consolidated Edison Company for its local show on NBC. Surprisingly large space was bought by the sponsors of *Renfrew of the Mounted* on CBS. Another conspicuous ad was that of the Pittsburgh Plate Glass Company for its Sunday afternoon symphony program.

According to National Broadcasting Company statistics, spotlight advertising has been found an outstanding audience builder and the technique has risen from fifth place in merchandising methods in 1931 to first choice in the past year. Not only as it pertains to newspapers but such periodicals as *The Saturday Evening Post*, have received the benefit of full-page ads calling attention to new programs, etc. The methods of tie-ins are many. NBC further finds that out of a possible 227 network clients about 194 had taken advantage of the spotlight advertising and in their estimation was tops, because about 70 per cent of the radio audience habitually turns to the radio page when it selects its evening's radio entertainment.

In checking thru the samples submitted by clients NBC finds that in a general way the spotlight advertising has been used for the following purposes:

1. Announce a new series by giving full particulars—especially network identification in station cities.
2. Announce the change in facilities.
3. Announce change of time or day of broadcasts.
4. Announce change in type of show.
5. Announce appearance of guest artists, etc.
6. Tie-in the product with full program details.
7. Create interest in advance by teaser and originality in show.
8. Tie-in with jobbers and dealers, etc.
9. Associate local dealers as the source of supply of the product advertised.

Aylesworth Resigns As an NBC Official

NEW YORK, Sept. 26.—M. H. Aylesworth has resigned as vice-chairman of the board and member of the board of directors of the National Broadcasting Company. The move, according to Aylesworth, is for the purpose of devoting his full time to reorganization of Radio-Kelth-Orpheum affairs. Until January 1 last, Aylesworth held both the presidency of NBC and RKO.

President of NBC since its inception in 1926, Aylesworth brought NBC to the height of its career and is generally considered an ace front man and salesman. However, since going over to RKO, Aylesworth has been devoting less and less time to radio angles. He has been prez of RKO for several years now.

Du Pont CBS Show "Repeats" Next Day

NEW YORK, Sept. 26.—"Cavalcade of America," the Du Pont sponsored program on CBS, drops its West Coast outlets on the Coast-to-Coast hookup with the broadcast of October 14. A repeat show will be piped to the Coast the next night. This routine, which will be followed in succeeding broadcasts, sets some kind of record, since the repeat program airs 27 hours after the first broadcast.

NBC Ciney Clients In a Tough Spot

NEW YORK, Sept. 28.—Cincinnati situation as it concerns National Broadcasting Company advertisers is a peculiar one, with the sponsors, due to the WKCY break, having a choice of WSAI at \$240 per hour (night-time rate) or WLW at \$1,200. In the event that WSAI is filled up, the alternative is WLW or no Cincinnati coverage. It appears that after October 1 some NBC sponsors are in a fair way to be without actual Cincinnati coverage as to a local station. NBC has already issued a new supplementary rate card covering the Ciney territory.

Persistent rumors not definitely confirmed here are to the effect that NBC has definitely clinched matters with WLW and that WLW already easing out of Mutual will soon sever all relationship with the MNS network. This angle, however, is not substantiated by local MBS officials, two of whom were in Cincinnati the last few days.

Coast Radio Official Starts Disk Concern

SAN FRANCISCO, Sept. 26.—J. C. Morgan, program manager of KSFO, has organized the Morgan Recording Company here, with offices and laboratory in the Mills Building, and Walter White in charge as sales manager. Mrs. Lucy Cuddy, who is in charge of KSFO's dramatic productions, is production manager of the new transcription firm, which starts functioning October 1.

Morgan will continue as KSFO program manager, but will dictate policies of the disk firm, he said. They will specialize in instantaneous and process recordings and build shows to order. Techna Corporation built the recording equipment for the new firm.

Oldsmobile Films First Program

HOLLYWOOD, Sept. 26.—Newest stunt in exploitation was done here this week with the production in color of NBC's first Irvin Cobb-Paducah Plantation period for Oldsmobile. Initial airing, which goes transcontinentally October 17, will be screened in the motor car company's showrooms and at meetings and banquets.

Film was adapted and produced by Marvin Young and directed by John Swallow, both of the Hollywood NBC staff. Cast includes Irvin Cobb, Clarence Muse, Dorothy Page, Norman Field, John Mather, Gayne Whitman, the Hall Johnson Choir, the Four Blackbirds and Harry Jackson's Orchestra. It was filmed by the George Hillman Company.

New Human Interest Show on MBS Oct. 4

NEW YORK, Sept. 26.—Let's Visit, a new human interest program, will start on WOR-Mutual October 4. Program idea for the show was brought to the station by Jerry Franken. Program has two announcers, using short wave equipment on the WOR mobile transmitter. Interviewing residents of the city in their own homes, a different section being chosen for each program. Show is ad libbed, no announcement being made of the broadcast section until the actual broadcast.

One of the mikes on the show will be handled by Ed Fitzgerald, the other by Franken.

Coast Amateur Shows Growing; No Talent Developed to Date

SAN FRANCISCO, Sept. 26.—Amateur craze on local airlines has taken on new force with signing of George Gibson Davis, well-known director and producer, by Grant Bros., jewelry manufacturers, to conduct a weekly half-hour show on KPRC. Titled *Student Radio Tournament*, the program, which starts tomorrow at 9 p.m., for 13 weeks, is for high school and college students. Pay-off at end of contract, placed thru Long Advertising Service, is \$200, \$100 and \$50 for first, second and third place. Regardless of who wins, every participant appearing on the program receives a gift for his efforts.

Dean Maddux, who is Budda on the Marin Dell Milk Company's amateur hour over KPRC Saturdays at 8 p.m., has also been signed by the Taste Good Bakeries, local chain stores, for a series of 52 weekly amateur shows on that station. Quarter-hour feature, which started Thursday at 9:30 p.m., is titled *Dean Maddux and His Prize Winners*. It's a co-operative idea. Maddux utilizes the cream of his Saturday night show, paying participants professional rates for appearance on the Thursday broadcasts.

Marin Dell recently renewed for another 52 weeks because there are approximately 3,000 would-be radio per-

formers on application for a chance on that sponsored hour. Monthly payoff, by the way, on the Marin Dell show, is a plane trip to New York and back for the winner. Joseph J. Tisler Advertising Agency, handles both accounts.

Gallen-Kamp Stores Company, Pacific Coast chain shoe stores, has been sponsoring George Tolini's Students' Hour on KGGC at 9 p.m., Wednesdays, for the past six months, and recently started a similar type of show on KRE, Berkeley, Calif., Thursdays at 10 p.m. Tolini, who is KGGC's special features announcer, directs both shows, which feature high school and college students. George Taylor has an amateur hour on KYA at 3 p.m. Sundays, with the top winner getting a free bus ride. With Joe Walters emceeing, and Lucy Cuddy, as producer, KSFO airs a 30-minute Wednesday afternoon amateur show for children only.

All stations audition their talent before giving them an opportunity at the mike. Few amateurs have gained permanent spots on the air thru being discovered on programs here. Several have been picked for a week or so for some local night spot, but that's about as far as it goes. Most end up just where they started.

Simplified Rate Card Worked Out by WBT

CHARLOTTE, N. C., Sept. 26.—New rate card (No. 10) recently issued by WBT of this town, introduces a system simple enough for advertisers to figure their discounts quickly and without the aid of an expert accountant.

Discounts are classified in three levels: weekly volume dollar discount, weekly frequency discount, discount for consecutive weeks of broadcasting—which means that any sponsor buying one 15-minute program a week, or more, so as to make the weekly volume have a total of \$110 or more, is entitled to a weekly volume dollar discount providing the contract runs a minimum of eight weeks. Nor is the sponsor limited to the one discount. In the above instance the advertiser is also entitled to the other two discounts, depending on the number of extra broadcasts weekly and the length of the contract.

This setup is particularly suited to local advertisers and is aimed at increasing spot biz. Sponsor has opportunity to earn discounts with announcement biz in connection with his program. Benefits do not apply to the person buying a single announcement. But if he buys a program and adds announcements he is entitled to the dollar discount on the total for both types of biz.

Rate Card No. 10 is easy to figure from and gives the advertiser the benefit of the doubt. A sure come-on for local sponsors, many of whom buy direct and like to do their own figuring. WBT, incidentally, maintains but one rate card, having discarded its local card two years back.

WMCA Expects Debut In \$1,000,000 Class

NEW YORK, Sept. 26.—For the first time in its existence, WMCA expects to hit the mark of \$1,000,000 or even more in a fiscal year. Station in the past year or so has stepped up its weekly business considerably, and with the business already tucked away in the current fiscal year the million-dollar mark is considered pretty definite.

When WMCA passed back into the hands of the Knickerbocker Broadcasting Company, which leased the outlet to the defunct American Broadcasting System, business locally on WMCA, aside from that network, was down to the level of \$120,000 per year. Knickerbocker, of which Donald Flamm is president and Bert Lebar sales manager, has been back at the WMCA helm since January of last year.

Inter-City Mulling Ork Deal With MCA

NEW YORK, Sept. 26.—Music Corporation of America may soon have airing agreements for their bands with three networks. Currently they have a deal with CBS which gives them 13 spots a week on this network and a tacit agreement with NBC to air their orks. The third network deal is in the discussing stage at present. Setup under consideration is a deal with WMCA and its Inter-City group, which calls for airing six MCA bands a week; two from New York City and one each from Boston, Philadelphia, Baltimore and Providence, over the Inter-City outlet in each city.

Deal between MCA and WMCA Inter-City will obviously benefit both parties. MCA further enhances its current selling point, of assured airings, to a band buyer. And the network gets top orks as sustainers.

Irvin Cobb's Show All-Negro Talent

NEW YORK, Sept. 26.—Irvin Cobb's *Paducah Plantation* program will be the first commercial program to use an all-Negro talent setup.

Cobb is in the show as m. o. for a reputed \$3,000 per. The rest of the show consists of a talented batch of colored talent. Airing for Oldsmobile Motors.

Midwest Battling Roving Mike Show

LINCOLN, Neb., Sept. 28.—Not since the days of circus wars has the hinterland of this State been stirred in similar fashion to this present war between "Man on the Street" programs. Where the questioners used to appear permanently, day after day, in the same location on the streets of the town where the station was located, they now hop around all over the State and give the small-towners a break. It's been a great rural buildup for the broadcasters and has the burrah of the telephone lines since it builds them some nice line charges.

Thing was started when Foster May, special-event man and original man on the street in this area, began the hop into the smaller towns for WOW, Omaha. Lyle DeMoss, doing the same thing for KFAB-KFOR here, took right after him. Now they bill towns where they'll appear over the air and the opposition forces try to throw their program in ahead to beat out the other and milk the territory while it's new. Meanwhile, both May's sponsor, General Electric, and DeMoss's Kentucky Club tobacco are seemingly plenty satisfied, since they've created the biggest radio hula-balooc that has occurred in months.

Battle is especially intense because May started his stunt on KFOR nearly two years ago, expanded to the 10,000-watt KFAB here, and then after a salary tiff with the latter group scrambled to the Omaha station, where he's been billing himself, "The Original Man on the Street." First into the field with this tourist business, he's also dinging his former employers with that. However, all uncaring, the yokels drive for miles to get a peep at either performer when hitting a town.

Steady Pigskin Demand Sells More WOR Shows

NEW YORK, Sept. 26.—Two new football developments took to the air over this week-end. With Atlantic Refining sponsoring the Yale game each Saturday, WOR, which airs the setto locally, sold the 15 minutes preceding the game each Saturday to General Mills (Wheaties). Richards Vidmer will do a roundup of games to be played that day. Presently they are mulling over the idea of selling the quarter-hour after each of these games with a program consisting of late scores.

At the same time WOR completed a deal with the New York Football Giants. All home games of this club, plus the out-of-town games with Detroit and Pittsburgh only, will be aired under sponsorship of Dodge Dealers of New York area. The out-of-town games will be play-by-play direct from gridiron coming in by remote control. Reason for airing only the Detroit and Pittsburgh away-from-home games is that other Western clubs have their own commercials.

Holden Looks Eastward

LOS ANGELES, Sept. 26.—At the expiration of his contract with Alka-Seltzer next month Eddie Holden will probably take his Japanese house-boy skit, *Watanabe and William*, east. Understood that Holden has two deals on fire, both transcontinentals, and will not renew with Alka-Seltzer. Cameron Prud'homme will continue as the other member of the team.

Amateur Hour Back to WGN

CHICAGO, Sept. 26.—Mutual Broadcasting System's National Amateur Hour, which has been heard locally over Station WJJD during the summer months, returns to WGN tomorrow night. The program was switched from WGN to WJJD at the beginning of the baseball season due to previous contracts made for the airing of all the games played here.

MBS Production Meet

LOS ANGELES, Sept. 26.—Thomas Lee, president of the Don Lee Broadcasting System, and other executives of the organization will go east early next month to attend a meeting of affiliate members of the Mutual network. Chief purpose of the meeting is to formulate plans for rearrangement of production facilities to provide for programs originating on the Coast.

Champ Chiselers

NEW YORK, Sept. 26.—At least one local press agent is way ahead of NBC in the matter of cuffing phone calls. One of his clients was auditioning on the eighth floor at NBC. Quite a few others were also auditioning. Between acts they were squatted alongside the empty desk outside the studios. P. a. wanted to call his office and reached for phone on desk. Others warned he'd get a refusal. So p. a. went foxy.

First phoned two agencies. Which numbers the operator delivered. Then gave his office number, which the operator recognized as not being an agency. Cal asked: "Who is this?" "Vice-President Brady," snapped the p. a. And the call went thru. There is no Vice-President Brady at NBC.

Phila. Musicians' Scale Unsettled

PHILADELPHIA, Sept. 26.—Musicians' union impasse with the radio stations is in the throes of a lingering and drawn-out combat. Scoreboard shows two up and one down, WCAU and WFIL resisting, while WDAS came in line. In compromise effected at latter station on Thursday (24), union asked for an increase of two men and settled with one man being added to the quartet. WFIL offered to take 10 men at \$37 per, olive branch being three men and \$3 less than union scale for a Class B station. Possibility of compromise impossible without disturbing WIP equipolse. Union agreement with WIP precludes any concessions without granting same to that station. Compromise with WFIL would find WIP putting up a just squawk for a similar reduction.

Trouble at WFIL also involves entertainers who play musical instruments. Station rates them as actors, while Anthony A. Tomel, union proxy, calls them musicians. Matter of jurisdiction will be put up to Ralph Whitehead, exec secretary of American Federation of Actors.

Altho Dr. Leon Levy, WCAU domo, has returned from a European jaunt, no overtures were made for a settlement with the musicians. Rather, Levy has ganged up with Warner Bros., also in the mutiny class, and will put the impasse up to Mayor Wilson and his labor relations board. Both sides promise a pyrotechnical flaunt of verbiage that augurs to bust the lid wide open on the local situation.

RCA-Philco Battle Waxes Hot; Books Reveal All the Figures

(Continued from page 4)

scribed the RCA formula as follows: "Their basis is one that took the total unit cost of all components, namely, chassis, speaker, tubes, cabinet, assembly kit, research and shipping, labor and burden. They added another heading called 'chassis, etc., cost,' which was the items on which they contended were subject to royalty the following: Chassis, speaker, a portion of the assembly kit, which I will explain later, research and shipping and labor and burden.

"They set up another cabinet and tube, etc., cost which comprised the items allowed to us, cabinet, assembly kit and tubes.

"The items in the assembly kit which they allowed us, they designated by a small Nov 1 and they state represents the grille cloth and baffle board.

"By taking the per cent by dividing the total unit cost into the column headed 'cabinet and tube, etc., cost,' they were enabled to arrive at which they called a per cent of cabinet and tube allowance which they applied against the sales dollars as appearing in our report."

Steinruck, who has computed all royalty reports for PSB since the middle of 1929, said that two checks, an advance payment of \$150,000 and a remitted check for \$82,034.80, aggregating \$232,034.89, were paid to RCA for royalties for the first quarter of 1935, calculation of which "was arrived at by taking the difference between the amount of royalty arrive at on the RCA basis and the amount we had previously paid on our original third and fourth-quarter settlements for 1934."

Canadian Governing Board Picks BBC Man as Manager

Major Murray gets post, with assistant chosen from Quebec utility commission—former leaves England to assume official charge of Canadian Radio Corp. Nov. 2

OTTAWA, Sept. 26.—Appointment of Major W. E. Gladstone Murray, of the British Broadcasting Corporation, and of Dr. Augustin Frigon, chairman of the Quebec Electricity Commission, to be general manager and assistant general manager, respectively, of the Canadian Broadcasting Corporation, has been suggested to the government by the new governing board of the Canadian radio body. Last Tuesday Chairman L. W. Brockington, of the Canadian Radio Corporation, had addressed to Honorable C. D. Howe, Minister of Transport, setting forth the suggested appointments and salaries which the board considered proper.

Ford World Series Big-Time Bargain

NEW YORK, Sept. 26.—The World Series aircasts are once again being okebed for piping from the three networks to any other outlets that may want the programs. The only catch is that the Ford Motors plugs must go on the program, and since they come from the ball park it is a difficult problem to black them out in any event.

Ford was figuring on clearing time on approximately 178 of the 190 stations available on the NBC, CBS and MBS networks. Additional outlets taking the program will raise this total a considerable amount. However, all of this broadcasting is not being paid for, altho actually a commercial. At NBC the Red network is being paid for and the Blue taking the show for its news value. At MBS only WGN (at time of going to press) was bought, altho the deal called for the MBS. Other outlets carry the program as a news feature. At CBS the same situation prevails. A number of outlets will be paid for, the rest take the programs as a news cast even tho the commercial plugs are aired.

Curious situation prevails at WOR. Station is set for World Series airings. At same time they are committed to air the sponsored Yale football broadcast each Saturday. To beat the conflict, on Saturday (October 3) WOR will feed the Series to WHN, which will handle the airings on Saturday, while WOR airs football.

The recommendations had the unanimous support of eight members of the governing body, the ninth member, Brig-Gen. Victor Odlum, of Vancouver, having been unable to attend the meeting.

Chairman Brockington's communication to the minister drew attention to the fact that an opinion had been obtained from the Deputy Minister of Justice respecting the status of the Board of Governors. This opinion was that, as the Broadcasting Act does not go into effect until November 2, the corporation does not exist legally until that date. Under the legislation, however, appointments of general managers and assistant general managers must be made by the Governor-in-Council on recommendation of the corporation. The Deputy Minister of Justice, according to Chairman Brockington, said, "We can, with propriety, suggest names for these offices to the government, with the understanding that when the first meeting is held after the coming into force of the act, a formal recommendation, in the terms of what may be called the present suggestions, will be forwarded to the government, whereupon such further conformatory action as may be necessary by the Governor-in-Council can be taken."

Both of the gentlemen who had been suggested for appointments are willing to accept, it was stated. The salaries suggested by the Board of Governors to Mr. Howe are: For general manager, \$13,000 per annum, less statutory deductions; assistant general manager, \$12,000 less statutory deductions. In both cases, it was stated, the salaries are substantially less than those received by Major Murray and Dr. Frigon at present.

LONDON, Sept. 28.—Major W. E. Gladstone Murray, assistant controller of programs of the British Broadcasting Corporation, last Tuesday was informed that the Board of Governors of the Canadian Broadcasting Corporation had recommended his appointment as general manager.

"My feeling is one of great gratification at the honor of being considered for such an opportunity of service to my own country," declared Major Murray. "This feeling is tempered with keen regret at the prospect of having to part company with a host of good friends in the United Kingdom. I am sailing for Canada this week."

Harry Barris Buildup

DEL MONTE, Calif., Sept. 26.—Rhythm team of Harry Barris and his wife, Loyce Whiteman, have joined up with Bob Kinney's Ork, now current at the Del Monte Hotel here, and are being featured every week-end. New combo is to be built up to network proportion, with a fat commercial as the lure. Rumor circulated is that the sponsor is ready to sign when the combo reaches the buildup. Loyce is the first female warbler with the ork in two years. CBS-Don Lec network airs the band Saturday nights by remote.

ton, chief counsel for PSB, rested for the complainant on Thursday.

Ballantyne, who was accountant for PSB from 1930 to 1934, testified that there is no agreement whereby Philco profits are to be passed on to PSB. He explained that from July 30, 1934, the date of reorganization, to August 27 the same year, when the assembly contract was entered into by PSB and Philco, PSB did the assembling of the complete sets, the same as had been done since Philco was formed April 29, 1932. From (See RCA-PHILCO on page 10)

Station Notes

Address All Communications to the New York Office

Sponsors Himself

NEW YORK, Sept. 26.—Shepard Barclay, bridge expert and bridge editor of Collier's, starts a WNN commercial October 8. Will do a 15-minute program. He is vice-president and general manager of the McClelland Barclay Art Products firm, which makes him his own sponsor. He will talk about bridge.

mentions from New York, on the West Coast contacting radio editors in the interest of the True Story *Court of Human Relations*, conferred with LLOYD E. YODER, NBC Western division press relations manager in San Francisco, on the network program. GRANT POLLOCK, announcer at KPFC in San Francisco, has resigned to take a similar post at NBC, that city. KENNY HIGGINS, KYA announcer, has succeeded Pollock at KPFC. S. S. FOX, manager of KDYL, Salt Lake City, was in San Francisco this past week contacting advertising agency and talking radio.

MARY KOSHER, after vacationing in San Francisco, has returned to KOL. (See STATION NOTES on page 62)

New WBBM Show

CHICAGO, Sept. 26.—Tomorrow will mark the return of the *Gloom Dodgers*, a local program over WBBM sponsored by auto dealers, as a live-talent show. John Harrington will act as emcee as well as commenting on the news of the day. Billy Mills' 15-piece orchestra will furnish the music, aided by the Grenadiers quartet. Show is being produced by the Ruthrauff-Ryan Agency and is on for 13 weeks with options.

Theater and Station Split Show Expenses

NEW YORK, Sept. 26.—Broadcasting of the *Harlem Amateur Hour* program over WMCA-Inter-City from the stage of the 125th Street Apollo Theater has become such a big getter the theater has put the program on a semi-commercial basis to insure its continuance.

Theater, besides paying line charges and incidental expenses, also absorbs the broadcast tax for the stage band which remains after the conclusion of the regular performance to play for the amateurs.

Program, one of the oldest sustainers on the station, is regarded by the theater as cheaper than a bank night and more of a business getting stunt.

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

MORGAN
and His Orchestra
"Music in the Morgan Manner"
HOTEL BILTMORE
NEW YORK

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

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

Resuming an activity commenced in May of 1930, WHAM, Rochester, N. Y., starts a new series of weekly health talks October 11 in co-operation with the local Medical Society. The program, in the years of its existence, has enlisted the voluntary services of more than 200 physician speakers. The local Tuberculosis and Health Association has been called upon to distribute some 60,000 copies of the talks. Subject matter ranges from backaches to eye conservation to diabetes. . . . CHARLES CRUTCHFIELD will handle the mike for the WBT, Charlotte, N. C., airing of the Duke University football games to be sponsored by Atlantic Refining. . . . WBO, Des Moines, Ia., also has commercial football. Under the sponsorship of Maytag Company, with DUTCH REGAN, WHO sports announcer, at the mike, they'll air the Iowa home games. . . . WNEW, Newark, N. J., is forming radio clubs in high schools in the New York area. The clubs will be invited to learn the rudiments of broadcasting at WNEW and WNEW staff members will visit the clubs to lecture on phases of the radio industry.

WDNC, Durham, N. C., broadcast five local programs and one network show in giving complete coverage to the Duke-Colgate football game last week-end. . . . Minus any fanfare WBNX, New York, turned on its 1,000-watt transmitter last week. WBNX was formerly operating on 250 watts. The new equipment includes a directional antenna. . . . The Rochester School of the Air program, which airs over WHAM, opened its seventh consecutive scholastic semester recently. The program is under the supervision of the administrative staff of the local public school system and LEW STARK, WHAM educational director. The schedule which in the past featured lessons for the elementary grades now includes radio lessons in Science, Music and Social Science for students of the secondary schools. All of the local schools participate and schools as distant as East Holyoke, Ill., also utilize the classes.

MARTHA DULIN, WBT, Charlotte, N. C., hostess and member of the program staff, is preparing the dramatic series she will handle during the winter months. . . . WDNC, Durham, N. C., has added BOB ARMSTRONG to its announcing staff. He comes from WRDW, Augusta, Ga., where he was program director. . . . ASHER SIZEMORE and LITTLE JIMMIE opened at WHO, Des Moines, Ia., Monday. They came from several successful years at WSM, Nashville, Tenn.; WHAS, Louisville, Ky., and WPA, Dallas, Tex. . . . HERMAN NEUMAN, musical director of WNYC, the municipal station of New York City, has returned from a tour of Europe. . . . ALLEN SISSON, WHAM, Rochester, N. Y., announcer, has been doing 12 sponsored news casts weekly since last September. . . . WDW, Durham, N. C., is planning to install three new remote studios in the local schools and Duke University to handle the new programs which will originate from these points this fall.

FRED DAIGER, WATL announcer, has switched to WGST in similar capacity. . . . CHARLIE SMITHGALL, WSB's *Morning Merry-Go-Rounder*, is back in Atlanta after a swing thru Chicago and New York. . . . THE WSB-HIVE, WSB house organ, was three years old last week. . . . JESSE SWICEGOOD, ousted manager of WATL, was at one time connected with the engineering staff of WSB. . . . DAN HORNSBY, continuity writer, program producer and general utility man at WGST, also is the station's outstanding entertainer. . . . MAURICE COLEMAN, of WATL, handled microphone during recent broadcast of State-wide Democratic primary in Georgia. WATL was booked up with WRBL, Columbus, and the station in Albany, Ga., for the event. . . . EDNA

LEE, fashion editor of *The Atlanta Journal*, has begun a series of fashion chats on WSB. It is a daily feature.

Green Bay, Wis., is really covering its local football games. WTAQ will air the Green Bay Packers, Wisconsin University and one Marquette U game. WTMJ's RUSS WINNIE will spli the professional games, with ALAN HALE of WISN, airing the college games. High school football will be aired over WBBY, Green Bay. . . . ARTHUR BRIMLEY, of WPTP's engineering staff, has returned to WWNC, Asheville, N. C., due to ill health. JOHN BOYKIN has been added to the WPTP staff to fill the vacancy. . . . ART SMITH, announcer at KRNT, Des Moines, Ia., will wed LORETTA WETTENGEL, of Appleton, Wis., October 3. . . . BILL NEVILLE, who did a song and piano act over KROC, Rochester, has joined the KSO staff. . . . LORNI WILKINSON, program director at WTAQ, is vacationing with the wife and baby daughter in Albin, Ia.

HARRIET HARRIS, former Midwest producer and writer, has checked in at KPWB, Hollywood, for similar duties. She will first do a domestic science period. . . . KMTR will have a microphone in the lobby of the Carthay Circle Theater Wednesday when *Romeo and Juliet* is given a Hollywood premiere. . . . WAYNE GRIFFIN, recently with NBC in San Francisco, has joined KHJ-DON LFE writing staff in Los Angeles. . . . HENRY WITT has resigned as commercial manager of KHJ on third anniversary of his joining the station. . . . GUS MACK and his new "western minstrels" bow in on KPWB this week with a daily period. . . . PAUL DUDLEY, newcomer to KHJ, Los Angeles, will have his first radio play aired this week. Title is *Cloudburst*, with action taking place in an air liner, a theater and a home.

CHSJ, St. John, N. B., has recently acquired the rights to the World Broadcasting System war programs, and the first commercial sponsor of these programs from that station was the firm of J. Marcus, a furniture and radio retailer, sponsoring a *Happiness Hour*. This firm had been off the air for about five months, but previously had been a heavy buyer of broadcasting time from CHSJ. . . . The Nova Scotia Exhibition Commission, under which auspices a yearly fall fair is held in Halifax, N. S., was the sponsor of a 15-minute program starting at 7:45 p.m. nightly as advertising in behalf of this year's fair, which is the official provincial exhibition. Information on the fair and its attractions was broadcast. . . . *Farmer's Forum* is the title of a new sustaining program recently introduced at CJLS, Yarmouth, N. S. . . . At the annual St. John, N. B., Fair an exhibit was jointly made by CHJS, local broadcasting entity, and the two local dailies that are affiliated with the station. Advertising was solicited at this booth by members of the newspaper staff, who are also on the station staff.

BILL MARKWARD, representative for *The Philadelphia Daily News* in Camden, N. J., microphoning at WCAM. . . . ED ROECKER, familiar vocalist on Philadelphia airlines, screen-tested and leaves radio for the Warner lots. . . . DAVE TYSON back on the announcing staff at WFIL, Philadelphia, after a summer at the Steel Pier in Atlantic City, where he directed the Kiddies' Theater. . . . WFIL, Philadelphia, pumping HELEN HUGHES' vocalizing over the Mutual net. . . . LAWRENCE WITE, radio columnist for a syndicate of New Jersey newspapers, auditioning an ether shot of air gossip at WMCA, New York. . . . WCAM airing the Camden, N. J., Electrical and Radio Show. . . . GENE MARSHALL, word splicer on WHN, New York, left his radio post for Frey & Company, New York investment house. JACK STECK replaces JIM BEGLEY as emcee for the Fréhofer amateur show on KTW, Philadelphia. . . . STECK is also teaming with FLORENCE BENDON for a boy and girl act over the Mutual web. . . . Songwriter FRANK CAPANO returns to the Philadelphia airlines for a *Song Pool* series.

HOWARD PERRY, director of radio and publicity for the Macfadden pub-

COAST to COAST
★ WALTER ★
TETLEY
Radio's Outstanding Boy Actor
FRED ALLEN 9:00 p.m. Wed. NBO
SNOW BOAT 9:00 p.m. Thur. NBO
PAUL WHITEMAN 8:30 p.m. Sun. NBO
BOBBY BENSON 9:15 p.m. Mon. WED. CBS
BUCK ROGERS 9:00 p.m. Wed. OBS
Pri. Non. Wed. OBS Pri.

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

DONALD BAIN
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UNUSUALLY LIFE-LIKE IMITATIONS OF
BIRDS, ANIMALS, WILD BEASTS, ETC.
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OH YEAH!!!
Featured COMEDIAN WITH
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Rinso and Lifebuooy Programs.

ROY ★★★
Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA
NOW 14th MONTH.
Mon to Sat. 9:30 to 10 p.m. EDT.
Sundays, 2 p.m. & 9 p.m.
GOBEY

Alexander GRAY
Baritone
Pers. Mgt. CBS Artists Bureau

ARTHUR KAY
Radio Mimic • Characterizations
Character Voice of Tenthooon Cartoons and Varied Max Fleischer Cartoons.

EDDIE PAUL

Musical Director
ROXY THEATRE, N. Y.

TOMMY DORSEY
ON TOUR.
Management M. C. A.
AND HIS ORCHESTRA

Program Reviews

EDST Unless Otherwise Indicated

Bill Cunningham

Reviewed Friday, 7-7:15 p.m. Style—Football commentator. Sponsor—Kellogg Company. Station—WVAC (Boston) and the Yankee Network.

The Boston office of N. W. Ayer & Son, Inc., under Don Gardner is going to town with this made-to-order show for New England pigskin fans, with Bill Cunningham's name emblazoned on the radio marquee. Cunningham, set sports columnist of *The Boston Post*, is one of the top authorities on gridiron tactics. His colorful wordage is read by thousands of New Englanders and is as much a part of their daily sustenance as is their morning Java. A ready-made newspaper audience throughout the Yankee Network domain will probably tune in every one of Bill Cunningham's Friday eve stanzas. On these evenings, before the kingdoms of pigskin clash, Cunningham will bring to New England's 6,500,000 football fans the spot stuff in football gossip, predictions, top New England football celebs, officials, coaches of leading colleges, individual stars, plays of each week's tussles and before the game developments selected for analysts and comment.

Kellogg selected New England for its football airings because of the deep local interest in the game. In no other section of the country is there such a large proportion of college, high and prep school teams. Saturday afternoon New England football attendance is believed to be greater in proportion than any other section in the United States.

Manner of presentation is refreshing and interestingly pro. Possesses all the qualities that make for an enjoyable air waver. In this, his maiden effort on the air, he compared, amusingly, his after-dinner speeches in full view of a sea of faces, to the ordeal of confronting a mike. Contest starts soon, with several costly prizes offered each week.

S. P.

"A. & P. Bandwagon"

Reviewed Thursday, 8-9 p.m. Style—Variety show. Sponsor—Great Atlantic & Pacific Tea Company. Station—WABC (CBS network).

Show headed by Kate Smith is out to buck the long-established Rudy Vallee hour. First effort must have failed to throw much a scare into the J. Walter Thompson camp. However, this does not mean that the A. & P. show is altogether poor, nor that it won't get a quota of listeners. This audience will have to be hard-bitten Kate Smith fans or those attracted by the pulling power of a particular guest. Generally speaking, the Smith show lacks the coordinated, smooth and brilliant type of production that has characterized the Vallee offering. The first half of the *Bandwagon* seemed amateurish in its handling whether or not it is compared to other shows of its type. First noticeable shortcoming is the absence of one dominating personality to carry the show right thru and get a strange hold on the continuity. (If any worth mentioning) and create a sense of unity. As it happened it was anybody's show, with Miss Smith, Ted Collins, the announcer or whoever took turns at the mike each doing a bit that helped to produce a disconnected sort of entertainment. Somebody ought to take the reins.

Opening sounded like a takeoff on *Town Hall Tonight*, and a dash of *Show Boat* was also thrown in, with a mumbled mention of some town in Ohio. *Town Hall Tonight* is the kind of phrase that an announcer can sink his teeth into, as it were, but for an announcer to scream *Bandwagon* is rather tough. The word just doesn't seem to lend itself to the proper resonance to be effective. Or did it need a different voice perhaps? Talent was fairly plentiful, with the comedy sock coming early when Clyde Hager, doubling as Loew's State, wowed them on both sides of the mike with his pitchman act. Hager can dish it out in a manner that gets the laughs from a real pitchman, and this is test enough and indication of the surefire wallop packed by Hager. There followed later such guests as Mr. and Mrs. Tony Canzoneri, who were interviewed after a fashion, but contributed nothing special to the strength of the show, despite the domestic angle and how Tony

"lifted" the art of pugilism to a high level or whatever it was. Babe Ruth was in another skit heard later wherein he was supposed to be a comedian. Ruth will always be an attraction for the youth of the country, yet in this particular case was sadly lacking some good material. A. J. Roblison, an A. & P. official, gave a short talk and extended his greetings to the customers and employees. Again there fell some self-bestowed praise from the show, this time ancient "radio's most beloved personality." If it is really true there is no point in telling it to an audience, and if the listener doesn't agree he is apt to resent it. Otherwise there is the band led by Jack Miller, good combination but not sounding any too full; vocal group or two did nicely, and, of course, Miss Smith offered a few numbers. Highlight was considered her rendition of *These Foolish Things Remind Me of You*, which is also a matter of personal taste, depending on whether all people like to hear a ballad dragged out for an extra minute or so.

Saving grace to great extent is the closing human-interest angle whereby \$500 is given each week to hero or heroine selected by three judges. These are Dr. James E. West, chief executive of the Boy Scouts of America and also editor of *Boy's Life* magazine; Joe Connolly, of the International News Service, and a prominent woman. Each placed a hero in nomination, while the first award went to Katherine Horn, 11-year-old girl, who threw herself in front of an oncoming sled to save two boys from being killed by a train. Talks at this point could have been made shorter and more to the point and probably will be on subsequent programs. Rather foolish idea was the release two days before the second broadcast of the name of the current winner, Frederick Duell, Boy Scout, who saved three people from drowning. After all the trouble taken on the first broadcast to ask for votes, etc., it is natural to presume that the winner would be announced first on the program and thus add a listener incentive to find out who won. Otherwise what was the idea of building it up in the show? The \$500 award will, not be missed by either Kate Smith or the A. & P., and provisions should be made also for awards to heroes who may lose their lives, with the money being given to relatives. Present plan is to have the winner present in the studio.

A. & P. credits were not hard to take and specialize on the three brands of moderately priced coffee, 8 o'clock, Bokar and Red Circle.

Stoopnagle and Budd, guests, gave the second show a terrific lift. M. H. S.

"Bill Corum Time"

Reviewed Friday, 9:30-9:45 p.m. Style—Football chatter. Sponsor—Kellogg Company. Station—WOR (network).

First of a new series in the interest of Kellogg cereals. Bill Corum is sports ed and columnist on *New York Evening Journal*. With the current football rage in radio, Corum is centering his spiel on the gridiron.

Program opened with a plug for Corum's sheet and column. Bill took the mike and, claiming to be unaudi-

Material Protection Bureau

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

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

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

tioned, got up steam. Did a couple of yawns of days of yore about Jim Thorpe and the late Frank Cavanaugh. Tried for laughs by commenting on the tongue-twisting names of boys playing for Fordham U. Twitted himself by saying he'd pick football winners same as he picks pony winners. Closing moments were diverted into a discussion of the coming World Series.

Monolog was directed at the announcer, with this lad's prop laughs striking a false note. Material was fine, being on par and similar to stuff Corum does in his daily stint. Bit about Frank Cavanaugh was particularly effective. His one handicap is a raspy monotone. Commercials at opening and closing were not overlong.

"Musical Duo"

Reviewed Sunday, 2-2:15 p.m. Style—Song and piano. Sustaining over KQV (Pittsburgh).

Musical Duo is the latest program on one of the smaller Pittsburgh stations sponsoring local talent. It is the purpose of such programs both to develop the experience of promising artists on the air and keep them in shape for possible commercials.

This one features Maxine Williams, songstress, and Jennie Dillard, pianist. Both indulge in the delivery of pop tunes concocted in the modern swing style. They furnish an entertaining if not too exciting quarter hour at a time when the average listener is in the mood for such a dish. Miss Dillard accompanies Miss Williams and offers a few piano solos of her own. The feature is blessed with speed, an admirable asset, and a trained staff announcer. While Miss Williams' voice is not out of the ordinary it is pleasing enough to attract a listening audience. S. H.

Pittsburgh Ensemble

Reviewed Sunday, 7-7:30 p.m. Style—Symphonic music. Sustaining over KDKA (NBC network).

The Pittsburgh String Symphonic Ensemble, comprising 33 pieces under the direction of Oscar del Bianco, started a series of weekly concerts. The outfit has long been a fixture on KDKA and since 1935 has attracted quite a following of listeners.

The Bianco ensemble, all capable musicians, specializes in interpretations of intimate musical literature composed for small orchestras. Several beautiful selections have been played at this hearing and, as blended by Bianco, were delivered with deep understanding and with a flare for delightful entertainment. S. H.

West Coast Notes; Ad Agencies Busy

LOS ANGELES, Sept. 26.—Cecl Underwood, who quit the local NBC production staff several weeks ago and went east in a similar capacity for the Ruthrauff & Ryan agency, will return here late this month to set up Coast offices for the agency and take over production on the new *Rinso-Lifebuoy* show starring Al Jolson. In charge of the Hollywood office, Underwood will also produce Joe Penner's period for Cocomalt. Latest addition to the Jolson show is Victor Young and his orchestra, moving from Shell Chateau period, on which Jolson also previously starred. On the *Lever Bros.* sonper are also Martha Raye and Sid Silvers, who will write material as well as perform.

Young & Rubicam Agency will have two new transcontinentals ready for spring airing. It is reported. One of the commercials is for Spud cigarette, and there's talk of the Marx Brothers doing that stint. Nature of the other period is not divulged. Raymond Rubicam, chairman of the Y. & R. board, arrives in town this week to consult with Joe and Don Stauffer, of the local office, and look over the local situation.

Bill Murray, head of the William Morris agency radio department in New York, is in town on Eddie Cantor-Texaco business and also to confer on the forthcoming Al Jolson alrer. Morris office is handling picture name bookings on the new Sears, Roebuck *Then and Now* period, and Murray will probably discuss a number of spot bookings for top names on the show, which emanates from Chicago. He is here for two weeks.

James M. Dolph, formerly with N. W. Ayer advertising agency, has been appointed Coast sales manager for CBS. Don Thornburgh announced this week. Dolph will headquarter in San Francisco.

San Francisco

SAN FRANCISCO, Sept. 26. — *Good Morning Tonight*, new 30-minute musical show, hits the NBC airlines next Tuesday under sponsorship of Albers Bros. Milling Company. Contract placed thru Erwin, Wasey & Company, Seattle, is for 13 weeks. Program, to be heard weekly at 9:30 p.m. (PST) over five NBC-Pacific Red stations, will feature Viennese music, instrumental and vocal. Johann Ormay, who is really Gyula Ormay, well-known local theater orchestra leader, is pianist-conductor of the orchestral ensemble. In addition there will be a double quartet, the personnel of which is made up entirely of soloists, all of whom will be heard from time to time individually. Initial program featured Myrtle Claire Donnelly, formerly of the San Francisco Opera Company; Edwin Imhaus and Marsden Argall, in solos and duets. Others in the vocal group are Joan Ray, Joyce Zickhardt, Gwynn and Oliver Jones and Arena Torrigino. Henry Perry, director of the Bohemian Club and Family Club musicales, will direct the vocal offerings.

Old Homestead Bakery, sponsoring *Bee Bye*, the Market Scout, over KFRC for the past year, thru Leon Livingston Advertising Agency, has renewed the six-weekly morning program for another 52 weeks. Bee, whose real name is a secret even from the press department, gives the lowdown to housewives on what is a bargain in the market each morning, also gives a few plugs for her sponsor.

Mort Werner, vocal-pianist, who has been heard over NBC and CBS, is now on KGOC with his *Open House* show every Monday at 10 pm. under sponsorship of the Abrams Company, local credit house.

KJBS, in search of a new cmsec for its early morning *Alarm Klok Klub* program, has been conducting a series of auditions for the past few weeks, with more than 300 applicants trying out for the spot. Contest is open to anyone—professional or amateur—and winner gets a steady job, succeeding Al the Dunker (E. J. Sperry), who has too many other station duties.

Juanita Tennyson, pioneer radio vocalist in these parts, who has been warbling over the Hollywood airlines for the past few years, has returned to town and taken the NBC spot vacated by Annette Hastings, who resigned to go east. Larry Keating is the new cmsec on the NBC transcontinental *Gawcree Carnival*, which hits the air Monday at 6:30 p.m., a new hour. Keating recently joined the NBC announcing staff here, coming from KGW, Portland, where he was chief announcer. He was an actor on the legit stage for 15 years.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, September 15, to Thursday, September 24, 1936, both dates inclusive.

When Did You Leave Heaven? (27) .. 25	Until Today .. 18
Sing, Baby, Sing (25) .. 24	A Fine Romance (15) .. 17
The Way You Look Tonight .. 24	You're Not the Kind (14) .. 17
I Can't Escape From You .. 23	Fancy Meeting You .. 14
Until the Real Thing Comes Along (33) 22	South Sea Island Magic .. 14
When I'm With You (17) .. 22	My Kingdom for a Kiss .. 14
Did I Remember? (28) .. 21	There Goes My Attraction .. 12
A Star Fell Out of Heaven (24) .. 20	No Regrets (16) .. 11
Bye, Bye, Baby (23) .. 19	Organ Grinder's Swing .. 10
Me and the Moon (18) .. 18	In a Sentimental Mood .. 9

SHEET MUSIC best sellers will be found on page 14.

Air Briefs

WOR, with probably the largest agrarian audience in the East, offers this audience nothing in the way of programs aimed at farmer listeners. No cattle prices, no feed and grain info, no weather reports aimed at farmers and nothing in the way of price trends. The only program that can be vaguely associated with this audience is a Radio Garden Club and even this is aimed primarily at urban listeners. Despite which farmers are still high in the lists of purchasers of WOR advertised products. Bringing forth the following reasons for WOR continuing to hold this audience. Station feels that their five newscasts daily, which programs cover the entire news field and are inestimable value to those distant from papers, is probably the prime reason. Also, their programs are mostly models of unsophistication. Thirdly, their strong signal. Last, the station is identified as Newark, N. J., which is fairly near to these listeners. Other stations with farmer designed programs and signals nearly as strong are all identified as New York City. Which little item is mighty potent to suburbanites.

J. Walter Thompson had a private detective assigned to live with A. L. Alexander all during the time of their recent squabble with WMCA over *Good Will Court* program. Flatfoot accompanied Alexander everywhere for two weeks prior to the NBC opening. . . . Bill Stewart, fan mag scribbler, is newest addition to publicity staff of Young & Rubicam. . . . Guy Lombardo is installing a ship-to-shore phone on his yacht. The 55-footer. . . . Bob Haring's *Ork* is definitely set for 13 weeks on the Hit Parade. Starts October 3 following the Harry Snider combo. . . . CBS staff has been filling out applications for transfer to the West Coast. No official request for these, but the hopefuls are filling them out. . . . Two out-of-town radio editors were in New York for a look-see. They were Darrell Martin, of *The Pittsburgh Post Gazette*, and Larry Wolters, of *The Chicago Tribune*. . . . Harry Richman was signed for six weeks on the Ken Murray program before he made his first appearance. . . . Roy Campbell takes his *Royalists* into the Drake Hotel in Chicago on October 9. NBC will pick them up from there. . . . Leading Attractions office has signed Doug Stanbury, Gladys Rice and George Rascly,

Charley Martin, radio executive at the Blow Company, is writing the Soars Roebuck program for Stack-Goble. . . . Malvin Wald, young brother of the ex-radio editor, Jerry Wald, is fresh out of college with a Phi Beta Kappa and looking for a spot to follow in Jerry's footsteps. . . . Alice Morgan, of J. Striling Gieschell staff, is now secretary to Cecil Warwick & Cecil's Mr. Youngheart.

Babe Ruth is set for another shot on the Kate Smith show. He was seriously considered as an announcer for the World Series aircasts. . . . Pete Dixon is back in town after a summer of vacationing about the Thousand Islands. . . . On October 2 the Chesterfield program shifts to an 8:30 airing with an 11:30 rebroadcast. First time this program will go in for rebroadcasts. The Philadelphia Philharmonic airing for the Bankers' Group takes their original spot.

One of the public utilities auditioned, at CBS, a one-hour program built about Stanley Walker, Gilbert Gabriel and Louis Gannett. Produced by Irving Reis. . . . Singin' Sam's WLW program, starting October 5, goes Coast-to-Coast on November 2. . . . James Clemenger, WMCA announcer, is on leave of absence to supervise production of a series of WPA pig shorts. . . . CBS booked Arthur Boran into the Great Lakes Expo. . . . Ruthrauff & Ryan picked up the option of Eileen Barton airing as Jolly Gillette on the Community Sing show. . . . The Lester Lee office shifts to new location at 247 Park avenue on October 1. . . . Loretta Lee goes touring in a Fanchon & Marco unit October 9. . . . Walter Stocklin, Benton & Bowles art

director, set a world record at the National Pistol Matches held recently at Camp Perry, O. He topped entrants from the Army, Navy, Marines and Police forces. . . . Harlan Eugene Read, commentator for WOR in the past, is now doing a WIHN commercial for Midwest Radio. . . . Franklin W. Orvin is the latest addition to the radio production department of BBDO. . . . VI Lawnhurst takes over the Wildroot program on CBS October 8. She replaces Judy Starr and will sing her ditties and play the piano. Two years ago she aired for the same sponsor on NBC. . . . Bob Carter is once again doing *Today's Winners* for a one-hour afternoon stretch over WMCA. During the baseball season the show was cut to a 15-minute stretch. . . . Wonder Bread program returns to New York October 18. Will probably air from Mecca Temple, since the General Motors program has Carnegie Hall the same evening and there is not sufficient time to permit changes. . . . Anice Ives, doing five *Women's Club* of the Air programs a week over WMOA, travels to WHAT in Philadelphia on Saturday to air the same program there. Came to New York from WHAT to get a sponsor, which she has, but Philly listeners still keep her commuting. . . . NBC house cleaning went a step further this week. The entire night staff of the mailing room was dismissed with the explanation that they had "been here too long." Word among the rest of the staff points to another reason.

RCA-PHILCO

(Continued from page 7)

the date of the assembly contract to April 25, 1935, the assembling was done by Philco, he said, the necessary material for assembling being bought from PSB in bulk. After receipt of the RCA letter April 9, 1935, threatening to terminate the licensing agreement between RCA and PSB, assembling by Philco was discontinued, he said.

Ballantyne testified that PSB bills Philco on the number of square feet occupied by Philco each month, when questioned on the separation of activities of PSB and Philco in the buildings occupied by both of them in Philadelphia. When assembling was done by Philco the employees of each of the companies had separate entrances and each firm paid its own employees.

When Philco took over the three Philco subsidiaries, New York, Illinois and California, in the reorganization, Ballantyne said, the companies had a combined deficit of about \$120,000.

At one point during the cross examination Davis commented, in replying to an objection by Morris: "We are attacking, of course, the good faith of the reorganization from every angle."

Russell L. Heberling, vice-president of Philco and executive vice-president and chairman of the board of Transstone, testified that Philco was established as a separate corporation to place it in an "unassailable" position with regard to excise taxes, royalties paid to RCA and from a competitive standpoint.

Sayre Ramsdell, another vice-president of Philco, followed Heberling on the stand and went into detail as to how he came to learn of the reorganization from Edward S. Peyton, treasurer of PSB.

Larry E. Gubb, president and general sales manager of Philco, denied that the reorganization was effected to "chisel" royalties to RCA in the suit earlier in the week.

Reynolds D. Brown Jr., PSB engineer, testified, explaining and identifying the various parts of the radio Morris offered into evidence.

A highly technical description of a complete tuned frequency radio receiver was given by Leo A. Kelley, consultant engineer, of Jackson Heights, N. Y. From a sketch he prepared, Kelley explained the components and functions of a receiver.

In opening the defense late Thursday afternoon Davis advised the chancellor that defense would be relatively short.

Defense rested without calling a witness as court opened on Friday morning. No date was set for argument. Counsel for the complainant was given four weeks in which to file briefs while counsel for RCA was given two additional weeks in which to file.

John D. Davis, chief counsel for RCA, rested on behalf of the defendant company immediately after court opened. Technically, defense opened on Thursday afternoon when Davis called two of the complainant's witnesses, Charles F. Steinruck Jr., accountant for PSB, and Reynolds D. Brown Jr., PSB engineer, back on the stand to identify several documents.

New Biz, Renewals

New York Area

CASTLE CREDIT JEWELRY CO., INC., thru Arthur Rosenberg, started Sunday, September 20, 3-3:15 p.m.—Joe Fitzpatrick, songs. WMCA.

STANDARD BRANDS, INC., thru J. Walter Thompson Company, New York; started Wednesday, September 23, 10-11 p.m. *Good Will Court*. WMCA.

GENERAL MILLS, INC., thru Simons-Michelson Company, for duration of football schedule, five minutes preceding all games. WMCA.

CONTI PRODUCTS CORP., direct, started Monday, September 28, 11:15-11:30 p.m. Monday, Wednesday, Friday for five weeks. Anice Ives, talks. WMOA.

West Coast

STANDARD OIL CO. OF CALIFORNIA, San Francisco (gas and oil), thru McCann-Erickson, Inc., San Francisco, re- (See NEW BIZ on page 62)

Chi Air Notes

By F. LANC DON MORGAN

Arthur W. (Tiny) Stowe, radio executive of the Hays-McFarland Agency, is one of radio's pioneers. His entrance in the business was almost by inscription. Back in 1924, when he was sports editing *The Dallas Times-Herald*, his boss informed him that he had purchased Station KRLD, Dallas, and that he was elected as manager. He remained there five years. In 1929 he joined the Southwestern Broadcasting Company as vice-president and general manager, leaving there in 1930 to become continuity head and emcee on KSTP, St. Paul. The following year he joined WSM, Nashville, as production manager, and in 1934 he first came to Chicago as assistant program director of WLS, leaving in 1935 to establish his own production office known as Stowe-a-Gram Productions, building shows for General Mills, Procter & Gamble and Aladdin Lamps. Two months ago he joined the Hays-McFarland staff as director of radio. Stowe is a native Texan and acquired the nickname "Tiny" (he is over 200 pounds) as a football player on the Southern Methodist University team.

Al Johnson, Walter Huston and D. W. Griffith are the names lined up for the third Sears broadcast October 1. . . . WCFL would like to increase its power from 5,000 to 50,000, but is said to have met with determined opposition from Station KJR, Seattle. . . . Both stations operate in the same channel. . . . October 3 will be a double red-letter day for Kay Kyser and his orchestra. . . . It not only marks Kyser's first radio commercial on the Elgin Watch program but is the 10th anniversary of the band. . . . The Elgin program will originate in the local NBC studios, but will pick up Ed Thorgersen, sports commentator, from New York each week for football reviews. . . . The Country Cousins, hillbilly act produced by Lillian Gordon, have been signed by NBC and make their network debut September 28. . . . Little Orphan Annie will be heard by transcriptions over the ABC chain beginning September 28. . . . Kennedy Nelson, of the WAAP staff, has postponed his vacation until late October, when he will combine his holiday with a honeymoon. . . . Herb Putran is one of the town's busiest radio writers. . . . Besides writing a new five-times-weekly show with Beas Johnson, he is doing the Junior Nurse Corps script and has been requested by Walter Hampden, famed Shakespearean actor, to turn out a script show to star Hampden. . . . The Flannery Sister shave joined WJJD to work in the supper-time show with the Cumberland Ridge Runners. . . . Ken Houghins, the Yodelin' Drifter, has replaced Salty Holmes in the WLS Prairie Ramblers Band. . . . Salty went to KNX, Hollywood, where he is working in the Crocket Family show. . . . The ABC studios have installed an elaborate sound-effects apparatus. . . . Noble Cain, of NBC, celebrated a birthday September 26.

Both Lum 'n' Abner starred in athletics during their college days and spent many of their after-business hours in Arkansas playing baseball on a team of which Lon Warnecke, Cubs' pitcher, was a member. . . . Warnecke and Dizzy Dean can always be found at a WLS Barn Dance at the Eighth Street Theater when they are in Chicago. . . . Gene Arnold and other NBC artists recently played at the Gibson (Ind.) County Fair. . . . Pat Barrett (Uncle Ezra) and Helen Stevens Fisher, of the National Farm and Home Hour, celebrated birthdays September 27. . . . Isabel Carothers (Lu, of Clara, Lu 'n' Em) celebrates hers October 3. . . . Lulu Belle and Skyland Scotty, after spending the summer touring with road-show units, are back on a daily WLS program for a cough-syrup sponsor.

BUFFALO THEATRES, INC.

BUFFALO, NEW YORK

GENERAL OFFICE
BUFFALO THEATRE BLDG.
145 MAIN STREET

September 20, 1936.

Arno, Conductor,
Shea's Buffalo Theatre Orchestra,
Buffalo, New York.

My dear Arno:

During your engagement here, I feel you have made the orchestra a much more important unit in our programs than it has ever been in the past. You have capably handled musical presentations, ranging from the more popular swing type of music to grand opera, in a manner that does great credit to yourself and the orchestra. The applause which we hear after each orchestral presentation, I am sure, is a pretty definite sign that our orchestra has, under your conductorship, become a real box-office attraction.

Very truly yours,

Vincent E. KoPaul
Vincent E. KoPaul, Pres.

ORZIO

10/7/36

Fields at \$2,500; Richman's \$3,500

NEW YORK, Sept. 28.—Benny Fields pulls into New York today from Hollywood, where he did picture work. Set to open at the Versailles October 15 for four weeks at \$2,500 weekly.

Booking is regarded as an indication of increasing night club payments to name performers. Fields' pay is regarded as tops for singles with the exception of Harry Richman, who is drawing \$3,500 at the Hollywood, where he opened last night.

Richman has just returned from his spectacular air trip to Europe and back, garnering tremendous publicity.

Herman Pirchner Expands

CLEVELAND, Sept. 26.—Herman Pirchner, local restaurateur and night life impresario, opened his No. 4 spot last week, taking over the former Klein Restaurant at Fourth and Euclid. This makes Pirchner an outstanding figure in the night life of Cleveland with the Alpine Club, the Alpine Village on Playhouse Square, the big Alpine Restaurant at the Great Lakes Exposition and the Euclid avenue spot. He plans to keep the new spot open for the American Legion rush, then close for repairs, remodeling it into a hofbrau, tavern and club of the Pirchner stripe.

Georges and Jalna Cancel Palmer House

CHICAGO, Sept. 26.—Merrill Abbott, in complete charge of productions in the Empire Room, Palmer House, yesterday announced the voluntary withdrawal of Georges and Jalna, ballroom dancers, from the forthcoming fall revue in the Empire Room.

The revue, which is to open October 1, was to present as stars Little Jack Little and his orchestra and Georges and Jalna. The dance team objected to the fact that they were billed under Little Jack Little, whose contract called for top billing.

The hotel is understood to have spent several thousand dollars in newspaper copy and other advertising matter featuring Georges and Jalna. It states a new attraction of top merit will be announced today.

Stocker With Jimmy Daley

ALBANY, Sept. 26.—Norman T. Stocker, formerly with Clements Entertainment Bureau, of Hartford, Conn., is now manager of the club department of the local Jimmy Daley office. Stocker has charge of all club and organization bookings out of Albany.

Pittsburgh Cafe Burns

PITTSBURGH, Sept. 26.—Kimmell's dance hall and cafe, near here, was burned to the ground early this week. A cigaret in the ladies' restroom believed to have started the blaze.

London Night Spots

LONDON, Sept. 21.—Dorchester Hotel, ritzy spot in Park Lane, has reopened with a fine show. Outstanding hits are scored by Lydia and Joresco, American dance team, and the Three Wiers Brothers, international comedy novelty. Lydia and Joresco score heavily on points of talent, skill, grace and presentation and their act is faultless and fascinating. The Wiers Brothers are a trio of clean-cut young men in tuxedos who offer a funny and unusual angle in sight comedy. There is an air of refinement that is as tempting as their whimsical humor and the boys add to their laurels with neat acrobatic dancing and violin playing. Act registers solidly.

Cafe de Paris has a formidable attraction in Florence Desmond, character actress, and Impressionist, who gives a scintillating show.

The Three Cossacks (Johnny Gaynor, (See LONDON NIGHT SPOTS page 14)

Extra! Band Agency Hires Music Critic

NEW YORK, Sept. 26.—Mills Artists, thru Ned Williams, head of the press department, have added a music critic to their staff, with the critic, formerly a contributor as a free lancer, continuing to write for the same musicians' trade papers as before. Critic is Helen Oakley, considered an expert on jazz and dance bands. Miss Oakley is especially well known in the Midwest.

Williams says Miss Oakley is free to write whatever she wants to about Mills-managed bands. She can, too, if she wants to, write about other top bands in the field as well. Williams says his principal worry is that people won't believe that Miss Oakley can write as she pleases—even if the band comes out second best.

Idea is similar to the system used by some French newspapers, picture critics being paid by the film producers as press agents.

Louisiana Band And Nitery News

NEW ORLEANS, Sept. 26.—Summer season brought to close last Saturday night on roof of Washington-Youree, Shreveport, with seven-act revue headed by Irving Rose and ork. Fountain Room of hotel expected to open in 30 days. Former Kit Kat Club, Mobile, Ala., has been thoroughly renovated. Reopened by John and Amy Parker as the La Corona. New night spot at Monroe, La., is the Rainbow Inn. Tommy Burch and Ben Chevallier are co-owners. Milton (See LOUISIANA BAND on page 13)

Newark Hotel Resumes

NEWARK, Sept. 26.—Sunset Room of Robert Treat Hotel opens Wednesday with Hughie Barrett and his orchestra furnishing the dance rhythms.

Night Club Reviews

Park Central Hotel, N. Y.

The new George Libby floor show is an eye-filling and pleasing affair. Using the catchy title of *Swing, Romeo, Swing*, it manages to insert the thread of a production idea, the emcee playing Romeo, while the ensemble girls recite and sing special lyrics about what a terrific affair this Romeo and Juliet had.

The girls (eight chorus and six parade) are all good lookers and their beauty is enhanced by exceptional costumes by Brooks. Opening number is a fencing dance and formation, the girls being in red and black form-accenting costumes. Their second is the prettiest and includes posing in skimpy costumes. Their last is the flashiest, the girls in Latin costumes that illuminate in the dark.

Of the specialty talent, the Tic Toc Girls, three of them, are featured and do more than hold up the closing spot. They sing spidy ditties in skillful fashion, the blonde working in comedy effects. Use special lyrics, accompanied by a male pianist.

Don Hooton is quite a versatile entertainer, offering singing, fancy roping, baton swinging, tapping and comedy chatter. His comedy attempts are weak but, generally speaking, he pleases.

The DiGitanos, boy and girl ballroom team, stand out with their sensational spinning. The boy spins the girl in breath-taking fashion. As a sock team, they're among the best.

Marlan Resnick, an amateur-contest winner, won liberal applause with her contralto voice, seasoned with an engaging lisp. Needs polish in delivery.

Show is given in front of a scrim curtain and row of footlights, which give the impression of working on a stage and do away with the distraction of a band background.

Dick Messner and 11 men provide the dance music in addition to accompanying the show. The boys offer what they call "sophisticated swing style of expressionistic dance music." Using plainer language, it's a good dance band offering rhythms that are thoroughly danceable and spicing them up with vocal, instrumental and comedy novelties. Gun Roese,

Frisco Nighteries Now Under Strict Fire Prevention Laws

SAN FRANCISCO, Sept. 26.—Long delayed night spot fire prevention ordinance was finally passed Monday by the local Board of Supervisors. Ostracized for four months, the law finally gained approval without objection. Comes up for final passage next Monday.

Without using the phrase "night club," which was objected to by hotel operators, the ordinance provides restrictions designed to safeguard guests from the hazards of fire in "establish-

ments where food and alcoholic beverages are served upon the premises and where entertainment is conducted or permitted."

Drawn as a result of the fatal Shamrock Club fire May 13, when four lives were lost and 17 persons injured, the new law prescribes safety conditions in night spots and dancing places, with particular emphasis upon size and number of exits, use of fireproof drapes and installation of adequate fire prevention equipment. Existing establishments must conform to safety regulations and an application must be approved by the health, electricity, department and the bureau of building inspection before a permit is issued for a new spot.

"We have had to make the law effective, enforceable and fair to night club owners," Fire Chief Brennan stated. "I believe that as it now stands it fulfills all requirements."

New Class Spot For Windy City

CHICAGO, Sept. 26.—A new \$150,000 theater-restaurant will be added to the many dining and dancing spots here about November 3, when the Trocadero Casino, located at Lake Shore drive and Erie street, opens its doors to the public.

The place will have a terraced dining room seating between 400 and 500 and will be open for luncheon, dinner and after-theater trade with a continuous entertainment policy and a name band.

It is rumored that Libby Holman is being sought for the first show. Backers of the enterprise are said to be from out of town.

Show in Scranton

SCRANTON, Pa., Sept. 26.—Local Jermyn Hotel is using floor shows for the first time. Jack Jenkins, proprietor, has Manfred Gotthelf and band, along with Jean and Jane Farrar, Billy White and Maria Karson, Al Klubert, Harry Sims and Pinky Meyers, and a girl line. Stanley Woolf, of New York, booked the girl talent.

Syracuse Spots Set Acts

SYRACUSE, Sept. 26.—Local bookings are starting to show signs of the increased activity due with the fall season. Jimmy Daley's office in this city, of which Irving Jacobs is manager, has set Irene Whatley, Tot Ehrens and Millie Wayne into the Town Club here; Geno Dromer and Carlos and Helene for the Candee Club, also a local spot, and the Roxianna Girls into Wonder Bar, Elmira. John Booth has been held over for his fourth week at the Moonglow here.

Argyries Bookings Heavy

ROCHESTER, Sept. 26.—Arthur Argyries, head of the Mutual Entertainment Exchange, has fully recovered from a recent illness and is now booking the following spots: Bartlett, Times Square and Brightview here; the Casino in Buffalo; Melody Gardens in Elmira; the Hill Crest Cafe and Kennedy's Inn in Binghamton, and the Rendezvous in Johnson City. Also added the Powers Hotel Taproom here recently, with Honey and Vic Gregory booked in. Esther Berke is now secretary of the agency.

Pittsburgh Agent Expands

PITTSBURGH, Sept. 26.—Don D'Carlo, of D'Carlo Entertainment Service here, is expanding into the Cleveland territory. His office, now located in the Lyceum Building, will be moved into larger quarters next month.

Arcadia, Philly, Gets Names

NEW YORK, Sept. 26.—Wayne King, who started the fall season at the Arcadia Ballroom, Philadelphia, will be followed in about a month by Ben Bernie and his crew. Hal Kemp will succeed Bernie when his stanza is completed. MCA booking the spot.

Pitts Arrangers in Union

PITTSBURGH, Sept. 26.—Following the action of other locals, musicians' union, Local No. 80 here is organizing local music arrangers and making it a union offense for union orchestras to air arrangements by non-union arrangers.

Cotton Club, N. O., Resumes

NEW ORLEANS, Sept. 26.—Cotton Club has been reopened on the Jefferson Highway. Spot has been remodeled, with modern lighting effect and enlarged cafe and dance floor. Jules Baduc and ork are featured with three-act floor show, headed by Kelya and Verte, dance team.

Philly Likes Trick Monikers

PHILADELPHIA, Sept. 26.—Play on name has caught the fancy of localites favoring the intimate and secluded spots. Benny the Bum became the byword for Benny Fogelman's haunt. Boo Boo Hoff is finding that emphasis on the nickname pays, and now Joseph Santore takes his place in the midnight sun as Joe the Boob,

pretty in looks and appealing in voice, is featured vocalist.

Crawford Adams and Paulette, violin and accordion team, play table to table during band intermissions. They are above-average musicians.

Paul Denis.

Walnut Room, Chicago

Playing to a turnaway, Phil Levant and his orchestra and a splendid floor show reopened the Walnut Room of the Bismarck Hotel Thursday night. This is a return engagement for Levant, whose popularity was attested by the great ovation he was accorded.

Levant's Band has been strengthened since he was last seen here and his danceable music is in great favor. His new vocalist, Gretchen Lee, has both pleasing personality and an excellent voice and her numbers were well received. The four McVallie Sisters give the show a fast start with several vocal numbers, followed by pleasing dance routines. Bert Granoff proves himself a much better than average emcee, and his singing of popular numbers puts him over big. Ted and Mary Taft are the most entertaining dancers seen here in a long time and quickly won the audience with their clever routines.

The orchestra numbers several clever entertainers among its personnel, both vocal and instrumental. And Phil Levant still has that million-dollar smile. Both orchestra and show were highly pleasing.

Visitors on opening night included Rita Rio; Charles Green, of Consolidated; Huak O'Hare and numerous other well knowns.

Harry's N. Y. Bar, Chicago

Harry's New York CaBarEt, established on the near North Side just outside the Loop immediately after the close of A Century of Progress, has steadily grown in popularity. Today it is one of the most heavily patronized night spots in Chicago. Charlie Hepp, the owner, says he is not a showman,

but he has admirably succeeded in giving the public what it likes in the way of entertainment, food and drink.

The floor show is not an elaborate one, but packs plenty of punch. Austin Mack's Orchestra has been providing (See NIGHT CLUB on page 20)

Beginning with the current issue, the page following the Legitimate Department (Page 20) is being devoted to reviews of new acts and orchestras caught in night spots and vaudeville theaters.

Club Chatter

LONG ISLAND NOTES: La Casina, Jamaica, spotting floor shows thru the winter. . . . **CHEZ PANCHARD,** Massapequa, will hold on thru the winter, with Gabby Podney's Ork making the music. . . . **JACK MOORHEAD'S** Edgenere, newcomer, will try to make a go of it the year round. **GRASSY POINT,** Broad Channel, will have Lestra La Mont as emcee thru the winter. La Mont has set a new record for an engagement at the resort, holding forth more than four years. **HARBOR INN,** Belle Harbor, has closed. . . . **MAX FUCHS,** manager of Ritis Park, Neponsit, is back at his chop house in West 44th street, New York. . . . **LONG BEACH** had more than 40 night spots this summer.

RUTH BRENT, Nadine and Giraldo and Helene Carol opened September 25 at the Stevens Hotel, Chicago, booked by Sligh & Tyrrell. . . . **ETTA REED** and Frankie Hyers opened September 25 at the Colony Club, Chicago. . . . **KELLER SISTERS AND LYNCH,** Johnny Wells and Cella and Ranelis open at the Yacht Club, Chicago, September 30. . . . **IVA KITCHELL** and Jennings and Murray open September 30 at the Casino, St. Paul Hotel, St. Paul. **CHARLES CARRER,** the Randalls, Stewart Johnson and Eddie Dunstader open September 29 at the Chase Hotel, St. Louis. . . . **ROMO VINCENT** and Billy and Joan Severin opened at the Greyhound Cafe, Louisville, September 25. . . . **BILLY HUDSON,** Janice Williams, Mackie, LaVallee and Paul, and Marya and Martin opened September 25 at the Jefferson Hotel, St. Louis, for the Sligh & Tyrrell office. . . . **SAMMY**

WALSH, Kay Hamilton and Fay and Wellington opened at the Lookout House, Cincinnati, September 25. . . . **SALLY GAY,** Dea Long, Grace Morgan, Johnny Hale and Wanda and Collins opened at the Park Plaza Hotel, St. Louis, September 25. . . . **COLLETTE AND BARRY** opened at the Webster Hall Hotel, Detroit, September 25.

PAUL DUKE, magician; Emily Von Loesen, dancer, and two other acts, along with Mel Hallett's Band, will open the fall season at the Hotel Commodore, New York, Friday. Booked thru MCA. . . . **CURRENT SHOW** at the Dizzy Club, New York, comprises Dick Mayers, emcee; Billy Reed, Frances Toby, Lee Martel, Kay Cardona, Bi Scudder, Polson Gardner, Jean Clark, Boopsie Marlowe and Paula Dunn. . . . **BOB CAVANAUGH** and Musio, instrumental and vocal combo, have just closed a 15-week run at the Robert Treat Hotel, Newark. Managed by Don Boone.

DICK MAYERS, singing emcee, heads the current show at the Dizzy Club, New York, with the spot adding an all-girl band within the fortnight. Unit will be Syd Kay and her Swing Sisters. Rest of the show has Billy Reed, Frances Toby, Kay Cardona, Boopsie Marlowe, Jean Clark, Lee Martel, Vi Scudder, Dolores DeMarco and a group of singing waiters. . . . **RUBBERLEGS WILLIAMS** and Freddie and Joyce will double from Leon & Eddie's into Loew's State week of October 9. . . . **JOHNNY KAYE,** who recently closed a seven-month stay at Trotts in Baltimore, has joined the Florence King unit at the Plaza Villa, Pittsburgh, as emcee. . . .

RENEE AND RONI, after four weeks at the Hotel Jermyn, Scranton, Pa., are currently holding forth in the new clubroom of the Times Square Hotel, Rochester, N. Y. . . . **CHINESE HARRY FIDDLER,** still doing his old-time Oriental characterization with an "Oh, Lady" flavor, is winding up a two-week stay at Benny Rafalo's Cat and Fiddle, Cincinnati.

IRVING EDWARDS, comedian, is back in New York after three and a half months in England and Scotland. Went over originally for four weeks. . . . **DR. SIDNEY ROSS,** magician, is now at Radio City Rainbow Room, New York, after a recent long run at the Waldorf-Astoria, New York. . . . **AMERICAN MUSIC HALL,** New York, show now includes Pope and Thompson, Harry Meehan, Alleen Cook, Litomy and Butler, Olympic Aces and Four Vespers.

JIMMY DALEY Attractions, Albany (N. Y.) office, has booked the following acts: Bordine and Carole and their line of six girls into Rudds Beach for their third date there this season; Will Mastin and Gang, featuring Little Sammy Davis, Marion Coleman, Jack and Kitty Brady, also for Rudds Beach; George Heather, Virginia Watts, Lorraine Dalzel and Gladys St. John into the Rendezvous Club, Broadalbin, N. Y.; Kay Lorraine and her Kay-Dets into the Elms, Gloversville, N. Y.; Whirling Aces into the Twin Elms, Sidney, N. Y., and the Rhythm Trio into Magic Lantern, Gloversville, N. Y.

PETER HIGGINS is heading Joe Pani's Post Lodge, Larchmont, N. Y., floor show. Harry Hill's Band, Dianne Read and Jimmie Pasquar supporting. . . . **COLLETTE AND BARRY,** dancers, will go into the Webster Hall Hotel, Detroit, Saturday. Just finished a week of canoeing and fishing in Northern Ontario. . . . **FRANKIE DONIA,** emcee, is playing in and around Chicago. Worked such spots as the Club Minuet and Club Embassy the last couple of years.

BEN FIEMAN'S Green Gables, near Hazleton, Pa., opened a new show Friday, booked by William Morris Agency, Vira Niva, Earl and Josephine Leach, Jerry and Turk, Kathleen Howard and Brook Adams in the show. . . . **FRANCES MADDOX,** Betty Jarvis, Patricia Van Alen, Elitaha Tuttle and ork opened at the Le Mirage Cafe, New York, Friday. . . . **HENRY LEWIS** is in his seventh week emceeing the Fior D'Italia, Modesto, Calif. Jack and Jill, dancers, head the six-act show. . . . **BUD SWEENEY,** former band leader and now emcee, is at the Chateau Club, Cleveland. Leaving for Miami this winter.

JACKSON, IRVING AND REEVE, who just closed a 10-week run at the Yacht Club, New York, move into the new Clover Club, in the same block, next week. . . . **KEITH CLARK,** magician, opened Friday at Lech and Eddie's, New York, along with Della Clark, dancer. **GRANT, KOSMAN AND GRANT,** novelty turn recently back from a tour abroad, preparing for their New York appearance. . . . **MENEELY AND CHAPMAN** have closed at the William Penn, Pittsburgh, and will open in a New York spot soon. . . . **FOUR QUEENS OF RHYTHM** now in their 10th week at the Copacabana, Philadelphia. Spot booked thru Jolly Joyce.

ELSIE COLE, Chicago agent, flew to Springfield, Ill., last week on business. . . . **STAN CARTER,** Ruth Hamilton, the Mary Vandas Dancers and Lorenzo Elliott opened at the Via Lago, Chicago, Monday, booked by Tommy Sacco, Chicago. . . . **JEAN ELLERT** and Fran and Susan opened at the Vine Gardens, Chicago, September 29. . . . **GIRARD AND MERCEDES,** Stanley and Hill and Marlon Hale opened at the Casino, Chicago, September 25. . . . **STEFANO AND SERENA,** Marcia Mann, the Twirlers and Lucille Gray opened at the Silver Cloud, Chicago, Friday. . . . **ELEANOR LEE,** Bonath Twins, Jimmy Dunn, Eye Evon, Lillian Lamont and Edie Fahrner opened at Von Thenen's, Chicago, the same date, booked by Hal Lawrence, Chicago.

BELLE BAKER plays her first night spot out of New York when she goes into the Club Bagdad, Providence. . . . **BENNY FIELDS** goes into the Versailles, New York, October 3 at \$2,500. . . . **PAUL SYDELL** and Spotty go into the Paradise, New York, January 1. . . . All booked by William Morris Agency.

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AND HIS ORCHESTRA

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—DON HUGHIE MARVIN—

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 back in New York again after a year on the coast and OHIOAGO.
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 Musical Comedy Dancers
 Currently at the WEBSTER HALL HOTEL, Detroit, Mich.

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 and his Country Cousins
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 "DANCE STYLISTS" and ★
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Bands and Orchestras

By JERRY FRANKEN

PAUL MEEKER opened September 7 at the Villa Moderne, Chicago, on a four-month contract. . . . **JERRY MARLOWE** and **IRMA LYON** and orchestra are at the Glass Hat, formerly the Eastman Casino, in the Congress Hotel, Chicago. . . . **BILLY SCOTT** replaced **Henri Lishon's** Orchestra at the Bon Air Country Club, Wheeling, Ill., September 23. Scott was a member of the Jack Hylton Band here, was featured trumpet player at the Chicago Theater and had a small combination at the Eastman Casino, Chicago, for a while.

HARRY SOLLOWAY, first violinist and recently with Rubinoﬀ, is forming his own orchestra. Band now in rehearsal. Future plans will be announced shortly. . . . **IRVING LEHRER** has quit the free-lance publicity field to join Joe Reichman as personal representative and manager. Bookings of the Reichman organization will continue as heretofore under the banner of MCA. . . . **BENNY GOODMAN** is playing two weeks at the Ritz-Carlton, Boston, and is picked up by WNAC, Boston, CBS outlet, for the Camel Caravan program. . . . **GUY LOMBARDO** is at Lavaggi's Flamingo Room, Back Bay, Boston. Opened September 21.

PITTSBURGH NOTES: Ruth Autenreith and her Four Jacks, musical outfit, opened an indefinite engagement at the Union Grill, succeeding Bob Schaeffer's Orchestra, which moved to Erie, Pa. . . . **WILL ROLAND** returned to the Hotel Schenley last week. . . . **EDDIE GREER** shifted from the Carlisle Club to Jack Secher's Village for a stay. . . . **PAUL PNDARVIS** reopens the Chatterbox in the William Penn Hotel October 1.

BLANCHE GALLOWAY and orchestra, in their fourth week at the Club Astoria, Baltimore, head for a two months' one-nighter tour thru Virginia, North Carolina, Georgia and Louisiana. . . . **TINY BRADSHAW** and Chick Webb follow her into the Baltimore spot. Webb plays the Apollo, New York, and Lincoln, Philadelphia, weeks of October 9 and 16, respectively, then one-nighting thru Michigan. Bookings were set by Radio Orchestra Corporation, which has also arranged for Webb to return to the Savoy Ballroom, New York, November 1. Spot may have an NBC wire then. . . . **PAUL TREMAINE** has been booked by ROC into the Coconut Grove, Washington, opening September 29. . . . **BOB NOLAN**, orchestra leader, songwriter and m. c., has been set on a four-year ticket with Educational Pictures by ROC. He'll make shorts. . . . **AL ROTH**, musical director of KMOX, St. Louis, and an ROC leader, will head cast in a few months. . . . **SKETER PALMER** has been signed by ROC to a managerial contract. Palmer, who closed recently at the Westchester Country Club, is regarded as an up and coming leader.

MORE THAN 1,000 people attended the clam bake thrown at Grover Cleveland Park, Caldwell, N. J., September 20 in honor of Joe Basile's birthday. Basile, "the brass band king," is celebrating his silver anniversary in the business this year. . . . **BLUE BARRON**, playing the Southern Tavern, Cleveland, has joined Consolidated Radio Artists' list of leaders. . . . **LEE BENNETT**, formerly with Jan Garber, is now with his own outfit, booked by Consolidated. . . . **HARRY MODANIELS**, formerly trumpeter and vocalist with Johnny Johnson, is currently at the Governor Clinton Hotel, New York, with his own band. . . . **HOD WILEY** playing the winter season at Spearin's, Dayton, O., night club.

DONALD McGRANE and his Londonaires opened September 28 at the Hotel Cleveland, Cleveland, on a booking set by Frank J. Kinsella. Band boasts of a full-fledged count as its accordionist. He is Count San Bacillo, but he goes by the plebian tag of Connie Monjoy. . . . **CLYDE LUCAS** and Clyde McCoy are making another set of shorts for Warners. McCoy opened at Roseland Ballroom, New York, September 27 for four weeks. . . . **CHARLIE BARNETT**, on a one-nighter tour, is set for Bangor, Me., and the Ritz Ballroom, Bridgeport, October 3 and 4. . . . **PAUL WIMBISH**, indie band booker, is

in Florida, while **Sonny Werblin**, of MCA, is due back this week from a vacation to South America. . . . **DOUG WHITE** and his nine-piece colored orchestra open the fall season of the Wintergarden Ballroom, Wichita, Kan. Recently finished at Monte Carlo, Green Bay, Wis.

PHILADELPHIA NEWS — **WAYNE KING**, currently at the Arcadia International House, never airs his commercials before a visual, and won't bend for local insistors. Moves his band into the club's grill and airs behind shut doors.

ALTMILLER vacates the band stand a Palumbo's Cabaret week of October 5 to front a symphony group at the Electric and Radio Show. . . . **MOE JAFFE**, writer of *Collegiate*, returns to the band biz this month, fronting an ork at the Ben Franklin Hotel. . . . Return of **JOE FRASSETTO** to the Hotel Philadelphia, after a summer at the 500 Club in Atlantic City, finds the maestro waving the wand for 11 men, where once there were seven. . . . **MUSICIANS' UNION** is calling a halt on the jam sessions sponsored by the local Hot Club. Barrelhouses by the visiting tooters in back rooms of the nighteries meant the spot was getting its entertainment on the cuff.

MAURIE SHERMAN and his orchestra, formerly at College Inn, Chicago, were selected from a list of 20 name dance orchestras to play the annual police ball at Hibbing, Minn., October 2 in Hibbing's million-dollar Memorial Hall. . . . **STANFORD ZUCKER**, of the Cleveland CRA office, sets the engagement of Harry Reser and his Cluquet Club Eskimos at Castle Farm, Cincinnati. . . . **LEE BENNETT**, who recently formed his own band under the direction of Leo Salkin, of Consolidated, Chicago, is booked to play Des Moines and other Midwestern spots.

LOS ANGELES NEWS—**HENRY KING** and ork, now on the Burns and Allen air show, goes into the Persian Room of the Plaza, New York, January 1. . . . **SANTSHI AND BUCKLEY**, girl dance team, will join Jan Garber's Band when it opens at Ambassador Coconut Grove October 5. . . . **VICTOR YOUNG** will quit NBC's Shell Chateau this fall so he can make music for Al Jolson on the new Rinso-Lifebuoy show.

Rapp Leaves Gibson; MCA Names Move In

CINCINNATI, Sept. 26.—**Barney Rapp** and his New Englanders, with Ruby Wright, closed a 14 weeks' stand on the Gibson Hotel roof here Thursday night, the third engagement of the popular group has played here in the last two years. Rapp band is playing several weeks of one-nighters thru Ohio and Michigan for Consolidated Radio Artists, Inc., before moving into a Chicago hotel for a run. With the departure of Rapp the Gibson swings back onto the MCA books after a several years' absence. Under a contract consummated last week by Frank W. Pallant, Gibson general manager, and Bill Stein and DeArv G. Barton, MCA execs, the Gibson will buck local competition this winter with a string of name attractions, opening with George Olsen October 3. Olsen remains a week and will be followed by Velez and Yolanda and their orchestra and then Ted Weems. Pavilion Caprice in the Netherland Plaza Hotel ushers in its new season October 8 with Leon Belasco's Ork, formerly handled by MCA and now on the Hockweil-O'Keefe books.

LOUISIANA BAND

(Continued from page 11)
 Cloverdale and ork and three-act floor show in for first week. Tyrolean Room of Kolb's, New Orleans, soon to reopen with big acts. Carl Lelky, named emcee for new season, has just returned from Europe and Dallas centennial booking acts and getting ideas. Reports, un denied, are that the Jung Roof in New Orleans is soon to be reopened as Class A spot, with bookings thru MCA. Spot formerly Class B, with ork under house leader.

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Music News

Among the arrivals from Europe last week was Jack Mills, local publisher, who has been away from his desk for past six weeks. He announced that he had signed contracts to take over the Cecil Lennox catalog containing a number of songs that have registered conspicuously on the other side of the Atlantic. Mills also became the owner of the American rights of *La Nuit de Nord*, a Continental tango hit.

Jack Erickson, a familiar figure in New York's Tin Pan Alley, has joined the forces of the Words and Music Company as contact man.

Fred Fisher celebrated his 36th year as songwriter last week by changing the address of his publishing house. He claims that he has written over 1,000 compositions, or about 50 annually, with at least 25 of the entire amount finding immediate sponsors. In percentage of hits he is also well up among the leaders of today.

Beatrice Mills, daughter of Irving Mills, has emulated her dad and turned songwriter. In conjunction with Willie Smith and Walter Bishop she has furnished the lyric of *I'm Out of Breath*.

According to a wire received from Bill Weiman, Walter Donovan has replaced Jack Archef as Western representative

of E. B. Marks. Weiman recently arrived in Los Angeles on a trip covering the key cities to check up on all of his firm's branches. It is not likely that there will be any other changes in the concern's personnel until he returns eastward.

Harry Warren and Al Lubin are responsible for *September in the Rain*, which will be featured in the Warner Brothers' latest musical cinema, *Melody for Two*.

In order to curtail expenditure for excess printing a couple of new firms devoted to publishing popular music are considering using just one sheet of paper for the use of professional copies. In other words, each copy of a song will hold the entire melody without resorting to the customary four sides, which has been the prevailing custom for some time. The publishers believe that this procedure will in no wise interfere with the value of the number, and figure that if any prospective singer is interested the size of the copy should not prejudice its chances of getting a "plug."

Eugene Platzman, music arranger to the trade for years, reports considerable songwriting activity among the out-of-town hopefuls. He is now catering to localities where local arrangers are not available and finds that business is good and definitely on the upgrade.

Sawyer Signs Bands

DETROIT, Sept. 28.—Duane Sawyer Musical Enterprises, which recently opened here, has affiliated with Walter Dellers, Chicago agent, who will handle Sawyer contacts in that territory. The office has also affiliated with a New York and a Miami office, and has just contracted to represent the bands of Dolph Brewer, of Cleveland; George Opincar, Frank Sidney, and Sarah Battel, now at the Orloie Theater here.

Spitalny Opens in Toledo

TOLEDO, O., Sept. 28.—Maurice Spitalny's Orchestra opens Wednesday in the Travertine Room of the Commodore Perry Hotel and will be heard over Columbia via WSPD Tuesdays and Fridays.

LONDON NIGHT SPOTS—

(Continued from page 11)

Jean Ross and Wilton Ferguson), sensational roller skaters, who were a big hit in the last Royal Command Performance, and Sherkot, inimitable droll and pantomimical comedian, are hits at the Savoy Hotel, where both acts are already favorites on account of previous successes.

Raymond Baird, unusual saxophone entertainer, clicks solidly at the Trocadero, whilst the Four Whirlwinds, breathless and daring roller skaters, and Michel and Hero, with a neat and novel melange of xylophone playing, comedy and dancing, click heavily at the Trocadero Grill Room. All three acts hail from America.

London Casino show runs merrily on with big hits registered by Emil Boreo

Rockwell-O'Keefe Jumps to 16 Bands; 9 More by Feb. 1

NEW YORK, Sept. 28.—Decision that will undoubtedly play an important part in shaping the band business in the next few years has been made by Rockwell-O'Keefe talent agency in deciding to increase its list of bands. Heretofore the firm has kept its bands down to a minimum, handling but a few name outfits. In the past fortnight, tho, several leaders have been signed to managerial contracts, the total bands handled by the office now up to 16. Intent, according to Mike Nidorf, who heads the agency's band department, is to have 25 bands under management by February 1.

Bands new to R-O'K include Carl Ravazza, Leon Belasco and Will Osborne. There are deals pending with three more leaders, but not set. Ravazza, who is conducting the unit formerly held by Tom Coakley, opened last night at the Adolphus Hotel, Dallas. Osborne goes into the New Yorker here soon. Music Corporation of America previously handled both Osborne and Belasco. Harry Romm remains as Osborne's personal rep, with Herman Bernie remaining in the same capacity for Belasco. Latter opens at the Netherland Plaza, Cincinnati, October 8.

R-O'K have set two bands for the French Casino, Lou Bring opening there this week-end and Artie Shaw, currently at the Hotel Lexington, New York, starting October 10. Don Bestor, reported as going into the Casino, is playing theaters instead. Various reports were around on the Bestor-Casino deal, one being that the Casino, allegedly, canceled him; another that there never was such a deal, and another that Bestor rejected the offer because of small pay.

R-O'K are also handling Gus Arnheim, playing the Roosevelt, New Orleans, as well as taking over Andy Kirk, Negro

as emcee; Anita Jakopi, with a peach of an acrobatic dance routine; Cilly Feindt and her white horse, and Marita Farrel, singer.

Sophie Tucker is due for an eight-week stay, commencing September 24, at the Grosvenor House.

Elizabeth Welch, colored songstress, returns to the Berkeley Hotel and is successful with a batch of good numbers. Gaston Palmer doubles here from the Savoy.

The Whirlwinds, American roller skaters, are a sensation at the Trocadero Grill Room, where they are playing an eight weeks' season. Act interpolates some smart comedy into a thrilling routine.

Wilbur Hall, American musical comedian, formerly featured with Paul Whiteman's band, is held over at the ritzy San Marco, where he clicks plenty with his quaint and skillful musical fooling.

Wes Adama and Lisa, American comedy dancers, are a successful repeat at the Dorchester, where Naunton Wayne remains as master of ceremonies.

Larry Adler, harmonica wizard, has returned to the Trocadero, where he cleans up with an act that has the patrons calling for request numbers. Olovanni, the "international pickpocket" and comedy conjurer, is also a hit here.

leader, now playing one-nighters in the Midwest. Bob Crosby opens at the Nicolet Hotel, Minneapolis, October 7, with Al Donahue going into the Book-Cadillac, Detroit, October 21. Glen Gray starts at the Congress, Chicago, October 9.

Rockwell-O'Keefe have an exclusive contract with the National Hotels (Ralph Hitz) to book these spots. The New Yorker and Lexington, New York; Adolphus, Congress, Book-Cadillac and Netherland Plaza, major spots, are on this hotel chain.

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Per 100	2.00
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NOISEMAKERS	
100 ASSORTED (Wide Variety)	\$1.00
100 ASSORTED (Wide Variety)	1.50
100 ASSORTED (Wide Variety)	2.50
TOY BALLOONS	
DESIGNED, GROSS	\$2.00
WITH EQUAWEARERS	Gross
	2.75
SERPENTINES	
1,000 IMPORTED	\$1.75
1,000 AMERICAN	2.25
MASKS	
COMIO CAROBOARD, Ass. Per 100	\$1.00
ASST. FORM PACE MASKS, Per 100	1.00
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Sheet-Music Leaders

(Week Ending September 25)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Until the Real Thing Comes Along (2)	8. A Fine Romance
2. Did I Remember? (11)	9. Empty Saddles (10)
3. When Did You Leave Heaven? (4)	10. Sing, Baby, Sing (12)
4. A Star Fell Out of Heaven (3)	11. Rendezvous With a Dream (6)
5. Me and the Moon (8)	12. Bye, Bye, Baby (5)
6. I Can't Escape From You (7)	13. I'm an Old Cowhand (11)
7. The Way You Look Tonight (13)	14. No Regrets
	15. South Sea Island Magic (15)

PHONOGRAPH RECORD best sellers will be found on page 79.

RKO Busy on Talent Buys

Booking way in advance—augmenting units with "names"—spot-booking

NEW YORK, Sept. 26.—RKO is busy buying up talent, mostly units, for its several combo houses, booking way into November. In several of the key spots, such as Boston and Cleveland, the average units are supplemented by "name" personalities. The circuit is also picking up attractions for some of its spot-booked houses, including Columbus, O., and Minneapolis.

Among the recent bookings, Major Bowes' First Anniversary unit will go into the Palace, Cleveland, October 16, and follow with the Shubert, Cincinnati, October 23, and Palace, Dayton, October 30. Noble Sissie and band opens this Friday at the Palace, Cleveland, heading a colored show which will include Fops 'n' Louie. WTG's Revue has been given several dates, opening Friday in Troy for four days, following with Schenectady October 8 for three days; Cincinnati, October 30, and Boston, November 11, for eight days, a repeat since April.

Hollywood Hotel unit will go into Boston October 15, supplemented by Herb Williams, whose unit, *The King Goes Suing*, has disbanded. *Cuban Follies* will go into Boston October 8, augmented by Mitchell and Durant, and will play Cleveland October 23. Morton Downey has been booked to play Boston week of October 22, *Folies Parisiennes* has picked up another date, the Palace, Columbus, week of October 9. *Glorified Follies* also has landed additional dates, going into Cincinnati November 6 and Dayton November 13.

Russell Patterson's *Living Models*, F. & M. show, still in rehearsal, has been booked by RKO to go into Boston the week of October 29. Boston also has picked up Fats Waller and ork for the week of November 5.

Circuit's interest in units is paramount, with the supply seemingly meeting the demand. Also on the hunt for "name" personalities to augment the shows, but the supply there is limited.

Ed Sherman Corners Philly Flesh Mart

PHILADELPHIA, Sept. 26.—Eddie Sherman is adding another local theater to his books, the Colonial, opening this Friday as a two-day stand. He also books Fay's and Carman here, full-week stands, as well as booking two white acts a week into the Lincoln Theater. With the wholesale exodus of vaude from Warner theaters here as a result of the deadlock between the musicians' union and the circuit, Sherman is now booking the only vaudefilers in town.

Among the other houses booked by Sherman are the Hippodrome and State, Baltimore, full and split-weeker; Colonial, Lancaster, three days; State, Easton, spot booking; Steel Pier, Atlantic City, two days; Broadway, Camden, Sunday stand, opening tomorrow; Broadway, Pitman, Saturdays, and two white acts a week into Sam Stiefels' colored houses, the Royal, Baltimore, and Howard, Washington, D. C.

"Folies D'Amour" in Denver

CHICAGO, Sept. 26.—Nicholas M. Bolla's *Folies D'Amour* opens its theater tour at the Denham Theater, Denver, October 2, following an engagement at the Sioux Falls Festival. In the cast are the Novelle Brothers and Sally, Wilfred DuBois, Rex Weber, Mlle. Lorraine, the Les Curries, Dorothy Woolf directing the Parisian Melodians, a girls' band, and a line of 20 girls.

Beginning with the current issue, the page following the Legitimate Department (Page 20) is being devoted to reviews of new acts and orchestras caught in night spots and vaudeville theaters.

Outdoing Berle

LONDON, Sept. 19.—An English vaude comedian who is noted as England's edition of Milton Berle from all angles recently read that a certain Broadway comic had got a two-minute laugh with a pip of a wisecrack.

The English comic immediately cabled a relative in New York to send him the gag. Back came a wire with the gag, which proved strictly neighborhood and one that could not be converted into use here.

Bert Byton Denies Story of Stranding

CHICAGO, Sept. 26.—Bert Byton, producer, and husband of Dorothy Byton, informs *The Billboard* that the news story in last week's issue headed *Unit's Nightmare on Mexican Date* is entirely erroneous and without foundation.

Byton states that Dorothy Byton has never had a show called *The 35 Platinum Blondes* and that she has never taken a show to Mexico. The *Platinum Blondes* show that stranded in Mexico was not a Byton show, he states.

The Byton show has been in and around Chicago for some time and is now in rehearsal here. It will play the Corn Palace Festival at Mitchell, S. D., next week.

Attack Made on Alda Deery

CHICAGO, Sept. 26.—Alda Deery, a member of the Joe Morris and Company vaudeville act, was found unconscious in her hotel room yesterday with a stocking knotted around her neck, the victim of an unknown intruder. Examination at the county hospital, where she was taken, also revealed that she had been hit with a brick and has a probable skull fracture but will gradually recover. The Joe Morris act played the Oriental Theater here last week and were booked to open at the Marbro Theater yesterday.

Merchandising the 'Bazooka'

NEW YORK, Sept. 26.—A deal was arranged by the William Morris Agency this week with M. M. Pochapin, of this city, for the merchandising of Bob Burns' "bazooka," novelty instrument. Burns will get a royalty on all sales, the instrument to be retailed at about 50 cents. Pochapin also merchandised the Farley-Riley "croonnet."

Actors, Musicians Win Test Cases in N. Y. Picketing

Court upholds right of unions to picket ex-vaude spots—unions claim movie grosses already hit—Philly and Los Angeles musicians threaten drive

(Continued from page 3)
or statements made on their signs are truthful.

In making his decision the judge declared policemen have a right to regulate pedestrian traffic but not to forbid it. Picketts, he declared, are allowed to walk on any part of the sidewalk just so long as they do not interfere with the access of others to the business—in this case the theaters.

Another picket was arrested for distributing buttons for the two unions. Buttons read, "Make jobs—return actors (or musicians) to theaters." Brought into Night Court, he was charged with disorderly conduct for allegedly violating an ordinance which prohibited the distribution of circulars. Judge Brodsky, however, said this ordinance applied only to commercial matter and that to prohibit distribution of these buttons would be to violate the tenet of free speech.

Three AFA members, Joyce Weaver, Vivian Allen and Vera Barfield, were likewise dismissed when brought in on disorderly conduct charges when they picketed. Jesse Noble, who was distributing *The Theater Pit*, four-page newspaper published jointly by the unions, was likewise dismissed by the police after a warning. She was calling out, a la newsboy, in front of the Palace.

While the unions were jubilant over their legal victories they were equally as pleased with reports the picket lines are pinching grosses. At the musicians' union it was said the Academy of Music on 14th street was so badly hit by picketing that it was necessary to give away 1,500 passes on a bank night. It's figured the 14th street house is more likely to feel the co-operative strength of other unions supporting the campaign than some other houses.

Local 802 and the AFA made capital out of advertisements spotted by the Capitol Theater wherein the theater announced a contest, thru *The World Telegram*, giving away dogs to those writing the best letters. *Theater Pit* said, "The Capitol Goes to Dogs." It was also al-

leged that the house yanked these ads after *Theater Pit* called attention to them.

J. K. Emmett, manager of the house, denied any ads were killed because of the musicians' paper. He said it was another publicity step started by Ben Berkowich, house press agent, and that there'd be more of the same. He said the house has given away plenty of things in the past, "including passes."

Both unions appear to distrust the published attitude of the circuits, wherein, it is claimed, the circuits fail to see the need for picketing, but would prefer to get together and attempt to work out deals. The unions feel this is a smoke-screen thrown up by the circuits; that there has been ample opportunity to confer; that it is not too late to confer and that the unions will confer any time the circuits show a willingness to do business.

PHILADELPHIA, Sept. 26.—A blueprint of the campaign started by the musicians and actors in New York is being planned by the local musicians' union.

Battle will be centered against Warners, whose circuit has monopolized the entire pix field. Union is demanding a security pact for the nabe houses before dealing with the first-runs. But the movie moguls are primarily interested in protecting picture rental percentages, and would just as lief keep the houses on a straight pix policy. Fox Theater, first-run newly acquired by Warner, canned its flesh earlier in the month, and on Friday the Earle Theater takes on the same policy. Making the main stem a vaudeless sector. After that date the Indie Carmen and Fay's, nabe houses, will be the only film-flesh combos in the city.

Radio Station WCAU, also in the rebel class, has joined Warners and put the pout up to Mayor S. Davis Wilson, charging the musicians' union is causing employment losses to musicians and actors. Hizzoner appointed M. Herbert Syme, attorney, to investigate the impasse for a ruling before his labor relations board.

Anthony A. Tomel, musicians' union prexy, says he welcomes the entrance of municipal officers. Wilson has entered into previous squabbles, each time his sympathies being with the union. In fact, Wilson was the first city head to curb police and firemen bands, leaving it with the union to decide whether a job using the city musicians was a competitive engagement.

Tomel's arguments for the labor relations board will claim Warners is decreasing employment opportunities for musicians and actors. Not only is the company getting rid of live entertainment, Tomel contends, but it is cheating the public by grabbing up all available houses and forcing a straight picture policy. Warners recently added the Towers, Nixon, Roosevelt and Frankford theaters. Further, he says, by wielding a blackjack over indie exhibitors thru control over picture bookings Warners has scared indies looking upon vaude as a succor in a highly monopolized field.

Tomel is prepared to show he offered (See ACTORS, MUSICIANS on page 17)

Balto Union Will Ask for Back Pay

BALTIMORE, Sept. 26.—Nothing definite has been decided yet on negotiations between the musicians' union here and Loew's for the return of stage shows at the Century Theater. According to report, house is anxious to reinstate shows inasmuch as grosses have suffered, affected by the combo policy of the nearby Hippodrome Theater.

One of the hitches in Loew's return to stage shows is the demand of the musicians for back salaries as of September 1. When the Hippodrome successfully completed its negotiations with the musicians a clause was inserted into the contract to the effect that the union would make that demand of Loew.

Vaudeville Notes

NEC is putting out a second *Radio Follies*, with Paramount having it booked for the week of October 9 at the Michigan, Detroit. . . . Dave Apollon has been given additional dates by Paramount, going into Detroit October 23 and Chicago the week following. . . . Eric Madriguera will go into the New York Paramount following the Will Osborne engagement, with Clyde Lucas following Madriguera's stay. . . . Seror Twins and Melita have joined Andre Lasky's *French Revue*, which is booked for Mexican dates. . . . Ken Maynard's appearance at the Knickerbocker Theater, Columbus, O., September 13, broke all house records. Acts on the bill with him were Van and Walker, Peggy Steele and Jimmie Hall and Johnnie Colburn.

GRACE M. FISHER, managing director of the Maryland Theater, Cumberland, Md., was in Pittsburgh last week arranging for shows with Sid Marke, booker with the National Theatrical Exchange. Miss Fisher stated that she will play stage bills three days of the week and intends to use leading units.

PARAMOUNT will tender a luncheon Wednesday (30) to Dick Merrill, fier, inviting Boston newspaper men. Merrill will fly them back to Boston for his appearance at the Metropolitan Friday. Dick Henry, of the Morris Agency, will leave Europe this week on the *De France*, returning to New York October 6, a week later than he anticipated. Eddie Halson has moved his New York office from the Bond Building to a West 46th street address. Cirillo Brothers appeared with the *Centennial Follies* recently in Hershey, Pa., not Pappy, Zeke and Ezra. Benny

Rubin is readying a radio show for vaude and it opens Friday at Fay's, Philadelphia.

DAVE SMASON has laid aside his baton as leader of the Oriental Theater orchestra, Chicago, where he has been for three years, and is now sales manager of an automobile agency. He has been succeeded by Cecil Davidson, formerly at the Uptown Theater.

Phyllis Dare, featured in the *Five Wonder Girls* act, painfully went thru every show at the State-Lake Theater, Chicago, last week after having badly sprained her ankle the first part of the week. . . . Rosemary Calvin, of the act of the Calvins and Rosemary, has joined Floyd Snyder's Band as featured vocalist.

JACK PARTINGTON left New York for St. Louis Tuesday to look over the F. & M. situation there. Hal Kamp and ork go into the Metropolitan, Boston, October 16, but won't pay Sunday because of his broadcast.

Paramount has booked the Major Bowes first anniversary show, without the band, opening Friday at the Marbro, Chicago, and going into Buffalo October 9. F. & M. Stageshow has closed a deal to furnish a show for the American Petroleum Institute November 11 at the Stevens Hotel, Chicago. Leon Errol and his unit are heading eastward via combo house bookings.

De Carlos and Granada, dance team, recently returned from a tour of South America and the West Indies. They are now in New York rehearsing three new routines. Marita, doing the latest rumba, *La Conga*, is current at the Cervantes Theater, New York.

Loew's State, New York
(Reviewed Friday Evening, Sept. 25)

Headed by Don Bestor and his ork, the State show this week is not spectacular but suffices for an entertainment session of 78 minutes. Emo Troupe, a solid Oriental act with three girls and two men, starts the bill. Feature of the turn is Risley work, two of the girls doing the familiar parasol routine beautifully. Pech stunts by the men, one of whom also does a Risley routine with the third girl, vary the act. Closed to a very good hand and is a first-rate lead-off turn.

Deuce spot to Reis and Dunn, male vocalists, heard over CBS and NBC. Dunn doubles at the piano, and both harmonize with *Let Yourself Go* and two parodies, the first of which is an account of an amorous adventure, much too long to be continuously funny, and the second a really humorous version of *Until the Right Thing Comes Along*. Final offering, which brought a good hand, was a series of snatches of tunes introduced by the team over the air, including *This Little Piggy, If I Could Be With You, Object of My Affection, Moon Over Miami* and *Bye Bye Baby*.

Stuart and Martin, a rather new combination, Stuart formerly being of Stuart and Lash and Stuart and Samuels, offer variegated comedy and click. Included in the business are hoke musician turns, gags, instrumental work by Martin on the guitar and ukulele, a burlesque on *The Shadow* by Stuart and the old get-acquainted turn, the girl in the last being a good looker yclept Tip-py. Team has plenty of stuff, is well balanced and goes along nicely without any slowing up. Received a fine sendoff here.

Bestor's Ork closed and impressed as a very nice outfit, lacking in nothing but showmanship. Arrangements are definitely refined and quiet and offer a relief from some of the more blaring orks. Outside of the specialties, Bestor's men clicked best in *Organ Grinder's Swing*, a tune with originality delivered with great delicacy. Neal Buckley, sing-

ing Cole Porter's sock tune, *Nick and Day*, did not get the hand he deserved. Renders his stuff with beautiful enunciation, tone and poise, and seems one of the best to this reporter. Mario and Desha, a ballroom team with something of a statuesque, subdued style, come thru okh in two numbers, the best of which, a waltz, was done to classic music. Russel Moss, one of the ork men, delivers a tricky harmonic arrangement of *Sweet Sue* and begged off with a few bows, and Charles (Ducky) Yontz, ork trumpeter, sings two novelties, *Who's Afraid of the Bogeyman* and *Jimmy Had a Nicket*, both delivered in his high-pitched child's voice. Soaked with both, but particularly the second, with which he encored. Bestor plays a few tunes on the vibrabarpe, scoring well.

Picture, *Gorgeous Hussy* (MGM). Business good. PAUL ACKERMAN.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Sept. 26)

Condos Brothers were an excellent opener. These two boys rank among the topnotchers when it comes to tap dancing. Their session of fast stepping, their nifty routine while seated and the great off-time tapping without music sent them off to heavy applause.

Earl, Jack and Betty, talented roller-skate trio, dished out a fast line of skating, highlighted by the feet-to-neck tricks and the one-leg turns of Jack. The fun came fast and furious when two boys, a girl and a fat woman came from the audience to be taken for rides, and the act left to a very good hand.

Milton Douglas and Company were next. Douglas starts off with some talk and things are pretty quiet with the audience until the stooge in the audience starts crossfiring with him. Some of the best stuff is with the girl, but Douglas needs material. Rerouting would help, as would the elimination of the weak stuff.

The Stage Band Revue opened with the State-Lake Sweethearts doing a routine, in which the Kennelly Twins

stepped from the line to do a bit of solo tapping. Edith Lang sang four numbers in the next spot, some of which she accompanied herself on the guitar, and drew a good hand. The Rozanas Trio, two girls and a boy about 10 years old, were a sensation with their tap work and excellent acrobatics. The youngsters work like veterans and some of their gymnastic tricks would be a credit to much older performers. A hit.

Wally Ward and Mitzl Milford had little trouble in chalking up a hit with their swell comedy. Ward carries most of the act with his antics, imitations and piano playing, and Mitzl Milford is an excellent foil and a good little comedienne, too.

The State-Lake Sweethearts closed the show with a cleverly done football routine. F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, Sept. 25)

Benny Meroff and his gang, with 1936's contribution to the crop of Miss America peaches, provide a cheer-provoking swan song to vaudeville at the Earle. Warner Brothers and the musicians' union are no nearer an amicable agreement than China and Japan and after the last show mainstem becomes a vaudeless sector. With a weakie celluloid, *Lady, Be Careful* (Paramount), mob that almost packed the house on opening show was lued in its praise for the Meroff-made merriment. Clocked at five minutes less the hour and they yelled for more. House is going to have one sweet job reconciling patronage to fact that flesh is no longer mainstay of Earle entertainment.

Current offering is fashioned as a revue with singers and dancers, but it's all Meroff and his men. Instrumentation numbers 14, with a goodly sprinkling of merry-manics among the musketers. No. 1 candidate for the strait-jacket is Benny's bad boy, Jack Marshall, who among all other things plays the trombone. Aided and abetted in the commitment of misdemeanors and a felony or two is the trumpet-tooting Larry Powell. And Meroff does his usual banner job as interne for the imps. Musically, the band is up to snuff, exercising the swing motif in its sharps and flats.

Rose Coyle, who copped the bathing beauty title, is brought in by the management as an extra adder. Steps out in royal robes and threatens to do something. Unfortunately, she makes her threat good. Song would hardly do justice to an amateur program on a one-lung radio station and tap tier is strictly in the dancing school groove.

Meroff brings along his own diversions. Miss Sonia does the throaty torch tunes, turning up twice. Florence Gast smashes thru with a mimed sing all wrapped up in a comic conch, Meroff ever on the assist.

Of the dancers, Peter Roy, colored youngster, is the show-stopper. A t. n. t. tapper, be it with dents or on the toes. Santino and Lorena, mixed team, add South American ballroomology. Working in front of the band, lack of floor space crowds the routines and minimizes vent to expression in the dance. Notwithstanding, team clicks. Babs Laval completes the roll with pretzel bends.

Benny Meroff keeps in the spotlight thru it all. Not only rates it, but earns it. Paces the proceedings, never allowing for a letdown. Adds his own and gets as much fun out of it as those across the lights. And after it's all over no one is caught sitting on his hands. ORO.

Loew's Grand, N. Y.

(Reviewed Friday Evening, Sept. 25)

A fair vaude show this week. Since installing Friday-to-Monday vaude five weeks ago, this house has been doing heavy business—even tho the vaude has not been especially good. A showing spot for Loew, it uses two or three new turns on each bill, which might explain. Not only that, but production effects are usually skimpy, the acts apparently not affording to bring in too much special stuff.

Opening turn was Janet May. She is a shapely little brunet who goes up on the rings and the rope and performs graceful maneuvers, climaxing with a series of one-arm swingovers. Did 61, by actual count, when caught. An applause getter.

Then came Joseph Martin, an ingratiating tenor from WHN. He offered *Did I Remember?*, *Song of Songs*, *Let's Sing Again* and, since he is a tenor, that old



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familiar, *When Irish Eyes Are Smiling*, for an encore. He has a sweet voice that can also sustain high notes. As for delivery, he is too wooden, standing stiffly at the mike throat.

Val Vox and Emily Walters, that familiar but still good ventriloquist team, had no trouble making the customers laugh. Vox's trick voice throwing, including smoking and drinking bits, and Miss Walters' well-known baby cry number went over big. The dialog and bits are cute, too.

Frank and Peter Trado are back with an almost-new turn. The twins clown rather delightfully, being especially funny in the movie house bit and the tall man number. They manage to get away from conventional comedy routines, which is something to rave about. Went over nicely.

Jack Seymour, five-people flash, pleased. A sister team offers simultaneous dancing and other nimble tap styles; a brunet acrobatic girl provides sock floorwork; another girl accompanies at the piano; and a lanky youth pulled big applause with his agile eccentric stepping. Supporting cast is listed as Adie Miller, Van Twins and Doris Stapleton. Film was *Picadilly Jim* (MGM). Business excellent. PAUL DENIS.

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 25) Major Bowes' first anniversary show, a double unit, holds the boards this week. Originally booked into the Oriental Theater, the show was switched to this house when the picture it had hoped would draw another week was yanked. Unlike other Bowes units that have come this way, the Major has mounted this one with a special attractive set. Besides the amateurs, there is a band of 14 batoned by Al Evans, who also acts as emcee.

The band opened with a fantasy on *Sing, Sing, Sing* and was followed by Pearl Robbins with a neat rhythm toe dance. The Eagles' Harmonica Sextet did *Nagasaki* and *Blue Prelude*, and then Bill Broadway, boy soprano, went over big with *Rosea of Picardy* and the *Italian Street Song*. The three Kelly Sisters harmonized on *But Definitely*, and the Nelson Brothers, novelty instrumental quartet, did several numbers on numerous instruments and took a big hand. Smoky Joe was next and proved a young man with full control of a clever pair of feet. His novelty tap routines were one of the hits of the afternoon.

Joe Stevens, a lad with a good voice, did a popular tune, and Catherine Green, soprano, sang the *Bell Song* from *Lakme* to gratifying applause. Sarah Berner was a bright spot on the bill with her impressions, the best of which was the one of Fanny Brice. Big band. Jack Littman drew a variety of instruments from his clothes, among which were a flute, ocarina, harmonica, clarinet, violin and sax, and left to nice applause. The finale had everyone on for the curtain.

Somebody ought to show these amateurs how to make up. Most of them look like Indians with their war paint on. F. LANGDON MORGAN.

St. Louis, St. Louis

(Reviewed Friday Evening, Sept. 25) Stage show opens with the Roxeyettes, dancing chorus, which has made such a hit with St. Louisans since the reopening of this theater a month ago, doing another one of their corking routines before a novel setting to the music sup-

plied by Freddy Mack and his Swing Band, also on the stage.

Bernice and Judy, youthful damsels, do some fast acrobatic dancing, featuring double somersaulting in unison without touching their hands to the floor. The girls make a neat appearance and are nice steppers.

Larry Blake has a different style of monolog and is a real mimic, putting over his stuff in an entirely new manner. His impersonations of prominent people, using the respective dialects and expressions of the individuals, are really worthwhile. He works smoothly before a mike.

Following another attractive ensemble number by the Roxeyettes in which Judy, of the team of Bernice and Judy, is featured in a solo acrobatic dance. Pappy, Zeb, Ezra and Elton present their offering. This quartet has gained fame in the last several years over the ether channels with their hillbilly program of songs. Pappy does the introducing of the various numbers and joins in the quartet's harmony singing. Ezra is the possessor of a fine voice and sings two songs in masterful style. He also does a little girl impersonation which is a knockout. Elton, 10-year-old youth, ranks tops among the present-day yodelers. He, too, brought down the house, as did Ezra with his singing. Zeb furnishes the comedy for the quartet with his hillbilly actions.

The grand finale was a hillbilly singing and dancing ensemble number by the Roxeyettes, featuring the aforementioned quartet.

On the screen, *Girls' Dormitory* and the *Louis-Ettore* fight pictures. FRANK B. JOERLING.

Metropolitan, Boston

(Reviewed Friday Afternoon, Sept. 25) The gals got to the Met early this morning to grab the proscenium seats for a good peep at John Boles, headlining this week's flesh show. Following a belated opening that got the giggles from the patrons, with curtains opening and closing and the ork bewildered, a wobbly *Red Shadow Presentation* with warbling supers was a prolog to Boles' appearance. Seemingly he arrived to this theater none too soon. However, Boles increased the pitter-patter of the femme hearts for a 10-minute session, punching out with *Desert Song*, *Simple Things in Life* and *Little Rose of the Rancho*. Encoored with *Suppose I Had Never Met You*. His vocalizing and handsomeness got over the footlights okeh, but his stance and posture were very tight.

An hour-long presentation of Fred Allen's *Town Hall Tonight*, emceed by jovial Uncle Jim Harkins, was an average amateur show with nothing in particular to rave about, altho of the 12 acts one, Norma Ruggo, sopranoing *One Fine Day*, clicked for nice applause, and the Four Dukes, ork imitators, begged off with the swell mitt-slapping they earned. Other bits were Andy Kennedy spooning to *Is It True What They Say About Dixie?*, using three sets of spoons via hand and mouth. Amusing bit was his haircut-spooning Uncle Jim, winding up with novel shave. Margey Roday okehed with a Bill Robinson imitation and her conception of a train trip. Joe Potts sound effected with a fog horn, cow, gas engine, airplane, short-wave radio, bottle of champagne, circus noises and the warbling of a chicken soprano for chuckles. Ben Kazmier was next with Tommy, the "talking bird," which didn't after three amusing stage tricks. Bird was finally jugged thru the orchestra to the lobby, where Kazmier was sure the bird would talk. Jimmy Bolster tapped with his teeth and then worked a Hal LeRoy on a raised platform to *Write Myself a Letter*, winding up with a stage routine and a couple of okeh twists and knee splits.

Vincente Pieronne fiddled with *Black Eyes*. Charles Ryan bartoned *Empty Saddles*. Tommy Curran harmonicaed the same Nola bit with which he won on NBC a trio of weeks back. Paired with Mickey Koprel, they duoad a low-down *When Day Is Done*. At this juncture Uncle Jim introduced two Johns-Manville applause meter reps who took charge of decibality readings of the previous week's WMEX-Met-American (Hearst)-Fred Allen auditions winners. The Four Kings and a Queen got 73 decibals with *Sing, Sing, Sing*, but Irene Perry, pert tapster was socko with *Is It True What They Say About Dixie?*, who, despite the 69-decibal reading, got more applause and worked a nice routine. Lillian Collins, disguised

in street-urchin clothes, okehed with coon *Shoe Shine Boy*.

An inverted backstage drop windowed with imitations by Ray Janis, as Groucho Marx; Ben Frommer, as Eddie Robinson; Eddie Lewis, as Eddie Cantor; Harry Wexler a la Henry Armetta, and such closed the show.

Give Me Your Heart (Warner Bros.) is the picture. Good biz at catch. SID PAINE.

Paramount, New York

(Reviewed Wednesday Evening, Sept. 23) Doesn't seem possible that the Will Osbornes and the Osborne Band, current at the Paramount, can be the same two entities that have been around these years. Forsaking practically in toto his nasology, his extreme reserve on the stage and—much to his own benefit—that aura of somnolence that once surrounded his stage shows, Osborne and his outfit now shape up as one of the best attractions around. There have been very few shows at the Paramount since it started its stage-band policy that can top the efforts of Osborne and company. It's been a recognized fact in musicians' table talk that within the last year Osborne has improved his band from every angle a few thousand per cent. He is now a leader who lets himself be kidded, plays to the customers all the way and has an orchestra that is bound to be eminently successful as a commercial outfit.

Osborne also can serve as an object lesson to some other leaders around who, like Will, feature a definite musical style. With Osbornes it's "slide music," mainly out of his three-trombone section. With others it's this and that or rippling or something. But Osbornes doesn't play only that style. Doesn't shove it down the throats of his listeners. As a result the slide stuff retains its novelty, altho it's really nothing new, and also as a result after a half hour one hasn't had enough. That slide stuff, as Dick Rogers explains it by way of a song, is known musically as glissando, gliding from note to note, with the trombones mainly tooted into megaphones. Effect is the same it seems on the slip horn as on a trumpet when tooted into a derby. It's always interesting. Band plays with color, depth and rhythm. Plenty good for hoofing.

Other acts are Dick and Dorothy Rogers, part of the Osbornes unit; Pete, Peaches and Duke, and Lela Moore. The two Rogers sing together and apart, well on both ends, with the boy coming back for a laugh-getting session. Packs personality and mugs, jumps, cavorts and generally carries on in the way audiences like. Pete, Peaches and Duke are standard excellence in their precision hoofery. Miss Moore has an unusual act. Dressed on her right side as a woman and her left as a man, she does a dance wherein she makes love to herself. She has it down to a T, and it's productive of laughs and an unusual stage bit. But the big news is still the changed Osbornes. He should wind up as a bigger attraction than he ever was.

Picture, *The Texas Rangers*, and house good. JERRY FRANKEN.

Folly, Brooklyn

(Reviewed Wednesday Evening, Sept. 23) Lasting approximately 71 minutes and billed as *Streets of Paris*, the Folly's stage show this week possesses more than average talent. Production is in more or less revue form, with Al Mitchell's Ork on the stage, Bobby Rollins emceeing and the 10 Tony Mendez girls, recently at Luna Park, coming thru with a few chorus routines. Following Mitchell's introduction of his bandsmen, all of whom do short solos, Marshall Montgomery, ventriloquist recently seen at the Apollo, where he was billed as Sir Alfred Marshall, comes on to go thru a fine exhibition.

He works with a dummy, does the usual assortment of repartee, singing, whistling with a gag in his mouth, etc., and in addition has a swell line of gags. One of the best bits is a drunk turn by the dummy, who winds up snoring. Act clicked very well.

Johnny Convey and Girl present an act with plenty of hoke, gagging and a fine eccentric dance by Convey, which is the outstanding business of the turn. Done to the *Birth of the Blues* music, it is weird soft-shoe stuff, fading into slow motion, and gets over very well. Gal puts over nicely a novelty, *I'm a Chiropractor's Daughter*, and both sock in an Astaire-Rogers burlesque.

Bobby Rollins, emcee, follows a fan dance by the Mendez lovelies and sings *When It's Twilight on the Trail* and a

medley of European songs, including *Dark Eyes*, *Wild Irish Rose*, *O Sole Mio*, etc. Fared okeh.

Turnbull and Martin, male acrobats, are one of the smoothest teams seen in a long while. Act is never boring; they work continuously, mostly doing difficult hand-to-hand routines, some of which are knockouts. Closer is a hoop-jumping turn beautifully executed. Should fit most any bill.

Ray and Harrison, comic comedy team, offer fast patter, a mixed recitation by the woman, a burlesqued ballroom turn, a soft-shoe hoofing bit by the man, all of which clicked and brought them a roaring hand.

The Mendez lassies closed with a catchy routine.

Fix was Counterfeit. Business good. PAUL ACKERMAN.

ACTORS, MUSICIANS

(Continued from page 15)

to string along with Warners and permit musicians to play on a percentage basis, providing live entertainment was offered. But the circuit would have none of it, sticking to its original contention that the music pay roll made vaude a losing proposition. Tomei revealed that his offer still stands, not only to Warners but any exhibitor.

A significant feature is the possum playing of the local press. With Warners wielding an advertising budget as a hammer papers are playing dumb, editorially and otherwise.

LOS ANGELES, Sept. 28.—Following the lead of New York's Local 802 of the American Federation of Musicians and the American Federation of Actors in their drive to restore live vaude and music to straight film houses, board of directors of Local 47, American Federation of Musicians, discussed the situation at several meetings here this week and are awaiting plans regarding the campaign procedure being followed in the East. Probability is that the local's board will discuss the issue several weeks before taking definite action in this sector.

Only three local film theaters are using members of Local 47 for stage shows. They are the Paramount, Orpheum and Manchester, last named a split-week. Other flesh shows in town, such as Main street burly spots, are nonunion thruout. Houses previously using stage shows include Loew's State, REO Filistreet, Gramman's Chinese, Warner's Hollywood and Warner's Downtown.

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Equity Pressed by Demands Of Members on WPA Project

Gillmore says "malcontents" make charges "not founded on fact"—defends attitude on new WPA ruling—fuss again over junior amendment

NEW YORK, Sept. 25. — Frank Gillmore, Equity president, queried as to Equity's quarterly meeting at the Hotel Astor September 21, attended by 578 members of the association, stated that the discussion from the floor seemed to be monopolized by WPA workers and that it was difficult to satisfy malcontents who make anti-administration charges not founded on fact. Chief among the subjects of controversy were the questions of proper protection for Equity-WPA actors, in view of the recently ordered cut in the non-relief quota; the proposed junior amendment ruling, requiring 50 weeks of paid work; salary minimums, and the financial statement for the year ended March 31.

Charges made are to be investigated, but regarding the first-mentioned, protection of WPA workers, it is felt in most sources that the panicky attitude evidenced by the complainants was unjustified and premature, the whole matter simmering down to nothing more than a tempest in a teapot and the Washington mission of the Committee of Action apparently taking on the aspect of a fool's errand. Gillmore claims that, cognizant of this fact, he did not see fit to send an Equity representative along with the collective protestants. Thus far no dismissal slips have been handed in to F. J. Blunkall, who takes care of Equity's WPA interests, and Gillmore has been assured that none are likely to be handed in. Investigation showed that a cut from 25 to 10 per cent was impossible, because the quota of non-relievers had never attained that high proportion.

The question of the amendment to the constitution, requiring 50 weeks of paid work before senior status is granted, has been pending a long time, has created great controversy and will continue to do so until it is settled October 16 when the nation-wide referendum will be completed.

The objection to Executive Secretary Paul Dullzell's financial report, in which a committee claimed that \$25,000 could be sliced off the association's yearly expense account, has been dismissed by the council. The vote of the committee for acceptance of the statement was four out of five.

Council has been delegated to consider the single salary minimum of \$40 for juniors and seniors and, altho a committee was named on Tuesday to study the matter, it is unlikely that anything will be accomplished in the near future, owing to the press of other business.

Other business of the council relates to the much-bruited-about significance of the informal Equity meetings. A resolution has been passed stating that any votes taken will be regarded "as an expression of the sense of the meeting," but that these votes are not to be considered mandatory on the council, the chief reason for this being that under Equity's constitution only paid-up members have the right to vote. At the last informal meeting only about 50 per cent of those attending were in good standing.

Try-Out Role Basis of Arb

NEW YORK, Sept. 26.—Dispute between William David, actor, and D. A. Doran, producer, involving David's contract for a role in the Broadway production of *Seen But Not Heard*, will probably be heard by the American Arbitration Association next week.

David, who played in the summer try-out of the play at the Red Barn, Locust Valley, and was released when the management was casting the New York production, is backed by Equity in his contention that the contract specifically provides that an actor re-engaged for a part previously played cannot be let out without two weeks' salary. It is averred a tryout contract is not the same as a production contract.

Majestic, Chi, May Reopen as Legit House

CHICAGO, Sept. 26.—If negotiations now being conducted by Meyer Cohen are brought to a successful conclusion the Majestic Theater here, long dark, will reopen as a legitimate house.

It was divulged that Cohen has been after a six-month lease on the theater, with an option for three years, and that he plans to reopen the house with the original New York production of *Moon Over Mulberry Street*, with two or three cast changes.

It is said that he intends to bring the show in for six weeks at \$1 top, to be followed by a superdramatic stock policy, using guest stars. This, it is understood, would be much on the order of Robert Henderson's annual Ann Arbor dramatic festivals. The Lehmann Estate will entirely redecorate the Majestic in the event that Cohen leases it.

Fox-Locust, Philly, Looks Set for Legit

PHILADELPHIA, Sept. 26.—With Mitten Bank trustees reneging on coin outlay for conversion of Fox-Locust Theater into a French Casino type niterie, house will undoubtedly enter the legit field this season. Was formerly a pix palace for Fox film road shows. Now dickering over percentage rentals, ready to unshutter the house with *Dead End*.

While announcement of house's fate is not forthcoming from the bank directors, University of Pennsylvania is peddling duets among the grads for the Mask and Wig production for a turkey week showing at the Fox-Locust. College boys formerly showed at the Garrick, now dark. The New Theater, leftist labor group, plans a full-lengther for a December date, Fox-Locust being mentioned as the house. In addition local WPA Theater Project is shopping around for a playhouse, designs being centered on this spot.

League Eyes New Arbiter

Expected to oke Fleischer, however—begins work Oct. 5—Munsell, Silcox subbing

NEW YORK, Sept. 26.—Tho the Dramatists' Guild's appointment of Sidney R. Fleischer, law partner of the late Joseph P. Bickerton, to the post of arbiter-negotiator for the sale of plays to the screen becomes effective immediately as far as deals for plays produced under the new agreement are concerned, and altho the Guild's disposition of the job is regarded generally as an accepted fact, the League of New York Theaters nevertheless retains the right to reject the Guild's choice by a two-thirds vote, according to Dr. Henry Moskowitz, its executive adviser.

When queried recently, Dr. Moskowitz stated his association had not as yet been formally notified of Fleischer's appointment, but undoubtedly would be adding that the managers were open-minded about Fleischer and intended to get in touch with him within the next few days to size up his point of view and qualifications before taking any action. In all probability, Fleischer's appointment will be ratified, as it is felt that his work with Bickerton, who formerly held the post, should fit him for the job.

Warren Munsell, business manager of the Theater Guild, and Lulise Silcox, executive secretary of the Dramatists' Guild, both of whom were designated to fill temporarily the breach created by the death of Bickerton, will continue to handle business dealing with plays produced under the old agreement until October 5, on which date Fleischer will take up this angle of the job in addition to his current duties pertaining to plays produced under the new agreement.

"Blues" Hub Tryout

BOSTON, Sept. 26.—Boston musical comedy season will get under way October 7 with the world premiere of Vin-ton Freedley's latest production, *Red, Hot and Blue*, at the Colonial Theater. Boston and New York are the only cities in which *Red, Hot and Blue* will be boarded this season.

The Hub engagement is for 10 days only rather than the usual two-week stand. The fore part of the first week will be given over to dress rehearsals.

Dayton Gets Legit

DAYTON, O., Sept. 26.—It looks as if this city is to have a legitimate season for the first time in six years. J. A. Keyes, owner of the Victory Theater, announces definite booking of the following attractions: *Pride and Prejudice*, November 25; *Ina Claire*, in *End of Summer*, December 15; *Pamlico*, in *Ziegfeld Follies*, January 6, and *Jane Cowell*, in *First Lady*, April 20. Perhaps also Helen Hayes, the Lunts, Katharine Cornell and *Call It a Day* if they tour in this direction.

The New Plays on Broadway

By EUGENE BURR

MARTIN BECK

Beginning Monday Evening, Sept. 21, 1936

IOLANTHE

(Repertory Revival)

A comic opera written by W. S. Gilbert and composed by Arthur Sullivan. Dresses by George Sheringham. Musical direction by Isidore Godfrey. Presented by the D'Oyly Carte Opera Company.

The Lord Chancellor.....Marilyn Green
Earl of Mountararat.....Dorrell Fancourt
Earl Tolleray.....Derek Oldham
Private Willis.....Sydney Granville
Strephon.....Leslie Rands
Queen of the Fairies.....Evelyn Gardner
Iolanthe.....Elizabeth Nickell-Lean
Fairies:

Celia.....Ann Drummond-Grant
Lella.....by Sanders
Fleta.....Kathleen Naylor
Phyllis.....Brenda Bennett
Chorus of Dukes, Marquises, Earls, Viscounts, Barons and Fairies.

ACT I—An Arcadian Landscape. ACT II—Palace Yard, Westminster.

This week's Gilbert and Sullivan fare is that old favorite, *Iolanthe*. Not as robust and clownish as some of the others, *Iolanthe* is nevertheless a thoroughly amusing operetta. What it may lack in buffoonish bounces and loud declamations, it quite makes up with mincing steps and sly but pointed statements.

From the opening scene, when the not-too-sprightly fairies trip thru the woodland glen, until the ending, when these selfsame, tho now slightly world-wise, maidens gather in the Palace Yard of Westminster, the production is consistently entertaining. It is true that the fairies' costumes appear to have missed the heavenly laundry last week and that some of the fairies apparently have been missing their reducing exercises. Nevertheless, these little things mean almost nothing when compared with the joy of listening to the wise Gilbertian sayings about the body politic. And then, of course, there is the excellent score and its capable rendition under the direction of Isidore Godfrey.

As for the performance, the one and only Martyn Green offers a somewhat restrained but still rather spry Lord Chancellor, while Leslie Rands provides a pleasantly vocalizing Strephon, Evelyn

Gardiner, still impressively stout, wrestles between asserting his Amazonian qualities and the necessity of being fairy-like. Elizabeth Nickell-Lean makes a real person out of a minor character, while Brenda Bennett lends her engaging soprano voice to the coy role of Phyllis.

And, to turn to more prosaic things, business was SRO. PAUL DENIS.

46TH STREET

Beginning Tuesday Evening, Sept. 22, 1936

SO PROUDLY WE HAIL

A play by Joseph M. Viertel. Staged by Anton Bundmann. Settings designed by John Root, quilt by William Kellam Company, and painted by Robert W. Bergman Studio. Uniforms by Eaves Costume Company. Presented by James R. Ullman (in association with International Productions, Inc.).

Cadet Taylor.....Charles Walters
Cadet Brown.....Eddie Bracken
Mrs. Thornton.....Ethel Jackson
Tom Newton.....Edwin Phillips
Anne Greer.....Jean Rouverol
Jim Thornton.....Richard Cromwell
Cadet.....Robert Angevine
Cadet Sergeant.....James Keegan
Cadet Lieut. Atkins.....Angus Duncan
Major Cooper.....Charles Dingle
Captain Tremont.....Gordon Nelson
Rodney Burns.....Edward Andrews
William McDoss.....John Call
Burton Sherman.....Ronald Brogan
Orderly.....Peter Johnston
Officer of the Day.....Stanley Hughes
Cadet Lieutenant.....Norman Williams
Cadet Lieutenant.....Reed Smith
Cadet Lieutenant.....Vernon Crane
Major Prall.....Jack Davis
Miss Benson, a Nurse.....Blanche Haring
Cadets, Officers and Noncommissioned Officers, Adjutant, Staff Officers, Faculty Members, Etc.

ACT I—Scene 1: Waiting Room of the Cadet Infirmary, Stone Ridge Military Academy. First Day of School Session, September, 1934. Scene 2: Room 501, North Barracks, Stone Ridge Military Academy. An Hour Later. Scene 3: Room 501. A Sunday Afternoon. Six Months Later. Scene 4: The Guardhouse, Thirty Days Later. Scene 5: Before the Sallyport of North Barracks. Ten Minutes Later. ACT II—Scene 1: Room 501, First Day of School Session, September, 1935. Scene 2: Room 501. The Evening of Armistice Day, 1935. Scene 3: Waiting Room of the Cadet Infirmary. Twenty Minutes Later.

Rose Valley Negro Group

PHILADELPHIA, Sept. 26. — Jasper Deeter, director of the Hedgerow Theater, will launch a Negro theater at his Rose Valley playhouse. Deeter gets his plans under way on Monday (28) with a world premiere of Countee Cullen's *One Way to Heaven*. Script has been around for about three years.

Plans for the Negro Theater call for a revival of *In Abraham's Bosom*, to open in November. The third is a bill of three one-act plays by Paul Green, first played at Hedgerow in 1929. Final offering will be an original, as yet not selected.

Deeter will also divide his time with the New Theater, local leftist group. Philip Stevenson's *You Can't Change Human Nature* is now in rehearsal for the laborites, and plans call for a full-lengther in a local house for a December date.

Scene 4: Retreat Formation the Following Evening. Scene 5: Commencement Exercises, June, 1935.

So Proudly We Hail, a first play by Joseph M. Viertel, is fine enough and important enough to make one feel extremely sorry that the author succumbed to the siren wiles of overstatement. An indictment of military schools, those horrible institutions that turn youths into machine-age robots, it deals with a vital and ever-present problem; the writing of many of its individual scenes is terse, exciting and altogether excellent. But its play structure is not of the best, thereby weakening the effect; and Mr. Viertel does, unfortunately, overstate his case.

There is no doubt that the horrible things described by Mr. Viertel actually occur; they are known to have occurred in innumerable instances. But (and this is an axiom that appears with alarming frequency in this corner) the realities of the stage and of life are two very different things. The mere fact that events actually took place does not necessarily make them believable upon the stage. It is to be feared that Mr. Viertel, in the zeal of his crusading fury, included incidents and statements which will cause casual customers not cognizant with the facts to feel that he is manufacturing

the very system which he indicts. That would be unfortunate; for the system exists, and it should be indicted.

Mr. Viertel takes a sensitive lad as he enters Stone Ridge Military Academy and shows how the warping, rigid discipline of the school bites into his young soul, forcing him to conform to the tin-plated pattern which is the ideal of military men, professional patriots and other fascists. It shows, too, the insistence upon worship of all the leaden totems that take the place of ideals in the popular mind. The lad is broken, thru solitary confinement and thru the death of the one upper-classman who had befriended him, a death caused by devotion to the silly military strictness of the school. Coming out of confinement, the boy is determined to beat the system according to its own rules. He becomes as hard and narrow as those around him, relinquishing freedom, decency and essential strength all in one fell swoop.

This is told in the first of Mr. Viertel's two acts. Because of the demands of the stage, it comes a bit too suddenly to make for complete belief. Mr. Viertel, in his second act, goes on to tell of the plight of a former chum of the first lad, a boy who actually does hold to his own ideals and who therefore gets unmercifully beaten by his "friend." He is expelled, while the boy who beat him becomes the model cadet of the school.

A reviewer, obviously, has no place in the ranks of script doctors. But it does seem as tho Mr. Viertel's play might have been more effective and more believable if he had kept to the case of a single lad. Then the change in the boy could have been brought about less suddenly. But that really doesn't matter a great deal. Mr. Viertel has driven body-blows into the fat midriff of militarism, junkerism and the hidebound horror of warping rigidity; he has written several exciting and compelling scenes. For this we should be grateful.

Presented by James R. Ullman Tuesday night at the 46th Street Theater, the drama is for the most part excellently acted by a cast headed by Richard Cromwell, from films. Cromwell does a good job, expressing even better than the author the changes that come over the central character. Excellent work is also done by Edwin Phillips, as the expelled chum; Edward Andrews, as a hulking football player, and Gordon Nelson, as the school doctor. John Call is somewhat overzealous in furnishing the comedy relief, and Ronald Brogan very nearly walks off with the first act as the lad who later dies.

Mr. Viertel's play is certainly worth seeing. It is, however, a pity that some of the customers will fail to take it as the documentary evidence it undoubtedly is.

MOROSCO

Beginning Monday Evening, Sept. 21, 1936

REFLECTED GLORY

A comedy by George Kelly. Settings designed by Norman Rock. Staged by Mr. Kelly. Presented by Lee Shubert (by arrangement with Homer Curran).

- Mr. Hanlon.....Clay Clement
Hattie.....Elizabeth Dune
Miss Sloane.....Ann Andrews
Miss Flood.....Tallulah Bankhead
Mr. Wall.....Phillip Reed
Mr. Howard.....Alden Chase
Bruno.....Robert Bordoni
Stage Door Man.....William H. Turner
A Waiter.....Chester Miller
Mrs. Howard.....Madeline Holmes
Mr. Omasetter.....William Brisbane
Irene.....S. T. Bratton

ACT I—Scene 1: Miss Flood's Suite in the Lorraine Hotel in Rochester. It is 2 P.M. Early in May. Scene 2: Same as Scene 1. 12:30 the Same Night. ACT II—Scene 1: A Dressing Room in a New York Theater, During the Last Act of a Saturday Matinee. The Following October. Scene 2: Miss Flood's Hotel. 12:30 the Same Night. ACT III—Same as Scene 1, Act II. The Following Monday Night.

In Reflected Glory, the Tallulah Bankhead starring vehicle that Lee Shubert brought to the Morosco Monday (by arrangement with Homer Curran, who originally presented it on the Coast), Mr. George Kelly gets back at every actress who ever gummed a role or flubbed a line in one of his previous plays. It is a character study rather than a drama—a character study redolent of the theater, cruel, amusing, penetrating yet without tender and sympathetic. It presents the inner workings of an actress for the delectation of cash customers—and it might fittingly be subtitled An Author's Revenge.

A welcome relief from the heavy diet of thud-and-blunder melodramas that the new season has crammed down theatersgoers' throats. It is wise, witty and amusing almost all the way—except when, in its middle act, it is betrayed

by a shred of plot. The first and third acts are practically free of any suspicion of action; and they stand as amusing, authentic and thoroly enjoyable pictures of the theater and some of its people. But in the second act Mr. Kelly's actress, Muriel Flood, falls for the blandishments of a Chicago slicker in her over-dramatized efforts to find a home and babies; and the slicker, fulfilling the audience's darkest forebodings, turns out to be a married man with a penchant for prying upon celebrities. He is unmasked by Miss Flood's faithful manager.

That's about all there is of plot, in the accepted sense. But its absence doesn't matter; the character of Miss Flood takes the place of plot, and very successfully too. A young actress, she is sought in marriage by a childhood sweetheart from Baltimore; but, tho she rather enjoys damning the theater and insisting that she wants to get out of it, she turns him down when her manager offers her a new play and a starring contract.

Then comes the episode of the Chicago playboy, brought on by her insistence upon home and babies. She is a rather pitifully broken gal thereafter (tho she does enjoy dramatizing her sorrow). The climax of her theatrical heartbreak comes when the Baltimore swain shows up with a newly acquired wife. There is a suggestion that a husband for young ladies of Miss Flood's type may be found only in the tinsel confines of the theater; and at the curtain she's brought out of her deep despair by an argument with her manager as to how she should do a certain scene.

The flavor of the theater is in the piece—heart-warming, insincere, glamorous, cheap, sentimentalized and altogether glorious. The portrait of Miss Flood is full-length, done in oils—the just how true it will seem to cash customers who have never seen the girl infinitely multiplied in the flesh remains a question. To them she may seem pretty hard to believe—but then she's just as hard to believe in her countless off-stage manifestations.

Miss Bankhead finds Miss Flood a congenial part, all of her great overacting may be excused because she is playing a great over-actress. She brings undeniable effect to the comedy scenes, but she falls dismally to convey the sympathy and tender understanding that went into Mr. Kelly's writing. Clay Clement and Alden Chase do nicely with the manager and the Baltimore swain, and Philip Reed, as the Chicagoan, gives a performance remarkable for the most amazingly over-padded pair of shoulders known to history or talloridom. He looks like those old ads once featured by Mitchell the Tailor. Ann Andrews, as a dressing-room confidante, walks off with several scenes from under Miss Bankhead's nose.

Reflected Glory is an example of that rare phenomenon, a play of the theater that is both rich and true—except when its shred of plot betrays it in the second act.

LONGACRE

Beginning Saturday Evening, Sept. 19, 1936

TIMBER HOUSE

A melodrama by John Boruff. Staged by J. Edward Shugue. Setting designed by Donald Oenslager. Presented by Clinton E. Fiske and Paul Hammond.

- Edward Brinold.....Donald Cameron
Mohera.....Ann Dore
Miriam Brinold.....Lenita Lane
Miriam Walling.....Thomas Loudon
Al Roberts.....Melvin Benstock
Martin Winnow.....Edward Marr
Ralph Miller.....Robert Shayne
Alvina Clouster.....Frieda Altman
Allen Carver.....Paul Hammond

ACT I—Late June, About 4 o'Clock in the Afternoon. ACT II—Early That Evening. ACT III—Afternoon the Next Day. TIME: The Present.

The Entire Actor of the Play Takes Place in the Living Room of "Timber House," Edward Brinold's Summer Home in Vermont. During mid-season, or even during the tentative tribulations of October, a second-night reviewer approaches each evening's task with at least a modicum of doubt. Plays being what they are, one can never be altogether sure that the drama in question will keep its tryst at the appointed theater. Two or three times in the course of a season a second-night reviewer is confronted, not by a play, but by a darkened playhouse with a neatly printed sign on its closed door.

September, which seldom sees many shows running on Broadway, is usually free of such not altogether unhappy disappointments. This September, however, is an exception. Timber House, the work of John Boruff, an actor, and the production of a new firm composed of Clinton E. Fiske and Paul Hammond,

BROADWAY RUNS

Performances to September 26, inclusive.

Table with columns: Dramatist, Opened, Perf. Lists plays like 'That Woman', 'Arrest That Woman', 'D'Opoly Carte Opera Co.', etc.

opened at the Longacre Saturday night. On Monday night the Longacre was as dark as Caesar's tomb; so your reporter wandered to the Roxey for a second viewing of Sing, Baby, Sing. It was probably the pleasantest possible arrangement for all concerned.

But for the sake of the records and The Billboard Index of the New York Legitimate Stage (affectionately known as Frankenstein to this reporter) some investigation had to be made of the rather wistful writings of those who managed to see the play on its opening—and only—night. According to those dolorous reports, Timber House dealt with a fiction writer, an unpleasant fellow whose fiendishness was caused by cancer on the brain. Since he had to die anyhow, he thought up a pretty little plan to do away with his wife and his wife's lover by committing suicide and making it appear as tho they had murdered him. The arrival of the wife's brother momentarily gummed the works, but brother was soon pushed over a convenient cliff. Thereafter the novelist called his wife's lover a couple of nasty names, thereby infuriating him (this, incidentally, is beginning to sound like a Rube Goldberg invention), the lights conveniently went out, and the novelist was shot. Wife and lover were implicated according to schedule, but the correct solution was eventually brought forward in the last act, which was evidently a bit better than the others, by a comic spinster who turned out to be an insurance company investigator.

The cast fared fairly well at the hands of the writing brigade, tho whether that was because of appreciation or pity is hard to tell.

Next time Mr. Boruff had better try a house of brick.

NATIONAL

Beginning Friday Evening, September 18, 1936

ARREST THAT WOMAN

A melodrama by Maxine Alton. Staged by Ira Hards. Settings by Yellentl. Presented by A. H. Woods, Ltd.

- Go-Go.....Gertrude Short
Buddy.....Doris Nolan
Tom Thornton.....Mervyn Williams
Donald Drake.....Hugh Marlowe
Madryn Harcourt.....Lillian Emerson
Judge Marvin Drake.....George Cassidy
Brown.....Frank Andrews
Police Telephone Operator.....Roger Hundley
Police Radio Announcer.....Francis Roberts
Davis.....Cerald Kent
Officer McCarthy.....Charles Wiley Sr.
Sailor.....Dave Malten
Marine.....Walter Kincaid
Buddy.....Merle Clayton
Robert Doran, District Attorney.....
Kelly.....Harry Hanlon

Ladies and gentlemen of the street scene by the bridge: Sebastian Mann, Fay Doree, Ann Serane, Sophia Brerdon, Beth Thompson, Julie Garner, Jane Townley, Doris Dell, William Cassidy, Murray Rayden, Robert Gray, William Van Gendy, Glodya Kepner, Viola Reed, Carl Reed,

Richard Midgley, Dick Bawles, Richard Allen, Fay Wiley, Frank Thompson, Eddie Grace, Jane Nichol, Susan Court, Beatrice Beacher, Douglas Parkhurst, Norma Way, John Pabry, Clara Nielsen, Polly Klock, Fanny de Koven, Ada Parker, Ed Stanton, Gordon Peters, Raymond Mitchell, Wallace Banfield, Henry Schaeffer, Al Milliken.

The entire action of the play covers a period of 12 hours from sundown to sunrise. TIME: The Present.

ACT I—Scene 1: Apartment of Marie and Go-Go. Time: About Sundown. Scene 2: Home of Judge Marvin Drake. Time: About one hour later. Scene 3: A Street Scene by a bridge. Time: Midnight. ACT II—Office of the District Attorney. Time: 4 a.m. ACT III—Same as Scene 2, Act I. Time: Dawn.

Last Friday night Mr. Al Woods opened the theater's closet and a crumpled tho still rattling skeleton fell out. It answered to the name of Arrest That Woman, and it was perpetrated, according to the program, by Maxine Alton.

Arrest That Woman might conceivably have been theater fare back in the days before Hollywood drained the nine lower tenths of the theater's patronage. In the days when the ten-twenty-third flourished and Mr. Woods himself was presenting melodramas of the early Owen Davis school. Theatrical reminiscences are often charming and interesting—but not when they're presented in example form upon a stage. Mr. Woods would have done better if he had climbed on the National Theater rostrum and delivered a nostalgic monolog.

Arrest That Woman is all about Marie Smith, illegitimate offspring of a learned (See NEW PLAYS on page 26)

GYPSY ROSE LEE

now appearing ZIEGFELD FOLLIES WINTER GARDEN, NEW YORK

MARVIN LAWLER

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

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New Acts - Bands Reviews

Val Ernie and Orchestra

Reviewed at Ben Marden's Riviera, Fort Lee, N. J. Style—Dance and novelty band.

Ernie's combo is one of the up-and-coming smaller dance outfits around the East. Now rounding up a full summer as alternate band at this class roadhouse, this outfit has often overshadowed some of the bigger bands that occupied the spot's other band stand.

Personnel: Ernie, violin and lead; Joe Perfume, accordion; Tony Livio, piano; Chris Fletcher, vocals and violin; Carmine Caruso, reeds and electric vibrolin; John Valce, bass and trumpet; L. Nathan, bella, chimes and drums. As can be seen from this lineup, the boys are unusually versatile, all of them doubling or tripling and all of them joining in on vocal novelties. Can do most any style of work, from swiny stuff to tangos and Cuban rhythms. Play with plenty of verve and make their music thoroily danceable.

Another interesting angle is that, altho it is only a seven-piece band, it sounds like a full 14 or 15-piece combo when coming over WOR. Use of an electric organ and electric vibrolin expands the volume and provides tones for instruments lacking. Twin pianos also help in giving variety to the music. P. D.

The Digitanos

Reviewed at the Park Central Hotel, New York. Style—Ballroom dancing. Time—Six minutes.

A sweet mixed dance team. The boy, Adam, comes from the well-known Digitano Family which toured vaude for years. He is a handsome youth, teamed with an attractive little blonde, Jane.

Team excels in spins, the boy lifting and spinning the girl in spectacular fashion. First number was a waltz, done with grace and climaxed with eye-opening whirls. Second dance was a fast and lively fox-trot, finishing with the boy spinning the girl while he holds her by neck and feet high above his head.

Generally speaking, the team's sensational spins give it a standout quality, as the rest of the work is okeh but not particularly outstanding. Wardrobe is excellent. P. D.

Tic Toc Girls

Reviewed at the Park Central Hotel, New York. Style—Comedy singing. Time—Twelve minutes.

This girl trio opened the Coconut Grove room here a couple of seasons ago and were a great hit. They've been out to the Coast and are now back among old friends.

Girls are Yvonne Monoff, Barbara Johnston and Mildred Winston. The blonde handles the comedy effects, the brunet and the redhead sticking to straight singing and doing straight for the blonde.

Lyrics are spicy and cleverly handled. Start off with a snappy ditty, *We Want a Man*, follow with one on the *What's That?* rage, and then offer *Three Good Girls*. Special lyrics, all of them, altho the music usually includes snatches of pop tunes. Encored with a parody on popular nursery rhymes.

The girls know how to deliver the ditties, making the lyrics easily heard and giving the voices enough shadings to avoid monotony.

Material is spicy, but not offensive. A sweet act for the better spots. P. D.

Lonny Simmons and Orch.

Reviewed at the Black Cat Club, New York. Style—Dance band.

Simmons and his Rhythm Kittens is a better-than-average colored dance combo. Here for quite some time, it knows how to dish out hotcha rhythms in the accepted Harlem style, in addition to providing competent accompaniment for the floor show.

Simmons himself is a sax player who doubles at a bit of singing and clowning. Other men are Bobby Moore, trumpet; Coe Roberts, sax; Frank Clark, bass (iddle); Al Brown, drums; Stanley Atkins, piano, and Freddie Green, guitar and arranger.

The boys can go to town in a blaze of

brass and rhythm, standing up frequently for special instrumental standouts and also for occasional vocal snatches. Their version of *Old Man Moses Is Dead* is especially worth hearing. P. D.

Wilson and Merrick

Reviewed at the Bronz Theater, New York. Style—Comedy. Setting—In one. Time—Ten minutes.

Wilson and Merrick, colored team, offer one of those old-fashioned lazy comedy bits interspersed with a few songs and hoke hoofing. Wilson was formerly of the act of Wilson and Jones, the latter having died last winter.

Wilson and Merrick's gags are not bad and the act goes along quite well. Merrick sings *Lazybones* and *When It's Sleepy Time Down South* and Wilson puts over the punch stuff with a good piece of comedy hoofing. P. A.

Johnny Convey and Girl

Reviewed at the Folly Theater, Brooklyn. Style—Comedy and eccentric dancing. Setting—Front of band. Time—Twelve minutes.

Convey, a good eccentric hooper, is teamed with a girl who adds variety and hoke to the act, making it a clicker here. Gal sings *I'm a Chiropractor's Daughter* with gestures and postures. Both contribute plenty of gagging, and Convey scores a distinct hit with an eccentric bit done to the *Birth of the Blues*. Properly lighted, the last mentioned is weird and develops into a slow-motion affair, which clicks heavily.

Closer is an Astaire-Rogers burlesque turn well done. Team begged off. P. A.

Mendez Girls

Reviewed at the Folly Theater, Brooklyn. Style—Dancing. Setting—Front of band. Time—Twelve minutes.

Seen this summer at Coney Island's Luna Park, the 10 Mendez gals are a fair enough turn. Appeared about three times during the show when caught here, their most pretentious piece of business being a fan dance. Artistically, however, they appeared to better advantage in their opening turn, a Gay '90s affair with appropriate costumes.

Troupe scores okeh on looks. Costumes are satisfactory. Routines, while not unusual, score well enough. P. A.

Jack Gilford

Reviewed at Loew's Grand Theater, Bronx, New York. Style—Impersonations. Setting—In one. Time—Twelve minutes.

A newcomer to the professional ranks, Jack Gilford is the young mimic picked up out of amateur shows by Milton Berle. After appearing a while with Berle he's now on his own and shapes up as a good turn, despite the many acts of that kind. He's excellent at impersonations, mugging the personality as well as giving a flawless voice picture of the celeb. However, several items in his routine are not wise and the quicker shelved the better.

His takeoff near the finish of Charlie Butterworth is his best and it helped to get him off to a rousing hand. He also does fine work in his impersonations of Harry Langdon, George Jessel, Rudy Vallee, Jimmy Walker and Ted Healy. Not so good in the takeoffs of Rockefeller Sr., Laurel and Hardy and Henry Armetta. Also he'd do himself good if he'd forget that Coney Island bit and the Berle material in the Healy bit. S. H.

Four Vespers

Reviewed at Loew's Grand Theater, Bronx, New York. Style—Acrobatic novelty. Setting—Full stage. Time—Six minutes.

As an acrobatic novelty act the Four Vespers are tops, the kind of an act that will get any bill off to a whirlwind start. Aside from the superb caliber of their gymnastics, the Vespers are refreshing in their youthfulness, their collegiate

sport attire and the lightning delivery of their efforts.

They offer much tumbling, handled with grace and ease, but excel in aerial gymnastics from off the teeterboard. The catches vary from shoulder-and seat landings to hand-to-hand catches, the latter very punchy. They also do man-power throwups to difficult catches.

Opened here and went over very big. S. H.

NIGHT CLUB

(Continued from page 11)

music for more than two years and is still ace high with the customers. The show when caught had Jack Irving as emcee, doing an excellent job. The Texas Dance, a personable line of girls, offer pleasing dance routines. Dorothy Johnson, blues singer; Hunthou Chan, Chinese dancing girl, and Wanda Kay, soubret, all contribute entertaining specialties.

The dining room has a chummy atmosphere and service is excellent. Additional entertainment is to be found upstairs and there is an excellent bar.

New show which opened September 16 has Jack Irving and Wanda Kay as holdovers and in addition Yvette, clever entertainer from Cleveland, and Hank the Mule. Nat Green.

Chez Paree, Chicago

This class night spot has another star-studded show in its new Autumn Revue headed by Jimmy Savo. Paul Os-card has again produced some clever line numbers for the 16 Chez Paree Girls, who have been beautifully costumed by Fran Pallister. Henry Busse and his crack 18-piece band continue to furnish excellent dance music and do a fine job of playing the show.

After a nifty routine by the Chez Paree line in varicolored metallic costumes the Readinger Twins, held over from the last show, did a clever Spanish dance. Georges Metaxa took the microphone and introduced Betty Bruce, who contributed an unusually good Spanish tap routine with ballet turns, and then Metaxa sang *A Star Fell Out of Heaven, Alone and Night and Day*, doing the last two without the aid of the public-address system.

The Chez Paree Girls returned to do a fencing number in which Bob Hannon vocalized and were followed by the Stuart Morgan Dancers, three men and a woman, for a session of thrilling adagio. Niela Goodelle, dark and lovely songstress, put over *When a Lady Meets a Gentleman Down South* and then accompanied herself on the piano for *Take My Heart and Between the Devil and the Deep Blue Sea*.

Jimmy Savo was next with his unique and eccentric comedy and had the audience laughing continually. Savo is a master of pantomime, besides possessing a very good voice. His work was enjoyed thoroily by the customers. During his stay on the floor he sang *Did You Ever See a Dream Walking?*, *River, Stay Way From My Door*, and *Blue Moon*, all, of course, with typical Savo gestures.

The 16 Chez Paree Girls closed with a novelty routine called *La Bomba*, after which all the performers were on for bows. Morgan.

Top Hat, Union City, N. Y.

This gay, intimate Summit avenue spot had its formal opening September 22, luring enough skeeter Staters to tax the place to capacity. Second season, and you'd never think the club refurbished from a plot where a garage once stood. Henry Stack is manager. Minimum is a buck week days and \$2 week-ends and holidays.

Eight tooties furnish the leg stuff for three chuckers, two of which are woven into production of eye-filling if not exactly distinguished value. Male vocalist is Eddie Gale, who lungs two pleasant numbers and gave a pair of encores, including, of course, *Smiling Irish Eyes*.

For facial and torso mugging Annette Brown is tops. She's the husky type, not often so with tap dancers, and her deliberate torso calisthenics probably come as a result of her far-from-svelte

physique. Routines good but dotted with sameness, despite costume changes. Also does songs of the talky class and on the novelty side.

Power-house warbler is Marcelle Wellington, with terrific range despite her simms. Has a penchant for extending her throat thermometer a bit beyond normal, causing feverish excitement to auditors.

Stand-out act is Grant and Rosalie, who do a ballet burlesque with mirth-filling ardor and a swell adagio takeoff. Grant encores by drafting a fem customer and juggling her around. Definitely socko in sight-comedy bracket. Mildred Ray is the producer and does a neat job of the layout.

If there are any gaps they are more than puttied up by Julie Wintz, who aside from swinging his 10 men into some well-rendered tunes officiates as the kind of self-effacing emcee who is a delight. His popularity here is well merited. Brought on Baby Rose Marie, who did her *Shoe Shine Boy* favorite to a good round of applause. She joins the show September 28.

Layout is given on an elevated railed oblong which doubles for the dancers. Wintz's Ork is ethered over WNEV. L. T.

Club Mayfair, Boston

Ben Ginsberg, host of this film-district nitery, should be mighty proud of the clientele that stormed his fall opener to S. R. O. patronage. More than auspicious was the humdinger start at this ultrafuturistic, multimirrored World's Fair design spot. Spot is gorgeous and wallows in rich and elaborate setting. Minimum is \$1.50 week days, \$2 Fridays and \$2.50 Saturdays. Dinners, \$1.50 and \$2. Floor shows at 7:30 and 11:30.

The George Harris Ork remains and is broadcasting five nights weekly over WBZ. *The Voice of Romance* dansation will soon be NBC Blue networked thru WBZ.

Sid Tomack returns here as regular emcee. Sid introduced Benny Rubin as guest emcee, a distinct hit. Kinley and Grant, *Take a Chance* musical comedy dance hi-de-ho duo, register okeh with tap knockabout terp. Kinley Za-Zu-Zas, in which the crowd joins. Gal is a cute trick and does all right in tap terp to *Nagasaki*.

Albenice amazed with his sleight-of-hand work. Offered nice manipulation of appearance of glass of milk, bouncing on fan of tissue from mouth that became an egg, and card, cigaret, cigar and pipe bits. Definitely socko.

Of brilliant quality and finesse was the socko-plus dance work of Glover and LaMae. Expression, good acting, rhythm, assuredty and fine interpretation brought many encores. Did great to *Rubenstein's Romance* via a ballroom interpretation of a *Dance Poem*, a Martinique rumba to *Begin the Begine*, and *Queri Mucho*, a Mex rumba.

Kinley came back with a healthy hi-de-ho piping and tapped with the gal. Excellent tap spreads and knees-matched floor stuff. After this Kinley exchanged shoes with Rubin, and following femme girle gags did socko to unexpected seated tap terp to *Sweet Sue*.

Tomack and the Reis Brothers are a new trio setup that look like they're going places. Stuff on Personality Joe (Clayton, Jackson and Durante formula), Mills brothers' interpretations, impersonations, well-placed foolery makes Tomack a grand comic. Lads can do okeh tappy.

Applause that lasted minutes greeted Sheila Barrett, who did some gem work with impersonations that included the proscenium of *Minute the Mocker* a la John Barrymore; Greta Garbo asking to make a personal appearance at a nitery to *Alone*; a Fanny Brice bit of *Barbara Friedknie*; *The Girl in the Sparksy* that has comedy, pathos and stuff, and sock *Taming of the Shrew*, with the presumption that Alfred Lunt's role of Petrucio is subbed by Bert Lehr. Alternate impersonations of Lehr and Lynn Fontanne are admirable.

George Harris worked the keyboard for Miss Barrett. Dave Lusker, assistant to Harris, batoned the ork. Sid Paine.

Thru Sugar's Domino



CRAZY QUILT

An Ailing Columnist's Trick of Getting Out a Column That Doesn't Require Preparation—When the Old Constitution Is Trying Its Darndest To Lick Ole Man Flu

WHILE the subway pulled us home this night we ran across the latest of the smart cracks that sort of hit straight at us by that Broadway columnizing youngster employed by *The Post*. . . . A guy with his character should have been born an Aryan in Hitler's Germany. . . . What a job they'd give him in the propaganda office! . . . He has the art of hurting down to a science. . . . Too bad about that twist in his mental makeup. . . . Maybe he was frightened in his crib by the big bad wolf. . . . If not for that peculiar delight in hurting people this youngster would be in line for some kind of an award as Broadway's most intelligent columnist. . . . Beating Louis Sobol in effects by employing economy in wordage. . . . Louis' only fault is his determination to fill that column. . . . He ought to do what we get away with (at least once in awhile): instruct his printer to use larger type when 't would be better to say less.

* * *

The sentimentalists—at from two to five cents a word—long for the days when Broadway had vaude stars and show business. They find it to their advantage, possibly, to keep on longing without looking around and really seeing. . . . Broadway is knee-deep in major and minor names. . . . Not in the Palace, the Broadway, Colonial or the Riverside. . . . But in the various night spots where the take is bigger for the manager and the artist. . . . Where the show business is reaching a class of patrons who couldn't have been dragged to a Palace show, even in the good old days, with a team of horses.

* * *

What a bunch of phonies in our business! Agents whom you and I know from the old days when they used to borrow nickels and dimes (now they borrow hundreds). . . . Actors who used to pan the daylight out of the boys who would pass them by without a nod—or a handout. . . . The agents are all wrapped around with Hollywood affectation and advertising agency airs today, giving "authoritative" interviews to top-fishing reporters from the dailies. . . . The actors are temperamental radio stars and movie biggies, too much concerned with making money to give a thought to those who remember the days they used to pan the snubbers. . . . Big shots of yesterday who are sad-eyed wanderers along obscure side streets today. . . . One of the biggest talent buyers of a not very distant yesterday—a man who made it possible for the stars of today to found fortunes from which their independence derives—can't even get one of his former willing foot wipers to say a good word for him in connection with getting a \$50 a week job. . . . One of the highest paid warblers in captivity, who cashes in on her sunny disposition, charitable impulses and all that, can't point to a single friend she has retained from the days when she was finding it tough climbing. . . . At first she snubbed them. . . . Now, except for a few who still think she might fall for a touch, they snub her. . . . Phonies, liars, even thieves. . . . As much a part of our business as a band stand. . . . A cockeyed, heart-breaking and erratic business. . . . A business that takes the best from you; gives little that you can cherish. . . . A business with more stanches than scents. . . . TRY TO TAKE US AWAY FROM IT!

* * *

There's a feller in New York who has about all the money the average man can wish for in one prayer. . . . He has a happy family, the knack of getting the most out of life; never bored; always interested in the other man's story; lending a helping hand when he sees want or when it is called to his attention. . . . In short, a man after God's own exultant pattern. . . . He spent several hours with us recently trying to work out some way to help an actor caught in the jagged gears of theatrical charity machinery. . . . He sees how the actor has been stepped on with even greater clarity than an actor who has gone thru the worst of it for, let us say, a quarter of a century. . . . He is on the way to helping the object of his interest. . . . Perhaps by the time this is written the actor will be on the wide, open road to health and security. . . . We're not going to reveal Mr. Bountiful's name. . . . If we would that would be the beginning of the end—for him. . . . There are sweet souls in the show business (trouble is the sweetest ones are dying off too fast to suit guys like us), but there are also plenty of vultures who swoop down with unerring aim as soon as they get a glimpse of an open, filled pocketbook. . . . Let's hope it is unnecessary, but one of these days when we have a really needy case that cries in vain for attention we're going to wise up the hero of this little story. . . . And he will be happier and will make happier a poor guy who might well have long ago dismissed Santa Claus as a department store bally and the Golden Rule as something the boys clown about at a Lambs Gamboli!

* * *

It isn't easy to decide whether Local 802 (New York Musicians) has moral sanction for picketing fleshless theaters all over the city. . . . From the standpoint of making the public conscious of what it is losing by the wholesale conversion of theaters into film grinds the move is a splendid one. . . . We can think of no device comparable to this form of picketing in creating a desire in the hearts of the masses for pop-price stage shows. . . . But what can the public do? . . . What will the public do? . . . The answer to both questions is "Nothing!" . . . Besides, it seems unfair to us to penalize all for the discrimination practiced by a few. . . . We mean simply that if certain of the theaters being picketed were to put on flesh shows they would be out of business in less than a month. . . . The picketing idea, carried out with the utmost finesse, is a good one. . . . But the musicians and the actors and the stagehands in fighting for their old place in the sun should use common sense at all times; passion and venom not at all. . . . There's nothing a theater exec hates worse than to be bullied. . . . The reason is simple. . . . With few exceptions most of the biggies in the theater business bullied their way to the top; stay there with bigger and better bullying. . . . We're not agin' picketing but we do think the program ought to be taken in for revamping and dry cleaning!

The Broadway Beat

By GEORGE SPELVIN

A PROGRAM director for one of the big ad agencies (he's not the head of the department) is making plenty of mischief for Broadway agents, who don't know where it's coming from. . . . Every time an act or a name is set on the variety show for any length of time he casually informs the act in question that its agent, Mr. So-and-So, really had nothing to do with booking the job. . . . "I'm the one who asked for you," says the program parasite. . . . The result is that the agent suddenly stops getting commissions and wonders what it's all about. . . . Just a nice boy who should be looking for another connection around the first of the year unless the ad agency proves to be extremely stupid. . . . Jack Lavin hopped into town from Fort Worth for a few days last week. . . . He'll resume his vacation after a return to Fort Worth and then on to the Coast. . . . Eddie Ray, former ballroom dancer who now has his own photo studios, has developed a new process thru which a person, team or set can be shown in any number of poses in various costumes all on a single negative and a single print. . . . The process is exclusive and is the big feature of the new studios. . . . Walter Fleischman and Harry Davies have joined in a new publicity partnership. . . . Al White Jr. is producing several dance routines for the new Vinton Freedley musical, *Red, Hot and Blue*. . . . Leo, the Palace bootblack, believes in all work and no play. He works 22 hours a day, no less, and manages to sleep just two. . . . The work includes shoe polishing, a stint in the restaurant next door to the Palace and cleaning up various offices in the building.

Right after the relief project boys finished paving Longacre Square one of the 47th street hotels started dusting off its facade with a sandblasting machine. . . . It was hard to tell which could drive you nuts the quicker. . . . The sound truck parades put out by the Republican National Committee made so much noise passing Grand Central the other day that the taxi guys booted right back—and almost as loudly. . . . Lack of showmanship is seen (and heard) when a traffic light holds up the trucks, with the first and last playing different tunes instead of keeping quiet when in close order. . . . Everybody within the two-block listening range goes crazy. . . . Artie McGovern hastens to inform us that his 50 Cities Service customers at his new gymnasium are paying a \$500 tariff and not \$200. . . . Far be it from us to cut prices or give 'em a short course intentionally. . . . According to an old legend which has just reached Mr. Spelvin's Clark-Gabish ears, Mike Riley and Ed Farley were ready to split when at Hickory House, but Jack Goldman, the owner, signed each to a separate contract without telling the other—thus compelling them to continue their partnership. . . . A racket blooming right now in Times Square is a sortie by one or more kids armed with dirty rags who climb all over your car and seek to dust it off before the light changes to green, then waiting for the handout. . . . Usually the windshield is worse after they get thru with it—not to mention the risk of running them over before you can holler, "Lay off!" . . . Bob Vernon, former thrower and catcher in the Stone and Vernon adagio act, is making his debut as a singer with the road company of *The Great Waltz*, which opens October 9 in Richmond, Va. . . . He has the second lead and is understudying Guy Robertson. . . . George Tapps is getting a crack at pictures, the Morris office landing him an opportunity contract with MGM. . . . Duane Nelson, formerly in legit musicals, is now running a roadside tavern on the Bronx River Parkway Extension near Briarcliff. . . . An all-New York World's Series means that there won't be any work done on Broadway for a while.

Chicago Chat

By NAT GREEN

NOT "shuspishus" (Douglas Levitt's comical reiteration in *Blossom Time*) but pleasantly auspicious was the start of the legit season in this sizable crossroads of the nation. . . . The revival of *Blossom Time* is delightfully refreshing. . . . Lack of "names" in the cast is no handicap, every role being admirably handled, and the 20-year-old musical opus still gives one a pleasurable sensation. . . . The other opening of the week, *The Night of January 16*, did a turnover at its inaugural and was one of the most brilliant first nights in many a moon. . . . A hand-picked jury that included State's Attorney Courtney and other well-knowns sat in judgment on the case and an audience made up largely of the legal, professional and sporting fraternity and their ladies got a tremendous kick out of the proceedings. . . . It was a night of good clean fun and amusement, mingled with mild thrills and plenty of human interest.

Aside from the legit season, interest at the moment centers around the after sundown dine-and-danceries. . . . Xavier Cugat is back at the Continental Room of the Stevens and with him as featured singer is Dorothy Miller, last here with Phil Levant's ork. . . . Levant was given an ovation on the start of his return engagement in the Walnut Room of the Bismarck Thursday night. . . . He built up a great following last season and seems due for even greater popularity this fall and winter. . . . Dorothy Lamour, lovely chanteuse, whose pictorial glamour took her from the radio mikes to important parts in pictures, is deserting Hollywood this week for a vacation and belated honeymoon. . . . She and Herbie Kay, now at the Edgewater Beach Hotel here, were secretly married a year ago, but have seen practically nothing of each other, she being in New York and Hollywood and he playing all over the country. . . . Herbie, it is rumored, has feathered a nest close to the Edgewater Beach, and the twain will honeymoon there. . . . The King's Jesters and their queen, Marjorie Whitney, who closed at the Bismarck Wednesday, are enjoying their first vacation in two years. . . . However, their "vacation" schedule calls for them to record a series of 13 electrical transcriptions for Sterling Ale and to continue their commercial program five days a week over WMAQ. . . . During the remodeling of College Inn George Givot and his Radio Circus are cavorting in the Hotel Sherman's Old Town Room, where Frank Payne continues to give his remarkably accurate impressions of radio and other stars; Margaret Allen and Molly Martin dance pleasantly; Kenny Barrett does a song and dance and Swanson and Raymond, of Al Trace's band, do a clever comedy number.

Norman W. Gregg, of Erwin, Wasey & Company, back from Dallas, where he went in the interest of publicity for Carnation's world champ milk-and-butter producing cow, Carnation Ormsby Butter King, who will be exhibited at the National Dairy Show. . . . Norm has been handling publicity for "contented cows" for 10 years—just another old cowhand who rates chaps and a 10-gallon Stetson. . . . G. W. Christy, vet circus owner, passed thru town on his way to San Francisco, from whence he sails shortly for the Fernandez show in the Islands. . . . Tex Sherman, rodeo publicity man and *Ranch Romances* columnist, celebrated a birthday September 22. . . . Charles E. Green, prez of Consolidated Radio Artists, Inc., in town on his way to the West Coast, where he plans to open a new office. . . . Now has offices in New York, Cleveland and Chicago.

News of the Week

At a meeting last week of Paramount's board of directors Y. Frank Freeman, chief of the company's theater department, was elected to the directorate to succeed Floyd B. Odium, resigned. Termination of Odium's term, it is said, will in no way affect the Atlas holdings in Paramount. Cause for the hesitancy on this point hinged on the fact that Odium heads Atlas Corporation. The appointment is in line with Para's idea of having experienced theater men on the board, which now, in addition to Freeman, has Barney Balaban, E. V. Richards, Neil F. Agnew and Adolph Zukor.

A. Montague, Columbia sales manager, announced recently that his company has sold 1,100 more accounts to date as compared to the same period last year. Anticipated total for the season is 9,000.

The theaters of Jack Springer, who died September 19, will probably be taken over by Sam Cocalis, who was associated with Springer in a number of theatrical ventures in the New York area. In fact, the contract whereby Cocalis was to assume management of the Springer houses is alleged to have been ready for signing at the time of Springer's death.

The claim of E. M. Loew, Boston exhibitor, for damages of \$23,000,000 as a result of 40 anti-trust suits brought against Paramount in 1931, was settled Thursday (24) for \$70,000, on condition that Loew withdraw the various anti-trust suits.

Explaining that he didn't believe in double features, James Coston, Warner zone manager, said that the Warner policy in Chicago will be to keep clear of duals despite the fact that Balaban & Katz are known to be ready to introduce double features shortly. Should Warners find, after reasonable trial, that they cannot compete with the B. & K. double-feature program, they will introduce an additional feature only in those houses where it is deemed necessary.

The executive committee of the Motion Picture Producers' Association is now headed by Darryl F. Zanuck, 20th Century-Fox production head, who succeeds the late Irving G. Thalberg.

According to a recent investigation, Broadway grind first-run theaters now use in the neighborhood of 400 features a year. Ten houses figured in the compilation of statistics, including the Music Hall, Capitol, Rivoli, Strand, the new Criterion, Rialto, Roxy, Paramount, Palace and Globe.

Almost one-third of Vitaphone's 1936-'37 release schedule, amounting to 140 shorts, has been completed, including 12 Vitaphone novelties, approximately a dozen Broadway Brevities, two Big Time Vaude reels, three Looney Tunes, half a dozen Melody Masters, three Merric Melodies, five Melody Masters and two Color-tour Adventures.

H. Bradley Fish, former Warner film salesman, was recently appointed head of the San Francisco exchange of the newly organized Grand National studios in Hollywood.

PARDON ME



Can you tell me how I could find a job and I will show you things I can do which you have never seen before? I have never appeared on the Stage or the Screen, but am now applying for MOVIE WORK ONLY.

"PRINCE"

Is my name. If there is any more information you want about me see

GEORGE LEWIS 46 West 18 St., N. Y. C.
10 AM to 4 PM APT. 3

"DODSWORTH"

(UNITED ARTISTS)

RELEASE DATE—September 23.

TIME—81 minutes.

PLOT—Sam Dodsworth, retired auto manufacturer, decides to learn how to live and goes abroad with his wife. His wife, however, wants to recapture her youth and is slowly led into a round of affairs with various European stuffed shirts. Sam goes home but returns to the Continent to end one of the affairs. Another is immediately started with a young Austrian, with Fran, the wife, wanting a divorce. Sam agrees and goes to Italy, where he does begin to learn how to live with the aid of an American divorcee. But when Fran, turned down by the young Austrian's family, stops the divorce and asks for aid he returns to her. Then, just as they're about to sail for America, he at last sees the light and goes back to Italy and life.

CAST—Walter Huston, Ruth Chatterton, Paul Lukas, Mary Astor, David Niven, Gregory Gaye, Maria Ouspenskaya, Odette Myrtil, Spring Byington, Harlan Briggs and others. Huston gives some fine performance that he did on the stage but Chatterton tears apart the entire point of the piece by a cheap and shrewish interpretation of Fran. As played by Fay Bainter on the stage, the woman's viewpoint came thru sympathetically, thus creating the balance and effect of the piece. Astor does the best job of her career.

DIRECTOR—William Wyler excellent, except for allowing Chatterton to get away with it.

AUTHORS—Screen play by Sidney Howard, from his own stage play based on Sinclair Lewis' novel.

COMMENT—Outstanding, the Chatterton does what she can to ruin it single-handedly.

APPEAL—Upper brackets or alone.

EXPLOITATION—Play and book.

"THE TEXAS RANGERS"

(PARAMOUNT)

RELEASE DATE—August 28.

TIME—89 minutes.

PLOT—Hawkins, McGee and Wahoo, three bandits, separate when near arrest and meet some time later, McGee still an outlaw, but Hawkins and Wahoo now Texas Rangers. They arrange to continue their work, using the info obtainable from the Ranger connections, but Hawkins and Wahoo, when the first deal is pending, change their minds. They part friends. McGee then becomes a scourge, and when Hawkins is sent after him he resigns and is jailed. Wahoo tries to bring in McGee but is killed, McGee sending his body back as a warning. Hawkins pleads to be released from jail to get McGee and is freed. Goes out and finally shoots McGee, once his best friend. One or two other plot angles for the love and sentimental interest.

CAST—Fred MacMurray, Jack Oakie, Lloyd Nolan, Jean Parker, Edward Ellis, Bennie Bartlett, Elena Martinez, Fred Kohler, Richard Carle, Jed Prouty and others. MacMurray acceptable enough, while Oakie, both in his comedy and dramatic work, is really good. Nolan turns in a thoro job. Ellis good as always.

DIRECTOR—King Vidor. A beautiful directorial effort, both dramatically and scenically, always vital in a Western. Picture is very long and can stand cutting, but it's not really noticeable. Closing scenes, with McGee killing Wahoo and Hawkins going after McGee, are tense and exciting. The hoke heralding the Rangers, and singing their praises at the end, is bad, tho. A tribute, nevertheless, to Vidor's ability in producing this kind of a hoss opera.

AUTHORS—Original by King Vidor, screen play by Louis Stevens. Familiar outlines of the story are never a handicap, due to the direction.

COMMENT—Should do strong business as a Western. As such, tho, it can't help being limited and winding up in a lot of duals, where it will need abridging.

APPEAL—Family.

EXPLOITATION—Texas Rangers, Vidor, cast.

Film Consensus

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
Give Me Your Heart..... (Warners)	14	1	4	"Intensely absorbing drama."—Journal. "A woman's picture."—Motion Picture Herald.
East Meets West..... (CB)	3	1	0	"Arlis at best."—Hollywood Reporter. "Oriental thriller filled with noisy excitement."—Film Daily.
Love Begins at 20..... (Warners)	8	2	3	"Mild comedy."—Box Office. "Mildly mirthful."—Post.
Ghost Patrol..... (Puritan)	4	0	0	"Should please grind patrons."—Film Daily. "Done well."—Motion Picture Daily.
Put on the Spot..... (Victory)	1	0	1	"Doubles only, but should gross okeh."—The Billboard.
The Girl From Maxim's..... (Korda)	3	7	0	"Happy little farce."—Herald Tribune. "Catchy comedy."—American.
Bulldog Edition..... (Republic)	4	1	1	"Acceptable, mature entertainment."—Motion Picture Daily. "Workmanlike blending of action and hokum."—Box Office.
The Arizona Raiders..... (Paramount)	5	2	2	"Average Western."—Showman's Trade Review. "Good."—N. Y. Exhibitor.
Death on the Set..... (Globe)	0	4	1	"The lowest."—The Billboard.
La Kermesse Merloque..... (Tobis)	2	0	0	"Wholly delightful in theme."—Motion Picture Daily. "Pleasing job."—The Billboard.

Exhibitors' Organizations

Some definite action is expected by MPTOA during the early part of October on President Ed Kuykendall's 10-point program for the elimination of trade abuses. Kuykendall will reopen discussions and will attempt to gain from major distributors concrete statements as to their stand on the most significant points, such as the setting up of local conciliation boards, the shortened form of licensing contract, etc. The ballyhoo regarding elimination of score charges has died down considerably since the Kuykendall program was first announced last winter, there being a trend to regard the payment of the charge as part of the exhibitors' dealings with the distributor when contracting for product. Also an increasing number of product negotiations have been closed without inclusion of the charge.

Last week ITOA, at a meeting in New York, chalked up another protest against the appearance of screen stars on the radio. A few days earlier, however, an analysis of a survey undertaken by MPPDA failed to indicate definitely whether or not theater grosses were hurt thru such competition. Will Hays therefore is expected to make no formal attempt to have radio studios cut down on their use of film personalities.

ITO of Ohio, starting September 29, is scheduled to hold a series of confabs in an effort to forestall the passage of legislation advocating restoration of the 10 per cent admission tax. Crux of the situation lies in the possibility of food being exempted from the list of items in the sales-taxable category. Should this contemplated measure go thru, the revenue lost would have to come from other sources, and, according to P. J. Wood, secretary of ITO, an attempt would be made to pass an admission tax measure. Ohio exhibits at present are paying a sales tax amounting to \$1,500,000 per year. Under the 10 per cent tax the total would be jacked up about \$5,000,000, more or less.

The meetings, scheduled to last until October 14, will be held in Cincinnati, September 29; Lima, September 30; Toledo, October 1; Steubenville, October 6; Youngstown, October 7; Cleveland, October 8, and Columbus, October 14.

Tuesday of this week (29) the meeting of the Independent MPTO of Connecticut, originally scheduled for September 23, is scheduled. In addition to a survey of business conditions and problems which arose during the summer, a report on Allied's national convention is to be given by Maurice Shulman.

At a banquet last week in the Detroit-Leland Hotel, Detroit, attended by 150 independent Michigan exhibitors, Abram Myers, general counsel for Allied States, said that the movement to separate the production and distribution end of the film industry from exhibiting would begin very soon with the attempt to put several bills thru the Legislature. Sponsored by Allied of Michigan and Chesterfield-Invincible, the luncheon was also the occasion for a speech by E. A. Golden, of that company, asking support of its product.

Early last week Governor Hugh White of Mississippi clamped down on the new admission tax, a revision of the old one, calling for a smaller toll on small theaters in towns and a larger levy on big city houses. Consequently, the usual State admission take, amounting to 1 cent for every 10 cents, remains.

The annual convention of the MPTO of Western Pennsylvania will be held at the Schenley Hotel in Pittsburgh October 19 and 20. M. A. Rosenberg, Pittsburgh theater operator who has been named chairman of the affair, has appointed several committees to get all the details of the event in shape. Secretary Fred C. Herrington is arranging to bring in a few prominent speakers.

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"THE DEVIL IS A SISSY"

(MGM)

TIME—92 minutes.

RELEASE DATE—September 12.

PLOT—Claude, young son of a divorced English couple, spends a half year with each of his parents. With his father, an architect, he lives in a tough section of New York; goes to a public school, where he is harassed by a set of hoodlums who finally, in a patronizing way, adopt him as one of the gang. This is Claude's greatest ambition and he immediately gleans some experience in petty thievery and juvenile courts. Father is understanding and figures Claude will profit thru his association with roughnecks. The youngsters are ultimately put on parole, and when the ringleaders decide to leave for points west Claude tags along. Their adventures have to do with kidnapers and policemen but turn out well thru the intelligence of Claude. Latter develops pneumonia and is brought home by his pals, who are now convinced that it is tougher to be honest than crooked.

CAST—Freddie Bartholomew, Jackie Cooper, Mickey Rooney, Ian Hunter, Peggy Conklin, Katherine Alexander, Gene Lockhart and others. Kids hold the leads and are often too cute and knowing. Support is excellent.

DIRECTOR—W. S. Van Dyke. Competent.

AUTHORS—Story by Roland Brown, screen play by John Lee Mahin and Richard Schayer, musical score by Herbert Stothart and music and lyric by Arthur Freed and Nacio Herb Brown.

COMMENT—One of the movies with a social angle, better than most, giving an insight as to how gangsters are made.

APPEAL—Bartholomew addicts mostly.**EXPLOITATION**—Gangsterism in its infancy.**"HOLLYWOOD BOULEVARD"**

TIME—75 minutes. (PARAMOUNT)

RELEASE DATE—August 21.

PLOT—A broken-down actor is persuaded by a true romance map that personal memoirs will clinch a comeback. The blog becomes a love-life in the hands of a ghost-writer, and indiscreet women, including the mag owner's wife, reach for their pearl-handled pistols. Actor's daughter, a young beauty with pride, passion and nice teeth, gets mixed up in the scandal of a gangster past when she warns her estranged papa to leave her mother and her out of his filthy fabrications. Fatherhood triumphs in the end, as well as the necessary young love, dished up in stiffly insouciant gobs.

CAST—John Halliday, Marsha Hunt, Robert Cummings, C. Henry Gordon, Esther Ralston, Esther Dale, Frieda Inescort, Albert Conit, Thomas Jackson, Oscar Apfel, Funnell Pratt, Hyman Fink, Irving Bacon, Richard Powell, Rita LeRoy and a host of oldtimers. Halliday is fairly convincing as the actor when he's not snowed under by a cameraman with ideas, and Hunt and Cummings are almost inoffensive as the young lovers, save in their emotional sequences, when they either pull their punches or overswing entirely. Gordon does a stock portrayal, but Inescort, as his wife, is a pitiful example of what Hollywood can do to talent.

DIRECTOR—Robert Florey, who evidently thought he was going to create an epic, but overlooked the details.

AUTHORS—If it matters, the story was by Faith Thomas and the screen play by Marguerite Roberts.

COMMENT—Lovely women and a good moment or two don't soften the blow.

APPEAL—Difficult to imagine, even in the double brackets.**EXPLOITATION**—Old-time names in the cast.**"DON'T TURN 'EM LOOSE"**

(RADIO)

TIME—65 minutes.

RELEASE DATE—September 18.

PLOT—Bat Roberts, renegade son of a high-school principal, becomes a public enemy, is sent to jail, but is released by a lenient parole board. After a lot more crime he's sent up again, but again comes before the board, of which his father is now a member. He is again released when he threatens to tell who he is and so disgrace the family, but papa later acts as Nemesis and kills him.

CAST—Bruce Cabot, Lewis Stone, James Glenson, Louise Latimer, John Arledge, Frank M. Thomas and others. Generally capable.

DIRECTOR—Ben Stuloff. Emphasis on the melodramatic angles, which was about all that could be done.

AUTHORS—Screen play by Harry Slegal, screen story by Ferdinand Reyher, suggested by a story by Thomas Walsh. The old gangster stuff under a new falseface of civic reform.

COMMENT—As a melodrama it will hold its place among the minor items. Its assumption of crusading fervor, however, sets it down as a prize phony.

APPEAL—Lower brackets.**EXPLOITATION**—The parole system.**"THANK YOU, JEEVES"**

(TWENTIETH CENTURY-FOX)

TIME—58 minutes.

RELEASE DATE—Not given.

PLOT—Bertram Wooster's gentleman's gentleman, Jeeves, is about to resign because of the numerous hair-raising experiences he has had while serving his master, who is irrepressible, gallant and continuously entangled in ladies' affairs. But Jeeves is forestalled by the arrival of a mysterious woman seeking refuge from pursuers. She departs in the small hours of the morning, to be followed by Bertram and Jeeves, who trail her to Mooring Manor, once an estate but now a hotel. There the gal's shadows prevail upon Bertram, leading him to believe they are Scotland Yard men trying to obtain government papers from the girl. Bertie gets the papers for them and promptly gets them back when he finds the men are crooks trying to steal plans of an invention. A riotous free-for-all battle begins, with Jeeves heroically mopping up the opposition.

CAST—Arthur Treacher, Virginia Field and David Niven. Script not particularly funny, but Treacher comes thru with a few sequences of amiable nonsense.

DIRECTOR—Arthur Greville Collins. Fair.

AUTHORS—Screen play by Joseph Hoffman and Stephen Gross from story by P. G. Wodehouse.

COMMENT—Just for the duals.**APPEAL**—General non-class.**EXPLOITATION**—P. G. Wodehouse stories.**"IN HIS STEPS"**

(GRAND NATIONAL)

TIME—79 minutes.

RELEASE DATE not given.

PLOT—Something of a Montagu-Capulet affair, in which Tom Carver and Ruth Brewster are prohibited from marrying owing to a business quarrel between their respective fathers. Tom, taking things into his own hands, pulls Ruth into a car and, with police pursuing, drives to the farmhouse of a friendly minister, who marries them. Ruth's father, taking advantage of the new kidnaping laws, prefers charges against Tom, who, taking the minister's advice, hides with Ruth at the farmhouse. The young couple live close to the soil and find it good, in contrast to their previous tony existence. When Davidson, a religious man with knowledge of the young couple's whereabouts, is cruelly grilled by police Tom and Ruth give themselves up. In court the judge is about to commit Tom to jail but all winds up okeh when the opposing families make up.

CAST—Eric Linden, Ceclia Parker, Henry Kolker, Olive Tell, Harry Beresford, Roger Imhof, Clara Blandick, Robert Warwick and others. Cast turns in good performances in roles that are boring.

DIRECTOR—Karl Brown. A pattern piece of business with enough tear-jerking to satisfy audiences for whom the pic is made.

AUTHORS—Screen play by Karl Brown and Hinton Smith from the novel by Charles M. Sheldon.

COMMENT—One of the beautiful young love ilk.**APPEAL**—Good enough for upper bracket duals.**EXPLOITATION**—Papa, you got a heart like a buckshot.**"YELLOWSTONE"**

(UNIVERSAL)

TIME—63 minutes.

RELEASE DATE—August 30.

PLOT—Ruth Foster, in search of her father, who has been missing 18 years, finds him at Yellowstone Park, where he has come, after a long prison term, to unearth a fortune hidden in a cavern long ago by Jenkins, a crook. Foster, the only one who knows where the money lies, is murdered before he can get it by someone cognizant of the old Jenkins legend. Suspicion points at several, including a ranger who has fallen in love with Ruth. Untangling of the plot proves the murderer to be Hardigan, a phony who posed as a detective in his efforts to get the swag.

CAST—Henry Hunter, Judith Barrett, Ralph Morgan, Alan Hale, Andy Devine and others. Strictly so-so.

DIRECTOR—Arthur Lubin. Fair. Has taken advantage of natural scenery and phenomena, such as geysers, caverns, falls, etc.

AUTHORS—Original story by Arthur Phillips. Screen play by Jefferson Parker. Adaptation, Renard Hoffman.

COMMENT—Average dualer.**APPEAL**—Murder-mystery fans, with some added draw owing to the locale.**EXPLOITATION**—Routine, plus Yellowstone.**"TROUBLE AHEAD"**

(ALLIED-PATHE)

TIME—75 minutes.

RELEASE DATE—Not given.

PLOT—Unquestionably the most odoriferous affair to be let loose in a picture house within recent years, this jalloppi was made in England, but how or why it ever came over is beyond answer. Story is sketchy and stupid, about Howard Jones, an American picture star in London to make a picture. He falls in love with a lil English lassie. She doesn't know who he is but agrees to marry him 'cause she loves him. His manager stalls her off, tells her he is married and the father of a regiment. She leaves her home; he can't find her and sails to America. But the manager stops the boat and reunites 'em.

CAST—Charles Farrell, Margot Grahame, Mary Lawson, Gregory Ratoff, H. E. Maltby, Catherine Nesbitt and others. Farrell is atrocious; Grahame, who can act, doesn't here, and battles with Farrell for the smellerino honors. Ratoff overacts miserably. Lawson, pretty and attractive in an unusual way, grows on you. If she retains that simplicity and gets some good parts she should do.

DIRECTOR—Monte Banks. Recommended for a hot oil bath.**AUTHOR**—Not credited. Probably there were none.

COMMENT—Probably one of those English "quota" films which must be produced under British law. They throw 'em together so that English picture houses can play the due number of British-made films. Hollywood's Poverty Row was never like this.

APPEAL—How's your aunt in Dubuque?**EXPLOITATION**—Grahame and her role in *The Informer*, if you dare play it.**"BRILLIANT MARRIAGE"**

(INVINCIBLE)

TIME—65 minutes.

RELEASE DATE not given.

PLOT—Madge Allison, a society gal, decides she cannot marry Richard when she learns she is an adopted daughter, her real mother being a dame with a prison record. Trying to forget all, she goes on a round of parties and meets a colorful reporter who tries to marry her. She finally says okeh, deciding her old boy friend Richard is too stodgy anyway. But the reporter's old female takes matters into her own hands and keeps her man at home thru a piece of tricky intrigue. Meanwhile Richard, dull but true, turns up at an opportune moment and marries Madge, who had all the while been waiting for her reporter to take her to the South Seas. A dopey yarn, with the gal tossing love vows at anyone within hailing distance.

CAST—Joan Marsh, Ray Walker, Inez Courtney, Ann Codee and Olive Tell. Stock.

DIRECTOR—Phil Rosen. Case of the sow's ear.**AUTHORS**—Paul Percz screen play, from novel by Ursula Parrott.**COMMENT**—Nothing to it.**APPEAL**—Weak, even in lesser duals.**EXPLOITATION**—A tough one, with scarcely anything with which to work.

Hirst-BAA Meet Again

BAA demands action—Hirst may hold Chicago meeting—hitch is chorus raise

NEW YORK, Sept. 26.—Meeting again on the matter of signing an agreement for this season, Issy Hirst, heading the Independent Burlesk Circuit, was told on Wednesday by officers of the Burlesque Artists' Association that there must not be any more delay in signing up. Arguing against several new demands asked in the agreement, Hirst was told that the BAA membership voted in favor of these demands and that they must be met. The Western houses are understood to be the hold-outs, and it is unlikely that Hirst will be able to give the BAA any answer until the middle of next week.

When Hirst left the BAA meeting last Wednesday night it was with the impression that he would be able to return with word by today. He was to have sent out wires to the Western houses for their answers. However, on Thursday Hirst revealed that he will probably have to call a meeting of Western houses in Chicago on Monday. He stated that he could not make it earlier, due to the Jewish holy days that started last night.

The principal argument centers around the \$1.50 raise for chorus girls. Hirst claims that when the BAA signed the Western houses to a "closed shop" it was with the understanding that working conditions and policy of the theaters would not be disturbed. However, the BAA, on the other hand, claims that in asking for the raise from Hirst it is not breaching its faith with the Western operators, as Hirst's servicing of shows to these theaters is definitely apart from their policy. Hirst has been contending that it will be difficult to get the Western houses to accede to the raise, claiming it unfair because of the lower scale made with the Metropolitan Circuit.

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Popkin-Ringer in N. Y. On Talent, House Hunt

NEW YORK, Sept. 26.—Popkin & Ringer, operators of theaters on the Pacific Coast, including four burlesque theaters, have been here since last week to line up talent and look for theaters in the East. They have spotted two houses here which they may close on.

The pair will return to the Coast shortly after the World's Series ball games and trips to Canada and other points. Their burly theaters are the Burbank and Million-Dollar in Los Angeles and Capitol and Moon in San Francisco. Grover Franke has been engaged by them to produce the shows at the Million-Dollar Theater.

Fred Hurley Acquires Walnut in Louisville

LOUISVILLE, Sept. 26.—Fred Hurley, who for the last several seasons operated the Gayety Theater, local burlesque stand, yesterday signed a five-year lease on the old Walnut Theater in the heart of the downtown section.

He will open the house around the middle of October with a combination show without pictures. Company will do three-a-day during the week, with a continuous policy on Saturdays and Sundays and a midnight show on Saturdays.

House will get a coat of paint and some new neon signs before the opening.

MARY WOODS, of the Woods Sisters, got to the Shubert, Philly, opening in time but minus her trunk, for which sister Virginia, at the Apollo, New York, has sent out an SOS.

Detroit, Worcester In; Toledo May Go

NEW YORK, Sept. 26.—The Gayety, Detroit, and the Worcester, Worcester, are going on the Independent Burlesk Circuit next week, while another house, the Capitol, Toledo, is scheduled to go off with a two-week notice. Latter house's operator, Vic Travers, got into a controversy Thursday with Issy Hirst, head of the circuit, who asked for the notice.

The Detroit house was scheduled to come in weeks ago, along with the other Midwestern houses, but was delayed by union difficulties. Worcester also was scheduled to open on the circuit some weeks ago. House recently fell into new hands and the Burlesque Artists' Association just okeed it Thursday after getting a satisfactory salary guarantee. John G. Jermon is one of the operators of the theater, while Ben Levine is in as manager without any other interest in the house.

Second Hollywood Burly Trial Is Dismissed

HOLLYWOOD, Sept. 26.—Second trial of Hollywood Goes Minsky troupe was dismissed by Municipal Judge Harold B. Landreth on a motion of Deputy City Prosecutor Howard Crandall.

The nine defendants who were to be tried were included in a group of 13 who last week paid a total fine of \$2,600 after conviction for presenting an indecent performance.

While playing at the Playhouse the show was raided twice, accounting for two trials.

Burlesque Reviews

Shubert, Philadelphia

(Reviewed Thursday Evening, Sept. 17)

Filling a niche in Sleepytown's crying need for flesh entertainment, unshuttering this histrionic playhouse as an arena for glorified burlesque was a boutonniere in Max Wilner's tassel. And village reception on opening night called for orchids. Amid the glare of klieg lights, a crack drum corps beating it out and Harold Davis aircasting a word picture over WDAS, fanfare in the lobby side of the showhouse had all the trappings that go to make a Hollywood opening glamorous. A first night was never better staged in local theatrical history. Mob on hand and their shower of appreciation on the venture was enough to gladden any heart.

Initial display was a cross between a sock burly glitter and a tired business man's extravaganza. While there was plenty of epidermis to open the optics, top honors went to the comics. The blue was wisely subdued and the abdominal guffaws registered would make a Milton Berle turn green with envy. Eddie Kap-

lan and a dead-pan stooge, heckling from an upper box, open the contagious fun with a near-riot that bounces 'em out of the benches. Stinky Fields and Shorty McAllister team for dynamite drollery. Score best in the courtroom scene. Bobby Morris proves the ace comic. A ringer for filmhand's George E. Stone and with Harry Langdon mannerisms, Morris is a mopup from start to finish. He is the answer to any talent scout's prayer.

Denuders include Mary Woods, Joan Lee, Maxine DeShon and Peggy Reynolds. Peeling is restrained but packs the necessary wallop for house clientele. Miss Woods only leaves a hint as the parade continues, Miss Reynolds going cannibal. Miss Lee adds violent-voiced vocalizing and makes her bare count for a peeper's melt. Miss DeShon effects the falling of soothing balsam on the retina.

Headlining the specialties are Carrie Finnell, an uproarious novelty. An interval of class terping, strictly in the legit groove, is added by Leda and the (See Burlesque Reviews on opposite page)

Burly Briefs

MARIAN LA MARR and Jack Born opened with the IBC show at Minneapolis September 25, replacing Tommy Hanlon and Mary Clark. . . . Charles Country's young son celebrated his birthday September 26. . . . Regal DeVoe closed at the Avenue, Detroit, September 26. . . . Joan Barlow, who was supposed to open at Toronto for the Metropolitan Circuit September 20, opened in Cleveland instead and will open at the Roxy, Toronto, September 27. . . . Tony Brill, who formerly operated burly houses in Ft. Wayne, South Bend, Gary, Ind., and Akron, O., is now conducting a booking office in Hollywood. . . . Jimmy Rose is opening October 2 at the Garrick, St.

Louis, as house come to work in incoming road shows. . . . Reports from Toledo are that business opened big at the Capitol Theater and is holding up nicely. . . . The house is under the management of Vic Travers, formerly of the National, Detroit.

NAT MORTAN'S bookings. Walter Stanford from the Eltinge, New York, uptown to the Gotham. Nadine Marsh closed at the Gotham, New York, Sunday and will go to the Bijou, Philly, Friday. Lillian Delmar, current at the Nomad Club, Atlantic City. Al Golden Jr., who gave in his notice on the Indie Circuit, goes into the Eltinge, New York, October 9. Barbara Doane opened at the latter house Friday, Jack Morrison opened at the Bijou, Philly, Friday. Loretta Martin opened last week in Detroit for the Metropolitan Circuit.

KURLEY KELLY, featured stripper, closed with a Jack Kane troupe at the Empress, Cincinnati, last Thursday to (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

BABE CUMMINGS, new stripping principal at People's, New York, was promoted from the chorus last season by Ed J. Ryan, of the Howard, Boston. Her progress now is under the supervision of Johnny Miccio, People's manager.

BILL BARRY, juve-tenor from night-eries and Cincy radio work under the name of Bill Mandel, is a new face to burlesque. Opened last week at the Apollo, New York.

LOUISE PHELPS birthday - partied Saturday by Buffalo friends backstage of the Palace there.

PAUL MARAKOFF finally enabled to leave New York. Left early last Monday morning for the Coast, where he will be general producer for all of Popkin & Ringer's shows, units and productions. With him went Natalie Cartier, Bobbie Budid and Ed Ryan.

JOHNNY KANE, manager of Minsky's Brooklyn, got two columns of space about the house and his able methods of operation in the dramatic section of *The Brooklyn Eagle* September 20.

BEVERLY OARR, number producer at the Eltinge, New York, along with Eva Collins, costumer; Mrs. Billy Silverman, wife of the purchasing agent of the French Casino, New York, and Mrs. Frank Bryant, wife of the number producer of the Bijou, Philly, plotting a European tour of six weeks to start next May.

LARRY CLARK, juve-straight with a show-stopping black-face singing specialty, clicked with the Weinstocks to the extent of an eight-week, eight-option contract for the Republic, New York, and Minsky's, Brooklyn.

STEVE MILLS, comic, was the lucky one this year out of the Weinstock players at the Hollywood Playhouse, landing a movie berth. Thru Maurice Revness, MGM director, Mills was signed to a five-year contract. As to others in the cast, Mike Sachs and Alice Kennedy to (See U-NOTES on opposite page)

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AT THE PEOPLES, New York City.

Tab Tattles

JOHNNY BRODERICK, better known to tabsters as Johnny Burton, of the former Slinger & Burton Follies on the Sun and Spiegelberg circuits, is now appearing with his partner, Charlotte Aren, in the new English musical, *Let's Raise the Curtain*, at the Victoria Palace, London. Show opened with a gala first-night performance September 21. After the London run show moves intact to the Alhambra Theater in Paris. Johnny, who with his partner has been knocking 'em stiff in vaude, shorts and on Broadway the last several years, asks to be remembered to all his tab cronies.

E. A. Wiedemeier, manager of the Rialto Theater, Pekin, Ill., reports that the Roxie Theater, now under construction there, will be ready for operation late in December. House will be equipped to handle tabs and vaude. **L. J. Bennett** is owner of both the Rialto and Roxie. **Union Theater** (Shea), New Philadelphia, O., inaugurated a week-end policy of tabs and films, effective September 25. House will play Sun units every Friday and Saturday. First in was *International Fantasies*. **L. W. Hutcheon** is the Union manager. **Edward F. Wick**, manager and producer of Hiram's Food Fair, a give-away feature, is now operating 15 theaters in the Buffalo territory and expects to increase this number as soon as cooler weather sets in. Associated with Wick are **R. T. Wick**, **Henry E. Peterson**, **Eddie Gowitz** and **Wharton M. Wilkie**. **Claude H. (Kid) Long**, veteran tab manager and producer, who recently concluded a 15-week season with Ned Alvord on Billy Rose's *Jumbo* in Fort Worth, is now at his Chicago headquarters, making plans for the new season. He is seriously considering taking an augmented unit show on a high-class wild-cat journey thru the Southwest, where, the Kid says, money is plentiful. *Musical Varieties of 1937*, an 18-people unit, is now touring the maritime provinces of Canada.

BOBBY WHALEN posts from Danville, Ill., that he has just left the hospital, where he was laid up for two weeks with a lung ailment, and is now singing with Ludy Kay and his band. We still have not received a verification or denial of the report that Kate Siner passed on recently in the Southwest. If any of our readers have the facts, please shoot us a line. **Earl Taylor's** new unit, *Parlez-Vous Parce*, has a few more fair dates before beginning its theater season in the South and East. **Earl Williams**, veteran straight man, was a visitor at the desk the other day. **Earl** is still on the Federal Theater Project in Cincy and says the summer just ended was the best he has ever put in. **Williams** inquires as to what has become of **Al** and **Jackie Russell**. **Paul Mahar**, **Elmer Wright** and **Lillian Murry**. **Willard Cole**, hooding comic, is the latest to join the vaude division of the Federal Theater Project in Cincinnati. Among the other well-known tab and burly folks on the Cincy project are **Stanley Montfort**, **Chiff Cochran**, **Bob Snyder**, **Dutch Deseel**, **Bob White** and **Alma Robinson**. First tab of the season to play the Strand, Crawfordsville, Ind., September 23 and 24, was *Frisco Follies*, featuring **Ginger Stower**, **Meyers** and **Nolan**, **Henrietta Rogers**, **Jess Sidney** and the **Palmer Girls**. **Rakoma and Company**, novelty turn, left Pittsburgh for Norfolk, Va., last week to join **Jack Van's** new show as featured attraction. **Charles Velvin Turner**, one of the best known of the old-time tab managers and producers, spent the last week-end in Cincinnati. He's still on the road for the **Curtiss Candy Company**, the deal which would have taken him back to Chicago having failed to jell.

MIMI LYNNE, with the expectation of a lengthy stay at the Star, Brooklyn, has begun painting her dressing room a dull green.

ALLEN GILBERT'S marionettes parading the Apollo, New York, include **Drew Waring**, **Carolyn Wells**, **Helen**

Bingler, **Marjorie Younger**, **Dottie Kaye** and **June Taylor**.

BETTY SCHWARTZ, held over from last season, and **Kitty Dean** are treasurer and assistant treasurer, respectively, in place of **Ed Sullivan** and **Abe Potar** at the Irving Place, New York.

MARIE CORD, prim at the Star, Brooklyn, celebrated a birthday Thursday backstage with a party, at which **Mimi Lynne**, dressing-roommate, was co-hostess.

ANN CORIO pencils from Washington: "Very hot here all week, but SRO sign up every night. **Jimmy Lako** put nice bonus in my pay envelope. Pretty swell of him. Boston next."

BOBBIE MASON, formerly of the Eltinge, New York, closed September 11 at the State-Lake, Chicago, to rehearse with a unit. She will do an acrobatic number running four minutes in a cage with 10 lions under the name of **Millie Jeanne Cote**. Unit opens October 1 in Madison, Wis.

MABELLE PARKER GOTTSCHALK, former burlesquer, sends word from Pittsburgh that she celebrated her 15th wedding anniversary Saturday. Also that **Mattie Quinn**, another ex, will celebrate her 10th wedding anniversary in November.

GEORGE JAFFE, operator of the Casino, Pittsburgh, jumped to New York last Wednesday in the interests of a Pittsburgh baseball team and football eleven, both of which he is financing.

TOMMY RAFT was the clown during the second baseball game between the burly actors and the **Terminals** September 20 in Central Park, New York. Score, 19-9 in favor of the **Terms**. **Pitchers** were **Lefty Ottone** for the **Terms** and **Joey Faye** for the actors. Game ran seven and a half innings. **Umpire** was **Marty Ottone**. At third base for the actors was **Marvin Lawlor**, former dancer in burlesque, now with **Ziegfeld's Follies**.

CY PLUNKETT, former black-face comic on the **Columbia Wheel** when he was with **George Rife's Take a Look** and who since has been in nighteries and vaude, is planning a return to burlesque now that the field is so much on the up-grade.

BURLY BRIEFS

(Continued from opposite page)

Jump into the **Garrick**, St. Louis, for **Pickens**. **Yvonne Cappell** is presenting her new illuminated dance novelty in the **Streets of Paris**, Dallas. **Charles** and **Virginia Tiffany** are closing with **Jack Kane's Broadway Scandals** in Cincy this week. They have several offers, but are undecided which to take. **Bobbie Bow** and **Marie Greenwald Decker** are with **French Follies** on the **Jack Kane Wheel**. **Chuck Morrison**, who has been working clubs in Cincinnati the last several weeks, has returned to Indianapolis.

ABE POTAR, formerly of the Irving Place, New York, is said to be planning to put burly into the **Circle Theater** at **Columbus Circle**, according to rumors. **The Forman Sisters**, **Gertie** and **Ruby (Tangara)**, are both playing in **New York** on 42d street. **Gertie** is at the **Apollo** and **Ruby** is at the **Eltinge**. **Buddy Abbott** discovered and played fireman with the stagehands in a small fire at the **Apollo**, New York, that damaged a traveler. **Diane Rowland**, after a lengthy illness, returned to **Minsky's**, Brooklyn, Sunday in the same cast with her sister, **Betty**. **Gladys Clark**, unable to open at the **Irving Place**, New York, last week, forced **Georgia Sothorn** to double a second week between there and the **Apollo** uptown. **Dorothy May**, **John Grant**, **Vic Plant** and **Frank Smith** will leave the **Indie** show, *Knee-Hi*, Saturday in **Philly** to return to **New York** for the **Weinstocks** on long-term contracts.

DYNA (MITE) DELL closed Saturday at the **Republie**, New York, at her own request so that she could vacation on a farm to rest her weary self. **Dorothy Dee** has left the **Galey**, New York, to join the **Indie** Circuit. **Margie Hart** got out of her four-week contract at the **Star**, Brooklyn, after two weeks to go over to the **Apollo**, New York, for the **Wilners**. **Latter**, in turn, is letting the **Star** have **Georgia Sothorn**. **Mickey O'Neil** is seeking to get back to burly work again. **Phil Silvers** will go into the **Irving Place**, New York, October 9, finishing with the **Indie** Cir-

cuit. **Eitings**, New York, has trimmed to two comics, they being **Jack Rosen** and **Harry Levine**. **Ted White**, of the **Apollo**, New York, is now using the title of first assistant to **Allen Gilbert**.

BURLESQUE REVIEWS

(Continued from opposite page)

Swan, **Milton Frome**, straight man, shows a good voice in one opportunity. **Mitch Todd** and **Boyd Heath** yodel in the production flashes. **Connie Fonslau**, **Chic Hunter** and **Russel Trent** are others who support in the sketches, doing excellent work thruout, with individual honors going to **Miss Fonslau** in the *Pork Chops* bit. Sketches are sustained laugh provokers, but let down on the blackout.

Productionally the show may be heavy but doesn't look it. Settings not lavish, yet neat, with most of the color in the costumes. The *Heavens* finale for the first act scored heavily with a toe ballet by 11 gals from the chorus. Remainder of large chorus were the weakest link in the show.

Credit for the production goes to **Allen Gilbert**. Only marring note for the debut was the pit crew of musicians. Stage is stepped to meet the first row of pewholders and the horn tooters are relegated to a side box. This was one time an act could truly blame the musicians for any egg-laid.

Wilner is bringing his shows from the **Apollo** in **New York**, weekly changes on **Friday**. Policy calls for three shows daily. A grind from noon to five at pop prices, 25 and 35, with the evening show at an 85-cent top. **Fred Sears** is in as house manager. In two acts, opening array reached the midnight hour and will undoubtedly be clipped some.

ORO.

Apollo, New York

(Reviewed Tuesday Afternoon, Sept. 22)

You've got to hand it to the **Apollo**—its management and producer, **Allen Gilbert**—for the high standard of burlesque shows offered. The biggest bargain in town and a comfortable theater in which to enjoy it. No other house can compare with it in elaborate production or in quantity of excellent talent. Which is the reason for the heavy business today, as on any other day, the house being a consistent profit yepster.

Comics on this show are topnotch, **Gilbert** giving a little better break to the comedy of the show than usual. Ordinarily it's practically an all-girl show. The funmakers are **Rags Ragland**, **Lou Costello** and **Joey Fay**, as surefire a trio as one could find in the field. They rolled up a perfect laugh score, and it didn't take much blue to do it. **Ragland's** a fave here, while **Costello** and **Fay** are comparatively new. They caught on handily, tho. **Costello** is going places.

No scarcity of straights, either, the boys being **Bert Grant**, **Buddy Abbott** and **Jack Coyle**. **Betty Abbott's** the talking woman, and, in addition, the show's singers and several of the strip-pers double in the comedy bits. The three men are expert feeders for comics, building up the full value of the gags. **Miss Abbott** is a capable gal. **Coyle** doubles in a nicely handled song over a mike.

The strip-pers include **Gertie Forman**, **Joan Dare**, **Mary Joyce**, **Virginia Woods** and **Georgia Sothorn**. All very good, topped by the dynamic **Miss Sothorn**, who curbed her encores in answer to a terrific reception due to show running overtime. **Blond Miss Woods**, a newcomer, is tops also, doing an outstanding mike singing job and also diabolizing cleverly. **Miss Joyce** is another neat singer and gorgeous stripper, while the **Misses Dare** and **Forman** do handily also.

Production of the show is built up beautifully by specialty talent. First there is cute **Louise Clayton**, who does nice acrobatic dancing, and then **Charis Stewart**, colored boy, whose expert tap dancing and salesmanship pulled heavy applause. **Danny Morton** and **Bill Parrell** alternate as the singers, doing excellent jobs. Rounding out the show are the 13 chorines and six showgirls, who work often and with precision and energy.

New seven-piece ork here, led by **Cherbo**, played the show in masterful style.

SIDNEY HARRIS.

Rialto, Chicago

(Reviewed Friday Evening, September 25)

These Independent Circuit shows, combined with a house cast of favorites, are proving a great stimulant to the box office and a weekly change of faces seems to be just what the customers like. The current bill labeled *The Tick-*

Tock Follies starts its tour from here. At the performance caught, the third show of the opening day, it seemed a bit slow, but probably will gain momentum before the week is up. This due mostly to the selection of quiet comedy scenes.

The opening number was a Western scene, with the chorus, **Buster Lorenzo**, **Sam Gould** and two clever tap dancers, **Billy** and **Marie**. A drum bit by **Coo-Coo Morrissey** with the drum sticks manipulated in a **Jack Powell** manner was a pleasant diversion in the next spot and then came a jazz number by the chorus and a comedy scene, *I'll Talk to Her*, with **Mike Sachs**, red-nosed comedian; **Alice Kennedy**, a very good straight woman, and **Lou Petel**, straight man. **Ina Thomas**, the first of the strip women, appeared as tho she wasn't quite sure of herself and just got by with the audience at this show. The other strip woman with the **IBC** unit, **Lillian Dixon**, went over big a little later on. **Miss Dixon** is a comely brunette with loads of personality, a nicely formed body and better singing voice than is usually found in disrobing specialties. She danced with grace and manipulated a capelike garment expertly. **Latter**, too, **June St. Clair** and **Peaches Strange**, both of the house cast, went over big with their specialties, **June** with her song and manner of working and **Peaches'** shimmy movements to the tune of *The St. Louis Blues*.

Among the production numbers was the *Garden Ballet*, with the chorus doing a routine with large flowers. **Ruth Brown** contributing a neat high-kick control routine with head stand splits and posing in the background; the Spanish scene, utilizing the chorus, **Buster Lorenzo** singing *La Paloma* and poses and the finale, a study in blue and white with a classic motif.

Chuck Gregory's dance routines included a colorful devil number and among the specialties was a miniature stair dance by **Billy Duval** and a nifty tap routine by **Ruth Brown**.

Charles County, **Kenny Brenna** and **Jack Buckley**, the **Rialto's** own "Three Lafateers," did *Joe, the Bartender* in their usual expert manner. Other comedy scenes were *Now We Collect*, with **Sachs**, **Kennedy** and **Petel**, and *The Vampires*, with **Sachs**, **Kennedy**, **Gould** and **Petel**. **F. LANGDON MORGAN**.

Beverly Carr Leaving Eltinge

NEW YORK, Sept. 26.—**Beverly Carr** will leave the **Eltinge Theater** here in a couple of weeks as number producer, her contract expiring. She will be succeeded by **George Pronath**, who moves into the berth from the **Independent Burlesk Circuit**.

Weinstock-Wilner Deal Flops

NEW YORK, Sept. 26.—**Joseph Weinstock**, operating the **Republie** here and **Minsky's**, Brooklyn, has been negotiating with the **Wilners**, operating the **Apollo Theater** here, for shows for his Brooklyn house. The deal is understood to have fallen thru this week because of money.

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Van Arnam's Barn Dance

CHARLOTTESVILLE, Va., Sept. 26.—Martinsburg, W. Va., started off the week with turnaway business, but the next two towns in the Shenandoah Valley, Winchester and Harrisonburg, were a bit light. One explanation might be that the lots were too far out.

At Frederick, Md., had a pleasant visit from Tommy O'Neill, who with his partner, Val Derr, operates a home-talent minstrel and musical comedy producing office, as well as a booking office.

As we are near Washington this weekend quite a few of the folks are planning to spend Sunday looking over the sights of the Capital City.

Byron Gosh is current in this territory with his Seldom-Fed Minstrels. Gosh was a welcomed guest of the show at Ellenville.

Jim DeMetro, Clarence (Privilege) Reed, Carl Babcock, Al Pinard, George Will, Arthur Hunt and Don Whitehouse, all members of the Whoopee Club, celebrated at a night spot in Martinsburg. Luckily the riot squad wasn't called out.

Lloyd (Scout) Ruscher has been promoted to boss canvasser, a promotion richly deserved.

Bosman John away from the show on a prospecting trip into the Deep South. Our new route card takes us down as far as South Carolina.

MACK D. FERGUSON.

Kansas City Jottings

KANSAS CITY, Mo., Sept. 26.—Harry and Agnes Clarke, who have been in the city for the last two weeks organizing their show, are all set and ready to go. They will play a circle in Missouri.

Ralph Moody, manager of Hazel McOwen Stock Company, will close the tent season in Nebraska October 2. Moody will reopen on a circle October 15.

George and Bess Henderson, after a season with Eddie and Mona Hart Players in Nebraska, were spotted on the local rialto this week.

Rosewall-Terhune Show, after playing Missouri and Kansas all summer, have invaded Oklahoma.

Violet Youngblood, formerly with the Orpheum Players, is organizing a show for a circle in Arkansas.

Eddie Wilson and Bob Feagin closed their tent season recently in Kansas. They were in the village this week en route to Iowa to open a circle.

Mr. and Mrs. Guy Bates are recent arrivals here. They formerly operated a circle in Minnesota.

Francis Maloy recently joined the Jimmie Warren Show in Mississippi.

Helen and Bobbie Gentry, after a season with Harry Hugo in Nebraska, are village visitors.

Did Kingdom recently joined Harvey's Comedians in Colorado.

Mr. and Mrs. Mickey Arthur sojourned briefly in the city this week en route to a Southern spot.

Cecil Kenyon and Margie Montgomery recently joined Hal Stone's Comedians in Arkansas.

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Rep Ripples

KOLEME KAYE has closed with the Otis Oliver Company to accept an engagement in New York. Oliver's two units are now playing Iowa territory. He plans to open a circle stock in Iowa soon, using Sioux City as a base.

PORREST (BUZZ) BROWN, formerly in charge of the Billroy billing brigade, has returned to his home in Delphos, O., after closing the season with the Harry Shannon Players at Spencerville, O., September 26. Says the show enjoyed a good season.

JOE SIMPSON, formerly billposter on the Billroy brigade for seven seasons under the head of Forrest Brown, is seriously ill at his home, 695 Paynes avenue, N. W. Atlanta. Friends are urged to drop him a line.

MAURICE LUCKETT, pianist, has recently joined the Chicago Stock Company, playing in Tennessee.

"SUGARFOOT" WILLIAMS, formerly of the Lassies White, J. A. Coburn and other minstrels and now located in El Dorado, Ark., recently caught the Billroy Comedians in that town and shoots us a three-page letter, lauding the appearance of the outfit and raving over the splendid show the company pre-

(Haas), heavies. Orchestra comprises Miss Kiger and Messrs. Soubler, Harvey and Gordon Barry.

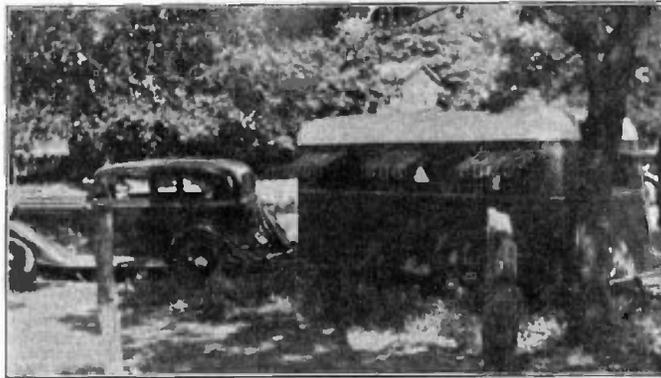
FRANK McDOWELL, Dr. Lee Reeves, Frank Ross and Lucius Jenkins motored from Tifton, Ga., to Omega, Ga., September 23 to visit the Al Miller Talkie and Vaudeville Show. Jenkins reports that business with Al has been satisfactory.

SHOWS HEADING INTO South Georgia are warned that a number of localities in that territory have the bars up against any kind of a public gathering, due to infantile paralysis. Several shows in that territory have been forced to cancel dates and jump out.

Billroy Show Briefs

JACKSONVILLE, Tex., Sept. 26.—Yip-p-pee! Our first invasion of the Lone Star State is proving both a pleasant and profitable one. Texarkana, Friday past, our initial Texas stand, gave us a nice welcoming reception by ringing the bell with an early turnout. Mr. Pleasant, Saturday, gave business that registered—if not big—quite satisfactory. Gladewater, our second Sunday date of the season, lived up to all expectations by providing business that can only be classified as fair. It was, however, booked more as an experiment than anything else. Marshall and Longview, Monday and Tuesday of this week in the order named, gave comfortable capacity. So much for business.

Don and Della Palmer, after "many



GUS AND LUCELIA LOCKTEE, at present with the Ben Wilkes Show, are living comfortably and reasonably this season in the new house trailer above. When the Wilkes show concludes its season the Locktees will make a trip to California with their new trailer.

sented. Billroy troupe played to SRO in El Dorado, Williams says, and was the best entertainment the town has had in a long time.

MADDEN-STILLIAN No. 2 Show suffered a blowdown recently at Perryville, Wis. As the company had only a few more weeks to run under canvas it was decided to close the season at that spot.

GEORGE AND ETHEL ADKINS, after resting for several weeks in Kansas City, Mo., following the close of the Madden-Stillian No. 2 Show, are now organizing a circle to play Central Missouri. They have played this territory for the last two winters.

JOHNNY RAMPEY, of schoolhouse fame, is now with the Al Miller vaude and talkie outfit in Southern Georgia.

IN THE CAST of the Harvey Players, who recently opened a circle out of Dyersburg, Tenn., are Mae Kennis and Edward Furbush, leads; Johnnie Soubler, comedian; Anita Kiger, second business; Cliff Malcolm, characters; Irene Harper, characters, and Jack Harvey

moons do-see," dropped back in Texarkana for a business conference with "Mr. Billroy" and a pleasant visit with the gang. The congeniality of this couple is always eagerly welcomed in our midst. They report having caught the Harley Sadler Circus, Roy E. Fox Players and other well-known Texas organizations recently.

The Wchle children are off to their respective schools; Winona to Wesleyan in Mason, Ga., and Billy Jr. to O. M. I. in Cincinnati. Lillian (Ain't That Awful) Chaplin left last Thursday to return to Pittsburgh, her home. She will engage in club work in that city.

Mr. and Mrs. Ray Whitlock and Allen Whitehouse, of the Roy E. Fox Players, motored 116 miles Sunday evening to pay us a surprise visit and catch our performances in Gladewater. Mrs. Whitlock is best known in the profession as Hazel Fox, daughter of Roy E. and Hazel Fox. She has many friends and former acquaintances with our company.

Col. W. I. Swain, Red Doolin and members of Harley Sadler's Circus whose names are not at hand were among other recent visitors. JOHN D. FINCH.

DOUGLAS McLEAN, director of the York Little Theater, York, Pa., and former member of a stock company at the Copley Theater, Boston, has been named assistant professor in the drama department at Carnegie Tech, Pittsburgh.

HELEN DONNELLY, formerly with the George Sharp Players in Pittsburgh, has been named publicity director of the Pittsburgh Playhouse by Herbert V. Gellendre, head of the group. Playhouse opens an 18-week season November 10 with Russet Mantle.

NEW PLAYS

(Continued from page 19)

judge, who is saved from suicide by a lady of the streets, who lives with her and who thereafter plans to marry an upstanding young man. The upstanding young man, however, pinches a thousand dollars to provide an operation for his dying mother (it's not a gag, Gwendolynne), and Marie, in eager quest of the money to cover the theft, contacts her father. Father slaps her in the face and Marie (quite unintentionally, of course) slaps father in the abdomen—but with a bullet.

She is quickly picked up, and the judge's legitimate son, who is an assistant district attorney, asks to be assigned to the case. But when poor noble Marie unintentionally blurts out who she really is, he forthwith switches around and becomes counsel for the defense. How he convinces the district attorney to let Marie off and keep the whole thing quiet (keeping the murder of a judge quiet is quite a trick in itself) is too weird to allow coherent retelling. You wouldn't believe me anyhow.

Lines so stilled, situations so absurd, motivation so ridiculous, play structure so weak and a general thesis so fantastic have to be seen and heard to be believed. Even now I have my doubts; it must have been a dream.

Doris Nolan (incidentally, she looked much more interesting before she was prettified by Hollywood) indulges in Major Historicals as Marie, offering a performance in perfect keeping with the play. Most of the others are about as bad, tho Walter N. Greaza is, as always, forthright and effective as the district attorney despite the amazing lines he has to speak, and Harry Hanlon contributes an amusing character bit. Mervyn Williams, as the judge's son, indicates that he might have come thru if given half a chance.

The name of the judge's son, by the way, is Donald Drake. He is by no means to be confused with Donald Duck, who is far more amusing.

"Love From a Stranger"

(Philadelphia)

A melodramatic thriller by Frank Vosper, based on a story by Agatha Christie. Produced by Alex Yokel at Erlanger Theater week of September 21. Staged by Aurio Lee. Settings by Kate Drain Lawson.

Frank Vosper, Jessie Royce Landis, Leslie Austen, Nelly Malcolm, Mildred Natwick, Olive Reeves-Smith, A. G. Andrews and George Graham in the cast.

Until 10:30, precisely, it seemed that the curtain raiser on Philadelphia's legit season had laid another egg. Then the fireworks started, a third-act climax making it an acceptable piece of dramaturgy. Was heralded as London's thrill triumph of the season, Frank Vosper, author, came to America to enact his original role.

Based on an early scare story by Agatha Christie, play concerns a young English girl, Cecily Harrington, who holds the winning ticket on a sweep-stake. In the flush of the gambling fever she is overcome with an adolescent ravening for a romantic flourish, a shortcoming in the portrait of her affianced, Nigel Lawrence. In the mad scramble Bruce Lovell comes to rent her flat. It's love at sight. Marriage is posthaste but repentance is a blood-drawing proposition.

While the third act packs all the punch of a Hollywood horrorer, the first two stanzas are sorely in need of swifter pacing. And a rewrite of the opening scenes would go far to take the edge off the flatness. Keeping the audience in a lethargic state for the greater portion of the play stamps the shocker as a phlegmatic bit as it now stands. Enthusiasm manifest was due largely to the actors rather than the act. Frank Vosper has written himself a sugary splot and carried the brunt as the hocus-poos lover in meritorious manner, ably abetted by Jessie Royce Landis as Cecily, Mildred Natwick, as a fatuous maid, is a blessing among the supporting members of the cast.

Show is penciled for a Broadway un-veiling at the Fulton on the 29th, but Yokel will probably keep it here another week to tighten it. ORO.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

IRVING DORENFELD is in his eighth week at the Gayety Village, Chicago.

RUSS WALSH and Bill Salsburg, Chicago, and W. O. Martin, Port Smith, Ark., in the Windy City last week for the railroad convention, entertained local and visiting magicians at the Sherman Hotel. Among the guests were Mr. and Mrs. LePaul, George Troseth, Joe Berg, Mr. and Mrs. Earl Adock, A. Gustafson, Mrs. W. C. Dornfield, and John Brown Cooke, Chicago; Elmer Gylleck, Eigin, Ill.; L. L. Ireland and Miss Van der Veer, Oak Park, Ill., and Mr. and Mrs. John Snyder Jr., Norwood, O.

MAGICIANS VISITING Chicago can usually be found comparing notes and talking over their latest trick at the Wizard's Club in the Delaware Building.

JUDGE, mentalist, who recently closed at the Village Grove Nut Club, New York, has signed to work his crystal-gazing act as a lobby attraction in the Paramount-Publix houses in Canada.

DARWIN THE MAGICIAN, who has been touring Pennsylvania all summer with the Mme. Mayfield med show, contemplates returning to the night club field in the near future.

VANTINE THE MAGICIAN, with Cazan, the "girl Houdini," after three weeks at the 99 Club, San Pedro, Calif., are rounding out a fortnight's stay at the Manderin Inn, Bakersfield, Calif., after which they will sail for Honolulu for a four-week engagement at the King's Theater for Fanchon & Marco. At San Pedro recently, Miss Cazan jumped from an airplane while handcuffed, shackled and bound in a strait-jacket. She bailed out at 2,000 feet. Miss Cazan repeated the feat at Bakersfield for a newsreel company. She is doing the jump for a brewery and it is believed to be the first time the stunt has ever been done by a woman.

PROF. EUGENE SONDA, mentalist, is now heading thru Pennsylvania and into Ohio territory. "Business in Pennsylvania has been good," Sonda pens. "Mental work is picking up and things look good for the coming season."

KARL ROETTING, card and cigaret manipulator, has been engaged for the opening of several clubs in Washington.

OAKLAND MAGIC CIRCLE will stage a dinner dance at the Hotel Leaminton, Oakland, Calif., October 17. All magicians are invited to attend.

TUNG PIN SOO (Al Wheatley), of Hartford, Conn., has just concluded a two-week engagement at Arrowhead Inn, Cincinnati. He pleased immensely there with his Chinese magic. He dresses and looks the part of a real Chinese.

MARVELO (Lester Lake), the New Trenton, Ind., dare-devil and wizard, will be featured at the Roann, Ind., fall festival October 1 to 3, inclusive.

JOHNNY PLATT, Chicago magish, opened Saturday (26) at the Three Little Pigs night club, Quincy, Ill., for a fortnight's stay. He moved there from the Club Gig-Galleaux, Peoria, Ill., where he was originally booked for a week but stayed three.

ANTHONY MARKS, another Chicago magician, is now holding forth at the Pere Marquette Hotel, Peoria, Ill., for an indefinite run.

MURT WARD, barber-magician, of Leslie, Mich., recently received a three-column writeup in *The Detroit News*. Ward formerly appeared in vaudeville and with stock companies, where he took up magic as a hobby. He is well-known thruout Central Michigan.

FOURTH ANNUAL CONVENTION of the New England Society of American Magicians was held in Bridgeport, Conn., the past week in a two-day session which included a public exhibition at the Central High School, a banquet at the Stratfield Hotel and a show by proficient amateurs. Among those per-

forming were Dr. L. B. Calkins, of Springfield, Mass., national president; Julius Proskauer, presenting "Noma," the girl of 1,000 lives; Max Holden, Amedeo, Hardeen; Al Baker, emcee; Eugene Homer, Raymond Cox and his "Wonder Workers." At the amateur performance were Alphonse Deleport, Sir Charles. Aneman, Harry Tomlin, Vincent Boyer Jr., Dr. Calkins, Paul Knoffke, Foster Penner, Ladson Butler and Chris Agnoli. Royal Vilas Chapter, No. 20, of Bridgeport, which was host of the convention, was given a vote of thanks for the proficient way that things were handled. Hartford, Conn., was chosen for next year's convention.

PRINCESS YVONNE, "psycho wonder" and her hubby-manager, Doc M. Irving, spent the first half of last week in Washington, visiting Yvonne's sister and entertaining the delegates to the G. A. R. convention. They left there early Thursday for Winnipeg, Man., where they are this week playing the Radio Show for the Back-to-the-Land Assistance Association, a government project. The Winnipeg engagement netted them a handsome figure, with all expenses paid going and coming. The Doc and the Princess may take a whirl at the better hotels and clubs this fall and winter. Their six-year-old daughter, Princess Yvonne Jr., created a sensation with her mental work at Young's Million-Dollar Pier, Atlantic City, during the season just ended.

HORACE GOLDIN AND DANTE, internationally known magi, renewed their old friendship recently when the former dropped around backstage at the Alhambra Theater, London, where Dante is holding forth for an indefinite engagement with his magical extravaganza, *Sim Sala Bim*. They spent several happy hours talking over old times.

GALI-GALI, now playing the Versailles Club, New York, tells us he comes from a family of magicians, most of whom are now plying their trade in Port Said, Egypt. There are 40 of them, ranging from 9 to 60 years of age. Gali-Gali's father makes a speciality of working the ships in Port Said harbor, having exclusive rights to 16 liners and working three of four hours on each. Gali-Gali is still featuring his live chicks sleight-of-hand maneuvers.

BERNARD ZUFALL took his last cruise of the season to the West Indies last week, doing a show on board the S. S. Volendam.

RUSSELL SWANN, "the magic man," postcards us from Paris. He jumped into Paris from Venice and will continue Continental bookings for some time before returning to this country.

AMEDEO left New York for Buffalo Friday to open at the 106th Armory Exposition. Will follow up with night-spot dates up-State.

PAUL DUKE opens Friday at the Hotel Commodore, New York, his first big hotel steady engagement in that city. Has been playing vaude and night clubs in the East and Midwest since returning from Europe.

RALPH HALCOURT, ventriloquist, recently closed a summer's engagement with Jean Hugard's magic show, *Spiritland*, at Luna Park, Coney Island, N. Y. Ralph used his dummy as a bally, while he did considerable basking on the beach.

LELAND opened at the Plamor night club, Cedar Rapids, Ia., September 29 for a six days' run.

RAYMAR (John Q. Part), Canadian mentalist, has renewed his contract with Mason Remedies, Ltd., and the United Radio Advertising Agency to present his act over 35 Canadian stations. This makes Raymar's fourth season for the one sponsor. Last year the program was heard over 20 stations, but due to the heavy sales piled up by the act the account extended the tieup to its present number. Program originates at CFRB, CBS outlet in Toronto. Contract calls for 40 weeks, three programs per week and exclusive use during that period of the Raymar name in Canada for broad-



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business. The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in lines with review assignments. SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

BILLY DANIELS—handsome young Negro tenor now appearing in the all-colored floor show at the Black Cat, New York. Has a sweet and appealing voice, perfect for romantic ditties. It dominates the room, even tho he often keeps it very low. He ought to be even more effective on the air.

JOE MAY—comedian in vaude for some time. Possessing a quiet but most effective delivery of an excellent stock of gags, he should make a good bet for the airwaves. He can also sell a song nicely. A one-time guest shot would probably reveal him as a worth-while bet.

Photographs well and should screen accordingly. Rates a test.

For LEGIT MUSICAL

ALICE DAWN—lovely brunet who has been singing in presentation houses and who is now at Leon and Eddie's, night spot, New York. Has a beautiful blues voice that comes over the mike as clear as a bell. Fine diction and voice control and good delivery, too. Ready for a revue spot.

For VAUDE

LINDA MOODY—striking and shapely brunet who does beautiful tap dancing, including a combination tap, castanet and heel-clicking number. Caught in an audition at the Le Quorne Studios, New York. Looks like another Powell in the making. Ought to be ripe for vaude or a revue.

For FILMS

PARKER WILLSON—young radio actor appearing in several air shows from Chicago studios. Possesses a strong sense of dramatic values in his acting and makes a handsome actor in appearance. The he-man matinee idol type, with a splendid speaking voice.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LASSES WHITE, who recently entered St. Vincent's Hospital, Los Angeles, is reported by Mrs. White as improving. "Lasses is now able to be up," Mrs. White writes, "and says he feels fine, altho he has lost a little weight. X-ray revealed one tiny ulcer in his stomach. With the proper diet, he will soon be ok." Mr. and Mrs. White recently moved to California to live and they are now building an attractive home in the Westwood Hills section of Los Angeles. White's many friends are urged to drop him a cheery note. His address is Shelton Apartments, 1735 North Wilcox avenue, Hollywood, Calif.

DOC SAMSON, who recently returned to his home in Richmond, Ind., after a season on the road with the Walter L. Main Circus billing crew, has taken the job of general agent ahead of Texas Jack Sullivan. Samson last week received from Arthur Borella a copy of the program of the first minstrel show on which Doc ever worked. Doc was five years old at the time and did an act in

the olio with his dad. Borella was one of the principal comedians on the same show.

ARTHUR BORELLA, minstrel oldtimer, is now located in Galveston, Tex., where he manages to keep busy on one thing or the other, including an occasional speech before the Lions' Club in that town.

HY HEATH AND DAN WHITE, both former minstrel men, are headlining the new Jamboree program at KTBS, Shreveport, presented for a full hour each Tuesday night. Heath writes the script for the show and he and White do a black-face skit that is bringing in plenty of praise from listeners.

J. A. COBURN, who for many years operated the well-known minstrel show bearing his name, since the fadcut of minstrelsy has been connected with the health department in Daytona Beach, Fla. Coburn, familiarly known to minstrel oldtimers as Pop, Cobe, Cap Dash or Ole Man Barlow, also manages the Daytona Beach Municipal Band, in addition to holding down the first solo conductor chair with the outfit. The band, under the direction of Ray O. Eberling, has just concluded a 10-week season of (See MINSTRELSY on page 29)

casting purposes. In addition to his radio program Raymar will take his ghost show into theaters in the late fall and winter. Radio plugs will tie up the air show and the personal tour.

KENNEDY AND COMPANY, illusionists, are at the Gaumont Palace in Paris.

WASHINGTON ASSEMBLY No. 23, SAM, gave a breakfast to Ade Duval during his engagement at the Capitol Theater, Washington, last week. Included among the guests at the breakfast held at the National Press Club was Eugene Bernstein, of Chicago Assembly No. 3. Duval was delighted with the idea of a breakfast and stated it was the first time that any group had ever tendered a repast of this kind in his honor. It was entirely informal and thoroly enjoyed by everyone present. Practically every member of the Washington Assembly caught his act during the week and the comment was unanimous as to its beauty and entertainment value.



NEWER FUNNIER Minstrels

America's unrivaled selection of complete Minstrel First Parts, Blackface Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wig, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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Dance Season Prospects Look Exceptionally Good

Many extensive tours are planned—Philadelphia's dancing is done in the de luxers—Fowler and Tamara, vaude team, plan a long concert dancing tour

NEW YORK, Sept. 26.—Concert dancing will enjoy a great season locally if only half of the announcements for the new season materialize. Modern and ballet dominate the scene and will be exhibited by more and larger troupes than ever before. Meanwhile, the announcement by Fowler and Tamara, standard vaude ballroom team, that they will make a concert tour across the continent beginning October 20 in Worcester has excited much comment. Few vaude teams have ventured into concert, although one or two have experimented with single concert appearances. Edwin Strawbridge, Lisa Parnova and a company of 10 in the ballet *Pinocchio* will open a tour next month under sponsorship of the National Music League and as one of its "junior programs." Mabel Wood Hill has composed the music. Dorothy Colt the libretto and Willy Pogany designed the costumes.

The Ballet Caravan will make its local debut October 31 at the YMAA. It just returned from a week stand at Ogunquit, Me., and a series of 10 one-nighters in movie houses in New England, the tour enabling the new company to polish up and also defray initial expense.

Carlos de Vega is another preparing for a tour, opening October 14 in Ypsilanti, Mich., followed by dates throughout the Midwest. Will be assisted by Ynez and Mariluz, dancers, and Victor Rodriguez, pianist.

Miriam Winslow and her group are set for their annual tour. Open next month and will play the Midwest and New England.

The so-called modern dancers are still depending largely upon the sponsorships of schools for local appearances. The annual Students' Dance Recitals, the New Dance League Series and the New School for Social Research series of 15 will provide engagements for Carolina (See DANCE SEASON on page 48)

Davidow and Barton Draw

NEW YORK, Sept. 26.—The American Arbitration Association voted thumbs down on a claim by Edward Davidow, theatrical agent, for services he claims were made relative to James Barton's second contract in Tobacco Road. Similarly, a counterclaim by Barton to the effect that he had overpaid Davidow the first time he entered the show was also disallowed. The unanimous decision was rendered by Joseph Shay, representing Davidow; Joseph Greenwald, for Barton, and Arthur Fluegelman, impartial.

Jones Beach Season

JONES BEACH, L. I., Sept. 26.—Novelty operas presented on a float in Zach's Bay here were okeb successes from every standpoint, reports show. Operas ran eight weeks to almost stand-up crowds every night. Official attendance was 450,000 persons, very few of them getting in on passes. This figure is remarkable considering that opera on the water has been accepted as a novelty rather than a standard form of entertainment.

Receipts ran in the vicinity of \$250,000 at reasonably priced admissions. Eventually, perhaps, the old expression of show biz that the road is good or bad may be changed to discussion about the water, too.

There were no drownings.

STATEMENT OF THE OWNERSHIP. Management, Circulation, etc., required by the Act of Congress of August 24, 1912, of The Billboard, published weekly at Cincinnati, O., October 1, 1936. State of Ohio, County of Hamilton, ss.

Before me, a notary in and for the State and County aforesaid, personally appeared E. W. Evans, who having been duly sworn according to law, deposes and says that he is the Business Manager of The Billboard, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 4111, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editors, managing editor and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio. Editors: A. C. Hartmann, Cincinnati, Ohio, and E. E. Sugarman, New York City, N. Y., Managing Editor, E. W. Evans, Cincinnati, Ohio. Business Managers, R. S. Littleford and E. W. Evans, Cincinnati, Ohio.

2. That the owners are: The Billboard Publishing Co., a corporation, 25 Opera Place, Cincinnati, Ohio. Stockholders owning 1% or more stock: Mrs. Marjorie D. Littleford, Fort Thomas, Kentucky; Mrs. Jennie H. Donaldson, Gilson Hotel, Cincinnati, Ohio; I. M. McHenry, Fort Thomas, Kentucky; Frank G. Kuhl, 205 Canal St., Cincinnati, Ohio.

That the known bondholders, mortgagees and other security holders owning or holding 1% or more of the total amount of bonds, mortgages or other securities are: None.

E. W. EVANS, Business Manager.
Sworn to and subscribed before me this 22d day of September, 1936.
LAWRENCE W. GATTO,
Notary Public, Hamilton County, Ohio.
(My commission expires June 24, 1938.)

York, S. C., Bans Giveaways

YORK, S. C., Sept. 26.—York's city council has issued a flat ultimatum to theaters and stores to discontinue immediately all "payoffs." The council decided to outlaw Bank Nights in a city-wide cleanup on gambling. A heavy fine and imprisonment is the threat of the city fathers for violations.

WPA Coast Discharge

LOS ANGELES, Sept. 26.—Edward Gering, Federal Theater producer, was dismissed last week following differences over *Miracle at Verdun* as presented at the Experimental Theater recently. Virginia Farmer, formerly connected with the Group Theater in New York, has been brought to the Coast to operate the Experimental Theater in place of Gering.

Chorus Equity Notes

One new member joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lelia Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

The new dues period starts November 1. All members who are not in good standing to May 1, 1937, are, in accordance with the provisions of the constitution, members in bad standing and in arrears for dues. Because of this we again remind our members that if they are leaving the profession and if they do not wish to pay dues for the period that they are absent they should apply for an honorable withdrawal card.

The member asking this card must be in good standing at the time of making application. He must also be able to sign a statement that he is not working in the legitimate theater, in clubs, in presentation or vaudeville, in radio or in motion pictures.

Some of our members appear to have the impression that if they obtain the card they are compelled to remain out of the profession for at least a year. This is not true. If your plans change and you decide to come back within the year you simply turn in your withdrawal card and pay dues from the time the card was issued, but no delinquency fine. If you return at the expiration of a year you pay current dues only.

WPA members are reminded that the council ruling which allowed all WPA workers two years or more in arrears for dues to place themselves in good standing to November 1, 1936, by the payment of \$13 also provided that all payments must be paid prior to November 1, 1936. Members who feel that they are unable to make a full payment at one time have been allowed to make weekly payments.

The employment bureau of Chorus Equity has a great deal of part-time work to offer members while they are looking for employment in the theater. If you are out of work you should call at Chorus Equity headquarters daily.

DOROTHY BRYANT,
Executive Secretary.

Joe Belle's ork furnishes the music. The show, housed in the Polar Wave Palace at McGowan and Hutchins streets, Houston, got under way August 29.

MARION BOWMAN urges Jack Diamond, contestant, to write to her in care of the New York office of *The Billboard*.

FORREST BAILEY, judge, after the close of the Rookie Lewis show in Tacoma, Wash., recently, jumped into his home town, Pasadena, Calif. Bailey is resting up for Lewis' next show, which is slated to open soon. Sends regards to all his friends in the field and says they can always reach him thru the letter list.

MRS. ETHEL TRUITT, of Atlantic City, is anxious to hear from Nick Burdie, Buddy White, Bobby Wright and Buddy Saunders. Mail will reach her in care of *The Billboard*, Cincinnati.

MICKEY TRAYER, former emcee, and his family were visitors on the Charlie Hayden show at Mason City, Ia., and the George W. Pugh show in Denver while en route to Los Angeles recently, where Mickey has taken a position with the Southern Utilities Company.

Tribute to Jake Rosenthal

By JOHN P. MULCREW

As the curtain rings down on the career of that grand old showman, Jake Rosenthal, it brings a flood of memories to Dubuquers who knew him from the time he first came to Dubuque and who shared with him the interesting and exciting experiences of his long and varied connection with show business.

Jake Rosenthal was a "trouper" in every sense of the word. He loved the theater. It was his life. He introduced vaudeville to Dubuque and during his long regime here he presented to Dubuque audiences many a name which since then has reached the heights of fame and glory. Jack Benny, Charlotte Greenwood, Frisco, Joe Cook, Joe Penner, Marilyn Miller, "Buster" Keaton, Walter Huston are just a few who come to mind as having shared in the pageant of Jake Rosenthal's early days across the Dubuque show horizon.

But apart from his astuteness and ability as a theater manager, Jake Rosenthal had a tremendous capacity for loyalty and friendship. Although he was removed from here in person, his heart never had left Dubuque. He maintained thru correspondence and personal visits the friendships he had made while here and which, as he often said, were among his dearest possessions. "I may go away," he said to me one time, "but I'll always be in Dubuque in spirit." And he kept his word.

Hall and farewell to the passing of a showman of the old school, a man who knew the ins and outs of the amusement business from A to Z. And farewell, too, to a good and devoted friend, a man who understood the meaning of the word "friendship" and made its practice a part of his daily life.

As Jake Rosenthal never forgot Dubuque, Dubuque will not soon forget Jake Rosenthal. The thousands who as "kids" thrilled to the shows from the gallery of the old Bijou will revere his memory and will hold in happy retrospection the cheer and gladness he brought to Dubuque in his years as the town's chief amusement purveyor.

Strangely enough, just at this moment there comes to my mind a little verse which used to hang right over Jake Rosenthal's desk in his office in the old Bijou. It seems particularly appropriate to recall it now:

Life is a show-shop—

Everybody troups,

One or two are real stars

But the most of us are "supes";

But it makes no difference whether

We're starchy queen or clown,

We'll all be together

When the curtain's rung down.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Barney Williams Turns To Endurance Show Field

NEWBURG, N. Y., Sept. 26.—Barney Williams, former flyweight boxer and conditioner of such champions as Tony Canzonarie, Max Euer and Primo Carnera, has turned to the endurance field and is now conducting a 24-hour show at the Orange Lake Pine Point Casino here. Show opened September 9 with 36 couples and at this writing 19 couples and five solos remain. Event has been enjoying good crowds.

Roster includes Ted Brown, master of ceremonies, assisted by Eddie Begley; Bob Cole, contest manager; Joe Garry and Bob Cole, judges; Red Long, Billy McLaughlin and Tony Martin, trainers; Madelyn Sallette and Luettele Tuch, nurses. Billy Belach's Walkathon Kings,

featuring Estelle Pearl, furnish the music.

Board of directors includes Pop Gross, Bill Davis, Sal Salamone and Rose Duvoll. Comedy is furnished by Slim Hansen and Frankie Donato. Tony Basco, Ed McCurry and George Salamone are in charge of the bar.

PAT CALLAHAN, who has been working as entertainer and emcee at Mid-Western night spots for some time, is making plans to re-enter the endurance field in the near future. Pat is anxious to have a line from Al Howard, Joe Brandt and Lew Brown.

HARRY LEVY, formerly with Zeke Youngblood and Walter Tebbetts as publicity director, has returned to his home village, Newark, N. J., where he is now playing the organ and looking after the publicity at the Dreamland Park Roller Skating Rink, under the management of Victor Buddy Brown. Harry reports that he just closed a big summer season at the Wildwood, N. J., derby show operated by Messrs. Youngblood and Hunt.

CURLY LINDER, for the last year and a half chief emcee with the Carl W. Raabe walkathon organization, has joined the staff of the Vernon Balfour organization in Houston in the same capacity. He would like to hear from old friends via the letter list. Alternating with Linder as emcee at the Houston event is Jimmy Johnson. Broadcasts are made twice daily over Station KXYZ.

WALKASHOW

Opening October 12

PRIZES \$1,750

Staff and Contestants, contact me at once.

ROOKIE LEWIS

Care Blackstone Hotel, Ocean Park, Santa Monica, Calif.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 972, Cincinnati, O.

Thinks Army Of Legit Actors Is Overlooked

Des Moines, In. "Talent scouts for the motion picture companies are in search of talent in the Midwest," quotes *The Billboard*. Did it ever occur to these scouts to investigate the industry that is employing thousands of legitimate actors and actresses yearly, namely, the repertoire and circle stock field? The

"rubes" on Broadway and Randolph street do not have the slightest idea that these repertoire companies exist. In these companies are performers who have played in stock in the better cities but who are now hiding in the sticks, too proud to seek city relief or projects. Kansas City is the base of their operations, their territory from the Mississippi to California and from Idaho to the Gulf. For the information of the metropolitan "rubes," each Western State this winter will have at least 25 to 50 circle stock companies, sponsored by merchants of small towns, playing six or seven towns a week, each company carrying a sufficient number for the cast and their own special scenery, props, etc. A large majority of the Western "stick" performers were members of AEA before Equity lost the West. These thousands of performers of the legitimate stage in the Middle West, South and West are a part of show business that has been forgotten by the East, an army of legitimate actors and actresses that can really troupe, still selling their talent over the footlights to the same people who patronize the movies. Investigate the real acting fields, movie scouts, and you'll find more real talent there than in a dozen highbrow agents' offices. The repertoire and circle stock companies are playing in Legion halls, community halls, schools, tents and any place in which there is a stage, much to the disgust of the movie interests. In many towns the weekly visits of the tent shows or circle stock are "fics in the cinema movies' soup." But they are battling on, these performers of the Middle West, and while New York and Chicago actors live on the dole or projects, the Kansas City actors are curming a nice living; a large majority get 52 weeks' work a year with no layoffs for Christmas or Easter. Come on, scouts, search in a fertile field for flesh that competes with the canned actors and wins. **FREDDIE POOLE.**

Data Sought On Baby Bliss Of Bike Fame

Dearborn, Mich. About the year 1899 an extra large man, weighing between 300 and 400 pounds, was sent to Detroit to demonstrate Cleveland safety bicycles. Because of his tremendous size, he was known as "Baby Bliss." We have located the man who had charge of the Detroit store for the Cleveland company, who informed us that Bliss afterward traveled with a circus and later died. We should like to learn the first name and initial of Mr. Bliss, where he came from, what circus he traveled with and any other information that is available; if there are any readers of *The Forum* who are in possession of these facts. **JAMES W. BISHOP,** Edison Institute.

Comeback of Baton Jugglers Seen by Leedy

Youngstown, O. When *The New Yorker* printed a fine article about *The Billboard* recently I was pleased to note a reference to one of my communications about drum majors, in which I named Fred Smith as the world's champion "high-throwing" baton expert. I had the distinction of being gun juggler with Al G. Field's Minstrels when that famous company was at the height of its career, with Billy Van (the original), Doc Quigley, Dan Quinlan, Reese Prosser, Cornelia Family, Tommy Donnelly, Scanlan and Hyde, the Australian Trio, Ollie Young and others to the number of 52 as fellow troupers. For three years I worked with Fred Smith in a double baton and gun-juggling act, and later

Fred teamed with the marvelous Billy Kilpatrick, who was conceded to be one of the real baton kings. I was called to the Great Lakes Exposition in Cleveland to be a judge of girl drum majors during the American Legion convention recently, but owing to a necessary postponement of the event the duty was performed by Larry Hammond, Chicago. Lee Suttell, Buffalo, American Legion champion drum major, had charge of the contest. Baton juggling seems to be making a comeback. Three pretty girls in the grand entry of the Ringling Bros.-Barnum & Bailey Circus are clever, and most of the big bands and drum corps are using girls as well as boys as baton twirlers and tossers. But what has become of the gun jugglers?

Another on Vaude Situation In Pittsburgh

Pittsburgh. In reply to Jimmie Loster's letter in *The Billboard* last week with reference to George LaRay's letter in the September 12 issue, I believe Loster either did not read the letter carefully or else holds a personal grudge against him. What has the 18th Amendment to do with activities of the AFA? LaRay did not refer to the 18th Amendment or night clubs when he mentioned liquid refreshments. Loster answers his own question whether LaRay has worked in this vicinity during the past two years by stating there is no vaudeville here and speaks the truth, for he himself is on a WPA unit. I am sure there are troupers in this area who do not believe Loster's statement that he always received union rates for his work. **BILL BURKE.**

Thompson Had Plan To Film The Holy Bible

Cincinnati. News dispatches tell of the Rev. James Tooker Ford, 87, retired Presbyterian minister, who has completed a scenario for a Biblical movie and who favors filming of the entire Bible. To film the Bible was the dying ambition of the late Frederic Thompson, master showman and inventor and builder of the Trip to the Moon, an exposition and park feature for many years. Thompson was associated with the late Elmer S. Dundy in the building and operation of Luna Park, Coney Island, N. Y., and the structure that was world-famous in its early days, New York Hippodrome. He often confided his ambition to intimate showman friends. He guarded well the scope of and plan to film the Holy Bible. **LYLE T. HALL.**

Clubs of Today Commented on By Old Juggler

Geneseo, Ill. Some of the most interesting reading in *The Billboard* are the letters in the Forum. With all due respect to writers, there are some items they do not touch at all, and only thru the Forum do we get the intimate life and feelings of the rank and file of the amusement fraternity. Being an old-time club tosser (juggler to you) and enjoying the Forum as I do, I have read with much interest the letters of some of the old-time jugglers. On a recent trip east I bumped into several of the old jugglers and had a very pleasant time going over show business as it used to be and as it is today, and also listening to stories of marvelous tricks accomplished by some present-day jugglers, which were all very interesting, but outstanding of all was a visit to the workshop of Harry Lind, Jamestown, N. Y. Harry is one of the oldtimers, ranking with the best of his time, and even today he can sling those clubs with a gusto that would make some of the younger generation of jugglers sit up and take notice. After giving me a workout that made my hands sore for a week afterwards he took me thru his workshop. We used to handle clubs weighing up to 24 ounces and the oldtimers before me, I understand, used clubs again as heavy. Of course, the tricks of the old days were slower, due,

no doubt, to weight of the clubs, while today the same tricks are done with much more speed, resulting in a showier act and at the same time making the tricks easier for jugglers, especially ladies and younger boys. Clubs of today, I understand, weigh about 14 ounces, making it seem to me that there is no excuse for aspirants of the juggling art to say they are too heavy to handle. I would like to say to the jugglers of yesterday and today that letters in the Forum are read with much interest and later discussed among the juggling fraternity. I was formerly of the Altus Brothers and later with Fear, Baggett and Frear. **JACK GREENE.**

When Eph Sells Thru Fire Everyone

Kittanning, Pa. Reading letters in *The Billboard* about old-time performers and bands prompts me to send in the ones I trouped with. I was with the band on the Main Show directed by Mont Long in 1894 and with Eugene Wack in 1895 on the Hunting Show. We had Jim Chataway and H. H. Whitter and had one of the best bands in the business at that time. In 1895 I was with the Main Show until I received word from Wack and joined him at Somerset, Pa., staying with the show until it closed. Then I joined Merrick's band on the Scells Show until it closed. Spent the entire season of 1897 with Carl Clare on the Barnum & Bailey Show. That was the year the band was hauled by 40 horses. Now as to old troupers, there was the Costello Family. I was standing on the platform of the coach when George Costello fell between the cars and was killed. On the Hunting Show we had the Costello Family, Ricard Family, Madden and Lowery, Dan Malsons, Lew Hunting and Mike Sullivan. Billy Curtis was boss canvasser. Jake Posey was stock man in 1896 on the Scells Show. How many can remember the first night in Frisco? And who remembers the first day in Napa, Calif., when everyone got a load of new wine? Old Eph said he'd fire everyone but soon forgot about it. Would like to see letters from more oldtimers. **W. R. HENRY.**

Show Lure

The show life is a funny game And showmen are wise guys, you bet. Some never reach to heights of fame, Still they climb high and dry, but yet They're gamblers all, with hearts of gold. Most of them, they'll help a friend; I'd like to be with showfolks bold. Until life's journey's at an end, The music of the Merry-Go-Round, With tiny horses all whirl, The Ten-in-One, the dancing girl, The places where the bets abound, The turning of the spinning wheel, The penny places where people play And a good old wholesome cookhouse meal. Are ever in my dreams to stay, **DR. E. J. IREVINE,** Washington, D. C.

Saranac Lake
By BETTY HUNTINGTON

Blanche Platzman, wife of Eugene Platzman, arranger of many musical hits, has been a patient at Northwoods Sanatorium for the last two and one-half years under the excellent care of Dr. Wilson. Blanche is progressing nicely after a phrenic operation and has gained 40 pounds. She is loved by everyone for her sunny disposition and has made a host of friends in Saranac. Blanche is anxiously looking forward to Gene's next visit for their 25th wedding anniversary early in December. We wish to express our deep sympathy to our friend Alice (Sunshine) Carman, who was called home to Philadelphia the other day on account of the death of her father. Ruth (Teacher) Hatch, ex-NVAer, has returned to New York after a much-needed vacation, ready and well able to resume her fall duties as stenographer for a well-known publishing house. Rene Lennox, my pal of former Shubert days, and her daughter, Jerry, are conducting a professional school in Bellmore, L. I., and doing very well. It is known as the Conservatory of Dance and Drama. Rene is teacher of dramatics and Jerry is dancing instructor. Tommy (Hooper) Vicks plans to leave Saranac Lake in a few weeks for good and has connected with one of the lead-

42d YEAR
The Billboard
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD, President and General Manager
E. W. EVANS, Secretary-Treasurer
A. C. HARTMANN, Editor
Outdoor Dept., 28 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Dept., 1664 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 28-27 Opera Place, Cincinnati, O.
Phone, Main 5308. Cable Address, "Billboard, Cincinnati."

BRANCH OFFICES: NEW YORK—6th Floor, Palace Theater Bldg., 1664 Broadway. Phone, MEdison 3-1818. 3-1618. CHICAGO—5th Floor, World Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0442. DALLAS—401 Southland Life Bldg., 1418 Commerce Street. Phone, 2-8202. PHILADELPHIA—B. E. Patrick, 7223 Lamport Road, Upper Darby, Pa. Phone, Madison 6393. LONDON—Bert Ross, care "The Performer," 14 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin G. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfman, Hotel Stevens, Rue Alfred-Stevens.

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Vol. XLVIII. OCTOBER 3, 1936. No. 40

ing night clubs in Boston as emcee for the fall.

Ted Cook and his orchestra are filling an engagement at the Saranac Hotel Grill. Ted is here with his wife, Jackie, a former NVA patient, who is doing very well.

Helen O'Reilly, little NVA girl with big business ambitions, who stepped out and made good at the Hollywood Shoppe on Main street here, is at present in New York buying her fall line in women's apparel.

The Farley Boys left Saranac Lake last week for their home in St. Paul. Bob was formerly pianist for Helen Morgan, and George put in many years of stock and also appeared in pictures.

Alma Montague, ex-NVAer, is to be complimented for her fine radio reception, which we all enjoy each week over Stations WBYR and WEBL, Syracuse.

Please check on your health to avoid the cure and write to those you know in Saranac Lake.

MINSTRELSY
(Continued from page 27)

band concerts. Writing from Daytona Beach under date of September 23, Coburn says: "I am once more almost human in physical appearance at 170 pounds instead of 287, as in the old 11:45 days, and am feeling bully. However, neither weight ever hurt my disposition—much. I'm feeling as young as any of the boys in the local 'Toonerville Tribe' and still enjoy a local 11:45 and make them. Regards to all I knew in the old 'minstrel days en route.' Always glad to hear from any of my old minstrel friends. Coburn's address is 615 S. Palmetto avenue, Daytona Beach, Fla.

COTTON BLOSSOM MINSTRELS played the Memorial Theater, Mount Vernon, O., September 16 and 17. The theater was erected to Daniel Decatur Emmett, native of Mount Vernon, author of the popular Southern ditty, *Dixie*, and a veteran of the old minstrel school. The parade on opening day was delayed until 4:30 p.m. to permit the school children to attend memorial services at the local cemetery at 5 p.m. The Gold Medal Band with the show rendered appropriate music, including a special arrangement of *Dixie* by Edward Shiner, director. Taps were sounded by cornetist Henry Costanza and an address was made by G. C. Bradford, after which the parade continued on and covered the downtown section, with the streets lined in circus fashion. E. W. Long, former bass player with the old Buffalo Bill Show, is now manager of the Memorial Theater.

The Final Curtain

ADAMS—Isabel Vane, 81, veteran actress under stage name of Belle Van Ness and aunt of Fay Templeton, September 22 at the Englewood (N. J.) Hospital. She made her stage debut at the age of 10 with Edwin Forrest in *Jack Cade*, and later acted with the late James A. Herne in *Rip Van Winkle* and *Oliver Twist*. For many years she was in the light opera companies of John Templeton with her niece, Fay Templeton, a juvenile star. As late as 1918 she was doing vaude skits with Miss Templeton. She had a role in the original production of George M. Cohan's *45 Minutes From Broadway*. She retired 20 years ago and since 1922 had been living at the Actors' Fund Home. Services September 25. A son, William P. Adams, survives.

AMANN—Henry P., 26, who served as president of the Watertown Centennial Association, Watertown, Wis., suddenly September 20 in a Madison (Wis.) hospital following a heart attack. Survived by his mother, brother and sister.

ANOLE—Mrs. Susan, mother of Julius Angle, elephant trainer with the Ringling-Barnum Circus, in Fairfield, Conn., recently.

AVERY—Carrie V., who worked with her husband, Van Avery, for the last five years, broadcasting the Dr. Algase *Sunny Smile Club* program over WFIL, Philadelphia, at the home of her daughter, Mrs. Frank Werth, Cleveland, September 17. She was the creator of the character of Folly Pickens, Madam Sirloin Medium and Sister Schultz, members of the *Sunny Smile Club*. Prior to radio work she and her husband played vaudeville for 25 years in an act known as Van and Carrie Avery.

BAKER—Shelby A., engineer for Station WYBR and for many years connected with radio broadcasting, September 16 at Memphis after swallowing poison by mistake. Interment September 18 in Memphis.

BARNETT—Al, 30, manager of the Universal Pictures Exchange in Pittsburgh for the last two years, at Montefiore Hospital, that city, September 25. He had been in the film distribution business for 12 years and went to Pitts-

burgh from Buffalo, where he served as salesman for Universal. His death was caused by an insidious toxic infection. Barnett was a member of the Variety Club, Tent No. 1, and was one of the most prominent film men on Pittsburgh's Film Row. His widow survives.

CAMP—Col. B. M., 97, former honorary vice-president of the State Fair of Texas, Dallas, September 10 at his home near Sulphur Springs, Tex. Survived by a son, Elmer A. Camp.

CASSIDY—Bernard, 60, RKO stationery engineer, at Fifth Avenue Hospital, New York, September 17. Among survivors is son, John, in the RKO advertising and publicity department.

CHOJNACKA—Eliasz, 24, Polish film and stage actress, killed in fall from a window in Paris September 5.

COHN—Bertram Sherman, 31, pianist, orchestra leader and former radio announcer with WICC, Bridgeport, Conn., and WIXBS, Waterbury, Conn., in Bridgeport recently after a nine-month illness.

COLL—Daniel P., 69, well known in Central Ohio theatrical circles and owner of the Grand Opera House, Jackson, O., at his home there September 16 after a year's illness. Surviving are his widow and four children. Funeral services and burial in Jackson.

CORNELL—Hiram G., stage carpenter in Detroit for nearly a quarter of a century, in St. Mary's Hospital, Detroit, September 18. He assisted in preparing sets for many road companies and local stock companies. He has worked at the Wilson, the Cass, the old Garrick and the Bonstelle Playhouse, Detroit.

CROUCH—Fred J., 47, at his home in Chicago September 8. He was a member of the old-time vaudeville team of Crouch and Moore, best known for their sketch *Home Ties*. Later appeared as a single harmonist. Survived by his widow, Katherine Moore. Burial at St. Joseph's Cemetery, Chicago.

D'ARJAC—Henry, member of the Opera Comique, Paris, in that city September 4.

DAVID—Mary V., pianist and music teacher, September 9 at the Glendale Sanatorium, Glendale, Calif., after an illness of several months. Mrs. David maintained studios in Bryn Mawr, Pa. Survived by her husband, two brothers and a sister.

DAVIS—James E. Jr., 45, well known to showmen and brother of Carl Davis, who is with Strates Shows, of heart attack September 18 in Cincinnati. Survived by his brother, Carl, and his father, James E. Sr. Burial in Spring Grove Cemetery, Cincinnati.

DEUS—Mrs. Edith, 18, wife of Eddie Deus, member of Lloyd Snyder's Orchestra, in Fort Worth September 19. Funeral services in Hollis, Okla., September 22. Survivors are her husband and her mother.

DRAKO—Howard, 78, veteran showman, September 20 at Indianapolis from cancer of the stomach. He had been in show business since he was 10. With his wife, Camille Drako, he appeared with circuses and in vaudeville. Their act was called Mms. Camille's Blue Ribbon Pomeranians. Actors' Fund of America contributed \$100 toward funeral expenses. Survivors are the widow, who will carry on with the act; a sister and two brothers. Burial in Crown Hill Cemetery.

EGER—Henry F., 54, Central Ohio theater executive and for many years manager of the old James Theater, Columbus, O., September 18 from injuries sustained when his automobile was crowded off the road near Scottsburg, Ind. He was long active in Columbus music circles as manager of the Columbus Symphony Orchestra, the 166th Infantry Band of Ohio National Guard. He also played bass drum in the Shrine Band in Columbus. A daughter and two sisters survive. Funeral services at the Masonic Temple and burial in Greenlawn Cemetery, Columbus.

EUSON—Mrs. Annie, 78, wife of Sidney J. Euson and formerly manager of Sam T. Jacks, in Chicago September 8.

FIELD—Edward Salisbury, 56, dramatist, scenarist, journalist and newspaper artist, at his home in Zaca Lake, Calif., September 20. His first play, *Good Intentions*, appeared in 1910. His newspaper drawings appeared in most Hearst papers. Among the stories he wrote for the cinema were *Smart Women*, *Ladies of the Jury* and *Nancy's Private Affairs*. Stories he adapted to the screen were *Little Women*, *The Witching Hour* and *His Greatest Gamble*. Field also wrote

the dialog for Mary Pickford's *Secrets*. His plays included *Wedding Bells*, *Twain Beds*, *The Rented Earl*, *Into the Sunlight*, *Zander the Great* and *A. W. O. L.* He was the husband of Isobel Strong Field, stepdaughter of Robert Louis Stevenson, and the stepfather of Austin Strong, playwright and author of *Three Wise Fools* and *Seventh Heaven*.

FITZPATRICK—Francis 66, former co-partner in the Fitzpatrick Brothers firm which ran bowling alleys, theaters and restaurants in Providence; Fall River, Mass., and New Bedford, Mass., at Providence September 19 of heart attack. He was father of Rev. Edward F. Fitzpatrick, of Pawtucket, R. I., and ex-Assistant United States District Attorney Joseph E. Fitzpatrick, of Providence. Also survived by a brother, Rev. Edward P. Fitzpatrick, of Bar Harbor, Me.

HARLAN—Byron G., 75, one of the first singers to make recordings and a well-known "coon shouter" of his age, of heart attack recently at his home in Orange, N. J.

HEBERGER—Lorenz F., 69, first theater operator in Bethlehem, Pa., September 22 in that city from a cerebral hemorrhage.

HILDEBRAND—Leo, 42, cowboy film actor, in Los Angeles September 12. He had been in pictures for 20 years.

HIPPISLEY—George, 71, author of *George Arliss' 1934 Flicker*, *The House of Rothschild*, September 25 in Woburn, Boston suburb, of heart attack. He was a native of Newfoundland. He was known in the Hub as George Hembert Westley and for 26 years edited *The Boston Transcript Facts and Fancies* column. He authored *A Man's Game*, staged at the Majestic Theater, Boston, in 1910. He was one of 10 children and never married. At time of death he was working on a play he intended to submit to Daniel Frohman. Survived by two sisters and two brothers.

LESLIE—Walter, 67, veteran showman, formerly with Johnny J. Jones, recently at Wilkes-Barre, Pa.

LEONARD—Eugene, father of the program directors of the Cirque Pinder, Marcel and Eugene Leonard, at Malakoff, France, September 9.

LEVI—Newt, 47, veteran film distribution man, of heart failure in Phoenix, Ariz., September 16 while dining with Harry Nash, Arizona exhibitor. Levi was Los Angeles branch manager for Warner Brothers. Survived by his widow.

JORGESON—Jan, riding-device operator with the C. F. Zeiger Shows for years and for the last seven years Ferris Wheel foreman on the West Coast Amusement Company, of heart attack at Merced, Calif., recently. No relatives could be located.

MONAN—Bill, 50, night club owner, in Caruthersville, Mo., from gun-shot wounds received while eating in his night club near Caruthersville September 20. Survived by his mother, Mrs. J. C. Monan, a daughter; three brothers, Tom, Cleve and Short, and three sisters. Funeral services at Sikeston, Mo.

MURPHY—Pat, 61, veteran showman and advertising manager for several well-known circuses in Chicago and on the road, at his home, Chicago, September 22. For eight years he was international president of the billposters' union. At the time of his death he was a partner in the advertising firm of Murphy & Howard, Chicago. Burial at Calvary Cemetery, Chicago. Survived by his widow, a son and daughter.

O'DONNELL—Mary, mother of James O'Donnell, of the Jordan Troupe, at her home in Newark, N. J., September 17.

RANDALL—Joe, 49, ball-game operator, suddenly September 15 at Milton, Ia.

REDFIELD—Henry, musical director, of burns recently in New York.

REED—Abbie Cora (Mrs. George M. Richardson), 77, at her home, Brookline, Mass., September 16 of ailing coronary thrombosis. She was known on the American comic opera stage in the late 1800s as one of the leading singers of that period. She played with such stars as Francis Wilson, in *Erminie*, and Nat Goodwin, in *Little Jack Shepherd*. Miss Reed also appeared in the *Pirates of Penzance*, *Yeomen of the Guard* and other Gilbert and Sullivan and leading comic operas. Body was shipped to St. Louis, where interment was made in Bellefont Cemetery.

REINHOLD—Arthur, 25, member of the Rhythm Kings Orchestra, September 15 in a Madison (Wis.) hospital. Survived by his parents and two sisters.

SCHLOSSBERG—Max, 64, trumpeter with the New York Philharmonic-Symphony Society for 26 years, September 23 in Bethlehem, N. H., where he was attempting to recuperate from a recent attack of heart disease. Surviving are his widow, a son and two daughters. Services September 25 at the Riverside Memorial Chapel, New York.

SEMON—Marjory, 48, night spot emcee and brother of Primrose Semon, vaude comedienne, of heart failure in Detroit September 12. Semon, who was abnormally stout and weighed nearly 400 pounds, was in show business since he was 7 years old. His start came with an *Uncle Tom's Cabin* show and later he worked in practically all branches of the business. He was with Hurtig & Semon for 10 years on the old Columbia Wheel, with Bill Foster as his partner, he teamed for vaude, the act being known as Foster and Semon, and for the last year and a half he had been playing night spots. He also appeared in the legit musical *Music in the Air*. In addition to Primrose Semon, survivors are a sister, Maxine, dancer, and a brother, St. advance man for Cole Bros.-Clyde Beatty Circus. Body was cremated in Detroit.

SEPERMAN—Joseph, film laboratory employee, in Hollywood September 16 as result of an automobile accident.

SHEA—Daniel, 43, in the United States Veterans' Hospital, Newington, Conn., recently from heart disease. Although completely paralyzed for the last nine years and blind for the last five years, he attracted nation-wide attention thru the Cheerio radio programs.

SPRINGER—Jack, pix theater circuit operator, September 19 at Polyclinic Hospital, New York, of cerebral hemorrhage. Services September 22 at his home in Mamaroneck, N. Y.

SULLIVAN—Harold, 42, owner of a Greenwich Village night club, September 21 in St. Vincent's Hospital, New York, of an abdominal wound.

TAYLOR—James P., 73, veteran Warner Bros. employee, who was recently superintendent of the Warner Bros.-First National studio, in Los Angeles September 23.

TYNAN—Mrs. John Edward, 30, legit actress known to stage as Edris Bulliett, at her home in Irvington, N. Y., September 20. Her most recent appearance was *Tobacco Road* of tour. Survived by her husband and two sons.

VILANI—Alfredo, director of the Circo Radio, small tent circus, and Ettore Vilani his son, killed in an auto accident near Tunis, Northern Africa, August 20.

WHITE—Karl, 76, member of the LATSE many years, September 10 of heart trouble at General Hospital, Kansas City, Mo. Interment September 21 at Floral Hill Cemetery, Kansas City.

WHITTELDALE—Ansley H., 82, legit manager, in New York September 24 of heart disease. He was widely known in theater circles as a manager, both of theaters and companies. At one time he managed the Hanna Theater, Cleveland. Among the troupes under his management were those in which Ethel Barrymore, Ruth Chatterton, Katharine Cornell and Cornelia Otis Skinner, among others, played. His widow survives.

WIDULE—Mary E., 64, of Pontiac, Mich., September 17 at Grand Lodge. (See *FINAL CURTAIN* on page 71)

Mark A. Luescher

Mark A. Luescher, veteran theatrical manager and publicist, died September 20 at his summer home, Shady Brook Farm, Southport, Conn., after a three-week illness following a paralytic stroke. He was 63 years old.

Luescher was born in Syracuse, N. Y., and after an art course at Cornell was drama critic of the *Syracuse Standard*. The *Shuberts* then spotted him as manager of their Baker Theater, Rochester, N. Y., and later brought him to New York to handle their first Broadway house, the Herald Square.

He shifted to Klaw & Erlanger as the first press agent of the New Amsterdam Theater. When K. & E. switched to vaude he also went along and publicized "advanced vaudeville." Later he became p. a. for the Orpheum Circuit.

Luescher then teamed with Louis F. Werba in legit production. They produced, among others, "Spring Maid," "Sweethearts," "Rose Maid," "Little Miss Fixit," "The Master Mind" and "Elevating a Husband." They also toured several of the Dillingham shows.

Following legit Luescher became p. a. for Charles B. Dillingham's Hippodrome and later the house manager. An offer from the late E. F. Albee to handle publicity for "the third century of Keith vaude" took him away from the Hipp. At the time of his death he was handling publicity for the D'Oyly Carte Open troupe at the Martin Beck Theater, New York, for Martin Beck. Among other things, recent years saw him handling the advance campaign for Radio City, p. a. for the Romy Theater and doing exploitation for NBC.

Luescher's spectacular publicity campaign for Mlle. Dazis for Weber and Fields attracted wide attention. She was supposed to have been imported from France. In reality she was Daisy Peterkin, of St. Louis. They were wed in 1905 and divorced some years later. In 1913 Luescher wed Antoinette Driscoll, of Brooklyn.

Surviving are his widow, Antoinette Driscoll Luescher; two daughters, Mary and Betty; a brother, William, and three sisters. Services were held at St. Stephen's Protestant Episcopal Church in New York City. Burial in Greenwood Cemetery, Brooklyn.

Jake Rosenthal

Jake Rosenthal, 64, nationally known showman, died suddenly of heart disease in his apartment in Waterloo, Ia., September 22, where he had operated the Iowa Theater for the last six years.

Rosenthal had been in the show business since he was 10 years old. He formerly managed the Orpheum Theater, Los Angeles, and the Orpheum in Omaha. He was operator of the old Bijou in Dubuque, Ia., when it burned down. He rebuilt it, renaming it the Majestic, and played some of the biggest attractions on the road.

His first wife, who died 12 years ago, was Cora Beckwith, internationally known swimming champion. He married Mrs. Jean Thurman in Chicago in 1934. Recently Rosenthal had been featured over Station WMT in Sunday afternoon broadcasts in which he gave interesting reminiscences of the early days of the theater. He claimed to have given Houdini and Elsie Janis their starts.

Surviving is his widow, Mrs. Jean Thurman Rosenthal.

Hippo, Conrad
Hines, Keith
Hogelin, Elvin J.
Hough, Marvin
Hock, Stuart M.
Hodges, Jimmie
Holden, Edward
Holden, H. M.
Holler, R. M.
Holly, Joe
Holman, Bro. C. R.
Holmes, Maxine
Holroyd, David
Holt, Doc. Geo. W.
Holt, D. F.
Hood, L. P.
Hoodlin, A. H.
Hoover, E. A.
Hope, Jack
Horn, Bert
Horowitz, Victor
Hornby, Holly F.
Horse, Chief Black
Hott, J. Frank
Houston, Frank
Houser, Clifford
Houser, Sam
Houston, Leo
Hoyer, John
Howard, Frank
Howard, George
Howard, Ray S.
Howe, Herbert H.
Howell, Fred M.
Hoy, M. W. Doc
Hoyle, Frank
Hoyt, A. R.
Huber, John
Hubbard, Ray J.
Hudson, Glenn
Huffman, Bing
Hughes, Willie
Hughson, Ed
Hugo, Carl
Hummel Family
Humphrey, Bill
Humphrey, Eric
Hunt, Chas. T.
Hunt, Conly
Hunt, Harry
Hunt, Tom
Hunter, Chas.
Hunter, Eddie
Hunter, Harry
Huxtable, Jr., J. W.
Hyatt, Paul S.
Hyland, Jack
Hyman, A.
Iampino, Murray
Ingram, Rex M.
Ingram, Jack
Ingram, Tuffy
Ingram, Z. E.
Jackson, Geo.
Jackson, John E.
Jackson, Mr. R.
Jackson, Raymond
Jackson, Virgil
Jacobin, John H.
Jacobs, Clyde C.
James, Roy
James, George
Jarda, Ossie
Jenkins, Frank & Joe
Jenny, Sunny
Johnson, C. K.
Johnson, Ephraim
Johnson, Eugene
Johnson, Frank M.
Johnson, George J.
Johnson, Geo. R.
Johnson, Harry
Johnson, Hubert
Johnson, Jack
Johnson, Jesse
Johnson & King
Johnson, Prof.
Johnson, R. W.
Johnson, Tessie
Johnson, John
Johnstone, Dr. B.
Johnston, Mary
John, John T.
Johns, Tony
Johnson, Curley
Johnstone, Floyd
Jones, A. M.
Jones, C. W.
Jones, Charlie
(Ham & Egg)
Jones, Dewey
Jones, Ickham
Jones, R. Miles
Jones, Cotton
Jones, Sam
Jones, Tex
Jones, Willie
Jordan, Cordeil
Jordan, Glen
Jordan, Jerry
Jordan, Jess
Jordan, Papy Tino
Jordan, Thos. F.
Jordenson, Ralph
Joy, Billy & Juanita
Joyce, J. C.
Judges, Charles C.
Kadel, Al
Kahn, H. C.
Kane, Joe
Kane, Lew
Karr, David Abe
Karr, Joe
Karnat, Les
Kasper, John
Kates, Elwood
Kaufman, Henry
Kaud, L. J.
Kear, John
Kearns, Paul
Keith, Dr. & Mrs.
Kelley, J. G.
Kelley, J. C.
Kelley, W. C.
Kellom, E. O.
Kelly, Arthur
Kelly, Felix
Kelly, Frank
Kelly, J. R.
(Cook House)
Kelly, Jack (Dead-
Pan)
Kelly, James W.
Kelly, L. A.
Langton
Kelly, Hoy
Kempson
Kennedy, Jack D.
Kennedy, Louis
Leon

McFarland, Hog
McFarland, F. F.
McGee, Green
McGee, James
McGill, Walter
McGinty, Willie
McGinnis, Paul D.
McIntosh, Ken
McGowan, Vernon
McGrath & Desires
McGrath, Harry
McInroe, Walter
McK. Glendon
McKee, Chas. J.
McKenzie, Walter
McKenzie, Edw. L.
McLain, Clifford
McLaughlin, W. G.
McLaurin, John L.
McLean, J. Jimmie
McMurtter, E.
McPeak, R. E.
McPherson, Eugene
McRae, Harry
McSpadden, John
Mabry, Jack
Mack, LaFonzo
Mack, Walter
Maddox, Pats
Mahaney, Thomas
Males, J. H.
Malone, Jack
Malone, John
Malory, J. E.
Mancini, Donald
Mancini, Joe
Mancini, Geo.
Mancini, Grover
Mancini, Sandy
Mann, Wyatt E.
Mansfield, Jack
Manton, Mickey
Mantel, Nancy
Margo, H.
Marla, Grover
Mars, Mitchell
Mars, Walter J.
Marsh, James & Bertha
Marshall, Bert
Marshall, Rube
Marshall, H.
Marshfield, L. C.
Marston, Bob
Martin, Eddie B.
Martin, Felipe
Martin, Alexander
Martina, I. M.
Martin, Lawrence
Martin, Lyle V.
Martin, Ed
Martins, Edw.
Mason, Roy
Mason, Willard W.
Masculin, Prince
Mason, Dr. H.
Mason, Judy
Masterson, Lester
Masterson, Eddie
Masterson, Bob
Masterson, Jack
Masterson, Howard S.
Masterson, Ken
Masterson, Juan Jr.
Masterson, Wm.
Masterson, F. L.
Masterson, Oliver
Masterson, Jack
Masterson, Mel
Masterson, D. D.
Masterson, J. W.
Masterson, L. W.
Masterson, Aerial
Masterson, Elmer
Masterson, Arthur
Masterson, Tony
Masterson, Don
Masterson, L. M.
Masterson, V. L.
Masterson, Frank
Masterson, Wm.
Masterson, W. T.
Masterson, J. A.
Masterson, Bill
Masterson, Sam
Masterson, Carson
Masterson, Edgar
Masterson, B.
Masterson, D.
Masterson, H.
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Masterson, Z.

McDonald, Hugh
McDonald, F. F.
McDonald, Green
McDonald, James
McDonald, Walter
McDonald, Willie
McDonald, Paul D.
McDonald, Ken
McDonald, Vernon
McDonald, Harry
McDonald, Walter
McDonald, Glendon
McDonald, Chas. J.
McDonald, Walter
McDonald, Edw. L.
McDonald, Clifford
McDonald, W. G.
McDonald, John L.
McDonald, J. Jimmie
McDonald, E.
McDonald, R. E.
McDonald, Eugene
McDonald, Harry
McDonald, John
McDonald, Jack
McDonald, LaFonzo
McDonald, Walter
McDonald, Pats
McDonald, Thomas
McDonald, J. H.
McDonald, John
McDonald, E.
McDonald, Alexander
McDonald, I. M.
McDonald, Lawrence
McDonald, Lyle V.
McDonald, Ed
McDonald, Edw.
McDonald, Roy
McDonald, Willard W.
McDonald, Prince
McDonald, Dr. H.
McDonald, Judy
McDonald, Lester
McDonald, Eddie
McDonald, Bob
McDonald, Jack
McDonald, Howard S.
McDonald, Ken
McDonald, Juan Jr.
McDonald, Wm.
McDonald, F. L.
McDonald, Oliver
McDonald, Jack
McDonald, Mel
McDonald, D. D.
McDonald, J. W.
McDonald, L. W.
McDonald, Aerial
McDonald, Elmer
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McDonald, Frank
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McDonald, J. A.
McDonald, Bill
McDonald, Sam
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McDonald, V.
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McDonald, X.
McDonald, Y.
McDonald, Z.

Simmons, "Dutch"
Simmons, Harry C.
Simmons, Dr. M.
Simmons, Jas. C.
Simmons, Oscar
Simmons, J. P.
Simmons, W. E.
Simmons, W. B.
Simmons, W. C.
Simmons, W. D.
Simmons, W. E.
Simmons, W. F.
Simmons, W. G.
Simmons, W. H.
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Simmons, W. J.
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Simmons, W. L.
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Simmons, W. U.
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Simmons, W. W.
Simmons, W. X.
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Simmons, X.
Simmons, Y.
Simmons, Z.

Simmons, "Dutch"
Simmons, Harry C.
Simmons, Dr. M.
Simmons, Jas. C.
Simmons, Oscar
Simmons, J. P.
Simmons, W. E.
Simmons, W. B.
Simmons, W. C.
Simmons, W. D.
Simmons, W. E.
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Simmons, W. U.
Simmons, W. V.
Simmons, W. W.
Simmons, W. X.
Simmons, W. Y.
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Simmons, X.
Simmons, Y.
Simmons, Z.

**MAIL ON HAND AT
CHICAGO OFFICE
600 Wood Blvd.,
38 West Randolph St.**

Ladies' List

Armour, Hazel
Bair, Mrs. Marie
(Banjo)
Baird, Cay
Barron, Bobbie
Barton, Mrs. Mildred
Benoit, Mrs. Frank
Burns, Mrs. Frank
Carter, Betty J.
Cecil, Bessie
Coleman, Mrs. Mary
Lillian (Diabe)
Cook, Sue
Davis, Mrs. P. H.
Deane, Mildred
Fielding, Wm.
Pauline
Gorman, Mrs. G.
Graber, Betty
Lorraine
Graham, Mrs.
Francis
Harrison, Madam
Hart, Beril
Henderson, Mrs. G.
Henderson, Mrs. W. F.
Henderson, Mrs. Dan
Henderson, Mrs. Gary
Johnson, Mrs. Colleen
Edw. A.
Johnson, Laura
Johnston, Mrs. Richard
Kearns, Paul
Morley, Cecil
Morris, Jacques
Mortenson, (Tex)
Murphy, M. Henry
Norton, Gilbert J.
Palme, Hank
Parkhurst, Harry C.
Phillips, Edgar
Campbell, Dan
Campbell, Jack
Curtis
Claire, Jimmy
Cooper, (White)
Cunningham, Jack
Decker, Al
Edwards, Edward
Dion, Ted
Dumas, Bob
Ehman, Mrs. M. & Mrs.
Espinosa, Tina
Ferguson, Craig
Fonda, Mr. (Ponda)
& N. Chast
Frazier Family
Fretas, Alfred L.
Fretas, Martin A.
Germano, Tony
Gerner, Edie
Gillespie, Bill
Graham, Mr. C.
Hall, Jack
Hansen, A. C.
Hanson, Mrs. C.
Harrison, Russell
Hart, Paul M.
Hendrick, Cecil
Hobson, Herbert
Hughes, Ray & Becca
Hard, Clifford N.
Irwin, Frank
Jano, Emil
Johnson, Everett
Johnson, Frank
Thomson
Kadlec, Edwin
Kafka, Stanley & Walter
Kapue, William
Karnel, Eddie
Kelly, Harry
Kohn, Harry
Kvale, Al
Lamar, Harry
Lambert, Mr. & Mrs.
Lalleau, Mr. A.
Mrs. Lee Wee
Wright, J. W.
(See LETTER LIST on page 70)

**MAIL ON HAND AT
NEW YORK OFFICE
1864 Broadway,
Parcel Post
Davis, Whitey, Co Hwy, Clyde, 6c**

Ladies' List

Ahn, Lillian
Anderson, Millie
Bernard, Cassie
Belen, (Cook)
Brenna, Virginia
Brown, Chickie
Chan, Roseann
Chen, Helen
Clark, Mary
Cowan, Ada
Darier, Alberta
Daria, Grecia
De Lauson
Dexter, Jacqueline
Dyer, Gladys
Du Bois, Gloria M.
Finch, Jeanne
Gordon, June
Hartley, Ted
Hertz, Dan
Heydolph, Erika
Hinda, Virginia
Holland, Dorothy
Honey, Daisy
Huff, Thelma
Johnson, Judith
Kendall, Mary E.
Knox, Doris
Kridello, Lillian
Kry, Mary
Le Claire, Marne
B. Zabransky, Mary
Cunningham, Bob
Curran, James
De France, Mickey
Doan, Bill
Doan, (Animals)
Dudlak, Joe
Farmer, Wm.
Flick, Frank
Friedman, (Haiser)
Germann, H.
Orant, Ray
Guzman, Chelo
Hanson, Mrs. Patrick
Healy, Richard
Hedden, Bert G.
Hennecy, Col. G.
Hildebrandt, Geo.
Homer, T.
Jackson Troupe

Gentlemen's List

Agnew, H. D.
Allen, M. R.
Curran, James
Do France, Mickey
Doan, Bill
Doan, (Animals)
Dudlak, Joe
Farmer, Wm.
Flick, Frank
Friedman, (Haiser)
Germann, H.
Orant, Ray
Guzman, Chelo
Hanson, Mrs. Patrick
Healy, Richard
Hedden, Bert G.
Hennecy, Col. G.
Hildebrandt, Geo.
Homer, T.
Jackson Troupe

Lee, Bob (Wivel's) NYC, re.
 Lee, Gretchen (Bismarck) Chi, h.
 Lee, Virginia (Palmer House) Chi, h.
 Lei Lehua, Princess (The Hendersons) Rock-
 ford, Ill., re.
 Leland, the Great (Plamor) Cedar Rapids,
 Ia., re.
 Landis, Jean (Hollywood) NYC, ch.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lang, Edith (State Lake) Chi, t.
 Lang & Lee (Garrick) St. Louis 28-Oct. 1, t.
 LaVoia, Don; Havre, Mont.; Helena 5-10.
 Lawrence Family; (Capitol) Truro, N. S.,
 Can., Oct. 1-3, t.
 Lawson Twins (Burlingame) NYC, re.
 Lentz, Steve (Place Elvadia) New York, re.
 Leshay, Paul (Northwood Inn) Detroit, re.
 Lewis, Ann (Cotton Club) NYC, re.
 Lewis, Berna (Embassy Club) San Francisco,
 re.
 Lewis, Henry (Flor D'Italia) Modesto, Calif.,
 re.
 Lewis Jr., Ted (Kit Kat) NYC, nc.
 Libby, George, Revue (Park Central) NYC, h.
 Lippito, Schura (St. Regis) NYC, h.
 Little, Marguerite (Lookout House) Covington,
 Ky., re.
 Little Words, Three (Small's) NYC, ch.
 Lloyd, Shirley (Edgewater Beach) Chi, h.
 Lopez & Anita (Brill's) Newark, N. Y., re.
 Lord, Velma (Paradise) NYC, re.
 Lorna & Gary (Capri) Lawrence, Mass., re.
 Lorraine, Bill, & Ed Furman (Gay Nineties)
 NYC, re.
 Lorraine & Manners (Cocoanut Grove) Bos-
 ton, re.
 Love, Violet (Adelphia) Phila, h.
 Lowery, Fred (Astor) NYC, h.
 Lucy, Alice (Palumbo's) Phila, ch.

M

Mackay's Rhythm Debs (Broadway Room)
 NYC, re.
 Maddux, Frances (Le Mirage) NYC, re.
 Mae, Edna (Paradise) NYC, re.
 Majors, Three (Roxy) NYC 28-Oct. 1, t.
 Mandell, Kitty (New Town Bar) New York, re.
 Mann, Edith (Terrace Gardens) Chi, re.
 Manner, Gene, & Bernice Lee (Paradise)
 NYC, re.
 Marcy Bros. & Beatrice (Oriental) Chi, t.
 Mariano (St. Moritz) NYC, h.
 Markoff, Mischa (Russian Yar) Milton-on-
 Hudson, N. Y.
 Marlowe, the Great (Dootey's) Charlevoix, Pa.,
 re.
 Marlowe, Boopie (Dizzy) NYC, re.
 Marr, Patay (Embassy Club) San Francisco,
 re.
 Marsh, Howard (Mayfair Club) West Orange,
 N. J., re.
 Maria, Joan (Club Diamond) Wheeling, W.
 Va., re.
 Mariel, Lee (Dizzy) NYC, re.
 Martin, Muriel (Pavillon Royal) Valley
 Stream, L. I., re.
 Martin, Tommie, Bradley (Savoy) London, h.
 Martin, Vera (Park Casino) NYC, re.
 Marya & Marys (Lookout House) Covington,
 Ky., re.
 Massey & Miller (American Music Hall) NYC,
 re.
 Matthews, Babe (Ubangi Club) NYC, re.
 Mathwa, Peggy & Peter (Lake) Gary, Ind., h.
 Martin, Jos. (Grand) Bronx, N. Y., 28-Oct.
 1, t.
 Maurice & Cordova (Riviera) Ft. Lee, N. J.,
 re.
 Maxine & Bobby (Oriental) Chi, t.
 May, Janet (Grand) Bronx, N. Y., 28-Oct. 1, t.
 Mayers, Dick (Dizzy Club) NYC, re.
 Maynard, Ken, Co. (Michigan) Detroit 28-
 Oct. 1, t.
 Mayfield & Virginia (Marine) Great Lakes
 Expo, Cleveland, t.
 McConnell & Moore (Pioneer Palace) Ft.
 Worth, Tex., re.
 McCormick, Frank, & Ruth Kidd (Cocoanut
 Grove) Washington, D. O., re.
 McCoy, Frances (18 Club) NYC, re.
 McGill, Billie (Wonder Bar) Owasso, Mich.,
 re.
 McKay, Doreen (Paradise) NYC, re.
 McLennan, Rodney (Arrowhead Inn) Saratoga
 Springs, N. Y., re.
 McMathson, Larry (Village Barn) NYC, re.
 McNeely & Chapman (William Penn) Pitts-
 burgh, h.
 Medardo, Logan (El Toreador) NYC, re.
 Melenders, Four (State-Lake) Chi, t.
 Menorcas, Evelyn (French Casino) NYC, re.
 Mercer, Mary (Nassau) Long Beach, L. I., h.
 Metaxa, Georges (Chez Paree) Chi, re.
 Meyers & St. John (Colonial) Dayton, O., t.
 Milano (Biltmore) NYC, h.
 Miller & Lamara (Lebanon) NYC, re.
 Miller, Marty (Fur Club) Pittsburgh, re.
 Miller, Tapps (Small's) NYC, ch.
 Mills, Kirk & Howard (Yacht Club) Chi, re.
 Minevitch, Borrah (Michigan) Detroit 28-Oct.
 1, t.
 Mirkin, Barry, emcee (Club Mayfair) Boston,
 re.
 Mischa (Russian Kretchma) NYC, re.
 Mitchell, Charlie (Man About Town Club)
 NYC, re.
 Mitchell, Vivano (Cocoanut Palms) East De-
 troit, re.
 Mogul (Paramount) NYC 28-Oct. 1, t.
 Molly & Paul (Tower) Kansas City, t.
 Monson, Mildred (Radio City Rainbow
 Room) NYC, re.
 Montes, Mona (El Chico) NYC, re.
 Montgomery, Ann, (Brill's) Newark, N. Y., re.
 Monty, Paul (Man About Town Club) NYC,
 re.
 Monty & Carmo, midget circus (Great Lakes
 Expo.) Cleveland, re.
 Moody, Linda (Cocoanut Grove) Boston, re.
 Moore, Lela (Paramount) NYC 28-Oct. 1, t.
 Moreno, Conchita (Chesspaka House) NYC,
 re.
 Morgan, Stuart, Dancers (Chez Paree) Chi, h.
 Morris, Dwight (Gabriel's) NYC, re.
 Morris, Joe (Marbro) Chi, t.
 Morse, Lee (Yacht Club) Chi, re.
 Mosman, Gloria (Casino) Jones Beach, re.
 Muriel, Mimi (Maurice's) NYC, re.
 Murray, Dave & Hilda (Roxy) NYC 28-Oct.
 1, t.
 Murray & King (Hollywood) NYC, re.
 Murray, May (Black Cat) NYC, re.
 Myra (Tillie's Chickens Grill) New York, re.
 Myrio & Desha (State) NYC 28-Oct. 1, t.
 Myrus (Hollywood) NYC, re.

THE NONCHALANTS

New Playing
 "GENERAL THEATER'S CIRCUIT,"
 Exclusive Management M. O. A.
HARRY FOSTER AGENCY IN EUROPE.

Nolan, Mary (Cocoanut Grove) Washington,
 D. O.
 Nolan, Mary (Normandie) NYC, h.
 Nolan, Nancy (Nazzaro) NYC, h.
 Norman, Fay, & Her Boys, Unit 1 (Nine-Mile
 Woods) Cincinnati, re.
 Norman, Fay, & Her Boys, Unit 2 (Martin's
 Tavern) Lima, O.
 Norman, Rita (18) NYC, re.
 Norworth, Ned (Club Minuet) Chi, re.
 Nora, Yvonne (Paradise) NYC, re.

O

O'Doherty, Molly (Chateau Moderne) NYC, re.
 O'Neil, Cackles (Hollywood) NYC, re.
 Ogen, Patsy (Paradise) NYC, re.
 Ojeda, Los (El Toreador) NYC, re.
 Olive, Dorothy (Leon & Eddie's) NYC, re.
 Olive, Nina (Bicycle) NYC, re.
 Olmstead, "Minto" (Number One Bar) NYC,
 re.
 Olsen, George, & Orch. (Loew) Montreal 28-
 Oct. 1, t.
 O'Neill, Peggy (Broadway Room) NYC, re.
 Orlina, Toddy (Nut Club) NYC, re.
 Osborne, Will, & Orch. (Paramount) NYC
 28-Oct. 1, t.

P

Page, Marion (Hollywood) NYC, re.
 Palm, Dorothy (La Casina) Jamaica, L. I., re.
 Palmer & Doreen (Martin's Club) Lima, O.,
 re.
 Pansy, The Horse (Drake Hotel) Chi, h.
 Papp & Conchita (Sbrine Circus) Great Falls,
 Mont.; Havre 28-Oct. 3.
 Pappy, Zeb, Ezra & Elton (St. Louis) St.
 Louis 28-Oct. 1, t.
 Parisian Divorces (Oreyaof Tavern) Masury,
 O., re.
 Parker, Fay (Lookout House) Covington, Ky.,
 re.
 Parker, Muriel (Arrowhead Inn) Cincinnati,
 re.
 Patterson, Trent (Trocaero) Lindenhurst,
 L. I., re.
 Patterson's Personettes (New Yorker) NYC, h.
 Paul, Charles (Monclair) NYC, re.
 Paul, Marya (Northwood Inn) Detroit, re.
 Peacock, Melvin (Linger Bar) Sheboygan,
 Wis., re.
 Pearl Twins (Arrowhead Inn) Cincinnati, re.
 Pecoraro, Dick (Monte Rosa) NYC, re.
 Pedro & Lissy (Orph.) Lincoln, Neb., 2-4, t.
 Pedulla, Hugo (LaRue's) NYC, re.
 Pegue, Paul (Gloria Palast) NYC, re.
 Pepper, Mack (Sun & Surf Club) Atlantic
 Beach, L. I., re.
 Peppers, Three (Yacht Club) NYC, re.
 Perkins, Cy (Chaney's) Santa Rosa, Calif., re.
 Perona, Anthony (Gabriel's) NYC, re.
 Perry, Katherine, & Her Girls (Cotton Club)
 NYC, re.
 Pete, Peaches & Duke (Paramount) NYC 28-
 Oct. 1, t.
 Peterson, Ivor (McAlpin) NYC, h.
 Pickford, Merry (Plaza Villa) Pittsburgh, re.
 Pierce & Harris (Mayfair Casino) Kansas
 City, re.
 Point, Jerry (Dizzy Club) NYC, re.
 Ponce, Joe (Claremont Inn) NYC, re.
 Pope Sisters, Three (Kit Kat) NYC, re.
 Pope & Thompson (American Music Hall)
 NYC, re.
 Pope, Virginia (Savoy) London, Eng., h.
 Pover, Harry (Mouclard) NYC, h.
 Prime, Patricia (Broadway Room) NYC, re.
 Pringle, Uncle Josh (Hudson River Day Line)
 NYC, re.
 Pritchard & Lord (Green Gables) Hazleton,
 Pa., re.
 Pryme, Alberta (Le Mirage) NYC, re.

Q

Queens of Rhythm (Cocoanut Grove) Phila,
 re.

R

Randolph, Amanda (Black Cat) NYC, re.
 Raphael (Waldorf-Astoria) NYC, h.
 Raye, Gilbert & Vicky (Frolics) Toledo, O., re.
 Reach, Albertina, Ballet (St. Regis) NYC, h.
 N. Y., re.
 Raymond & Ann (Silver Slipper) Mansfield,
 O., re.
 Raymonds, Three (Jimmy Kelly's) NYC, re.
 Read, Dianne (Foot Lodge) Lehighmont, N. Y.
 Reider, George (Chez Paree) Chi, re.
 Reed, Billy (Dizzy Club) NYC, re.
 Reed & Blane (Wellington) NYC, re.
 Reed, George (Palumbo's) Phila, ch.
 Reed, Jeanne (18 Club) NYC, re.
 Reed, Ruth (Sun & Surf-Club) Atlantic Beach,
 L. I., re.
 Reese, Gail (Park Central) NYC, h.
 Reis & Dunn (State) NYC 28-Oct. 1, t.
 Reno, Kay (Maple Diner) Hartford, Conn., re.
 Remick, Marian (Park Central) NYC, h.
 Rhythm Boy (Veylin Club) NYC, h.
 Ricardo, C. Lara, tenor (El Toreador) NYC,
 re.
 Riccardo, Rona (French Casino) NYC, re.
 Richman, Harry (Hollywood) NYC, re.
 Ricker, Abby Morrison (Cortini's) NYC, re.
 Richards, Harold (Claremont Inn) NYC, re.
 Richards, Jimmy (Paradise) NYC, re.
 Ringer, Jimmy (Vogue Club) NYC, re.
 Rioe, Rosita (El Chico) NYC, re.
 Robinson, Evelyn (Ubangi) NYC, re.
 Robinson, Paul (Club Rio) Allentown, Pa.,
 re.
 Roccos, Three (Kit Kat) NYC, re.
 Rogers, Muriel (Chateau Moderne) NYC, re.
 Rohkast, Marianne (Club Normandie) NYC,
 re.
 Rolph, Wynne (Wivel's) NYC, re.

Roselle, Mildred (Butler's) NYC, re.
 Rosini, Paul (William Penn) Pittsburgh, h.
 Ross, Dr. Sydney (Radio City Rainbow Room)
 NYC, re.
 Ross, P. (Cafe Loyal) NYC, re.
 Roth, Bobby & Buddy (Edison) NYC, h.
 Roth, Raye & Robins (Bonita's) NYC, re.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Royal Duo (Bolton) Harrisburg, Pa., h.
 Roy, Heliana (Dizzy Club) NYC, re.
 Royce, Rosita (Embassy Club) San Fran-
 cisco, re.
 Rozelle, Mildred (Ye Olde Tap Room) NYC,
 re.
 Ruelas Trio (State-Lake) Chi, t.
 Rubin, Benny (Club Mayfair) Boston,
 re.
 Russell, Frank (Gay Nineties) NYC, re.
 Ryan, Sue (Hipp.) Toronto 28-Oct. 1, t.
 Ryger, Marion (Marbro) Chi, t.

S

Sable, Miskey (Man About Town) NYC, re.
 Sallee's Puppets (Hipp.) 28-Oct. 1, t.
 Salvo & Gloria (Streets of Paris) Luna Park,
 Coney Island, N. Y.
 Sanford, Teddy, & Jack Twain (Villepique's)
 Sheepshead Bay, Brooklyn, re.
 Sarsell, George (El St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) N. Y. C., re.
 Saunders, Sylvia (Isle of Capri) Arlington,
 N. J., re.
 Savage, Jean (Southern) Baltimore, re.
 Saw, Jimmy (Chez Paree) Chi, re.
 Savor, Jack (Villepique's) Sheepshead Bay,
 N. Y., re.
 Sawyer, Bobby (Gabriel's) NYC, re.
 Schumann, Henrietta (Michigan) Detroit 28-
 Oct. 1, t.
 Scott, Bill (Bon Air) Chi, re.
 Scudder, Bl. (Dixie) NYC, re.
 Sedgwick, Edna (Hollywood) NYC, re.
 Seymour, Ann (Colony Club) Chi, re.
 Seymour, Harry, Revue (Grand) Bronx, N. Y.,
 28-Oct. 1, t.
 Shailta & Carlton (Bismarck) Chi, h.
 Shaw & Mead (Gloria) Columbus, re.
 Shaw, Jack (Club Royal) McAllen, Tex., re.
 Shelton, James (Club Normandie) NYC, re.
 Sherrill, Elmer (Club Rio) NYC, re.
 Shooting High (Pal.) Chi 28-Oct. 1, t.
 Sigman & Fields (Paradise) NYC, re.
 Silk Vince (Embassy Club) San Francisco, re.
 Silver, Hal (Fair) Pomona, Calif.; (Orph.)
 Los Angeles 2-3, re.
 Simmons, Lee (Ubangi) NYC, re.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Small, Ed (Villepique's) Sheepshead Bay,
 N. Y., re.
 Smith, Alma (Ubangi) NYC, re.
 Smith, Chubby (Swanee Club) NYC, re.
 Smith & Sully (Dixie Club) NYC, re.
 Snyder, Marguerite (Hotel Shelton) N.Y.C. h.
 Sola, Willie (Le Mirage) NYC, re.
 Speeds, Three (Hipp.) Toronto 28-Oct. 1, t.
 Spencer, Amy, & Roger Sinclair (Black Cat)
 NYC, re.
 St. Claire, Putnam (Ubangi) NYC, re.
 Starr, Bill & Betty (Capitol) Raleigh, N. C.,
 1; (National) Greensboro 2-3; (Fair)
 Petersburg, 1-4, re.
 Steele, Don (Club Deauville) San Francisco,
 re.
 Stephens, Frances (Ubangi) NYC, re.
 Stevens, Three (Claremont Inn) NYC, re.
 Stewart, Vera (Show Bar) Forest Hills, N. Y.,
 re.
 Stiles, Duce & Jack (Club Esquire) Los An-
 geles, re.
 Stone, Dick (Essex House) NYC, h.
 Stone, Harold (Chateau Moderne) NYC, re.
 Stone, Walter (Essex House) NYC, h.
 Strong, Benny (Lookout House) Covington,
 Ky., re.
 Stuart & Les (Steven's) Chi, h.
 Stuart & Martin (Swanee Club) NYC 28-Oct. 1, t.
 Sullivan, Bobby (Swanee Club) New York, re.
 Susan (St. Regis) NYC, h.
 Swor, Joan & Billy (Broadway Room) NYC,
 re.
 Sydell, Paul (Paradise) NYC, re.

T

Table Toppers (Chateau Moderne) NYC, re.
 Talbert, Wen, Choir (Cotton Club) NYC, re.
 Tamara, Maria (French Casino) NYC, re.
 Taniel & Flaccimo (French Casino) NYC, re.
 Tapp, William (Essex House) NYC, h.
 Taylor, Irene (Club Casanova) Hollywood,
 re.
 Taylor, Jack (Neal's Barnyard) Gary, c.
 Taylor, Nila (4 Horsemen Club) Phila, re.
 Teague, Tommy (Marine Park)
 Tennill, Frank (New Yorker) NYC, h.
 Titi & Mengol (Oaoucho) NYC, re.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Club Roix) Washington,
 Pa., re.
 Thury, Dona de (Tokay) NYC, re.
 Tic Toc Trio (Park Central) NYC, re.
 Titan Trio (Terrace Gardens) Chi, h.
 Tommaso, Orla (Place Elegante) NYC, re.
 Toby, Frances (Dizzy) NYC, re.
 Topatio, Jarabe (El Toreador) NYC, re.
 Torrence, John & Edna (Terrace Gardens)
 Chi, re.
 Torres, Ralph (Edison) NYC, h.
 Tracy, Oale & Leonard (Yacht Club) NYC,
 re.
 Trade, Frank & Pete (Grand) Bronx, N. Y.,
 28-Oct. 1, t.
 Tranger, Don (Fair) Knoxville, Tenn., 2;
 (Fair) York, Pa., week Oct. 6.
 Trask, Billie (Riviera) Ft. Lee, N. J., re.
 Travers, Jean (Bon Air) Chi, re.
 Tung Fin Soo (Arrowhead Inn) Cincinnati,
 re.
 Turry, Dorothy (Chateau Moderne) NYC, re.
 Tusher, Sid (LaRue's) NYC, re.
 Tyber, Ben (French Casino) NYC, re.
 Tyner, Evelyn (Radio City Rainbow Room)
 NYC, re.

V

Valencia & Ramon (Club Gaucho) NYC, re.
 Valera, Lou (Edison) NYC, h.
 Valerie, Dorothy, May & DeLorics (New York-
 er) NYC, h.
 Vallee, Sunshine (Wivel) NYC, re.
 Valley, Mirian (Club Normandie) NYC, re.
 Vall Virginia (Hi-Hat) Chi, re.
 Vallon, Nannette (Oaoucho) NYC, re.
 Van Allen, Patricia (Le Mirage) NYC, re.
 Van, Ous (Cocoanut Grove) NYC, re.
 Vanilla, Dolores (Chaney's) Santa Rosa, Calif.,
 re.
 Vlas, Ester (Rosevelt) NYC, h.
 Venezia, Chiquita (Jimmy Kelly's) NYC, re.
 Vermillion, Irene, & Co. (Colonial) Dayton,
 O., t.
 Verrill, Virginia (Paradise) NYC, re.
 Versile Trio (Mon Paris) NYC, re.
 Vestoff, Floria (Yacht Club) NYC, re.

Vietro, Tony (Chateau Moderne) NYC, re.
 Vical, Victoria (Ubangi) NYC, re.
 Villa, Celia (Chateau Moderne) NYC, re.
 Vincent, James & Robert Ludwig (Empire
 State Tower) NYC, re.
 Vorr & Walters (Grand) Bronx, N. Y., 28-
 Oct. 1, t.

W

Wacker, Bob (Lexington) NYC, h.
 Wages, Johnny (Subway Gardens) Canton, O.,
 re.
 Waldron, Jack (Hollywood) NYC, re.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, Bea (Paradise) NYC, re.
 Wallace Sisters (Number One Bar) NYC, re.
 Wally & Verdyn (Marbro) Chi, t.
 Walsh & Barker (Savoy-Plaza) NYC, h.
 Walsh, Clara Bell (Ambassador) NYC, re.
 Walsh, Sammy (Lookout House) Covington,
 Ky., re.
 Wamby, Donna (Subway Gardens) Canton,
 O., re.
 Warren & Body (Jimmy Kelly's) NYC, re.
 Watson, Betty (Caliente) NYC, re.
 Wayne & Lorraine (Arrowhead Inn) Cincin-
 nati, re.
 Weaver, Jeanette (Paradise) NYC, re.
 Weiker, Florence (Ambassador) NYC, h.
 Weidner, Helena (Maple Diner) Hartford,
 Conn., re.
 Wellington, Fay & Dolly (Lookout House)
 Covington, Ky., re.
 Wences (Paramount) Springfield, Mass., 5-7;
 (Met.) Boston 8-4.
 Wences (Paramount) Springfield, Mass., 1-7.
 Wences, Senor (Palmer House) Chi, h.
 Wessella, Henri (Cotton Club) NYC, re.
 Weylin Knightcaps (Weylin) New York, h.
 White, Baby (Yacht Club) NYC, re.
 White, Jack (18 Club) NYC, re.
 White, Jerry (Dizzy Club) NYC, re.
 White's Maniacs (Cotton Club) NYC, re.
 White, Olive (State) Baltimore 27-30, t.
 White, Pierre (Club) San Diego, re.
 White, Teddy (Normandie) New York, re.
 White, Guy (Gay Nineties) NYC, re.
 Wilbert, Raymond (Colonial) Dayton, O., t.
 Wiles, Three (Riviera) Port Lee, N. J., re.
 Wiley, Lee (Versailles) NYC, re.
 Williams, Jerry (Man About Town Club) New
 York, re.
 Williams, Robert (London Casino) London, re.
 Williams, Corby (Caliente) NYC, re.
 Williams, Eileen (Sun & Surf Club) Atlantic
 Beach, L. I., re.
 Williams, Rubberlegs (Leon & Eddie's) NYC,
 re.
 Wilson, Beth (McAlpin) NYC, h.
 Winchill, Cliff (Arrowhead Inn) Cincinnati,
 re.
 Winston, Doris (18 Club) NYC, re.
 Wolman, Harold (Port Arthur) Providence,
 R. I., re.
 Woods, Ann (Paradise) NYC, re.
 Woolsey & Wanda (Flor D'Italia) Modesto,
 Calif., re.
 Wright, Charlie (St. Moritz) NYC, h.
 Wray, Ed & Schuh (Lookout House) Covington,
 Ky., re.
 Wynn, Mae-Zella Co. (Astor) Reading, Pa.,
 28-Oct. 1, t.
 Wynn, Natalie (Club Deauville) NYC, re.

Y

Yellenti, Mary (Hollywood) NYC, re.
 Young, Irwin (Vahalla) NYC, re.
 Yuen, Lily (Kit Kat Club) NYC, re.

Z

Zanette, Guido, & Joyce Coles (St. Moritz)
 NYC, h.
 Zingola, Princess (Howard) Baltimore, h.
 Zingola, Lily (Steven's) Chi,
 Zudella & Company (Wagon Wheel) Lansing,
 re.

FAIR GRAND-STAND ATTRACTIONS

(Routes are for current week when no dates are given.)

Atwoods, The: Lawrenceburg, Tenn.; Florence,
 Ala., 5-10.
 Aunt Jimma and Her Three Pancakes: Tren-
 ton, N. J., re.
 Basile Band: Trenton, N. J.; (VFW) King-
 ston, N. Y., 5-10.
 Belmont Bros.: Carrollton, O., 2-4.
 Ben, Ben: Atlanta, Ga., 4-11.
 Billett's Troupe: Philadelphia, re.
 Boies, Major Unit: Trenton, N. J.
 Candrea Bros.: Richmond, Va.
 Cards, Three: Great Barrington, Mass.
 Cervone Band: Richmond, Va.
 Christiansen's Great Dances: Bloomsburg, Pa.
 Jackson, Winifred: Trenton, N. J.
 Continental Revue: Halifax, N. S.
 DeCardos, Six: Halfax, N. S.
 Eddy, Jack: Richmond, Va.
 Empire Male Quartet: Richmond, Va.
 Eugene, Bob, Troupe: Leamington, Ont., Can.
 Fantinos, Four: Halfax, N. S.
 Fascinations of 1936: Bloomsburg, Pa.
 Fearless Tommy: Warsaw, Ind.
 Fisher, Harry: Trenton, N. J.
 Fleming, Flying: Richmond, Va.
 Franklin Pantas: Florence; Hickory, N. C.;
 Greenville, S. C., 5-10.
 Franz & Fuller: Carrollton, O., 30-Oct. 1;
 Hillsdale, Mich., 2-3.
 Goldman's Band: Trenton, N. J.
 Gladstones, The: Northampton, Mass.
 Golda, Mlle.: Williamst., N. C.
 Gordons, The: Great Barrington, Mass.
 Grey Family: Richmond, Va.
 Heart Family: Halifax, N. S.
 Hoaglan's Combination: Bloomsburg, Pa.
 Honey Troupe: Williamst., N. C.
 Jackson, Jean: Williamst., N. C.
 Jewels, Juggling: Richmond, Va.
 Kanawasa Japs: Great Barrington, Mass.
 Keaton, Billy: Williamst., N. C.
 Lamont, Laddie: Halifax, N. S.
 Lauren, Guy: Meridian, Miss.; Tupelo 5-10.
 LeDoux & Louisa: Northampton, Mass.
 Leers, Lusita: Trenton, N. J.
 Lodi Co.: Trenton, N. J.
 Lorenos, Four Aerial: Birmingham, Ala.
 Loyal, Al, Dogs: Trenton, N. J.
 Loyal, J. R., Circus Revue: Paintsville, Ky.
 Martin & Martin: Trenton, N. J.
 Melorsas, Six Flying: Victoria, Va.; Warren-
 ton, N. C., 5-10.
 Merrill Bros. & Sister: Lawrenceburg, Tenn.;
 Florence, Ala., 5-10.
 Morris, Will, & Bobby: Bloomsburg, Pa.
 Morton's Elephants: Trenton, N. J.

Nilson, Walter: Trenton, N. J.
 Nixes, Looping: Williamson, N. O.
 Palenbergs: Bertram Fischers & Bear: Richmond, Va.
 Palmer's Circus: Halifax, N. S.
 Pike, Ray: Great Barrington, Mass.
 Queens, Four: Richmond, Va.
 Rasca, Sensational: Bloomsburg, Pa.
 Randow, Eugene: Trenton, N. J.
 Ray & Sunshine: Richmond, Va.
 Rebras, Les: Halifax, N. S.
 Review of Reviews: Richmond, Va.
 Revelations of 1936: Trenton, N. J.
 Reynolds, Helen, Skaters: Bloomsburg, Pa.; York 5-10.
 Rexola Co.: Trenton, N. J.
 Ritchie's Water Circus: Trenton, N. J.
 Robert's Circus: Wilson, N. C. 5-10.
 St. Claude & O'Day: Carrollton, O., 30; Hillsdale, Mich., Oct. 1.
 Smith's Band: Williamson, N. C.; South Boston, Va., 6-10.
 Stetson Band: Bloomsburg, Pa.
 Teter, Lucky: Williamson, N. C.
 Teter, Lucky: Bloomsburg, Pa.
 Teter, Lucky: Trenton, N. J.
 Waite, Kenneth, Troupe: Richmond, Va.; Raleigh, N. C., 5-10.
 Weiman, Bobbie: Bloomsburg, Pa.
 Winter Garden Revue: Williamson, N. C.
 Wonder, Silver Horse: Halifax, N. S.
 Zobelie Sisters & Fred: (Celebration) Burlington, Ia., 1-3.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A

Adams, Johnnie: (Subway Gardens) Canton, O. 10.
 Adcock, Jack: (Bankers Tavern) Phila. nc.
 Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.
 Alberto, Don: (El Chico) NYC, nc.
 Albin, Jack: (Bossert) Brooklyn, N. Y., h.
 Altmiller, Jess: (Palamars) Phila. ch.
 Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.
 Armstrong, Mrs. Louis: (Silver Grill) Buffalo, N. C.
 Armbeln, Gus: (Roosevelt) New Orleans, h.

B

Badue, Jules: (Cotton Club) New Orleans, nc.
 Bannen, Al: (Chase) St. Louis, h.
 Barron, Blus: (Southern Tavern) Cleveland, nc.
 Bartel, Jean: (Dubonnet) NYC, re.
 Bartha, Alex: (Steel Pier) Atlantic City, b.
 Bass, Paul: (Anna Held) NYC, re.
 Basko, Bob: (Palms Royal) New York, N. Y., nc.
 Baskin, Alex: (St. Moritz) New York, N. Y., nc.
 Beecher, Keith: (Stevens) Chi., h.
 Bennett, Dixie: (The Oaks) Winona, Minn., nc.
 Bergette, Maximilian: (Stork) NYC, nc.
 Berkeley, Duke: (Bonkey-Dory) Stamford, Conn. nc.
 Bestor, Don: (French Casino) NYC, ch.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Broyer, Archie: (Hollywood) NYC, ch.
 Brophy, Misha: (Morocco) Mountainside, N. J., nc.
 Boulanger, Charles: (Coffee Dan's) NYC, nc.
 Bradford, Forrest: (Glenn Rendezvous) Newport, Ky., nc.
 Bragale, Vincent: (Arrowhead Inn) Saratoga Springs, NYC, re.
 Brandwynne, Nat: (Essex House) NYC, h.
 Breinholt, Verdi: (White City) Ogden, Utah, b.
 Britton, Mill: (Chez Maurice) Dallas, Tex.
 Bulowski, Coulan: (Crown Palace) Denver, b.
 Bunchuk, Alex: (Russian Eagle) NYC, re.
 Bus, Henry: (Chez Paree) Chicago, nc.
 Byard, George: (Old Country Club) Phoenix, Ariz.

C

Caceres, Emilio: (Merry-Go-Round Club) Dayton, O.
 Clair, Paul: (Browning Lane Inn) Bellmawr, N. J., ro.
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
 Carey, El: (St. Moritz) NYC, h.
 Cazeloff, Frank: (Ballier's Bronx, NYC, ch.
 Carvel, Craig: (Crown Palace) Denver, b.
 Chalkin, Louis: (Robbrau) Camden, N. J., re.
 Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
 Cherniavsky Josef: (Streets of Paris) Texas Centennial, Brownsville, Tex.
 Clair, Paul: (Browning Lane Inn) Bellmawr, N. J., ro.
 Cluff, Pat: (Brightview) Rochester, N. Y., nc.
 Clements: (Versailles) NYC, re.
 Coburn, Jelly: (Claremont) NYC, re.
 Codelham, Cornelius: (St. Regis) New York, h.
 Collins, Art: (Southern Mansion) Dallas, nc.
 Conn, Irving: (Arrowhead) NYC, ro.
 Crandall, Clair: (Wagner) Bath, N. Y., h.
 Crickett, Ernie: (Unique Grill) Delawanna, N. J., re.
 Cugat, Xavier: (Stevens) Chicago, h.
 Cummins, Bernia: (Turnpike Casino) Lincoln, Neb., b.
 Outer, Howard: (Bradford) Boston, h.

D

Dantzig, Eli: (St. George) Brooklyn, h.
 Darrell, Pat: (Wenger Bari) Zanesville, O., nc.
 Davis, Eddie: (La Rue) NYC, re.
 Davis, Foss: (House of Jacques) Oklahoma City, Okla., nc.
 De Salvo, Emil: (L'Alcion) Chi., c.
 Delmar, Jack: (La Casa) Phila. b.
 Dierst, Sammy: (Webster Hall) Detroit, h.
 Dixon, Dick: (Gloria Palace) NYC, nc.
 Donaldson Bos: (Lawrence) Erie, Pa., h.
 Dorsey, Tommy: (Lavaggi's) Boston, re.
 Duerr, Phil: (Green Derby) Cleveland, na.

E

Eddy, Ted: (Peltman's) Coney Island, Brooklyn, N. Y., re.
 Edmund, George: (Loyale) NYC, c.
 Ekins, Eddie: (Black Demsey's) NYC, re.
 Ellington, Duke: (Howard) Washington, D. C., l.
 Elliot, Barron: (Kennwood Park) Pittsburgh, Pa.
 Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc.
 Ernie, Val: (Riviera) Fort Lee, N. J., ro.

F

Fairfax, Frankie: (Ubangi) Phila. ch.
 Famlant, Mickey: (Silver Lake Inn) Clementon, N. J., ro.

Farley-Riley: (Hickory House) NYC, re.
 Farmer, William: (Promenade) Radio City, NYC, re.
 Fenion, Ray: (Hitchin' Post) Union N. Y., nc.
 Ferdi, Don: (Ocean Echo) Salisbury Beach, Mass.
 Fernando, Don: (Cocoanut Grove, Chi., nc.
 Fetter, Ray: (Billingsport Grill) Paulsboro, N. J., re.
 Fiddler, Max: (Towns Club) Pittsburgh, nc.
 Fields, Shep: (Pierre) NYC, h.
 Fillo, Jimmy: (Overbrook Inn) Lindenwood, N. J., ro.
 Fl-Ratio, Ted: (Terrace Gardens) Chi., re.
 Fisher, Jack: (Steuben) Boston, h.
 Fisher, Mark: (Medinah Club) Chi., c.
 Fitzgerald, Fred: (Pocono Alps Tavern) Musertown, Pa.
 Fitzpatrick, Eddie: (St. Francis) San Francisco, b.
 Flonniken, James: (CMTT France) Lake Lynn, Pa., ro.
 Posdeck, Gene: (Mon Paris) NYC, nc.
 Francisco, Don: (Centennial) Dallas, Tex.
 Fraser, Harry: (Flynn's Rendezvous) Brooklyn, nc.
 Frassetto, Joe: (Philadelphia) Phila. h.
 Fray, Jacques: (St. Regis) NYC, h.
 Freeman, Jerry: (Paradise) NYC, ch.
 Funk, Larry: (Arcadia) Phila. nc.

G

Garber, Jan: (Casino) Catalina Island, Calif., nc.
 Gerard, Gerry: (Petit) Cleveland, c.
 Gilbert, Irwin: (Coo Rouge) NYC, nc.
 Golder, Jerry: (Sunset Lodge) Rockaway, N. Y.
 Gilberto, Don: (Toreador) New York, nc.
 Giroux, Lew: (Wagner's) Phila. b.
 Golden, Nell: (Queens Terrace) Woodside, L. I., ro.
 Gordon, Herb: (Riley's Lake House) Saratoga Springs, N. Y.
 Gothell, Manfred: (Jermy) Scranton, Pa., h.
 Grant, Douglas: (Di Burro's) Haverhill, Mass., c.
 Gray, Glenn: (Congress Hotel) Chi., h.
 Green, Jack: (Pelay's) Canton, O., nc.
 Grey, Glenn: (Kimball's) Lynnfield, Mass., b.
 Grunau, Harry: (Torch Club) Canton, O., nc.

H

Hall, Ewen: (Plaza) San Antonio, h.
 Hall, George: (Trafic) New York, h.
 Hallet, Mal: (Commodore) NYC, h.
 Hamilton, George: (Waldorf-Astoria) NYC, h.
 Hamp, Johnny: (Rainbow Grill) NYC, re.
 Hampton, Jack: (Schneider's) Detroit, c.
 Handeman, Phil: (Fifth Avenue) NYC, h.
 Hannels, Roland: (Lookout House) Corvington, Ky., nc.
 Hardie, Dick: (Club Frolics) Albany, N. Y., nc.
 Hargrave, Bobby: (Kit Kat Club) NYC, nc.
 Harris, Ted: (Guernwood) Russian River, Calif.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, George: (Club Mayfair) Boston, nc.
 Harris, Jo: (Edgewater) Lafayette, La., re.
 Harris, Lew: (Centennial) Dallas, Tex.
 Hart, Charlie: (Maple Hartford Conn., re.
 Hart, Little Joe: (O. K. Parr's) Denver, b.
 Hart, Ruth: (Spanish Villa) Detroit, nc.
 Hendrick, Pearl: (Brass Rail) Parkersburg, W. Va., re.
 Henderson, Fletcher: (Grand Terrace) Chi., nc.
 Hendrick, Warren: (Ball) NYC, c.
 Heidt, Horace: (Draks) Chi., h.
 Hill, Harry: (Post Lodge) Larchmont, N. Y., re.
 Hill, Teddy: (Ubangi) New York, nc.
 Hoagland, Claude: (Biltmore) Dayton, O., h.
 Hoffman, Charles: (Hollywood Dinner Club) Galveston, Tex., cc.
 Holman, William: (Snow Bar) Forest Hills, N. Y., re.
 Holmes, H. P.: (Lido Club) Tulsa, Okla., nc.
 Hope, Hal: (Montclair) NYC, h.
 Hudson-Delange: (Raymor) Boston, b.
 Hunter, Lloyd: (Mount Royal) Montreal, h.
 Hutchinson, Bob: (Eighth Avenue Club) Ft. Worth, nc.

I

Irwin, Lee: (Takenass) Fleischmanns, N. Y., h.

J

Jaffe, Moe: (Ben Franklin) Phila. h.
 Jenico, Al: (New Kenmore) Albany, N. Y., h.
 Johnson, Johnny: (Lord Baltimore) Baltimore, h.
 Juele, Frank: (Bellevue-Stratford) Phila., h.

K

Kay, Herbie: (Edgewater Beach) Chi., h.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Kelem, Milton: (Anchorage) Phila. nc.
 King, Henry: (Cocoanut Grove) Los Angeles, Calif., re.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Klein, Jules: (Stadler) Detroit, h.
 Knight, Harold: (Adelphi) Phila., h.
 Knorr, Peter, String Ensemble: (Blackstone) Chi., h.
 Kress, Andy: (Aron Inn) Abury Park, N. J.
 Krueger, Benny: (Essex House) Newark, N. J., nc.
 Krumin, Costya: (Russian Bear) New York, h.
 Kuzniel, Robert: (Martin's Raskateller) NYC, nc.
 Kysar, Kay: (Triandoli) Chi., b.

L

La Marr, Frank: (Arcadia) NYC, b.
 La Salle, Frank: (Wivel) New York, nc.
 Lagman, Bill: (Club Triandoli) Mobile, Ala., nc.
 Lande, Jules: (St. Regis) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Le Brun, Duke: (Grand Salon) SS Normandie, France.
 Lee, Larry: (Beverly Wilshire) Beverly Hills, Calif., h.
 Lewis, Howard: (Orlando) Decatur, Ill., h.
 Levy, Johnny: (Netherland Plaza) Cincinnati, h.
 Levant, Phil: (Blumarck) Chi., h.
 Lewis, Van: (Ritz-Carlton) Phila., h.
 Lewis, Vic: (Times-Square) Rochester, N. Y., h.
 Licht, Enoch: (McAlpin) New York, h.
 Lindeman, Udo: (Gloria Palace) New York, ch.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, Astor) NYC, h.
 Lopez, Vincent: (Astor) NYC, h.

M

McCarr, Grace: (Chinese T Gardens) Detroit, re.
 McDaniel, Henry: (Governor Hotel) NYC, h.

McFarlane, Frank: (Chateau Moderne) NYC, nc.
 McFadden, Robert Fletcher: (LaSalle) Chi., h.
 McKenzie, Red: (Yacht) NYC, nc.
 McKenna, Red: (Palace Gardens) Lansing, Mich., nc.
 McPherson, Hugh: (Greystone) Columbus, b.
 Mack, Ed: (Zepp Club) Akron, O., re.
 Malvey, Hal: (Windsor Court) Springfield, Mass., nc.
 Mammam, Steve: (Riviera Club) Averhill Park, NYC, re.
 Mano, Art: (Fair) Trenton, N. J.
 Mano, Rion: (Village Barn) New York, nc.
 Manuti, Al: (Man About Town) New York, re.
 Manzanaras, Jose: (Centennial) Dallas, Tex.
 Maples, Nelson: (Svevly Crest) Pittsburgh, nc.
 Mareno, Frank: (Sweeney) Baltimore, c.
 Mariani, Hugo: (Waldorf-Astoria) NYC, h.
 Mario, Don: (Hollywood) Tonawanda, N. Y., ro.
 Marsh, Herbert: (Cocoanut Grove) Boston, nc.
 Marzico, Al: (Club Mirador) Homestead, Pa., re.
 Martel, Gus: (Stork Club) NYC.
 Martell, Paul: (Arcadia) New York, b.
 Martin, Freddy: (Aragoni) Chi., b.
 Martin Gordon: (Greenest Club) Boston, nc.
 Martin, Ted: (Childs Paramount) NYC, re.
 Mastey, Frankie: (Rice) Houston, Tex., h.
 Mauby, Charles: (Pavillon) Hagerstown, Md., h.
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.
 Meadowbrook Boys: (Versailles) NYC, re.
 Meeker, Paul: (Villa Moderne) Chi., nc.
 Meyers, Jack: (Club New Yorker) New York, re.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Russ: (Edgewood) Trenton, N. J.
 Mills, Floyd: (Du Pont) Wilmington, Del., h.
 Minor, Frank: (Barrel of Fun) NYC, nc.
 Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.
 Moran, Russ: (Biltmore) New York, h.
 Munro, Hal: (College Inn) Chi., c.

N

Nash, Joel: (Sunrise Rest) Wantaugh, L. I., ro.
 Navarra, Leon: (Hollywood) NYC, ch.
 Navarre, Ted: (Roosevelt) Brooklyn, N. Y., br.
 Navarro, Al: (Belvedere) Baltimore, h.
 Nelson, Ozzie: (Palmer House) Chi., h.
 Nickles, Eddie: (Alhambra Seal Beach, Calif., re.
 Niebur, Billie: (Casino Moderne) Chi., nc.
 Noble, Ray: (Rainbow Room) NYC, nc.
 Norvo, Red: (Syracuse) Syracuse, h.
 Noury, Walt: (Roma) Haverhill, Mass., re.

O

O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
 Ohman, Phil: (Trocadero) Hollywood, Cal., re.
 Olsen, George: (Loew) Montreal, c.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 O'Malley, Will: (Paramount) NYC, l.
 Owens, Bob: (Minkinaka) Minneapolis, Minn., cc.

P

Pablo, Don: (Palais Royal) Benton Harbor, Mich., nc.
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.
 Palmer, Skeeter: (Westchester Country Club) Rye, N. Y., cc.
 Pancho: (Pierre) NYC, h.
 Pecoraro, Dick: (Monte Rosa) NYC, re.
 Pender, Paul: (William Penn) Pittsburgh, h.
 Perlman, Jack: (Red Hill Inn) Pennsauken, N. J., ro.
 Perry, Ron: (St. Moritz) New York, h.
 Peterson, Eric: (Woodlands) Ardley, N. Y., nc.
 Peth, Emil: (Savoy Plaza) NYC, h.
 Phelan, Jimmy: (Romance Inn) Angola, N. Y.
 Prima, Louis: (Blackhawk) New Orleans, re.
 Pitman, Jack: (Port Arthur) Providence, R. I., re.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.

R

Rabucel, Paul: (Post Lodge) Larchmont, N. Y.
 Raeburn, Boyd: (Jefferson) St. Louis, h.
 Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
 Ramon, Don: (Texas Gardens) Texas Centennial, Dallas, Tex.
 Ramos, Ramon: (Ambassador) NYC, h.
 Reader, Charles: (Port Montague) Nassau, B. W. I., h.
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
 Reid, Ted: (Studio) Phila., h.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
 Reynolds, Maurice: (Tommy's Place) Oneonta, N. Y., re.
 Rickard, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
 Riley & Parley: (Hickory House) NYC.
 Rinaldo, Nino: (Yacht Club) Chi., nc.
 Rines, Joe: (Mayfair) Boston, nc.
 Ringer, Johnny: (Casino Venezia) NYC, nc.
 Ritz, Joe: (Consales) Lake Charles, La.
 Rodrigo, Nator: (Rainbow Room) Rockefeller Center, N. Y., h.
 Rodriguez, Chago: (Eildebrecht) Trenton, h.
 Rodriguez, Jose: (Montparnasse) NYC, re.
 Rollins, Todd: (Donohue's) Mountainview, N. J., nc.
 Romaine, Freddie: (Donahue's) Mt. View, N. J., nc.
 Romano, Phil: (Roseland) NYC, b.
 Rosen, Tom: (Royal Garden) Ga., nc.
 Rosen, Tommy: (Wisteria Garden) Atlanta, c.
 Ruby: (Biltmore) Dayton, O., h.

S

Sanders, Joe: (Blackhawk) Chi., c.
 Sands, Ted: (Breakers) Rochester, nc.
 Sandusky, Bob: (Lubbock) Lubbock, Tex., h.
 Salsky, Joe: (Rumanian) New York, re.
 Schneider, Bol: (Old Rumanian) New York, re.
 Schreiber, Carl: (Ivanhoe Gardens) Chi., c.
 Scoggin, Chic: (400 Club) Wichita, Kan., nc.
 Seraphine, Nick: (Audubon) NYC, b.
 Shaw, Art: (Lexington) NYC, h.
 Shepard, Ed: (Old Mill Inn) Haddonfield, N. J., ro.
 Sissie, Noble: (Nixon-Grand) Phila., l.
 Smith, Harry: (St. Paul) St. Paul, h.
 Smith, Joseph C.: (Montparnasse) NYC, nc.
 Smith, Little Jack: (Pococo Manor) Wilkes-Barre, Pa., h.
 Smith, Stuff: (Onyx) NYC, nc.
 Snyder, Mel: (Hotel Gibson) Cincinnati, h.
 South, Eddie: (French Casino) NYC, ch.

Stabile, Dick: (Lincoln) New York, h.
 Stanley, Stan: (Colonial Club) Jackson, Miss.
 Steele, Blue: (Centennial) Dallas, Tex.
 Steele, Leo: (Chateau) Phila., nc.
 Steiner, Herb: (Olen Island Casino) New Rochelle, N. Y., ro.
 Steit, Milo: (Utah) Salt Lake City, h.
 Stein, Eleanor: (20th Century) Phila., nc.
 Stenross, Charles: (Lout Gardens) Cleveland, nc.
 Stern, George: (Plaza) New York, h.
 Stewart, Fred: (Half Moon) Brooklyn, h.
 Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
 Stone, Al: (Laghorn Farms) Trenton, N. J., ro.
 Subel, Alan: (Bedford Springs) Bedford Springs, Pa., h.
 Sweeney, Bud: (Chateau Club) Cleveland, nc.

T

Taylor, Pat: (Club Forest) Jackson, Miss., nc.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thompson, Lang: (Showboat) St. Louis, c.
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
 Tinsley, Bob: (Colostom's) Chi., nc.
 Torney, Bob: (Crasa Lonia) South Bend, Ind., nc.
 Trace, Al: (College Inn) Chi., re.
 Trask, Clyde: (Lookout House) Covington, Ky., re.
 Traxler, Vincent: (French Casino) NYC, nc.
 Tucker, Orin: (Hollywood Dinner Club) Galveston, Tex.
 Tyldeley, Bobbie: (Irvin Cobb) Pducah, Ky., h.
 Tuttle, Elisha: (Le Mirage) NYC, nc.

V

Van Duser, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
 Veasco, Emily: (Indiana) Indianapolis, br.

W

Warner, Billy: (Twilight Inn) East Paterson, N. J., re.
 Warren, Arthur: (Hollywood) NYC, ch.
 Watkins, Ralph: (Riviera) Fort Lee, N. J., ch.
 Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
 Weeks, Ranny: (Cocoanut Grove) Boston, re.
 Welch, Wec Willie: (Palm Gardens) Philadelphia, N. J., re.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 West, Nell: (Lawiston) Lawiston, Mich., h.
 White, Dave: (Oasis Grill) New York City, re.
 White, Doug: (Wintergarden) Wichita, Kan., b.
 Whitman, Paul: (Casa Manana) Ft. Worth, Tex., re.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wiley, Hod: (Spearin's) Dayton, O., nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.
 Williams, Tod: (Hampton Beach Casino) Hampton Beach, N. H., nc.
 Wilson, Ray: (Golden Pheasant) Jamatown, N. Y., nc.
 Winston, Jack: (El Tirol) Dallas, nc.
 Wintz, Julie: (Top Hat) Union City, N. J., na.
 Woods, Howard: (Robert Treat) Newark, h.

Y

Yates, Billy: (Grotto) Pittsburgh, br.
 Young, Gus: (Pena-Hills Tavern) Anselmink, Pa., nc.
 Young, Sterling: (Pal) San Francisco, h.

Z

Zarin, Michael: (Waldorf-Astoria) New York, re.
 Zator, Joseph: (Biltmore) NYC, h.
 Zelenka, Harry: (4 Horsemen Club) Mariposa Hills, Pa., ro.
 Zelman, Rubin: (Caravan) NYC, nc.
 Zollo, Leo: (Walton Roof) Phila., h.
 Zwilling, Sid: (Bellevue) Belleair, Fla., cc.

DRAMATIC AND MUSICAL

And Stars Remain: (Nixon) Pittsburgh 28-Oct. 3.
 Blossom Time: (Grand) Chi 28-Oct. 3.
 Boy Meets Girl: (Hanna) Cleveland, O., 28-Oct. 3; Toledo 8; Erie, Pa., 8; Jamestown, N. Y., 9; Youngstown, O., 8; Wheeling, W. Va., 9-10.
 Boy Meets Girl: (Shubert) New Haven, Conn., 28-Oct. 3.
 Dead End: (Studebaker) Chi.
 First Lady: (Shubert) Boston 28-Oct. 3.
 Hamlet: (Royal Alexandra) Toronto, Can., 30-Oct. 3.
 Lady Precious Stream: (Harris) Chi 28-Oct. 10.
 Muiatto: (Hartman) Columbia, O., 29-Oct. 3; (Cox) Cincinnati 5-10.
 Night of January 1-10: (Selwyn) Chi.
 Pride and Prejudice: (Ford) Baltimore 1-3.
 Scandals: (Auditorium) Kansas City 28-Oct. 3.
 Stage Door: (Forrest) Phila 28-Oct. 3.
 St. Helena: (National) Washington, D. C., 28-Oct. 3.

INDEPENDENT BURLESK

Babes of Broadway: (Gayety) Washington, D. C., 28-Oct. 3; (Empire) Newark, N. J., 5-10.
 Babyfoot Reading, Pa. 1-2; Williamsport 2; (Gayety) Buffalo 5-10.
 Beauty Parade: (Empire) Newark, N. J., 28-Oct. 3; (Jacques) Waterbury, Conn., 5-10.
 Dizzy Dames: (Avenue) Detroit 3-10.
 Fashion Plates: (Trocadero) Phila 28-Oct. 3.
 Garden of Girls: (Empress) Kansas City 28-Oct. 3; (Garrick) St. Louis 5-10.
 Gayety Girls: (Gayety) Baltimore 28-Oct. 3; (Gayety) Washington, D. C., 5-10.
 Ha-Cha: (Rialto) Chi 28-Oct. 3; (Gayety) Minneapolis 5-10.
 Hindu Belles: (Worcester) Worcester, Mass., 28-Oct. 3; (Hudson) Union City, N. J., 5-10.
 Hi-Flyers: (Jacques) Waterbury, Conn., 28-Oct. 3; (Trocaro) Phila 5-10.
 Kne-Hi Revue: (Republic) NYC 28-Oct. 3; Allentown, Pa., 5-6; Harrisburg 7; Reading 8-9; Williamsport 10.
 Modes and Models: (Gayety) Minneapolis 28-Oct. 3; (Empress) Kansas City 5-10.
 Pirates of Melody: (Werba) Brooklyn 28-Oct. 3.
 Red Hot: (Rony) Cleveland 28-Oct. 3; (Casino) Pittsburgh 5-10.
 Red Rhythm: (Hudson) Union City, N. J., 28-Oct. 3; (Howard) Boston 5-10.
 Scan-Teas: (Gayety) Buffalo 28-Oct. 3; open week, 5-10.
 (See ROUTES on page 84)

Eddy Bros. In Hurricane

Precautions taken — one truck lost — Hunt name to be restored next year

SNOW HILL, Md., Sept. 26.—Caught directly in the face of the worst hurricane ever to sweep up the Atlantic Coast, Eddy Bros. Circus waged a spectacular and successful battle here against the elements. Warned in advance of the coming of the storm, the show remained here two nights and a day. Stock and Dolly, the elephants, were placed in secure concrete buildings. The trucks were turned in the direction of the storm, securely roped and staked to the ground. Everyone remained on guard, and as a result of the precautions taken, only one truck was lost. This was the sound truck, which, caught by a sudden gust of the 100-mile-an-hour wind, was ripped to pieces. Obviously no tents were erected, and because of the precautions taken, no canvas was destroyed in any way.

Show played Pocomoke to fair business last Saturday, and proceeded to Crisfield for Monday's showing. It was in this town where great damage was done, buildings wrecked, and the tremendous waves demolished many houses.

Charles T. Hunt, manager, stated that this was one of the most successful seasons he has ever had. Next year, the well-known Hunt name will be restored to the billing, and preparations are already under way for the 45th annual tour.

The show has already been engaged for a number of winter productions which will start very soon after closing, now slated to be some time in October.

Four Barns Destroyed At Peru Winter Quarters

PERU, Ind., Sept. 26.—Four barns and part of a machine shop at circus winter quarters were destroyed last night by flames of undetermined origin. Officials set the loss tentatively at \$75,000. A shift in the wind saved a building in which deer, zebra, camels, lions, leopards, tigers and 19 elephants were housed. Officials said that nearly 400 tons of hay and straw were also lost.

Christy Unit to Honolulu

HOUSTON, Sept. 26.—The entire Christy Circus unit, after closing at Canadian National Exhibition, Toronto, sailed for Honolulu to again play with the Fernandez Circus. This makes the third time the Christy units have played the islands. Jack and Teresa Lorenzo always go over big with the elephant act, as does Merritt Belew with Christy's Arabian Liberty stallions, eight beautiful black and white horses.

H. A. Christy left Chicago and came to Houston to erect several large tents for the fair, after which he will join in Hilo, to ride his electrical lighted rearing horse. Skyrocket.

Waycross, Ga., Closed

WAYCROSS, Ga., Sept. 26.—A license granted Downie Bros. Circus to appear here September 21 was canceled on recommendation of Health Commissioner George E. Atwood, who feared the possible danger of the spread of infantile paralysis germs.

R-B Fourth in Macon

MACON, Ga., Sept. 26.—Ringling-Barnum has contracted Macon for November 6. The Central City Park, city owned, will be used. The Big Show played Macon two years ago to good business. It will be the fourth circus here this season, and follows the Stato Fair by two weeks.

Trailer Photos Wanted

The Billboard is desirous of receiving best photographs of living trailers used at show and concession people. Kindly mail same to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.

Opposition Courtesy

DUBLIN, Ga., Sept. 26.—Something new in opposition courtesy was seen here last week. Oldtimers are wondering.

Downie Bros. Circus played here September 17 and Tom Mix Circus had been contracted for September 26. There was not a sheet of "wait" or opposition paper posted by the Mix show, although the Tom Mix advertising cars arrived in town the day of the Downie performances. After the Downie show left the Mix billers got busy and the city is well billed for the Mix show.

WPA Unit Plays To 790,000 in N. Y.

NEW YORK, Sept. 26.—Establishing some sort of a record, the local WPA Federal Theater Circus, under supervision of Walter Diggs, has played thruout this city and vicinity during the past year to approximately 790,000 customers. Personnel of the unit when it was inaugurated in Brooklyn last fall numbered 57. Today 127 persons are connected with the sawdust show. According to Diggs, more talent will be added from time to time.

The circus appeared in suburban districts under canvas during the warm months, but care was taken not to encroach upon districts possessing inside arenas suitable for housing the project this winter. Diggs is revamping the show somewhat for the indoor season, injecting fresh material obtained from WPA variety shows. Newest additions are a trained bear act, bucking mule and (See WPA UNIT on page 49)



GROUP of semi-trailer house cars with the Tom Mix Circus, also showing Homer Hobson and two others with the show. Photo recently at Lynn, Mass., by J. C. Ward.

May Lillie Rides On

By FRANK (DOC) STUART

Well, it's all over and May Manning Lillie, beloved wife of Gordon W. Lillie (Pawnee Bill), has ridden toward the Great Range leaving not only a community but friends from all over the world grieving her passing. "She was a personage in herself. She was as different from other women as one can imagine and exceptionally versatile. She could meet one and all on an equal plane, be they outcast or king, and May Lillie had met both.

Suppose we draw up our chairs and presume that you knew her as intimately as I, and we will further presume that, both she and Major Lillie had spent numerous Christmases and wedding anniversaries at your home such as they have done with me. Let us suppose this is such an occasion. Now enter Major Lillie and vivacious May who was once the featured star of Pawnee Bill's Wild West and Great Far East Shows.

"Hi there, kids! Here we are and the party can begin!" she would exclaim. Never mind showing us the guest room. We know this house like a book. Daddy, hang up your 10 gallon, we're going to stay awhile." The Major would hang up his sombrero while she would admire him. "Look at him. He does not appear to be nearly 77 years old. He found the

Syracuse Again to Wirth

SYRACUSE, N. Y., Sept. 26.—Tigris Shrine Temple here last week let contracts to Frank Wirth, New York circus producer, for this year's Shrine Circus. The Syracuse event, for several years a leading Eastern winter circus, was discontinued for three years prior to 1935. Last year the show made a strong comeback bid under the direction of Wirth.

According to reports, due to satisfactory insurance coverage, Tigris is sound financially, despite the fact that the temple was destroyed by fire early in the summer.

Ingalls Back With Show

CINCINNATI, Sept. 26.—In last week's issue it was stated that Clyde Ingalls, side-show manager of the Ringling-Barnum Circus, after spending several days in Clarkson Hospital, Omaha, left for Sarasota, Fla.

There was a slight error in the story. Mr. Ingalls states that he merely went to Omaha for checkup, as he knew Dr. Conlin there. He is in excellent condition and back with the show and has no intention of leaving it until it gets to Sarasota.

Betsy Ross Leaves Seal Bros.

VAN NUYS, Calif., Sept. 28.—Betsy King Ross, Western motion picture star who has been a feature of Wild West with Seal Bros. Circus, has left the show in order to fill an eight-picture movie contract in Hollywood. It is expected that she will again be with the Bud Anderson organization next season.

Cole Show Scores In Los Angeles

LOS ANGELES, Sept. 26.—Cole Bros.—Clyde Beatty Circus made its premier in the Los Angeles sector, opening at Glendale September 19. A little late in arrival and sudden downpour of rain affected business a bit. However, according to Messrs. Adkins and Terrell, the day's business was very satisfactory.

Opening in Los Angeles September 20 at Washington and Hill streets, there was a straw matinee and three-fourths at night. Monday matinee fair, with another straw house at night. Tuesday night matinee, with near capacity at night. The fine performance already reviewed in these columns received a most generous reception. A fine billing job was done. The papers were very generous with stories and picture spreads. The work of Ora Parks, R. B. Dean and Bob Hickey and the afternoons in the local dailies were highly complimentary.

Messrs. Adkins and Terrell told *The Billboard* correspondent that they were immensely pleased with the Western trip and stated that they will include the West Coast in their itinerary. Floyd King, general agent, in high glee for his having routed the show to the Coast, is credited by the management as having done a very fine job. Jake Newman was on hand, as was W. D. Backell during the Los Angeles engagement.

Lou Delmore stated his business on the side show had been very good all season and that it was exceptionally good on the Coast. Judge A. B. Palmer, on the side show, has been busy meeting many friends in the West.

Visitors noted were Sid Grauman, Ben Pinzzi, Charley Murray, Harry Carey, Buck Jones, M. D. Howe, J. T. Powers, Eddie Fernandez, John Talbott, George Hines, John Miller, L. Rosen, Joe E. Brown, Mr. and Mrs. Irvin Cobb, Frank Whitbeck, Ellen Bovard, Eleanor Barnes and many special and feature writers from the major local dailies.

To George Hawley, of the banner brigade, is given credit for a hit. In the Hollywood district with a crew he stepped into the Brown Derby Restaurant and asked to hang a banner. Permission was denied and one asked him what gave him the idea that he could litter up the building. This attracted attention of Bebe Daniels, screen star and one of the principal stockholders of the Brown Derby. Hawley told her he put banners on many restaurants and he did not know why he should not ask them. She immediately got the manager and Hawley put up the banners.

Parades Downtown

A younger generation got first glimpse of a big circus parade September 21 in Los Angeles. Special permit had been granted after much discussion and the parade attracted thousands. The management asked that it be routed so as to pass the Children's Orthopedic Hospital on Flower street and give the shut-ins a thrill. This was done and parade traversed downtown Los Angeles for the first time, it was said, in 12 years. Newsreel camera and sound men mounted on trucks, camera and sound men from all major studios shot the parade from every angle.

was not only his wife but his God and his life as well.

The Accident and Funeral

Now let's jump to the events of a recent week. While returning from Tulsa in the big golden-colored automobile which was given the Lillies about four weeks ago, a collision happened and both cars were wrecks. To the hospital at Pawnee went the ambulance, where examination showed Mrs. Lillie had a broken jaw, broken leg, crushed chest and internal injuries. The Major suffered a slight concussion, deep cuts and numerous bruises. Then came Thursday the 17th, and May Lillie rode out to meet the Great Rancher. As you and I returned to the great brownstone mansion atop Blue Hawk Peak where May Lillie had ruled for more than a quarter of a century as mistress, we noted the great herd of buffalo standing close to the big barns and the fence with heads lowered. It really seemed that even they mourned. Of course we know that the common standing position of the buffalo is with lowered head, but it made us think. Then a gentle rain be-

(See MAY LILLIE on page 48)



With the Circus Fans

By THE RINGMASTER

President, CFA. Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2030 West Lake Street, Chicago, Ill. (Conducted by WALTER JOHNSON, Editor "The White Top," care Hohenfeld Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 26.—"Gramp" Lawson and CFA H. R. Peverly, of Boston, met at the Brockton Fair. They had not seen each other for about three years.

John N. Hughes, of Des Moines, Ia., whose legal advice has been frequently sought by circus managers, was injured when an auto struck him while crossing a street in Chicago September 14. He will be confined to Washington Boulevard Hospital for several weeks.

The Alfredo Codona Tent met at a dinner evening of September 17 at Wolf's Inn, 10 miles north of San Antonio, Tex. Harry Hertzberg, Pasco Scaperlanda and Col. C. G. Sturtevant related their experiences at the Evansville convention and convinced their audience that they had missed something by not being there. Judge Frost Woodhull was re-elected chairman of the Tent and Pasco Scaperlanda, secretary - treasurer, for coming year. William J. Lester, of Cole Bros.' Circus, was a guest of the Tent and is making contracts for appearance of the show in San Antonio. Lester related a number of his circus experiences, humorous and otherwise. The Tent made arrangements for the entertainment of the people of the Ringling and Cole circuses when they play there and also to send a group to visit Russell Brothers when they show close to San Antonio. Pompey Coppini and Frank Hartless are expected to be in that city next month.

The Billetti Troupe (high-wire troupe) entertained H. R. Peverly in the backyard at Brockton, Mass., Fair. He enjoyed seeing their large collection of photos taken this season.

When the Peerless Potters played the Jefferson, Wis., Fair, Circus Fans attended the night grand-stand show in a body, the guests of Mr. Nass, fair secretary. After the show, Fans entertained the Potters as well as Mr. and Mrs. Robert C. Marquette, of Chicago, Mr. Potters' daughter and son-in-law. The wives of some of the act were also present.

John C. Madden, Circus Fan of Newton, Mass., saw Tom Mix Circus at Waltham and Lowell, Mass., and says that it received very favorable comments; has quality from gate to stable, the latter being a horse show. Vera Bruce appears as a charming equestrienne.

Karl K. Knecht, well-known CFA of Evansville, Ind., who is a park commissioner and in charge of the zoo there, attended the convention of the American Association of Zoological Parks and Aquariums in Cincinnati last week.

Al G. Barnes Biz Picks Up

EL PASO, Tex., Sept. 26.—After more or less ordinary business, it was really a sight for sore eyes to see the expectant faces at every little station for at least a hundred miles before the Barnes show train reached Lubbock, Tex. It had been widely heralded by press and radio that this circus was coming up the Santa Fe from San Angelo to Sunday in Lubbock and exhibit there on Monday.



LILLIAN NAVARE, prima donna on the Dan Rice Circus. The band is featuring "Sunniglo Waltz," a composition by her. Her husband, Champ Stimpson, is treasurer of the show.

The train arrived at 11:45 a.m. Sunday and was greeted by thousands. Crowds were on the lot and along the short haul from the crossing until it became too dark for sightseeing. Business on Monday was all that had been indicated by the interest of the people from Lubbock and surrounding country. Charles A. Guy, editor and publisher, and Parker Prouty, general manager of the two daily papers in Lubbock, are circus lovers and co-operated in every way.

Hereford followed with only fair trade. This little town was put on the route when it was found that Amarillo could not be made because of the fair that was in progress there. Clovis was next and the first stand to be made in New Mexico this year. Clovis is really a Barnes town and great interest is always apparent when it is first announced that Al G. is coming. It had been two years since the last visit. At that time a new lot had to be used because of the construction of a railroad underpass. This year the underpass was completed and the old lot that is owned by the Santa Fe and comprising acres and acres of flat, level land was the one used. George Engesser, owner of Schnell Bros.' Circus, visited at Clovis. Said his show was not far away. He has been on a diet or something as he has lost some weight.

Turned south at Clovis on the branch of the Santa Fe that terminates at Pecos, Tex. Roswell was the first stop and came thru with good business after an absence of two years. Carlsbad followed and was the first visit of the Barnes Circus since 1929. There was plenty of interest here and with Carlsbad enjoying prosperity a bang-up day's trade was registered. Pecos had also not been visited since the year of the great crash, and altho business was fair, it was not quite up to what had been anticipated.

At Pecos the train was transferred to the T. & P. for the only run over this line for the Barnes Circus this year. The move was into El Paso, some 214 miles, arriving there at 10:30 Sunday morning. A real turnout of people to see a circus on one of its rare holidays went on all day Sunday. Monday they filled the tent to capacity at both shows. At night the seats were filled early and people were on the straw all the way around.

Gainesville Encounters Rain at Bonham, Tex.

GAINESVILLE, Tex., Sept. 26.—For the first time this season the Gainesville Community Circus ran into rain when it played at Bonham September 16 and 17. Rain fell opening day and during the performance, cutting attendance sharply. Second day, rain fell during the morning, but fair crowd was in the big top for the night show. Engagement was under auspices of Veterans of Foreign Wars.

The show has a two-week layoff before going to Decatur for the Wise County Fair, October 1-3, and then closes the season the following week at the Red River Valley Fair in Sherman, October 7 and 8.

CFA C. E. Leonard and A. Morton Smith, Mr. and Mrs. Portis Sims, Jane Sims, Jerry Murrell and Verne Brewer, of the Gainesville Circus, were guests of Mr. and Mrs. C. W. Webb and Joe C. Webb, of Russell Bros.' Circus, in Wilson,

"Wedding of Elephants" On the Cole-Beatty Show

LOS ANGELES, Sept. 26.—Specially invited guests attended a preview of a most novel publicity stunt, "The Wedding of the Elephants," conceived by Ora Parks and Rex De Rosselli, of Cole-Beatty Circus, and done by Eddie Allen, trainer. It was a novel idea. Eleven elephants had been rehearsed to work in the stunt.

The gathering assembled at 5:30 Tuesday evening for the affair. In the idea was carried a wedding correct in detail. There were Jumbo II, the groom, in silk hat and white shirt and collar, gray trousers on front legs; the bride, Miss Burma Rangoona, properly attired; the minister, big elephant, in clerical garb; the best man and attendant to the bride; the flower bearers and two elephants carrying the veil. The band played *Here Comes the Bride* and Julian Rodgers sang *Oh Promise Me*. Then came the ceremony, after which at large tables set on hippodrome track breakfast was served to the elephant wedding party—choice morsels, fruits, vegetables, etc. Too much praise cannot be given Eddie Allen for having done a standout job of the training of the pachyderms.

Following the ceremony the guests were served a buffet luncheon and liquid refreshments served by Al Dean, steward, and assistants. This was served in the steel arena. The band played and Julian Rodgers sang several numbers. Then the folks went to the side show and afterwards attended night performance.

The guests were Mr. and Mrs. Robert P. White, Sunday editor *Los Angeles Times*; Capt. Arthur Marek, city editor, and Miss Edward *Los Angeles Herald and Express*; Mr. and Mrs. Jack Stratton, Chamber of Commerce publicity; Mr. and Mrs. Steve Henry, *The Billboard*; Agnes Underwood, *Herald and Express*; Jean Friday, Universal Newsreel; Harold Hubbard, city editor *Hollywood Citizen News*; Clara Knecht, Cole Bros.' Circus; M. D. Howe, Howe Booking Agency; W. E. Willner, *Los Angeles Examiner*; Bob Wagner, United Press; Eleanor Barnes, society and stage, *Los Angeles Daily News*; Milt Phinney, Bettie Bennett, Tom O'Connor, Mildred Norton, *Los Angeles Evening News*; Jean Bosquet, feature writer, *Los Angeles Times*; James Withers, Quentin Regor, Lewis Young, *Herald and Express*; Brook Barnes, *Daily News*; Capt. E. Hawkins, of H. M. S. Apollo; Lieut. Henry Waring, of H. M. S. Apollo, guests of Clara Knecht, Harry Spady, Miss M. Peppé, D. J. Quinn, J. D. Smith, *Evening News*; Mr. and Mrs. William Hawks, Cliff Jackson, *Los Angeles Times*; Helen Scheurer, Morton Thompson, Mrs. H. A. Reuther, *Hollywood Citizen News*; W. E. Keele, *Los Angeles Herald*; Robert E. Power, West Coast Theaters; Alex Savage, Elizabeth Rogers, *Hollywood Citizen News*; Harold Weinsberg, *Herald Examiner*; Mr. and Mrs. Albert McGuire, Mrs. May Billingsley, *Herald Examiner*; Mr. and Mrs. Herbert Krauch, *Citizen News*; Mr. and Mrs. Jess Adkins, Mr. and Mrs. Zack Terrell, Mrs. Ken Maynard, John Brosseau, Floyd King, Mr. and Mrs. Ora Parks, R. B. Dean, Mr. and Mrs. E. F. Partello, Rex De Rosselli. Guests were cordially received by Noyells Burkhart and escorted thru menagerie. Burkhart and others of the show introduced the guests.

Maconites Visit Downie at Dublin

MAOON, Ga., Sept. 26.—When Downie Bros.' Circus played Dublin, Ga., recently nearly 100 visitors from Macon were on the lot during the afternoon and evening. The visitors were circus fans and friends of members of the show personnel, who took advantage of the opportunity to visit while the show was near.

Business was reported as very good at Augusta the previous day. The night crowd in Dublin was capacity. Also visitors to the show at Dublin included many members of the advertising force of the Tom Mix show.

The Downie show will winter as usual in Macon and it is not expected here until November. Show is reported to be a good winner.

Oklahoma, September 11, Virgil P. Keel, Leola M. Gilmore and Roy Stamps, of the Gainesville show, visited the Russell show at Sherman September 18 before it left on a tour of Central Texas.

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80' ROUND TOP, 3-30' Middles, 10' Wall

8-Oz. Circus Drill Top, 6 1/2-Oz. Wall, Complete, \$950.00
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O. HENRY TENT & AWNING CO.,
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DAN RICE CIRCUS HAS FOR SALE

A complete set of Side Show Banners, new this spring—828, \$5.00; 9x12, \$8.00 apiece. A 10xway Banner, double-deck, 125x16 feet, arched doorway, cost \$15.00; will take \$20.00. All like new. Reason for selling, just got complete new double-deck front from Neilman Studios. Reply RAY MARSH, BRYFORD, Dan Rice Circus, Rome, Ga., October 1.

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Write for Our Special Finance Plan.
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September—	5-6—Houston.
29—Tyler, Tex.	7—Galveston.
30—Waco.	8—Beaumont.
October—	9—Lafayette.
1—Austin.	10-11—New Orleans, La.
2—San Antonio.	
3—Corpus Christi.	

THE GREATEST SHOW ON EARTH

Under the Marquee

By CIRCUS SOLLY

HARRY BAYFIELD, of Los Angeles, crowned at the Washington State Fair.

VAUTELE'S Animal Circus opened a five-week route of North Carolina fairs September 22 at Lumberton.

HOLLAND AND DOCKRILL have concluded five weeks of fairs and returned to their home in Delavan, Wis.

CLARENCE AUSKINGS is now general agent for Eddie Kuhn's Camel Bros.' Circus.

BLACKIE HENRY, playing on the West Coast, has his wife and seven-month girl with him.

HERBERT A. DOUGLAS says he will again be on staff of Reo Bros.' Circus next season. Show recently ended its tour.

L. LEVITCH, pianist, is with Van's Circus Side Show. Made a jump from Cedar Rapids, Ia., to Kennett, Mo.

MR. AND MRS. MARION WALLICK are still with Russell Bros.' Circus, working in big show, side show and concert. They visited the Texas Centennial Exposition, Dallas, September 20.

HERBERT WEBER, of Weber Trio, high-wire act of Al G. Barnes Circus, sailed September 23 on the Washington for Europe. Will play several weeks at Alhambra Theater, Paris, before going to South Africa.

J. C. WOODARDS, piano-accordionist in Sid Show of Ringling-Barnum Circus, says that he is scoring with the song *Until the Real Thing Comes Along*, and that his own orchestral arrangement of the number brings much applause.

JACK BIRMINGHAM, former agent with Ringling-Barnum, Hagenbeck-Wallace and several others, is confined to the Veterans Hospital, Togus, Me., due to an old ailment received during the war. Would like to hear from friends.

THOMAS FEEHLY postcards that the Seafish Publishing Company, Akron, O., has printed a new booklet on wild animals. *The Steel Arena*, with Clyde Beatty. The booklet has the story of the motion picture, *The Lost Jungle*.

THE WIFE of John S. Baughman, who was at one time with the Ringling show advertising car No. 1 for nine years, is in charge of an international doll show opening this week in St. Cloud, Fla., for a six months' run. The display, under

PTA auspices, will be housed in a specially constructed building, the main exhibition room of which is 30 by 30 feet.

CARL NELSON, truck driver of Downie Bros.' Circus, was recently injured in a truck crash near Swainsboro, Ga. It is said he sustained fractures of the spine and of the pelvis and internal injuries. He is at Franklin's Hospital, Swainsboro.

Business conditions in South Georgia are reported by many showmen as excellent, but there has been an infantile paralysis scare in recent weeks. Barnett Bros.' Circus had to cancel Calro after town had been billed, and other larger South Georgia spots are considering bans on shows.

HAL SILVER pens that he enjoyed a pleasant season with Al G. Barnes Circus. Will play the Pomona, Calif., Fair and work following week at Orpheum Theater, Los Angeles, then into Chicago working all winter for C. W. Nelson, vaude and hotel engagements.

JOE RILEY, who has been in the U. S. Veterans' Hospital, Rutland Heights, Mass., for two years, has practically recovered and expects to be trouping again next season. He last had a side-show ticket box with Ringling Bros.-Barnum & Bailey in 1933. He still looks for letters.

ABNER U. TAYLOR, secretary, and Edwig Griffen, director of West Tennessee Fair, Jackson, visited Rubin & Cherry Exposition at Chattanooga, Tenn., September 23. Griffen is a well-known circus fan. En route they paid a visit to the Dan Rice Circus near Chattanooga.

CORIELL TROUPE closed a pleasant season with Barnett Bros.' Circus. Zaza and Carl are attending school at Clover, S. C. Olive, Vern, Vernal and Everett will join the Circus DeParee vaude unit at Chicago and present their acrobatic act, head jumps and head slides.

EDWARD L. CONROY, of the Tom Mix Circus, and Paul M. Conway, former circus press agent, who has been practicing law in Macon, Ga., for many years, recently met for the first time in 10 years. Conroy was in Macon in the interest of the Mix show and he and Conway chatted over years when they trouped with opposition railroad shows.

CAPT. W. H. CURTIS received mention regarding his triple-stake driver in an article, *Three-Ring Hobbies*, by Phillip Bailey, in the August issue of *Leisure*, a magazine devoted to hobbies, published in Boston. Considerable was written about the Gainesville, Tex., Community Circus. Hobbies, of Harper Joy and other Circus Fans were also described.

DR. JAMES CARSON, of Valdosta, Ga., has always loved the simon-pure circus. "The best post-graduate course I have ever taken was with the circus, with such men as Nate Salisbury, Jim McCaddon, the Ringings, W. F. Cody (Buffalo Bill) and many others like these and you could not purchase that post-graduate for a million," says the doctor. He adds that clean attractions clean up in the end.

DOCK TRIPP, band leader and mail agent with Lewis Bros.' Circus, writes: "A colored boy gave me money each week to save for him, but when the show closed I did not see him or know where he went. His name is Booker T. Ford and if he can be located and properly identified, naming the amount left with me, I will see that he gets it. My address is General Delivery, Toledo, O."

C. G. (SUNSHINE) NUSSBAUM, circus clown, is in Cincinnati stopping at the Bristol Hotel. Ailing from tuberculosis he has been advised by a lung specialist to go to Arizona, and he hopes this notice will come before the eyes of some trouper motoring west who would be agreeable to giving him a lift to get near Tucson. "Sunshine" wants it understood that his appeal is not to be considered as one for financial assistance.

J. EDDIE HOLMES writes that Art Miller, general agent of Sells-Sterling Circus, spent a week-end with friends and relatives at Walnut Ridge, Ark., also recently visited with Jimmie Boyd, advance manager of Great Sutton Shows,

at Cape Girardeau, Mo. He adds that Miller has renewed contracts with organizations in Southeastern Missouri and Northern Arkansas that have been sponsoring Sells-Sterling the last three years.

CHIEF BLOW SNAKE, of the Winnébagos, who was to have headed one of Ingham's Congress of American Indians put out by Jack X. Van Buren and Ingham, canceled and has been replaced. Two outfits are being rehearsed and will open in near future. Due to some schools in Maryland being closed due to infantile paralysis, route has been changed somewhat and these schools will be made at a later date. Mr. and Mrs. Ingham and Mr. and Mrs. Van Buren visited Beers-Barnes Circus at Williamsport and Boonsboro, Md.

BRYAN BROS. Animal Circus, which has been an attraction at a Massachusetts amusement park all summer, is heading for winter quarters, breaking the southward trek with a series of benefit performance bookings en route. Show played Newport, R. I., September 17, with (See UNDER THE MARQUEE page 48)

Dressing Room Gossip

AL G. BARNES—Now that the "cat is out of the bag" and has been for some time, meaning the closing date, September 28, at Phoenix, Ariz., all that one hears is "Where are you going to winter?" and "What are you going to do when the show closes?" The Christians know what they are going to do. On September 30 they are setting sail for Honolulu to exhibit 10 weeks on the Hawaiian Islands. They are going over with Fernandez. When the Christians return to the States they are booked to make some movie shorts for MGM.

The Canestrellis, with their unsupported ladders, dogs and innumerable trappings, are going to load them in a trailer when the show gets to Baldwin Park and make the trek back to Chicago, where their agent has promised plenty of work.

Clovis, N. M., held no terrors for Dolly Jacobs, where two years ago she fell and broke her left arm and seriously bruised herself, necessitating a stay of six weeks in a local hospital there. This fact was played up when the show was there and a good wire story went out to be picked up all over the country. Dolly was the cynosure of all eyes when she did her trapeze act in Clovis. Bert Nelson received a good scratch on his left forearm when Norma, his wrestling lioness, was overzealous in her part of the act at the afternoon show in Lubbock. This accident in no way slowed up the tempo of Bert's act.

El Paso is the home of quite a few of the circus troupers—Palafox, adagio dancer who causes plenty of comment with his whirlwind steps in the opening pageant; Jack Wolf, known as Juan Lobo, Wild West performer; Chata Escalante, tight wire performer, and Josephine Martinez, of Side Show, who handles the snakes. For these folks it was a great homecoming. Josephine Martinez had her father, mother and brother on the lot most of the day.

Dallas Davis, who has been in the band over here for the last six or seven years, is thinking seriously of going to Honolulu and it will not be to work for Fernandez—romance is a great thing. Harry Shell, musician, is returning to Dallas the day after closing date and pay a visit to the Big One. From there Harry is going to St. Louis and start on a law course.

Eddie Woekener stored his car near San Diego this spring and will get there as quickly as he can and with his wife, Maxine, start the eastward trek to Peru, Ind., where he has a home.

Dolphine, who has been working in the Side Show, info that a return to Germany seems to be in store this winter.

COLE BROS.-CLYDE BEATTY—Los Angeles seems to have topped everything for the Coast trip. Everyone looked forward to the showing here because of friends, the modernity of the city and many interesting things.

Everything is running smoothly in the dressing room. Have had some hot arguments as to which grows the larger grapefruit, Florida or California. Clint Barnes, Chester Barnett, Walter Goodenough and Paul LeRoy held up for Florida, while Kinko was the spokesman for California. It is hard to say which won.

No other spot on the route has seen so many camera men invading the back-

yard. From the papers, studios and syndicates they came. No other town has brought forth so many visitors; everyone seems to be happy to meet somebody.

The big doings in the big top were climaxed with an elephant wedding, which went off without a hitch. Much credit is due the following: Rosselli, Hickey, Parks and Dean, of publicity department; Eddie Ailen, who lined up the elephants; Mrs. McFarlan, who made the wardrobe, and Al Dean, who looked after the eats. Heard Julian Rodgers, Vic Robbins' Band, the accordion and calliope, cameras flashing here and there, all made real entertainment for the press.

In the dressing room the backs, forwards and triples are still in the lime-light. Harold Barnes is the champion. Juggling a bottle is the gag. They call them backs if they land on the hand right side up. The lots are rather hard and it keeps them busy raking up glass.

Now I'll take inventory as to who has been here. I guess Curly Phillips had the biggest smile. Tom Plank is the noisiest. Others here were Charlie Post and wife, Art LaRue and wife, E. E. Fernandez and party, Pat and Bill King, Danny McAvoy, Lawrence Swalley, Bernie Griggs, Huey Curtis and wife, Toby Tyler, Caah and Carry, Louis Roth and wife, Doc Turner, Spud Redrick, Jimmie Woods and wife, Steve Henry, Goldie Dennis, Art Springer, Bones Hartzel and family, John Beckman, Pio Robinson, H. C. Rawlins and wife, Jack Cavanaugh and wife, Gladys Forrest, Ida Mae Moore, Al Sinds, P. W. Pemberton and wife, Bezo Pizo, Bernice Brown, Edna Fowler, Bunt Cohn, Chief Sky Eagle, Mrs. Al G. Barnes, Shinnie Sunberry, Albert and Chickie Powell, Vernie Mitchell, Minnie Fisher, Joe Metcalf and wife, Mrs. Tom Plank, Billy Hoffman, Buck Jones, Wallace Beery and Ken Maynard. I guess that about catches them. If I missed anyone it was not intentional. Thanks to the Pacific Coast Showmen's Association—our gang enjoyed the party very much.—EMMETT KELLY.

Tom Mix Show

ATHEENS, Ga., Sept. 26.—Business with the Tom Mix Circus remains up to par. Well-billed towns and very good work on part of Dan Pyne in getting schools released for matinees have given the show a well rounded-out week. Mr. Mix has spent a great deal of time reading and considering several very fine stories submitted to him by studios in Hollywood. Dail Turney returned to the show Wednesday after several days in advance.

Newspapers have been most generous with space and radio stations have cooperated. At Statesville 200 orphans were matinee guests; business was large in the afternoon. Charlotte, everyone enjoyed a day off. Monday the performance was broadcast over NBC and newswires from *The Observer* were matinee guests. Some rain but did not affect business. The writer was hostess to orphans in Charlotte and a local ice-cream company furnished refreshments. Many fine photos were taken on the show and Mr. Cannon and son were among guests.

Mr. and Mrs. Jack Burslem drove onto the lot in a new Packard the first of the week, also Mr. and Mrs. Ted Metz received theirs. Mrs. Bill Heney, wife of show mail man and member of the big show band, arrived to spend a few days. Mr. and Mrs. Joe Ford spent some time with Mr. Ford's parents the first of the week and came back driving a new Plymouth. Adam Gevas was in charge of motor transportation in Joe Ford's absence. Joe's parents and family were guests in Anderson.

Boots Salice was at home in Spartanburg and the newspapers gave her a dandy writeup. Parents and friends visited her in the backyard. Paul Conway, attorney of Macon, Ga., and his associate, William H. Sanders, visited show in Athens.

Frank Dillon, CFA, visited. Ted Metz's side show is most attractive since receiving a fresh coat of paint. Show continues to do good business. Schiltzie is trying new antics on Southern audiences and is well received.

GRACE BAKER.

CSSCA Tent at Petersburg

PETERSBURG, Va., Sept. 26.—Sponsored by the W. W. Workman Tent of Richmond, a Circus Saints and Sinners' organization was formed here Tuesday night with a charter membership of 21. Remie L. Arnold was elected president; Morris R. Lyons, vice-president; Fred H. Reaves, secretary, and James R. Little, treasurer. A board of directors will be named later.

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And you can have electric current and travel light with Universal Portable Light Plants. They're designed to take the least possible space, weigh from 50 to 5,000 lbs. Simple, dependable, furnish electrical current at less than city rates. They've been first choice among outdoor shows for more than 30 years.

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HAAG SHOW WANTS

Side Show People, Colored Musicians and Performers for Minstrel, Magician who does Punch, Rose Conventman, Ticket Seller and Danesons who can stand to make money. Long season. South. Lexington, Tenn., Wednesday, September 30; Truett, Tenn., October 1, 2 and 3.

OUY SMUCK, Side Show Manager.

ROYAL BROS. CIRCUS WANTS

TO BUY OR LEASE Elephant, also Dogs, Ponies and Animals. Also want Fine, Colored Band, Show People and others write. **LEROY G. CRANFELL**, Heart of America Showmen's Club, Kansas City, Mo.

The Corral

By ROWDY WADDY

A CHAMPIONSHIP RODEO will be the grand-stand attraction at the Oklahoma Free State Fair to be held at Muskogee, Okla., soon. Tom Kelly will furnish stock and manage the show. Bob Elliot has been named arena director.

JOHN GUTHRIE, national secretary of the Mounted Troops of America, was the official representative of that organization at the funeral services of May Manning Lillie, wife of Major Gordon W. (Pawnee Bill) Lillie, held at Pawnee, Okla., September 19. The Major is national supervisor of the organization.

ACCORDING TO REPORTS, the Clyde S. Miller Greater Combined Rodeo and Horse Show, which played the recent Bureau County Fair at Princeton, Ill., received a total of \$3,800 as its share of the receipts, while the fair association made a profit of about \$1,800. Show carries 60 people, 100 horses and 70 head of cattle.

FEATURED PERFORMERS at the recent Fort Peck Rodeo, Tipton, Mo., included the following: Mary Carter, trick rider and Australian whip-cracking; Glen Hunter, Kenneth Spicknall, Jack O'Neill, Slim Groves, Paul Hunter and Shorty Turner, bronk riders; Frankie Little Bear and Smokey Stattleman, trick riders and ropers.

BILLY CROSBY, Texas star, is to be the featured performer at a rodeo to be held at Monroe, La., and which will be sponsored by the tuberculosis association there. Crosby says that he is busy rounding up many of his old cowboy friends for the occasion. In addition to the rodeo, aviation stunts will be held. A committee of prominent citizens are aiding in working out details and stockades are being erected on the fairgrounds.

KEN MAYNARD, cowboy film star, was stricken suddenly ill while making a personal appearance at the Columbia Theater, Alliance, O., last week. He was compelled to stay there for two days, which necessitated the canceling of engagements elsewhere in the State. His illness was not considered serious, however, and after making other personal appearances, returned to Hollywood, where he will resume picture work.

RESULTS of the Nevada Rodeo held at Winnemucca, Nev., September 5-7: Bronk Riding—First day, Harry Knight (88), Pete Knight (53), Pat Woods (35). Second day, Pete Knight (88), Pat Woods (53), Cliff Gardner (35). Third day, Pete Knight (88), Pat Woods (53), Cliff Gardner (35). Finals, Pete Knight (188), Pat Woods (113), Cliff Gardner (75). Steer Riding—First day, Pete Knight (54), Phil Hesselegger (28), John Schneider (11). Second day, John Schneider (54), Pete Knight (28), Phil Hesselegger (11). Third day, John Schneider (54), Pat Woods (28), Pete Knight (11). Calf Roping—Finals, John Bowman (207), Ike Rude (104), King Merritt (35). Steer Wrestling—First day, John Bowman (13), John Schneider (8), Pete Edson (6). Second day, Cliff Gardner (13), Joe Mendes (8), John Schneider (5). Third day, John Bowman (13), Cliff Gardner (8), Joe Mendes (5). Finals, John Schneider (150), Joe Mendes (90), John Bowman (80).

WINNERS AT THE Gooding, Ida., Rodeo, held September 3 to 5, inclusive: Bronk Riding—First day, Ray Mavity, Fritz Truan, Buck Davis. Second day, Fritz Truan, Andre Barr, Eddie Jones. Third day, Pete Grubb, Eddie Jones and Ray Mavity split second and third. Finals, Eddie Jones, Pete Grubb, Burel Mulkey. Calf Roping—First day, I. W. Young, Jack Sellers, Asbury Schell. Second day, Asbury Schell, R. R. Ingersoll, L. W. Young. Finals, I. W. Young, Asbury Schell, Jack Sellers. Bulldogging—First day, Rusty McGinty, Art Jones, Tom Hogan. Second day, Red Allen, Jack Coates, Jonas DeArman. Finals, Tom Hogan; Jack Coates and Rusty McGinty split second and third. Steer Riding—First day, Hughie Long, Fox O'Callahan, Jonas DeArman. Second day, Terry Lockyer, Jonas De Arman, Hughie Long. Finals, Hughie Long, Jonas De Arman, Terry Lockyer, Bareback Bronk Riding—First day, Burel Mulkey, Bob Waldon and Fritz Truan split first, second and third. Second

day, Jonas DeArman, Duward Ryan; Fox O'Callahan and Hughie Long split third.

MORE THAN 36,000 persons witnessed the recent Shreveport Rodeo and Pioneer Days at the State fairgrounds, Shreveport, La., according to Billy Crosby, director general. Event was sponsored by the Veterans of Foreign Wars and the Central Trades and Labor Council, which included 33 affiliated unions. Hamp Faust, Ted Yokum and Joe Wolf were judges. Bill Smith and Ray Kirk, third judges, and Bill Tutt, Bud Fincher, Pee Vine Slim, Clyde Crenshaw and Pee Wee Russell, contestants, all suffered injuries, none serious, however. Final winners were: Calf Roping—Doc Blackstone, Bruce Cartwright, Bud Chambers. Bronk Riding—Dude Colbert, Johnnie Williams, Eddie Cameron. Bull Riding—Eddie Cameron, Joe Goodman, Joel Fleming. Bulldogging—Joe Wolf, Joel Fleming, John Burnett. Viek Blackstone was assistant arena director. Stock was furnished by G. L. Bell, Joe Hough, Bruce Cartwright, Jesse Jones and Claude Townsend.

RESULTS of the Burley, Ida., Rodeo held August 30 to September 2, inclusive: Bronk Riding—First-day money, Buck Davis, Eddie Woods, Eddie Jones. Second-day money, Buck Davis, Bill Seivers, Pete Grubb. Finals, Buck Davis; Eddie Woods and Bill Seivers split second and third. Calf Roping—First-day money, Jerry Davis, Howard Westfall, Jonas De Arman. Second-day money, Jerry Davis, Asbury Schell, Bill Eaton. Finals, Jerry Davis, Red Allen, Asbury Schell. Bulldogging—First-day money, Tom Hogan; Jonas De Arman and Ralph Stanton split second and third. Second-day money, Everett Bowman, and Steve Heacock split second and third; Jonas De Arman. Finals, Tom Hogan, Jonas De Arman, Everett Bowman. Bareback Bronk Riding—First-day money, Jonas De Arman, Duward Ryan, Pete Grubb. Second-day money, Pete Grubb, Ralph Stanton, Herman Linder. Finals, Pete Grubb, Jonas De Arman; Herman Linder and Ralph Stanton split third. Steer Riding—First-day money, Ralph Stanton, Herman Linder, Hubert Sanders; Eddie Woods and Terry Lockyer split second and third. Second-day money, Herman Linder, Eddie Woods; Terry Lockyer and Jonas De Arman split third.

RESULTS of the Montebello Rodeo held at Montebello, Calif., September 5-8: Bronk Riding—First day, Earvin Collins (38 RAA points), Frank Schneider (23), Harry Logue (15). Second day, Earvin Collins (38), Joe Burrell (23), Harry Logue and Frank Schneider (8 each). Finals, Earvin Collins (68), Frank Schneider (41), Harry Logue (27). Bull Riding—First day, Blondy Brunzell (23), Al Hayes (14), Bud Cook and Bob Cunningham (5 each). Second day, Bud Cook, (23), Frank Schneider (14), Joe Burrell (9). Finals, Bud Cook (34), Bob Cunningham (20), Frank Schneider (14). Bareback Riding—First day, Frank Schneider (23), Harry Logue (14), Bob Polkerson (9). Second day, Blondy Brunzell (23), Frank Schneider (14), Harry Logue, Neil Wagner and Joe Burrell (3 each). Finals, Frank Schneider (38), Harry Logue (23), Blondy Brunzell (15). Calf Roping—First day, Bob Lee (19), Andy Jauregul (11), Harold Mueller (8). Second day, Joe Edward (19), Andy Jauregul (11), Bud Gilland (8). Finals, Andy Jauregul (45), Joe Edwards (27), Bob Lee (18). Steer Wrestling—First day, Frank Schneider (19), Earvin Collins (11), Ed Jauregul and Bud Collins (4 each). Second day, Earvin Collins (19), Frank Schneider (11), Ed Jauregul (7). Finals, Frank Schneider (15), Earvin Collins (9), Ed Jauregul (8).

RESULTS of the Brigham Peach Day Rodeo held September 11-12 at Brigham City, Utah: Bronk Riding—First-day money, Leonard Ward, Edgar Holliday; Jack Conner and Fred Martin split third. Second-day money, Eddie Jones, Jack Conner, Leonard Ward. Third-day money, Leonard Ward; Jack Conner and Larry Danials split second and third. Finals, Leonard Ward; Jack Conner and Larry Danials split second and third. Calf Roping—First-day money, Clay Carr, Tom Hogan, Red Allen. Second-day money, Fox O'Callahan, Clay Carr; Red Allen and Melvin Cropper split third. Third-day money, George Wilderspin, Clay Carr, Red Allen. Finals, Clay Carr, Red Allen, George Wilderspin. Bulldogging—First-day money, Clay Carr, Leonard Ward, Jack Kerscher. Second-day money, Rusty McGinty, Leonard Ward, Clay Carr. Third-day money, Tom Hogan, Leonard Ward, Rusty McGinty. (See CORRAL on page 48)

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, Sept. 26.—The testimonial dinner and welcome home reception to be tendered to our own Believe It or Not Ripley at the Grand Ballroom, Waldorf-Astoria Hotel, October 8 at 7 p. m. will be a sure-fire event, particularly as the proceeds go to the Boy Scout Foundation of Greater New York. In looking over the 250 names on the committee we find a goodly number of Dexter Fellowscitizens.

We have notice that the eighth annual convention of the CSSCA will be held October 1 and 2 in Richmond, Va., with the John Marshall Hotel as headquarters. The program: October 1, 7 p. m., registration; 8 p. m., business meeting; 9 p. m., initiation of candidates. October 2, 10:30 a. m., business meeting; afternoon, visit to State fair; 7:30 p. m., banquet at John Marshall Hotel. Well-known personalities will attend the banquet and Charley Somma will again have George Hamid's circus come over to entertain.

We never realized the beauty of one-shets until we had 35 of them mounted on heavy cardboard and we want to say to those who collect them do have them mounted at once. Then you can stand them alphabetically in your library and show them to company just as you would a lot of prints or photographs. We cannot help quoting from the John Glenroy book of the Chloupek collection: "At that time (1840) when showing in Boston, Mass., the Puritanical laws were so strict that it was impossible for a circus to show after 4 o'clock on a Saturday afternoon, the law at that time being that all places of amusement should be closed previous to 4:30 on that day so as not to violate in any way the observance of the Sabbath." The goody goody! All this week the Commodore Hotel looks like a circus moving into its winter quarters. The Dexter Fellows Tent props, newly painted by Cleon Throckmorton; a dozen signs by Adolphe Barreaux, new props from the studios of Al Selke and Tony Sarg, mounted one-shets from Warren Wood, of Englewood, and costumes from Carlton Hub pass the bewildered patron in kaleidoscopic review.

President Orson Kilborn recently sent out a questionnaire for information to be put into the year book. Some of the replies are mighty interesting. The App-a-Member Campaign has been launched and it is to be an intensive campaign with an effort to bring the membership up to 500.

Charles (Savannah) Bernard writes: "There is a movement on in the Chamber of Commerce to get Tom Mix to winter here; may be able to interest him in a fine tract that I own which would be ideal for a permanent home for himself and his show; it has all the advantages of a downtown location, city water, electricity, gas, telephone, paved highway frontage on one side and interurban electric car line on opposite front; is within less than 2,000 feet of Tidewater; it adjoins my Riverside home."

We have received Blm Pond's October "program" and it is getting bigger and better than ever.

Junior Chloupek writes: "We recently had the Cole Bros.' Circus in San Francisco and in Oakland. They are certainly a wonderful crowd and could not do enough for one. We have been very lucky this season, as we have had five circuses, Barnes, Tom Mix and two Mexican shows, the Escalante and Gutierrez Bros."

I am in receipt of the September-October number of *The White Tops*, which is cleverly gotten up and crammed full of pictures. It contains a complete account of the Circus Fans' Association convention proceedings. Besides convention news there is a fine article by Col. C. G. Sturtevant entitled *Steacart Craven, Master of Elephants* and a biographical sketch of Andrew Downie, by Fred H. Phillips. The issue consists of 20 pages and for the sake of comparison we dug up Volume I, No. 1, of this little paper, which was published in May, 1927. At that time it was of the same size, but consisted of only four pages. Its title was somewhat longer, being called *Chatter From Around the White Tops*. It tells on the first page all about the second annual convention at West Baden, Ind. There is a biographical bit about Marshall King, accompanied by his picture. On page three there is a picture of J. A. Wagner and these are

the only pictures the issue contains. Contrast that with the 36 pictures in the current issue. On page two of the first issue there is an editorial, *One Year Old*, and a poem entitled *Circus Day*. The third page contains *The Circus of Our Second Gathering* (This tells about the John Robinson Circus, host for that year). Then there is a bit of history about "That Iowa Tent." The fourth page has "State Tent Flappings," "Circus News," "Where They Are" (routes). The first editor was Karl Kae Knecht.

Outdoor Showfolk in Films

LOS ANGELES, Sept. 26.—In the feature film *Mountain Justice*, being shot at the Warner Bros.' studios, Burbank, there are many outdoor showfolk. The picture has George Brent and Josephine Hutchinson as stars, and the production manager is Frank Madison, former circus troupier and later theatrical manager.

Madison, when ordered to obtain equipment for the county fair and carnival sequences, contracted with George Moffat, of the United Tent and Awning Company, for all equipment and people to be used for atmosphere, bits, concessions and talkers, and especially requested that showfolk who were showfolk should only be engaged. Moffat was assistant technical director, with Doc Hall as aid.

The following showfolk are in the picture: Mildred Winslow, Marion Klein, Eva Alexander, Florence Appel, Nellie Williams, Mrs. E. Irwin, Mrs. Tom Plank, Thelma Mundin, Ruby Geyer, Ethel Elliot, Nevah Brewster, Mrs. E. Rocknell, Clara Hall, Mrs. E. McKesson, Mrs. J. Wells, Buck Moulton, R. E. Moyer, Eddie Barnes, Nate Alberts, Earl Harvey, Lucky Ball, Jack Bussell, Ed (High Boy) Wolfe, Pete Ebner, Thomas J. (Fuzzy) Hughes, Buddy Cohen, Bill Hayes, Will Arbuckle, James Marcus, Billie Williams, George Arbuckle, Helen Gibson, Whitey Olsen, Jolly Lee, Kirt Ober, Bob Winslow, Colley Mundin, Ray Hoover, Doc Hall, Bob Erwin, J. E. McKesson, Arthur McCleery, Swede McCoy, Casey Taylor, George Weller, Bill Robinson, Mac Johnson, Lynn Hamilton, Vic Howard, John Pollock, Mrs. George Moffat, Eddie Devere, Earl Nepo, George Wiler, Tom Adams and Ed Mundin.

The schedule was for six days, with a call back in three weeks for completion of the county fair sequence. The story is based on the Maxwell case of Wise County, Virginia.

Around Ringling-Barnum Lot

CHICKASHA, Okla., Sept. 26.—The Ringling-Barnum Circus encountered some cool weather immediately after leaving Denver. The following day in Colorado Springs a large number of the show people took advantage of the numerous sight-seeing trips, taking in Pikes Peak, Garden of the Gods and other beautiful natural spots in the vicinity.

Everyone is glad to see Billy Carr, 24-hour man, back on duty after being confined to the hospital in Sioux City for several days. Ray Milton's train crew broke all records in loading the four sections out of Garden City September 18. All trains were loaded and moving by 12:10 a. m.

Red Finn and Charles Halcy report the baggage stock in better condition this year than ever before. Ralph Wagner is convalescing from his recent operation for appendicitis at the home of Hugh Hart in Natchez, Miss. He and Mr. Hart's mother expect to visit the show when the Big One plays in New Orleans.

W. K. Warner and George (Red) White, of Young's Million-Dollar pier, Atlantic City, are now with Clyde Ingalls on the Side Show. Raleigh Davidson, superintendent of the light department, enjoyed a brief visit with relatives, Mr. and Mrs. S. J. Paxton, in Denver.

Walter Guice had a delightful visit with his sister in Denver. Helen Bonfills, of Denver, visited the show at all four performances when it played there. She was married the second day the circus played in Denver.

Clyde Ingalls is back in his customary place on the Side Show after an absence of about two weeks.

HUGH HART, SMILEY CARLTON.

A BIG TRAILER of the Famous Robbins Circus, carrying five lions, recently skidded into a ditch near Wichita Falls, Tex., and turned over on its side. No serious damage was done to the cages and the animals were not injured.

SOARING RECORDS CONTINUE

Topeka Mark High in Rain

Kansas Free Fair battles handicap to almost tie all-time records of last year

TOPEKA, Kan., Sept. 26.—Despite a deluge of 2.21 inches which rained out one night show performance and left threatening weather the following day, Kansas Free Fair on September 14-19 closed with total attendance estimated nearly the same as last year, when all-time records were established.

"I believe we had less than last year," conservatively estimated Maurice W. Jencks, secretary-manager. "Rain drove them off the lot on Tuesday and kept them off a part of Wednesday. I believe attendance was more than 300,000, altho some claim 400,000."

Night show attendance was about 50,000, including 4,000 who saw the State-wide Beauty Pageant Sunday night, September 13, a new feature. "Night show business nearly equaled that of last year and would have if the show had not

(See TOPEKA MARK on page 44)

Inlay City Up 40 Per Cent

DETROIT, Sept. 26.—Lapeer County Fair, Inlay City, on September 14-18 had attendance of 50,000, increase of 40 per cent over 1935. Buildup was largely due to intensive publicity, with appropriation of \$1,500 by Secretary Frank Rathsburg, who is managing the fair for the 31st time, with one 10-year "vacation" between, W. G. Wade's Shows had good business, with one off day on Wednesday, due to rain. Grandstand show, with Jack Figaro, United Booking Office, as producer and emcee, drew capacity crowds except on Wednesday and grossed one-third over last year.

265,000 Net Paid in Detroit

DETROIT, Sept. 26.—Preliminary auditing of figures for 1936 Michigan State Fair showed net paid admissions of about 265,000, according to George A. Prescott Jr., secretary. Increase of about 10 per cent over last year's paid attendance of 239,487. Actual attendance was about 475,000, due to a large number of passes. Some 300,000 children's passes, good any day of the fair for the first time, were distributed.

Added Executives Selected in Frisco

SAN FRANCISCO, Sept. 26.—Positions of two Golden Gate International Exposition executives were made official last week after ratification by the executive committee of the board of directors.

Howard Freeman, former San Francisco newspaper man, was named assistant to President Leland W. Cutler and will continue to direct publicity. With the exposition company since its incorporation, he has been acting as Cutler's assistant more than two years. H. O. Bottorff, former city manager of Sacramento, Calif., was named executive secretary. He will also continue as assistant controller-treasurer.

With the man-made island in San Francisco bay which will be site of the 1939 exposition one-third complete, construction of the \$800,000 administration building and two \$400,000 airplane hangars, to be used as exhibit palaces during the fair, will be ready by the end of this year.

Based on attendance records in Chicago in 1933 and 1934 and at San Francisco in 1915, estimated attendance at the 1939 exposition of from 17,000,000 to 20,000,000 should bring the bay region from \$150,000,000 to \$300,000,000 of outside money, Lieb, Keyston & Company states in its current fortnightly news letter.



THIS PHOTO of George A. Hamid and Rudy Vallee was snapped in front of the grand stand at the 1936 Canadian National Exhibition, Toronto, after Vallee and his show had smashed records at the CNE. Vallee, booked by the Hamid office, doubled between the night grand-stand show and the ballroom.

Louisville Rise In Take Seen

New management predicts higher receipts with cut in gate and other charges

LOUISVILLE, Sept. 26.—New management of Kentucky State Fair here on September 14-19 is expected to result in record total receipts. Altho the 1935 management's attendance figures were higher and the 1936 gate and certain other charges were cut, new management declared its receipts will exceed those of last year by several thousand dollars.

Horace S. Cleveland, director and general manager, said he could find no official record of 1935 attendance and would not recognize figures reported at that time. Figures for this year:

Monday	13,897
Tuesday	14,056
Wednesday	20,535
Thursday	37,189
Friday	24,345
Saturday	23,772

Total133,794

Paper was cut to the bone and of the total 114,643 were said to be paid ad- (See LOUISVILLE RISE on page 44)

Pomona Off to Big Start Toward New Attendance Goal of 600,000

POMONA, Calif., Sept. 26.—Los Angeles County Fair here, which opened on September 18, will run until October 4, the 17-day session having been decided upon because of public demand, said Secretary-Manager C. B. (Jack) Afferbaugh. Orange and Riverside counties are participants and the layout compares favorably with outstanding State fairs. Opening day the crowd given as 58,000, a 10 per cent increase over opening day last year. Saturday's crowd was given as 25,870 and Sunday had a record breaker with 71,780; Monday, 27,000.

Last year attendance was about 500,000; this year the goal is set at 600,000. Of the 255 acres 72 are under cover. Among new buildings are two large livestock pavilions replacing those destroyed by fire last spring; a large combination exhibit and maintenance building and five new horse barns that, with others, will stable more than 1,350 horses. A new pari-mutuel plant includes build-

Selling 'Em Fast

SPENCER, Ia., Sept. 26.—Perhaps a world's record for rapid ticket selling was set on September 19 here at Clay County Fair. With a complete sellout for auto racing, an extra wooden bleacher was opened to general admission, and 1,000 seats were sold in exactly 20 minutes. Overflow crowds were then admitted free to track infield. Officials estimate 20,000 witnessed the program from stands and infield.

More in Michigan Keep Up Increases

DETROIT, Sept. 26.—Increase of about one-third in attendance was reported by more Michigan fairs this week. Saginaw County Fair drew 168,000 for the seven days, said Secretary William F. Jahnke, an increase of 33 per cent over 1935, despite raise in gate from 35 to 50 cents. Over 40,000 were admitted on Thursday, an all-time record, and making it necessary to stop selling tickets at night. Weather was good except Wednesday morning, when some rain insurance was collected.

Dumas & Reid's Happyland Shows had the midway again, with Robinson-LaVilla Revue for the grand stand, featuring Paul Lorenzo Aerial Troupe; Kikuta Japs; The Dades, dancers; Harry Dunn, singer; Markle Lawalle and Paul, novelty act; Gladys Le Pier, soubret; Dellano Dell, emcee, and Six Madcaps in a 100-minute show. Thearle-Duffield furnished fireworks.

In Alpena, Mich., last week attendance was reported at about 50,000, an increase of about one-third over last year. Henry Luders' Revue, with Jack Figaro, emcee, drew good grand-stand crowds, with the Happyland Shows on the midway.

Old Figures Back in Ohio

LISBON, O., Sept. 26.—Attendance at 91st annual Columbiana County Fair here reached pre-depression figures, said Secretary H. E. Maraden. Thursday's gate was estimated at about 11,000, as compared to 6,000 on closing day a year ago. Three-day total was 25,000. Pari-mutuel betting, tried for the first time, bought only fair response. Midway had six R. H. Wade rides, more than 30 concessions and athletic, hillbilly and animal shows. Grand stand show had X-Bar-X Rodeo afternoon and night and fireworks. Show was augmented by Lodge's Entertainers. Lester Rodgers again had peanuts, being one of the oldest concessioners here.

INDIANAPOLIS—Paid admissions to Indiana State Fair on September 5-11 are officially given as 365,961, compared to 310,927 in 1935.

Memphis Has Third Largest

Two big days sent attendance to best figure since 1928—rodeo catches on

MEMPHIS, Sept. 26.—Perfect weather and this section's first contest rodeo gave Mid-South Fair on September 14-19 two record days that sent attendance to 230,895, largest since 1928 and third largest in the 29-year history of the fair.

On Friday all single-day attendance records were smashed as 65,327 turned out for Children's Day and Future Farmers of America Day, and on Saturday the record was broken again with 68,827. Attendance on other days: Monday, 10,500; Tuesday, 19,000; Wednesday, 27,650; Thursday, 39,591.

Fair officials attributed the increase to several factors, notably general improvement in business and agricultural conditions. The contest rodeo, poorly patronized on the first day, began to catch on with the public on Tuesday, and by Wednesday night was turning

(See MEMPHIS on page 44)

Bristol Body Offers \$1,000 For Ontario County Annual

CANANDAIGUA, N. Y., Sept. 26.—On the brink of closing for several years, annual Ontario County Fair, which sold its grounds several years ago, came back on September 16-19 under a free gate and expanded attractions and found itself face to face with a cash offer of \$1,000 to start a fund for new fairgrounds.

It was held in Roseland Lakeside Park, at end of Canandaigua business district and on Buffalo-to-New York highway. Fair had good weather and good crowds. Lists of entries exceeded those of last year by 30 per cent.

Bristol Improvement Association informed officials it would turn over the \$1,000 proceeds from its recent horse show to the fair society if it would locate permanently in near-by Bristol. Officials have not yet acted.

Springfield Opener Tops

SPRINGFIELD, Mass., Sept. 26.—Opening attendance at Eastern States Exposition here on Sunday set an all-time record for the day, 60,226. Previous top for a Sunday opener was hit in 1929 with 58,146. Exposition plant was ready for the 20th anniversary celebration, September 20-26, despite the fact that a March flood inundated the entire area, covering the Coliseum floor with 14 feet of water. Sunday gate figures in recent years: 1935, 50,738; 1934, 45,091; 1933, 34,246; 1932, 46,308.

Better Facilities in Jackson

JACKSON, Miss., Sept. 26.—Mississippi Free State Fair, 33d annual, will open with a colorful "Balancing Agriculture With Industry" parade, to be reviewed by 200 editors and families at their annual Press Day meeting. J. Alex Sloan will present auto races as opening day thrill attraction. Practically all exhibit space has been sold inside buildings, which have been re-roofed and renovated with WPA labor. Among innovations will be a hard-surfaced, oval-shaped midway, affording additional space and relieving crowd congestion, which in the past has actually reduced the take. Royal American Shows will again furnish all midway attractions. Ernie Young will present his Passing Parade revue for night grand-stand attraction. Acts in the revue include Blondin-Rellim Troupe, the McKeons, International Five and Seven English Macks.

(See POMONA OFF on page 44)



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Legionnaires Aid to Stiles

Big attendances during convalesce despite bad weather—many events on grounds

CLEVELAND, Sept. 26.—With the American Legion national convention the first part of the week, Great Lakes Exposition took on a color marked by contests, uniforms, bands, drum corps, trumpeters and units of marchers. With Wednesday the hottest September 23 in Cleveland history, 88.4 degrees, and Thursday bringing driving rain that cut to the bone, Lincoln Dickey and his associates expressed satisfaction.

One reason was an attendance record when 80,543 PWA workers and others filed thru the gates on September 19 for a new high for any Saturday, and topped only by Sunday before Labor Day and Labor Day itself. Big fall sales in downtown stores helped bring crowds. Sunday saw 83,341 checked in, many early comers to the Legion convention. And Tuesday, following the night parade, the boys crowded to the grounds to total 50,515 paid admissions.

Legion events came to an end Wednesday night when Commonwealth Edison Post, No. 113, Chicago, won the drum and bugle contest, 30,000 watching the events in the stadium. Earlier in the day St. Louis Musicians' Post, No. 394, won first prize and \$1,000 in the band finals, nosing out the defending champions, Franklin Post, No. 1, Columbus.

Seek More Attractions

Ray Murphy, retiring national commander, was presented with a distinguished service medal during the day by Dudley S. Blossom, general chairman of the exposition, while Company 1, U. S. 11th Infantry, Capt. Thomas D. Drake, gave a salute of 48 guns, one for each State. Participating were Gov. Paul V. McNutt, Indiana; Mr. Dickey; W. B. Brown, Portland, Ore.; Murphy's aid, and Peg Willin Humphry, associate director of the exposition.

At 2 o'clock 200 veterans of the 28th division (the "New England Schoolboy Outfit") dedicated a granite memorial to Maj. Gen. Clarence R. Edwards, Cleveland-born commander during the World War. Dedication was held before the Ohio Building but stone will be placed on the Mall when expo ends.

Monday saw Ann Marie Chandler, 14 years old, Buffalo, crowned champion baton-twirling mascot in a contest under auspices of All-American Drum Majors' Association. A gold medal and gold-headed baton was her prize. Priscilla Eveleth, 17, Winter Haven, Fla., was defending champion.

Altho the closing of the expo is definitely fixed for Columbus Day, October

Attendances

Previously reported.....	3,057,975
Sept. 17, Thursday.....	22,635
Sept. 18, Friday.....	28,836
Sept. 19, Saturday.....	80,543
Sept. 20, Sunday.....	83,341
Sept. 21, Monday.....	23,988
Sept. 22, Tuesday.....	50,515
Sept. 23, Wednesday.....	29,267
Total attendance for 88 days.....	3,378,100

12, Almon B. Shaffer, assistant director of the exposition, and Frank D. Shean, concessions and amusements, are putting forth every effort to add attractions to more than surpass the goal of 4,000,000 attendance. Latest attraction is Sir Malcolm Campbell's Bluebird racing car, brought to the grounds Wednesday night and placed under canvas on a spot adjoining the amusement zone. Car is in charge of D. B. Bawtenheimer, Canada. It is appraised at \$125,000, with 2,500 h. p., 12 cylinders and 5 1/2 tons weight. Speed is 301 miles per hour established at Salt Lake City after preliminary records at Daytona Beach. Attraction is brought from Toronto where it showed to 93,000 persons.

Certain of '37 Show

A ticket drive came to an end on Friday when Martha Shank, 15-year-old daughter of Mayor B. O. Shank, North Randall, was awarded a private secretarial scholarship in a business college as winner in the Yeomanette ticket-selling contest in connection with Cuyahoga County Day. On Thursday representatives from Hillsboro, Greenville, Piqua, Kenton, Salem, London and Athens, O., braved rain and chill as guests of the exposition, backed by various chambers of commerce and merchants' associations.

Sunday will bring 10,000 organized railroad employees to celebrate Railroad Brotherhood Day. D. E. Robertson and C. J. Goff, president and vice-president; Alvaney Johnson, grand chief engineer; A. F. Whitney, president of Brotherhood of Railway Trainmen, and J. A. Phillips, president of the Order of Railway Conductors, met this week and outlined plans for the day. This includes an open-house session at the Parade of Years shortly before noon, when visitors may inspect the ancient rolling stock used in that historical pageant.

At the same time there will be the contests of the Great Lakes Fencing Tournament, continuing to finals on Sunday. Contestants will meet on mats between the Automotive Building and Hall of Progress, three or more bouts going continuously. More than 80 fencers of both sexes have entered. Frank A. Righelmer Jr., Chicago, Olympic fencing star, and George N. Gafford, national intercollegiate fencing champion and runner-up to Righelmer on Olympic team this year, are outstanding favorites.

Bank night continues to bring them in. Prize this week stood at \$1,250, there having been no winners on tap since it started at \$500 and progressed in weekly rates of \$250.

Principal topic of discussion up and down the midway and about Streets of the World is whether expo will continue another year. Consensus is that it is a certainty, many concessioners already making plans for next season. But no certainty can be assured until the board makes its final decision, altho, unless all indications go cockeyed, another year of Great Lakes is sure.

Grand-Stand Shows

FOR SOUTHEASTERN Fair, Atlanta, President Mike Benton said that among grand-stand attractions contracted are Three Flying Rockets, Romanoff Troupe, Avalons, Jammie Graves and Ben Beno.

PROF. CHARLES SWARTZ, balloonist, will be at Trenton (Tenn.) Fair after

making ascensions in Covington and Dresden, Tenn.

JACK FIGARO, who has been producing and emceeing units for Henry Lueders' office, closed at Imlay City (Mich.) Fair September 14-18, moving to Carrollton (O.) Fair.

PRINCE NELSON, high wire; Mlle. Anna, aerialist, and Evans Dog and Pony Show were on the grand-stand bill of Ligonier (Pa.) Valley Fair on September 22-25.

Yakima Draws Record Crowds

Washington State has total of over 130,000—programs varied, augmented

YAKIMA, Wash., Sept. 26.—All attendance records were shattered at Washington State Fair here, said Secretary A. M. Dean, when it closed on September 19 after six crowded days in point of displays and elaborate programs. More than 130,000 attended; 39,000 on Wednesday, Grange Day and State Day.

Monday and Saturday were featured by auto races around the mile and a quarter track, averaging from 102 to 104 miles per hour, with the 50-mile race winner, Cliff McDowell, averaging 98.8 miles in a field of 14 entries. Running races featured midweek days. Governor Martin was present on Thursday, Governor's Day.

Interspersed in racing program were these acts in their order: Phil Escalante, slack wire; Esther Escalante, trapeze; Sisto Brothers, clowns; Floyd Crouch, Esther Escalante and Blanca Escalante, tight wire; Don Ray and Dan, balancing; Flip, Wonder Dog, wire and dive; Rivas Troupe, tumblers; Spencer and Motts, whips, ropes and knives; Kellogg's Arabian Horses; balloon ascension, Fordyce Brothers; Escalante Family, flying trapeze; Fordyce Death Dodgers, motorcycle crashes. Same program was on evening rodeo performances. Rodeo was by Rose Wall.

ONEIDA, Tenn.—Scott County Fair here on September 14-19 was successful, with J. J. Page Shows on the midway and also providing free acts, reported Fair Secretary E. C. Terry.

Top Reached For Reading

Annual called most successful in history—outstanding revue popular

READING, Pa., Sept. 26.—Great Reading Fair on September 13-20 was most successful in history of the annual, said Secretary Charles W. Swoyer, who estimated that when all returns are in paid admissions will run in excess of 115,000. Weather was excellent except on Friday, when strong winds interfered with races and grand-stand show, altho attendance ran close to 20,000.

Grand Circuit harness races were a big factor in boosting attendance. Trotting, pacing, running and steeplechase races were held on five days, a world pacing record for three heats on a half-mile track being made when Cardinal Prince paced in 2:02 1/4, 2:03 1/4 and 2:02 1/4. Pinero, in 2:05 1/4, trotted the fastest mile by a three-year-old. Exhibit space was all taken in buildings and many had to be refused. All agricultural exhibits were of high order, nine Granges making displays, an increase over any year.

Children's Days, on Tuesday for local kids and Friday for county youngsters, brought out big crowds. Admission, 35 cents, was same as in previous years, no change being made in prices at gate or grand stand; on Children's Days all kids were admitted free. Four tickets for \$1 was advance sale price. On opening Sunday Edwin Franko Goldman's Band gave concerts afternoon and evening; admission to grounds was free but charge was made for the grand stand.

Credit to Ullis

Grand-stand attractions from Monday until Saturday night were furnished by George A. Hamid and consisted of Martin's Cats, Alf Loyal's Dogs, Elaine Dowling Coquettes, Eddie Rocker's Golden Trio; Juggling Jewels, wonderful club and novelty act; Jerry the Monk, high pole; Walter Nilsson, comedy bicycle; Rosita and Perez, Gene Hamid's Four Flashes; Oscar V. Babcock, bicycle loop-the-loop and leap-the-gap.

At night Revelations of 1936 revue was (See TOP REACHED on page 43)

G
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GEORGE A. HAMID, Inc.—Undisputed leader among the world's outdoor booking and producing offices. For THE ACME IN ACTS the journey begins and ends at THE HOUSE OF HAMID HITS. 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.

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Will Book Platform and Comedy Acts, also Band. C. A. HERLONG.

Prices Down In Ft. Worth

Shows also changed to replace Jumbo and Frontier—interests change hands

FORT WORTH, Tex., Sept. 26.—Changes in shows and prices at the Frontier Centennial are taking place as predicted. Admission prices at Casa Manana, raised on August 31 from \$1 to \$1.50 during week and \$2 on Saturdays, were lowered on September 20 to \$1 during week and \$1.50 on Saturdays. Casa Manana Revue was changed considerably and new acts added. In place of Jumbo and The Last Frontier, closing today, Billy Rose's International Circus, 10 circus acts, four of which will be retained from Jumbo: Captain Rudy and his elephant, Rosie; Poodles Hanneford; the Klimis, aerial act, and Dr. Ostermeyer's trained horse, Dobcos, will supplant Jumbo. In the place of The Last Frontier will be a free show each evening from 6 to 7 by Second U. S. Cavalry unit stationed at show, which has been giving one free show a week since show opening. This daily free show will be over by the time other shows open. Admission to the International Circus will be 50 cents as compared with \$1 charge to Jumbo.

Fall edition of Casa Manana Revue features Jack Powell, black-face drummer; Eddie Garr, mimic, and Paul Remos and his Wonder Midgets. Paul Whiteman and his band, Joe Venuti and Everett Marshall will remain in the same roles, while Sally Rand will be in two new acts, replacing Ann Pennington as Little Egypt in the St. Louis number of the revue, and substituting two sombreros for her balloons and fans in the Chicago number in which she appears. Miss Pennington will be teamed with Tom Patricola in a dancing act. Patricola, starred in the Pioneer Palace Honky Tonk Revue, will remain at Pioneer Palace, appearing in both revues.

Jumbo Going on Tour

Of acts taken out of the revue Lime Trio returns to New York to Radio City Music Hall and Gareth Joplin, youngster, who danced on a table, returns to Hollywood. Walter Dare Wahl will remain at least three weeks before he goes to Europe. Jumbo is to be prepared for a transcontinental tour later in the season. Another reason for closing this show, it is said, was to stop the \$2,000 weekly royalties owed to New York backers.

Dedication of the \$1,000,000 Will Rogers Memorial Coliseum, west of the amusement section, was held on September 21, with prominent PWA officials taking part. They were guests at Casa Manana after the program. Vern Newcombe, who was associated with Happy Myers in several concessions, left on September 17 for Pomona, Calif., where he will visit until time for the fair in Indio, Calif.

O'Reilly-Beresin have taken over concessions at the Horse Show in the new Will Rogers Memorial Coliseum on October 2-7 and the Live-Stock Show in new buildings on Southwestern Exposition grounds on the north side on October 3-11. Solly Magdoff, co-manager of concessions at The Last Frontier, will take charge of the O'Reilly-Beresin concessions at these shows, which will be open only in the daytime. Horse Show is reported to have a large advance sale.

Jamboree Draws Heavily

John Boggiano, Ike Miller and Jack Lansky have sold Nude Ranch, Ziegfeld Milk Bath, Tango Palace and the coin-operated amusement machine interests to Joe Rogers, of Rogers & Dufour, Dallas; Dick Hood, of Streets of Paris, and Danny Odum, Dallas. Eddie Comstock, who was manager of Zoro Gardens at the San Diego exposition, is looking after the box office for the new owners. Norman Miller, formerly at Nude Ranch, returned to Chicago. Lansky is to return to New York. Ike Miller to Chicago and Boggiano is staying for a while. Nude Ranch, Milk Bath and Tango Palace, under Boggiano-Miller banner, were best draws at the local show, aside from Casa Manana.

A feature of the midnight Jamboree on September 19 was a burlesque pub-

Ostriches Vs. Mules

DUNDEE, N. Y., Sept. 26.—"What a wonderful bird is the ostrich," paraphrased L. R. Hammer, manager of Dundee Fair, as he hummed the tune of the old pelican song and supervised unloading a flock of the gaunt birds. The ostriches wore his idea of a stunt for the fair, which opened on September 22. Without previous experiment he placed them on the race track and announced they were Dundee's answer to Yates County Fair's mule races, which wowed crowds in Penn Yan last month. Dundee had one of its best opening days and ostrich races proved one of the best drawing cards. Mr. Hammer is satisfied and so are J. J. O'Brien, president of the fair, and Dr. Ira C. Ide, treasurer.

ble dance by Charlie DeHaven, of Milk Bath, and Eddie Eddy, of Pioneer Palace Revue. A comic ballet featured Bill Pierman, George Patton, Bob Davis, Jack Reed and others. DeHaven directed both skits. Poodles Hanneford with his horse act also took part. Program also included Durelle Alexander, Whiteman singer and tap dancer; Stanley Rash and Edyth Howard, of Casa Manana chorus; Lillian Sherry and Jack Barnes, of Jumbo, and the Yango Troupe from Cuba, doing native rumba, besides name acts. This one drew best crowds of any of these shows. Will Morrissey holds auditions each week for entertainers.

Jack Ross, talker at Nude Ranch,

who injured a knee, is back after a slow recovery. Eddie Golden, formerly talker at the Ranch, now has same position at Milk Bath, replacing Bill Pierman.

Some Rides Are Moved

Jeanne Mason, one of the Baily girls at the Nude Ranch, has been promoted to Casa Manana chorus. Marie Kelly, dancer in The Last Frontier, has been added to this chorus. Jack Hart, one of the square dancers in The Last Frontier, is in Methodist Hospital after being kicked by a horse during a performance last week. Art Lövi, weight scale man, is wearing a large badge which reads "Official Weighmaster." Badges are put out by the scale company as rewards after examinations.

Charles Page, ride builder, visited on September 21, coming from England. Accompanying him was George Baker. Booby Obadahl visited, en route to Dallas, where he saw his new Ridee-O installed.

Racer Pacer, installed several weeks ago, has been returned to San Antonio. Eli Ferris Wheel has been moved to South Texas, where Ray Stinnett, owner, has four rides and seven concessions playing fairs. One of the Japanese game concessions on the midway is collecting autographs of celebrities in Casa Manana Revue. Eddie Booth, Babe Flowers, Hank McAllister and Fots Reeves, who work the concession, are supervising collection of autographs on a board, which is varnished after each signature so the name won't rub off.

Leonard Traube Takes Publicity, Advertising Post for Hamid in East

NEW YORK, Sept. 26.—Leonard Traube, for nearly six years associate outdoor editor and columnist of The Billboard, resigned effective the past Saturday and has joined George A. Hamid, Inc., leading booking office and agricultural fair operative in the East. Traube begins his duties Monday at New Jersey State Fair, Trenton, September 27-October 3, functioning there as assistant to Resident Manager Harry E. La Breque and head of the reception committee for distinguished visitors, newspaper men, press contacts and civic groups. Hamid, Inc., is lessee of the Trenton event.

Traube's actual niche in the far-flung affairs of the Hamid organization will be that of publicity and advertising manager, but this setup, to be maintained in the local Bond Building offices of the firm, will not be launched until after he arrives back from a swing of the Hamid-booked or Hamid-operated circuit of fairs in the Middle South. Altho his original plans had called for a tour of the country's expositions in Cleveland, Dallas and Fort Worth, re-scheduling was made necessary because of the importance George Hamid, president, attaches to the Trenton Fair, which he figures to rehabilitate in general and to revive as a night fair in particular in an ambitious attempt to put it in the winning column.

Background Is Varied

According to Hamid, Traube's supervision will entail newspaper, magazine and trade paper publicity and advertising, art and photography for attractions and units, biographical bureau and general information on acts, concentrating on those under contract to his office, editing of the house's off-season monthly organ, Fair Times, assist on production of annual catalog of marketable attractions, direct mailing system of out-of-town press releases and press sheets and plot promotional activities.

Traube joined the New York office of this publication in March, 1931, in the post which he held until the end, including the conductorship of the *Out in the Open* columns, which were often embroiled in controversial issues and reforms relating to open-air amusements. Before coming to The Billboard he maintained his own theatrical agency and publicity office in the Times Square district, worked for a time in the dramatic department of the late New York World, was for three years either press agent back or engaged in promotional work ahead of the old Brown & Dyer Shows, played independent dates at fairs, was secretary and "front" man for a Broadway scenic designer formerly art director of the Radio City Music Hall, managed the American debut of a dance concertist on a local legitimate theater stage, wrote special articles for Southern



Leonard Traube

newspapers, was p. a. for a mentalist attraction making a New England vaude tour and six summers ago exploited the maiden season of New England's famed Totem Pole Ballroom, as well as the park which housed it, Norumbega Park, Boston.

Artists' Representative

At the time of joining this publication he had just finished production work with a group of play producers who had launched a propaganda opus which was significant in that the project helped to develop half a dozen people who have since made their marks on Broadway.

As artist's representative and p. a. Traube handled Barbara Bennett, dancing wife of Morton Downey; Leonard Ide, playwright; managed an art exhibition for Boris Aronson, Russian-American painter, who has since devoted most of his brushwork to depicting circus subjects; Miriam Elias, monologist, who has appeared in foreign pictures and with the Theater Guild; various actors, including Lewis Martin, Helen Brooks, Hortense Alden, Richard Huey, of *Three Men on a Horse*, and others, and press agent the premiere season of Adrienne Morrison's Children's Players, Miss Morrison being the former wife of Richard Bennett, stage and film actor, and the mother of Constance, Joan and Barbara Bennett.

TALLAHASSEE, Fla.—West Florida Exposition to be held here is sponsored by Claude L. Sauls Post, American Legion, and Sam Burgdorf is fair manager.

San Diego Expo Closes in Black

Cash in bank will pay all obligations, says treasurer—park to be rehabilitated

SAN DIEGO, Sept. 26.—California Pacific International Exposition closed in the black. Emil Klicka, exposition treasurer, said. "We have money enough in bank to pay all liabilities of the exposition and checks are being mailed to creditors, clearing up final accounts," he added.

Whether the more than 3,700 who subscribed \$767,000 to get the exposition under way two years ago will receive any "dividend" is contingent upon outcome of an agreement with the city under which the park is to be rehabilitated.

"For removing certain buildings and revamping the park the city will have \$25,000 in cash, now in a trust fund, and most of the physical assets of the exposition, such as furniture and equipment," Mr. Klicka said. "We have no definite figures at this time as to how much the rehabilitation will cost."

City has applied for a WPA project of \$140,000, which has been approved by engineers for park restoration. Exposition officials are happy over the fact that the show closed a financial success. "The exposition has more than paid for itself as a community project and San Diego has reason to be proud of the accomplishment," declared Mr. Klicka.

Winter Fair Post to Dryden

TORONTO, Sept. 26.—William A. Dryden, Brooklin, Ont., has been appointed manager and secretary of Royal Agricultural Winter Fair Association, of which he was first president, 1919-'23, and for which he has long been active. He is a live-stock director of the CNE and past president and honorary life director of breeders' associations.

Bigger Net Rolled Up in Spencer, Ia.

SPENCER, Ia., Sept. 26.—Clay County Fair here on September 14-19 closed with officials announcing attendance of 148,567 and net profit of about \$40,000. Attendance was about 4,000 less than last year, but increased grand-stand income boosted receipts over \$80,000 to top last year's total by about \$7,000. Rain on Tuesday held down auto race crowds, but a sellout grand stand and bleachers saw the events.

Attractions won favor and the 9,000-seat grand stand and bleachers were sold out six times. Headlining billing were Barnes-Carruthers night show, *Rhythm Revels*; Willie West and McGinty, Costica Florescu's high act, Novak and Fay, Will Hill's Circus Animals, Monroe and Adams Sisters; Neiss Troupe, casters, and Karl L. King and his band. Press accorded Florescu, Willie West and McGinty and Novak and Fay four-star ratings. Specialties in night show given four stars were Tyler, Thorn and Post, dancing; Chicago Grand Opera Quartet and Lottie Mayer Warfield's diving ballet.

Two major improvements for next year will be a permanent concrete and steel cage, with dressing rooms below, showers and other equipment, and four new stock barns, each 300 by 42 feet. Old barns will be leveled and new buildings put on the additional 21 acres purchased by the association last year. Cost will be about \$30,000, with the WPA contributing about \$20,000 and remainder coming from fair profits. The new 3,300-seat concrete and steel bleacher addition to the grand stand was built thru the WPA.

Royal American Shows had a good week despite early inclement weather

H. G. SPINKS, former boss property man with Thearle-Duffield Fireworks and Barnes-Carruthers, is with Farm Crest Bakeries, Detroit, in charge of loud-speaker system and sound truck. He has been in charge of broadcasting activities, including grand stand shows, at Enlay City, Adrian and Hillsdale (Mich.) fairs, and is going to the Southern fairs.



Texas Centennial Exposition

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

Gate Is Down To Low Mark

Attendance fails to rally after post-holiday slump—second day for editors

DALLAS, Sept. 26.—Attendance for the seven-day period ending last Tuesday failed to rally from the post-holiday slump. Daily average continues to hover around 27,000, 10,000 less than daily average of midsummer and 20,000 less than average of early summer. Rain fell thruout Wednesday of the seven-day period, causing attendance to drop to 18,083, lowest on record. Last Saturday, Kids' Nickel Day until 6 p.m., also Carnival night, attendance figures jumped to 52,132. With this large attendance Midway business also went back to average Saturday grosses.

Sunday, Dallas Day, third of the season, drew 34,169, the no special program was arranged. Ligon Smith's Ork played at night at the Court of Honor and electric floats were drawn thru the grounds in a repetition of the carnival night parade. The floats were used this summer in the Cotton Bowl for Queen's Nights. At that time a special overhead electric trolley was erected to produce electricity for lighting. On Sunday batteries were used.

Planes Scatter Roses

Floralist Fashion Show, Wednesday night was a mammoth and beautiful revue. Seats for 32,000 were erected along the Esplanade. Across a 600-foot stage, stretching the length of the Esplanade reflecting basin, models displayed the latest in women's wear. Twenty-five floating islands of flowers, special lighting effects, large displays of orchids and other rare flowers formed the setting. Tommy Tucker's Ork furnished the musical program. Earlier in the day planes dropped 10,000 Centennial roses over the city and surrounding territory advertising the show.

Ben Bernie Day was observed on Tuesday, last day of the Old Maestro's engagement at General Motors Auditorium. First pair of a series of six concerts by Dallas Symphony Orchestra under direction of Dr. Paul Van Katwijk, dean of the school of music at Southern Methodist University, will be given next Sunday and Tuesday evenings in the Amphitheater.

Frank N. Watson, director of promotion, announced a second Texas Press Association Day on October 7. Editors of some 700 newspapers will be guests. Exposition will entertain them at luncheon in Falstaff Tavern at noon. During afternoon and evening they will visit exhibits and concessions. The association had a special day during opening week. Friday evening children's program at the Community Theater, connected with the WPA exhibit, featured the playlet *Cy, the Farm Boy*, presented by Hall Street Community Players.

Big Stock Prize Money

National Dairy Show opens the competitive live-stock program of the exposition on October 10-18. It inaugurates a combination of shows that establish the unique record of providing more prize money than has ever before been distributed at affairs of this kind in the United States or elsewhere. The show closes the last half of the most pretentious live-stock program ever presented, a program that devotes the record period of six months exclusively to farm animals, a feat never attempted at any previous world fair or exposition of national character. Coming of the competitive show season breaks up a \$1,000,000 live-stock display that has

Attendances	
Previously reported	3,982,340
Sept. 16, Wednesday	18,083
Sept. 17, Thursday	19,458
Sept. 18, Friday	25,607
Sept. 19, Saturday	52,134
Sept. 20, Sunday	34,169
Sept. 21, Monday	18,710
Sept. 22, Tuesday	21,362
Total	4,171,863

held forth at the exposition during the first three months of its six-month career.

Seven new actors made their Dallas debut at the Globe last Sunday, and with several new plays in the offing to replenish the repertoire the Shakespearean troupe steps into an active fall. The new players who arrived recently from the San Diego Fortune Company opened in *A Comedy of Errors*. They replace veteran Globe members who will be busy rehearsing new plays. Definite word on the fall schedule awaits arrival of Thomas Wood Stevens, director of the Globe. Retiring this week is Jack B. Nestle, whose parts will be played by William Franklin, of the Fortune troupe, whose stage career encompasses 20 years.

A concession contract closed by the exposition and Golden Book Corporation of Texas on Monday allows the concessioner to operate two stands at which patrons will be invited to place their signatures on rolls of paper—for a price. The concessioner will fill the big book with pages of the signatures when the exposition is over, and fair officials

agreed to preserve it in one of their buildings as a permanent record. When patrons sign their names on pages for the book they will be given miniatures of the great book as souvenirs.

Young's Revue Changes

Streets of All Nations presents a new edition of Ernie Young's revue, starting tonight. Streets of Paris also changes floor shows tonight. . . . Jack O'Shea was assistant director of *The Big Show*, a Western picture, with part of its scenes using the expo as a background. As a result O'Shea is set for a steady job at Republic Pictures, producer of the pic. . . . The Dorans, Frank and Guy, in Stanley Graham's Show Boat, have added two new "Gay Nineties" numbers to their routine and continue to stop the show at every performance. *The Drunkard*, feature in Show Boat, is doing capacity business. . . . As the result of his efforts over the Singing Towers of the Gulf public-address system Sam Ramsey has been signed as featured vocalist at the New Howard Hotel, Baltimore. Ramsey, as Jimmie Craig, had been appearing in 16 scenes of the Cavalcade of Texas daily and singing over the grounds network in his spare time. . . . Josec Manzanera presents his fifth South American Serenade over a Coast NBC hookup today. The colorful and fiery leader, heard last winter on the Lincoln Zephyr programs over CBS, has been one of the exposition's outstanding attractions during his engagement at the Ford Building patio. . . . Harold Sanders, George Cox, Leonard Nickelson and Bob Strum, the "Four Nickboys" of the Paul Pendarvis Orchestra, were signed this week by Ben Bernie, the latter announced, as his band closed a two-week session at General Motors Auditorium. The vocal acts will join Bernie at the Mayfair Hotel in Cleveland after they close at the Adolphus Hotel. They are comedy-type singers. Tommy Tucker follows Bernie, to be supplanted by Horace Heidt after three weeks. . . . Problems faced by radio technicians are many and varied, but perhaps the most unusual trouble is caused by crickets to the public-address systems. Within a week five sound pylons have been put out of commission when crickets caused short circuits. . . . Jack Ruback and Booby

Obadal have installed a Ride-O on the ride midway opposite Cavalcade of Texas. . . . Billy Edwards changed his yankee show to a girl-wrestling-lion show but closed after the first night when the lion failed to "get with it." . . . Tom Bruce, lead in *The Drunkard* at the Show Boat, is in New York doing a broadcast. During his absence Nell Fletcher is handling leads.

TOP REACHED

(Continued from page 41)

the outstanding feature in six parts, beautifully staged with indirect lighting and unusual scenic investiture. Each number was outstanding. Revue carried its own band, under direction of Art Moro, seated on an elevated stage in rear of the large stage on which the revue was presented. Features were Ulis and Clark, singing numbers; Evelyn Lee and Her Revelation Boys; Rosita and Perez, Gene Hamid's Four Flashes and a chorus of 20 Revelets. Herman J. Ulis was emcee and producer of this outstanding revue for George Hamid, which shows unusual ability of Mr. Ulis as a producer. Philharmonic Band, Reading, furnished music for concerts and grand-stand acts. Nightly displays were by Ohio Fireworks Company, which outdid itself over previous years. On Saturday Lucky Teter's Hell Drivers played to an enthusiastic crowd.

Closing Sunday, devoted to auto racing under Hankinson Speedways, brought out more than 30,000.

Merchandise Games Back

Cetin & Wilson Shows, on the midway with 20 shows and 15 rides and with all fronts and tops being well lighted and in bright, newly painted colors, used Wilno, shot from a cannon over two Ferris Wheels, as free attraction after grand-stand shows twice daily. Show officials reported business 40 per cent better than last year.

Concession space was all sold and many were disappointed at the last minute. The fair management made a real cleanup of game concessions, large signs furnished to concessioners by the fair reading, "Play for Merchandise Only; No Money Prizes." This apparently had the effect of protecting patrons and assuring them of fair play. The fair management also did not allow use of any counter cloths on wheel concessions, permitting full inspection of the devices.

Among many fair officials who visited were Frank Bausman, Pottsville; Harry Schall, M. H. Beary, Allentown; Sam B. Russell, Lewistown; H. B. Correll, H. O. Pickenstine, Bloomsburg; Samuel S. Lewis, J. H. Rutter, York; Ernest Raughley, Harrington, Del.

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ROSITA AND PEREZ
EVELYN LEE AND HER REVELATION BOYS

Gene Hamid, Paul Bogush,
Danny Odzerk, Harry Begar

Headed by Art Maro

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Brockton Has New Features

Bay Stater goes over, altho handicapped by rain on big day—revue is a hit

BROCKTON, Mass., Sept. 26.—The 62d annual Brockton Fair on Sept. 14-19 went over despite torrential rains on Friday, one of the expected big days, that caused abandonment of all activities on that day. On the following day the sun shone and the opening was delayed several hours while scores of workmen drained the infield and midway of lagoons formed during the six-inch rainfall, hardest in Brockton history, more than 40,000 saw a brilliant finale.

Mainly it was the year of youth at the fair. New President Glenn McCrillis is a young man and so, too, are most of his associates. Rodeo and guides' meet of the past two or three years went overboard and once again Brockton Fair returned to first principles. That return of the Horse Show was deeply appreciated as disclosed in liberal applause given each event.

Style Show Publicity

On the stage at night was the revue, *Soaring High*, a George Hamid production, with Carlton Kelsey as musical director, George Woods as stage director and a huge ballet and chorus trained by Roland Alnoff. Roy Delano was emcee and announcer. Paul Denish, New England representative for Hamid, was on the job continuously. In the revue cast were Lolita Bertling, prima donna; Hudson Wonders, of *Folies Bergeres*; Candrev Brothers, cornetists; Alnoff Dancers; Greye Family, dancers; Eleanor Perry, blues singer, and the famous Hollywood Horse. The revue was by all odds the most pretentious feature ever exhibited at a fair in this section.

Acts in front of the grand stand included, in addition to those in the revue Six De Cardos, teeterboard; Six American Roses, sensational barrel jumping; Eric the Great, high pole; Billetti Troupe, high wire; Kenneth Waite clowns; Jack Eddy and company, featuring Bobby Jeanne shot from a cannon; Silver, Wonder Horse, and others.

Max Linderman's World of Mirth Shows, again on the midway, added half a dozen shows and many concessions.

Harness racing was back in favor, three days being given to this, while two days were assigned to auto races, but rain of Friday caused these to be bunched on Saturday under able direction of Ira Vail. B. Ward Beam's Congress of Dare-Devils drew the okch of officials and spectators.

Shoe Style Show, new this year, was well publicized by a contest for models several days before the fair, resulting in a bevy of beautiful girls being selected; 27 adult and 30 child models were used in this show, conducted by Mollie Hurley Rollins. In connection a night club revue was presented, featuring Dickie Belcher, tap dancer; Pearl Curtiss, acrobatic dancer, and Virginia Samuelson, blues singer. Wednesday, Governor's Day, was featured by appearance of Governor Curley and staff.

Augmented Fireworks Back

In big displays under American Fireworks Company the fair also returned to old times, presenting many set pieces and hundreds of rockets and candles.

Secretary Frank H. Kingman is being credited with doing a great job. A much better job of out-of-town publicity was done, better accommodations for the press were attempted and newspaper men were quick to note their appreciation. Official attendance figures are not available as yet, but an estimate will show: Monday, 18,000; Tuesday, 20,000; Wednesday, 30,000; Thursday, 25,000; Friday (rain), 2,000; Saturday, 50,000. Roster of attractions: Congress of Dare-Devils, Shoe Style Show, Horse Show, trotting races, Poultry Show, sportmen's exhibits, circus acts, Dog Show, Cattle Show, Pigeon Show, Stamp Show, Mower Show, Food Show, Sheep and Swine Show, automobile races, motorcycle races, Hollywood Revue, fireworks and midway.

GRACIE MORRIS, aerialist, was at Imlay City (Mich.) Fair doing her Iron-jaw act.

LOUISVILLE RISE

(Continued from page 40)

mission. Passes will not be issued next year, even to concessioners, if Mr. Cleveland's plans are carried out. Governor and Mrs. A. B. Chandler insisted on paying admission when they visited on Thursday.

Receipts from all sources totaled \$57,630 in 1935. Receipts this year will exceed by several thousand dollars the \$60,000 appropriated by the State for the fair, and expenses will be below that figure, according to Mr. Cleveland, this gain despite the fact that gate was cut from 35 to 25 cents and grand stand was free in afternoons.

License Law Enforced

Rental in the Merchants and Manufacturers' Building was cut from \$1 to 50 cents a square foot, with a resultant doubling of exhibits and gain of about \$600 in revenue. Admission to the Hippodrome at night remained at 50 cents and for fireworks on the race track at 35 cents. Mr. Cleveland said Saturday night Hippodrome attendance, being capacity, totaled 8,107, a figure somewhat smaller than the previous management had claimed. Total fireworks attendance for the week was 4,935.

For failure to pay State license 12 concessioners were arrested. Twenty closed after they had been warned, rather than get license. Prosecution for non-payment of licenses was instituted by the State Department of Revenue. Fees range from \$5 to \$15. Arrests and closing of operators were under direction of Garth Ferguson, commissioner of agriculture and former secretary of the fair. Elected commissioner last year, Mr. Ferguson was stripped of administrative powers by the State administration, being left by a legal decision with only the right to police fairgrounds and distribute premiums. Thru reorganization of fair management L. B. Shropshire, long supervisor of exhibits, was elected nominal secretary, and James L. Isenberg, Versailles, named to a newly created post of director and general manager, directed work from a sick bed for more than a month, but three weeks before the fair had to become inactive.

Cleveland in Charge

The work was taken over by Mr. Cleveland, member of the State board of agriculture, who had served as treasurer and vice-president of Henry County Fair for a number of years. Mr. Cleveland is expected to continue in office indefinitely.

John Newcomb, secretary of the board of agriculture, was in charge of the Horse Show, with Jeff Harris, Lexington, as manager; Lee L. Babcock was assistant to Mr. Cleveland and Smith T. Bailey in charge of the M. & M. Building. In the Horse Show, most important feature of the fair, winner of the \$10,000 five-galsted stake was Chief of Spindletop, 6-year-old gelding, ridden by Cape Grant, and owned by Spindletop Farm, Lexington, Ky. Harness racing drew good crowds, with a free gate. Because of Mr. Isenberg's opposition to that type of exhibition the Miss Kentucky State Fair beauty contest was dropped, but redhead and blonde contests were successful features. A baby show, doll show and Boy Scout demonstration were on the program.

Good Midway Business

P. E. Gooding had shows and rides, with a big pickup on final days. Universal Fireworks Company staged nightly shows. Acts in front of the grand stand on afternoons were eliminated. In the Hippodrome and before the grand stand at night were the Three Gyrala, roller skaters; Tayama Japanese Troupe and Four Siegfreds, jugglers, booked thru Barnes-Carruthers; Bert Northrup and his Educated Pony and D. R. Richardson's Sheep Dogs.

Merchandise wheels were booked independently. Dave Tenyson had seven. Earl Meyer's Streets of Paris, with 12 girls, reported excellent business, with 2,000 admissions on final night. Also on the midway were Clara Converse's Side Show; Gooding's Midget Show, managed by Mrs. Morris Miller, and Gooding's Monkey Speedway, with Harry Knox as manager. Business was reported by many concessioners to have been best in history of the fair.

POMONA OFF

(Continued from page 40)

the idea of Manager Aflterbaugh and called his greatest achievement in that line. One hundred huge chandeliers with over 15,000 lights supply illumination and there are many thousand yards of mural decorations. Night horse shows

have entries from all over the United States. Long Beach Municipal Band is again featured each day.

Free acts and radio programs are to be changed for the last eight days. Acts for the first half, booked by Bob Cannon, Fox-West Coast Theaters, are varied from programs of former years. Abe Lefton is announcer and Eddie Peabody emcee. They include Albert Powell, trapeze; E. G. Stinson's unusual 16-horse hitch; L. Velarde, juvenile on bounding rope; Casting Delcos, drawing big hands; Three Sizes, billed as streamlined athletes, hand balancing; Darby and Rudel, perch act of merit; Hudson-Palmer-Netzer Girls, 16 attractive dancers with great trucking number; Great Curran, feats atop a 90-foot swaying steel pole; Four Casting Campbells; Dobbs, Clark and Dare, comedy acrobatics; Metzger Girls, folk dances and interpolated dance numbers.

Radio program: Eddie Peabody, NBC instrumental stylist; the Candreas, trumpet sextet; Ruth Petty, Morro and Yocanell, June Purcell, Radio Rogues, Lee Sullivan, Cartier and Barros, Sons of Pioneers, Centennial Jubilee Singers, Danny and Eddy and Leonard Sues. Broadcasts are from the stage in front of the grand stand.

Program in Agricultural Building; organ recital, afternoon and night; Ula Wolfe and her Spanish Entertainers; Los Angeles County Employees' Orchestra, Yoshida Japanese Fencers, Whittier School Band and Mrs. Evans' Kid Dancers. Night pyrotechnical displays are of unusual order with large sets and moving ideas.

On the midway with Crafts 20 Big Shows opening Sunday jammed crowds from early morning until closing. It is said rides, shows and concessions are doing big business. Space is handled by Roy Ludington and Ed Blakeslee.

E. C. Middleton, assistant secretary-manager, said there are more than 36,000 exhibits, from practically every State in the Union and several foreign countries, and that \$150,000 would be distributed in prize money, largest in history of the fair.

MEMPHIS

(Continued from page 40)

away hundreds for lack of seating space. Attendance was estimated at close to 100,000. Saturday afternoon at Grand Circuit auto races 10,000 watched Buddy Callaway nose out Gus Schrader in the Mid-South Sweepstakes.

Johnny J. Jones' Exposition on the midway did good business after first of the week. Officials were unable to account for low attendance on Monday as compared with days that followed, except that many communities have lifted infantile paralysis quarantines only recently and were late in convincing themselves that it was safe to take children to the fair.

There were 15 per cent more exhibits than at any previous fair, according to President Raymond Skinner, and quality standards were much higher. They overflowed and it was necessary for many exhibitors to set up displays under tents, particularly agricultural implement companies, a minor factor here thruout depression but this year much in evidence.

Attendance has been surpassed only twice here, first time in 1927, when the National Dairy Show was an added attraction. Conditions in this territory for the past 10 years are excellently illustrated in the following curve of fair attendance figures: 1927, 275,345; 1928, 257,243; 1929, 185,425; 1930, 152,341; 1931, 117,643; 1932, 95,739; 1933, 111,632; 1934, 127,142; 1935, 131,345; 1936, 230,895.

TOPEKA MARK

(Continued from page 40)

been rained out one night," said Manager Jencks. Night attendance: Sunday (beauty pageant)..... 4,000 Monday (night show opening)... 12,000 Tuesday (rained out)..... 3,000 Wednesday..... 8,000 Thursday..... 13,000 Friday..... 8,400 Saturday..... 2,500

Total..... 50,900

Midway Receipts Rise

"We had more beef cattle and more dairy cattle than ever before. We distributed about \$25,000 in premiums. In afternoon programs, the Thursday auto races drew a capacity crowd of nearly 10,000, about the same as last year, while Friday's business was considerably better. Saturday, 'Thrill Day,' did much better business than auto races of clos-

ing day a year ago," Mr. Jencks added.

Horse races were scheduled the first three days of the Free Fair, with auto races on Thursday and Friday and a "Thrill Day" program for closing afternoon. Rain Tuesday night forced cancellation of Wednesday horse racing, but put track in excellent condition for Thursday auto races. Gus Schrader, on the half-mile track on Thursday, made it in 25.6 seconds, to Alice a half second from the mark he set in Des Moines recently. At the 2 1/2-mile distance, his new record was 2 minutes 18.4 seconds, surpassing his Des Moines mark of 2 minutes and 17 seconds, while for the five miles, Schrader chopped off a full five seconds with a new record of 4 minutes and 4 seconds.

"The carnival company exceeded receipts of last year by about 10 per cent," Manager Jencks said. "Last year we had total receipts which we thought could never be beaten in midway business here. It was the greatest ever done on Kansas Free Fair grounds. But we topped it by 10 per cent and it would have been much better if we hadn't had rain. Concession business was about 20 per cent more than last year."

Landon Family Visitors

Beckmann & Gerety's Shows on the midway for the first time in four years, set an all-time record for business on Thursday. It was nearly 30 per cent larger than the best day in 1935. More than 7,000 rode on the three Ferris Wheels in that day.

Night show, *Rise and Cheer America*, Barnes-Carruthers' production, started Monday night with 12,000 in the grand stand, temporary bleachers and extra chairs and benches on the race track. Deluge Tuesday night after the show was under way about 40 minutes required issuance of rain checks to some 3,000. Thursday night attendance was an all-time high, with 13,000 in stands and temporary seats.

Acts in the two-hour show were Ross, Pierre and Shuster; Robert Cimse Company, Alnsworth Dancers, Kit-Kat Four, Stair-o-Tone Dancers, Four Night Hawks, Denis Taxi-Meter, Nordic Nightingales, Ahearne's Millionaires, Swedish Bell Ringers, Danwills and Curtis Black Horse Troop; Bob Ward, dare-devil, performed motor stunts on the race track preceding performances. Cervone's Band played the show. Impersonations of Ross, Pierre and Shuster Trio and clowning of Ahearne's Millionaires rated most favorable comment, with entire show given much praise by newspapers.

Governor Alf M. Landon, Republican presidential candidate, paid a surprise visit on Saturday. He and Mrs. Landon took their two children, Nancy Jo and John Cobb, for Merry-Go-Round rides. To Manager Jencks, Governor Landon said:

"I have heard that you have a marvelous fair and I wanted to see it. I wonder how you'll take care of the crowds if you keep on having a better fair each year."

Improvements Laid Out

In addition to half-price schedule for children under 12 at Monday's opening, Beckmann & Gerety Shows offered Saturday bargains of any ride or show for a nickel to youngsters. This was first time in Free Fair history that carnival company has granted price concessions to children after opening day.

Lead stallion in Curtis' Black Horse Troop broke loose Monday night and in racing across a railroad trestle half a mile from the fairgrounds fell and broke two legs and later was destroyed by police. Curtis bought a black mare, owned by Dr. J. P. Kaster, chief surgeon of Santa Fe Railroad, and expects to have her ready for work in the act next season. Feature for Saturday night closing was appearance of 50 couples of Shawnee County who had been married 50 years or more, in a golden wedding ceremony. Manager Jencks, reporting increased business, expects it will prove a much greater draw next year.

Saturday closing featured Hinck's Congress of Thrills, including the Bird Man, who performed at 10,000 feet; auto collision, motorcycle races and auto polo. Capt. Bob Ward rolled a motor car over several times as a special thriller. Improvement program for the 1937 fair was begun by Manager Jencks within 48 hours after the close. Included is construction of 40-foot cement walk on entrance side of grand stand, building of 30-foot walk from main entrance gate to grand stand and paving of all roads. Construction of concrete boxes seating 2,400, replacing frame box-seat section of 400 capacity, is due for an early start.

Victoria Tops Figures of '35

B. C. exhibition has big increase in paid admissions —Browning on midway

VICTORIA, B. C., Sept. 28.—The capital city's seven-day fair closed Saturday night at Willows Park with record attendance of 33,238 paid admissions as against 29,367 in 1935. First day's paid admissions totaled 3,085 as against 2,854 in 1935. Hundreds of school children were admitted free. To increase patronage from outside districts special rates were incorporated on the island and thruout British Columbia.

The 75th exhibition was formally opened by Eric W. Hamber, lieutenant governor of British Columbia, and provincial and civic dignitaries. Mayor David Leeming; Reeve R. B. Taylor, Oak Bay; Dr. K. C. MacDonald, minister of agriculture, and Walter Leek, president of the Vancouver Exhibition Association, all commented on the great improvements shown in provincial fairs the past few years.

Loggers' sports, huge stock parade, special horse show and jumping contests attracted large crowds, and a seven-day racing program taxed stabling capacity. Browning Amusement Company had midway attractions and W. F. Browning, manager, set up one of the largest shows at the exhibition. T. Ryan, well-known coach of Oregon, handled the athletic show.

Grace de Garro Troupe, aerialists, provided free attractions.

Fair Grounds

HASTINGS, Mich.—An increase of 33 per cent in attendance at 1936 Barry County Fair, as compared with last year, was reported by Secretary Maurice Forman. About 60,000 were in attendance as compared with 40,000 last year.

HARLINGEN, Tex.—For Lower Rio Grande Valley Mid-Winter Fair an entirely new setup and plan of operation has been instituted. W. H. Hames Shows has been contracted. Program includes a race meet under Texas pari-mutuel system, free acts and cash giveaways.

JACKSON, Miss.—W. B. Herring was elected chairman and A. J. Franklin secretary and general manager of Jackson County Agricultural and Industrial Fair, to be held at Pascagoula, Miss. Other officers: R. M. Spaulding, vice-chairman; J. B. Gibson, manager agricultural exhibits; Albert Taylor, manager poultry department; Miss Blanche Goad, superintendent home economics; J. G. Leatherbury, grounds superintendent.

SHREVEPORT, La.—Permanent State exhibits building to be erected on Louisiana State Fairgrounds may also be used for various State departments here and building cost expanded to over \$500,000. Cost has grown from original State expenditure of \$150,000 to a \$500,000 edifice thru use of federal aid, according to Governor Leche, who is working to get needed government help. Aside from the main building, circular in design and to house fair exhibits, it is planned to build a wing with an auditorium seating 1,500.

LONGVIEW, Tex.—Attendance at Gregg County Fair set a new high mark for several years with estimated five-day attendance of about 75,000. Exhibits were large and prize awards came close to \$2,000, in addition to giveaway of \$500 in merchandise.

WATERLOO, N. Y.—Despite largest midway in its history, elaborate prizes, expanded exhibits and several innovations, Seneca County 97th Fair on September 15-18 had one of the wettest and toughest weeks. It was rained out on two of four days and overcast skies cut attendance on another day. One of the oldest in Western New York, it has consistently made money while others were in the red.



PART OF THE SET OF THE CAVALCADE OF TEXAS, hit show of Texas Centennial Exposition, Dallas. Predicted a flop, Cavalcade turned out to be the most sensational attraction at the exposition. Since its opening on June 20 Cavalcade had showed to 550,000 persons up to and including September 10 at 230 performances. Of this number 529,000 were official paid admissions.

Premium Facts

(Data collected from lists received by The Billboard)

DEL MAR, Calif.—San Diego County Fair, first annual, October 8-18. 164 pages. Officers: James E. Franks, president and manager; George Sawfay, Dr. N. Matzen, vice-presidents; D. A. Noble, secretary-treasurer. Admissions: Adults, 50 cents; children, 6 to 12, 25 cents. Grand-stand show, horse racing. Midway.

LAUREL, Miss.—South Mississippi Fair, 18th annual, October 12-17. 132 pages. Officers: D. A. Mattison, chairman; P. A. McLeod, secretary-treasurer; E. P. Ford, secretary-manager; R. E. Booth, assistant. Admissions: Adults and children over 6, 10 cents; grand stand, adults, 25 cents; children, 6 to 10, 10 cents. Attractions: Grand-stand show, Morgan-Trace Revue, Les Cattlers, Lady Barbara's Circus, Healy and Mack, J. Alex Sloan auto races. Midway: Hennies Bros.' Shows.

RALEIGH, N. C.—North Carolina State Fair, ninth annual, October 12-17. 136 pages. Directors: Norman Y. Chambliss, George A. Hamid; Mr. Chambliss, manager; J. A. Stewart, assistant manager. Attractions: George Hamid grand-stand show; revue, Revelations of 1936; Honey Family, Carver's Diving Horse, Will Morris and Bobby, Palmer's Dog and Pony Circus, harness racing, Hankinson auto races; Lucky Teter's Hell Drivers, October 13; Ohio Display fireworks. Midway: World of Mirth Shows.

WHARTON, Tex.—Wharton County Fair, ninth annual, October 13-17. 100 pages. Officers: H. H. McDonald, president; H. E. Wilson, C. A. Davis, vice-presidents; L. F. Worthing, treasurer; H. C. Copenhagen, secretary-manager. Admissions: Adults, 25 cents; children, 6 to 12, 10 cents; pageant, 50 cents; vehicles, 25 cents. Attractions: John B. Rogers pageant, Wharton Marches On. Midway: Bill Hames Shows.

COLUMBIA, S. C.—South Carolina State Fair, 67th annual, October 19-24. 68 pages. Officers: D. D. Witcover, president; A. F. Lever, vice-president; W. A. Seegers, treasurer; Paul V. Moore, secretary. Admissions: Adults, day, 50 cents; night, 25 cents; children under 12, 25 cents. Attractions: Grand-stand show, Rooney Bros.' Circus; revue, Transcontinental; Riding Rooneys and Hodgins; Lucky Teter's Hell Drivers, October 21; Carl Romig Combination. Midway: World of Mirth Shows.

HENDERSON, N. C.—Golden Belt Fair, 21st annual, October 19-23. 44 pages. Officers: E. L. Flemming, president; Alfred Plummer, W. W. Currin, vice-presidents; C. M. Hight, secretary. Admissions: General, day or night, 25 cents. Attractions: Free acts; Ohio Display fireworks. Midway: Cetlin & Wilson Shows.

CHARLOTTE, N. C.—Carolinas Agricultural Fair, first annual, October 19-24. 92 pages. Officers: H. A. Harkey, president; J. F. Boyd, vice-president; Ernest Grady, secretary-treasurer; C. W. Cracraft, fair manager. Admissions: Adults, day or night, 40 cents; children

under 14, 15 cents; grand stand, 35 cents; box seats, 50 cents. Attractions: Grand-stand show; United Fireworks spectacle, A Night in Japan. Mighty Sheelsy Midway.

SALISBURY, N. C.—Rowan County Fair, October 26-31. 96 pages. Norman Y. Chambliss, George A. Hamid, directors and managers; Mrs. G. F. Conrad, local representative. Admissions: Adults, day or night, 50 cents; children, 25 cents; vehicles, 25 cents. Attractions: George Hamid grand-stand show; Carloe's Dog and Pony Circus, Winter Garden Revue, Jones Trio, Winifred Colleano, auto races; Lucky Teter's Hell Drivers, October 27 and 30; Ohio Display fireworks. Midway: World of Mirth Shows.

Sunday Start Set for Huron

Opener helps most successful S. D. fair since 1930 —gate and take increase

HURON, S. D., Sept. 26.—Inauguration of a Sunday opening was combined with other innovations and broadened premium list to make South Dakota State Fair here on September 14-18 the most successful of any staged since 1930, said Secretary J. G. Venables. Final checkup revealed receipts to be \$46,710 in comparison with last year's mark of \$41,300, which was highest since 1931, when revenue totaled \$48,392. Attendance soared correspondingly from last year's. A total of 98,500 passed thru gates this year in comparison with 87,000 in 1935. Biggest day was Wednesday, when 24,000 admissions were recorded. These figures do not include night patronage, no admission being charged after 6 p.m.

A large share of credit for increased patronage is given by Secretary Venables to Ernie Young's Passing Parade revue. Packing the grand stand every evening, attendance reached its peak on Wednesday when 13,000 overflowed the stand to witness Young's spectacle. Accompanying Young's headline performance was a lineup of the most outstanding acts ever presented here. Biggest hits were scored by Vic Duncan's Trained Collics; Huestret Troupe, high wire, and Pasco's sheepherding dog act. Hennies Bros.' Shows returned to the midway with an enlarged lineup and

Ottawa Surplus Totals \$12,299

First time since '32 exhibition has been able to turn money over to the city

OTTAWA, Ont., Sept. 26.—A surplus on 1936 exhibition of \$12,299, largest in many years, was reported to directors of Central Canada Exhibition, which contrasts with a deficit last year. As a result \$10,000 is being turned over to the city under an agreement and \$2,000 will be added to balance in the exhibition treasury, which amounts to \$14,000. It was the first time since 1932 that any amount has been turned over to the city.

Main increases in revenue this year were entry fees, \$908; building space, \$1,518; grandstand space, \$390; gates, \$4,014; grand stand, \$2,965; midway, \$2,195, and dog show, \$105. Next year Central Canada intends to observe its 50th anniversary by inaugurating a nine-day fair instead of six as in other years. For the first three nights there will be special programs in front of the grand stand, with attractions on the midway and in buildings. Poultry, live stock, dog show and horticulture exhibits, which will open on Monday following the opening. All regular features will be continued during the week. Grandstand program during the last six days will be different from that of the first three days.

Directors are trying to devise ways and means of getting features entirely new for the jubilee exhibition. Dr. G. M. Geldert, president, expressed gratification over the financial showing during his first year as president. Midway receipts were up 30 per cent over last year. Max Linderman's World of Mirth Shows, Inc., having the midway contract, and George Hamid presenting grand-stand attractions.

Obligations in Vancouver Paid From Exhibition Take

VANCOUVER, B. C., Sept. 26.—With Canada Pacific Exhibition showing gross profit of about \$46,000, Vancouver Exhibition Association is arranging to pay the \$23,000 annual interest and sinking fund charges on the \$30,000 by-law to the city of Vancouver, it was announced by Walter Leek, president.

In addition \$20,000 is to be paid for development of race track, construction of the new clubhouse and repairs to buildings. Net surplus therefore will be small. Arrangements are being made for organization of the Winter Fair in December.

were greeted by patronage that ran well over that of last year. Sunday afternoon Himek's Thrill Day feature attracted 15,000 to the grounds for the inaugural.

A rodeo offered a novel touch Monday afternoon, supplanting the usual horse racing which this year was concentrated into three days. Pari-mutuel wagering privileges were extended patrons for the third year and, while a small proportion indulged in betting, officials expressed satisfaction over results. Friday's auto races drew closing-day grand-stand attendance of 12,000.

Success of this year's Sunday opening experiment undoubtedly will see the Coyote State-Exposition continued next year as a six-day undertaking, officials say. With the exception of Thursday, when a dust storm blew over the grounds, ideal weather prevailed. Attendance: Sunday, 15,000; Monday, 8,500; Tuesday, 12,000; Wednesday, 24,000; Thursday, 18,000; Friday, 21,000.

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 \$10,000 in Premiums. Automobile gate prizes. Gorgeous Grandstand Revue. Fireworks nightly. Automobile Races.
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NEW TREND IN A. C.

Mayor Backed On Amusements

Varied interests approve project to provide entertainment for all classes

ATLANTIC CITY, Sept. 26.—With termination of one of the biggest seasons in the resort's history, business interests are getting down to work on a plan for next season in keeping with drastic changes which have taken place in the world of entertainment and amusement. Principal among things being discussed and worked out are Mayor C. D. White's ideas on the way to cater to every taste without having one stepping on the toes of another. Amusement and hotel interests are united on one thing, that is, that the resort cannot go exclusively to ritz.

Atlantic City has class separation which comes naturally, beach-front hotels catering to the exclusive, side-avenue hotels to the middle class, boarding houses and excursion houses to a trade drawn there. A survey shows that the resort is favorable toward attracting all three of these classes.

Principal reasons why crowds come are for health and amusement. Exclusive hotels, cabana colonies, indoor swimming pools and the like take care of this class, while there are scores of amusements of all kinds for the other class. One of Mayor White's projects is some arrangement for one-day excursions. These ideas include a beach-front park with lunch tables, games, free band concerts and sessions and perhaps a carnival. A survey of amusement interests showed that there is little opposition of this. Thus next season may see an entirely new trend in Atlantic City's mode of entertaining visitors.

Zoo Men Talk Shop At Cincy Convention

CINCINNATI.—Members of the American Association of Zoological Parks and Aquariums, meeting in conjunction with the 37th annual convention of the American Institute of Park Executives here in the Hotel Netherland Plaza on September 21-23, elected Joseph Stephan, Cincinnati, chairman; Dr. Gus Knudson, Seattle, vice-chairman; Hugh Davis, Tulsa, Okla., secretary; Edward H. Bean, Brookfield Zoo, Chicago, treasurer. The last three were re-elected, Mr. Stephan succeeding Edmund Heller, San Francisco. N. T. Clark, Kansas City, Mo., and Edmund Heller were elected directors.

There was general discussion by zoo men on Tuesday and Wednesday, with Mr. Heller and Mr. Bean presiding. Fort Worth, Tex., will be the next meeting place in the fall of 1937.

In attendance were Edmund Heller, San Francisco; Edward H. Bean, Chicago; Karl K. Knecht, Evansville, Ind.; N. S. Clark, Kansas City; George Raymer, Sheboygan, Wis.; Joseph Stephan, Sol Stephan and Sol Stephan II, Cincinnati; Max Ritter, Evansville, Ind.; Edwin H. Clark, Chicago; Ralph Griswold, Pittsburgh; William W. Hoffman, Oakland, Calif.; George L. Simmons, Atlanta; N. J. Melroy, Memphis; Robroy Price, Oklahoma City; Will O. Doolittle, Tulsa; John T. Millen, Theo Schroeder, A. Morris, Detroit; Heinz Ruhe, New York; Herman Ruhe, Hanover, Germany; Dr. W. L. Williamson, Ripon, Calif.; George Vierheller, St. Louis; E. A. Callup, Ann Arbor, Mich.; and Fletcher A. Reynolds, Nashua, N. H. Orville Franz Jr., Tulsa, was acting secretary.

MILWAUKEE.—Last of triplet lion cubs born to San Diego Queenie and Slim in Washington Park Zoo on September 14 was found dead on September 23. The other two had died the week previous. Queenie and Slim are parents of Peer and Peerce, who are active members of the zoo's cat family.



ALVIN H. STEINBERG, production manager of Millin-Dollar Pier, Atlantic City, who has been booking more acts and name bands for that spot than in many years and who has been successful in attracting new national exhibitors. The pier has had one of its best seasons this year.

Meyers Lake Biz Up; Will Start Fall Work

CANTON, O., Sept. 26.—George Sinclair, executive head of Meyers Lake Park Company, dean of Eastern Ohio operators, said he is planning to revamp his high ride in Meyers Lake Park here and that reconstruction will start this fall. Mr. Sinclair also announced that a large force of men will improve landscaping, extensive lawns to be seeded and additional shrubbery, trees and flower beds added. Other improvements will be made before the new season is inaugurated in May, he said.

Season just ended in Meyers Lake Park was best since 1929, Mr. Sinclair declared.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: The ocean gnawed at Long Island's South Shore during the recent storm, easily one of the worst local territories has experienced during the past two decades. The 10 in. dollars and cents there was little damage physically, the Island took a battering such as it has not been subjected to in more years than pioneers can remember.

While the storm was gathering impetus word got around the Long Island seaboard that it would be the next thing to miraculous if the Jones Beach, Long Beach, Atlantic Beach and Rockaway Boardwalks stood up against it. There

Best in Years For Lakeside

Second season for Krasner regime in Denver is best since '30—crew at work

DENVER, Sept. 26.—Attendance for the season in Lakeside Amusement Park was best since 1930 and up 30 per cent over last year, said General Manager Benjamin Krasner, who kept things humming all summer with special events, picnics, celebrations and stunts proving effective.

Policy of MCA name bands in El Patio ballroom was maintained, with biggest grosses being turned in by Kay Kyser, who almost doubled his 1935 record; Gus Arnheim and Roger Pryor, who made his band-leading debut at this spot. Other bands during the season were those of Herbie Kay and Nick Lucas. Eddie Duchin played a successful one-night stand.

Attendance for a single day hit a new record on July 3 with the annual fireworks display. Other big days were Denver Post picnic, official Labor Day picnic; Miss Colorado bathing beauty finals; first radio picnic, sponsored by ELZ; home-owned grocers' picnic, Harvest Moon dance, buffalo and bear barbecue for Veterans of Foreign Wars' convention, a Mardi Gras costume festival, football dance and farewell parties for the bands.

Park was brightened with several new fronts in modernistic design and the entire area cleaned and repainted. New lawns and flower beds were added. Two new rides were added, Zingo and Paddle-About boats. Swimming pool and all old favorites had heavy patronage. Season was second under current management, which has done wonders both in park's appearance and in business.

Manager Krasner will keep a crew working thruout winter under his policy of steady general improvement. Extensive landscaping and building modernization is planned. One or two rides will be added for 1937, he said.

is an aggregate total of more than 15 miles of walk, but many a plank suffered.

Word was flashed at one point during early stages of the storm that Ashbury Park and Mansquan, both in New Jersey, were being pummeled badly. With that, emergency crews were dispatched to important Long Island beaches, where they kept vigil thruout the night.

Amusement holdings on Long Island's South Shore total well over \$25,000,000, all things considered. Had the storm been more disastrous there is little doubt that a good portion of the amusement property would have been easy meat for

(See LONG ISLAND on page 48)

Summary of Business Trends

Business volumes were lower last week, but the declines were occasioned largely by the holiday, and were apparently not of sufficient proportions to indicate a reversal of the usual September upturn in activity. Reflecting Labor Day shutdowns in some plants, steel ingot production declined last week, and automobile assemblies continued at their seasonal low, with most of the assembly lines closed for retooling.

Higher prices for fourth quarter delivery of semi-finished steel and some finished products are likely to result in increased orders at present prices, and this factor together with near future heavy buying by the automobile industry suggests the likelihood of increased operations in the steel mills shortly. According to the American Iron and Steel Institute, August production was at the rate of 73.52 per cent of capacity, indicating the largest total for that month since 1929, and the largest for any month since May, 1936.

Freight-car loadings have continued to expand with the total for the week ended September 5 placed at 764,680 cars, the highest weekly total of the recovery period. While the recent improvement in weekly loadings has established several successive highs, the gain in August was of less than seasonal proportions, the adjusted index declining 3 points to 70 per cent of the 1923-25 average.

Retail trade in August apparently experienced only part of the usual seasonal upturn. While the daily average value of department store sales was higher than in July, the adjusted index receded 5 points to 86 (1923-25 equal 100). Variety store sales, which usually do not show much change at this season, were lower in August than in July, and rural sales, reflecting drought conditions, gained by a little less than the usual seasonal amount.—Survey of Current Business (Weekly Supplement).

Punning Parkster

ATLANTIC BEACH, L. I., N. Y., Sept. 26.—A contractor by the name of Love was working on a jetty to protect the local beach front and Boardwalk from being undermined by the sea. Storm came up and undid all the work the contractor put in on the project for two weeks. Wise guy employee lost no time in coin-ing the pun: "Love's labor lost."

Kennywood Closes Its Best Season

PITTSBURGH, Sept. 26.—Kennywood Park closed its most successful season in history.

With ideal weather on most of the big days and a large number of prominent picnics included on the outing list, crowds this year exceeded those of the peak season of 1929.

A. Brady McSwigan, president of the park, left for a vacation in Ocean City, N. J.

Maurer Reports Good Season

UHRICHSVILLE, O., Sept. 26.—River-side, only amusement park in this section, concluded its season on September 19. Dance pavilion, which had the best business in several seasons, wound up with Chick Yingling and his orchestra. Some improvements are planned, to be completed before Decoration Day. Manager W. G. Maurer reported the season highly successful.

Ohio Spot Has 3-Cent Days

BUCKEYE LAKE, O., Sept. 26.—First three-cent day in Buckeye Lake Park here attracted one of the largest September crowds on record, said Manager A. M. Brown. On Sunday, September 13, all rides went for three cents. Ideal weather helped. Manager Brown worked special promotions during the month.

Whalom Activities Report Better Biz

FITCHBURG, Mass., Sept. 26.—Whalom Park closed its season on September 20 when the Republican City Committee staged a monster rally. Band concert and big display of fireworks were given.

Season was best in years. Ballroom, under management of Forrest L. Abbott, catered to more patrons than ever before. Whalom Theater, with Guy Palmerton and his Manhattan Players, completed the third successful season.

Reports are that all stands and rides prospered the most in many years. Several fine displays of fireworks were given during the season. One or two stands will remain open for a few more weeks.

Concessioners Are Favored

MILWAUKEE, Sept. 26.—Transfer of refreshment stands in city parks from municipal management to that of private concessioners was approved on September 22 by the common council finance committee. Park board, which has operated the stands for a number of years, will lease them to the highest bidder.

Concessioners Turn On "Ace Inspector"

SAN FRANCISCO, Sept. 26.—Complaint of concessioners at Whitney Bros. Play Land - at - the Beach here landed Charles Hicks, self-styled "Ace Inspector," in jail on Tuesday on charges of vagrancy and impersonating a federal officer.

According to testimony before Municipal Judge Thomas Foley, Hicks posed as an inspector of the U. S. Public Health Service and attempted to collect fees from amusement concessioners which he had threatened to "condemn." Officers said he wore a badge inscribed "Ace Inspector" and displayed a card purporting to identify him with the U. S. Treasury Department, Department of Public Health.

Case was continued on the announcement that prosecution would be taken over by federal authorities.

The Pool Whirl

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

Men and Mentions

In answer to one who signs himself (or maybe it's herself) "Just a Pool News Reader." Paul Lockwood, who is major domo at London Terrace indoor pool, New York City, is not the Paul Lockwood who used to teach swimming in Brooklyn and write aquatic news for *The Brooklyn Eagle*.—One can talk about municipals, but they certainly manage them properly.—Take the newly built outdoor city-owned pools in New York City (and there's many commercial operators who'd love to, I know), well, all of them closed down only last week and already they've started advertising roller skating as feature for fall, with ice skating to follow.—Seems they don't worry about the old bugaboo of what to do with the outdoor pool in winter.—And not one privately owned open-air tank in the same area has even made plans for the in-between season period.

Big Jersey City daily paper plotting a gala swim party for its news carriers at Park Central indoor natatorium, New York City.—All of which is a reminder to inform that the bewhiskered stunt of staging parties for local newsboys still attracts not only publicity but creates a lot of good will with the press.—Bigger papers will even pay for the party and still give a tank publicity.—Only it's best, of course, to offer gratis privileges or at least cut-rate tickets to build up the good will of the scribes.—This past week all apartment houses thruout the Eastern area that have swim-pool facilities ballyhooed that advantage to the skies in their advertising to entice tenants in the renting season.—But it's ironical to learn from some of the renting agents that while tanks are really great business-getters for apartment seekers, after the renting season only about one-tenth of tenants who have free bathing facilities in indoor tanks take advantage of them.—Many even report that some tenants who could swim free in small aquadromes in basements of their apartment houses actually go many blocks away to swim in commercial tanks where it costs them.

—And they can't seem to figure it out.—And neither can I, for that matter.—Jack Laer, indoor pool praise agent, will soon migrate to Florida, where he handles a number of hotels and hotel pools.—Management of Rockaway (L. I.) Playland can't make up its mind whether to redecorate and elaborate the swim pool for next summer or to tear the entire natatorium apart and construct a ride there.—Exclusively learned last week that Interboro Rapid Transit, all of which is the company that operates the subway in Gothamtown and which also now owns Van Cortlandt Olympic Pool in Upper Manhattan, is seriously considering dismantling that beach property.—The I understood, too, that William Grant Brown, who used to operate it, is fighting hard to win it back for next summer.—Many small open-air pools which were run last summer thruout the country on State highways or in the hinterlands report exceptional business from trailer trade.—One such pool man, Joseph Gallup, who operates an artificial lake front and pool in Missouri, says, "Believe it or not, patronage here was almost double that of last summer and I can attribute a great deal of it to the hundreds who traveled in those new trailers and took advantage of my swimming facilities for relaxation on their journeys.—Which may be a tip for those looking for possible pool sites, for they tell me there'll be twice as many trailers on the road next spring and summer than there were this season.—Sol Pincus, former prez of the national pool association who has since retired from active swim-pool matters, having joined New York City health department as assistant to the commissioner, is being groomed to take care of the pools planned for the forthcoming New York World's Fair in 1939.—Which will be a swell break for Pincus, one that he deserves, if and when it arrives.—Early reports from indoor pool

men indicate that biz so far has been very good, with weather being very much in their favor in the East, at any rate.—Al Goldberg, who so successfully put across Joe Day's three bathing beaches and pools at Coney Island, New York, the past summer, is hard at work publicizing football games for New York University.—See where Dorothy Hill, Olympic diver, is first of the crowd to turn pro.—Just discovered that Sammy Schnitzer, former scribe for *The New York Daily News*, who used to handle the water derby for that sheet, handled press last summer for the new Randall sports stadium.—And Sammy says it was much better than getting all the squawks he used to from commercial pool owners asking for breaks.—That was a swell yarn on swimming that appeared recently in *The Detroit Athletic Club News* and some candid camera shots, too, of the club pool.—And the first short story about a high diver that I've ever read was published recently in papers thruout the country by the syndicated *Everyweek Magazine*, and a grand story it was, too.

With the Zoos

PITTSBURGH.—Two Berber African lions were born in Highland Park Zoo, first to be born here in 10 years. Mother was presented to the zoo by the Pittsburgh Izaak Walton League thru Pittsburgh Zoological Society.

DETROIT.—City council referred to the zoological park commission a suggestion that the city build a museum of natural history. Richard E. Follett, former zoo director, presented to the coun-

American Recreational Equipment Association

By R. S. UZZELL

TOLEDO.—Coney Island Mardi Gras in New York was the best in 10 years. This further prolongs the life of this hallowed institution to the fun lovers of the metropolis of the Western Hemisphere. Each year during the depression we were told "This will be the last one." Now they are planning a greater one for 1937.

While Mr. Landowner was getting a whale of a rent and the tenant was paying taxes and assessments he gave little or no attention to the present or future of "dear old Coney." When taxes mounted and threatened the title to really the thought of a new day for Coney had its birth. The advent of Thompson and Dundy at Coney in 1908 gave the place a new birth. Such a pair are sorely needed now. The only fitting substitute is a coalition of realty owners for a regeneration of moral and physical cleanliness. The additional urge for an awakening is the approaching New York World's Exposition.

Fair Will Arouse 'Em

It will be a double-six streamlined affair with which old faded Coney cannot expect a look-in. She will just have to "fuss up" because company is coming. She must make a good impression else her callers will go away gossiping about her and she will be marked off the calling list. Be assured the owners of Coney Island are not going to take

realizes it more keenly than these men here interested in running these places. So it is all a question of finance. Money is still lying in wait for a further multiplication of favorable factors. The man with the courage and the money can write his own ticket.

These warm days since the storm are giving the Cleveland exposition as fine weather as any they have had all summer. It's going to help push up that gross attendance to the 4,000,000 mark and perhaps a little better.

Meeting of AREA

We get a more sympathetic hearing now for our national association affairs. They want to know what is doing and if we came thru the depression. The best way to get the answer is to go to Chicago in December and become a part of the best convention since we left the Stevens Hotel. It will bring a lot of men whom a convention has not seen for five years. The exhibits are going to be the best assembled since we filled the basement of the Stevens.

The executive committee of AREA will meet in the office of the secretary, 130 West 42d street, New York City, on October 13 at 2 p.m. Wallace St. O. Jones, president of William B. Berry Company, Boston, is program chairman this year. You know it will be good. Wallace always comes thru when we give him a job. George H. Cramer, president of Spillman Engineering Corporation and president of AREA, will attend the meeting. Here is another hard hitter who always goes thru when he starts.

The joyful news comes along that our good friend William Judkins Hewitt is back on *The Billboard*. Welcome to you, Bill. We have missed you these years of your absence from us. Your fluent pen and nimble wit are sure to function as of old. Sorry I cannot cross the State to see you at this time. A lot of your friends have passed on, but those still active will read your stuff with the same old appreciation.

Employment in Canada Improves

OTTAWA, Can.—Employment in Canada at the beginning of August showed further improvement, continuing the moderate forward movement that has characterized the industrial situation during the last four months. Statements tabulated by the Dominion Bureau of Statistics from 9,795 firms showed 988,564 persons at work compared with 988,838 at July 1. At the first of August a year ago 9,387 firms reported an aggregate pay roll of 949,940 persons.

This improvement was quite widely distributed, geographically and industrially. There were gains in each of the five economic areas except Quebec, where a slight decline was indicated. The trend was also upward in all the main industrial groups, except logging and retail trade, both of which reported seasonal losses. Manufacturing, mining, transportation and construction recorded the largest additions to pay rolls, while the gains in communications, services and wholesale trade were also considerable.

ell a plan for starting such a museum. He will present his plan before the park commission.

PHILADELPHIA.—A model expressing transformation of Philadelphia Zoo into an up-to-date cageless park was placed upon exhibition in Gimbel Bros. department store. R. Sturgis Ingersoll, executive chairman of a citizens' committee for a free and modern zoo, invited Mayor Wilson, members of city council and civic, society and business leaders to witness the ideal zoo in miniature. Model, which measures 8 1/2 by 6 feet, was prepared by Edward H. Bean, director of Brookfield Zoo, Chicago, from plans by Edwin H. Clark, Chicago, zoological architect. It expresses all latest proved ideas in zoo development, including full treatment of the cageless style of display of animals in naturalistic settings. Buildings of the old conventional type are reduced to a minimum and, except in a few instances of delicate animals, barred cages are discarded.

OKLAHOMA CITY.—Hundreds are stopping en route to the Texas Centennial to praise the new zoo layout, said Superintendent Leo Blondin. Cat cages, under construction, will be beauties. Commissary, hospital and big flying cage are finished. Monkey island is a big feature. Park superintendent Donald Gordon and Robroy Price, assistant, attended the park convention in Cincinnati. Fred Stark, superintendent of San Antonio Zoo, visited. Additions to the zoo are a male yak from T. N. (Tex) Clark, Swope Park Zoo, Kansas City; male zebra from G. W. Christy, Houston, Tex. Zoo delivered a pair of lion cubs to Ringling Bros.-Barnum & Bailey Circus and a pair of lion cubs to Black Forest, Dallas exposition. Death rate during the 85-day average of 100 degrees was low.

it lying down. That is not the American spirit.

Visitors from the States as well as foreign visitors class Coney Island with the Statue of Liberty, Brooklyn Bridge and in these days with the Empire Building and Rockefeller Center. Coney is not dead nor will it continue to slumber. It is now stretching itself preparatory to rising for a new day. Long live the playground of the world!

Toledo Needs Stimulant

This city of Toledo surely needs a stimulant and a tonic to put new life into its amusement parks. It went on a spree and just overexerted itself in park building. It has three major parks and can amply support only one. The older one was making money and is strategically situated, while the others are out of the way. For a time none made much money. Three big Coasters here multiplied capacity threefold over depression requirements. The determination to see it thru is strong and none are preparing to throw in the sponge. Some new stuff is sorely needed here now to make the grade. No one

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Sept. 26.—Resort's first week-end of the fall season showed quite a crowd lingering and enough amusements open to entertain all. . . . Turning aside from its summer business the city goes strictly convention for the next two months. . . . It is conservatively estimated that in excess of 100,000 will come for conventions during October and November. . . . This week-end starts with about 10,000 here for the baking trades convention, which takes over the Auditorium.

Summer bathing season will officially end on October 1 when guards go off duty and the beach is thrown open for horseback riding. . . . Fall Boardwalk bicycle lane is also reopened.

Hollywood Hotel Revue made a distinct hit at Steel Pier over the week-end. . . . Sibly Bowman, late of *Sketch Book*, clicking tops. . . . Pier also featured annual concert of United Singers, composed of 400 voices. . . . Atlantic Repertory closed its season with *Springtime for Henry*.

Guterman's Park Closes

SOUND BEACH, L. I., N. Y., Sept. 26.—Guterman's Amusement Park here completed a fairly successful season last week. Final event was a beauty contest in which more than two score members of the feminine sex competed. Bigger and better things are planned for the park next season, management said.



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LONG ISLAND

(Continued from page 46)

Pop Neptune. Heavily jettied and bulk-headed as the Island's shore is, the storm proved one thing—it can stand a little more protection. No less than two-score boats, many of them concessioners' crafts, were torn from their moorings.

ROCKAWAY BEACH: Phibian Pollack, ex-local p. a., is now editing *The College Widow*, a college mag in New York. Question asked now: Why didn't the local section get a WPA concert ork like neighboring Long Beach?

Long Beach bills itself as "America's Healthiest City," and Rockaway is now trying to coin something similar. Bill Brunner, "Rockaway's favorite son," running for prez of the city's Board of Aldermen. Is three-to-one to win. It is maintained his victory will put the clamp on a 6-cent fare between Rockaway and New York City.

A local hotel operator is holding luggage and instruments of a four-piece ork, claiming they have a board bill to pay. Ork members (who played at the hotel) say they can't make dough to pay the bill unless they have instruments. Hotel feller counters with "Let 'em whistle."

Eddie (Solitude and Moonlight) De Lang back in town.—Ben Gottlieb, so-called favored golfing partner of King Edward, pressing assault charges against Cary Phelan, one of the best known local cabaret owners.—Jimmy Durante, back from abroad, hung around Beach 103d street a day or two, renewing old acquaintances.

LONG BEACH: Long Beach will have a new amusement park next year.—Tax collector getting around after fellers who made dough on the Walk.—Bill Vrone, game bally whiz, leaves for Florida shortly.—Cap Neor, bally, says the only thing the summer made him is hoarse.—Charley Bennett took his first dip on Labor Day and discovered that the Atlantic Ocean is really salty.

CORRAL

(Continued from page 39)

Finals, Rusty McGinty, Tom Hogan, Jack Kerscher. Bareback Bronk Riding—First-day money, Duward Ryan; Larry Daniels and Hughie Long split second and third. Second-day money, Duward Ryan, Hughie Long; Leonard Ward and Terry Lockyer split third. Finals, Duward Ryan, Hughie Long. Fox O'Callahan. Steer Riding—First-day money, Duward Ryan, Leonard Ward, Hughie Long. Second-day money, Duward Ryan, Hughie Long, Fox O'Callahan. Third-day money, Hughie Long, Duward Ryan, Cliff Caldwell. Finals, Hughie Long, Duward Ryan, Fox O'Callahan. Specialty acts included Louis Tindall and his wonder horse, Lad; Jasbo Fulkerson, clown; Louis Tindall, Veldia Tindall, Don Wilcox and Ted Elder, trick riders; Paul Soncrant, Louis Tindall, trick ropers. Pete Kerscher was announcer and arena secretary.

RESULTS of Owyhee Stampede held at Ontario, Ore., September 5-7: Bronk Riding—First day, Burel Mulkey (75 RAA points), Buck Davis (45), Pete Grubb (30). Second day, Pete Grubb and Burel Mulkey (60 each), Buck Davis (30). Third day, Burel Mulkey (75), Buck Davis and Endre Barr (38 each). Finals, Burel Mulkey (38), Buck Davis (23), Endre Barr (15). Bull Riding—First day, Duward Ryan (38), Hughie Long (23), Terry Lockyer (18). Second day, Hughie Long (38), Fox O'Callahan and Duward Ryan (19 each). Third day, Duward Ryan (38), Fox O'Callahan (23), Ralph Stanton (15). Finals, Duward Ryan (19), Hughie Long (11), Fox O'Callahan (7). Bareback Riding—First day, Hughie Long (38), Duward Ryan (23), Fox O'Callahan (18). Second day, Terry Lockyer (38), Fox O'Callahan (23), Pete Grubb and Jonas De Arman (8 each). Third day, Fox O'Callahan (38), Ralph Stanton (23), Hughie Long, Jim Jackson and Terry Lockyer (8 each). Finals, Fox O'Callahan (15), Hughie Long (10), Duward Ryan (8). **Calif Roping**—First day, Allen Holder (50), George Wilderspin (30), Carl Arnold (20). Second day, I. W. Young (50), Red Allen (30), Fox O'Callahan (20). Second day, Carl Arnold (50), Tom Breedon (30), George Wilderspin (20). Finals, Carl Arnold (25), George Wilderspin (15), Tom Breedon (10). **Steer Wrestling**—First day, Tom Hogan (50), Red Allen (30), Jonas De Arman (20). Second day, Tom Hogan (50), Jack Kerscher (30), Rusty McGinty (20). Third day, Tom Breedon (50), Tom Hogan (30), Rusty McGinty (20). Finals, Tom Hogan (23), Jack Kerscher (14), Rusty McGinty (9).

BARNES-CARRUTHERS Fair Booking

Association's Championship Rodeo, held September 4 to 13, inclusive, at the Michigan State Fair, Detroit, drew an estimated 51,000 persons. Prizes totaled \$7,500. Program was supervised by Sharpe W. Carruthers and Andy Adams. Watson McKay acted as secretary. Jimmie Nesbitt, rodeo clown, set the principal record at the show in the bulldogging event when he threw his steer in six seconds flat. Lonnie Rooney, livestock director, suffered a crushed foot when it was caught in a gate on opening day. **Results:** Bulldogging—First-day money (Friday night, Saturday matinee and night), Gene Ross, Hugh Bennett, Morris Riley; Joe McMackin and Bert Weems split fourth. Second-day money (Sunday matinee and night and Monday morning), Shorty Ricker, Joe McMackin, Jack Quait, Hugh Bennett. Third-day money (Monday matinee and night and Tuesday night), Blackie Russell; Bert Weems and Jack Quait split second; Dave Campbell. Steer Riding—First-day money (Friday night and half of Saturday matinee), Frank Marion, Weldon Bascom, Ted Bushbaum, Shorty Hill. Second-day money (half of Saturday matinee, Saturday night), Frank Marion, Bud McDaniels; Sam Stuart, Ted Bushbaum and Canada Kid split third. Third-day money (Sunday matinee and night), Ken Hargis, Ted Bushbaum; Jim Whiteman and Sam Stuart split third. Fourth-day money (Monday first show), Ken Hargis, Frank Marion, Shorty Hill, Jim Whiteman. Fifth-day money (Monday third show and Tuesday night), Weldon Bascom, Frank Marion, Len Jacobs, Poneho Gomez. Sixth-day money (Wednesday and Thursday nights), Jim Whiteman, Frank Marion; Canada Kid and Bobby Murray split third. **Calif Roping**—First-day money Friday night, Saturday matinee), Hugh Bennett, Lonnie Rooney, Maynard Gaylord, E. Pardee. Second-day money (Saturday night, Sunday mat-

day morning and matinee), Steve Rains, Len Jacobs, Poneho Gomez, Harry Blackie, Bud McDaniels, M. Margan, Boyd Miller, Weldon Bascom. Third-day money (Monday night), Weldon Bascom, William Bushbaum, Steve Rains, Poneho Gomez, Boyd Miller, Lonnie Rooney, John Beazley. Fourth-day money (Tuesday night), Poneho Gomez, Mr. Johnson, Weldon Bascom, Steve Rains, Mr. Medley. Fifth-day money (Wednesday night), Weldon Bascom, Poneho Gomez, Steve Rains, William Bushbaum. Sixth-day money (Thursday night), William Bushbaum, Weldon Bascom, Curley Bell, Steve Rains.

MAY LILLIE

(Continued from page 36)

gan and we thought some more. We did not hear the familiar, "Come in, kids; the Major will be here in a moment." It hurt.

Then came the funeral, and what if funeral! It was just the kind which May Lillie would want. She loved flowers and it required a monster new cattle truck to carry the floral pieces. Mayor Penny of Tulsa thoughtfully provided a mounted police escort to head the funeral procession, and can't you hear May Lillie say, "Boy, that's something! Mounted cops and all!" So Saturday, September 19, thousands of friends in expensive motor cars and foot labored to the top of Blue Hawk Peak to pay May Lillie their final regard. The services were the usual short Episcopal readings and the final Eastern Star tributes. May Lillie loved music along with the flowers, and she had both. Can't you hear her saying "Both—and in a big way!" There sat Pawnee Bill, her husband, with jaw firmly set. Swathed in bandages and dressed in boots, pajamas and dressing robe, he took his grief just as you would expect a fron-

Woods handling majority of the acts. Performances given in gymnasium of Rogers High School, for benefit of school Athletic Fund, attracted 800 at matinee and better than 200 at night.

ESCALANTE Family has been working many big fairs, the last four in order being Canby, Ore.; Missoula, Mont.; Yakima, Wash., and Puyallup, Wash. Esther Escalante, trapeze performer, surprised many friends at Missoula with a party, celebrating her first marriage anniversary with Floyd Crouch, tight wire and tumbler performer. Marriage was in Hawaii last fall and was never announced (even to relatives) until Esther completed her last picture in Los Angeles. Troupe will play San Diego County Fair. Escalante Circus is still going, half of the family being with it.

DANCE SEASON

(Continued from page 28)

Goya, Fowler and Tamara, Charles Weldman, Tamiris, Nimura, Martha Graham, Hans Wiener, Doris Humphrey, Asadata Dora Horton, Eva Skellanos, Benjamin Zernach, Agnes de Mille, May Cadd, Rosetta O'Neill, Hanya Holm, Martha Hill, Wallingford Riegger, Paul Love and Anna Sokolow.

BENNINGTON, Vt., Sept. 28.—The Bennington School of the Dance has closed a very successful season of demonstrations and exhibitions by its own students and also by guest dancers. Among the well-known groups that performed are the Ballet Caravan, July 17 and 18; New Dance League, July 25; Martha Graham, July 31 and August 1; Hanya Holm and group, August 7 and 8; Humphrey and Weldman and groups, August 12 and 14; student workshop productions, August 13 and 15, followed by several other student demonstrations later in the month.

A two-week study of technique was conducted by Miss Humphrey, Weldman, Miss Holm, John Martin, Louis Horst and Martha Hill.

PHILADELPHIA, Sept. 28.—Popularity of the dance and ballet found theater managers cashing in on the cycle. With the concert halls dark for the month, interest in the dance was directed to the variety theaters.

Following the close of the outdoor symphony season, which featured Catherine Littlefield's Philadelphia Ballet and Ted Shawn Dancers in its closing weeks, the Fox Theater headlined Harriet Hoctor for one week. Miss Hoctor had the entire stage to herself for a class showpiece of toe work in the ballet waltz and an inspired choreographical bit based on Edgar Allen Poe's *The Raven*.

One of the highlights of the vaude season at the Erie Theater was the appearance of Elizabeth Friedman's Elda Dancers. Their performance heralds a new trend of entertainment in the film-fest houses. While pewholders expected the usual hot rhythm dance, the Elda Dancers offered more than the necessary dash of class with a classical waltz ballet.

Maria Gambarelli starred in this year's version of the *Buck Hill Follies*, presented earlier this month at The Inn, Buck Hill, Pa. A shortened version of *The Bartered Bride* was the outstanding feature of the revue.

Bernice Dollarton was another to turn from concert to variety. Her classical interpretations were featured with the Ritz Revue, which opened at Palatine Lake, Elmer, N. J.

Glady's Kochersperger is providing talent for the annual charity garden party held on the Blizard estate in Haddon Heights, N. J., today. With a group of 80 student dancers assisting, a ballet and revue, with scenery specially designed, are being staged.

A large and enthusiastic audience greeted the presentations of Florence Cowanova and her dancers at their annual recital in Haddon Hall, Atlantic City. Costumes were designed by Cowanova, and Miss Cowanova staged the dance routines, which included both classical and modern variations.

Next season's prospects are encouraging. The Monte Carlo Ballet Russe will begin its fourth American tour at the Academy of Music in November. S. Hurok also promises to introduce the Trudi Schoop comic ballet here this season. Irene Clinter will make her concert debut at the Stephen Girard Hotel November 4 in a program of international interpretative dances. The Philadelphia Forum will present four distinguished ballets; the *Ballet Russe*, the Jooss European Ballet, Trudi Schoop and Catherine Littlefield's Philadelphia Ballet in an American premiere of Technikowsky's *The Sleeping Beauty*.

Canada's Indians

OTTAWA, Can.—There is no foundation for the common belief that the Indians of Canada are a vanishing race. The census which is taken at five-year intervals has shown a substantial increase in each of such periods during the past 15 years at least. According to the last census there were in Canada 122,911 Indians—62,943 males and 59,968 females. About 112,500 live on the reservations.

The system of reserves, whereby particular areas of land have been set apart for the use of the Indians, has been established in Canada from the earliest times. It was designed to protect the Indians from encroachment, and provide a sanctuary where they could develop unmolested until advancing civilization had made possible their absorption into the general body of the citizens. Indians in Canada are minors under the law, and are the wards of the Department of Indian Affairs. The activities of the department as guardians of the Indians include the control of Indian education, health, etc., the development of agriculture and other pursuits among them, the administration of their funds and legal transactions, and the general supervision of their welfare.

inee), E. Pardee, Clyde Burk, Maynard Gaylord, Breezy Cox. Third-day money (Sunday night, Monday morning), E. Pardee, Henry Snively, Hugh Bennett; Jim Snively and Maynard Gaylord split fourth. Fourth-day money (Monday matinee and night), Ralph Bennett, Jay Snively, Floyd Peters, Jim Snively. Fifth-day money (Wednesday and Thursday nights), Ralph Bennett, Hugh Bennett, E. Pardee, Clyde Burk. Bronk Riding—First-day money (Friday night, Saturday matinee and night), Melvin Twiss, Leslie Karstadt and Frank Martz split second and third; Eddie Curtis. Second-day money (Sunday matinee and night), Eddie Curtis and Canada Kid split first; John Jordan; Slat Jacobs, Leo Murray and Ken Hargis split third. Third-day money (Monday first and second shows), Bart Clemons, Joe McMackin; Weldon Bascom, Leo Murray and Melvin Twiss split third. Fourth-day money (Monday third show), Buster Brown, Jackie Cooper, Eddie Curtis, Canada Kid. Fifth-day money (Wednesday and Thursday nights), Jackie Cooper; Canada Kid and Weldon Bascom split second; Buster Brown. **Wild-Cow Milking**—First-day money (Friday night), E. Pardee, Maynard Gaylord, Hugh Bennett. Second-day money (Saturday matinee), Jim Snively, Hugh Bennett, E. Pardee. Third-day money (Sunday first and second show), E. Pardee, Maynard Gaylord, Hugh Bennett. Fourth-day money (Monday first and second shows), E. Pardee, Breezy Cox, Clyde Burk. Fifth-day money (Monday third show and Tuesday night), Hugh Bennett, E. Pardee, Maynard Gaylord. Sixth-day money (Wednesday and Thursday nights), Clyde Burk, Jim Snively, Hugh Bennett. **Mane Holt Riding**—First-day money (Saturday and Sunday), Steve Rains, Boyd Miller, William Bushbaum, Poneho Gomez, Bud McDaniels. Second-day money (Mon-

day morning and rancher to take it. Inside, this lovable character grieved as if his heart would break, but restrain himself he did. Then came the twomils procession to the private mausoleum on the far outskirts of Pawnee. There was no great amount of tears shed, as each friend wished to save the Major. At the cemetery the services were short and well-read, and at the finale the great crowd of friends was suddenly rooted to the ground. Just as the minister committed May Lillie to her final resting place with the Scriptural "Amen," from afar came the tooting of a circus calliope playing Taps. This was followed by *The Last Round-Up, Home on the Range, Old Pat* and a hymn. It seemed as tho a monster switch had been thrown, because tears began to fall from the eyes of gentleman and Indian woman, from millionaire and relief worker alike. In that great crowd stood a little group of circus folks; your folks and my folks. There stood Dexter Fellows, of the Big Show; Leo Blondin, formerly of the American Circus Corporation; George Hartzell, famous clown, and their wives. It all was just as May Lillie would have wished, and can't you hear her exclaim, "Boy! Police escort, flowers, music, big crowd, a circus calliope playing my favorites. What an exit, what an exit! It was my final exit, and to you all: Good-by and God bless you. I'll see you at the Final Performance above. I'll be waiting for you, Gordon, with outstretched arms, and until that time God bless you and keep you."

UNDER THE MARQUEE

(Continued from page 38)

Manager Bryan Woods announcing and working as ringmaster and Miss Billie

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

WALNUT HILLS ROLLER RINK, to be constructed at 2827 Gilbert avenue, Cincinnati, will be a modernistic structure of monumental type, according to architects' plans. Enterprise is backed by a Cincy syndicate, including Stanley G. McKie, Harry Nichoff, George W. Beiser, William F. Seferino and John Helmerding. It will be one of the largest in the country, with high-speed frictionless floor and free of pillars or other obstructions. Building will be insulated against noise. Rink will be operated by Mr. Seferino, who also operates Chester Park Rink, and construction will start to insure completion, it is expected, about December 15.

PLANS for converting Camden (N. J.) Convention Hall Annex into a roller-skating rink on a share-the-profit basis and three-year lease, were revealed to the city commission by Commissioner Frank J. Hartmann Jr., who offered a resolution to lease the annex to Al Pierce & Company from October 1, 1936, to May 31, 1939, except for periods from June 1 to September 14 each year. Proposed rental was fixed at \$256 a month as a minimum and that the city reserve the right to take as rental one-half of proceeds. Pierce operated a rink successfully last year in East Camden.

WHEN Madison Gardens Roller Rink, Detroit, opened on September 15 it was filled to the front doors. Many floral pieces were received, among them a beautiful offering from Fred Martin, manager of Arena Gardens. Favours were distributed and a holiday spirit prevailed. Orchestra is seated high over heads of skaters and is plainly heard outside at car-loading stations, attracting many to the rink, which has been modernized by the addition of a beautiful front and newly decorated entrance. Orville Godfrey is manager; Mrs. Orville Godfrey, tickets; Miss Audrey, wardrobe; Gilbert Avell, floor manager; Leonard Godfrey, Art Berner, assistant floor managers; Clayton Harris, Walter Asahber, skates; William Vestervich, fountain; Lewis Steinberg, Roller Land band leader.

LYNN AND LAZZERONI, graceful skaters, opened last week in Washington-Youree Hotel night spot, Shreveport, La., going from the Blue Room in New Orleans, where they headlined a floor show directed by Gus Arnheim and ork.

WHITE ROSE ARENA, York, Pa., opened the season on September 22, with Manager Charles Harkins officiating. Renovations include refinishing track and decorations of lamps and ceiling of main auditorium. New musical numbers have been added. Staff: Richard Bittner, assistant floor manager; Carl Reeser, instructor; William Furst, instructor; Edgar Kohr, skate room; Vivian Shue, instructor; Mrs. Elsie Kohr, skate room; Ester Shue, box office; Thomas Grove, tickets; Richard Snyder, Phillip Wagner, skate boys.

"NEW CHEZ VOUS RINK, Philadelphia, threw open its doors Sunday night, September 13, for a preview of its beautiful interior by members of Chez Vous Club," writes E. M. Moorar. "We used the word new advisedly; it is not a new rink as far as the name applies and this is the beginning of its sixth season. However, the interior is new." Not being an artist, I am unable to fully describe the wonderful blending of many delicate colors and the artistic designs accomplished by the painters. Neither am I

capable of describing the intricacies of the electrical effects that have been installed to make the place a virtual fairyland when lighted. For the entire time of this rink's existence it has been acclaimed the model rink, also the most beautiful, and one who has seen it previously wonders what more could be done to add to its beauty, yet this has been accomplished and many other innovations added. The same treatment has been given to the ballroom, a separate adjunct of the rink and which has been operated two evenings a week in conjunction with skating, and we believe there is no finer in the country. On the end wall of the rink are depicted character paintings of prominent people before the nation's eye and on roller skates. The centerpiece shows Uncle Sam, John Bull and Mile. France in a trio. Then there are Hitler and Mussolini doing a figure eight. Other world and local notables have their spots. Each of these paintings, particularly the faces, was executed from an original photograph by a well-known Philadelphia artist. To one accustomed to entering a big barnlike structure with bare, uninviting walls and possibly strung with a row or two of dust-catching flags or pennants, it is a relief to see originality displayed in an artistic manner. The morale of the rink is in keeping with its beautiful surroundings, here one sees no unkempt sweaters, no speed-demon skaters, intent only in knocking down anyone in their path. The atmosphere is that of a first-class ballroom, as is the attire of patrons, and such it has been since the inception of the rink. Many times we have been told it could not be done

to be about April 10. Mrs. Doris Sanderson assists her husband and numerous attractions are booked.

TRIANON ROLLER RINK, Alliance, O., was reopened under management of Art Malloy, for the past nine years managing director of Craig Beach Park, Diamond, O. Sessions are Tuesday, Thursday, Saturday and Sunday nights, with Sunday matinees for children and beginners.

HAVING traversed 38,000 miles of U. S. highways on roller skates in three and one-half years, Jolly Flo, says her manager, Elmer E. Ayers, Lynn, Mass., is planning a roller-skating tour thru Canadian territory next summer. She will appear in Eastern roller rinks this winter.

AFTER an engagement to good business week of September 7 in Salt Lake City Frank Vernon, trick and fancy skater, returned there for four days, starting on September 21. He reports bookings in rinks in California, Oregon and Washington to follow.

Current Comments

By CYRIL BEASTALL

DERBY, England—One hears of Leo A. Seltzer, premier roller-skating promoter of the day, forming an association. Here's wishing this live wire the best of luck.

Mr. Seltzer's enterprise is worthy of every admiration and I feel sure he has the good wishes of all worth-while rink men in America, but he will not find

and that he clocked a fraction better than 2:07. I can hardly believe that any sensible follower of roller speed skating will credit such a feat, for, to be quite frank, it is not possible even on such a large rink as the Coliseum.

I merely refer to this claim in the hope that in future people may think before making wild claims of this nature. If such a time were clocked it is quite obvious that a full mile was not skated.

I believe Roland Cloni skated the distance behind motorcycle pace in New York City some 20 years ago in the remarkably fast time of 2:17 and a fraction, but conditions were different and Cloni was a speedman of world-wide fame.

Rinking?

By W. H. C.

GOOD BUSINESS? If at first you can't get 40 cents or more for skating try 25 cents. If this fails try 15 cents. If you fall then give 'em two nights for price of one. If you fall then stand off the landlord or move in the night. No intention to offend but the truth will out!

REFINED? One of our cracked-up-to-be-topnotch operators in a metropolitan city allows his floor men to chew tobacco!

BEGINNERS. Some operators allow instructors to do their stuff all over the floor while beginners stand by and look on. That's a good way to teach newcomers in one night. They think the beginners never come back; they've learned everything "about your rink."

NEW OPERATORS. If a rink is opened at a cost of several thousand dollars just disregard the investment and hire cheap help. This will keep overhead down and so many skates won't be needed. It'll be easy on the floor, too.

FAST SKATERS. If you have any speed skaters on your staff nothing will stop them from showing how fast they can go during a session unless you prevent them from doing so. Some operators do.

CHEAP ATTRactions. Like cheap clothes lose shape and shrink, so can attendance. The public is as wise as operators are, so don't try to fool the customers.

SMALL TOWNS. Many a small-town operator knows plenty. Don't belittle him. Remember, the most outstanding figures in the amusement world are small-town products.

SKATEROOM. Don't let your skate mechanic or room attendant change skates without a growl. Unless he does so he may be forced to satisfy one of your patrons.

TRACK AND TIME. There are still 5,280 feet in a mile and 60 seconds in a minute. In the past too many operators have announced that their skaters have done a mile in such record time as would put all of the most outstanding speed skaters to shame. Fictitious or manufactured "records" do not establish honest performance and have led many an innocent skater (amateur as a rule) to be victims of the erroneous belief that they have broken a world's record. Is this just?

WPA UNIT

(Continued from page 36)

a wire artist. "The show is at tops now," Diggs says, "but repeaters need new stuff. I guess we have dispelled the idea that a circus can't play every week of the year in the same city."

The local WPA circus suffered a blow-down in a near-by suburban spot last Friday. No injuries were reported, although the dressing top and several small tents were blown down. The big top was lowered by attendants in time to save those beneath it. The unit, which is bringing its first outdoor season to a close, resumed operations on Tuesday (22) using new canvas.



STAFF OF ARENA GARDENS RINK, DETROIT—In the photo are General Manager Fred Martin; Robert Martin, assistant; Robert Bice, organist; Thea Bourgett, cashier; Ann Fieck, club secretary; J. Bell, H. Spencer, E. Olsen, J. Brett, W. Hart, F. McGill, J. Parahem, floor staff; William Horns, doorman; Nina Spencer, Clarice Martin, floor ladies; Ed Martin, D. Gray, skateroom service; May Connelly, Jean Stempson, checkroom; Mrs. B. Coulton, matron; Marguerite Hart, Norman McGinnis, fountain; Herman Thompson, Joe Sanford, Oscar Williams, John Pulliam, skate and janitor service.

with a rink, but here it is done, and the lavish expenditure of money to add to the cleanliness and brightness of this rink speaks only too loudly of the fact that business must have justified the expense. My advice to rink men passing thru Philadelphia is to see this rink and be convinced."

CHICAGO roller rinks are having good business. Hollywood Rink, Jules Mahl, manager, has planned many contests and races. Madison Garden Rink, Charles McCormack, manager, is teaching waltzing Thursday evenings preparatory to a waltz contest in January. Manager McCormack has several races scheduled for March. Arcadia Gardens Rink, under new management of Joe Laurey, has installed a new electric organ, and next month will undergo renovation and redecoration.

IF NEGOTIATIONS with Utah Trust Company for a large building in the heart of Salt Lake City go thru Gordon Woolley, proprietor of Salt Lake City Rink, will have floor space of 80 by 130 feet, with 30-foot width of the entire length of floor for spectators. A new maple floor and novelties in decorations are planned.

EAST END RINK, Albuquerque, N. M., will be closed on October 15, Manager L. M. Sanderson planning to rebuild. Reports Frank Vernon, who played the rink week of September 14. Manager Sanderson intends to add 60 feet in length, new maple floor and new equipment of Chicago skates, spring opening

an easy task, for he starts under a rather big handicap.

Some years ago an association was formed and so unsatisfactory were its activities that quite a few people of standing will think twice before giving their support. Fortunately the body I refer to did not extend its activities to the whole United States, but, nevertheless, what it did do is quite sufficient to act as a distinct setback to the bona fide efforts of Leo A. Seltzer, who, in many opinions, is the ideal man to start a movement of this kind.

Let us hope that American rink men will realize that here is a man who is helping to put our sport right in the public eye and rally round.

Some weeks ago I noticed that some speed skaters, three brothers, claimed to have put up sensational time in Coliseum Rink, Cedar Point, O. I have not the exact figures at hand, but I remember one of these boys was said to have shattered the world's record over an



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EQUIPMENT
WILL HAVE NO OTHER.
THERE IS A REASON.

CHICAGO ROLLER SKATE CO.
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BUSINESS STILL ON HIGH

Fall Season Now In Full Swing

Some bad weather—however, general averages hold favorably with first half

CINCINNATI, Sept. 26.—Carnivals holding bookings for the autumn time have not reported any decline in fair and celebration grosses. Some bad weather has cut in on the weeks, but the finish in general has been strong.

Taken as a whole the general optimism prevailing appears justified by the following reports:

Douglas Greater Shows Ready for the Fair

PUYALLUP, Wash., Sept. 26.—Everything was in shape and ready for the opening last Monday. Rides and shows had been painted.

E. O. Douglas had all concessions located as follows: Two ham and bacon stores, string store, three milk bottle stores, two cat racks, one clothes-pin store, one penny pitch and pitch-till-you-win, hoopla, cork gun gallery, picture gallery, balloon stand and hammer and nail novelties. Harry Myers was in with three big eating places.

The rides lined up are Merry-Go-Round, 12-car Whip, Twin Ell Wheels, Merry Mixup, four baby rides, double Loop-o-Plane, Lindy Loop, Heyday, Tumble Bug and Drive-Yourself Cars ride. Shows are Major John, the frog boy five-in-one; Anna John Bud, ten-in-one; freak animal show, Goldlick Bros.' Motordrome, Old Mill, Funhouse and Upside-Down House. Flossie has candy boss; H. H. Avery, pop corn and peanuts.

Mrs. E. O. Douglas returned from Seattle and brought plenty stock. Indian Bill Wilson arrived to take over stock tent, assisted by Bud Kennedy. This is the third time here for the Douglas Greater, reports Curlee Jones from the fairgrounds.

Jones' Exposition Finish Strong at Memphis

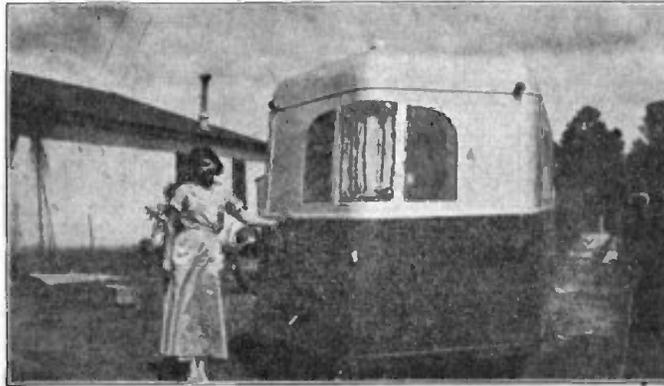
MEMPHIS, Tenn., Sept. 26.—Favored by perfect weather, the Johnny J. Jones Exposition Shows on the midway at the Mid-South Fair were well up to a high standard and did a good business after the first part of the week. The primary show attraction with the Jones Exposition appeared to be Evelyn Frechette, girl friend of the late John Dillinger. Evelyn's picture crashed *The Commercial Appeal* news columns when she called on officers in the police division of the city of Memphis display at the fairgrounds.

All riding devices were played heavily throughout the week. Night business was excellent, altho the day business was slack except on Friday and Saturday when midway grosses were heavy.

Max Goodman's concessions were prominently located on the grounds and played to fine business.

Beckmann & Gerety Shows Beat Topeka Record

TOPEKA, Kan., Sept. 26.—Business of the Beckmann & Gerety Shows at the Kansas Free Fair was 10 per cent above that done by the carnival company in 1935, when all-time attendance records were set, according to Maurice W. Jencks, secretary-manager of the Free Fair. Figures on total gross were not available. Eastern Kansas seems to prefer riding devices to shows and the 18 rides came



LIVING TRAILER of Mr. and Mrs. Jesse Wrigley, who are with the Big State Shows. Mrs. Wrigley is shown in the picture. There are more than 50 house cars with this carnival organization.

in for a big play. An all-time high record for the Kansas Free Fair was set Thursday, September 17. On this day the three Ferris Wheels rode more than 7,000 persons and other rides holding up. Most of the rides and shows were ready for the opening Sunday evening in time to get the early arrivals for the grandstand beauty pageant.

Dumas & Reid Shows at Saginaw Annual Fair

DETROIT, Sept. 26.—Dumas & Reid's Happyland Shows played the Saginaw County Fair, Saginaw, Mich., to one of the best weeks of the season, with 9 rides, 8 shows and 50 concessions. The shows were located in a very long straight midway back of the grand stand and race track in the center of the fairgrounds.

Among attractions which have recently joined the Happyland outfit are Doc Stewart's Funhouse, Elmer F. Cote's Freak Show, Philip J. Martin's Miniature Railway and O. W. Hall's Kiddie Auto ride.

Well-known show visitors to the midway included Fred W. Green, former governor of Michigan; Fred Chapman, secretary of the Ionia Free Fair and former secretary of the Michigan State (See BUSINESS on page 58)

Mrs. Redding Operated On Successfully

CHATTANOOGA, Sept. 26.—Mrs. Joseph Redding, wife of the well-known carnival manager, underwent a serious surgical operation Tuesday, September 22, and is rapidly recovering at the Newell Sanitarium. The operation was performed by Dr. Edwin T. Newell and his aids and was successful. Her many friends in the outdoor show world will wish her a speedy recovery.

Hennies Brothers on Long Jump to Miss.

LAUREL, Miss., Sept. 26.—One of the longest jumps undertaken by a motorized carnival this season is that by the Hennies Bros.' Shows that is due to open here at the South Mississippi Fair, R. K. Booth, assistant manager of the fair association, announced today. Closing the South Dakota Fair at Huron, Booth says that the Hennies show will jump the 1,500 miles to Laurel with only one stop, that being Sikeston, Mo. He is very enthusiastic about the show for the fair and is hinging most of its features around the booking of the Hennies organization.

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

By STARR DeBELLE

CARBON COLLIERY, Okla.
Week ending September 26, 1936.

Dear Charlie:

The Ballyhoo Brothers are gradually working south for their out-all-winter tour. After an absence of two years the show returned to Oklahoma. The information extended (not officially but by the grapevine system) that the show would play several new boom oil towns before leaving the State was verified by two cookhouse waiters today.

The booking of this town and the auspices unusual. For once our agent had the best of it. The committee begged him and he not them. The Gas and Oil Companies Combined asked for a contract (Republicans). The Combined Coal and Coke Companies of the State (Democrats) were finally awarded a show contract. The show agreeing to lay aside all our electric and gasoline motors and replace them with coal-burning steam engines. The midway beautifully laid out between slate and slack piles, with steam gauges popping off, whistles blowing and a velvety carpet of coal dust under foot made it truly the carnival different.

The show's location a bit bad from a political standpoint. The show with a Democratic auspices playing in a Republican neighborhood. The coal trucks unloading on the lot daily kept the Gas and Oil Company neighborhood away.

But business (as written up in most of our weekly stories) was above expectations.

Bicycle Annie joined here. The writer has seen them join on foot, by plane, horseback and with cars, but never before a bicycle. A basket hanging on the handlebars carried a dog, cat and a ukulele. So enthused was Manager Pete Ballyhoo with this sure-to-get-back-home mode of travel, he has decided to encourage the cycle idea and furnish each single girl a cycle, if married a tandem bike. These to be financed out of the office. Annie was immediately placed in charge of the Bicycle Ride that had been built in winter quarters but never used, due to the lack of bikes. All cycles to be loaded on flat No. 21. This the only bicycle flat carried with any show.

Management just announced the booking of the coming Presidential Inauguration, Washington, D. C., in January. This date set unless the show management decides to change it to break a jump. Bosses may add the Great Inauguration Exposition to our letterheads and paper.

P.S.—Should Pete Ballyhoo be elected on a straight carnival ticket all concessions will be located and work on the White House lawn. Now selling space and accepting deposits on same.

M. P.

Bluenose Shows' Season Report

Invades new territory and reveals interesting details of its tour

AMHERST, N. S. Can., Sept. 26.—The Bluenose Shows, headed by Frank J. Elliott, of this city, with Mrs. Elliott as secretary-treasurer, is nearing the close of its third season after making some carnival history in this sector.

After the opening at Amherst the middle of May the shows took to the road, playing three stands in Nova Scotia, then crossed Northumberland Strait into Prince Edward Island. After four dates there Mr. Elliott chartered the auxiliary schooner Senora and sailed to the Magdalen Islands, at the mouth of the Gulf of St. Lawrence. The setup was at Grandstone, largest settlement on the islands, which have a population of about 8,000. The stay was for a week, with business fairly good. The scarcity of fish prevented the receipts from being as anticipated. Everybody in the Magdalens speaks and understands only French, but the Elliotts overcame this by taking with them on their staff persons who could speak English and double in French. Everybody on the staff knew how to talk and understand French.

The boat Senora was loaded up again with the carnival equipment, staff and performers. The next stop was another long voyage, Channel, Newfoundland. After five towns in this country, a week at each stand, the Senora took the party to the island of St. Pierre, a French possession. Mr. Elliott arranged for a two weeks' stay at St. Pierre with the governor before leaving Newfoundland, making a special trip for this purpose. St. Pierre, with a population of about 16,000, is wholly French, but the Elliott carnival was prepared to cope with this demand by still having the French speaking and comprehending members of the staff along.

According to Elliott, the season this year was far longer than any of the preceding seasons for this carnival and it will not be back in winter quarters at Amherst until the middle of October. The chartered schooner will carry it back to within about 15 miles of home quarters. Motorized equipment was used throughout the tour.

Mr. Elliott reports the opening up to tent shows of the Magdalens and St. Pierre has embraced the most interesting adventures in his long career as a showman. For many years he has operated indoor fairs, expositions and the like thru Nova Scotia and New Brunswick. He is also a distributor of coin machines and now is arranging a series of indoor fairs and shows for the winter months. Four sets of islands were visited this year by the Bluenose Shows. The voyage from Souris, P. E. I. to the Magdalen Islands required two full days and nights, and from the Magdalens to Newfoundland needed three days and nights. From Newfoundland to St. Pierre consumed two days and nights. Coming back home from St. Pierre to Nova Scotia will find the carnival group on board the ship for five days and nights.

The staff of the Bluenose Shows for the 1936 season was F. J. Elliott, manager; Mrs. F. J. Elliott, secretary-treasurer; their 4-year-old son, Glynn Elliott, as the official mascot; Gerald Gould, lot foreman and electrician; Clinker Durant, foreman of the Merry-Go-Round; Norman Cormier, ticket taker; Leo Forrest, in charge of the wild animals; Frank Elliott Jr., son of the owners; Cyril Sheaves, Harry Keating, Judd Gallant, Robert LeBlanc, Moss Bowden and Johnny Smith, workers on concessions. A new Ferris Wheel has been purchased during the end of the season and will be available for the opening of the 1937 season, according to Mr. Elliott. The carnival will be enlarged.

Trailer Photos Wanted

The Billboard is desirous of receiving clear photographs of living trailers used by show and concession people. Kindly mail same to Editorial Department, The Billboard, 25-27 Opera place, Cincinnati, O.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 26.—The club is all fixed up and ready for our regular fall and winter activities. The opening meeting is Thursday, October 1.

Activity in the membership drive is still keen and results keep coming in each week. Those received this week are Thomas Murphy and Phil Cronin, credited to Brother David J. Mulvic, and David Schulman, credited to Harry Ross.

President Patty Conklin and Chairman J. C. McCaffery are anxious that each and every one give their full cooperation, as the goal for this year is 300 and it will take a lot of hard work to attain this mark.

Results in the Cemetery Fund Drive are gratifying and each mail helps to increase the total. Those who responded during the week were Chickie Miller, J. W. Conklin, Grover Dier, Charles Vreeland, T. J. McNeerney, J. T. Wortham, William Rabkin, M. W. Jencks, Robert G. Pryal, Dan Bachman, Miss M. S. Litmer, Matt Dawson, Thomas Alton, L. W. Jeanette, A. R. Corey, The Weinberg, Eddie Davis and John H. Niggell. Chairman Joe Rogers says that literature for the drive is in the hands of each and every one and he is in hopes that the response will show that real effort has been given to this work. There is still time, so do not give up but keep plugging so we may put this over even better than last year.

Dues received during the week were from Max Brantman, David J. Mulvic, Julius Wagner, Edgar G. Hart and Joseph Bula.

Brother Neil Webb sends in the application of John Lane. He is also instrumental in collecting the dues of quite a few.

President Patty Conklin advises that the Conklin All-Canadian Shows will hold a Cemetery Fund benefit show at Leamington on the 28th. Secretary Streibich will be there for the occasion. He and Brother Conklin are planning a trip to Cleveland for the Cemetery Fund benefit show to be held at the Great Lakes Exposition.

The Grim Reaper has again invaded our ranks and taken therefrom Brothers Patrick J. Murphy and J. H. Rosenthal. Interment of both was in Chicago.

Callers at the League rooms were G. A. North and E. A. Rooney, of the Grand Trunk System; John A. Sloan Jr., Max Brantman, Julius Wagner; William J. Coultry, resting after close of Riverview Park; William Young; M. J. Doolan; Edgar G. White, in town on business; Walter R. Knight, on his way to the Carolinas; John L. Lorman, again a politician; Ed Reiter, and A. L. Miller, dropped in to say hello.

Brother Jack Arenz advises that he is back in the research hospital for an operation. Will be pleased to hear from his many friends.

Brother William Claire still at the American, hoping to be out soon. Will welcome messages from his friends.

Welcome letters received from Brothers Earl Burke, Neil Webb, Dave Mulvic, President J. W. Conklin. You are

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always welcome at the Showmen's League of America.

LADIES' AUXILIARY

The ladies have carried on their weekly socials each Thursday during the summer. Hostesses at the last three affairs have been Ida Chase, Cora Yeldham and Mary Vitall. These have been an added means of revenue and have netted a nice sum for the treasury.

Thursday, October 1, is the opening business meeting for the fall and winter and we will go on our regular schedule as before.

Applications have been received during the summer from Mrs. Jack Burslem, Mrs. Abner K. Kline, Mrs. R. S. Oakes, Mrs. Margie Palmer, Mrs. Rose Hennles, Mrs. A. J. Weiss and Bessie Simon.

The nominating committee will be selected and officers for the coming year will be named at an early date.

Many activities are planned for the winter and President Mrs. Lew Keller extends a cordial invitation to all visiting showfolk.

Showfolk Honor the Late Billy Streeter

MARSHALLTOWN, Ia., Sept. 28.—Memorial services were held Wednesday, September 16, honoring the late Billy Streeter, sponsored by Crowley's United Shows and Ernest (Rube) Leitman, representing the Barnes-Carruthers free attractions at the Marshalltown Fair.

The procession was formed at the Fair-ground entrance at 10 a.m. with an escort of police, followed by Billy Streeter's sister and many Marshalltown friends and many cars from the free attractions and carnival folks, including the band.

The procession moved thru the business section and on to the cemetery. Services there opened by a selection, *Nearer My God to Thee*, rendered by the band. Rev. L. T. Olson, of Marshalltown, offered prayer and a short talk from a scripture from the Bible, Isaiah 38:1: "Set thine house in order for thou shalt die and not live," and gave a short reading of his life.

Billy Streeter, 57, passed away in his sleep at Jamestown, N. D., on July 3, 1936. Until 2 a.m. he was visiting with his friends; left and went to his room and retired, and at 6:30 a.m. was found in his last and everlasting sleep.

The past two years he was agent for the Hennies Bros. Shows; 14 years before that he was with the John Francis Shows. Most of his life was spent in the carnival business and at one time he owned and operated his own shows.

The Hennies Bros. Shows was held in Jamestown until after his funeral Sunday morning, July 5, and the body was shipped to Marshalltown, his boyhood home, and laid to rest beside his father and mother. Billy Streeter left behind him an untold fortune in friends. Time rolls on and the showman's creed still remains, "The show must go on."

The minister read a tribute to Billy: "For years you have gone on ahead to prepare the way for us, your friends, and you have always been there to meet us with a welcome smile and a friendly

greeting, the road already opened before us.

"Now you have gone on to prepare and fulfill the last and greatest spot we shall ever play. There you need make no 'light' contract, as there is no darkness and the midway is a carpet of velvet, you will find no tent which pitches its poles and glorious 'show spot.' God speed you on your way, Billy."

Floral wreaths were placed on the grave by G. C. Crowley, after which Taps were blown, and all returned to the fairgrounds, and the shows went on. MRS. NOBLE C. FAIRLY.

Midway Notes

READING, Pa., Sept. 26.—Many visiting showmen, among them Dave Endy, Bennie Weiss back after year's absence with more concessions than ever. Bingo had excellent play. Stands beautifully flashed and giving out plenty stock. Bennie added a new truck for stock.

Phil Hamburg was on hand with a blanket wheel, passing them out. Bill Tucker and the missus had nicely flashed stands and ball game; reported business ahead of last year.

Louis Kane, with lunch stand, says season all right up to date.

Doc Hamilton looking after interests of Cetlin & Wilson.

Many Bingo games were in evidence, more than have been seen in several years, all nicely framed. Some giving away big prizes.

Carrell's Monkey Circus enlarged and giving good show, especially the chimp. Has had a good season with Cetlin & Wilson.

Duke Jeanette and Bay Lillian ordered new canvas and flags.

Jack Wilson, Izzy Cetlin and Harry Dunkel on the job. George Hirschberg is the show's efficient secretary.

Big Concession Lineup At Pomona, Calif., Fair

POMONA, Calif., Sept. 26.—Crafts 20 Big Shows at the Los Angeles County Fair here, according to Roy Ludington, manager, and Orville Crafts, owner, are having a most prosperous stay. Including the shows booked for this fair only there are 20 shows and 15 rides on the midway. As in former years something new and different in the layout is noted, especially a new lighting arrangement by Elmer Hanscom, chief electrician, and assistants. The management stated that business the first four days of the fair was about 15 per cent in excess of last year's corresponding period.

All concessions are handled by Crafts Shows. Among these are Ham and Bacon No. 1 stand, Swede Olsen, owner; W. L. Parrish and Harry Parrish, agents. No. 2, Plain Dave Morris; Ralph Christiansen and D. McNutt, agents. Restaurant, Joe Krug, owner; A. Krug, cashier; Ray Fredericks, Lyle Schilling, chefs; Joe Herring, E. Collins, Earl Morris, assistants. Duck Pond, Harry Bernard, owner; Florence Eastwood, William Bloom, Red Akers, agents. Bowling Alley, Phil Stopek, owner; Max Hillman and Joe Bradsy, assistants. Electric Eye, Fred Wolfe. Fay Asia, exclusive crystal gazing, with Sunshine Fountain,

assistant, and Harry Wallace, agent. Blanket wheel, Harry Takel, owner; "Alabam," manager; Jack Morris, Art Krauss, Joe Weller, assistants. Pitch-till-win, Monte Morgan; Harry Shreve and Mrs. Monte Morgan, assistants. Coffee wheel, Mrs. Ed Blakeslee; Dick Caccob, assistant. Bottle game, M. Takai; Mike Skvier, Tommy Dean and Bob Purcell, assistants. Grunt derby, John Pollack; Cleve Fuller and George Harkaday, assistants. Long-range gallery, W. P. King; Jim Cunningham, agent. Photos, Mrs. Elmer Hanscom; Leota Seely and Pearl Williams, agents; Ken Dinger, dark room. Golden Creme Crisp No. 1, Charles Golden; Dorothy Mack, assistant. Golden Creme Crisp No. 2, May Golden; Ellen Curvier, agent. Bumper game, George Sackson; Mae Sackson and Bob Durin, agents. String game, Y. Takai; B. Yoshida and T. Kimaru, agents. Balloon dart, George Sackson; Arthur Barry, assistant. Ham and Bacon No. 3, Glenn Widdecomb; Hugh Logan and Tom Carner, agents.

Balloon dart, M. Bernard; Dee Smith and George Devore, agents. Fish-till-win, M. Bernard; John T. Williams and Frank Phillips, agents. Baby rack, Marie Klepck; Bennie Irby, agent. Cigarette shooting gallery, Mr. and Mrs. Will Gassaway. Bottle game, Marie Klonek; W. H. Clancy, Harry Martin and Jim Thayne, agents. Rug wheel No. 1, Ragland and Korte; Ruth Korte and Louis Korte, agents. No. 2, Evelyn Harms; Bill McMahon and Rosanna Benson, agents. Cat rack, Eddie Bliss. Candy wheel, R. J. McDonald; Mildred Allen, Jack Tenny, Gene Ames, agents. Bird message, M. Fukushima. Penny crush, J. Callahan and Clark Roberts. Bingo, Mrs. Roy Ludington; Walter Morse, Shorty Helmie, B. Daly and T. Shean, agents. Penny pitch, Mrs. H. Bernard. Scales, R. L. Morris and Eddie Brenot. Lite guard, H. E. Wilcox. Candy cotton No. 1, Mrs. C. Y. Clifford. No. 2, Gus Anderson. Live turtles No. 1, Jack Rubenstein and Sparkies Lee. No. 2, Harry Mack and Mack Fleischer. Psychographist, E. M. Moulvin; Brooks Pralines, Mrs. E. Edgar, Marion Eyer, J. C. Huber, Goldie Bauer, Carl Huber and Shirley Bauer, readers. Streets of Paris Cafe No. 1, Hap Young, owner; Harry Serb, Mike Coyle, Mrs. Glenn Young, Charles Black, Bob Nichols, Frank Mares, Iris Pritchard, Ruth Simpson, W. C. Wilcoxon, Jack Merkle, Arthur Mallon, U. S. Williamson, J. C. Whitted, assistants. No. 2, Glenn Young, man-

(See BIG CONCESSION on page 58)

"IT'S TOPS IN RIDES"



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With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Stars—All Modern Bearings—Masterful Engineering. 100% Portable.

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BABY WHALE
 Six Feet Long,
 With 8x10 Banner, \$45.00, Petrified Stone Man, \$35.00, Devil Child with 6x10 Banner, \$25.00, Memorials, Sea Berrants and lots of others, \$15.00 Each. All sent postpaid. **NELSON'S SUPPLY**, 514 E. 4th, So. Boston, Mass.

READING UNITED SHOWS
 WANTS Grand Shows (lowest percentage), Cash House and Photo Machine for Huntington Fair, Colored Performers (No Band for Minstrel Show. Guaranteed salary. Must join this week. Decaturville, Tenn. Fair, this week, and Huntington, Tenn. Fair, next week.

Midway Confab

By THE MIXER

NO SHOWMAN is greater than his press agent makes him.

FROM NOW ON: "All eyes to the future"—Leo M. Bistany.

ARTISTS are sometimes brilliant minds in corduroy pants.—Tommy Allen.

THESE "Spellbinder" midways certainly must be the goods.

DON'T MENTION IT: "The vanity of some showmen."

FEAR NOT a kick in the pants if it will wake you up to some worthy action.

NEW CARNIVAL TITLE: Great "Knock-Knock" Airplane Shows.

CHARLES ABBOT—still general agent Krause Greater Shows?

NEWHAN (NOONIE) COVEN—write your brother Sam Coven, and sister Molly.

MARKS SHOWS report booking a number of return dates for 1937.

WHY CREATE the evil and then try to make yourself a big man by correcting it?

ELWOOD M. JOHNSON—who did you general agent this season?

EVER SEE Slover's riding pony fromezup? It is just swell, that's all.

PIQUA, O., while James F. fights the weather and gathers in the necessary.

STOP COUNTING the weeks. The season is always too short for those who make show business a business.

ART LEWIS seems to be progressing with the Art Lewis Shows in the New England territory.

BEN WILLIAMS can and does say **NO** or **YES** so emphatically there is no doubt, as to what he means.

SOME MEN prefer liquor—others to become intoxicated with their own importance.

A CARNIVAL without a route is like a man with an umbrella and no weather to use it in.

H. ELLIOTT has the weighing scales on the Beckmann & Gercy Shows. He is, we think, the ice-water king drinker of all. He puts out stock plenty.

W. T. JESSOP reports a lot of new ideas in shows for season 1937. He is in a hurry. Not with the ideas but with the announcement.

THIS LINE is to remember Morris Miller, John T. Tinsley, Eric B. Hyde, Mrs. Eric B. Hyde Herbert Tisdale and Bobby Kork. Now Bobby!

as electrician. Myself and wife are at home here."

SWEET EVENING BREEZES: "My shows"—and they do not even own a letterhead nor moral right to the title they are using.

JIM HODGES is given credit for being one of the pioneers in the use of trucks and trailers to transport independent shows. Just who was the very first?

WILLIAM EATON, who was with the K. G. Barkoot Shows years back, is still home in Cincinnati in the sign-painting business. He is itching for the road?

TO THE ONE who signed his postal card "An Observer" from Latta, S. C.: A communication without signature carries no authority and cannot be printed.

PERMANENT SUCCESS: How fascinating is it only a myth? many, once prominent, it has been only portable, transient and fleeting.

HARRY NOEY, carnival talker, formerly with the Sheesley Midway, is now handling the front of the Empress Theater, Cincinnati. Sidewalk talker in the winter time. Oooh!

J. J. PAGE seems to have everything under control now. Recent date at Clark County Fair, Onelda, Tenn., was very satisfactory, according to E. C. Perry, the secretary.

MANY GENERAL AGENTS are in favor of running Jack V. Lyles for governor of North Carolina.

WALLY BLAIR cards from Murphy, N. C.: "Finished bookings north. Made 1,000-mile jump south to play fairs with musical comedy show. Have a new seven-passenger car."

GLEN MARSHA cards from Huntington, W. Va.: "Mrs. Lou Matthews, widow of the late M. L., is very ill at her home here—1808 Madison avenue—and would like to hear from friends."

THAT WHICH is not in line with decency and progress is doomed to oblivion—"The Onion."

FROM THE ATLANTIC to the Pacific oceans all the carnivals will soon be south of that invisible line (east) known as the Mason and Dixon. All aboard! Some never cross it and make money.

JOHN WILSON reports from New York City: "Edward L. Poupkin, well known in the show world, mistook tattoo remover for a mouth wash and is in a very bad condition."

GEORGE F. OORMAN writes an interesting letter of things around the Krause Greater Shows. Ben is playing all dates as contracted and in on time.

KENT HOSMER: "That wee press agent?" He just weighs so much and there he is. Always on the job. Guess he will have to be termed "Snake Eggs" after that recent snake story. Okeh!

THE NAIL-DRIVING contest as a side-show act suggested by "Red Onion" went by the boards as that and developed into the "Nail Joint"—more is the pity, sometimes.

SOME NEWS from Foley & Burk. They played a big date in California recently and broke a lot of records—not of the phonograph variety.

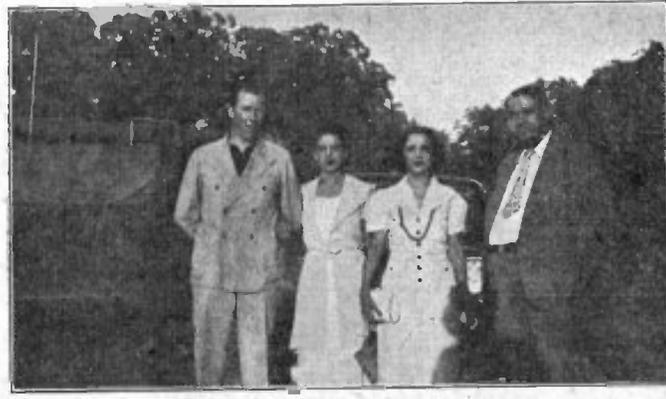
MANY CARNIVAL managers have already ordered their Christmas cards. The early bird catches the best selections. This announcement is rather previous, eh!

DUKE WILSON writes from Chicago: "Just off the road after the best season since 1930. Closed with the Imperial Shows. Visiting my brother, Al Rosa, Princess Carnilita is at the exposition in Cleveland."

SHOW LETTER WRITERS—Please let's finish season 1936 before talking about what will be done in 1937. Current news is welcome. Thank you kindly.

F. T. BROWN writes from Duchesne, Utah: "Sorry to hear that Sammy Coven, better known as 'Niggy' Corbett around the lots, will enter Mayo Hospital, Rochester, Minn. He has suffered in silence all season."

FROM THE old world: Frank P. Spellman had ambitions to control all amusements at a fair—midway, free acts and everything alike. He was just 25 years



PROMINENTS IN SHOW BUSINESS—This picture was taken at Muncie, Ind., during the engagement of the Johnny J. Jones Exposition in that city. From left to right: G. B. (Bob) Dent, manager International Crime Exhibit; Mrs. C. R. Dent, lecturer; Evelyn Frechette, feature attraction, and B. N. Christophel, wax figure artist.

CARL J. ANDERSON, of the Johnny J. Jones Exposition, please note.

H. B. SAUNDERS plans to return to the fold after spending the summer at home. Going to Florida, Harry B.?

DEPRESSION drinking glasses and short portions in carnival cookhouses are over with.

R. J. (RED) SIMS writes: "Am up and around again following an operation for blood poison at Princeton, Ky."

BOSTON TOWNE from Nashville: "Am on the front of Colored Revue with Royal American Shows."

JACK WILSON, on the Dennert & Knapp Shows, writes of romance on the lot from Raleigh, N. C., September 18.

CAYLORD WHITE is running the press agents' race in fine style. Going much to make them talk World of Mirth Shows.

C. N. AND W. L. WISEMAN—Kindly report what show you are with. It may make news.

RE PARTNERSHIPS: Says a wise head, "Two can sometimes go broke quicker than one."

ROBERT B. KLINE wires from Dothan, Ala., September 22: "Booked Royal Palm Shows for Southeastern Alabama Fair."

MRS. JAMES P. MURPHY is again in the merchandising business at home,

WHEN IT COMES to promoting new deal fairs hats are off to Sam Burgdorf, assisted by Mrs. Burgdorf.

JACK DADSWELL is handling the press for the Birmingham (Ala.) Fair. He was called in in a hurry to speed things up.

FRANK B. HUBIN, of Atlantic City, N. J., is still for the carnivals playing in his vicinity. Being a former showman he knows what it is all about.

GEORGE SHILLING cards from Okawville, Ill.: "Left the Imperial Shows and will present my acts on the Marlow Hippodrome Shows."

WHAT A WONDERFUL world this would be if all men acted on the up and up and told the truth!

REGARDS: Ralph and Almee Pearson. Where this winter, Tampa? Almee has a great idea for a spectacular musical girl revue.

J. B. SWAFFORD, general agent Dick's Paramount Shows, reports "Mrs. Dick Gilsdorf recently purchased a silver dome trailer."

PLAIN DAVE MORRIS—the entire carnival world wishes your speedy recovery and return to the fold.

PAT BRADY cards from Atlanta: "Closed with Campbell's United Shows

ahead of his time, as he was with the first motorized circus idea.

SOME CONCESSIONERS spend a greater portion of their lives trying to "gimmick" a store, but wind up broke at the end of the season—and sometimes at the close of life.

"MERRY" ROSE PERRY, fat girl, writes from Doylestown, Pa.: "Jack Perry has new banners and sound equipment on his side show. Business with Endy Bros.' Shows has been very good. Ours has been best since 1929."

COL. M. L. BAKER reports: "With Leo Bistany's Mohawk Valley Shows. Mrs. Baker handles the animal show. She bought a new car. I am going to build a trailer for one of the shows. Business is good."

IT TAKES all kinds of people to make a world. But people have to wonder at times how so many of them can get in on the ground floor of things with so little opposition.

MRS. LESTER ROBINSON letters from Salisbury, N. C.: "Myself and husband visited Miller Bros.' Shows at High Point, N. C. I was with this show last season as inside lecturer for Frank Zorda's baby show."

LARRY HOGAN makes a full production out of everything he does. That is the spirit, no matter what the job in hand is, whether playing or laboring, entertaining or relaxing.

CLAY MANTLEY is a great reader. He is also a convincing talker and can put over a real high-class bingo announcement in pure English. Clay hails from the Dominion of Canada.

BILL THOMA cards from Canton, O.: "Art Robb left the Keystone Shows at Oakland, Md., last week and started working contests and banners September 23 for C. D. Oark at the Canton Exposition."

BILLIE WINGERT, formerly known as Karlene the "Australian wonder girl," closed with Snapp Shows in Danville, Ill., and is now playing a music hall in Saint Louis as "Miss Lera Ginster," so Billie penned September 20.

JUST TO BE different some people say "From big oaks little acorns grow" and drink their coffee from a soup bowl. Many also are a great help in seeing that other people spend their money.

DICK COLLINS says N N on Children's Day tickets stands for "necessary nickels." Well, anyway, no carnival has yet reported a bloomer in Children's Day. Kids grow up to be regular carnival patrons, you know.

HARRY AND LENA COFFIN stopped over in Cincinnati en route from London, Ont., to Chattanooga. Visited homefolk, Mr. and Mrs. Charles O. Blue. Their new trailer is said to be very close to the last word in portable homes.

IT IS NOT always "tough" with the guy who asks for a light from your cigarette. He may want to find out what kind of a guy you are. Some people never let up in their study of human nature from all angles.

THERE are girl shows and girl shows—and other kinds of girl shows. Some of them are not so hot, while others are too hot. On with the dancers! Nobody wants to see poor little girls out of work. All some of them can do is dance, giggle and wiggle. But there is a limit to all things.

MR. AND MRS. C. O. DAVIS, cook-house operators on the James Straits Shows, were in Cincinnati last week. Called home by the death of James E. Davis, a brother of Mr. Davis. Members of the shows sent a large floral tribute. They left for Suffolk, Va.

CONCESSIONERS—Archery could be made a very pleasing and profitable game with carnivals. Archery means shooting arrows from bows, they say. Try and find the "gimmick."

K. E. SIMMONS writes from Crawfordsville, Ind., September 22: "Pleasant visit with Oscar Bloom and Harold Machell, of Bloom's Gold Medal Shows, Newton County Fair, Kentland, Ind. Show has added several new rides and trucks. Business was good."

BOB BURNS, blackface comedian, in a national hookup over the NBC, had much to say in favor of the carnivals in a humorous way. He mentioned Doc Hamilton as among them in his recent

broadcast. Burns must have been "wit" it early in his career.

WALTER DAVIS sends congratulations to "Battling Bunny" Walter D. Nealand. Press agents are one class in the carnival business that are not jealous of the talents of the others of their clan. Thank goodness!

WILLIAM LOFSTROM and Eddie St. Elol have 16 trained monkeys in their show, which has been operating continuously for nigh on to that many years. They are still playing independent dates—and well equipped to do so.

FRANK E. PILBEAM writes: "Pilbeam Amusement Company had nice business at Hartford (Mich.) Fair. F. C. Fisher did well, too. Gooding's rides and shows did big business. Harold Young has the front on the pit show. Among the visitors were Mr. and Mrs. George Vaness."

ALTOGETHER too many men in show business waste time trying to find something to become indignant and insulted over. Ah! Excessive ego invites some things to the little feller that the big man never dignifies.

STARR DE BELLE wishes the speedy return of Charles O. Blue to health and work. So does William Judkins Hewitt and about all the others in the business judging by the letters and cards coming to the desk of "The Mixer." Starr recently joined the Blue Ribbon Shows as companion piece to E. L. Roth.

TO REMEMBER: John P. Martin, F. Percy Morency, Curtis L. Bockus, George Manchester, Al Crill, Pete Slane, William J. Bloch, Ben Weiss, W. J. McDonough, L. M. Brophy, Jack Dadswell, Charles D. Toole, R. L. Millican, Harry Heller, George W. Traver, James Guzzy, Harry LeBreque, George Chandler, Dr. Timothy Needham and O. L. Spencer.

JULES BAGARRY is putting in his first season as treasurer-secretary of the Dodson Shows. He made good, according to all reports, and is very popular with the show-folk around. This is something for a treasurer to enjoy.

TO REMEMBER: Frank Winchell, Harry Fitzgerald; Johannes Josefson, of Iceland; Dolly Cooper, Hymie Cooper, Henry Curtin, Kid Cummings, James E. Finnegan, Felix Bley, Harry Fitzgerald, William Hatch, Fred Muller, Captain Donald Powers, Captain Perry, Dave Lachman, Henry Meyerhoff, Ben Stalker (Buckskin Ben), M. E. Wagoner, Irene Lachman and Harry B. Saunders.

ED DRUM, manager Gooding Shows No. 1, had a funny experience in Delphos, O., recently. The storm was raging and he was trying to hold down the canopy over the office, with the assistance of those around. It was too much to conquer. It blew around Drum and covered him completely. The fun came when he tried to get from under. This is from the diary of J. F. Murphy.

WELL, WHAT about the traveling museums—Ray Marsh Bryden, Carl J. Lauther, Barney Lamb, Pete Cortez, Morris Miller, Austin & Kuntz and all the others that were in the game last winter season and intend to be this after closing season time?

"SAN QUENTIN," one of the pretentiously constructed attractions on the midway of the Marks Shows, is now hitting its stride, according to Carleton Collins, manager. Front is 80 feet long and is built to resemble the front of the famous California penal institution. Works three guards on wall with rifles and machine guns and all attendants are uniformed. Capt. Frank Sterling is handling the inside and also exhibiting his Chinatown expose. Attraction has been among top money shows for last several weeks.

BAHNSEN'S Trained Wild Animal Show (40 by 80 top) roster: William A. Bahnsen, manager and talker; Chubby Gilfolle, chief trainer; Mrs. Harriet Gilfolle and Patricia Gross, assistant trainers; Paul Brown, bear wrestler; Jack Brown, animal shifter; Mummford Coleman, boss canvasman; Mrs. Ashcon and Nell Gross, tickets; Mrs. William Brown, ticket taker; William Brown, calloppo player and sound mechanic. The show carries seven trucks and animal dens and private dining trailer. Early part of season played with Wade Shows and Happyland Shows. Now playing independent celebration and fair dates.

A CAROUSEL: Merry-Go-Round to the merrily of operators is only as modern as the music its organ plays. Good up-to-date music attracts increased patronage. There are many

BECKMANN & GERETY SHOWS

WANTED—Capable Wheel Agents for the following Fairs: Oklahoma Free Fair, Muskogee, Okla., October 5 to 11; South Texas State Fair, Beaumont, Tex., October 15 to 25; Braxas Valley Free Fair, Waco, Tex., October 25 to November 8; Armistice Day Celebration, Austin, Tex., November 10 to 14. Address **SAM GORDON**, Beckmann & Gerety Shows, Oklahoma City, Okla., September 27 to October 3.

KEYSTONE EXPOSITION SHOWS

FOR CHEROKEE INDIAN FAIR, OCTOBER 6-10

WANTS Shows of all kinds with own outfits, except girl shows. All Wheels open (no spindles). Can Place Whip Foreman, Ferris Wheel Foreman. Salaries and percentage, Waynesville, N. C. Fair this week; then Cherokee, N. C. No time to write, wire **SAM MECHANIC**, P. S.—Free Acts wire.

riding devices that could do better business if equipped with an organ. Well, many are, such as Chairplanes and Big Eli Wheel units.

CLYDE HOWEY writes from Woodstock, N. B., Can.: "Have had a nice season with Ben Williams. So far doubled last year. Had the biggest Saturday night's business in St. Stephen, N. B., I ever had. Have a nice framed girl show with seats and everything for the stage. This helps to attract woman patronage. Girls are Anna Gaza, Clara Perry, Mildred Van Horn, Audrey Lavigne and Lottie Reid. Albert Setters, piano; Joe Lavigne, saxophone; I do drums. Clyde Fortner, tickets, and Bob Andrews, electrician. Plenty of rain this year. Leaving here direct for New York City and then Florida. Going to buy new wardrobe in the big town. All the old crowd around this show are okeh, as are Ben and his charming girls."

FRED BECKMANN has a real sense of humor and his logic is sound. Run into him to settle something and you will not find him in a mental hurry. Long years of combat and experience, you know, are a great help if the mind is there in the first instance, which is Beckmann's good fortune. He is one circus man who really did make good in the carnival business.

H. BARROWS (Yeast Foam) writes from Monticello, Utah: "Spent Labor Day on the lot of the O. F. Zeiger Shows at Gallup, N. M. Very hot and very few people on the lot in the afternoon and not many at night. The shows and rides looked spick and span, as if they had just come out of winter quarters. The show has five rides, Kiddie Ride and six shows. Jolly Marie has charge of the Ten-in-One and she is certainly a good entertainer on the lot. Downtown I found all the elite from the front gate to the ride help enjoying themselves in a cafe. I knew one of the midgets off the R-B Circus. A strange thing happened. I heard the latest music on the Merry-Go-Round organ. Show ballyhoos the streets with a calloppo on truck and is used as music for the free act featuring the "Four Jacks," 135 feet in the air and no net. Jolly Marie certainly can put over songs."

FRITZY BEHRENS, secretary to Mrs. C. E. Barfield, writes from Houston, Tex., of the wonderful visit they had to the Dallas and Fort Worth big centennial doings, accompanied by Johnny McQueen, nephew of Mrs. Earfield. While in Dallas they visited with Mr. and Mrs. Lew Dufour, the McConnells, Nat Rodgers, Mr. and Mrs. O. K. King. Next stop will be with the Barfield Shows in Georgia.

MRS. F. PERCY MORENCY (Alyno Potter) writes from Hagerstown, Md.: "Had a birthday in Verdun, Quebec. Beautiful gifts but refuse to say how many candles. Been in show business 24 years, figure it out. While with Max Gruberg's Shows near Montreal we were kept busy entertaining friends in Percy's home town. Our visitors were Mr. and Mrs. W. W. Morency, mother and father of the husband; Mr. and Mrs. Colby Morency and children, Dorothy, Marie and Colby Jr.; Mr. and Mrs. Gerald Morency and daughter; Carol, a brother; Dr. and Mrs. Victor Phelps, sister, and brother-in-law, and Mrs. Bernice Robertson, aunt. Mrs. E. B. Braden left from Elmira, N. Y., for Lynnville, Tenn. Jim Braden has been on the sick list. Edna and Pete Lockhart's pet bulldog got lost in Clearfield, Pa., but returned unconcerned. Nancy, daughter of Mr. and

FOR SALE

SHOW BOAT FUN HOUSE. Built last season. No room to carry two so near alike.

TWO ALL-STEEL STOCK CARS, ONE ALL-STEEL BOX CAR. 72 FEET LONG. Made by the Warren Tank Car Company.

TWO STATEROOM CARS, ONE 12-SECTION PULLMAN SLEEPER WITH TWO STATEROOMS.

ONE PRIVATE CAR, with four Bed Rooms, two Baths, Sitting Room, Dining Room and Kitchen.

ONE COMPLETE OFFICE WAGON—Convenient model, plenty room. **ASSORTMENT OF WAGONS, BOX, HALF BOX, FLAT AND RACK.**

ONE MANGELS THREE-ABREAST MERRY-GO-ROUND, ONE LINDY LOOP; both in first-class condition; good as new. Now being operated in Park at Knoxville, Tenn. Can be inspected there.

Will sell any or all of the above at bargain prices. Part cash and terms to reliable parties. Our route next four weeks as follows: This week, Knoxville, Tenn.; then Shelby, N. C.; Spartanburg, S. C., and Greensboro, N. C. Write or wire

RUBIN GRUBERG

as per route.

JOE'S PLAYLAND SHOWS WANT FOR MOUND BAYOU, MISS., FAIR, WEEK SEPTEMBER 28, AND FIVE MORE GOOD FAIRS TO FOLLOW, Chairplane and Auto Kiddie Ride, with own transportation, CAN PLACE Corn Game and good Cook House, Geek Show, Pit Show and organized Minstrel. Need Athletic Show Manager. Legitimate Concessions come on. Want to hear from Joe Matt and Pete Egner.

Mrs. Max Gruberg, visited at Syracuse, N. Y., and returned to Philadelphia for school."

All of which comes under the head of amusements, as Dolly Lyons would say.

WONDER WHO will have an Amusement Exposition in 1937. Henry Moyerhoff titled one of his carnivals "Amusement Exposition" one time. Exposition conveys the idea it is a permanent event. Probably "Amusement Exposition" will carry the impression as being transient. Yet, for all a carnival is a carnival. If rides and concessions are shows—then an umbrella is a walking stick. Beckmann & Gerety recognize carnival as "World's largest carnival attractions."

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 88 cards, \$6.25; 80 cards, \$6.75; 72 cards, \$9.50; 100 cards, \$12; 150 cards, \$17.50; 200 cards, \$21; 250 cards, \$27.50; 300 cards, \$32. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 6 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up), \$1.00. Bingo Record Sheet, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

DON'T HIBERNATE

Lord's Prayer Engraved on Penny 1936 B. E. S. T. money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mail. "BLUE DOT" STAMP COMPANY, 124 East Larned Street, Detroit, Mich. (Est. 1928).

WANTED! WANTED!

FOR INTERMOUNTAIN SHOWS, Inc.

For long season until December. Shows will furnish tops; Legitimate Concessions and Photos, Rides that don't conflict. Ride help wanted. Write or wire MARGIE KENNEDY WOOD, Salida, Colo., week September 28.

WANT FOR HILLSBORO OHIO LEGION FESTIVAL

ON THE STREETS, WEEK OCTOBER 12. Shows of all kinds. Concessions all open except Bingo. WANT Free Acts. Wire or write as per route. **HOWARD BROS. SHOWS** Ft. Laramie, C., week September 28; Ottawa, O., Fair, week October 5.

Have MIXUP-KIDDIE RIDE

or either, to go South.

JOE L. TROTTER
STELLA, NEO.

WANTED

for AL MASSEY'S "WORLD OF ODDITIES" Feature Break. John the Bushman, Zangbar Twins, Alzura, wire; other useful museum acts. Address **GEORGE MANOHESTER**, 49 Roxbury St., Boston, Mass.

THREAD FOR PENNANTS

WILLIAM HARRIS WOOLEN CO.
200 East 4th St., ST. PAUL, MINN.

SECOND-HAND SHOW PROPERTY FOR SALE. \$ 1.65 Chicago & Richardson States. All Sizes. \$12.50 Indian Feather Head Gear. Good Condition. Latest Flags and Decors for Roosevelt & London. Write List. \$25.00 Knife Illusion. Money Getter. Cost \$200. \$16.00 Ea. Trick Flasher. Work. Order. Cost \$100. We buy miscell., all makes, Guess-Your-Weight Scales, Portable Shooting Galleries. **WEIL'S ODDISITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

POP BAKER

Wheels, Blowers, Skillets. Professional Games of all kinds. Circular tells all. Prices way below others. No more ads till spring. 5181 Trumbull, Detroit, Mich.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 26.—We have just completed our 1936 visitation program, or at least as much of it as we had planned during the early summer.

Some interesting facts in connection with this program are apparent and we feel that the members of the association will be pleased to have this information.

This year we made 11 as compared with eight in 1935. Our program started this year on April 24 and ended September 12. During 1935 our visitations started on July 22 and ended on September 2. Insofar as territory is concerned, our visitations this year took us into the States of New York, New Jersey and Pennsylvania. During 1935 our program was confined to the State of New York and province of Ontario.

All in all, we feel that the program of show visits this year has been a decided success and the result of it will be revealed, we believe, in added interest and enthusiasm at the annual meeting in Chicago later in the year.

It has been suggested in order to invite attention to the activities of the association that members mark their advertising copy with the legend "Member ACA." We have no particular opinion of our own on this subject pro or con and would appreciate it very much if the members of the association would write us their views on the subject.

Another court has come to the aid of the itinerant showman in holding that he has equal rights to engage in his business upon a basis equivalent to that of the local resident. We refer to the decision recently handed down by the Supreme Court of California in deciding that the city of Santa Barbara has no constitutional authority to levy a tax upon out-of-the-city business and at the same time exempt local establishments. The court in holding this ordinance unconstitutional points out that it is obviously a protective tariff for the benefit of local business men.

We feel that this decision is a really noteworthy landmark in the carnival industry, as it puts the itinerant amusement vender upon an equal footing with the local amusement purveyor. We shall be glad to give any member of the association any further information upon this subject.

World of Mirth Shows

Rutland, Vt. Week ended September 12. Location, Vermont State Fair. Weather, fair except closing day. Business, excellent.

Another gratifying week for the World of Mirth Shows at this picturesque 90-year-old Vermont State exposition, marked by the largest Labor Day grosses on Rutland's books. The Saturday finale should go down in history because the midway grossed more than ever on the closing day in the face of an all-day rainstorm. Business done during the week enabled the show to double its take over the figures registered on its last visit here three years ago. Traditionally the "big" day, when thousands from Vermont, New York and widely scattered points thruout New England are lured to Rutland, Labor Day attendance shattered all past records, threatening to reach the Labor Day mark until the downpours. Even so visitors persisted on staying on the muddy midway in such numbers that veteran showmen looked on in amazement. Earl Purtle's Motordrome, headlining his five performing lions, netted top money, a spectacular crackup, in which Bob Norris and Roy Wood figured, strengthening the draw the last day. Norris suffered a minor concussion but accompanied the show to Brockton. Other important money winners here included LaFemme Frolics, Mabelle Kidder's Temple of Mystery, the new Skooter, Heyday and Waitzer. Rube Nixon reported one of his biggest days in years with his monkey speedway on Labor Day. General Manager Max Linderman away for several days. Visitors included a delegation of officials from the Champlain Valley Exposition at Essex Junction, Vt. Fred Demorest, injured at Plattsburg, N. Y., when caught under a moving wagon, is back with the show and expecting to be on the job again with the Ferris Wheels. His companion, Leo Houser, injured at the same time, will

remain for several more weeks in a Plattsburg hospital. Members of the shows forwarded him a radio from Rutland. GAYLORD WHITE.

Marks Shows

North Wilkesboro, N. C. Week ended September 19. Great Wilkes Fair. Weather, fair. Business, excellent.

The third fair for Marks Shows found the John H. Marks organization marching on to new triumphs with an increase in midway receipts of approximately 20 per cent over last year, while attendance soared to nearly 30 per cent over 1935 figures.

It was an equal triumph for W. A. McNeil, secretary-manager of the rejuvenated Great Wilkes Fair. He was congratulated on the high type of the grand-stand show and the manner in which the five-day and five-night exposition was handled.

It was the second consecutive fair where Marks Shows made new friends. Nothing else could be expected with such men as Bill Sydnor in charge at Mt. Airy and Lon McNeil at North Wilkesboro.

Tuesday, Children's Day, saw what appeared to be every local youngster jamming thru the gates and onto the Pleasure Trail. Every child apparently left home with change to spend. It was a gala day for the rides, with the Ridee-O and Twin Ferris Wheels nip and tuck for first honors, with Slim Carver and the Caterpillar battling the pacemakers.

The shows also fared well, and even lowly San Quentin, the writer's crime show, almost "got well." George Rody's Cariole set the pace, with Col. Jack Rinehart's Lone Star Ranch Wild West and Rodeo and Hawaii, with Sam Solomon orating, fighting it out for second place.

Jack L. Murry, famed carnivalite, with a string of beautifully framed and stocked concession booths, enjoyed good business in his second week under the Marks banner. Mr. and Mrs. Al Wallaco joined here with three concessions. Among the oldtimers, Jack Martin, Brayton Seamon and Happy and Mickey Hawkins held their own. Lucy Smith was a visitor. Sammy Politz showed the way for the newcomers in a new Japanese novelty concession game. Mrs. Johnny Caruso has forsaken the penny-pitch business to join Mickey Hawkins in her baseball-throwing emporium. Mrs. Ruby Wilson returned home from the hospital in Richlands, Va. Mrs. Dorothy Palmer has been seriously ill. Huckleberry Finn spent the night with friends here. Huck was also guest of honor at little Alfred Williamson's ninth birthday party, with Mr. and Mrs. Eddie LeMay as host and hostess at the midway cafe. Others attending were Milton and Norman Seamon, Bobbie Weaver, Colleen, Margaret and Pearl Harrison. A. W. Morris arrived in time to get a slice of the cake and a helping of ice cream.

Jean Tisdale, who is assisting her mother at a prognostication booth, returned from a visit to Miller Bros. Shows and her dad at Asheville, N. C. Mrs. Eula Mahoney is back after a visit to the home folks in Richmond. The ever-popular and perpetually in motion secretary, Jimmy Raftery, has opened a refreshment stand and recreation room for members of the Knot Hole Club, with Mrs. Raftery in charge. Pete Maderia continues to break records with his guess-weight concession. The Knot Hole Club program this week was in charge of Mrs. Nellie Sink, Mrs. Virginia Harrison and Mrs. Louise Street. Three newspapers here co-operated wonderfully. CARLETON COLLINS.

American United Shows

Colfax, Wash. Week ended September 19. Colfax Rodeo. Weather, good. Business, poor. Location, uptown in streets.

The show divided for this week, part going to the Yakima State Fair. From there the report is that business is exceptional.

The rodeo proved to a total loss as far as the show was concerned, but several of the concessions did a good business. New concessions added here include Mr. and Mrs. Black with ball game and cork gallery, Mr. Cotton with ball game and Mr. and Mrs. Stanley, Midge and Ray Holding, May Hyland and Al Meyers all made a trip to Tacoma. Midge Casdorff has a new flashy-looking candy store. Hazel Bevins showing off her new housecar. Keith Snow operating his own ball game. Hank Carlyale driving new

St. Louis

ST. LOUIS, Sept. 28.—Elmer Velare, of the Royal American Shows, was a Bill-board visitor Monday, accompanied by Mrs. Velare, en route to Nashville.

Mr. and Mrs. Charles T. Goss, of East St. Louis, were hosts to Mr. and Mrs. Curtis Velare, of the Royal American Shows; Mr. and Mrs. Harry Hennies, Mr. and Mrs. Orville Hennies and Mr. and Mrs. Noble Fairly, of the Hennies Bros. Shows, and Miss Bernice Scovall, sister of Mrs. Curtis Velare, last Sunday and Monday.

Capt. Curley Wilson, superintendent of the Brookside Zoo, Cleveland, O., was here Wednesday looking over Forest Park Zoo.

Mr. and Mrs. Joseph Erber, well known to showfolk in this vicinity, celebrated their 36th wedding anniversary on Monday. Besides operating his booking agency, Erber is engaged in the archery business in St. Louis.

Sonny Bernet, of the Globe Poster Corporation's Chicago office, was here Tuesday. He visited the local plant with Myron Shapiro, president of the firm. Bernet left for Nashville to visit the Royal American Shows.

George (Red) Heller, ride owner, passed thru St. Louis. He reported that he had a fair season in the Middle West. He is taking several concessions to fairs south having stored his rides.

From all reports St. Louis will be quite a mecca for outdoor showmen again this winter. This office has information that three large shows have contracted for winter quarters here, besides the usual smaller shows which always winter in this vicinity.

Chester I. Levin, of the Midwest Merchandise Company of Kansas City, passed thru St. Louis en route to the East on a buying expedition.

Joe Smith, of the Sidney Belmont Fair Booking Agency, furnished the acts and attractions at both the Marissa and Collinsville, Ill., Home-Coming Celebrations last week, featuring Naomi Haag at both events.

Silver State Shows

Hugo, Colo. Three days ended September 12. Auspices, Lincoln County Fair Association. Weather, hot and windy. Business, good.

Wind and dust dominated the midway most of the time, but disregarding unfavorable weather business conditions very good. Rides did exceptionally well, with all shows and concessions coming in for their part of the business.

The new truck bought in Goodland, Kan., recently was mounted with the office, which will be remodeled and decorated inside and out. This new addition to the show was necessary to handle the ever-increasing business. Mr. and Mrs. Paul Towe motored to Oklahoma City to visit Mr. Towe's parents, joining the show later in Elk City.

Gadgets may come and go, but the gadget put on the market pertaining to a Chevy will not escape the eagle eye of Little Bill. He now has one on his car. Vince Johns must have one or two gadgets, too. Mrs. Marie Burton, of Fulton, Ky., joined her husband, who is employed in the cookhouse.

A party of distinguished statesmen visited the show September 11, enjoying themselves as guests of the executives of the show. Those in the party were Governor Johnson of Colorado; Teller Amos, candidate for governor; Congressman Cummings; Homer Bedford, Stato auditor; Tom Amear, candidate for Stato treasurer; John A. Meikle, district judge; Clyde Sterrett, district attorney; Jerry Messamer, editor of *The Hugo Plainsman*, all expressing their appreciation to Brownie Miller for the courtesies shown them on the midway.

Elk City, Okla. Four days ended September 20. Four-day fair. Weather, rain. Business, nil.

For the entire four days it rained. However, between showers the people turned out and scattered a few "shelks" on the midway. Rides did a fair business and shows and concessions poor. Whitley Tignor and wife joined after being called away on account of sickness in Mrs. Tignor's family.

This show has increased to 9 shows, 50 concessions and 8 rides.

BOB MATHEWS.

car, Blanche Griffen back again. Visitors included Indian Bill Cassidy and Dug-Out Cowling, both former members. PAT HOGAN.

Heart of America Showman's Club

KANSAS CITY, Sept. 26.—Toney Martone visited the Royal American Shows and returned with the good news that Elmer Velare had promised him that the show would put on a benefit performance for the club during the Columbus (Miss.) date. Velare is a past president of this club, and Kansas City being his home he always has the club's interest at heart.

Ellis White, who has operated the cookhouse on the West Bros. Amusement Company during the season, closed with it at Butler, Mo., and is in Kansas City for the winter. He brought in with him the following seven new members for the club: Charles Neff, B. C. Cunningham, Earl Barnhart, William J. Reano, G. A. Kalb, Jack Troy and E. B. Barham. White is preparing for the stock show.

Bill Wilcox, general agent of the Seal Bros. Circus, sent in the following new members: Frank E. Ellis, Bud E. Anderson and Fred Brad. Wilcox reports the show has enjoyed a good season.

When the Beckmann & Gerety Shows played the Kansas Free Fair, Topeka, Harry Altshuler and G. O. McGinnis, officers of the club, made a visit to the show and secured the membership of both Beckmann and Gerety in person. The show did a good business on the week and many favorable comments were heard on how clean and up to date the show is.

George Howk had some concessions on the midway, and many other Kansas City people were seen on the midway at Topeka. Art Brainerd and L. V. Riley had their baby swing in operation during the fair and report the best season in many a year.

The membership drive has created a great deal of interest among the members, with Harry Altshuler in first place; Jake Brizendine, of the United Shows, in second; Toney Martone, third, and Ellis White, fourth.

Art Lewis Shows

South Paris, Mo. Week ended September 19. Fair. Weather, clear. Business, fair.

The No. 1 unit of the show playing here in South Paris this week has been favored with excellent weather. The seven rides and six shows have been doing fair business.

Last week en route from Ponda, N. Y., to South Paris the transformer truck got mixed up with the callopo truck and office trailer. Considerable damage, which will cost about \$700 to get these all rolling again. The office has been assured that everything will be in readiness to roll into Farmington, Mo., the next fair. No one was seriously hurt.

Sam Akers, general agent for the show, arrived and reports the other half of the show playing the Topsfield (Mass.) Fair, doing capacity business there, breaking all records for fair attendance and business on the midway. He states that much of the credit for the success of the Topsfield Fair this year is due to the excellent efforts put forth by the new manager, Robert P. Trask, and his able staff. Both units will join together at the Farmington (Mo.) Fair and will continue as one show for the balance of the season, carrying 12 rides, 9 shows and 40 concessions. Manager Art Lewis states he is well pleased with the season to date, business being about 25 per cent better than last year. All of which is from an executive of the shows.

Greenland Exposition Shows

Rocky Mount, Va. Week ended September 12. Location, fairgrounds. Weather, good. Business, very good.

Best week of season. Show made move by train from Kenbridge, Va., to Rocky Mount, arriving in plenty of time for show to be erected so that everybody was ready to open on time for the first day of fair. Secretary Fraeiling was all smiles each day during the week as he saw the largest crowds on the midway since he has had charge. Dickinson says the business was the biggest week's since he launched the show March 25, 1936. All shows and rides playing to capacity at times. All concessionaires smiled at close of business days. Saturday night the auto gate was closed at 10 o'clock because there was no more

parking space. Saturday night's crowd on midway was larger than Thursday's. Show now consists of 4 rides, 5 shows, 35 concessions, 2 free acts, callopo, sound car and 10-piece band. The feature free act is "Jackquace the Great." The miniature railroad got its share of business. Lineup of shows, rides and concessions: Captain Al Laverne, deep sea; J. E. Barton, snake show; Sam Hyson, dragon show; Blue Eye, girl show; Al Hobson, Wiley Post-Bill Rogers Show; Joe Kokas, Ferris Wheel; Charles Johnson, Chair-o-Plane; E. H. Jones, Kiddo Auto Ride; Leo Pontier, Merry Wioow Swings. Leater Staley joined with Ferris Wheel. Concessions at present: Martin Lozier, five; Joe Kokas, two; Shorty Steel, two; George Baldwin, four; Thomas Dickinson, one; Sam Hyson, one; J. E. Bartin, one; Dorman Bros., cookhouse; Jack Allen, pop corn and peanuts; B. Taylor, two; Harry Lewis, one; Pete Dickinson, one; Henry George and Paul Stevens, camps; Harry Lee, bingo.

GEORGE BALDWIN.

Crystal Exposition Shows

Maryville, Tenn. Week ended September 19. Blount County Fair. Weather, good. Business, excellent.

A most profitable and pleasant engagement. Gates opened 6 p.m. Monday and at 7 the midway was jammed. It continued the same every night, with a good play every afternoon. Friday was Kids' Day and it was estimated that 6,000 children passed thru the gates between 10 and 4 o'clock. Friday night was the biggest of the week and all shows and rides filled to capacity. Concessions had all the business they could handle. Shan Wilcox, vice-president and in charge of concessions for the fair, was on his toes every minute of the day, as were Mr. McNutt and Hugh DeLozier, treasurer and secretary. It was about a tie for top money for the rides between the Ferris Wheel and Tilt-a-Whirl. The Darktown Strutters got top money for the shows, with "Kid" Tally making openings and Slim Thorogson in the ticket box. Joe Hurley purchased a new truck to transport his concessions. High Johnson, the electrician of the show, also bought a panel-body truck to use as a shop and sleeping quarters. Sam Petrelli's Athletic Show had a top-notch week, with many boxers and wrestlers from Knoxville taking part. Kankakes Ray proved a big drawing card, meeting all comers. Walter Bunta is doing a fine job in charge of the fireworks. Alta May Bunta and sister Irene the belles of the midway.

PUNCH ALLEN.

Big State Shows

Nacogdoches, Tex. Week ended September 19. Location, Orton Hill Park. Auspices, County authorities. Pay gate. Weather, ideal. Business, "Red one."

Consistent attendance from opening until "big crush" Saturday night. Two new large trucks added to transport tent theaters, joined. Captain Dan Cherry, high diver; Ray Hamilton, understudy, and Mrs. Cherry took leave Tuesday morning. Captain E. H. Hugo, with fire ladder, loud-speaking system for ballyhooning, takes Cherry's place in aerial circus. Memorial services for Herbert M. Smyser, secretary York, Pa. Fair; Henry Lucksinger, Springfield, O., relative writer, and Dave Wolerstein, Yazoo City, Miss., Fair, secretary. Jesse Wrigley, manager, given birthday party 27th milestone. Secretary - Treasurer Louis Bright and Walter Harris, secretary Henderson Fair, spent week at Dallas and Fort Worth Celebration.

Showfolk placed inscribed tablet foot Nacogdoches Hill marking spot where J. George Loos' Ferris Wheel located when "Sir Edward" Bruer won championship banner record, having 72 paid banners. Joe Mock, secretary Chamber Commerce, honored with dinner on lot. "Major Dot" (Frazee Baggett, Center, Tex.), midget, new addition Harry Dale's "Oditorium." Doubling with Alva Evans, dwarf, in musical act. Billposting brigade Robbins Circus visitors. Also brigade Bill-Roy's Comedians. Sid Lovett in charge latter. Hal Worth, Dallas booking agent; John Palmer, his pageant director; W. M. Ball, his scenic artist, and Mrs. Ball, director girls' floats, given mid-night party. Worth to soon put on here pageant depicting history Nacogdoches. At Benumont he landed contract to provide at fair there historical pageant "Parade of Progress." Little Edna Evans, midget, and ensemble on account Illinois did not make Henderson Fair. Charles

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Bizo Bennett was a visitor. Effie Moore, with his Dixieland Steppers, took leave Friday night. The fair in general was a success. CHARLES SEIP.

Monte Young Shows

Tiler, Ida. Week ended September 12. Business, good. Weather, clear but cold nights.

While everyone enjoyed good business, it was far below that of last year. Stella's Congress of Oddities and Carl Lindsey's All-Girl Revue raced for top receipts. Nina Rodgers joined with three concessions and her corn game did real business. Show closes at Utah State Fair October 3. Otto, high diver, continues to draw to midway afternoon and evening. Writer made a business trip to Salt Lake City.

LAWRENCE LALONDE.

Zimdars Greater Shows

Poplar Bluff, Mo. Week ended September 19. Auspices, Butler County Fair Association. Location, fairgrounds. Weather, clear, then rain. Business, good.

Rain hurt business some, beginning Thursday at 6 p.m., and continuing until next morning. Sunshine was a blessing for Friday, Kids' Day. Johnny Webb's Side Show, Atterbury's Annex and Congress of Oddities and Martin's Educational Museum joined. Friday was the big day. Webb's show topped all shows. Big Eli Wheel, in charge of Calvin Landrum, took top money of all rides.

Along the Expo Midway at Dallas

By GREGG WELLINGHOFF

DALLAS, Sept. 26.—It has been a long time since there has been such an influx of amusement-men visitors as during the past week. Practically every field represented.

The park and amusement resorts were represented by Harry C. Baker, president Harry C. Baker, Inc., also president of the National Association of Amusement Parks, Pools and Beaches; Irving Rosenthal, operator of the Cyclone in Fallsade, N. J., and Coney Island, N. Y.; Charles Page, associated with Traver-Thompson, who recently built coasters at Blackpool and other resorts in England and who leaves this country in the near future to build a Coaster at the Paris Exposition.

The circus field was represented by visits from Charles Braden and Eddio Vaughn, both of the Ringling Circus, which plays a two-day engagement here tomorrow and Monday. Also Stanley Dawson, prominent circus man, who is winding up his visit and will leave within the next weeks for Columbus, O.

The ride industry had as its representatives Robert Lusse, of Lusse Bros., Philadelphia, and H. P. Smack, of Philadelphia Toboggan Company.

General agents included Ray Blankenship, of Russell Bros.' Circus; L. Clifton Kelley, of the Mel Vaught State Fair Shows, and Larry S. Hogan, of the Beckmann & Gerety Shows. Hogan has been airplaning in and out of Dallas during the past week. He left Wednesday for Oklahoma City, where the shows play the State fair.

Show owners and managers included J. George Loos, owner and manager of the Greater United Shows; Jack Ruback and A. Obadal, co-owners and managers of the Western States Shows, and Tol Teeter, co-owner with Harley Sadler, of the Harley Sadler Circus.

Mrs. Janey Roberts, wife of "Little Doc" Roberts, well-known med-show operator in the Oklahoma City territory, visited the midway several times the latter part of the week, thus furnishing a med-show representative.

The amusement-machine division was represented by Leo J. Kelly, of Exhibit Supply Company, Chicago; Jack Rose, of Stewart McGuire Company, New York; Mr. and Mrs. Ed Johnson, of J. P. Seeburg Corporation, Chicago, and Mr. and Mrs. Joe Mahoney, of Rex Novelty Company, Chicago. These folk are in for the Texas coin-machine meeting the last three days of this week.

Dignitaries of the theatrical field were Billy Rose, of Jumbo fame, and Paul Whiteman, prominent ork leader, who is currently playing the Billy Rose show in Fort Worth.

Other showfolk and allies included Mr. and Mrs. John O'Shea, who arrived here recently after closing with the Royal American Shows; Bill Carsky, representative of the Universal Theaters Concessions Company, and Mrs. Carsky, and Tom McNamara, night mayor of San Antonio and friend extraordinary of the outdoor showfolk.

J. Venick opened an oyster bar in Streets of Paris under the name of Curry Jack's.

Earl Koons and Freddie Ferguson recently arrived from Minnesota to operate T. R. (Red) Hickman's Flasher on the midway.

Lew Bohanna, the fellow in Streets of Paris whose mixed drinks are the talk of the village, hails from Harry O. Cohan's Attila d'Hun in Brest, France, where Americans found a cozy spot and were understood.

Stanley Graham, operator of Midget City and Showboat, returned to Dallas after a plane trip to Cleveland, New York City and Atlantic City. Billy Collins, his general manager, is in South Texas on a brief business-pleasure trip.

Mrs. Louise Hickman and Joy-Ann Reese were the birthdayites of the past week. A party was held in their honor at the Reese's, where the novel feature was a three-ring circus birthday cake, baked and arranged by Mrs. Terrapin Reese, Joy-Ann's mother.

Danny Fugh and Joe Murphy also were in the limelight with birthdays—Fugh's on the 28th and Murphy's on the 14th.

Dick Shotwell, of the Sunbeam Bull-rogh Circus, Sheloceta, Pa., was here last week.

Irena Griggs, Thelma Freeman and Carl Case, all of the Apache Bar in Streets of Paris, and Joe Julian, of the

Garden Cafe, were in an auto accident early last Wednesday morning. The two men suffered cuts and bruises; Miss Griggs, a skull fracture and internal injuries, and Miss Freeman, a broken leg and severe internal injuries. There is little chance for the women to recover, according to attending doctors.

Beckmann & Gerety Shows

Topeka, Kan. Week ended September 19. Kansas Free Fair. Weather, variable, rain, cool and hot. Business, good when weather permitted.

Thru a steady downpour of rain the show was unloaded Saturday night, September 12. At 5 a. m. the last wagon went on the lot, which was a sea of mud in spots and torrents of rushing rivers in other places where the shows and rides were to set. A loyal crew of workmen labored for hours digging drain ditches and boring holes in the ground as an outlet for the water. When the water was disposed of 50 truck loads of gravel, cinders and shavings were spread, making the midway passable for Sunday afternoon.

A satisfactory business was enjoyed Sunday evening and Monday (Children's Day). Tuesday was cloudy all day, with a deluge of rain coming about 7:30, this spelled final for that night. Wednesday was another day spent digging out of water and mud. Thursday and Friday ideal weather and business reacted to the sunshine; shows and rides had their innings these two days. Resume of week's business showed substantial increase in midway gross of previous year during actual hours of operation.

Frank B. Joerling, of the St. Louis office of *The Billboard*, was a visitor. Also welcome for a few hours on the lot was Whitey Gore, of Los Angeles, and this writer's old friend, George Kogman, of Kansas City. Tom Martone motored over from Kansas City and spent a few hours kabitsering with the boys. Charles Noler is now the front talker on Sherman's Lion, Motordrome, taking the place vacated in Des Moines by Doc Murphy. KENT HOSMER.

Miller Bros.' Shows

High Point, N. C. Week ended September 19. Auspices, American Legion Celebration. Weather, hot. Business, very good.

Excellent co-operation of the committee and local broadcasting station, WFIC, Fred Singleton and his *Hillbilly Cowboy* Repue broadcasting daily. Large crowds nightly.

Shows and rides had a big play. The various concessions did well. Jessie Sparks joined with 10 concessions and Bob Penny with his pony track.

Flaming Youth topped the shows. Eric Hyde's Chair-o-Plane got an exceptionally large play. The Tilt-a-Whirl makes a fine flash, all new paint, new coaches and hundreds of colored lights.

Chester Hall now operating a grab joint.

Visits were exchanged with members of the Tom Mix Circus, playing in Greensboro, and professional courtesy was extended to all members of the Miller Bros.' Shows by Tom Mix. The writer was royally entertained by Tom Mix and Roberta-Ray.

Francois Russell, strong man, arrived from Dallas and joined Bartow's Congress of Oddities. Morris Miller is making elaborate plans for his traveling museum. BOBBY KORK.

Al C. Hansen Shows

Leavenworth, Kan. Week ended September 19. Auspices, Spanish-American War Veterans. Location, Veterans' Park. Weather, rainy. Business, disappointing. Paid gate.

Seventh State to be played so far this season, with total of over 3,000 miles recorded upon arrival here. Ira Wilson, ex-showman, headed committee and cheerfully co-operated with staff in every way. Leavenworth usually good show town but location, too far out, proved detriment. Attendance very poor. Host of noted visitors: J. F. Rodebaugh, of Baker-Lockwood Manufacturing Company; George S. Kogman, of Kogman & Hughes, riding device operators; Paul Parker, of Parker Manufacturing Company, and Mrs. C. W. Parker, widow of the well-known showman. William McLaughlin, concessioner, over from Topeka. William Snyder closed here and left for Brownsville, Tex. Trainmaster Frank Cross departed Sunday night via plane for Boston. Secretary W. H. (Billie) Owens and F. M. Hansen under weather temporarily. WALTER B. FOX.

Kansas City

KANSAS CITY, Mo., Sept. 26.—B. W. Wadsworth, who has been operating concessions at Krug Park, Omaha, Neb., stopped here for a visit. Wadsworth, his wife and son will drive to Jefferson City, Mo., where they will put their son in school. They will return to Kansas City for the winter.

George Ross passed thru on his way to Oklahoma and will return in time for the stock show.

Mrs. Lynch, who has been sick here at the Coates House, was removed to the Menorah Hospital.

Mrs. Hattie Hawk is up and about, recovering from a severe sick spell.

Frank Capp, of the Baker-Lockwood Manufacturing Company, has been in Hutchinson, Kan., for the past week preparing his display for the fair.

Dodson Shows

Niagara Falls, N. Y. Week ended September 19. Location, power house grounds. Weather, unsettled. Business, excellent.

The show has played several remarkable dates this year, but for a still spot Niagara Falls took the palm. The midway was packed nightly and the people spent their money freely. They appeared to be carnival hungry, and as Dodson's were the first to show the Falls in years, perhaps they were. It was, with one exception, the banner spot of the year.

Splendid co-operation from the Legion, whose post commander, Clarence Walker, left nothing undone that would help the show along. Liberal support from *The Niagara Falls Gazette* made it the most pleasant engagement we have played. With steady increases daily, a big matinee on Saturday, that beat any children's day at either of the fairs we have played. A record Saturday night, profitable and pleasant to all concerned.

Elmer Rhodes has been engaged as general ride superintendent and joins at Williamsport, Pa. E. Fredericks has resigned from the Ripley Oddities to join a circus in New York State. A visit from Mr. Emanuel Andrews, who had the Trip to Mars with the old Francis Ferri Shows. He was later a partner in the Beister & Andrews Shows, which will interest some old timers.

Abner Kilne telegraphed from Salem, Ore., that he is shipping the new ride Octopus in the near future, which will make 17 devices on the midway.

When these lines are in print the writer will be taking it very easy (*Deus Velutur*) on the Empress of Britain en route for that dear old London and Continental points.

And so adieu to show folks and my friends in general, adieu. The European activities of the Dodson Shows may be my next communication from the foggy city. DICK COLLINS.

Hilderbrand's United Shows

John Day, Ore. Three days ended September 19. Location, fairgrounds. Auspices, Grant County Fair. Business, fair. Weather, clear but chilly nights.

The wild and woolly West in all its glory presented itself at the Grant County Fair at one of the last frontier towns in Oregon at John Day. The cowboys in this section were wild by day and wilder by night. The shows presented their entire complement for their entertainment. As for free acts, the majority of the inhabitants had never witnessed them here, so the Four Jacks and Charles Soderberg received a welcome from the natives. The Ferris Wheel was filled from morning until night. First day was Children's Day and the largest crowd was that day. Over 2,000 children thronged the midway. To enliven events two weddings took place, the first night at Canyon City when Thomas Henry Miller, chef at the Groff cookhouse, married Patricia Wilbur, of the cigaret gallery. The affair was attended by the entire show. The same evening Eddie Edwards was married to Rose Music, with many of the showfolks attending. The new Adam and Eve in Jane Godfrey's Ten-in-One broke all records on this show. A remarkable incident occurred when Lillian La France's "Wall of Death" topped the marquee by showing to one and one-half more people than recorded by the gate as entering the midway. William Groff's cookhouse had a very good week's business. Mr. and Mrs. Jimmie Dupree, of the Silver State Shows, were visitors of Mr. and Mrs. Ralph Balcom.

West Bros.' Amusement Co.

Rockport, Mo. Week ended September 19. Location, city park. Legion and 4-H Club Fair. Weather, rain and cold. Business, fair.

Business, while not up to last year's gross, was fair, with everybody getting their share. Rain and chilly days held down the attendance the first of the week, but with warmer weather the last three days the midway was comfortably crowded.

Top money on the week went to Ted Brown's Motordrome, with the Minstrel Show running a close second. Jack Troy's Hawaiian Village was in for a good gross. The Tilt-a-Whirl, as last year, got top money among the rides.

Taking advantage of the lack of day play, Manager Laughlin put all hands to work painting the rides. Work was also started on several new panel fronts for the shows.

Among the new arrivals during the week were Jack Troy and wife, who joined to take over the Hawaiian Village, and Mr. and Mrs. Ernie Creighton with their two concessions.

The living-car quarters on the show has had a lot of activity and visitors this week. Three new covered wagons were purchased at Fort Dodge by members of the show. Those making the buys are Burt Boydston, Taylor Miller and Morgan. This brings the total of factory jobs purchased on the show up to four, B. C. (Slim) Cunningham having bought a big palace recently.

Mrs. W. E. Laughlin, Marshall, Mo., mother of J. W. Laughlin, has been a visitor on the show for the past few weeks. Glen Osborne has been on the sick list the past two weeks with chills.

Ellis (Whiteie) White, cookhouse operator and booster for the Heart of America Showman's Club, has been busy signing up the boys.

BRUCE BARHAM.

Cetlin & Wilson Shows

Reading, Pa. Week ended September 20. Reading Fair. Weather, variable. Business, good.

Made a fast move out of Hatfield, Pa., and almost everything in readiness for business on the opening Sunday, the business on Sunday and Monday was rather quiet. Tuesday, City Kids' Day, the gross was far ahead of last year. Friday, County Kids' Day, terrific wind and rain spoiled the day, making the midway gross slightly off from the previous year. Midway gross for the week was 20 per cent over the previous year. The only damage done by the storm on Friday was to the Wild West top, which was badly ripped. Threatening rain all day Sunday which started immediately after the auto races sent the crowd estimated at 115,000, home in a hurry and ended the 1936 fair.

Wilno, the human cannonball, was used as a free attraction on the midway this year and drew the crowds. Presidents and secretaries of numerous fairs were seen on the midway during the week, as were carnival owners and showmen. All shows and riding devices enjoyed a nice week's business despite weather conditions. Art Parent's Paradise Revue made top money. Speedy Merrill's Wall of Death second, Leo Carrell's Monkey Circus third. Tilt-a-Whirl top ride; Scooter, second, and Twin Ferris Wheels, third. Leo Carrell presented his wife with a covered wagon for her birthday. Mr. and Mrs. Cooper also the proud owner of a new covered wagon and James O'Dell of a new Oldsmobile. Mrs. Frank Campbell was the guest of her sister, Mrs. J. W. Wilson, for the week. Mrs. I. Cetlin had numerous visits from her relatives who live in Lebanon, Pa. I. Cetlin away for two days for the Jewish holidays.

GEORGE HIRSHBERG.

Mrs. E. Pickard celebrated her birthday. Mrs. Dolly Martin was confined to her bed with illness. Mrs. Herman Van Dee had a very good week with her animal show. Mrs. Edith Lenzner entertained with a party. Jerry Godfrey entertained in honor of the Four Jacks. Among those present were Mr. and Mrs. E. W. Coe, Mr. and Mrs. E. Pickard, Jane Godfrey, Mrs. Edith Lenzner, Mr. and Mrs. Johnnie Gibson, Charles Marshall, Ruth Groff, June Pickard, Verna Seeborg, Hazel Fisher, Lucille King, Kay Quivalva, Mrs. K. Quivalva, Mr. and Mrs. Johnnie Miller, Lillian La France, Mr. and Mrs. Charles Soderberg, Mr. and Mrs. Fred Stewart and the writer, Walton de Pelaton.

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WANT FOR VICTORIA, VA., FAIR, WEEK SEPTEMBER 28; WARRENTON, N. C., FAIR, WEEK OCTOBER 5; WHITEVILLE, N. C., FAIR, WEEK OCTOBER 12; RAEFORD, N. C., FAIR, WEEK OCTOBER 19.

Legitimate Concessions of all kinds, Cookhouse and Cotton Candy. Can place Shows of merit that do not conflict.

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THE OCTOPUS

at the following Fairs and accept orders for spring delivery, or within thirty days:

FRESNO, CALIF., Sept. 29-Oct. 4. BEAUMONT, TEX., October 15-23.
ROSWELL, N. M., October 6-10. SHREVEPORT, LA., Oct. 24-Nov. 2.
ANDERSON, S. C., November 4-7.

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BENTON COUNTY CENTENNIAL

SEPTEMBER 30TH TO OCTOBER 3D, HELD ON COURT HOUSE SQUARE.

Four Good Free Fairs on Streets Following, all in West Tennessee.

WANT Loop-o-Plane, also Flat Ride, Whip, Caterpillar, Rideco, etc. Capable Shows and Showmen, Legitimate Concessions. All wire N. V. ROGERS, Manager. ROGERS GREATER SHOWS, Camden, Tenn.

WANTED LIBERTY NATIONAL SHOWS WANTED

Three bonafide Free Fairs in cotton section of Tennessee, followed by four dates in Mississippi. All Concessions come on, no Ex., will place you. Good proposition to Corn Camo and Merchandise Wheel. Can use Grind Shows with own equipment, your offer. Rutherford, Tenn., week of October 5th; Alamo, Tenn., around square, week of October 12th; Sharon, Tenn., week of October 19th; then into Mississippi. Positively out till Xmas. WHITEFIELD & READING.

ZIMDARS GREATER SHOWS WANT

For the following Fairs: Piggott, Ark.; Dexter, Mo.; Yazoo City, Miss.; Clarksdale, Miss.; Rosedale, Miss., with two more pending. SHOWS—Minstrel Show with band, we have outfit; Cock, Mechanical City, Big Snake, Unborn. Bennett, Joe Lewis, Doc Wilson, wire. Have 20 by 80 ft. top open. What have you to put in it? Can place Girls for Nite Club and Girl Shows. Concessions, come on. This show will stay out as long as weather permits. Address this week, Fair, Piggott, Ark.; next week, Dexter, Mo., or per route.

WANTED C. L. SPENCER SHOWS WANTED

SHOWS AND CONCESSIONS FOR DYERSBURG, TENN., LEGION FAIR AND HOMECOMING, OCTOBER 5 TO 10; HENDERSON, TENN., FAIR, OCTOBER 12 TO 17. Other fairs and celebrations to follow. Come on; all winter South. All wires and mail C. L. SPENCER, Tiptonville, Tenn., this week.

Philadelphia

PHILADELPHIA, Sept. 26.—Business at the Eighth Street Museum excellent the past week. New bill: Sims, juggler; Habu, iron tongue act; Rogers, contortionist; Professor Ruster, musical act; Mysterious hand illusion; Poses Plastique; Princess Zaida, mentalist. Dancing girls in the annex.

Jere Shaw has closed his outdoor season promotions, which have been fairly successful.

Mike Ziegler closed his rides at Hazleton, Pa., Shaw's promotion, and played Gratz Fair.

C. Barthel, who has been playing independent spots with his Ferris Wheel and concessions in this vicinity, has closed his season.

Exhibit Producing Company, Johnny Keeler, manager, is closing a successful season.

J. F. Murphy Goes East To Judge Concessions

SOMERSET, O., Sept. 26.—James F. Murphy closes with a Gooding ride unit here at the fair and leaves for Bloomsburg, Pa., where he will act as judge, over the concessions at the fair. Following this assignment Murphy will go to the York (Pa.) Fair on a similar mission, as has been his duties in past seasons.

Later he will return to the Gooding attractions, which will be operated during his absence by Assistant Manager Dave White, according to Murphy.

Dick Collins Off For "Merry" England

CINCINNATI, Sept. 26.—Dick Collins closed his season at Niagara Falls, N. Y., as press agent for the Dodson Shows.

In a communication to *The Billboard* he stated: "Sailing today on the S. S. Empress of Britain from the port of Quebec City, Que., Can., for Southampton, Eng., via Cherbourg, France. Expect to be abroad for several months, making London headquarters until latter part of December." Collins, with his mind on the interest of his past associates, will scan the amusement marts of the Continent for carnival novelties, thus combining recreation with business. On his return he plans to resume his profession of press-agency at Miami, Fla., for the midseason.

Intermountain Shows Not on the Market

GLENWOOD SPRINGS, Colo., Sept. 26.—Mrs. Margie Kennedy-Wood states thru General Agent Frank Ward that rumors current following the death of Mr. Ward that the shows would be sold have become very annoying.

That there is no truth in these rumors is being sustained by recent announcements made by Mrs. Wood, president-treasurer of the Intermountain Shows, Inc. The shows have been and will continue under her management and are playing dates as contracted prior to the passing of Mr. Wood, according to Ward.

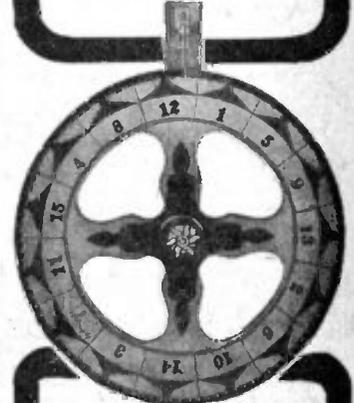
Dixie Exposition Shows

Russellville, Ala. Week ended September 19. Weather, fair. Business, good.

Russellville proved to be the banner spot of the season. Crop conditions are good and money seems plentiful. Visits exchanged with Kelly Grady and Royal Palm Shows. Jack De Voe, banner man, on the job after two weeks in hospital. Following is complete roster: C. D. Scott, manager; Bob Page, general agent; Jack De Voe, banner man; W. F. Braden, attorney; Kathleen Scott, secretary; P. B. Scott, lot superintendent; Anna Scott, mail and *Billboard* agent. Minstrel Show, Billy Aunte, stage manager; Mrs. Louis Murphy, tickets; Harry Harris, talker; Stanley Weathers, band leader—10-piece band and 14 people on stage. Hank Spelman, World's Fair Girl Revue; four dancers. Athletic Show, Gene Chenault, manager. Junnita Phillips, manager Hawaiian Show. Big Snake Show, Harry Harris, manager. Musical Comedy Show, Bill Williams, manager. Rides: Ferris Wheel, Mrs. W. A. Story; John Edwards, tickets. Merry-Go-Round, Mrs. Edith From, tickets; Herbert Stevenson, clutch. Mixup, Max Lawrence, tickets. Floyd Savamor, (See DIXIE EXPOSITION on page 59)

EVANS ATTRACTIONS

Will help make your Concession THE Live Spot. Don't guess. Don't take chances. Depend on Evans for Real Winners.



PADDLE WHEELS \$7.50 up of All Kinds....

GIRL IN BED The Sensation of the Midway.

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Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Grinders, Grind Stones, P. O.s and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

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KELLIE GRADY SHOWS

WANTS Shows with transportation. Will book for 25%. WILL BOOK legitimate Concessions. Have 5 Alabama Fairs and 2 Mississippi Fairs. Will stay out until Xmas. Lexington, Ala. Free Fair, September 28 to October 3. Last three days, big Red Bay, Ala., follows. Wire, don't write; time short. Plenty of money here in Alabama.

KELLIE GRADY.

WANTED TO JOIN AT ONCE

Any clean Show or Ride not conflicting. Also SCALES, AMERICAN PALMISTRY and other legitimate Concessions, FOR THE BEST CIRCUIT OF FAIRS IN GEORGIA AND FLORIDA.

METROPOLITAN SHOWS

Sylvestre, this week; Alma, next week. Both in Georgia.

GLASS FRONT DIVING TANK

WANTED

H. BEER, 536 Centre Street, Brockton, Mass.

WANTED DROME RIDER

Account of accident.

EARL PURTLE.

Care World of Mirth Show, Richmond, Va., Fair, This Week.

It Helps You, the Paper and Advertisers to Mention *The Billboard*.

The Great Lakes Exposition Midway

CLEVELAND, Sept. 26.—Pierre Guenet, administrator of concessions for the Paris exposition of 1937, was a visitor at the Great Lakes Exposition Wednesday. Conferred with Almon R. Shaffer, associate director, and Frank D. Shean, concessions and amusements, looked over midway and streets of the World and continued negotiations with Jack Greenbaum concerning latter's creation.

Buddle Thompson, of Stanley Graham's Midget Circus, blossomed forth as a lecturer Thursday night, addressing Cleveland Heights Rotary Club in Hotel Alcazar. Topic, "Life of a Midget." Booked by Ricklio Boasberg, local agent.

Red and Pauline Crawford, of Hollywood Lion Motordrome, have done more than 600,000 miles on banked track during professional careers, they estimate.

Francis Spencer has succeeded Noel Leslie as narrator at Parade of the Years, Leslie returning to Playhouse for winter season. . . . Cliff Wilson has to feed his pythons behind closed curtains. . . . Ruth Powell, Helen Brown and Frances Berry, the Melodears, entertained at Tom D'Fortunato's Trattoria Santa Lucia during the Legion gathering.

Old Globe Theater launched *Romeo and Juliet* Sunday night with preview for expo officials, newspapers and invited guests. Elizabeth Robinson is Juliet, with Michael Ferrall brought on from San Diego to do *Romeo*. . . . Paul Trexler reports big business at his six palmyristy stands. . . . Myron and Evelyn have been gaining signal applause for their dancing at Pirchner's Alpine Village. . . . Rodney Sutton, of expo press forces, has lost 30 pounds.

Jack Leeper, fronting for Hollywood Lion Motordrome, received surprise this week. Stunt was to call for baby lion with no cub produced. . . . until John L. Branson smuggled one back from Chicago and sprung it unexpectedly. Cub now part of regular buildup. . . . Morris Zaldens, in charge of credentials at Administration Building, looking for culprit who stole his wild duck. Morris adopted bird, which fled into Jack Morrell's Svengali pitch 10 days ago.

Izabelle Rozanno and Howard Quigley, the Neapolitans, add much to the attraction of Frank Monaco's Sidewalk Cafe on edge of Lake Erie. . . . Vishnu Ranade is finding curried rice and like dishes popular come-on for his tea-readings in the Hindu Tearoom.

Resplendent in their outfits during the Legion's visit were Bert Todd, supervisor of gates of Streets of the World. . . . Johnny Myers, Davenport Unit No. 26, and Jack Lydick, Cleveland, both fronting for Midget Circus; as well as Harry Woodling, working inside the same spot. . . . Doc Shean, Sherman Post 668, Chicago, mourned his outfit and credentials, left in New York. . . . Rudy Selter, Alpine Caves Rathskeller, gave a warlike touch to his stand with redoubts of sandbags about sides and entrance. . . . Claude K. Bell, sand artist on lake front, contributed appropriate touch with huge Legion medallion and a more-than-life-sized Abraham Lincoln, each evoking much praise.

Jack Tavlin, handling the Del Rio trio of midgets, is corresponding for later bookings. . . . Harvey Lee is fronting for Flaming Fanny on Streets of the World, and Mrs. Lee. . . . La Tessa. . . . Little Margaret, working in front of one of Trex's mitt camps. . . . John Brenkacs' Hungarian Gypsy Orchestra draws many to the Hungarian Cafe, where the Kendi-Compos-Simon trio of managers are doing business with the best of them.

Alexander the Magician, from Dallas and points west, visited the fair this week looking for a spot. He is playing school dates and preparing to take on club work.

George and Bruce Kampf with their Gulliverland are proving that a free gate and voluntary donations pay if attraction is worthy. . . . Same is true of the Iroquois Indian Village, which has prospered since admission was removed.

Doc Shean is completing plans for benefit for Showmen's League of America to be given Thursday, October 8. . . . Assisting are A. L. Rosaman; Frank P. Duffield, fireworks display manager; Stanley Graham of Midget Circus and Ben Levine, of Universal Candy Company. . . . Good program promised with professional and amateur talent.

THE ARENA SHOWS occupied a three-street midway at the Ligonier (Pa.) Valley Fair.

West Coast Amusement Co.

Lodi, Calif., Grape Festival. Three Days ended September 20. Weather, good. Business, excellent.

For the third time this show has played the Lodi Grape Festival, with floats in industrial parades and bands. The local newspapers gave an attendance record of all time, estimated at 150,000 during the event. The concessions and riding devices and shows were packed from the time they opened until they closed each day, all on Main street and the carnival using three solid blocks as a midway.

The many visitors were all met by General Manager Jessup and Owner Mike Krekos and shown around the midway. Among them were Mayor Rossi, of San Francisco; Arthur Blanchard, of the Blanchard Press; Fire Chief Brennan of the Frisco Fire Department; Earl Cato, director of highway patrol of California; Governor Merriman; Mr. and Mrs. Frank Downie and Mr. and Mrs. Ben Dobbett, of the Downie Tent and Awning Company, of Los Angeles; Mrs. Leo Leos and daughter Sofia and party from Los Banos, Calif., the former as visitor of her husband, Secretary Leo Leos; William (Bill) Wright, manager the Golden State Shows, and party; Mr. and Mrs. Lester Hart, of San Francisco, and Joe Zotter, of the Joyland Shows.

Among the new concessions are Eddie Harris, 1; Earl (Spot) Kelly, 2; Sammy Kats, 2; Herb Usher, 2; Mrs. Herb Usher, 1; J. A. De Long, 1; Morris Miller, 2; Paddy Trainor, 3. Mike Krekos handled No. 2 shows at a "40" dolings. Joe Zotter handled a unit called Joyland Shows at Yreka, Calif., "Gold Rush Days." W. T. Jessup has what is left of No. 1 at Shasta County Fair, Anderson, Calif.

Deep sorrow was felt by all members of the show when word was received that Jan Jorgeson, head ride man on the Ferris Wheel for the past seven years, was found dead from a heart attack upon the show's arrival at Merced. He was formerly associated with the C. F. Zeiger Shows in a like position and was referred to by all of his hundreds of friends as "Swede."

The show now has 8 riding devices, 7 shows and 40 concessions.

W. T. JESSUP.

Endy Bros.' Shows

Pottsville, Pa. Week ended September 12. Schuylkill County Fair, Labor Day week. Business, excellent. Attendance, largest in history of fair. Weather, perfect.

Over 50,000 attendance on Labor Day, Tuesday, Children's Day, was over the top and the Endy Bros.' gross was over 40 per cent over previous year on the same day. This being the home of the Endy Brothers, many visitors on the midway and newspapers lavish in comment on the entire show, paying many tributes to the boys who went away and came home to Pottsville and presented one of the finest midways ever at this fair—14 riding devices, 17 shows, also four Big Eli Wheels. The Motordrome had one of the best weeks of the season, as did Eddie Lewis' *Follies* revue and Hutchins' Side Show. Jack Perry, with his Merry Rose Congress of Fat Women, had a bang-up week. Mrs. William Quigley returned from a summer's trip to Detroit. John Hutchins' new trailer was delivered here. David B. Endy, president of the show, received a new auto here and immediately left. Another new top delivered here to house the new Death Valley show, with new panel front, under the management of Lee Erdman. Steve Youchevich, who was injured 12 weeks ago, returned from the hospital and is on the show recuperating. J. J. (IRISH) KELLY.

Johnny J. Jones Exposition

Memphis, Tenn. Week ended September 19. Mid-South Fair. Weather, warm. Business, good.

With an early departure from Indianapolis Trainmaster R. H. Sheppard and his crew brought the train over the 670-mile run on good time. Arrived at Memphis shortly after noon Sunday, affording ample time for a Monday opening.

Business started off slow, but gained steadily thru the early part of the week, with Friday (Kids' Day) and Saturday registering two of the seasons better grosses.

After the big business of the past few weeks the trailer and automobile dealers have come in for some fine business with more than a dozen new trailers and autos putting in an appearance on the

midway. Carl Lauther's personnel leading the list with three trailers and four cars.

Lee Cuddy, Loop-o-Plane operator, returned from Salem, Ore., and announced the purchase of the newly completed Octopus ride.

Johnny J. Jones Jr. returned to his studies at the Florida Military Institute at Haines City, Fla., for the winter months after placing his baby rides in the hands of Danny Boyed. Mrs. Jean Walker was confined to her bed by an illness. Our old friend Star DeBelle, master of the Ballyhoo Brothers, departed for the remainder of the season. WALTER DAVIS.

Regal United Amusement Co.

Lake City, Ark. Week ended September 19. Weather, good. Business, fair.

Business started off slow Monday night, but crowd and business both increased daily. People were busy during the day, but came out, spent well at night and stayed late. Saturday night extra large crowd. Ferris Wheel and Minstrel Show did capacity business. Ferris Wheel had its best night of the season. Mr. and Mrs. Cudney made several business trips to Jonesboro during the week. Mrs. C. E. Meadows returned from her home in Beaumont, Tex. A public wedding was performed at the Minstrel Show when Pearl Funsion, of Memphis, became the bride of Willie B. Childs, of the Minstrel Show troupe. Sonny Boy and Katie Allen, accompanied by Louis Joels, made a business trip to Memphis. Mr. and Mrs. J. Wallace and little daughter joined with juice. Mrs. Earl Hornaday has a badly infected foot caused by a mosquito bite. Earl's Whoopla has done wonderful business this season. MRS. PAT NEWLAND.

R. H. Work Shows

Gary, W. Va. Week ended September 18. Weather, good. Business, good.

Shows and rides did very good and concessions had excellent business. Mr. and Mrs. Joe Ihle added a concession. Mr. and Mrs. Elwood Turner, who have been employed by Harry Miller in the cookhouse, have settled in Welch, W. Va., where Mr. Turner has a position. George Shearer, with his Hillbilly Show, left Saturday. J. E. Burt really swamped Saturday night at his pop-corn concession. Mr. and Mrs. Thad Work have purchased a living top and are now homing on the lot. General Agent F. E. Kelly is back with the show. Painting of the rides and shows now on. HAZEL REDMOND.

Dee Lang's Shows

Dresden, Tenn. Week ended September 19. Auspices, Weakley County Fair Association. Location, fairgrounds. Weather, okeh. Business, fair.

This was the first fair in five years for Weakley County and the first appearance of the show in Dresden, Tenn. Saturday, the closing day, had a large attendance. The show's many attractions seemed to please the citizens and everyone concerned was satisfied with results. Several new attractions have been added to the show. Visitors were Will Hatch, of Hatch Show Print, Nashville, and Ned Torti, of Wisconsin De Luxe Doll Company, Milwaukee. DAD HAHN.

Wallace Bros.' Shows

Okolona, Miss. Week ended September 19. Auspices, Okolona Fair Association. Location, Fairgrounds. Weather, good. Business, good.

The Wallace Shows played their first fair in the State of Mississippi; it proved to be good financially. The show now has 9 rides, 10 shows and 40 concessions, making a very pretty midway. Mr. and Mrs. Frank joined while in Fulton, Ky. A. R. (Rube) Wadley rejoined. MARGARET MILLER.

BIG CONCESSION—

(Continued from page 51)

ager; Mrs. E. Perring, Hamburg Gibby, Gertrude Stanberry, Arnold Day, Silvers Banner, Ruth Peters, Mrs. M. Bonnet, Eddie Myers, assistants.

Pat Treanor, exclusive novelties, 42 stands, sublet eight. Mrs. P. Treanor in charge of stock. Phyllis Enright, John Enright, Charles Franks, J. Gilligan,

Manny Franklin, Harry Franklin, Tony La Barbara, Harry Foster, Jack Daly, John Miller, George Simmons, Bob Lee, Jack Wappenstein, Raymond Flanner, Don Merser, Curly Strong, Neal Eastman, Scotty Meline, Jack Thomas, Bob Armstrong, Morris Selzer, Harry Bernstein, Jake Rubin, Bud Denton, Harry Steinman, Frank Marley, Nate Alberts, T. E. Lyle, Benny Goldman, Arthur Senter, Merle Butler, John Hon, Sam Davis, Turley Timmes, Elmer Nichols, agents.

BUSINESS—

(Continued from page 50)

Fair; Robert P. Buckley, Bad Axe Fair, secretary, and Roy Bushey, secretary of the Alpena Fair.

W. G. Wade Shows Score In Michigan Territory

DETROIT, Sept. 26.—W. G. Wade Shows returned to Detroit, playing at Fort and Miller roads in the southwest industrial section for Our Lady of Mt. Carmel Church, the second engagement for the same church this year.

Wade Shows have been following a checkerboard route over Michigan this summer, jumping back into Detroit several times in order to play a number of still dates between fairs. The fair season closed Friday night at Inlay City. The shows will remain in Detroit for the balance of the season.

Fred Miller took eight concessions off the show to play the Down River Fair, Wyandotte. Elmer F. Cote, owner of the Cote Shows, was a visitor Friday.

The shows had the best season in several years, averaging all engagements, Wade reported to *The Billboard* representative.

World of Mirth Shows Score at Brockton

BROCKTON, Mass., Sept. 26.—The World of Mirth Shows at the Brockton Fair repeated former successes here despite some rain, gross business way up in high figures.

A most formidable line of attractions were presented and follow: Baby Merry-Go-Round, Kiddie Autos, Rocket Ride, Scooter, Caterpillar, Heyday, Chairplane, three Ferris Wheels, Tilt-a-Whirl, Loop-the-Loop, Ride-o and Old Mill Shows; Wild Animal Circus, with eight lions; World's Fair Side Show; African Village; Midget Village, with 14 midgets; Motordrome, with racing lions; Congress of Fat People, Bug House, Mickey Mouse, Palace of Wonders, Illusion Show, Penny Arcade, Snake Show, Nudist Colony and the Seminole Village.

There were 25 merchandise stores also on the midway.

Gaylord White did a bang-up job of press-agenting the carnival, perhaps the best such job that has been done here in recent years, and made many friends among the newspaper boys. Acting as publicity director of the fair was his former associate and friend, Floyd Bell, formerly of the Ringling Circus staff.

Metropolitan Shows Prosper in Georgia

PITZGERALD, Ga., Sept. 26.—The Metropolitan Shows played here under the Old Fellows on a heart-of-the-city location. Weather and business good. The show recently purchased a new Big Eli Wheel, some tents and sidewalk, and Jess Shafer joined with track auto ride.

The staff of the shows remain the same since organization by Sam Lawrence, as manager, with John B. Davis general agent and Sherley Lawrence, secretary. This show's fair bookings call for a return date here.

Dodson Shows Break Still Date Record

NIAGARA FALLS, N. N., Sept. 26.—Dodson's World Fair Shows played here last week to the biggest winner of the season, with one exception. They arrived under the impression that the engagement would not register sufficiently to pay for the booking and move in, but in this were disappointed.

The spot had been reckoned as a forlorn hope by many managers, but Dodson succeeded in breaking down the barriers and registered almost daily capacity business for shows, rides and concessions.

The location on the Power House grounds near the Pennsylvania depot was put on the map by the shows and are listed for a return date under the same auspices in 1937.

K. C. Jubilesta In Talent Array

Big space sale for civic auditorium's dedication—contest prizes offered

KANSAS CITY, Mo., Sept. 26.—This city opened its doors wide tonight for the annual Festival and Exposition Jubilesta. Week and official dedication of its new \$6,500,000 civic auditorium. Event will end on October 9. More than \$40,000 worth of space has been sold for exhibits and demonstrators in the huge exhibit hall.

Featured events will include a Holy Land Exhibit, George White's Scandals, Bob Burns and his bazooka, Ben Bernie, Ted Weems, Buddy Fisher and George Hamilton's dance bands, Veloz and Yolanda, and Rubinoff, who, with a 60-piece symphony orchestra, will present a matinee and evening concert. Drum and bugle corps from Missouri, Kansas and Texas are slated to compete for a \$500 prize.

Other features include a Southwest Folk Festival with a chorus of 1,000 Negroes; 240 square dancers, who will compete for prizes against square-dance winners at the Texas Centennial; Indians from Kiowa Reservation and cowboys from Arizona. A carnival dance with cash prizes totaling \$750 for unusual costumes will conclude festivities. Officials for the event are William Eisenman, managing director; Harper O. Smyth, director of events; Blevins Davis, publicity, and Charles Balsam, superintendent of trade exhibit.

Pittsburgh Project Held Up

PITTSBURGH, Sept. 26.—Greater Pittsburgh Exposition Society, composed of downtown business men who are fighting for a clear way to permit erection of a \$6,250,000 exposition hall at the Point here, is making plans, it is said, to take Mayor McNair to court on mandamus proceedings, seeking to force his compliance with the ordinance. The mayor refused to sign the city's application for a PWA grant on the proposed project, demanding that he substitute the city's name for the society's on the application.

Concessioners Attention!

ANNUAL FALL FESTIVAL & BARBEQUE
DIXON, ILL. TUESDAY, WEDNESDAY,
THURSDAY, OCTOBER 20, 21, 22.
Three Blocks of Midway,
Fair Space West
H. S. BEARD, Dixon, Ill.

CLEAN SHOWS AND CONCESSIONS

WANTED
OCTOBER 14, 15, 16 and 17, 1936
FOURTH ANNUAL HORSE SHOW
BRYAN, OHIO
Best and Largest Show in State of Ohio.
DR. GLEN BIDDLE, Secy. & Treas.

WANTED
Concessions, Rides and Shows, for
WORLD WAR VETERANS' CLUB FALL
FESTIVAL,
From October 10 to 14 in Riverview Park.
K. B. GORRELL,
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Phone, 1808 Muncie.

FEATURE ACTS WANTED

HIGH — AERIAL — GROUND — NOVELTY
Saturday Night, October 31 (If Rain, Show Next Night)—Outdoor Show
in Ball Park—Second Annual Festival
Give Lowest—State All. Consider no answer a polite negative.
Write or wire CIRCUS COMMITTEE, Cuvier Press Club Hallowccn Festival
Assn., Inc., 34 Opera Place, Cincinnati, Ohio.

BIG ANNUAL FALL FESTIVAL

GREENFIELD, O., OCTOBER 12, 13, 14, 15, 16, 17.
Home Coming, Parades, Concerts, Free Acts, Cash Awards, Etc.
This annual event supported by surrounding towns and has very large crowds. WILL BOOK
Ham, Bacon, Blanket, Radio, Bird, Lamp and other Block Wheels. No exorbitant. Cook House,
Grab, Custard, Popcorn, Strip Photo, Palmist, Seals, Diggers and legitimate Concessions of all
kinds. SHOWS—Athletic, Monkey Appearings, Snake and Ten-in-One, 25¢. Some Hikes open.
Wm. A. Wells wire Mrs. E. L. Young, Mickey Train and Richard wire. SPONSORED BY DIS-
ABLED AMERICAN VETERANS. BO WYLS.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Cincy Celebration Again Under Cuvier

CINCINNATI, Sept. 26.—Another big bill of acts will be presented at the Second Annual Halloween Civic Celebration, sponsored by Cuvier Press Club, on Crosley Field, preceded by a monster float parade and heralded by doings in adjacent territory.

Northern Kentucky Council, in conjunction with members of the Cuvier Press Club committee, will sponsor a street festival in Newport and Covington. Prizes for costumes will be awarded by merchants of both cities. Fraternal and social organizations in the two counties are holding most of their parties on that same night, and a queen who is to be elected in a contest by organizations of the counties will be guest at each of the social affairs.

A water pageant and water parade will be held on the Ohio River, with cash prizes offered for best decorated water craft. A pageant will be staged on a barge in the river and after close of this program the barge with the Northern Kentucky queen, her court and officials will be taken across the river to Coney Island dock and there greeted by the Cincinnati queen and her court, Mayor Wilson and others, after which she will return to Kentucky and will appear again in Cincinnati heading the Newport Legion Drum Corps on Armistice Day and will remain the sponsor for the corps for the year. Queen contest is being run by the committee in charge of the event, and secretaries are secretaries of the Chambers of Commerce in Newport and Covington, said H. B. Skinner, general secretary.

Will Aid High School Band

WOOSTER, O., Sept. 26.—Booster Club's carnival here will be the first celebration of any kind in Wooster in five years and will be held on a lot half a block from center of town. Gooding rides have been booked and Capt. Ben Luce's Side Show. Club is composed of leading men of Wooster and a percentage of proceeds will go to the high school band fund. Doc Kerr, Wooster circus and carnival man, is back of the movement to raise funds, assisted by every branch of business and professional life, said Chairman Sam McLairn.

Lot Switched in Canton, O.

CANTON, O., Sept. 26.—Following some agitation against proposed use of a new downtown city park site, Managing Director C. D. Clark switched the Canton Exposition, opening on September 23 for 10 days, to a near-by lot, sponsored by Canton Firefighters' Association. Mayor James Secombe and his entire administration sanctioned the event, and Director Clark was given permission to use a City Hall office as exposition headquarters.

Lot of 2s in This Net

CINCINNATI, Sept. 26.—When the editor of Sponsored Events asked "Just How Long Has This Been Going On?" in a headline in a boxed item in The Billboard of September 19, he was wondering if the profit of \$1,250 made by Colorado Springs (Colo.) American Legion Post was the first funds raised in that balltwick thru a sponsored show. He is now emphatically advised by W. M. (Bill) Rice, widely known amusement trader and promoter, that it is not. "It's been done for two years," writes Bill. "A year ago I had a similar show for 24 Shrine Patrol men in Colorado Springs, same time of year, and net was \$2,222.20. Shrine could not handle it this year. Keep up Sponsored Events, one of the best things in The Billboard.

Huge Crowds in Attendance At Lowell Centen Opening

LOWELL, Mass., Sept. 26.—A crowd estimated at 10,000 attended opening of Lowell Centennial Carnival on South Commons here Monday night. Mayor Dewey Auchambault presided. More than 150 booths lined the midway, with all concessioners reporting good business. Event is featuring Billie Ritchey's Water Circus, Paris Revue and a dancing girl show. Rides include a Merry-Go-Round, two Ferris Wheels, Whip, Loop-o-Plane and Chairplane. Fireworks will be presented each night. Lowell Centennial committee is sponsoring the event.

Badger Celebration Backed

MADISON, Wis., Sept. 26.—State emergency board has appropriated \$1,000 to finance the 100th anniversary of the first meeting of Wisconsin Legislature, to be celebrated on the lawn of the first State Capitol Building in Belmont. Ralph E. Ammon, State director of fairs, is in charge of arranging the celebration.

Fair Biz on Detroit Midway

DETROIT, Sept. 26.—A downtown midway under sponsorship of Frederick Douglass American Legion Post was held here last week to fair business. W. G. Wade Shows furnished all rides, shows and concessions for the midway.

Shorts

EAGLES' aerie of Brookville, Ind., is planning an augmented show for their annual Indoor Fair.

EXCESSIVE State taxes levied against shows and rides, said J. S. Elkins, secretary, will make it impossible to operate a midway in connection with Slash Pine Forest Festival in Waycross, Ga. Event, however, will have a Merry-Go-Round and one or two other rides.

IN NATCHEZ, Miss., Billy Crosby, Texas rodeo producer, is making preparations to stage a two-day rodeo in conjunction with Adams County Fair there.

MORE THAN 2,000,000 tickets are in hands of merchants and space is selling rapidly for California Exposition, which will be held at California Zoo, Los Angeles, according to Harry G. Seber, director-general of amusements. Assisting Seber are James Leonard, Thomas J. Hughes, Bob Winslow and Edward A. Ratch.

HELP This Department by Telling Committees About It.

Shows Help Roll Up Profit in Milwaukee

MILWAUKEE, Sept. 26.—Milwaukee's Midsummer Festival made its first profit this year since it was inaugurated three years ago.

Net receipts for the seven-day event were \$20,169.60 after funds of \$5,000 and \$1,586 advanced by city and county had been returned. Disbursements were \$18,288.74, leaving a profit of \$1,880.86.

Largest individual amounts listed in receipts were \$10,729 from the Beckmann & Gerty Shows, \$5,315 from concessions, \$2,754 from program advertising and \$1,500 from reserve seat sales. Largest disbursement was \$3,234 for fireworks. Festival will be repeated in 1937 and the board will ask the common council for a \$5,000 rotary fund to finance initial expenses.

DIXIE EXPOSITION

(Continued from page 57)

clutch. Rocket, Wylie Green, tickets; Lee Burger, foreman. Kiddie Ride, W. L. Holden, manager. Concessions: E. B. Mottie, cookhouse; B. M. Scott, 3; Bingo Randolph, 4; E. L. Gilligan, 4; H. P. Large, 2; Perry Madison, 1; Hank Spellman, 1; Charley Sutton, 1; Heinie Fritz, 1; Ernest Hampton, 1; Dad Green, 1; Mollie Hampton, 1; W. S. Doren, 1; Kathleen Scott, 1; Louis Madison, 1; Ethel Morris, 1. The writer is in charge of publicity. RALPH H. BLISS.

Intermountain Shows

Price, Utah. Eight days, ended September 19. Location, uptown. Weather, cool. Business, fair.

Business started off with large crowds Saturday and Sunday. Frank Ward, advance agent, gave a party for the entire show.

Margie Kennedy Wood, owner of the show, wishes to thank all those who sent flowers and telegrams, also George Silvers of novelties concession on the Monty Young Shows, who was chairman of the fund collected at the time G. Fred, manager of Intermountain Shows, died at Logan, Utah. The money came late for flowers and Mrs. Margie Kennedy Wood will have a headstone placed on Mr. Wood's grave in Portland, Ore. Rides and shows are being painted. Jack Elhart has added another concession. Bill Slover and mother have joined with their cookhouse. Ted Cory joined with two concessions. Monty Montgomery has four concessions now. Marvin Powers and his Athletic Arena are packing them in with Irish McMillan. Show has 15 concessions and 3 shows. All of which is from an executive of the shows.

Great Superior Shows

Parkin, Ark. Week ended September 19. Location, railroad lot. Auspices, Fire Department. Weather, good. Business, fair.

This show moved into Parkin onto a rather small lot for the size of the show. Business started off slow, but wound up with a bang on Saturday, almost offsetting the rest of the week. Colonel Beatty's combination office and living trailer is nearing completion. Work on it is under the supervision of Jimmie Bedwell, assisted by workmen on the show. Manager Lamon is busy as usual taking care of the three "Is." Among the new arrivals are Doc Clayton, known formerly thruout this and foreign countries as the Mystic Clayton, who is now the possessor of a Loop-o-Plane and a most unique grab joint, built on a factory trailer and electrically equipped and operated.

Charlie Lee arrived with two concessions. Paul Brock has frozen custard, also Alleys snow cones. Among the visitors were Johnnie Ward, of the John Ward Shows; Doc Patterson, of the Memphis Colored Fair; Col. George Evans; Bill Sutherland and Joe Stone-man, agent and owner, respectively, of the Stoneman Shows; also Jim Rogers, of Rogers & Powell Shows. T. Gregory Murphy still reports conditions good and is sending in fair contracts. Raymond (Humpy) Taylor left for a three-day visit to Mrs. Taylor's home. The Dixie Minstrels of 22 people were contracted to play a midnight show in a Memphis Theater Sunday night. The writer made several visits to Memphis in the interest of the show and one time to bring Mrs. Beatty some long-wanted chop suey. BOB WHITE.

Classified Advertisements

COMMERCIAL

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COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

AUTOMATIC PAYOFF PIN GAMES FOR SALE—Complete line of latest games. Must sell. Write for list. CAROLINA NOVELTY CO., 216 N. Martin St., Elizabeth City, N. C.

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FOR SALE—2 PACES RACES, SERIALS NO. 1717-2114, 5c Play. CLAUDE CLARK, Madison, Ind.

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WANTED—PACE RACES, MILLS BLUE Fronts, give serial, condition in first letter. H. A. CREWS, Mayodan, N. C.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. COODBOOY, 1826 East Main St., Rochester, N. Y.

WE WANT TO BUY THESE USED GAMES—Jumbos, Prospectors, Sunshine Derbys, Bally Derbys, Tycoons, Pamco Palookas, Red Salls, Daily Races. Quote price, quantity and condition. VERNON NOVELTY CO., Vernon, Tex.

WILL PAY CASH FOR ALL TYPES SLOT MACHINES. CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn.

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4 DOUBLE J. P. WATLING PENNY PLAY, \$25.00 each; 1 Jennings Triple J. P. Escalator, \$c, \$37.50; 4 Jennings J. P. Side Venders, \$c, \$17.50; 4 Double J. P. Pace Penny Play, \$20.00; 4 Mills Front Venders Double J. P. Escalator, \$c, \$37.50 each; 1 Palooka Sr., \$59.00; 1 Gold Rush, \$9.00; 1 Caricoa, \$9.00; 1 Pamco Parlay Sr., \$39.00; 4 Model A Traffic, \$7.50; 1 Prospector, \$25.00; 1 Ace, \$18.50; 50 Mills and Jennings Stands, Steel Stands, \$1.35 each. One-third deposit with order. N. C. NOVELTY CO., P. O. Box 1262, Rocky Mount, N. C.

5 DIGGERS, CANDY AND SUPPLIES, ALL FOR \$125.00; A-1 shape, 1/3 down, balance C. O. D. PETER GLEIM, Box 122, Lansing, Ill.

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A-1 TROMBONE (COLORED)—SOBER, RELIABLE, sight reader for traveling dance band. Steady work and pay guaranteed. State all in first letter. Write RED PERKINS, National Orchestra Services, 709 World Herald Bldg., Omaha, Neb. oc3

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ROADSHOWMAN—RENT A TALKING Motion Picture Projector from us with change of programs weekly. IDEAL PICTURE COMPANY, 28 E. 8th St., Chicago. oc3

ROAD SHOW HYGIENE PICTURES—HAVE three outstanding features, all talking. Trailers, lobby, paper. B. A. WILLIAMS, General Delivery, West Monroe, La.

SEMI-PORTABLE SOUND EQUIPMENT AT prices within your reach. Soundheads, Amplifiers, Power's and Simplex Projectors, C. E. Mazda. While they last, \$300.00. Silent Projectors, only \$15.00. ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. oc24

WANTED—BAER-CARNERO, BAER-BRADDOCK, Louis-Schmeling and other fight pictures, in good condition. EXHIBITOR, Box 474, Dexter, Mo.

WILL SACRIFICE SIXTY SILENT FEATURES. Westerns, Actions. All good roadshows. Also Sound Features, Shorts. MOORE BROS. EXCHANGE, Box 106, Portsmouth, O.

MUSICAL INSTRUMENTS, ACCESSORIES

AIR CALLIOPE FOR SALE—TWO REBUILT 1936 model Tangley Air Calliope, complete with Engine or Motor, guaranteed like new instrument for about one-half new price. TANGLEY CALLIOPE COMPANY, Muscatine, Ia. oc24

PARTNERS WANTED

WANTED—PARTNER (MALE OR FEMALE) for Amateur Booking Agency in Cleveland territory. Must have some capital. D'CARLO ENTERTAINMENT SERVICE, 714 Lyceum Bldg., Pittsburgh, Pa.

PERSONALS

DIVORCES—EASY DIVORCE LAW. SEND \$1.00 for copy of Arkansas Divorce Law. W. P. OODDS, Attorney, Beete, Ark. x

WANTED—PRESENT ADDRESS FRED REED, concessioner formerly with Dodson World Fair Shows, or name show now with. Notify JOE VOLPE, 2119 73d St., Brooklyn, N. Y.

SALESMEN WANTED

BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of brushes. Write for our sales plan. WIRE GRIP SANITARY BRUSH CORPORATION, 220 Northwestern Boulevard, N. Y. oc24x

NEW DRY-CLEANING CLOTHES BRUSH—Revolutionary invention; cleans clothes like magic. Homes, offices buy instantly. Phenomenal profits; outfit free. KRISTEE, Dept. 264, Akron, O. x

WANTED COUNTY DEALER—MAN WITH car to demonstrate and service for large manufacturer. First-class job. 247 FRYFETER COMPANY, Dayton, O. x

90c PROFIT ON \$1.00 SALES—CLEANER FOR Autos, Metal, Glass. Your name on labels. Free sample. INSTANT-KLEEN LAB., Dept. C, Dayton, O. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side-Show Banner Painters. Increasing business requires enlarging our studio. MANUEL'S STUDIO, 3444 North Halsted, Chicago. oc10

CARNIVAL, SIDE-SHOW BANNERS—NOT the cheapest, but the best. Prompt service. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. oc3

THEATRICAL PRINTING

PARTICULAR 125 LETTERHEADS, 125-ENvelopes, 50 Business Cards; Case, \$1.39; 250, \$2.69; Neargravure Embossed, \$1.89-\$3.69; postpaid. SOLLDAYS, Knox, Ind.

WINDOW CARDS, 14x22, 40c, \$2.50; 11x14, 100, \$2.10. 50% deposit. balance C. O. D., plus shipping charges. BELL PRESS, Winton, Pa. x

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. BERLIN PRINT, Berlin, Md. oc10x

200 14x42 or 21x28 HALF SHEETS, \$8; OATE Changes, 25c each. 25% deposit with order. OOC ANGEL, Ex-Trouper, Leavittsburg, Ohio.

200 21x28 OR STREAMER STYLE HALF Sheets, \$8.00; 200 One Sheets, \$8.00. Deposit. Cuts for all kinds, heralds. CURTISS SHOPPRINT, Continental, O., since 1905. oc24

WANTED TO BUY, LEASE OR RENT

GOOD USED NO. 5 ELI FERRIS WHEEL OR Merry-Go-Round. State all. J. SOLENSKY, 108 9th St., Windsor, Pa.

IMMEDIATE CASH FOR ALL KINDS USED Rides or distressed show property all kinds. RELIABLE SHOW CO. EXCHANGE, Oenham Springs, La. oc3

USED CHICAGO ROLLER SKATES, RUBBER wheels preferred. Hundred pairs or more. Also Calliope. State price. JOE ULMER, Spring Valley, Minn.

WANTED—COMEDY MATERIAL, BLACK-outs, Skits, Novelty Acts. No objection to discarded acts. DICK FORD, R. O. L, Monongahela, Pa.

VERSATILE ACTRESS—Desires position with reliable stock company or show boat. Age 24. Producer of Children's Productions Chicago World's Fair. Intense, heavy or light, character impersonation or as cast. Personality plus ability. HARRY HENNINGER, 7200 Lockyear Ave., Cleveland, O.

AT LIBERTY MAGICIANS

CAN YOU USE a first-class Magician in your show? Numerous tricks for the children and deeper ones for the adults. Change for two weeks. Ability, experience. Work in acts. Absolutely sober and reliable. Anything that pays salary; no anywhere. HARRY HENNINGER, 7200 Lockyear Ave., Cleveland, O.

FEATURE MENTAL ACT—M[im]dreading, Crystal. Box-office builder for any kind of show. Oriental presentation. Straights or parts if necessary. Salary and percentage on private readings. PRINCE YORK, General Delivery, Scranton, Pa.

AT LIBERTY MISCELLANEOUS

ADOLPHINE—FIRST-CLASS HALF AND HALF, flashy wardrobe and curtains. At liberty after September 28th. Reliable manager, state terms. ADOLPHINE, care AJ C. Barnes Circus, as routed. oc3

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Panahashia himself. A real attraction for summer resorts or indoor circus. GEO. F. ROBERTS, Mgr., Panahashia's Studio, 615 W. Erie Ave., Philadelphia, Pa. SA Moore 5538.

AT LIBERTY M. P. OPERATORS

SOUND PROJECTIONIST—Long experience, adv sound or projector. Best screen results. References. Anywhere. Electrician, Sound Engineer. F. WALKER, 522 E. Hurley St., Flint, Mich. oc3

At Liberty Advertisements
so WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 15c).
Figure Total of Words at One Rate Only.

AT LIBERTY CIRCUS AND CARNIVAL
INTERNATIONAL SEA LION TRAINER—NOW performing French Casino, New York, desire further engagement after close at Casino. ALBERT SPILLER, care Billboard, 1564 Broadway, New York. oc10

AT LIBERTY GEORGE DeMOTT, Clown Juggler, with good wardrobe and equipment, about October 11, on account of show closing. Write to home address, Millville, Columbia County, Pa. oc10

HAVE A DAYDARK Photo Machine, takes Photos on Post Cards, would like connection with carnivals, circuses, parks or fairs on percent basis. WILLIAM BLACK, 315 Moss Ave., Highland Park, Mich.

AT LIBERTY DRAMATIC ARTISTS
AT LIBERTY NOW—Jack and Myrtle Altrich, Myrtle as Cast, except characters, Singing, Dancing Specialties. Jack as Cast, double Specialties. A-1 Advertisers, Agent. Car and house trailer. JACK ALBRIGHT, care Billboard, Cincinnati, O.

GENERAL BUSINESS TEAM—March, 20, 5 ft. 6 in., 150 lbs., heavy, characters, Tobies, Direct, Bass in Satic Quartette or Trio. Also Sax, but no. Ability, experience, wardrobe, steady, car, congenial, dependable. MAC AND MAREE MacDONALD, Arthur, Ill.

LOREN TOWNE AND HIS ORCHESTRA Available November 1st. Smooth, organized 9-piece band, sweet and swing. Young, neat, reliable, union. Director-Vocalist. Novelties, doubles, Specialties. Well uniformed, complete library, amplifier, new 5-ton sleeper-bus. Desire location. References exchanged; go anywhere. Reliable bookers, ballroom, club and hotel managers write LOREN TOWNE, KFYR, Bismarck, N. O. oc17

FOUR-PIECE SWING BAND—Trumpet, Sax, Drums, Piano. Singers, entertainers, novelties that will surprise. MUSICIAN, 118 6th St., Fond du Lac, Wis.

GEORGE NODZO and His New Yorkers—A 9-piece unit at liberty after October 10. Band cuts, swings and plays floor shows. Will cut to 5 or 6 piece unit if desired. Prefer location job. Wire or write all in first letter. GEORGE NODZO, care Alexanders Inn, P. O. Box 815, Tupper Lake, N. Y.

PIKE BURRITT & His 11-Piece New York Orchestra. Now at Trimble Springs Hotel, Durango, Colo. Booking fall and winter spots. Bookers North and West write for photos, etc. Hotel managers write. oc8

12-PIECE BAND in September. Swing and have P. A. also union and plenty of flash. Hire our own bus. Girl singer. Now playing 12th week at Kasey Night Club. Will go South and only reliable club managers and bookers answer. Also have photos sent on request. ERNE HAYDN, Kasey Night Club, Henderson, Ky. oc3

AT LIBERTY MUSICIANS

A-1 BATON LEADER OR DRUMMER—THOROUGHLY experienced show and theatre orchestra leader. Musical, burlesque units. CLIFF OSSER, 967 Mann Ave., Flint, Mich. 0c3
AT LIBERTY—STRING BASS MAN, DOUBLES Souaphone. Union, good appearance, sober and reliable. State all. Write or wire AL NICHOLAS, 1827 S. Dupre, New Orleans, La.
CLARINETIST AT LIBERTY—WANTS LOCATION. Sight reader. Good worker and a good musician. Age 40. Address J. R. WELCH, Route 3, Box 597, Bassomr, Ala. 0c10
STRING BASS—DANCE. AGE 20. READ OR fake anything. Single, sober, reliable, union. Desire connection with big band, all others write. Doubles if wanted. Sax. Clarinet, Trumpet. FABYAN WRIGHT, Reedsburg, Wis.
STRING BASS PLAYER, 26 YEARS OLD, SINGLE, union. Played two years in Germany. Desire change. Co any place. JOHN KERSINGER, 327 N. Division St., Appleton, Wis.
TENOR SAX DOUBLING CLARINET—YOUNG, experienced, sober reliable, all essentials. No panics, please. Write, don't wire. W. M. (DOC) SMITH, Ledger, N. C.
TRUMPET—EXPERIENCED CONCERT BANDS. Orchestras. Write particulars. F. BELL, 806 Howard, Altoona, Pa. 0c3
AT LIBERTY October 3d—Med show A-1 light reading Pianist; fake and transpose. Twelve years' experience, please reference salary your Bank. Prefer South. NELLIE K. EATON, Wheatland, Ind.
AT LIBERTY—Trombone man doubles Trumpet, Sings Novelty and Arranges. Twenty-one and single. Good fake of and high range. Has been with same bands. Salary scale. Write for further information. Thank you. BOR BABY, Care Manager, King Cotton Hotel, Greenboro, N. C.
AT LIBERTY—Drummer for small jam combo. Double Vhs. Prefer South and no shows. BILL GINTHER, R. No. 2, Clayton, Ind.
BASS MAN, 24, college graduate, 9 years' experience dance work. DDB Souaphone, String Bass if desired. Prefer location, troupe if necessary and pay right. Don't misrepresent. E. P. L., 322 W. 10th St., Winona, Minn.

EXPERIENCED TROMBONE—Double some Fiddle, good Souaphone. Location only, hotel, club, restaurant, Royce board, perhaps, no instruments loaned. BOX 2, Elmira Heights, N. Y. 0c10
EXPERIENCED VIOLINIST double, Alto Sax, Baritone Horn, Head fast, standards etc. Salary what you can afford. AL MORTSTAD, Box 68, Jerseyville, Ill.
FOUR SAXES, using 3 Baritone, 2 Tenors, 2 Allos, 4 Clarinets and Accordion. String Bass doubling Trumpet. Tenor arranges. Have car. Reliable and union. Write or wire JOE SWIST, Box 511, Durango, Colo.
MANDOCELLIST—Fast reader, modern and classic, formerly with Weaver Bros. & Elvry unit. Union, married, prefer location. WARREN WITMAN, General Delivery, Gettysburg, Pa.
PROFESSIONAL DRUMMER—15 years' experience, young, single, reliable. Can cut it with anything. Join immediately. Only steady, reliable job considered. Wire or write, stating all immediately. BEN FAVISH, Globe Hotel, Bellare, O. 0c8
RHYTHM OUTRITER doubling Violin, Steel Guitar and Trumpet. Read and fake, all styles. Small band on location preferred. MUSCIAN, Box No. 424, Fayetteville, Ark.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. THOMPSON BROS. BALLOON CO., Aurora, Ill. 0c3
BALLOONIST—PROF. CHAS. SWARTZ, Committees write. Permanent address, Humboldt, Tenn. 0c17
HIGH FIRE DIVE, WATER Circus five people, sensational, beautiful. HIGH DIVER, 536 Center St., Brockton, Mass. 0c24
CARMEN'S CIRCUS REVUE—5 COMPLETE and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamson, Mich. 0c10

A THREE-ACT COMBINATION, consisting of a High Trapeze and Diving Pole, 120 feet high with a 500-foot slide for life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also has two platform acts, a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also first hand to guarantee our appearance. Address: BOX C-51, Billboard, Cincinnati, O. 0c31
AT LIBERTY—High Fire Dive. This act has the highest power and highest risk. Address: CAPT. EARL McDONALD, 288 Highland Ave., Warren, Ohio. 0c17
CHARLES LA CROIX—Original, outstanding high-class Novelty Trapeze Artist for your Platform Free Attraction. Available for Homecomings, Celebrations, Fairs, etc. Special Electrical Display. Large special posters, free for advertising. Price for act reasonable. For full particulars address CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.
THE OUTHRIES—Lady and gentleman for Southern fairs. Four high-class acts for the price of one. Tight Wire, Double Trapeze, Iron Jaw and Single Trapeze. Excellent Acts in the South. Write care Billboard, Cincinnati. 0c23
VAUTELLE'S CIRQUE—Ten Dogs, Cats, Monkeys, No. 2 Acrobatic Clowns. The acts that are guaranteed to please all classes for circuses or fairs. Gastonia, N. C. 0c10

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, transpose. Capable, single and reliable. BOX C-7, Billboard, Cincinnati, O.
PIANIST—READ, FAKE, APPEARANCE, young. State terms. NELS OLSEN, 345 Washington Ave., Downingtown, Pa. 0c17
EXPERIENCED PIANIST—Young man, union, ability, prefer South or West. Address: LELOY JENKINS, General Delivery, Appleton, Wis.
PIANIST—Available immediately. Young, sober, reliable. Formerly with Harry Clark, Burns Twins, Jimmy Stanton and Billy Bennington. State all in wire or letter, will save time and money, same in regards to ticket. PAUL BELLIN, 4258 Archer Ave., Chicago, Ill.

AT LIBERTY SINGERS

VOCAL SOLOIST desires an audition or engagement in California. If voice is not far above average, you need not engage him. BOX C-109, care The Billboard, Cincinnati, O.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY OCTOBER 3—ALL-ROUND TEAM, Novelty Acts and Sketches for ten days, strong enough to draw the crowds. State salary. No wires. THE ACKERS, Endwell, N. Y.
AT LIBERTY—TEAM, LADY, 26, ATTRACTIVE, versatile, good wardrobe. Small Parts, Bits, Singing Specialties that go. Man, real vaude Pianist, no actor, no speciality. Can do small part in acts, bits. Have car. Tall all, state salary. VALE, Kendallville, Ind.
AT LIBERTY AFTER OCTOBER 14th—EXPERIENCED Comedy Female Impersonator and Master of Ceremonies. Write or wire FREDDIE FREDERICKS, The Billboard, St. Louis, Mo. 0c10
MARLOE AND GREEN, VERSATILE TEAM, AT Liberty after October 5th. Combination Comedy Sketch and Novelty. Man, Blackface and Character Comedy. Lady as Cast, Singles and Doubles, for vaudeville unit. Large medicine shows, indoor circuses. Have Buick car. 219 N. Main St., Kendallville, Ind.
GEORGE (MUSICAL) SIMS—Comedy Musical Act, Cartooning, Magic, Ice Pictures, Paper Novelty, Blackface. Medicine Shows come in his heels or South. General Delivery, Allentown, Pa. 0c3
PAMAMASIK'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Party beautiful performing animals and high. GEO. E. ROYERS, Mr. 518 W. Erie, Philadelphia, Pa. Telephone SA9more 5336.
TEAM FOR MED or Team Show—Have own trailer. Both young. Man, produce, put on acts and make 'em go, dose comedy, etc. Woman works acts like piano. Both do Singing and Dancing Specialties. Change nightly; South preferred. BOX C-109, Billboard, Cincinnati, O.

Circus Season in Paris

PARIS, Sept. 21.—Re-opening of the Cirque d'Hiver gives Paris two good indoor circuses, and with the Amar Bros. again installed at the Empire the shows at the latter house are in majority made up of circus and animal numbers. Cirque Medrano, with the Fratellinis featured, playing to capacity houses, but Empire and Cirque d'Hiver having difficulty in filling their houses, which is apparently normal as the latter two houses usually start the season with light business, which picks up as the season advances.

Opening bill at the Cirque d'Hiver headlines the Maurice Colleano Family in their varied routines of tumbling, contortion and acrobatic dancing. Act is top notch and scores a show-stop. Jose Moreno has improved his presentation and his clever juggling while balancing on a slack wire is an interesting novelty. Van de Vale Trio presents a talented girl antipodist and a routine of difficult balancing tricks. Zerbini Troupe on in speedy medley of tumbling and teeter-board leaps.

Only aerial number on the bill is that of Peter, who works on trapeze and rings in the dome of the circus and winds up with a breakaway dive with rope around his neck. Mabel, Skid and Chester offer good routine of contortion, balancing and tumbling, as also do the well-known South China Troupe.

Other neat acts on the bill are Peters and Dorlan, barrel jumpers; La Sundine, clever dog, and the Zochinins, musical clowns. Horse numbers are presented by Dolinda de la Plata and dance ensembles by the house ballet and Rene Plat, excellent toe dancer.

Circus acts at the Empire are Scarlett's chimpanzees, Coleman's "baranyard" menagerie, Rossi's pony, the Orland Waldemar Troupe, teeterboard leapers; Elida Sisters, contortionists. Five Colorados, Western novelty; Willy Jo Duo, equilibrist; Four Plastics, acrobats, and Boulicot and Recordier, clowns.

The Three Marcellos, equilibrist, and Joe Crockett, juggler, are at the European. The Four Ben Brehems, Arab tumblers, are at the Oumont Palace. The Yuck Chings, Chinese acrobats, and the Daley Trio, jugglers, are at the Rex. Paul Berry, juggler, and Frank Pichel, clown, are at the Trianon.

Happy Days Shows

Dayton, Tenn. Week ended September 19. Rhea County Fair. Weather good. Business, nil.

Colonel and Mrs. T. L. Dedrick in Alabama with New Deal Shows. New eight-car Whip ordered for delivery next week at Tuscaloosa. Wire received from the Colonel having signed Thomas P. Little-

John's circuit of Alabama and Georgia fairs and everybody happy upon getting this news. Mrs. Albert Heth's corn game clicking. Branda Bros.' cookhouse rejoining from Virginia. Dr. Joe J. Pontana added another merchandise concession to his string. Many new arrivals on the show. Vivian's Revue going along nicely; same goes for Cotton Club Revue, Minstrel Show, and their midnight rambles draw the showfolks; 26 people. FLOYD R. HETH.

STATION NOTES

(Continued from page 8) Seattle where she is publicity director. HAROLD BRATSBURG, KFRC, San Francisco announcer and news writer, is writing a series of essays on the various phases of radio broadcasting. THERESA AEZER, music librarian at that station, has taken up the study of the Continental Morse telegraph code to qualify as an operator. CLINTON (BUDDY) TWISS, NBC announcer in San Francisco for the past two years, has been transferred to the network's Hollywood studios. He takes over the duties of WALTER BUNKER JR., who has gone into the production department there. LARRY ALLEN, who heads the NBC Artists' Service in San Francisco, is off on a two weeks' fishing trip in the Pacific Northwest. DON THOMPSON, the network's producer in charge of special events in that city, is vacationing in Oregon for a couple weeks. SARA HOBSON, secretary to Don E. Oilmann, NBC's Western division vice-president, is back on the job in San Francisco after a several weeks' sick spell. Announcers and producers at KYA in San Francisco have organized a bowling team headed by KENNY HIGGINS, announcer-producer. Team includes DICK WYVNE, LINN CHURCH, BOB STANLEY, LEON CHURCHON, ADRIAN GENDOT, BILL SHEA and HARRY ROGERS, program manager.

ARTHUR Q. BRYAN, former word spieler and scribbler on WIP, Philadelphia, leaves the movie lots to join the Par pix sripters. WIP grabs off the exclusive to air Philadelphia's ninth annual Electric and Radio Show on October 5. JOHN S. K. HAMMANN replaces EDWARD HITZ as NBC's sales rep for KYW, Philadelphia. HITZ returned to the New York sales department. JEFF BAKER announcing for WTAR, in Norfolk, Va., after a spell at WFIL, Philadelphia. WDas cops two Philadelphia sport events, IRA WALSH doing the Joe Louis-Al Ettore weighing in, and HAROLD DAVIS calling the grunts at the champ rassing matches. ROBERT OILL, former word spieler at Pittsburgh's WCAE, joins the staff at WCAU, Philadelphia. ALUN WILLIAMS upped to program dic-

tatorship at WIP, Philadelphia, with HOWARD JONES switched to news editorship and special events. ALMA MCKENZIE joins the staff at WFIL, Philadelphia, to give out gabby bits of gossip from the filmand rialto. W3XAU, Philadelphia's new high-powered short-waver, back on the air after a silence of several months.

NEW ORLEANS stations are looking forward to the biggest season in their existence without exception. With acquisition of the Standard Library, WJWB reports a sharp increase in commercials along with its wave-sharer WBNO. The three larger stations, WWL, WSMB and WDSU, are booking heavily, with more than two dozen network commercials set for NBC airing over WSMB and an equal number of new paid programs of CBS over WWL. Management of WDSU, not waiting for NBC's recently announced plan to add it along with several other Dixie stations to its Blue network, is booking local and WBS talent.

WNBR, Memphis, has booked approximately 40 football games for its fall schedule, including high schools, preps and colleges of the Mid-south. FRANCIS CHAMBERLIN, manager of station, as usual will announce most of the games, assisted by FRED VOICE, and all are to be sponsored by Coca Cola Bottling Company of Memphis. Coca Cola of Louisiana is also planning to air many of the important games of that State, with one series of all Tulane University games set for WSMB, some by remote control from as far away as New York City. Both Commercial-Appeal stations at Memphis, WMC and WNBR, are removing this week from the Mid-south fairgrounds. Management of the stations has issued special invitations to the city's thousands of visitors to "Come up and see us some time." Another feature of WNBR this week was the broadcasting from the "Know Your Neighbor" train speeding thru Arkansas, Tennessee and Mississippi with 125 Memphis businessmen aboard.

NEW BIZ

(Continued from Radio Section) news October 15 for 27 weeks, Thursdays, 11-11:45 a.m. (PST). NBC-basic Pacific Red network—KPO, KFI, KOMO, KGW, KHQ, KPDS. Switches on April 29, 1937, to NBC basic Pacific Blue network—KGO, KECA, KEX, KJR, KGA, KPFD. Program, Standard School Broadcast, educational broadcast. Talent, instrumental trio, and musical instructor. STANDARD OIL CO. OF CALIFORNIA, San Francisco (gas and oil), thru McCann-Erickson, Inc., San Francisco, renews October 1 for 52 weeks, Thursday,

8:15-9:15 p.m. (PST). NBC-basic Pacific Red network—KPO, KFI, KGW, KOMO, KHQ. Program, Standard Symphony, symphony orchestra.

LANGENDORF UNITED BAKERIES, Inc., San Francisco (bread and pastry), thru McCann-Erickson, Inc., San Francisco, renews September 28 for 46 weeks, Monday thru Friday, 4:45-8 p.m. (PST). NBC-KPO, KFI, KOMO. Program, Langendorf Pictorial commentary. Talent, Rush Hughes, commentator.

TILLAMOOK COUNTY CREAMERY ASSOCIATION, Tillamook, Ore. (dairy products), thru Botsford, Constantine & Gardner, Inc., Portland, Ore., started September 23 for 13 weeks, Friday, 10-10:15 a.m. (PST). NBC-basic Pacific Red network—KPO, KFI, KGW, KOMO, KHQ. Program, Bennie Walker's Tillamook Kitchen, womag's program. Talent, Bennie Walker, emcee, and a home economist.

ASSOCIATED OIL CO. OF CALIFORNIA, San Francisco (gas and oil), thru Lord & Thomas, San Francisco, started September 26 for 13 weeks, Saturdays, 2-4:45 p.m. (PST). NBC-Pacific Red and Blue network stations (station schedule being arranged) Program, Associated Football—18 games.

CALIFORNIA RECREATION & CONSERVATION COUNCIL, Los Angeles (political), thru Ray Davidson Advertising Agency, Los Angeles, starts October 13 for 16 programs. NBC-Pacific Red (KPO and KFI) and Blue (KGO, KECA, KPDS) network stations (schedule being arranged). Program, Political Talks.

DURKEE FAMOUS FOODS, Inc., Berkeley, Calif. (mayonnaise), thru Botsford, Constantine & Gardner, Inc., San Francisco, renewed for 13 weeks, Tuesdays and Fridays, 10:15-10:30 a.m. (PST). Twelve CBS-Den Lee network stations. Program, Good Morning, Neighbor. Talent, Tom Breneman in song and chatter; Elma Latta Hackett, home economist.

PROCTER & GAMBLE CO., Cincinnati (Drene-hair shampoo), thru H. W. Kastor & Sons Advertising Company, Inc., Chicago, renewed September 11 for 26 weeks, Fridays, 7:45-8 p.m. KFRC, San Francisco. Program, Jack Randolph, electrical transcriptions.

South

COCA-COLA BOTTLING CO. OF LOUISIANA, New Orleans, direct; broadcasts by remote of certain football games played by Tulane University eleven, beginning September 28. WSMB, New Orleans.

REHELEE HAT SHOP, New York, thru local branch officials, daily 15-minute sidewalk Forum, with prize award daily of a hat. WNBR, Memphis.

PENNSYLVANIA SALT CO., Chicago and Philadelphia, placed thru Fletcher & Ellis, Inc., Chicago, three two-minute spots weekly for 20 weeks. WWL, New Orleans.

Hartmann's Broadcast

JOHN R. CASTLE feels that I have done him and the United Shows of America a grave injustice thru the publication in this column last week of comment on the midways of the Iowa State Fair, Des Moines, in 1935 and 1936 and the Michigan State Fair, Detroit, this year. My comment was based upon data received from our own correspondents in those cities—men well qualified as reporters—and if I was misinformed I am sorry and extend my apologies to "Johnny," even though he misinterpreted some of my statements.

For the purpose of having the published statements verified or denied, I contacted State Representative Gustave Alesch, of Iowa, and our Detroit correspondent, both directly concerned, and if they reply in time their answers will be found at the tail end of this article.

For the benefit of those who failed to read my comment in last week's issue, I am going to repeat it here, as follows:

"Last year there was some excitement on the midway of the Iowa State Fair, Des Moines, when State Representative Gustave Alesch, midway clean-up crusader, found a girl dancing with more action than he thought was necessary and also with what he considered too few clothes. At that time he threatened legislative action if the fair didn't eliminate nudity from the midway program.

"This year the situation was different. After a thorough investigation of the Beckmann & Gerety Shows he found no nudity. In checking the show he said he had no desire for 'personal notoriety' and was only interested in 'advancing the cause of morality on the midway.'

"At the Michigan State Fair, Detroit, week before last an attempt was made to go last year's girl dancer at the Iowa State Fair one better by two dancers doing their stuff in the nude, but it didn't get very far when Lieut. Lester Potter, chief censor, got wind of it. It all happened in the *High Hat Revue* on the second Saturday night of the 10-day run, when a blowoff was arranged with an extra quarter admission. Catching the two girls dancing sans costumes, Censor Potter immediately called a halt. After being reprimanded by the managements of both the United Shows of America and the State Fair, the manager was permitted to operate the show the next day without prosecution. The attraction itself was characterized as high class by Censor Potter, and the complaint was the only one received by him during the fair. It was the first time, he stated, that anything of this kind had been tried by a carnival attraction in his 25 years' experience as Detroit censor."

After reading this comment John R. Castle began to steam up. Game enough to say the things he did, I am game enough to let my readers in on the information, as the letter was very interesting to me, especially since it made me see myself as "Johnny" sees me. There are really things in it which you readers should know, that is if you wish to believe what "Johnny" says about me. The letter follows, appearing exactly as the original—spelling, punctuation and all (please note in particular the spelling of the name of *The High Hat Revue*), with one exception. The word "drunken," which preceded a certain name, was deleted by me because it was not polite for "Johnny" to say this.

Before deciding definitely to publish his letter I wired "Johnny" that I was thinking seriously of doing this to get his reaction. My wire read:

"As your letter September 24 contains information which I am convinced will interest our readers just as much as it did me, especially since it tells things about myself entirely new to me and also since many prominent people are concerned therein, am thinking seriously of having it occupy my whole column in next issue."

To this "Johnny" replied: "For your information the Iowa State Fair offices Potter the Michigan State Fair and W R Hirsch all have a copy of the letter I wrote you so all of the prominent people have it on their desk. Do if you do have it occupy your column and I sure hope you do be sure to put

it in word for word or they will all know you are again not telling the truth. Be sure to put it in your column I would like to see it in print I still have about six copies I am going to mail out so take your best shot."

Now for the letter from "Johnny":
"Amarillo, Texas,
September 24, 1936.

"Mr. A. C. Hartman,
"Editor, Billboard Publishing Co.,
"Cincinnati, Ohio.

"Mr. Hartman:
"After we got your September 26th issue of the billboard on the Show yesterday and read in your broadcasting article what you had to say about our show, that is why I am writing you this letter.

"In the first place what have we done, that is the United Shows of America, to have you write articles that you positively know nothing about. All I know that we ever did for the past fifteen years is to spend our money with your publication. In the first place, about one year ago, I wrote you and told you, when you wrote up that piece, that Bill Rice sent you in regard to the writer also the show, that it would be well for you to be sure and find out what you were writing about before you took the liberty to criticize our show or anybody else's show before you knew whether there was any foundation, or anything to base your criticism on. I am sure you understand and know when the Billboard first came in existence that it was for outdoor show people only and there was no moving picture industries at that time, pin games, or what have you, to support the Billboard at that time. If I remember correctly it was a very small pamphlet and I am sure it would never be in existence today if it had not been for the Out-Door Show people.

"After you had written up the piece Rice had sent you in, I wrote and jacked you up about same, and you came back in your publication with a very weak apology. Now, this time it is going to be much different. In the first place, in 1935, at the Des Moines State Fair, one of the State representatives of Iowa had of thought he had, or in other words, does not like the president, secretary or the members of the board for political reasons best known to them, and the only way he could get back at them was to make a big talk and get it aired in the papers that the Iowa Board officials of the State Fair were permitting nude dances on their Fair grounds, which absolutely was a lie from start to finish, and he also had criticized, I think, at that time, through the press, everybody in the State of Iowa that was not politically on his side. For your information, that was the situation in Des Moines in 1935."

"Now, this year at Detroit, Mich., at the State Fair, you claimed in your broadcasting articles, that the United Shows of America tried to pull one much stronger than they did in Iowa. Now, I am sure that you cannot be acquainted with censor Lester Potter, of the Detroit Police Department, when you state that anybody tried to pull anything off on him. In the first place he knows all angles of the carnival business from start to finish, and if you or anyone else does anything at the State Fair grounds, or in the City of Detroit, that is not what it should be, there is no such a thing as any Fair Board, carnival owners or managers rounding Mr. Potter up, as if you knew him as well as I do, after over 20 years of doing business in the City of Detroit and on the Fair grounds, you would not attempt to say what the Fair Board, no matter how much political strength they had, or a show owner, could fix things up with him, after they had done something contrary to his rule, as he is one of the officials that I have met throughout the United States and Canada, that cannot be fixed. He is straight laced and honest in all his dealings, and still on the other hand he would not do one an injustice. Therefore, you are all wrong again in your article.

"You go on to say that instead of having one nude dancer that we had two in the High Hat Revue, and tried to pull the second blow-off inside the show. We carry no girl show blow-offs of any description and never have. Neither do we carry any flat joints or controlled wheels. Let me tell you at this writing, that I think it would be a good thing for you to take a lengthy trip around some of the major shows and give them all a good inspecting, that is, if you are big enough and know enough, and get the inside on them before criticizing the United Shows of America. I know that I am closer to Lt. Potter than any one in the outdoor show business, and I am sure that I

★ DELUXE SHOWS of AMERICA ★

WANT for Their String of Fairs—
Stanley County Fair, Albemarle, N. C., October 5 to 10
Union County Fair, Monroe, N. C., October 13 to 17
Five Other Fairs To Follow

Shows of Merit with or without own outfits. Want legitimate Concessions, such as Candy Floss, Snowballs, Popcorn, Hoopla, Pitch-Till-You-Win, etc. Have few choice Wheels will sell to responsible parties. No exclusives at these fairs except Ball Games and Bingo. Address SAM PRELL, Gen. Mgr., Lexington, N. C., Fair, this week; then as per route.

would never have done anything or tried to do anything to lose his friendship, for after 20 years I value his friendship.

"The writer wants to tell you right now, if you do not come back in your next issue of the Bill-board with the biggest apology you ever wrote, and put it in plain words, so a child could understand you are apologizing, I am afraid the United Shows of America and W. R. Hirsch, R. L. Lohmar and the writer will have to bring some kind of legal action that will cost some one some money, so my advice to you, which you may not consider worth anything, is that you had better get busy at once. Be sure and contradict your article and don't do it in a small way, as it appears to me that you take too much upon yourself at all times. And after all, who do you think you are—to write a lot of lies and things you do not know anything about.

"I am also going to take this up with the Michigan State Fair Board and Lt. Potter, as it appears to me you have belittled them. The only thing I can figure out about it is that you must not be big enough for the job or that you are a fool or a rat, and there will be nothing left undone to see why you are trying to destroy our reputation through your publication.

"In regard to myself, at this time I don't think whatever you do do in the case, that you can ever round me up. You may be able to pull the wool over Hirsch and Lohmar's eyes in some manner, but I don't think you can put it across with me. I will admit that we do not go for your rush telegrams, telling Hirsch and you get your ad in our Christmas Spring and Mid-Summer issues, as we always have been capable of spending our own hard earned money where and when we see fit.

"I don't blame you for sending out all those rush wires to the show people that have met with a small degree of success in possibly the last four or five years, and are so vane and full of ego that they go for your rush tactics, but the United Shows of America, I am sure, have the liberty of using their own discretion how and just where they want to spend their money. Now, you can use your own judgment in this matter and take this letter for what you think it is worth. The writer hopes to meet you in Chicago in December, face to face, as he still has a few things that he would like to tell you to your face, that probably would not look good in print."

In the fore part of this article I said if replies from our Detroit man and State Representative Gustave Alesch were received in time they would be included. Both have been heard from and I am going to let their answers speak for themselves.

My wire to Mr. Alesch read as follows: "Did you find girl dancing with too few clothes and more action than you thought necessary on midway at Iowa State Fair last year. Please wire answer collect quickly as possible. Thanks."

Replying from Marcus, Ia., he said: "Seen girls at the midway of the State Fair at Des Moines, Ia., perform on the stage in the nude. Thru my efforts all such obscene and smutty performances were eliminated from the State Fair of Iowa this year. Please send me copy of magazine."

And here's what our Detroit correspondent wired: "George A. Prescott Jr., secretary of the Michigan State Fair, stated over phone (and statement read back): 'Lieutenant Potter came into office and reported difficulty that night. Said he had closed show following blowoff attempted nude dancing. We want no difficulties of this sort and have never had any at this fair. Matter was straightened out next day and show allowed to reopen with original form of

MERCHANTS HARVEST FESTIVAL

AND FREE STREET FAIR

ZEBULON, N. C., ONE WEEK, OCTOBER 8-10. The Biggest Event of the Tobacco Section, tobacco prices highest ever, money plentiful. Sponsored by Merchants, Civic and Local Organizations. Clean, law-abiding Concessions wanted. Will consider several worth-while Shows, such as Indian Village, Wild West, Motorcade, Oriental or Hawaiian Show, Midlets, Fat People or Musical Comedy, commensurate with TED DAVIS, Chairman of Committee.

WANTED

Lady Ball Game Agents for North Carolina Fairs, starting next week.

H. G. PAULI

Great Barrington, Mass., This Week.

LION FOR SALE

Female. Fat, healthy, two years old. Cheap. Address

EARL PURTLE

Care World of Mirth Show, Richmond, Va., Fair, This Week.

presentation. Mister Lohmar seemed to think there was no argument except that girl said a little too much to Lieutenant Potter and he stepped on her."

Now, dear readers, I am going to let you be the jury and decide whether I am as "Johnny" alizes me up.

Bantly Greater Shows

East Radford, Va. Week ended September 19. Auspices, Baseball Association. Weather, variable. Business, fair.

The last "still date" before going into the Carolina fairs to break the jump south proved a better spot than anticipated, with real day's business Saturday afternoon and night. Harry (Bud) Bantly is back in school. Allegheny, Meadville, Pa. Mary and Master Gene Mettler left this week for school at home in Harrison, O. A very interesting meeting of the Good Fellow Club and a good show with Bud Brewer emcee. Benlie Smith elected to preside next week and promises some innovations. Herman Bantly and the writer made a flying trip in the interest of the route.

Roster of Doc Mehl's Minstrel Show, which joined last week: Doc Tom Mehl, manager; Mabel Wall, blues singer; Gussie Clark, Irene Lewis, Mabel Pace, chorus; C. W. Wallis, comedian; I. Lewis, producer; James Clark, clarinet; Alex Price, piano; R. B. Lewis and H. T. Hunt, trumpets. CHRIS M. SMITH.

Chevrolet Truck Sales Beat Previous Records

DETROIT, Sept. 26.—Sales of Chevrolet trucks during the current year have shattered all previous truck records in Chevrolet history. W. E. Fish, commercial car manager, announced this week.

Sales to date since January 1 have totaled more than 25 per cent above those for the same period last year, and more than 17 per cent above those for the corresponding period in 1929, the all-time record year, he said.

"Truck sales thru August," said Mr. Fish, "were 163,575 units, as compared with 130,269 last year thru August and with 139,387 in 1929. Chevrolet dealers sold more than 20,000 units a month for six consecutive months, beginning with March of this year—a feat unparalleled in their history."

"The outlook for truck business continues good. There is every reason to expect a new all-time high mark at the end of the current year."

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Quality Merchandise Attracts Largest Play at Eastern Parks

One of the outstanding successes of this past season were the poker roll-down games in the resort spots. Their popularity rose to great heights thru-out Coney Island, Long Island, Asbury Park and Atlantic City.

Irving A. Blecher, who manages Max Weiss' poker roll-down spot at Edgemere, Long Island, where 20 of the games are in constant action, reports on the difference between merchandise and other systems for stimulating play.

Blecher reports that at the start of the season they used packs of cigarettes only for awards on the games. The play was fair, going at a good pace, but not living up to what they had envisioned.

About July 15, Blecher states, they decided to try a complete display of merchandise. Max Weiss is one of the leading sportland owners in New York and is considered an expert in the display and use of merchandise awards for games. They used a lavish and eye-filling display of the finest quality merchandise. "From the moment the merchandise display was seen the play zoomed to new heights," Blecher says.

Furthermore, he reports, they learned that the patrons wanted the best quality merchandise obtainable. They found that more and more players saved their coupons for the better merchandise and therefore, even the handicapped by a late start, they quickly obtained the finest merchandise they could buy and a tremendous quantity of this merchan-

Electrical Goods 20 to 35% Over '35

CAMDEN, N. J., Sept. 26.—With few exceptions, the electrical trade so far this year has enjoyed a volume of business better than that of any similar period during the past years, according to a survey by the Edison Institute of New York.

Manufacturers' operations have gained with each succeeding week this year, and production schedules have been increased from 15 per cent to 20 per cent over those of last year. During the last 90 days the increase in sales has been abrupt and broad, running as high as 20 per cent to 35 per cent above the total for the comparative period in the year preceding. During August sales were better than for that month in several years. Summer volume was the largest in years and with the added pickup this fall a wide margin of gain has been recorded thus far in the current year over the 1935 total.

Variety Stores Sales Up

WASHINGTON, Sept. 26.—Daily average sales of variety stores for August were about 11 per cent higher in dollar volume than for August, 1935, and likewise showed the same percentage of increase from August, 1934, according to estimates of the Department of Commerce. Preliminary analysis of the aggregate value of sales for the first eight months of the year showed 7½ per cent above that for the same period of 1935.

Christmas Buying Outlook Excellent

Look for best Christmas buying period since the depression began due to distribution of dividend funds near year end. New record retail buying naturally will stimulate manufacturing. Department stores, forecasting heavy Christmas business, already are buying ahead to an extent unequalled in last seven years.—United States News, Washington.

dise was disposed of before the season finished.

Irving Blecher reports that in managing a concession of poker roll-down games there are many problems confronting the average operator. "But there is one certain and proven factor," he says, "that is merchandise of high quality will always get the crowd and will easily overcome cigaret or any other type of competition along this line."

The roll-down games naturally lend themselves to merchandise use. They (See QUALITY MERCHANDISE page 66)

Leipzig Autumn Fair Ahead of Last 3 Years

Business at Germany's greatest fair, the Leipzig Autumn Fair of 1936, held from August 30 to September 30, was exceptionally lively in all branches and the wealth of ideas incorporated and the goods exhibited there elicited the most flattering comment from buyers hailing from all parts of the world. The contingent of exhibitors amounted, according to provincial statistics, to 5,148, of whom 4,905 were German nationals. This exceeded the figures for autumn fairs for the last three years by a considerable extent.

Besides Germany, 15 other countries were represented by 243 exhibitors.

Business was reported excellent in textiles and clothing, porcelain and glassware, handwork and industrial arts and crafts, precious metal and jewelry goods, leatherware and traveling articles, sporting articles and in nearly all industrial branches working for the (See LEIPZIG AUTUMN on page 67)

Fall Trade Continues At a Steady Stride

Favorable weather conditions in many parts of the country were an important factor in aiding retail sales to maintain a good stride in fall merchandise the past week, according to alert market observers.

There was a considerable demand for seasonal merchandise, rugs, furniture and household equipment. China and glassware, too, came in for a big demand, which leaders attributed to a desire of buyers to get under the wire of higher prices due early in October.

The prediction that retail trade will continue on the upgrade during the coming months was made freely following the announcement September 21 by the Agriculture Department that cash income of farmers this year would total \$7,850,000,000, almost 11 per cent more than the 1935 total.

The cash income was estimated on actual income for the first seven months of this year, plus "indications as to sale and probable prices for farm products" during the remainder of 1936.

Industry Profits By New Products

Constant development and designing of new products has been an important factor in the forward movement of the wholesale merchandise industry in the last six months. Many new articles, attractively designed and fashioned to meet many new uses so as to consistently keep the public attracted to the merchandise being featured, have been of great aid particularly to outdoor showmen and others dependent in some measure upon the drawing powers of (See INDUSTRY PROFITS on page 67)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

LISTENING around one gains the impression that many men connected with the premium business have quite definite ideas about what they will and will not do during the coming year. The past season taught us many important lessons. One is that fair and exhibition crowds have undergone a change. The crowd has more money to spend and there is an improvement in its behavior. The social status is better. People go about more leisurely and a much greater number of middle-aged men and women are seen even late at night. This change must be taken care of in the premium display, in the sales approach and in merchandising generally. Some operators feel no game can sell itself and that the main attraction is the prizes, which therefore are becoming an increasingly important feature in the success of every booth. The old-fashioned booth front is about ready to go to make room for something more elaborate and incidentally more attractive that will appeal to the modern taste. Several operators with permanent locations have found it profitable to "dress" real window and entrance displays and to supply facilities that will not only bring the customer in but also make him stay. There is no need to go high-hat, but there is plenty of reason why showmanship should get some pointers from the drug and department stores which, it will be admitted, know how a large crowd can be made to buy. There is no denying that the best merchandise displays during the summer have also been those that took in most of the cash. More operators certainly will fall in line during the coming season.

I am told that more attention also has been paid this year to branded merchandise. This has not been quite so noticeable around New York, but a sprinkling of branded goods has been seen. Experience in this respect differs widely. The price question enters, of course, but not so much as it appears at first glance. The article is not sold, but won as a prize. The customer had the fun of playing and only rarely considers that he might have bought the same article at a lesser cost in a store. Branded utility articles were frequently picked as prizes last winter in the various sportlands at the height of their popularity. The cost element is not the ultimate prize, in the opinion of several operators, but rather the basic charge for the game.

If merchandise is the important partner in premium merchandising, which it is conceded to be by most of the successful operators, it stands to reason that buying the right kind of premium goods is second only to good merchandising. Premium men feel that there is no lack of good numbers, novelties and tried-out items, but the present means of "trying them on the dog" are not fast enough. As a result, part of the season is gone while a real winner is waiting for appreciation. Something should be done about it. What, nobody seems to be able to say. The straight-from-the-shoulder method, I should say, is advertising any new article early in *The Billboard* and give operators a chance to bring it before the clientele. Why do premium manufacturers and wholesalers hide their light under a bushel basket? They have nothing to fear in a trade of 100 per cent sales experts.

Quality Mdse. Best For Keeno Players

The game of Bingo, or Keeno as it is sometimes called, is gaining tremendous popularity thruout the country as an indoor social and recreational event. It is expected that the volume of merchandise distributed as prizes at Bingo games this year will exceed that for any previous year in history. A great many types of organizations, churches and fraternities have turned to a variation of the game as a means of obtaining operating revenue and surplus funds during the fall and winter season. In some communities the events were even staged thruout the summer.

A pleasing trend noted by the wholesale industry is the increasing use being made of merchandise as prizes. While a great many of the games featured money awards during the first year or so, and some of them still do, it was the trend to merchandise awards which really boosted the events into popularity.

One of the most common ways in which these events are conducted is to play 25 games on one program, with merchandise prizes to the winner of each game. In the event of a tie a slightly less costly item is given to the two winners. At many of the events an extra prize is given to the winner of the fifth, 10th, 15th, 20th and 25th game, in addition to which a number of door or attendance prizes are given to holders of lucky admission tickets. Thus it is seen that a considerable number of items are necessary to conduct only one such event. That the total volume of goods for these events during the coming fall and winter months promises to be the largest in the memory of the industry is indicated by the size and variety of orders already placed.

It has been the experience of the sponsors of these events that public preference is overwhelmingly for quality merchandise, with the greatest call being for goods made by reputable firms. Early fall orders have been for plenty of items of general household utility, including lamps, percolators, trays, electric toasters, irons and mixers, aluminumware and the like.

Jewelry Popular for Wedding, Xmas Gifts

According to a recent statement made by Walter W. Mitchell, of Dun & Bradstreet's, a survey of the jewelry field has revealed that 50 per cent of all purchases of jewelry are divided evenly between wedding and Christmas gifts.

The remaining purchases, he said, constitute about 25 per cent of unclassified, 15 per cent represented personal gifts purchased by women for their own use, 5 per cent are purchased by men for their personal use and the other 5 per cent goes on contracts.

Chester Levin in New York

NEW YORK, Sept. 28.—Chester I. Levin, one of the owners of the Midwest Merchandise Section, Kansas City, Mo., is at the Edison Hotel here, meeting importers and jobbers relative to purchasing new items for the winter season. He is also making contracts for premium goods for next spring. Levin plans on remaining here for the next two weeks.

Prosperity Evident at Jersey Electrical Show

CAMDEN, N. J., Sept. 26.—Latest and newest in electrical appliances and equipment made their debut at the annual Home Show arranged by the Electrical League of South Jersey. Exhibits opened September 19, continuing until the 26th. Attendance viewing the \$100,000 electrical display was estimated between 75,000 and 100,000. Amount of space utilized by exhibitors ranged from (See PROSPERITY EVIDENT on page 67)

SENSATIONAL!—DIFFERENTI!
They're All Going Wild Over

INDIAN JEWELRY



1. 7/8" thick, open heavy hammered silver antique finish bracelet. Attractive all-around top and bottom Indian design and striking Indian arrow.
2. Heavy hammered silver antique finish bracelet. Leaf scroll all around and surmounted Indian-design snake.
3. Heavy hammered silver antique finish bracelet. Leaf scroll all around. Beautiful imitation side stone in center of Indian arrow.
4. Beautiful silver Neck Chain with heavy hammered silver antique finish Pendant with scalloped edges and large imitation jade stone in center.

ALL FAST \$1.00 SELLERS
Our Special **72¢** Per Dozen **8.00** Gross

Here's real flash... real value. Clean up! Rush your orders now! Send for samples—1 each of above four numbers 60¢.

Write for free illustrated circular of Steinberg Super Values today. You'll buy better, flashier merchandise for less money.

ALSO A COMPLETE LINE OF CAMPAIGN KITS— Roosevelt and London Tie Claps and Pins. **67¢** Dozen **8.00** Gross

STEINBERG MERCHANDISE CO.
19 West 19th Street, New York, N. Y.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Fur Tail for Caps

An interesting variation on the fur-tail-for-automobiles rage was recently introduced to the market by Charles Brand, of New York, in the form of small fur tails with pins which make them easily attachable to skull caps, baseball caps and other headwear worn by boys.

It is predicted that the Sport-Tail, which is the name given the new item, will be a big seller at the fairs, since the speed-and-outdoors appeal of the Sport-Tail will quickly catch the fancy of the boys and girls strolling the midways with their parents.

This winter, also, it is predicted the Sport-Tail will be seen flying from the caps of many ice-skaters on rinks and lakes all over the country.

The Auto Tail, also manufactured and marketed by Brand, incidentally, is still getting a big play in many parts of the country, as are several of the other items in the Brand fur line. Demand for Everything in Furs, Brand catalog, which is sent free upon request, has been consistent and heavy.

Novel Service Plate

A new stainless steel tray for individual service is being placed on the market by the Dine-Out Company. Company has a tray about 11½x14 inches which will hold an entire service of a full meal for one person. It is divided into compartments, allowing the various dishes to be kept separate.

An important feature of the Dine-Out tray is that it completely eliminates the necessity for taking care of individual dishes for each meal. It is especially adapted for Sunday night informal suppers, for hunters and campers, and is being particularly promoted for use by those traveling in house trailers.

Radio Desk Set

Arrite, a radio combination desk set by Sengbusch Self-Closing Inkstand Company, constitutes an attractive gift for business executives as well as for the home desk. The unit, which is one of the few really new creations in quality premium merchandise this season, combines an International Kadette radio, Dipaday writing set, Waltham or Lux clock and a desk lamp, all in one 18-inch-long case of Plaskon or Bakelite. Modernistic in design and made to fit in a compact space, the item has tremendous appeal and should prove to be a hit where a substantial quality unit is desired.

Hill Brake for Autos

The new Hill Brake, just brought out by a company of the same name, is something the motor world has long felt the need of—a device to hold the clutch out and the brake on. With the Hill Brake only the left foot is used, leaving the right foot free for gas or starter. There is no rolling backward when stopped on upgrade, no slipping and burning the clutch to hold position and no stalling motor while getting right foot from brake to accelerator. The device can be attached to all cars and trucks and requires only two minutes to install. No special tools are necessary and there are no holes to drill. Made to

retail for \$1, the item looks like a real opportunity for agents and demonstrators.

Bath Thermometer

A floating bath thermometer which shows at a glance the water temperature is a unique new item for premium use or direct sale. Just introduced by Gift Headquarters, it is ideal for preparing baby's bath, or adult's for that matter, being circular in shape and unbreakable, containing no glass. It is three inches in diameter and comes attractively boxed, singly. Priced very reasonably considering the item's utility and appeal.

Mexican Paper Money

Discontinued issues of real Mexican paper peso bills are now being offered to the trade by Joseph B. Mana. This unique idea offers realistic appeal and a big flash for Bank Night advertising, bazaars and stage shows, as well as being a new item to sell to the public for their parlor games, etc. Could be sold direct to the public or to stores or given away as a premium.

New Ladies' Watch

A new ladies' wrist watch has just been introduced by Joseph Hagn Company. The snappy new round model comes to the trade at an outstandingly low price made possible by the new reciprocal tariff agreement. Priced at \$2.45 each in small lots and \$2.25 in lots of 12 or more. Watch is ideally suited for premium users and salesboard operators.

Joseph Hoover & Sons Company announces its new line of calendars for 1937 for premium use. The line embraces 50 new exclusive copyrighted subjects in artistic bordered effects and new "all over" styles. In addition the firm has produced some new ideas in the co-operative type calendars, as well as unique numbers in blotters and calendar pads. Samples and prices will be forwarded upon request.

WHAT DO YOU NEED?

BORLAB PRODUCTS

LOW PRICE HIGH QUALITY ITEMS

DEMONSTRATORS, PROMOTION AGENTS, CANVASERS, SALESMEN

426 BROOME ST., NEW YORK, N.Y.

ORDER TODAY FROM THIS LIST OF BORLAB BARGAINS

YOU GET YOUR OWN PRIVATE LABEL MADE UP TO YOUR ORDER

FREE WITH EVERY DOZEN OR MORE

Gold Cream (2 oz.)
Cleansing Cream (2 oz.)
Liquefying Cleansing Cream (2 oz.)
Vanishing and Foundation Cream (2 oz.)
Tissue Cream (2 oz.)
Skin Toner and Refreshener (4 oz.)
Astringent Lotion (4 oz.)
Money and Almond Cream (4 oz.)
Liquid (4 oz.)
Hair Dressing (8 oz.)

ALL 5¢

★ All Beautifully Packaged. All Fast 25¢ Sellers.

Here's your chance to start a business of your own—a real opportunity to make more money than you've ever made before. If you need anything in Cosmetics, Cleansers or Polishes write us. We'll save you money and give you big values. Order now! Write for free circular and price list.

BORLAB PRODUCTS
426 Broome St., New York, N. Y.

WALTHAM

10 Size—15 Jewels, R. B. movements, fitted in new chrom. case. Complete with chain \$3.50

25% Deposit, Balance C. O. D. 50¢ Extra for Sample. SEND FOR NEW 1936 CATALOG

PILGRIM WATCH COMPANY,
181 Canal St., New York City.

TIES

NEW MARGIN LINE No. 680. Starting high quality ties. Carries 50¢ price tag. Looks like \$1.00. \$1.00 value. New Summer Patterns.

You ought to see our 90¢ Order Today. 25% with Order. Balance C. O. D., plus postage.

\$140 SAMPLE DOZ.
\$1600 OROSS
\$12500 100 DOZ.

CONTINENTAL MERCANTILE CO. 414 B'WAY
NEW YORK, N. Y.

STATE and COUNTY FAIR SPECIALS

Heavy White, Mahogany or Fancy Parade Canes.
Doz. \$1.50
Gro. 16.50

Swagger Sticks. Doz. 5.50

Reach Bounder Balls. Doz. 1.15

Rocket Baseballs. Doz. .85

Decorated Gas Balloons.
Doz. 2.50

"Thrillers" Candy (250 in Case). Case. 2.75

We have Beacon Blankets, Morocco Gold Covers, Aluminum Ware, Plaster and all other Carnival Supplies.

Lowest Prices and Best Service for 50 years. 25% deposit must accompany all C. O. D. orders.

LEVIN BROS., Terre Haute, Ind.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades. Brass Bolsters and Lined.

A New Deal—Big Buy Per Dozen, \$2.25

Five Dozen for \$10.00

Send for New Catalog.

ROMDE-SPENCER CO.
Wholesale House,
223-26 W. Madison St., Chicago.

Watch Them Go For These "LEATHER TIES"

Genuine leather, plain and combination colors. Plenty of flash and appeal. Show something different—get the customers.

1 Dozen, \$2.75; 6 Dozen, per Doz. \$1.75; 12 Dozen, \$1.60 per Dozen.

Bow Ties are \$1.00 per Doz.

LEATHER BELTS.
Variety of Shades and Colors.
1 Dozen, \$2.75; 6 Dozen, per Doz. \$1.75; 12 Dozen, \$1.60 per Dozen.

High Grade, Genuine Leather Merchandise. None better. Money-Back Guarantee. Send for Sample Belt, Tie and Bow Tie, 60¢.

Acme Leather Novelty Co.
152 Washington Street, Salem, Mass.

HOT!! CAMPAIGN! NOVELTY!

MY PARTY CHARMS—
Spinning Donkey or Elephant Sensation Made of White Metal with Brass Handle. Sturdily Built. 45¢ Dozen.

SEND FOR FREE CATALOG
3,500 Items
25% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litx Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials. Our Sets Really Work. Continuous repeat orders to our best proof.

Send for New Catalog

PLAYLAND SUPPLY CO.
118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

Model 4DW
\$5.95 each
in lots of six
F. O. B. N. Y. 25% samples

\$6.50 each

FOR SALE WHOLESALE CONCESSION and PREMIUM SUPPLY HOUSE

DUE TO OTHER BUSINESS INTERESTS.

Doing Over \$300,000.00 Each Year. \$80,000.00 Stock. Sell All or Half. Unless you have sufficient cash, please don't take up our time. Address BOX D-43, Care The Billboard, Cincinnati, O.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

NOWHERE ELSE

Can YOU GET Better Values or WE WILL SET FOR LESS

Quantity	Description	Amount
1000	Assort. Sta'n'y. Schol' Supl., Notns, etc. Ea. Item	.01 3/4
	Xmas Cards, 10 Beautiful	.07
	Gds. & Envs. Attr. Bx. Box	.13
	Ordn., Envs. Attr. Bx. Box	8.00
	Jumping Fur Dog and Rabbit, 25c Value, Gross.	8.25
	Pecking Birds. Ood for Demonstrators. Gross.	.80
	Lucky Charms, Big Variety. Always a Fast Seller. Gro.	3.90
	Razor Blades, United, Champion, etc. 1,000 Bl. Single Edge Oraz. & Razor Blades, 1,000 Blades.	4.90
	Shaving & Dental Creams, 350 Sizes, Gro. Gross.	5.25
	Pencils with Inverted Erasers. Gross	.63
	Pen and Pencil Sets, in Boxes, Set. Complete	.20
	Flash Needle Pags. Retail 10c, 100 Package	.63
	Pocket Combs in Leatherette Cases. Gro. Complete	3.75
	Key Rings on Safety Steel Belt Hooks. Gro. O'pente	1.20
	Pat. Cleaners, with Wood Attachments. Gro. Comp.	2.95
	26-Pc. Tablew' Set. Silv. Plid. High Qual. Set.	1.45
	China Novelty Assortment. Gross	3.50
	Scap. Assorted. Big Value. Gross. Cabs.	1.44
	Aspirin, Breath Pe'ns, etc. 25 Card Lots. Each Card	.08

We Carry a Complete Line of Sales Cards, Sales Boards and Novelty Boards. Send Order at Prices List Paid and We will Prove to You that We Sell for Less. For Direct Import and Factory Prices Send Orders to NEW YORK ONLY. Deposit of 25% With All C. O. D. Orders. FREE CATALOGS. OUR ONLY MAILING ADDRESS:

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST., NEW YORK

RED HOT TIMELY NOVELTIES
ELECTION SPINNERS, Black, Silver Donk & Elephant, Doz. 35c; Gr. \$3.75. Other Spinners, Ham, Numpy, Nitro, etc. BARRIAGE BULL-LOVEY MONEY, very funny. Per 1,000, 75c. RED HOT SNIMMIE OANCERS, 25c Doz.; \$2.50 Gr. CARTOON BOOKS, 10 kinds, \$1.25 per 100, etc. Order from above, or 25c for 10 samples. T. R. PAYNE, 28 Cardinal Place, New York.

Novelty and Street Men SPECIAL ATTENTION

- Due to an oversupply we offer the following special quotations:
- STRAW COOLIE HATS—2 Strap, Large Size, Per Gr. **\$13.50**
 - STRAW COOLIE HATS—Small Size, Per Gr. **9.00**
 - RUBBER (JUMBO SIZE) POPEYE DOGS—Per Gr. **6.50**
 - JUMPING FUR DOGS, with Bulb Attachment, Good Size, Two Colored Effect. Per Gr. **7.20**
 - FLORAL SILK PARASOL—Large Size 28". Per Gr. **\$16.80**
 - MECHANICAL TOYS—NEW XMAS NUMBERS
 - HAWAIIAN HULA HULA DANCER—Per Gr. **24.00**
 - MECHANICAL COWBOY ON HORSE, with Twirling Lariat. Per Gr. **24.00**

All prices F. O. B. Dallas for immediate shipment. Terms: C. O. D. 1/3 deposit required with order—only express, post office or telegraph money orders accepted.

KAPLAN & BLOOM
4112 Commerce Street Dallas, Texas

NOTES from SUPPLY HOUSES

What seemed to be a novelty a year or two ago has turned out to be a practical, regular line that is proving exceptionally profitable to direct salesmen. We refer to the Century Leather Ties. Century Leather Ties are made in both four-in-hands and bows for men and boys. Furnished in both plain colors and fancy shades and designs, they have proved a money-saving, attractive item for general wear and for large organizations requiring standard ties for their employes. Policemen, firemen, letter carriers, service-station attendants and many other groups adopt them owing to their long-wearing qualities and resultant saving of money. In addition they have caught the public's fancy for general wear owing to their beauty, durability and economy. Century Leather Ties can hardly be told from silk. One has to feel them to detect the difference. They are easily cleaned with a damp cloth, will not wrinkle and they wear indefinitely. More than 50 patterns are available.

A feature exclusively its own and one which is held accountable for the great strides made by Borlab Products in the field of supplying the pitchman, demonstrator, salesman, agent and canvasser is the furnishing of private labels absolutely free with any order for a dozen or more items.

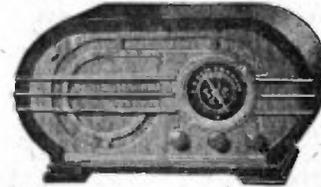
Many workers want to feel that the business they build up thru their efforts is their own and they want some assurance that repeat orders will come to them. For this reason the private label is important to them. The many houses will supply the pri-

vate labels, the price for this service is usually so high as to be exorbitant. Borlab's offer, therefore, gives the worker the opportunity he is after at no charge above the regular low price of the merchandise.

The Borlab Company maintains a printing and art department especially for the private label service and it is because it maintains these departments that it is able to give the private labels to the demonstrator, agent, salesman, pitchman or canvasser absolutely free of charge.

All types of cleansers, cosmetics and polishes are the featured items in the company's regular line, but they also make up any product of a chemical nature to the buyer's special requirements.

The radio industry is now enjoying the biggest year of all times. Over 7,000,000 sets have been sold so far this year and the goal has been set for 10,000,000. A good number of these sets are being sold to replace obsolete models. Federal Communications Committee reports that a recent survey revealed 21 per cent of all radio receiving sets in service were manufactured in 1929 or



earlier. A huge success is being won by a new type of radio now manufactured in Chicago. This radio, known as the Silver To-Na-Coustic, is housed in a scientifically designed cabinet which adds wonderfully to the tone quality of the speaker. The bow ends create a tonal chamber similar to that of a violin. The resulting tone compares favorably with sets selling at many times its price. As to performance, this radio gets amateur stations, police calls, ships at sea, etc., and has a special switch for that purpose. So sure are the makers of this radio that any salesman can make money with it that they are willing to sell it on a money-back basis. The set itself is fully guaranteed for one year.

QUALITY MERCHANDISE

(Continued from page 64)

have a definite appeal to the public which is apparent from the days of the old Japanese roll-down. With the new roll-down games which have been introduced this year there is no doubt that to match the better and more modern appearance of the game finer quality merchandise was certain to be the attraction.

"Merchandise of only the highest quality," as Irving Blecher says, "is what the public wants. This again proves a fact which has long been sponsored by all leading operators—that the public want merchandise awards, but that they only want the better merchandise—the type of merchandise which their daily newspapers and other periodicals have educated them to desire.

By using only the finest merchandise obtainable Max Weiss' poker roll-down games enjoyed the greatest season they have ever had. There is no doubt that even so clever a manager as Blecher would have been at a standstill, which he admits, if he didn't have this fine merchandise display and the coupon point system which they evolved for the play.

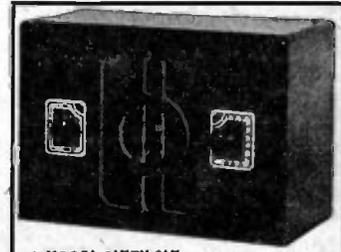
Many leading merchandise firms have always inclosed this sort of stimulation for the roll-down games. But in Irving Blecher's case they also proved the value of merchandise to instantly revive play and to create a greater number of satisfied customers.

Max Weiss, who has long been known as one of the better merchandise users in the New York area, can always be depended upon to present new ideas in merchandise use. The wide and diversified lines which he handles and the fact that he will only feature the highest quality merchandise should act as inspiration to other operators throught the country.

"There was cheap merchandise on display," Irving Blecher said. "For low points, but there was so much more quality merchandise given away, regardless of the greater difference of coupons necessary, that it proved the general public wanted only the finest merchandise obtainable."

YALE FOOTBALL
Price List Now Ready
Send for Your Copy Today
Newest Ideas Lowest Prices

- CAMPAIGN NOVELTIES**
ROOSEVELT PHOTO BUTTON BADGE—Complete with R. W. B. Ribbon and Donkey Charms. **\$2.50**
Per 100
LANOON SUNFLOWER BUTTON BADGE—Complete with R. W. B. Ribbon and Elephant Charms. Per 100. **2.50**
CLYDE SUNFLOWER BADGE—Complete with Button, R. W. B. Ribbon and Elephant Charms. **3.50**
Per 100
Compare our Badges with others on the market. They are more flashy and are of better quality. Send 10c for Samples.
LUCKY CHARMS
Donkeys, Elephants, Horses, Dogs and Many Other Varieties. 75c to \$1.20 per Oraz.
Send 25c for Sample Assortment.
Send for Our Price List of Fair and Carnival Supplies, 25% Deposit with All Orders.
EPSTEIN NOVELTY CO., Inc.
130 Park Row, NEW YORK CITY.



- MODEL SIXTY SIX. Four RCA Licensed Tubes. Super Chromatic Speaker. Dual Pilot Lights. New Merchandise. No Surplus. Works on A. C. or D. C. Size 7 1/2 x 10 1/2 x 5 1/2. Will Tune from 550-1600 K. C. Built-in Aerial. No Ground Required. Packed in Air Cushion Carton. Order Today. 20% Deposit. Bal. o. O. D.
- PHENIX TRADING CO., 121 E. 12th St., N. Y. C.**

READY 1937 SOON
CATALOGUE ON AMERICAN WATCHES
BERK MOSE, CO., INC.
145 W. 45th St., New York, N. Y.

SLIP-NOT TIES
NEW FALL LINE, Silk Lined—Jacquard Figures—Stripes, Plaids, Bold Colors. Fast 50c Seller. \$2.25 per Doz. Send for Sample Doz. \$2.50 Postpaid. Money refunded if not satisfied.
Original. Leader Ties
Really-Made Knots. Hold its shape forever. NEW FALL LINE—Silk Lined. Fast 50c seller. \$2.25 PER DOZEN.
Send for Sample Dozen. \$2.50 Postpaid. Money refunded if not satisfied. New Fall Line Four-to-Hand Ties. Silk Lined. \$15.00 gro. Sample doz. \$1.50 postpaid.
M. LEVINE, INC., 13 N. 13th St., Phila., Pa.

Free Sample Case

- Write for Details Today.
BLADES—D. E. 20 Pks. 5 in. Per Doz. 40c (Include Postage)
SIDELINE OODS—Special. Gross. 75c.
Full Line For
● House-to-House Canvassers, Agents, Wagon Salesmen, Streetmen
CHAMPION SPECIALTY CO.,
814 E. Central Street, Kansas City, Mo.

ELGIN or WALTHAM \$1.95 Ea.
7-Jewel, 18 Size Watches. In New White Cases.
7-Jewel, 16 Size Elgin and Waltham, \$2.75.
Flash Carnival Watches that do not run, 50c each.
Send for Price List.
Your Money Back if Not Satisfied.
BRESCLET CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners.
113 N. Broadway, St. Louis, Mo.



FREE 5 DAY TRIAL

5 TUBE GENERAL RADIO
SATISFACTION GUARANTEED
Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)
FAST SALEST! BIG PROFIT!
Modern Walnut Cabinet, Powerful dynamic Speaker, Superb tone. NEW 3-COLOR DIAL. R. A. Licensed Tubes—One Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **FREE 1 NEW 1937 CATALOG** Showing 6 new models. Sensational values.
\$6.95 LOTS OF SIX
\$7.45 SAMPLE SET
25% with order, balance C. O. D. Remember—Satisfaction or Money Refunded.

LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.
MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

CASH IN NOW ON Campaign Souvenirs

1/2-inch White Stone Donkey. All white metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. **B34J235—Per Dozen 70c**
1/2-inch White Stone Elephant. White metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. **B34J232, Oro. 9.00**
 Per Dozen, 80c.

Roosevelt Lapel Button. Made of metal in gilt finish. Packed 1 gross to box. **BN10218—Per Gro. 75c**
 Packed 1 Doz. on Display Card. **BN10214—Per Gross 1.00**

1/2-inch White Stone Elephant. White metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. **B34J233—Per Dozen 70c**
1-inch White Stone Elephant. White metal base completely set with white rhinestones. Colored stone eye. Durable pin back. Individually carded. **B34J233—Per Gross 9.00**
 Per Dozen, 80c.

Sunflower, Landon-Knox Lapel Button. Made of metal. Actual size. Packed 1 gross in box. **BN10221—Per Gross 1.00**
 Packed 1 Doz. on Disp. Card. **BN10222—Per Gross 1.25**

Landon Prairie Flower. Attractive bright yellow enameled leaves with black center and raised yellow enameled name. Durable pin back. Individually carded. **B33J1—Per Dozen 60c**

Elephant Lapel Button. Made of metal, gilt finish. Packed 1 gross in box. **BN10225—Per Gross 75c**

N. SHURE CO.
 200 W. Adams St.
 CHICAGO

BINGO
 WE MANUFACTURE BINGO GAMES AND SUPPLIES EXCLUSIVELY
 Send for full details and samples.
E. S. LOWE COMPANY
 1123 Broadway, New York.
 Phone: Watkins 8-0081.

\$\$\$ HEY LOOK \$\$\$
 CAMPAIGN NOVELTIES. BIO SELFERS. SPINNERS—Black Silver Embossed, with DONKEY & ELEPHANT. Dozen, 35c. ALUMINUM SPINNERS. Dozen, 30c. GROS, \$3.25. NEW DEAL HOT AIR STAGE MONEY. Printed both sides, \$1.00. M. OTHER FAST SELLING TIMELY JOKES & NOVELTIES—Moustache & Goatee 5c, each on card, \$1.75. Gro. Fake Teeth, single or double sets, 25c. Doz. Monicle with cord, 25c. Doz. NEW Sparkle Matches, 30c. Sparkle Oiler, 80c. Shamo on You, 85c. Giant Cigar, 80c. Cuckoo Eyeglasses, 80c. And many other new bargains. Send 10c for New Lists and Catalogue, or \$2.00 for 50 Samples. **MAGNATRIX NOV. OORP., 138 Park Row, New York.**

Send your correspondence to advertisers by mentioning The Billboard.

INDUSTRY PROFITS

(Continued from page 64)
 gift and novelty merchandise for their patronage.
 While many of the most popular new items naturally are improvements on products which have been prominently featured by the industry for many years, there has been a goodly number of new, different and more appealing articles which have served to greatly widen the scope of the industry itself.
 Direct sellers, too, who depend largely upon new merchandise to attract public interest, find the constant introduction of alluring new items productive of some splendid results. In this field the many new household gadgets and labor-saving items have been most beneficial. There are some who may think there is nothing new under the sun for the home, but a glance at the list of new and improved articles for the home will convince them that in this limited category alone there is plenty to shout about. In the direct selling field, as well as in almost every other outlet of the industry, the new items which have been introduced have been of such attractiveness and utility that the public has continued to gain more confidence in the industry in general.

PROSPERITY EVIDENT

(Continued from page 64)
 one booth to seven, and one firm had displays occupying the entire stage.
 "The appliance division of the electrical industry," said Howard K. Suckling, secretary of the league, "has been depression-proof since 1929. Conditions are changing for the better and manufacturers are continually bringing out new and up-to-the-minute products."
 Nearly every major make of home appliance and radio was exhibited at the 60 booths. Radio dealers indicated that sales have increased and it is expected that the national market will absorb 5,000,000 of the new sets for this year alone.

Show was not confined to Camden. Promotion covered Camden County and all South Jersey. Thru the efforts of the Electrical League South Jersey is considered one of the banner territories of the country. The league membership includes manufacturers, distributors and retailers. Hailed as one of the strongest and most active groups in the country, the South Jersey League affiliates with State and national organizations of like nature.

LEIPZIG AUTUMN

(Continued from page 64)
 building trades. Orders not essentially in excess of the normal bulk were recorded by the exhibitors of household and kitchen utensils, ironware and cutlery, including small tools, light fittings, small furniture, musical instruments and fancy goods and amusement and vending machines.
 The chief attractions at the fair were not so much the typical "fair hits," but rather the many new trends manifested by the bulk of the exhibits. Those sections of the exhibits in which style plays an important roll undoubtedly denoted a trend towards plain but powerful and collective effect of the work, while all branches of the fair showed effort on converting simple and partly novel materials into good quality lines of medium price range.

Old-Time Showmen

By CHARLES BERNARD

Circus performers whose careers have ended prematurely by some accident or by some tragic event makes a part of the history of that branch of the profession, and includes some pathetic facts. There is an old cemetery at Liberty in Clay County, Mo., in which can be seen a slab of white marble on which is the following inscription: "Here Lie the Mortal Remains of JAMES McFARLAND. Aged 38 Years. Died in Liberty, May 27, 1850. For Loving Not Wisely, but Too Well." Several years ago A. B. MacDonald wrote for *The Kansas City Star* a brief but intensely interesting story of his spending a day with a small circus that exhibited in Liberty. Among the performers was old Dan Leon, who had been a bareback rider from boyhood. MacDonald knew Leon and enjoyed his reminiscent moods.
 After the afternoon performance in Liberty the band and members of the show gathered for a trip to the cemetery, which Leon explained to MacDonald was to visit Jim McFarland's

1054 LOTS OF 6 Sample 1024
Silver-Tone-aoustic 2-Band RCA LICENSED RADIO
 Rush \$2.00 deposit with order, balance C. O. D., F. O. B. Chicago. Purchase price refunded within 3 days if not 100% satisfied.
 Size: 15 1/2" x 8 1/2" x 8 1/2".
 Free—New 1937 Catalog Just Off Press. Farm, Auto and Home Radios as Low as \$6.70. Send 10c for sample push-card, photo and plan. Give radio illustrated away FREE and make \$10.72 on every deal.
ORDER NOW ON MONEY-BACK GUARANTEE!
 America's Most Beautiful Radio!
 New 1937 Model. 5 tubes including 1 metal tube. AC-DC., 60 cyc., 110 volts. ONE YEAR GUARANTEE. Long and short wave. Special switch for police calls, amateurs, etc. Hand-rubbed two-tone cabinet, 3-colored dial.
 SOLD EXCLUSIVELY BY
SILVER SALES CO.
 612 No. MICHIGAN AVENUE, Dept. 88, CHICAGO, ILL.

Your New MONEY SAVING GUIDE
IS NOW READY!
 Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive line of Imported and Domestic Merchandise we have ever offered.
OUR PRICES DEFY COMPETITION!
 If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.
GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.
Send for it Today!

Money For You
 Make big money with TRADING POST—fastest selling, easiest placed merchandiser. 130 exciting chances, 130 happy winners. No blanks. We are tripling our factory space—you can triple your earnings. Pacific Coast man sold 300 last month, expects more this month. Costs you \$6.60 F. O. B. Chicago; sells at \$9.75; brings in \$13.00. 25% deposit with order, balance C. O. D. Do not delay. Write Mr. Moran for full particulars now.
TRADING POST SYNDICATE
 "Deals that Sell."
 224-230 W. Huron St., CHICAGO, ILL.

ORDERS ARE FLOODING IN FOR THE "FIRESIDE" A BETTER RADIO FOR LESS MONEY
 "The FIRESIDE" is catching on all over the country! Orders and reorders are flooding in daily! There's just one reason—"The FIRESIDE" is a better Radio for less money! Illustrated is latest improved model, No. 40. A. C. D. C.—Smart, modern, walnut finish cabinet. New improved white marble, full-size calibrated dial, lights up glowing red, 550 to 1800 kilocycles. Four quality RCA licensed tubes. Built-in aerial. Amazing tone with new chromatic speaker. Powerful—selective. Accurate! All parts thoroughly tested. Order today! 25% deposit, balance C. O. D. Circular on request.
\$5.35 Lots of 9 or More.
\$5.75 In Lots of 1 to 5.
NEW LOW PRICE! Stock Up Now! Order Today!
FREELY CORP. 2 West 30th St. New York, N. Y.

grave. The grave was found in a tangle of weeds. It was decorated with flowers and the band played *Nearer My God to Thee*. Dan Leon later told the story of McFarland's death and why that unusual inscription was placed on the marble slab. Leon described McFarland as a tight-rope walker; a tall, handsome, big-hearted man, loved by all his trouper associates. His wife was a beautiful woman and a trapeze performer. Season of 1850 the Spaulding & Rogers Circus had McFarland doing his rope-walking act as one of their attractions; McFarland's wife was doing her trapeze act with the Levi J. North Circus; the two shows were having an opposition fight early in the season, and their itineraries brought both shows into Liberty, Mo., May 27, 1850.
 On arrival of the Spaulding & Rogers show that morning, the Levi J. North show was already in, and Levi North had engaged a room and was stopping at the Thompson Hotel. The story goes that McFarland's wife was with North in his room at the hotel. McFarland went to look for his wife whom he had not seen for several weeks. North had expected him and had warned Landlord Roberts of Thompson Hotel, that if McFarland came he must be kept out of North's room. On McFarland's arrival he insisted on going to North's room. Landlord Roberts tried to persuade him not to go or enter the room. In the controversy a revolver was drawn by McFarland and the landlord drew a bowie knife. A struggle ensued, in which McFarland was killed.
 McFarland was buried that afternoon. (See OLD-TIME SHOWMEN page 70)

OAK BRAND HY-TEX BALLOONS

MICKEY MOUSE

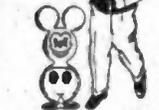
PRINTS, HEADS, TOSS-UPS AND SLIM-JIMS

The popularity of Mickey Mouse is presented in marvelous fashion in this great variety of OAK balloons.

Licensed by Walt Disney Enterprises.

Cash in! See your jobber about this array of best sellers, or write for details.

OAK RUBBER CO. **Evansville, Ohio.**



MAKES ITS OWN INK!

Fill With Water and Write. NEW TYPE—ONE-STROKE PLUNGER WITH INK GAUGE.



Comes with 2 Months' Supply of Concentrated Ink. SAMPLE ASSORTMENT 50¢ JACKWIN PEN COMPANY, 50 West 28th Street, New York City.



Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have doubt, and when you tell prospects. Homes are made by the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen, Window Workers, Distributors, write for low gross prices. Best season ahead. Sample 40¢.

GOODRICH, 1500 West Madison, Dept. 80-10, Chicago.



HEADQUARTERS FOR SPECTACLES AND GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog #F49. Optical Specialties. 17 N. Wabash Ave., Chicago, Ill.

Save 80%

Buy your Sundries, Specialties, Supplies, Hides, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N. R. MFG. CO., Dept. M-91, Box 385, Hamilton, Ontario.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Elgin Watches and Diamonds in the Country. N. SPARGER & CO., 108 North 7th Street, St. Louis, Mo.

2.95

E. Z. WAY AUTOMATIC STROPPER



W. M. MFG. COMPANY, Sandwich, Ill.

ART POSTCARDS

As we bought a million at a low price from a firm that needed money we are able to offer them to you at a low price. We have an assortment of 40 different subjects.

1,000 for \$2.50. 5,000 for \$10.00. 40 Samples for 25¢. Send cash or money order to GARDEN SALES CO., Dept. 8B, 1858 Broadway, New York City

MEDICINE HEADQUARTERS

A Complete Medicine Show and Office Special Line. SUPERIOR SERVICE. Wholesale Catalogue and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring Street, Columbus, O.

PITCHMEN

by BILL BAKER

(Cincinnati Office)

Pitchdom Five Years Ago

Sam Lewis closed his store after a profitable business at Revere Beach. The honeymoon was over for George Silver. He hung up his hat in the old home town of Los Angeles. The National Health Store was still running in Atlantic City. Arizona Bill, with his jam store, had a reasonable turnout at the Mineola (L. I.) Fair.

Reports came from Secretary H. J. Lonsdale of the Los Angeles NPSPA to the effect that its first meeting in the new clubrooms was a humdinger. In fact, it was so good that Lonsdale excused himself from a long report until he had recovered. W. D. Cooper found big just fair along the mountain trails of Tennessee. Doc G. F. Smith, for many years a pitchman, was operating stores at Niagara Falls.

According to Doc Miller, the boys at Rockaway Beach left in better shape than they had come, in spite of the depression and 21 days of showers in August. Jeff Davis was making quite a hit with his series of talks on hobo life over WLW, Cincinnati. And here were some notes from Coney Island: Bob Braun said he just broke even on his store; seeds seemed to be making Doc Andrews more than a living; poor location caused Sergeant Poulos to come out on the wrong side of the ledger, but it was the other way around for Jules Halbera, manager of the Natural Health Association. Burdie Glick medicine shows added a new one to their roster—a talking crow.

A New York Greek organization put on an excursion and for entertainment they invited Sergeant Frank Poulos. 'Twas rumored the Sergeant got rid of 701 exercisers at a buck apiece before the excursion was over. That's all.

T. D. (SENATOR) ROCKWELL... after working Seattle and Puget Sound the last three weeks to a good business, has returned to Portland, Ore. He will leave shortly for San Francisco and Southern California. Writing from the Oregon city, the Senator says: "There are still some pitchmen who just can't hold a price at a reasonable standard. There is always someone who cuts prices, gives gum stock and makes it tough on the ones selling good merchandise. One such person, working Seattle recently, sold 35 blades, seven packages of five each, for 25 cents, while another sold four packages for 15¢. But what can we do about it? Met J. O. Vogel, oldtimer of tripes and keister fame, in Portland. He quit the pitch game and opened two beer parlors in Portland, where he gets the long green all year 'round."

MILT (CURLY) BARTOOK... pipes from Allentown, Pa., under date of September 19: "Here I am at the Reading, Pa., fair and as far as pitching is concerned, all the New York mob is down here. There are at least 20 med men and God only knows how many other pitchmen. This fair isn't what it's cracked up to be. We certainly have to work hard to do even a fair business. Had pleasant visits with Doc and Joyce Reynolds, Madeline Ragan, Larry Velour and Hum-a-tone Jack. Dick and Honey (Dad and Ma) Jacobs have purchased a new house trailer and we bought a trailer in Detroit recently. The little pitch gal addition, Valerie Jacqueline Bartok, now weighs 12 pounds and is coming up fast. George and Taluh Brophy, par-excellence horoscope workers, are here with Micky and Irene Harigan. My old teacher, Ed Ross, is sporting a new sport car and high-finance atmosphere. Eli Rubin and Bill Millington, with me here, are putting out plenty stock."

HARRY LEVITT... shoots from Amarillo, Tex.: "It has been a long time since hearing from such notables as Andy Stenson, Joe Garfunkel, Gene Golla, Harry Cory,

Frank Schlek, etc. I often wonder what ever became of these ace pitchmen. Surely the march of time hasn't caught up with them? I got a big kick out of their pipes, but for the last two or three years they have failed to speak their piece. Come on, boys, speak up and let your friends know if you are still in circulation. Another personality I have missed is none other than Eddie (George) Stone, pioneer and originator of the kosher jam. And when I say kosher jam I mean exactly that. Many times he was compelled to work in front of law-enforcement officers. He worked so clean that the sheriffs went for the jam themselves and liked it. Come on, fellows, let's all start cutting up a few jackpots. After all, that's what the Pipes column is for, you know. I have been working sticks on the coupon and getting my share of the bonus money."

MADALINE E. RAGAN... reports thru from Lykens, Pa.: "Have returned to the road again after my recent illness. Played Pottsville and Reading, Pa., with sister Mary and biz was okch. Had a swell visit with Curly and Betty Bartok and the new arrival at Reading, Betty certainly put up a swell feed in their new palace on wheels. Congratulations, George (Heavy) Mitchell, on your recent marriage and thanks for the letter. Will invade Ohio, shortly and then on to the West Coast for the winter. I have already met many of the lads and lassies and everyone seems to be prosperous. Eddie Stone, of jam fame, is seriously ill in a New York hospital. I know he would appreciate letters from the boys and girls. Address him care of The Billboard, New York. Regards to all."

CHIEF GRAY FOX... pencils from Windsor, Ill., that they opened there to turn-away crowds and that biz has been good thus far. According to the Chief, they have two more outside dates before going into halls for the winter. He reports that he had a great time visiting and shooting pipes with Chief Rolling Cloud, who played Sullivan, Ill., last week.

MRS. RUTH KING... reports from Quinlan, Tex., that she, together with Big Chief White Eagle and the gang, which includes Happy King, Minnie and Mickey Price, Juanita White Eagle, Little Chief White Eagle, Texas Jack, Brownie Goodson, Mrs. White Eagle and George H. Nelson, are at present playing a two weeks' stand there.

HUBERT POTTER... reports from Paragould, Ark., that the boys are wearing sunflowers there to keep from selling each other. Potter continues with: "Dr. Leon Street has his med opera at Monette, Ark., and is doing okch. Dr. Franklin Street has his show at Portageville, Mo. Dr. Boechner, veteran med man, is at Hayti, Mo., while Dr. George Holt holds forth at Wardell. Dr. Roberts continues to work Blytheville, Ark. Reports have it that Dr. Moxey's med show will play Blytheville soon. Dr. Tom Dean is now at Leachville, Ark.; his home town. Diamond Joe Abbott, who has been working with Dean, recently purchased a new Ford V-8. Fny Abbott, the Vardella and Emily Mills are also with the Dean organization. Peggy and Bob Dexter, of the Bob Hoffer Candy Company, accompanied by their daughter, Jerry, had a reunion with Sonny and Artis Dexter, of Ed Ward's stock company, at Blytheville. All med shows planning to come south would do well to skip Southeastern Missouri and Northeastern Arkansas, as most every town has one now. They have a mean reader in Mississippi County, Ark., and all pitchmen working without a permit from the county judge are due for a shakedown."

PAUL M. HART... fogs thru from Bastrop, La.: "Have returned to the cotton country after a jump into Chicago for stock, the result of my second 'clean out' this season. Was held up at Moberly, Mo., Decoration

Day and had all my stock and personal effects stolen from me at Hamburg, Ark., July 25. After that I made it up to Southern Michigan, where I picked up a few days' work and got a little money with which to restock, and then returned here to try to get on my feet again. Good wages are being paid cotton pickers and biz should be good, but I have been refused a reader in several towns and told that they needed cotton pickers and that an able-bodied man had no business pitching. Some of these cities need a test case on the unreasonableness of a man paying \$300 to \$5,000 a year for an operating license. I am ready to contribute my share to help fight the case. Not only am I willing to bear my share of the cost, but I'll donate my services and let any city arrest me on one of their 'mouth-piece' ordinances. If such conditions continue long the pitchman will be driven out of business by a lot of narrow-minded small-town aldermen and mayors. I think pitchdom in general owes Lee Cronican and Station WMCA a rousing hand for its announcement of August 14."

ACCORDING TO EUGENE CONNELL... George Stacey, well known to paper men, is in a serious condition at the Moody Hospital, Dothan, Ala. He is anxious to receive pipes from his friends there.

JOHN LOONEY... cards from Syracuse, N. Y., that the New York State Fair was a red one. Looney says that Sam Sandler had a big week with the Pop-Eye whistles, while Frank Haskins, who recently returned from Europe, scored heavily with whetstones. "Had my best week since 1929 with the novelties." Looney infos.

CAPTAIN GAYER TYSON... illusionist with the P. J. (Pat) Scanlan med show for the last seven years, scribbles from Aristes, Pa., that the organization has closed its season and will play

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halls during the winter. According to Tyson, show has enjoyed good business thus far. Roster includes P. J. Scanlan, Mulca Sisters, Mr. and Mrs. E. Keuch, Double Bar-Z Trio and Charis (Smoky) Schadt. "Would like to see some pipes from Dr. Kries, George Sims, Tom Waters, Lou Denzer, Betty McCahan and Stella Pomroy, the 'Queen of Sheba.'" Tyson info.

JOHN H. JONES who was laid low by illness recently, is now confined in the Toure Infirmary, New Orleans. Jones says he would appreciate pipes from Joe Morris, Ed Shook, Red Cassidy, Jack Gilbert, Doc Adkins, Tom Sigourney, Jack Monahan, Jack Wilson, Bob Allen, Jack Carpenter, Pete Fisher and "Run-Mender" Smitty. John hopes that all the lads are getting plenty of the folding dough and supposes that Slim Rhodes is still using a cash register to count his sales.

"HAVE AT LAST REACHED the land of golden tobacco and silver money," cards Jeff Farmer from Wilson, N. O. "Came thru Rocky Mount, where Doc Miles is holding forth; then on to Greenville, where I met Doc Graham and wife, who are a credit to the profession. Cut up a few jackpots with them and then on to Farmville, where I had the good fortune to listen to that dean of colored med workers, Doc Edwards. Things don't look so rosy here, but it is always that way the first few weeks, as debts come first. Met Big Murphy and Doc Hightower, of sheet note, and they are getting their share of the long green. Haven't decided whether or not I will work the entire season here."

GABE BUZZY after a long absence, pens from San Francisco: "Have been pushing blades as premium on the leaf and hitting on all four. Saw the following lads working Mission street: Slim Hines, honest; Tommy Curran, eradicator; E. Hamilton; horropeops; Piper Lynch, cleaner and polish. They all seemed to be running smoothly. See where Torchy James, of garter fame, is really going hot in dear old Maine. Also my old partner, Blades

Pitchmen I Have Met

By SID SIDENBERG

I have heard a great deal about these medicine operas that operated like three-ring circuses and at times I thought some of the stories were a bit exaggerated. But when I ran onto the med show operated by Dr. and Mrs. Harry Howard I was not only surprised with the size of the outfit but had to admire the owners for the cleanliness and perfect management.

Mrs. Howard does the advance and booking for the outfit, acts as fixer, secretary and treasurer while the Doctor does the lecturing and office work.

Six colored performers under the direction of Cliff (Happy) Tucker stage one of those "bring-back - the - customers" minstrel shows. Tucker has been with the Howards for 12 years and, besides arranging the productions, drives the advertising car, which has one of the latest calliphones and a newly painted sign that never misses attracting a full house.

During the summer the Howards work the lots, moving into the tobacco barns or warehouses when the weather gets too crummy. Besides the stage shows, moving pictures are also offered, making the Howard aggregation one of the best known med shows in the South. The Doctor never fails to bring home the bacon when he goes into his med conversation. He has been purveying the tonic and oils for 30 years, starting in the game as a performer on one of the old Pawnee med units. Howard has worked off the platform with such men as Jim (The Great Fixator) Ferdon, J. L. Barry and Dr. Owen Stratton.

The last time I saw the Howards they were working Tennessee. From what Mr. Howard told me, it took the show 10 months to move from Knoxville to Springfield, Tenn., which proves that it was successfully booked, for very few towns on the route were missed.

In the early days when Howard left his native State of California he broke into the show biz doing character impersonations in vaudeville. Doc made the Keith and Orpheum time and stayed in Chicago three years, working the Haymarket, Olympian and Majestic theaters.

Howard recently celebrated his 67th birthday anniversary.

McDonough. Certainly glad to read pipe from Chet Greely concerning the Pine Tree State. Why don't you pipe in, New England Jack Murray? Wonder if Cleary and the boys will roast their shins around the stove at Harney's, Gardner, Me., this winter. Why don't you New England lads and lassies pipe in oftener? Come on, boys, let's have some news. Yours for a good fair season. I'm getting mine."

"ARRIVED HERE AFTER A LONG jump from Wilmington, Del." ink Ma and Pa Sherman from Readville, N. C. "Business is okeh here and looks as tho it will improve as the tobacco comes in. Just missed the cyclone and are thankful for it. Chief Lone Eagle has been added to the show."

H. L. CRUMPTON and Thomas (Red) Estes card from Louisville that they played the recent State fair there to good business.

W. D. COOPER scribbles from Minter City, Miss. that cotton is getting a good price there and money is plentiful. Cooper says he hasn't seen a sheety in two weeks but expects them to be there in droves soon.

RICTON inks from Dunlap, Tenn.: "Certainly have had great pickings at every stand in Tennessee. W. L. Warren, general agent Mighty Haag Show, visited at Rockvale, Tenn. and we had a long chat. Show followed Jimmie Heffner out Pikeville and had turnaway crowds nightly. We are now playing established territory only. Personnel of the Ricton

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It's All the Rage—in the Funny Papers, on the Screen. Everybody Wants It.

Spin the Jeep. Its "answers every question—picks every winner." A natural for racing fans— attracts children and grown-ups alike. Great for parlor games, etc. Has the most flash, big get appeal, greatest turnover possibilities of any item offered for years.

Comes in two styles—No. 1, "Yes & No" (Illustrated); No. 2, "Winner Picker." "Winner Picker" dial numbered from 1 to 12. "Yes & No" marked accordingly for answering questions. Spinner is colored likeness of the Jeep. Jeep's tail points to answer—see illustrated.

Retalls for 25c minimum. Our price, \$18.00 per Gross. Will pack 1/2 Gross of each style in each gross lot on initial order.

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show visited Dan Rice Circus at Sparta, Tenn. They certainly made us welcome and we found them to be a swell bunch of showfolks. When this appears in print I'll be in Georgia. This marks the 183d week and nearly four years of continuous operation for the show."

M. JACKIE MILLER cards from Mountain View, Mo., that he has just purchased a home there, where all road folks are welcome. He plans to work sales around that spot.

TOM F. DEAN and his med opera are reported as doing a good business at Leachville, Ark. Aggregation is scheduled to play Manila, Ark., next week.

MUSTLER'S TIP: This winter, when the weather won't permit outdoor pitching, a fellow who is on his toes and wants to meet expenses instead of blowing in that hard-earned summer bank roll, will find that a key check outfit, which is inexpensive, will make everybody who carries keys a good prospect. Lads can locate in a busy garage and do enough key checks for car owners alone to make himself a good day's pay.

HARRY AND DAISY DEGRACE report that the summer season was the best they have had in five years. With them are Lew and Kitty Greens and Al and Wanda Vale. They plan to go to California for the winter.

REPORTS INDICATE that Blucky Beard and Louis Smith got some real dough at the recent Michigan State Fair.

CAKE DECORATORS and pie-crimper items, after being more or less dormant for more than a decade, (See PIPES on page 70)

COUPON MEN

We have just completed three brand new coupon deals that are getting the money wherever sales are thrown.

Send for full information while these deals are hot.

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UNIVERSAL LABORATORIES
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WILL ROGERS 1,000 LATEST JONES
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PULLOVERS, slide (interior model), V or round necks, plain or sport backs. . . . novelty knits and brushed effects, blue, maroon, Oxford gray, brown, green. 36 to 44. \$8.75 Dozen. Sample, \$1.00. 25% deposit with order.
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 The Grudin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today.
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Capitol City Shows WANTS FOR FRIENDSHIP, TENN. BIG FREE COMMUNITY RIDE ON STREETS, WEEK OCTOBER 5...

WANTED GIRL for High Act, one experienced preferred. Wire or write, stating what routines you do and lowest salary for winter's work...

Blue Ribbon Shows Make High Grosses at Fair JACKSON, Tenn., Sept. 26.—The Blue Ribbon Shows enjoyed one of the best weeks of the season at the West Tennessee Fair.

Tuesday, Children's Day, and Saturday gave the show top of the biggest single day grosses of the year. The midway made an impressive appearance with 14 shows and 10 riding devices...

Pacific Coast Showmen's Assn 816 New Orpheum Bldg., Los Angeles

LADIES' AUXILIARY The meeting of September 14 was called to order by President Ethel Krug. Other officers present were Ruby Kirkendall, vice-president...

Lunch was served by Tillie Palmateer, Ada Mae Moore, Pearl Jones. Door prize went to Martha Levine and cash award to Olga Celeste.

New members: Ann Emmanuel, credited to Alfreda Avalon; three credited to Luellie King, putting her ahead for new members...

Mary Hazard was a visitor while playing Orpheum Theater here. Etta Linden also a new member. Lunch will be furnished by the men for September 28.

Leon Barie leaves for the East to fill a long engagement. Marbella Chipman is going as far as Chicago with Mr. and Mrs. Claude Barie...

Members present: Tillie Palmateer, Pearl Jones, Alfreda Avalon, Ruby Kirkendall, Ethel Krug, Minnie Fisher, Olga Celeste...

In winding up a series of summer parties on September 16 the Ladies' Auxiliary of the PCSA sprang a surprise one for Ruby Kirkendall, vice-president...

Entertainment was furnished by the members. Olga Celeste hurried in from the studio, where she is working in a George Raft picture to do a Swedish hula...

members. Olga Celeste hurried in from the studio, where she is working in a George Raft picture to do a Swedish hula. Anna Metcalf presented two dances, a Russian and Spanish...

Miss Krug placed a Hawaiian leis around Miss Kirkendall's neck to signify Aloha Aloha. She leaves with her husband for Eastern vaudeville dates.

OLD-TIME SHOWMEN

people of both shows taking part in the funeral, and enough money was raised and left to be used in properly marking the grave. Leon's description and explanation of details of the tragic affair included the information that J. Glenroy, then a famous bareback rider...

This old town of Liberty has been the scene of other sensational events. In February, 1866, it was the scene of the first daylight bank robbery by Jesse and Frank James and their gang. They rode into town, held up and robbed the bank of the Clay County Savings Association...

Circuses of the Spaulding & Rogers and Levi J. North period of operation were the one-riding wagon shows, and the county seat towns, such as Liberty, were visited by all the prominent circus organizations...

PIPES (Continued from page 69) should be new to the paying public. Lads and lassies who grab these items early are the ones who are going to cash in on some real passouts.

FROM ALL APPEARANCES... the pin-on tails is the best selling item introduced by Pitchdom in years. Bicyclists, motorists and even buses have caught the fad and are displaying the tails on their vehicles.

FOR YEARS the boys and girls of Pitchdom have been requesting the editor of the Pipes column "for something new" in items or merchandise which make good sellers.

BILLY AND MABEL BEAM... have been working their med package to a swell business in Tennessee. They are headed into Alabama, Mississippi, Louisiana and lower Texas...

HARRY CORRY... jamming on the Hennies Bros.' Shows, will return to refereeing wrestling matches when the outdoor season closes.

CHARLEY PRICE... who recently worked Dayton, O.; Columbus, O., and the McCorry stores around Pittsburgh with knife sharpeners and glass cutters...

F. L. FERGUSON... of General Products Laboratories, Columbus, O., was a visitor at the pipes desk Thursday of last week.

LARRY LEVY... of the new La-Renz Company, formerly the Sunbeam Specialty Company, Cleveland, was in Cincinnati for a few days last week visiting with Art Nelson...

EDWARD (Steamboat) Hirschensohn... Your folks want a letter from you. They are worried because you haven't written of late.

ART COX... expects to be out of the Maybury Sanitarium in November and has Kansas City, Mo., and a few other spots booked for the holiday season.

JOE MORRIS... of tie, rad, X-ray and novelty fame, is reported making the factories around Johnson City, N. Y., to a good biz.

LADS MAKING THE... Auburn plant at Connersville, Ind., and the Chrysler plant, Newport, Ind., are reported to be getting some nice jack.

LETTER LIST

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., Eighth and Olive Sts.

Parcel Post Daniels, Oss, 5c

Ladies' List Baudman, Mrs. Nan Irving, Mrs. S. L. Bickler, Mrs. H. A. Kennedy, Estelle Blanchard, Mrs. H. A. Lamb, Marie Block, Laura Lamont, June Brady, Mrs. J. F. Marvin, Mrs. Glen Brown, Edith Oliver, Mrs. Katherine Clark, Mrs. Clifford Pollock, Lola Clary, Madam Rose Potoms, Mrs. Sue Cooper, Patricia Price, Mrs. D. M. Deck, Madge Selby, Mrs. Dolwitz, Mrs. Slaughter, Ruby Eaton, Mrs. H. A. Steine, Mrs. A. E. Elliott, Fannie Timmons, Mrs. H. T. Ernst, Fern Bobbie Guinn, Mrs. J. O. Wilson, Mrs. Myrtle Winkler, Mrs. C. C. Hester, Mrs. C. O. Wortham, Mrs. C. J. Hollis, Dorothy Young, Mrs. W. O. Hugo, Dorothy Hurley, Mrs. W. O.

Gentlemen's List Abbott, Ray C. DeRossett, Joe Alexander, T. A. Delman, Tom A. Armstrong, Clinton Dickerson, Ralph B. Dolan, Ralph Arthur, John R. Egan, George Baudreau, Pete Fink, Jack Beaver, E. J. Dogg Fontinella, Robt. Little French, Chas. D. Boney, Chas. Elsie Garza, B. E. Rose, Jack (Doc) Gibson, Mack Hills, Sam Gracy, Fred Greenham, T. J. Harrison, Bill Frank, L. D. Hicks, Billy (Otto) Hoffman, Johnny Hopkins, Iren S. Hugo, Capt. E. H. Jones, Jimmie Jagger, Jack Keene, Bert Kirby, L. R. Krug, C. H. Casper, John Clock, Al

MAIL ON HAND AT DALLAS OFFICE 401 Southland Life Bldg., 1410 Commerce St. Ladies' List Adams, Mrs. Curley Jamison, Mrs. Margie Adkins, Marguerite Kantly, Mrs. Dick Anthony, Mrs. Lucille Clara Layne, Doris Barthelme Luther, Mrs. Laverne Bryant, Carrie McElrain, Mrs. Calhoun Jr., Mrs. J. R. Eibenbach, Marguerite Carmelita, Marguerite Crawford, Mrs. Rungie, Helen Allen, Gabe, John Sheeks, Mrs. Tennie Cuzick, Mrs. Stella St. Alamo Jean Dawson, Nana White, Mrs. Fred Demsey, Charlotte Wright, Loretta Gordon, Mrs. Ray Zachery, Joninia Hodge, Helen

Gentlemen's List Acosta, George Cole, R. H. Allen, Benny Boy Cooke & Cooke Barnes, Robert Cerzinski, Walter Barrett, T. C. Corley, Ted Berkshire, H. E. Daring, Happy Dorey, Jack Dean, L. R. Dixon, N. L. Elt, George Emahiser, A. J. Cassin, George Faa, Johnnie Fowler, Jack A.

Ladies' List Goad, Dody, William Gordon, Ray Greilmann, C. H. Gropman, Harry Groer, Jennie Haberman, Bennie Halke, R. S. Hockenbery, Lewis Holley, G. L. Verano, C. H. Hephais, Tony Johnson, Howard James Johnson, Leoland Jones, R. M. Kelly, James B. Kinnce, Ole Kullback, Joe La Bout, Chief Le Roy, Prof. W. H. (Billy) Levitt, Teddy Lewis, Bobbie Long, Harry R. Loomas Players Manley, Dick Mrs. Walter J. Martin, Fred McClaskey, Jack McCoy, Jack Everett

Gentlemen's List Moore, Claude E. Moser, C. M. Monett, Franke Murphy, C. C. Ogden, Ray W. Packer, Johnny Phillips, Jack Pyatt, Al Roberts, Burt C. Rogers, Berton F. Belbrand, John Spor, Paul Stanley, Leroy Stanley, Paul Stegeman, Earl Tatum, Lloyd Thompson, G. C. Thorp, Fred Thurber, B. P. Valentine, R. G. Van, Lloy, A. Jim Wilson, Grady Wilson, Pat White, Cash Wright, Harry Zellina, Mack

Ladies' List Goad, Dody, William Gordon, Ray Greilmann, C. H. Gropman, Harry Groer, Jennie Haberman, Bennie Halke, R. S. Hockenbery, Lewis Holley, G. L. Verano, C. H. Hephais, Tony Johnson, Howard James Johnson, Leoland Jones, R. M. Kelly, James B. Kinnce, Ole Kullback, Joe La Bout, Chief Le Roy, Prof. W. H. (Billy) Levitt, Teddy Lewis, Bobbie Long, Harry R. Loomas Players Manley, Dick Mrs. Walter J. Martin, Fred McClaskey, Jack McCoy, Jack Everett



Signs of Fall

AUTUMN is here again. To those in suburban and rural sections the coloring fields, faintly tinted leaves and thump of feet on football announce the annual arrival of Old Man Fall. But Broadway is graced with a different herald—the sudden appearance of tall, strangely clad fellows who stalk the streets quietly minding their own business. They make up the vanguard of Col. W. T. Johnson's annual cowboys' picnic and, whether they know it or not, compose an integral part of one of Gotham's cleverest billing campaigns.

Frank Moore, New York manager for Col. Johnson and booker of most of the added entertainment, announces that with a few exceptions this year's run of events will be the same as usual. A new feature, however, will be the wild horse races, so popular in recent years at Western rodeos. Everett Colburn, arena director, has completed a tour thru Eastern Oregon, Montana and Idaho in the quest for mustang talent and has approximately 50 head of unbroken horses en route to Madison Square Garden. But don't be alarmed! Only nine will be used a night; not the entire 50.

WALTER DIGGS, his brother Arthur, Fred Smythe and Robert Jewett have done a mighty fine job with one of the toughest assignments circus men ever had. Just about a year ago Diggs, aided by the other three, undertook to inaugurate a sawdust show under the circus division of the Federal Theater Project. It was their job to build and train a complete show to play as long as possible in the New York metropolitan area alone. How have they done? Well, this week Diggs released some interesting figures. . . . Since opening its "season" early in the fall of 1935 the show has played to approximately 790,000 customers. . . . 8,000 attended the show at the Coliseum in one day. . . . 10,000 in five shows at the Bayside section of Long Island. . . . The unit opened in Brooklyn with 57 performers and today 127 tanbark artists are on the roster. That's a swell record considering the fact that the show played comparatively small, odorless halls a majority of last winter and used a big top seating considerably less than 4,000 during the warm months.

REPORTS from Brockton, Mass., indicate that Floyd Bell and Gaylord White did grand jobs of playing the recent fair and World of Mirth Shows, respectively. . . . While on the subject of press agenting, the George Hamid-operated Trenton Fair is receiving plenty of attention. Hamid has a staff of publicity aces working overtime. . . . Did you know that Bob Burns, radio and screen personality held responsible for originating the bazooka was at one time operator of a carnival concession? Burns and his wife, the former Elizabeth Fisher, remained in the carnival business with its ups and downs for eight years. . . . Although the competition was announced only a few days ago, more than 250 young architects have signified their intentions of submitting sketches in the building contest now being conducted by the Board of Design of the New York World's Fair Corporation. The contest was set up as an ideal method of possibly discovering new talent to guide the fair in the erection of imaginative and festive-designed buildings. Let's hope it's a success, because we expect the 1939 exposition to be carried out in an entirely original motif.

THE Dexter Fellows Tent of the Circus Saints and Sinners Club, inactive during the summer, gets under way on September 29 with its initial luncheon meeting of the season in the organization's new headquarters at the Hotel Commodore. Officers used the ancient circus axiom when predicting that the coming stanza will be "bigger and better than ever." . . . It is a relief to learn

that profits were actually realized at Coney Island this summer. But it's far more relieving to hear that moguls of the big playground are determined to see that said profits pour back into the resort in the form of renovation work, new attractions and better facilities for handling vast throngs of pleasure seekers. . . . We notice that Robert Wadlow, 18-year-old Alton (Ill.) giant, has finally consented to a theatrical career. Wadlow stands 8 feet 8 1/2 inches. Will we see him on an outdoor show lot next season?

FINAL CURTAIN

(Continued from page 30)

Mich. Surviving is her husband, Charles H. Widule. Burial in Pontiac.

WOLFF—Alfred, 58, veteran showman, at Los Angeles September 20 while watching a performance of the Cole-Bentley Circus. He had been associated with the Al G. Barnes Circus as auditor for many years and for 16 years had charge in winter quarters under managements of Al Sands, Charles Cook, Captain Tyler and others. His widow, Ruth Wolff, was a performer with the Barnes show for 10 years. Wolff was born in Vienna and has a brother there who is professor of psychology in Vienna University. His widow and daughter, Kathryn, survive.

YOUNG—Charles, 59, veteran showman, at his sister's home in Dubuque, Ia., September 4. He started in the show business at 16 and continued in same until two days before his death. Survived by his sister, Mrs. L. D. Logan. Burial in Dubuque.

ZERBINI—Adolpho, partner in the Cirque Radio tent circus, killed in auto accident near Tunis, Northern Africa, August 20.

Marriages

ALXANDER-NAGEL—Ross Alexander, film actor, to Ann Nagel, actress, in Yuma, Ariz., September 16.

CLEMENS-CAHILL—William B. Clemens, Warner Bros.' film director, to Clover Dale Cahill, film technician, in Los Angeles September 21.

PORREST-MORRIS—Charles E. Forest, har performer with Downie Bros.' Circus, and Sylvia Morris, nonprofessional, at Statesboro, Ga., September 19.

GERRITS-McCABE—Paul Gerrits, vaude and night club performer, and Eleanor McCabe, dancer, September 22 in New York.

HARMOR-MILLS—"Smoky Joe" Harmon, dancer in a Major Bowes amateur troupe, and Ruby Mills, of Oklahoma City, in Detroit recently.

POND-OLKIEWICZ—Robert F. Pond, WBBM staff engineer, Chicago, and Gene Olkiewicz, Chicago, at Evanston, Ill., September 19.

POWELL-BLONDELL—Dick Powell and Joan Blondell, screen players, aboard the S. S. Santa Paula in Los Angeles Harbor September 19.

RESE-MADDUX—Paul Reese, ex-vaudevillian, to Frances May Maddux, singer, September 24 at Rumson, N. J.

SHAFER-McKAY—Jack Shafer, clown, and Nadean McKay at Russell Springs, Kan., September 15.

SPLANE-HUDSON—Robert Spplane, film actor, and Virginia Hudson, nonprofessional, in Los Angeles September 19.

STOCKER-GRAY—Norman T. Stocker, club booker, of Albany, N. Y., to Mildred Gray, nonprofessional, at Millerton, N. Y., recently.

VARECKA-HILTON—John Varecka, of Dennert & Knepp Shows, and Vivian Elizabeth Mayhell Hilton, formerly with World of Mirth Shows, at a public wedding on the show's midway at Raleigh, N. C., recently.

Coming Marriages

Leonard Downes, emcee and member of Charles Mausby's Band, and Doris E. Lewis, at Baltimore, soon.

Dick Ware, Pittsburgh emcee, and Mary Store, Chicago night spot entertainer, in November.

Low Bart and Harriet Lee, night club performers, in New York November 22.

Bill Henry and Grace Durkin, motion picture players, soon.

Billy Taylor and Thelma White, former stage and now motion picture players, at Yuma, Ariz., October 1.

Luigi S. G. Vena, singer, Roxbury, Mass., and Anna T. McCarron, nonprofessional, of Jamaica Plain, Mass., soon.

Dr. Benjamin Slatc, Boston physician,

KENTUCKY AMUSEMENT CO. INC. 226 W. Walnut St., LOUISVILLE, KY.

ORDERS NOW BEING TAKEN FOR THE SEEBURG RAY-O-LITE RIFLE RANGE (Shoots a Ray-of-Light at Moving Duck Targets)

Also showing all the Latest Bowling Games, BOWLETTE, ROCK-O-BALL, ROLL-A-SCORE, BANK-ROLL, ROLL-A-MATIC, etc., and All Automatics, PAMCO BELLS, SKILL-ROLL, TURF CHAMPS, and the New Sensations, "STOP AND GO" and "GIANT MOVIE BANK," as well as the new ROTARY MERCHANTOISER, "THORO-BRED," the new Super-De-Luxe Race Horse Game in stock, and all New Counter Games, including Real-Races, Bally Baby, Reel 21, High Stakes, etc. Large stock of 1-Ball Automatic on hand at close-out prices. Will Trade 1 1936 Paces Races for 10 Mad-Caps. Special: 10 Late P-12 Wurlitzers, like new, at \$175.00. Third Deposit, Balance C. O. D.

SMITH'S Greater Atlantic Shows WANT

For the following Circuit of bona-fide FAIRS (not promotions): Apet, N. G., this week; Merchants' Harvest, Fratral and Free Street Fair; Zebulon, N. C. (a real red one on the streets), week October 3; Chausburg, S. C., Fair, week October 13; York, S. C., Fair, week October 19; Columbia, S. C., State Fair, week October 26; Dillon, S. C., Fair, week November 2; Kinastree, S. C., Fair, week November 9 with several others pending. WILL MAKE Legitimate Concessions of all kinds (No racket). Need several good Shows. We have complete new outfit for real Girl Show. Good guessing for Loop-o-Planes or Loop-the-Loop and U-Drive Auto Ride, Monkey Automdrome, Side Show or Ten-in-One, Grind Shows of all kinds. Corn Game and Diggers will do well with this route. Fern Offen can use two Single Ladies for Hoop-la and Photos. Address: K. F. "BOWWIE" SMITH, Manager.

Halifax County Fair

WELDON, N. C., WEEK OCTOBER 5, 1936. Legitimate Concessions of all kind. Eating and Drinking Stands that can comply with State laws. No exclusive except Bingo. All address KAUS SHOWS, INC., This Week, Farmville, Va. (Fair); Next Week, Weldon, N. C. (Fair), with Chase City, Va., Fair to Follow.

DEE LANG'S FAMOUS SHOWS WANT

For Second Annual Cotton and Rice Festival on Streets, Newport, Ark., week of October 5 and balance of season. Show out until Christmas. Concessions, can place Ball Games and Ten-Cent Grind Shows, also Cotton Candy and Candy Apples. No racket or graft wanted. Can place people in all lines on Side Show. All address DEE LANG, General Manager, Trenton, Tenn., week of September 28th; Newport, Ark., week of October 5th.

WANT CARNIVAL LEGION DISTRICT FAIR

RIDES, CONCESSIONS, SHOWS, FREE ACTS. MADISON, GA., WEEK OCTOBER 19. Also for LEGION COUNTY FAIR, Eatonton, Ga., Week October 26. Address HERBERT WIGGINS, Belmont Restaurant, Madison, Ga.

FIVE COUNTY FAIRS

CONCESSIONS WANTED FOR FIVE COUNTY FAIRS (8 Days Each, Starting October 12) Can also use a few Concessions for ROCKLAKE, ILL., COUNTY FAIR. Address GREATER AMERICAN SHOWS County Fair, Rocklake, Ill., October 6-10.

WANTED

INDEPENDENT RIDES AND SHOWS, ALSO LEGITIMATE CONCESSIONS. SCOTT COUNTY COLORED FAIR, October 19-24, Forest, Miss. (Will furnish Lights reasonable.) Address A. N. WARE, Sec'y., Forest, Miss.

FOR SALE

Male Leopard, one pair of White Deer, also Small Animals. One Tent, 60x120 feet. Cheap for cash, or trade.

AMERICAN CIRCUS

15838 Burgess Street, Detroit, Mich.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Swan, to Mr. and Mrs. Chief Gray Fox August 17 at Wayne City, Ill. Parents operate a med show.

Divorces

Florence Haine Fidler from Lou Fidler, Cleveland orchestra leader, in Detroit September 15.

Lillian Stander, motion picture comedian, from Lucy Stander, of New York. Lillian Holden, former vaudeville (See DIVORCES on page 85)

A 6 1/2-pound daughter to Mr. and Mrs. John Monk Saunders in Hollywood September 24. Father is film writer and mother is known on the screen as Fay Wray.

A son to Mr. and Mrs. L. McKechney September 16 at Des Moines. Father is treasurer of Tri-States Theater Corporation, Des Moines.

To Mr. and Mrs. Al Abrams a daughter, Sandra Ruth, September 12 in New York. Abrams is a former concessioner at Luna Park, Coney Island, N. Y.

A six-pound daughter to Mr. and Mrs. Eddie Blane, of Pittsburgh, recently. Father, now in New York, was formerly featured in George Sharp's Drunkard in Pittsburgh.

To Mr. and Mrs. Art Siteman a seven-pound boy September 21 in Los Angeles. Father is a production manager at Republic Pictures.

An 8 1/2-pound son to Mr. and Mrs. William Daugherty in Los Angeles September 22. Father is member of Projectionists' Local 150, IATSE.

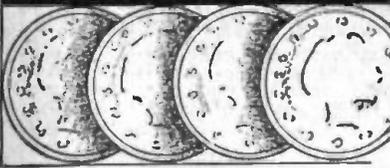
To Mr. and Mrs. Sherman Harris a son last week in Hollywood. Father is Columbia Pictures paymaster.

A 7 1/2-pound son to Mr. and Mrs. Arthur McDonald in Los Angeles September 21. Father is sales manager for Station KEHE.

A seven-pound daughter, Shirley Jean, to Mr. and Mrs. J. P. Porcheddu September 16 at Danville, Ill. Father is president of the Illinois Fireworks Company, that city.

A seven-pound daughter, Dolores Jean

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

Pinball, Life Saver

Visiting is a great education and a good many operators could learn a lot by less talking and more listening when they visit their location owners. The student sometimes has good tips for his instructor and the most brilliant operator can't hope to have a contact with retail customers which is comparable to that of any one of his location owners.

Back in the not-so-dim past there was a mutual feeling of distrust and antipathy between operator and location owner.

"I give the location owner every break in the world," the operator was prone to think, "and he acts as if he were doing me a favor. The investment is all mine. I buy expensive machines for him. I service them when anything goes wrong. I take all the risk. And the location owner gets a larger share of the actual net profits, figuring depreciation, than I do. It's not right."

The location owner was doing some wrong thinking, too. "The operator puts his games in my place and my customers play 'em. I get the customers. They're mine. They spend their money in my store. And I have to give this big lug a heavy cut of the profits. I'd be better off to buy my own machines."

But the boys aren't using such false logic any more. Competition developed in the operators' territories and the operator realized that the location owner was the vital part of his setup. Locations became more precious than actual money.

And a few location owners decided to buy their own machines. They found themselves on the shady side of the eight ball with what was to them unbelievable rapidity. They didn't know what games to buy. They didn't know what to do when mechanical devices developed occasional buggy streaks which are still characteristic of almost all mechanisms in every field. There were legal headaches. And the final blow came when they discovered that a coin machine isn't like a store fixture or show case; you don't have 15 years in which to make back your original investment.

One disillusioned location owner told another and today we have a mutual respect existing between operators and location owners. Each realizes that the other is necessary.

An operator of my acquaintance is one of the listening kind. He told me a story yesterday, a true story, which he says has done more to get him new locations than all the arguments he could present. The story was told to him by one of his location owners. We'll call the location owner George, because that isn't his name.

"Back in 1931," George said, "I was trying to stall my creditors and had about reached the limit. My business had been good up until the time of the depression. But it wasn't the depression that had me so completely whipped—it was cut-price competition.

"I run a cigar store. My chief stock in trade as you already know is cigars. The profit on a carton of cigars is small and you need a whale of a lot of volume to make any money. I had the volume and was getting along nicely.

"But the merchandising situation in our community had gradually changed. Stores in other lines of business had developed a sales method of a selling idea which was proving ruinous to me. These stores wanted to create store traffic. 'Bring the people in,' they said, 'and you'll make money on them.' To bring them in these stores advertised a deep-cut price on cigars and cigars, never an important part of their business. The customers bought cigars and cigars, on which the stores must have shown a small loss, but they also bought other items on which the stores made a nice profit.

"It was a smart idea for this group of stores, but it was tough on me. In January of 1931 I had an overdue bill of \$1,400 with a tobacco jobber and there was no money with which to pay it. I had tried to go along selling my stock in trade at the regular price and my customers had disappeared. Then I had met the cut-rate prices. My customers had come back, but I was losing money on them. I had no money-making sideline on which I could get any volume.

"When you came along and talked me into letting you install pin games I didn't have any argument, because I thought I was all thru anyway and I couldn't see how anything could help or harm me.

"You installed a couple of your games and things began to happen. They were good games and they attracted attention. A customer would come in to buy a package of cigars. He'd make his purchase and then wander over to the games. The chances were pretty fair that he'd put a nickel or two into them. There was a part of the profit I'd been missing.

"You kept me supplied with the best, most recent games. You saw the possibilities and I was beginning to see them. You put in three more games and my store soon became a popular gathering place for business and professional men.

"My income from the games all went to the tobacco jobber. He had been all ready to close me up, but when he saw that I was making regular payments of a healthy size he began trying to help me out. His whole attitude changed. Business picked up to such an extent that my volume on cigars and cigars was practically trebled, and this jobber began giving me discounts and deals that I hadn't ever known could be had.

"My place was jammed all during the lunch hour every day. 'George,' a physician customer said to me one day, 'why don't you install a lunch counter? We all like to hang around here and play the games and we'd have more time for it if we could grab a bite while we're having our mid-day rest.'

"I put in the lunch counter and had another source of profit. It helped the games and the games helped it.

"My magazine business has increased about 75 per cent. It's a nice line with good profits if you have the volume. I'm selling nearly four times as many candy bars as I did before the games came into my store. I've bought a number of novelty items and they're selling. I'm making a mighty good living. I'm over on the black side of the ledger and I honestly have to admit that I'd have been a bankrupt bum if you hadn't come in here with your pin games."

That's one man's story. It may sound fictitious, but it's as true as anything you ever read. George's profits on the games alone have put him back on the income tax list.

Maybe George's story sounds maudlin, but a business man with a family

Trading-Up Policies Win for Ops

By JOHN B. WINTHROP

Said a California operator: "I began a year ago to give new attention to my merchandise. It sounds rather absurd, but my youngest boy, Jimmie, did a lot to wack me up.

"As kids will do, Jimmie visited a drug store in the neighborhood and boasted to his gang that dad operated the vending machines there. The gang had several pennies and proceeded to spend them—on peanuts.

"Jimmie reported the results to me. In effect he said, not cheerily, that he didn't wonder that business was poor if all peanuts were like those at Johnson's Drug Store.

"The family laughed but I took the incident to heart. I confess that quality talk never had made much of an impression upon me, while a little saved here, a little there on supplies had counted a lot. You know how everybody, thru the depression, got into the habit of chiseling everywhere he could. Well, I had formed the habit.

"I regarded patrons of coin machines as a special type of people who patronized them more out of habit than anything else and would take and like anything that came down the chute."

The boy's remark set the operator to thinking: How many other buyers had decided after eating the nuts that they would buy no more in future? If kids reacted in that way others would. The operator began to ponder on the importance of repeats. After all a good many transients might use the machines, but weren't the repeaters—the kind who bought several times a week in many cases—what really counted?

The result was that this operator began to study the supply problem. He got most interested not in the source which would furnish him the cheapest peanuts but the best. He brought home many samples and tried them out on the family. At last he had the nuts that Jimmie and the gang enthusiastically approved and the cost to him was only 3½ cents per pound more than he had been paying.

"My machines so far in 1936," he concluded, "are averaging 30 per cent to 60 per cent better than the same spots did in 1935. Of course, business is better—we all know that. I am convinced, however, that improving the quality of my nuts has been a big reason."

There is an old proverb: "The customer's recollection of quality remains long after the price is forgotten." The exact number of peanuts the consumer gets for his penny is not half so important as the quality.

The coin-machine operator who studies the location situation backwards and forwards and puts in many hours studying the good spots must finish the job by delivering quality which meets all competition and is better than most. And the operator should not be content with anything short of the absolute fact. Where, for example, in McCook, Neb., or Santa Fe, N. M., or Hood River, Ore., can best peanuts be obtained?

Operators in those communities and in thousands of others in the United States should, if they have not already done so, "shop" all their competition. It is an easy thing to do, taking little time, only a few nickels. Continuing the shopping enterprise further, each operator should compare supplies, and

if his peanuts are inferior or just ordinary he should not be satisfied until he has corrected the condition.

The public wants to play with him on a quality basis. The quantities which come out of a coin machine, the public takes for granted, will be modest ones. It does not buy to get big quantities or a bargain price. It buys for the convenience and to get a nutritious, appetizing, quality product.

So operators who during the depression have traded down (like merchants in practically every trade) should now, on all fronts, trade up. It is paying all the other trades to do so—it will pay operators, too.

St. Louis

ST. LOUIS, Sept. 26.—Carl F. Trippe, owner of the Ideal Novelty Company, has extended his operating activities into new territory. Trippe has purchased the route and business of the Walker-McCain Novelty Company, Poplar Bluff, Mo. McCain will manage Trippe's new office and cover the territory thruout Southern Missouri and Arkansas, moving his headquarters from Poplar Bluff to Newport, Ark. McCain, thru Trippe, will place a lot of new Bally games and Rock-Ola phonographs in the newly acquired territory.

W. B. Specialty Company, due to increased business, has leased another building adjoining its present headquarters at 3800 North Grand boulevard. New quarters will be used as a used-machine display room and repair shop.

A. S. Douglas, of the Daval Manufacturing Company, and Paul Gerber, of Gerber & Glass, were St. Louis visitors Tuesday. They spent the day with Herbert Besser, owner of the Besser Novelty Company, distributor of their products in this territory.

Thomas Allen, representative of the Bally Manufacturing Company, and Ken C. Willis and R. L. Hawkins, representatives of the Pacific Amusement Manufacturing Company, were in the city Wednesday to spend the day with Carl Trippe at the Ideal Novelty Company's offices.

Billy Miller, coin-machine jobber and operator of Jefferson City, Mo., was in the city for several days this week on a buying expedition.

Mr. and Mrs. William Betz, of the W. B. Specialty Company, enjoyed quite a thrill Monday when Harry Stoner, of the Stoner Corporation, "flew" them over St. Louis in his private plane. Betz company is distributor for Stoner's products.

Jack Rosenfeld, formerly owner of the Union Novelty Company and until recently with the Ideal Novelty Company, left for Chicago today. Rosenfeld will enter the premium business here October 1, having leased a building on Locust street for his new venture.

Mr. and Mrs. Art Helmke and Mr. and Mrs. Harry Davies, of the St. Louis Novelty Company and the Davies Novelty (See ST. LOUIS on page 76)

and a place in his community isn't likely to worry about that when he sees his very existence being threatened by manifestly unfair competition.

George's story is legion. He and thousands like him have been able to meet this unfair competition without resorting to unfair practices. To replace what was once their main source of income they have developed a new business. They have entered the amusement field via the pinball route and have earned the direct and indirect benefits which have resulted from coin machines.

Operators should get their stories. And, of course, every good operator will repeat the tales of their struggles and their salvation upon any and every occasion.

SILVER SAM.

HOTEL LOBBIES RESTAURANTS WAITING ROOMS NIGHT CLUBS TAVERNS

FROM EARLY MORN - ALL THROUGH THE NIGHT - THEY PLAY THE

RAY-O-LITE

THE ORIGINAL RIFLE RANGE

SHOOTS A
RAY-O-LITE
AT A MOVING
DUCK TARGET

COMPLETELY
AUTOMATIC
--- HITS REGISTERED
ON ILLUMINATED
PANEL!

★
After the coin is inserted ducks move across a colorful background cabinet, a sporty target for the marksman. When a ray of light is shot scoring a direct hit on the photo electric cell the duck falls over, automatically scoring on the illuminated panel.
★

★
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PATENTS PENDING
The J. P. Seeburg Corporation owns the exclusive rights to these patents. Licenses to manufacture have not been granted to others. All infringements will be prosecuted to the fullest extent of the law. Do not be misled by unethical manufacturers who offer inferior imitations... they cannot offer you the same proven machine.
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EARNING
POWER**

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CABINET AND
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Over two years of pioneering, backed by the finest mechanical, electrical and scientific engineering, has resulted in the amazingly successful SEEBURG RAY-O-LITE RIFLE RANGE.

1,000 of these machines placed within the past 20 months have broken all operating profit records.

The perfect performance of the SEEBURG RAY-O-LITE RIFLE RANGE on these 1,000 locations for over 20 months is your assured protection against the "thief of operating receipts" ... service headaches.

Capitalize on the tremendous universal appeal of the SEEBURG RAY-O-LITE RIFLE RANGE and the marvelous opportunities for the new and better locations to which this machine paves the way. We urgently advise you to send in your order today!

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THE SEEBURG FRANCHISE IS MORE VALUABLE!

THEATRES • TOWN & COUNTRY CLUBS • ARCADES • AMUSEMENT PARKS

WRITE
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READY FOR
IMMEDIATE
DELIVERY!

Acme NOVELTY CO.

23-25 NORTH 12TH ST. MINNEAPOLIS MINN.

Smashes DOWN

IT'S HERE!
Daval's
RACE GAME
\$15.50

ON PRICES

SOLD ON 7 DAY MONEY BACK GUARANTEE



\$23.75
TAX PAID

- BIG SHOT--1 Ball DAILY DOUBLE **\$22.50**
- HOLLYWOOD--1 Ball PROSPECTOR BAFFLE BALL DE LUXE "46" SNOOKER MAMMOTH **\$27.50**
- SUNSHINE DERBY ONE BALL **\$39.50**
- BALLY ALL STARS--1 Ball PAMCO SPEEDWAY PUNCH HITTER SKY HI--5 Ball **\$52.50**
- REPEATER ONE BALL **\$32.50**
- WHEEL OF FORTUNE Floor Sample BALLY PEERLESS--1 Ball BALLY JUMBO--1 Ball **\$59.50 45.50 35.00**
- ROUND UP CREDIT LEATHER NECKS TOP ROW CHALLENGER

WURTLITZER AUTOMATIC GRAPH PHONOGRAPH LIKE NEW

WRITE US FOR CLOSE OUT PRICES



- NEW GAMES!**
- PAMCO BELLS\$69.00
 - PAMCO SARATOGA\$119.00
 - HURDLE HOP (Plain)..... 59.50
 - HURDLE HOP (Ticket)..... 97.50
 - GOTTLIEB'S SKEE ROLL..... 99.50
 - GOTTLIEB'S DERBY DAY..... 149.50
 - GOTTLIEB'S HIT PARADE..... 149.50
 - BALLY'S BLUEBIRD..... 129.50
 - MILL'S RAILROAD..... 130.00
 - STONER'S TURF CHAMP..... 137.50

- New & Used Counter Games**
- New Centasmoke.....\$11.95
 - Punchette, complete with Mysterious Tape.....\$6.95
 - Reliance 5c Jackpot \$59.50
 - Auto Pch., like new \$29.50

5 STAR Ball Gum CASE OF 50 BOXES **\$4.95**

It will pay you to be on our Mailing List! Write for complete list of new and used machines...

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.
Cool weather makes 'em hot to play--If you've got the games with play appeal on... Hundreds of the most successful operators are cashing handsomely on our high-grade games... Our original credit plan makes it easy for you.
WRITE TODAY!

ASK FOR CREDIT!

Lee S. Jones

P. S.—Opportunity for an experienced "Toby." No doubling.

EpcO Adds Space To Handle Orders

CHICAGO, Sept. 26.—The Electrical Products Company, of Detroit, states that a tremendous demand for its equipment has made it necessary for the firm to add 10,000 square feet to its present factory space. Today the organization occupies a plant a block long by a half block wide. The addition was taken to accommodate the huge amount of transformer equipment purchased to meet the needs of the coin machine and automotive industries.

A. B. Chereton, president of the company, states that his firm has received orders for 50,000 battery chargers and that from all indications the demand will double itself during the course of the season.

Electrical Products Company is also actively engaged in the manufacture of transformers on a large scale. An investment of \$30,000 has been made for the most modern transformer equipment now on the market.

Keeping pace with the rapid growth and the increased production, two new assembly lines have been instituted for the manufacturing of Electropaks and EpcO Fuse Eliminators.

The Electropak used in the majority of machines now on location is said to be an extremely economical and efficient advancement. This unit used with the ordinary electrical current eliminates the use of dry-cell batteries. The makers say it is comparatively eternal in its service and entirely independent of replacements or repairs.

The EpcO Fuse Eliminator is a simple device, but so mechanically perfect that its efficiency is claimed to be worth more than 10 years' supply of ordinary fuses.

The Adaptopak is almost like the Electropak in its performance, except that it can be used on either alternating or direct current.

The Electrical Products Company also manufactures the Electrolok, a device which prevents mishandling of the machine when the plug is pulled from the socket. It is claimed to be a flawless preventative against cheating when the machine is not under operating power.

B HERB BESSER B

STRONGLY RECOMMENDS
REEL "21"
\$23.75

And he substantiates his recommendation with a guarantee that he will allow you 50% trade-in allowance on any new machines purchased from him in six months.

B BESSER NOVELTY CO. B
3020 OLIVE ST., ST. LOUIS, MO.

Baltimore Salesbooks Click

NEW YORK, Sept. 26.—Charley Fleischmann, of Baltimore Salesbook Company, reports that the new collection books which the firm has just arranged for the operators are clicking everywhere.

Charley claims that their record pads, which they have just introduced, are being acclaimed by musio operators and that he believes these will generally be one of the best ideas which the musio operators have ever used.

One of the most popular collection books the firm is making at this time is the bowling game book. It enables the operators to keep a complete record of the earnings of the large games.

Their new salesboard book is also considered among the best ever introduced. It allows the salesboard operator to keep a complete record of the board, regardless of how many collections he makes, until the last hole has been punched. It also has a very ingenious and simple method for taking care of the board's merchandise.

Cig Venders for Wichita

WICHITA, Kan., Sept. 26.—H. R. Matheny, president Matheny Vending Company here, reports placing 135 Stewart McGuire cigaret venders in the city and 65 in this and surrounding counties recently. The locations set a new record for Matheny, as this territory is new for the coin-operated cigaret machines.



BOWLING GAME IN FAMOUS CLUB—Said to be the first coin-operated game ever installed in the Gorman-American Club, one of Chicago's oldest clubs, this machine illustrates how bowl-a-ball type games are opening up new locations. Machine shown is Bally-Roll, manufactured by Bally Manufacturing Company.



Keeney's new 1 ball odds changing payout game!

**Offering
UNLIMITED AWARDS and
UNLIMITED OPPORTUNITY
for FREE PLAY!**

If player makes payout hole when Red STOP light is on, he receives award as per odds indicated by disc number, but no Free Re-Play. If he makes payout hole while Green GO light is on, player not only receives award as per odds indicated, but shuffle board is automatically released and player enjoys Free Re-Play. A "Right of Way" hole pays \$2 on either STOP or GO lights, and three Safety Island out-holes at bottom of board become payout holes if they hit Green GO light.

**FIVE YEARS
AHEAD of Its TIME**
in Play Principle and
Perfect Mechanical
Innovations

Constantly Rotating Odds-Changing Discs
Rotating even when game is not being played

■ **Continuous "On and Off" flash of STOP and GO Lights** . . . Flashing even when game is not being played

■ **Power-Operated Shuffle Board** . . . Doing away with all shuffle board operation off the coin chute. Also eliminating all fraudulent manipulation of coin slot

■ **In-a-Drawer Mechanism Double Capacity Powerpak**



\$139
Ticket Model \$10 Extra

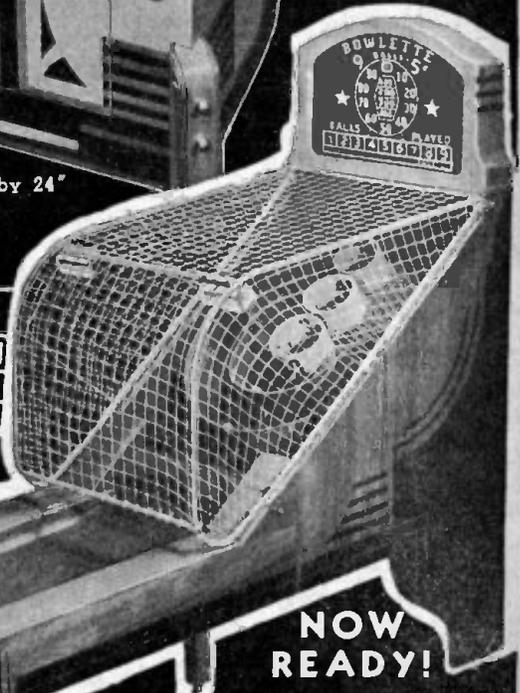
CABINET 54" by 24"

**KEENEY'S
BOWLETTE**

the "Official" Bowling Game

*and out-selling all other
makes combined*

Three Keeney Factories
now producing over 100
BOWLETTES a day.



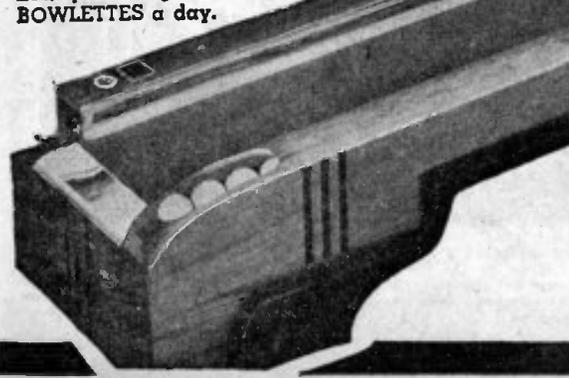
**NOW
READY!**

**10 ft.
EDITION BOWLETTE**

A 10-Foot Model with all the play and mechanical perfection of BOWLETTE.

**IMMEDIATE DELIVERIES ON STOP AND GO, BOWLETTE AND BOWLETTE JR. THRU KEENEY DISTRIBUTORS OR FROM
J. H. KEENEY & CO.**

"The House That Jack Built"
2900 SOUTH MICHIGAN AVENUE • CHICAGO, ILLINOIS
New York City Office . . . 250 West 54th Street . . . Babe Kaufman, Manager



SERVICE - HONESTY DEPENDABILITY

There is something in the make-up of certain business organizations that makes people want to deal with them. Such organizations are almost invariably producers of a good commodity or service, offered at fair prices.

Definite policies that are fair to themselves as well as to the customers, a sincere effort to serve, sensible and prompt adjustments, where the occasional slip-up occurs are a few of the sign posts by which these organizations are recognized.

Such organizations possess integrity, character, credit and good will, things that money cannot buy. Not the written guarantee that backs their products and service, but the inclination to trade with such organizations is based on a stronger bond than a guarantee or any signed or sealed document; and, is built on confidence engendered by the respect we willingly and irresistibly pay to those who consistently adhere to a high standard of business ethics.

E. V. ROSS.

ORIOLE COIN MACHINE CORPORATION

Oriole Building. Baltimore, Md.

BRANCHES

886 Main Street, BUFFALO, N. Y. | 943 Eye Street, N. W., WASHINGTON, D. C. | 1410 Fifth Avenue, PITTSBURGH, PA.

NOBODY KNOWS WHERE TO BUY GOOD NUMBERS IN NEW NOVELTY PIN GAMES, But Here's Your Chance To Buy GOOD USED GAMES.

ALL OF OUR USED GAMES ARE THOROUGHLY RECONDITIONED AND IN PERFECT WORKING ORDER. COMPARE OUR PRICES WITH OTHERS BEFORE ORDERING.

ONE-BALL AUTOMATIC PAY TABLES.

GOTTLIEB'S DAILY RAGES (Straight Money), Electric, Multiple Slot	\$45.00
GOTTLIEB'S SUNSHINE GERRY (Straight Money), Battery	48.00
GOTTLIEB'S FENCE BUSTER (Straight Money), Electric, Mystery Slot	60.00
GOTTLIEB'S BROKERS TIP (Straight Money), Electric, Multiple Slot	80.00
BALLY DONUS (Straight Money), Battery	50.00
KENNY'S IVORY GOLF (Straight Money), 2 Ball, Battery	18.00
CHICAGO COIN MULTIPLAY (Straight Money), Electric, Like New	60.00

NOVELTY PIN GAMES.

MAOAP ELECTRO-PAK	\$25.00	SOOPER	\$15.00	SCORE-A-LITE	\$ 5.00
MADCAP Plain	22.50	LINE-O	10.00	GOLD MEAL	18.00
BORTLAND	8.50	BALL FAN	8.00	SCOTTY (like new)	27.50
TORPEO	17.50	FAIR PLAY	8.00	THRILLER (like new)	22.50
FIVE A TEN	10.00	LUCKY STAR	12.50	WAGON WHEELS (Counter)	7.00
SPTFFIRE	8.00	DOMINO	7.00	CRISS CROSS-A-LITE, 1c	6.50
ZOOMS	12.50	TIT-FOR-TAT	5.00	ZENITH (like new)	22.50
OITTO	15.00	KINGS	6.00		
		LARGE ACTION	5.00		
		GYLONE	\$10.00		
		SINK OR SWIM, SMALL SIGNAL JR., DEAGON OR SUBWAY. Each	\$2.50		

SPECIAL — 10 NEW 1936 MODEL CAPEHART ORCHESTROPS \$175.00 each
(Used less than 3 months)

When ordering machines state whether 1c or 5c play is desired and method of shipment preferred. All orders must be accompanied by 1/3 deposit in cashier's check, cash or money order. Prompt service given, and our central location means a saving to you on freight or express charges.

WRITE!! WIRE!! PHONE!!
MORRIS NOVELTY COMPANY 4505 Manchester Ave., St. Louis, Mo.
PHONE: FRANKLIN 0757.

SOBB! **MAKING BALLS** — for all **SKEE BALL TYPE GAMES** —

BALLY ROLL • ROCK-O-BALL • BOWLETTE
SKEE BALL • ROLL-A-BALL • ROLL-A-SCORE
GENCO BANK ROLL • PAMCO FASCINATION.

45¢ EACH

— CASH WITH ORDER —

Write FOR OUR PRICE BUSTING BARGAIN LIST OF NEW AND USED GAMES EVERYONE GUARANTEED.

The MARKEPP CO. 3326 CARNegie AVENUE CLEVELAND, OHIO

OHIO'S LARGEST DISTRIBUTORS OF COIN OPERATED EQUIPMENT.

PINBALL GAME MANUFACTURERS

Prominent designing, electrical engineer, over 20 years' experience, research, designing, manufacturing high-class amusement devices, radio and sound-reproducing apparatus, open for proposition from reliable concern seeking intelligent, sober man with original, practical ideas. Will consider proposition from financially reliable parties desiring to enter pinball manufacturing. Address BOX D-46, Care Billboard, Cincinnati, Ohio.

New Electric Eye Rifle Range

SOUTH BEND, Ind., Sept. 26.—After 18 months of designing, experimenting and location testing, the Universal Manufacturing Corporation announces the new improved Hollywood Electric Eye Rifle Range to the industry.

The Hollywood uses the photo electric cell or "electric ray" principle. Because of the tremendous reception given it, Universal is making operators what is said to be one of the most daring offers any manufacturer has ever made. The first machine ordered is accompanied by a trial bond which allows the purchaser the privilege of returning it after five days of operation. Universal not only agrees to refund the purchase price but freight charges both ways.

Commenting on the free trial bond, Sales Manager Jack Pullman stated: "Operators of today—business men who have survived the past depression—know everything that glitters is not gold. Some manufacturers, eager to get immediate business, have made exaggerated claims for their product which could not be substantiated. The manufacturer has the privilege of trying out samples of raw materials before buying. If his product is perfected mechanically and it will back up the claims made for it, why shouldn't the maker give operators the same privilege?"

"We are willing to let operators try out the Hollywood Electric Eye Rifle Range without risking one cent because we know it will make real profits and give trouble-free operation. Altho the rifle range could have been in production a year ago, Universal has held to its policy of 'Be first or last but first of all be right.'"

Simple in Operation

The rifle range consists of a sturdy cabinet of the latest modernistic design of real beauty, a rifle cabinet and a precision-built rifle of standard design. It is simple in operation. When the player inserts a coin in the rifle cabinet the bull's-eye is lighted and ducks begin moving across a lifelike outdoor scene. After the player has hit the bull's-eye, which is automatically recorded in the lighted totalizer, as many ducks are dropped as possible with the 10 shots given with each coin.

When fired the rifle ejects a powerful beam of light which is even more accurate than bullets, according to Universal engineers. A realistic "bang" is heard each time the trigger is pulled. The rifle range can be easily operated in drug stores and other small-space locations, requiring but 3 to 10 feet of space.

Because of the enthusiastic reception given the Hollywood by leading operators and distributors at a "preview" held recently, Universal executives realized that an outstanding production man of national prominence would be needed. Such a man was found in J. G. Blaha, who has joined the organization as factory superintendent. Mr. Blaha is a graduate of the University of Illinois School of Engineering. The engineering and testing laboratories are under direction of Frank Smardo. Mr. Smardo holds degrees in radio engineering and mechanical engineering from the Armour Institute of Technology.

Production of the Hollywood has been placed on a three-shift schedule. Immediate large quantity shipments can be made to distributors and operators.

Mutoscope Games Open New Fields

NEW YORK, Sept. 26.—After enjoying three months of popularity with its Pokcrino and Numberino games in the resort territory, International Mutoscope Reel Company, Inc., reports that the games are opening up fields for operators everywhere.

Bill Rabkin, Mutoscope president, says that operators who have purchased the games are using batteries on them in many spots. The games, he says, have proved that they can earn substantial profits on almost any type location.

The firm has been unusually busy filling orders for its Pokcrino and Numberino machines these past weeks and a new high in production has been reached with these games.

Rabkin says that operators report that the main reason the players like the games is that they have absolute control over the balls and therefore have the chance of directing them wherever they desire. Both Pokcrino and Numberino have been adjudged "games of skill."

Bill Rabkin believes that Pokcrino and Numberino are the first games of their type to have been 100 per cent ordered by every operator. This in itself, he claims, is one reason why the games are so popular everywhere.

Wolcher Enjoys Sights

NEW YORK, Sept. 26.—Harry Wolcher, of Western Distributors, Inc., Seattle, who spent a week here visiting column and seeing old friends, reports that one of the biggest kicks he got from his present visit was to again see "Broadway all lit up."

Harry reports that while here he arranged for the New York chapter of the O'Toole Indians to come fishing with him for salmon up in the pine-tree country of Washington. He believes that the men here are the best fishermen in the world.

Harry drove all the way thru from Seattle and before leaving for his home stood atop the Empire State Building, where, from the 102d floor, he waved farewell to Broadway.

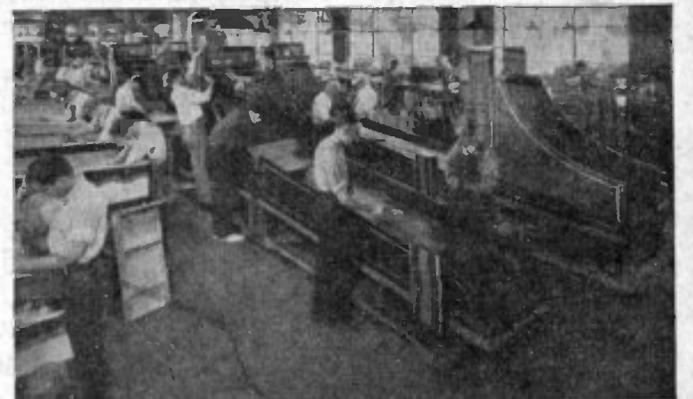
ST. LOUIS

(Continued from page 72)

Company, respectively, returned home this week after spending eight days at the Edgewater Beach Hotel, Chicago. The trip was a belated honeymoon for Mrs. and Mrs. Helmke, who were married here August 17.

S. L. Adams, operator of Evansville, Ind., was here all week contesting in the "Lefthanders National Golf Tournament." The southpaw operator was a visitor at the Besser Novelty Company offices on several occasions. Others seen at the Besser Novelty Company during the week were A. Dorris, of the Dorris Novelty Company, West Frankfort, Ill.; G. W. Burkdoll, of Sniem, Mo.; W. M. Cradic, of Williamsville, Mo., and D. Ramsey, of Dixon, Ky.

Ideal Novelty Company, according to Carl F. Trippe, has added two new mechanics to its repair department this week. Addition was necessitated by the big increase in September business for both new and used games.



ONE OF THE FIVE FLOORS in the Rock-Ola plant assembling Rock-o-Ball and working three shifts, totaling a constant 24 hours of production.

Jennings Machines Now Built Mechanically as a "Family"

CHICAGO, Sept. 26.—Effective at once, each type of the O. D. Jennings & Company check machines, pin tables, counter machines, small trade machines and scales will be built mechanically as a "family." In other words, for each family, altho the denominations may differ, and from model to model the outward appearances may vary, the mechanism right down the line becomes fundamentally the same.

To the shrewd operator this means far more than the advantage of having a fine mechanism in all his machines. Equally important is the fact that similar mechanisms throught each family now give the operator all the countless benefits of interchangeability, minimum parts to stock and his service men need to have knowledge of only one mechanism to cover an entire family. As a result the operator who covers all types of locations with Jennings machines should soon find out that his service work is done with far fewer calls, less time per call and often with fewer men.

Commenting on this innovation, Mr. Jennings stated that already a small fortune has been spent on tooling up to build just one family alone—the "Chief." Whether the operator purchases a machine for 1-cent play in this family or a machine for 5, 10, 25, 50 cents or \$1 play the mechanisms are all basically the same. In addition to the making of the usual tools, consisting of jigs, dies and patterns, costing a small fortune to build this particular type of machine, more than \$30,000 alone has been invested just in special gauges to check the precision fit or action of every casting, every moving part in the entire mechanism, as well as the cabinet. "Outside of the automotive, typewriter, cash register and similar fields," said Mr. Jennings, "there is no greater accuracy of manufacture practiced anywhere than that offered by O. D. Jennings & Company."

Speaking further, Jennings said that the innovation will not come as a surprise to the many in the industry who know him best. "It is just another natural sequence to the long chain of developments which I have consistently contributed to the general good of the industry," he said. "In fact, there have been so many improvements and changes instigated by my organization that I feel that advancements are constantly expected of us. I would be definitely negligent in both aim and duty if I were to conduct my business otherwise."

"Looking back over 30 years in the industry, never once," said "O. D." "have my ideals been separated from the daily facts of this company's business. When I started out in 1906 it was on no temporary venture like a lot of others. I believed then that the industry had a future and I believe it just as firmly now, but with this difference—that today's future is vastly greater than ever before. It is because of such belief and vision and for no other reason that we have grown from a country boy's \$500 capital to a city plant worth mil-

lions, and no business anywhere in the world is rated higher."

Further outlining the reasons for his phenomenal success, Mr. Jennings brought out many points of significance in the industry. O. D. Jennings & Company have been different—not selfish. To quote his own words: "Even from the outset we have not once been selfish," he said. "Instead, every effort has always been directed so that the entire industry might be uplifted. Industrial welfare, not self, I have literally felt in my heart, and with 30 years' accumulated knowledge giving me the real 'feel' of the industry, I know that I have been well guided in my never-flagging work toward the general good."

Doubtless there are thousands in the industry from Coast to Coast who will back Mr. Jennings' statements and contentions. For more than two decades Mr. Jennings has worked shoulder to shoulder with the leaders in the industry. Often he has fought alone. Time after time at his own expense he has plowed seemingly hopeless ground, sowed proper seed and reaped a harvest of improved public attitude which has elevated and increased the soundness of the whole industry.

Always Mr. Jennings has believed that misconceptions of the business have come solely from lack of proper understanding. Especially in the case of legislators who have never been properly informed,



ORIOLE CHIEF GETS A HAND-CLASP—William P. Bolles (left), credit manager of the Rudolph Wurlitzer Manufacturing Company, congratulates E. V. Ross, president of the Oriole Coin Machine Corporation, on the occasion of the dedication of the firm's new building in Baltimore. Oriole employees from Washington, Pittsburgh and Buffalo journeyed to Baltimore to attend a two-day convention held in connection with the dedicatory celebration.

when "O. D." has laid his facts before them both legislators and committee were in full accord. A typical example is the question of licensing as the correct situation for regulation and revenue. Not only has Mr. Jennings advocated this, but he is the father of the idea. Several States have already adopted it and numerous subdivisions as well. Mr. Jennings has plenty of reasons for his belief that many who at first did not agree are now in favor, and he believes there should be a number of advantageous changes in the not-too-far-distant future.

Markepp Reports a Heavy Play on Rotary Merchandiser

CLEVELAND, Sept. 26.—"I love a parade," sings Meyer Marcus, president of Markepp Company, as he greets the hundreds of operators parading into his display rooms to see the new Rotary Merchandiser recently introduced by O. R. Kirk & Company, of Chicago. Markepp Company is to have exclusive distribution of the Rotary Merchandiser throught the State of Ohio.

"I have seen a great many unusual machines during my many years in the automatic industry," says Marcus, "but I don't remember a machine that has created as much enthusiasm among operators as has the Rotary Merchandiser. The operators themselves actually play it by the hour here in our display rooms. The rotating merchandiser seems to create an irresistible desire to try it and the suspense of each play keeps them playing it time after time. These men

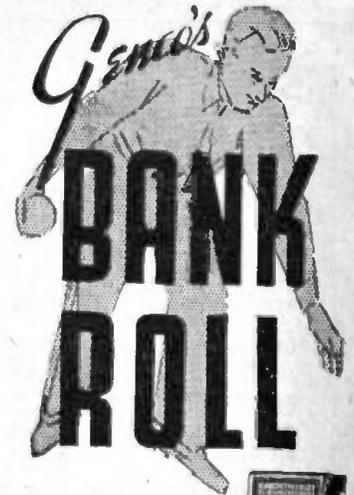
have been quick to realize that if the machine had such a great appeal for them it would have even a far greater appeal in their locations and they are placing large orders with us for immediate shipment."

The new O. R. K. Finance Plan has been a great help to operators in purchasing the Rotary Merchandiser, Marcus states. A nominal down payment is made at the time of purchase and the balance in small weekly payments from the profits the machine produces while on location. This, Marcus says, enables the operator to take advantage of the new machine and still not tie up all his capital. In addition, it enables some operators to expand their operations, because where they would normally buy four or five machines they can now buy 10 or 12 without tying up a great deal more capital.

"While our orders for the Rotary Merchandiser run well into the hundreds," Marcus states, "we still feel that we have only scratched the surface, and that as more operators get to see the machine and hear of the tremendous success it is having on locations we will be literally stampeded with orders. Our hat is off to the O. R. Kirk & Company for giving us the opportunity to offer our operators one of the finest machines ever made."

Dave Gottlieb Visits Texas Ops' Convention

CHICAGO, Sept. 26.—Dave Gottlieb, head of D. Gottlieb & Company, left Wednesday night to attend the conven-



IMMEDIATE DELIVERY



GET A GENCO BANK ROLL ABSOLUTELY FREE! No Contacts, No Puzzles, Nothing to do but write TODAY for a serially numbered prospect card.

POINTS OF SUPERIORITY

- 1 ONLY machine available in 3 sizes: 10"8", 11"8", 13"8".
- 2 Can be assembled in 7 minutes.
- 3 All working parts easily accessible and removable.
- 4 Jones plugs connect all wires.
- 5 Only 7 moving mechanical parts—including 2 Vccdr counters.
- 6 Unconditionally guaranteed, both by Genco and by us.
- 7 Sturdy as an oak—yet weighs only 400 lbs.
- 8 No excessive width—yet full size playing surface.

ROLLA BASE

A Thrilling Baseball Game of real championship money-making ability. Player throws the ball himself—no plunger, 100% legal. IMMEDIATE DELIVERY. Suitable for all locations.

AN ORGANIZATION YOU CAN DEPEND ON

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 GEORGE PONSER, PRESIDENT
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 N. Y. OFFICE: 233 W. 42nd St., New York City



O. D. JENNINGS, pioneer coin-operated machine manufacturer and founder and president of O. D. Jennings & Company, Chicago, established 1906.

Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WFAT and WABC. Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, September 18, to Thursday, September 24, 1936, both dates inclusive.

When Did You Leave Heaven? (27)	25
Sing, Baby, Sing (25)	24
The Way You Look Tonight (24)	24
I Can't Escape From You (23)	23
Until the Real Thing Comes Along (33)	22
When I'm With You (17)	22
Did I Remember? (28)	21
A Star Fell Out of Heaven (24)	20
Bye, Bye, Baby (23)	19
Me and the Moon (18)	19
Until Today (18)	18
A Fine Romance (15)	17
You're Not the Kind (14)	17
Fancy Meeting You (14)	17
South Sea Island Magic (14)	14
My Kingdom for a Kiss (12)	12
There Goes My Attraction (11)	11
No Regrets (16)	11
Organ Grinder's Swing (10)	10
In a Sentimental Mood (9)	9

New England Ops Look Over Wurlitzer Products

BOSTON, Sept. 26.—More than 600 New England operators attended open house and showing of Wurlitzer products at the Copley Square Hotel here this week.

M. J. Lockwood and B. D. Palastrant, of the Supreme Amusement Company of New England, Inc., Boston, together with B. L. Kullek, of the Wurlitzer Manufacturing Company, acted as hosts at the affair. Also in attendance from the Wurlitzer factory were Paul Bennett, manager of the games division; William P. Bolles, credit manager, and J. A. Mothenny.

The interest shown by the operators and the orders placed for immediate delivery indicate that the Wurlitzer Manufacturing Company will soon enjoy an enviable position in the New England territory.

Central Distrib Averages Carload of Phonos a Week

KANSAS CITY, Mo., Sept. 26.—Finley Mason and Tim Crummit, popular owners of the Central Distributing Company here, are doing a land-office business with Wurlitzer phonographs.

According to the two hustlers, they have been averaging a carload of Wurlitzer phonos a week for the last several months. They also report a big business



Alabama Ops Meet Oct. 4

BIRMINGHAM, Ala., Sept. 26.—Meeting of Alabama music operators, originally slated to be held here tomorrow, has been postponed until October 4, according to Max Murvich, of the Birmingham Vending Company. On that date Abe Berkowitz, local attorney, will outline in detail the plans of the recently formed State association for music operators. Every operator of automatic phonographs in Alabama is urged to attend the meeting to be held October 4.

on Stoner's two latest hits, Turf Champs and Short Sox.

Central Distributing Company is distributor in Kansas City for Stoner's products.

London

LONDON, Sept. 14.—Several British manufacturers are producing pusher merchandisers with features different from the Rotary. One such is the Crater, operated on entirely mechanical lines without electricity. It has a rotary merchandise table sloping up to hole in the center. This the player turns round at his will, even if desired when the pusher arm is in motion. Arm does not function until player pulls a lever upwards. Appearance is similar to Rotary, but mechanical operation differs and the

manufacturers have issued a manifesto to effect that it infringes no one else's patents. Ahrens, maker of many types of machines over long period, is credited with intention of producing a pusher merchandiser on principles different than anything yet on market.

Ahrens has also just produced a road- (See LONDON on page 81)

Sheet-Music Leaders

(Week Ending September 26)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble King-d Music Company and Western Book and Stationery Company, of Chicago.

1. Until the Real Thing Comes Along (2)
2. Did I Remember? (1)
3. When Did You Leave Heaven? (4)
4. A Star Fell Out of Heaven (3)
5. Me and the Moon (8)
6. I Can't Escape From You (7)
7. The Way You Look Tonight (13)
8. A Fine Romance
9. Empty Saddles (10)
10. Sing, Baby, Sing (12)
11. Rendezvous With a Dream (6)
12. Bye, Bye, Baby (5)
13. I'm an Old Cowhand (11)
14. No Regrets
15. South Sea Island Magic (15)

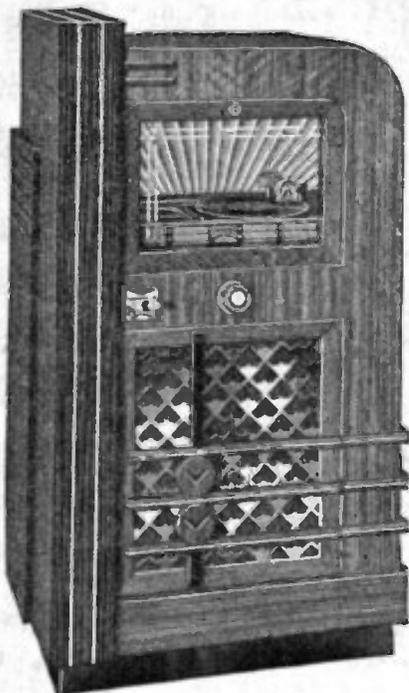
Demand

PERMO-POINT PHONO NEEDLES

FOR YOUR AUTOMATICS!

2000 PERFECT PLAYS

THE SEEBURG FRANCHISE IS MORE VALUABLE!



MODEL "C & D" Modernistic

The Instrument without Service Headaches

J. P. SEEBURG CORPORATION
1502 DAYTON STREET CHICAGO ILLINOIS

BRUNSWICK — VOCALION — MELOTONE
PHONOGRAPH RECORDS

BUY ALL 3 For The Best In SWING, NOVELTY, DANCE AND HOT NUMBERS!
BUY ALL 3 To Bring Your Cost DOWN And Keep UP Your Quality



- 7737—OUT WHERE THE BLUE BEGINS—FT: MIDNIGHT BLUE (From Ziegfeld Follies of 1936)—FT—Music in the Rude Morgan manner.
- 7738—YOU CAME TO MY RESCUE—FT: HERE'S LOVE IN YOUR EYE—FT—Both from "Big Broadcast of 1937"—Teddy Wilson and his Orchestra.
- 7658—ORGAN GRINDER'S SWING—FT: YOU'RE NOT THE KIND—FT—Hudson Detango Orchestra.
- 7734—IN A JAM—FT: UPTOWN DOWNBEAT—FT—Ouba Ellington and his Orchestra.
- 7735—YOU SWEET—FT—(From "The Connecticut Yankee") SUGAR FOOT STOMP—Stomp—Art Shaw and his Orchestra.

- 3304—SING, BABY, SING—FT: YOU TURNED THE TABLES ON ME—FT—Both from "Sing, Baby, Sing"—Putney Dandige and his Orchestra.
- 3317—THE WAY YOU LOOK TONIGHT—FT: BOJANGLES OF HARLEM—FT—Both from "Swing Time"—Emmett Matthews and his Orchestra.
- 3318—BIG JOHN'S SPECIAL—FT: COQUETTE—FT—Eslaine Hawkins and the Bama State Collegeians.
- 3306—I'LL SING YOU A THOUSAND LOVE SONGS—FT—From "Cala and Mabel"; PICTURE ME WITHOUT YOU—FT—From "Dimples"—Merry "Red" Allen and his Orchestra.
- 3307—I WISH I COULD SHIMMY LIKE MY SISTER KATE—FT: THAT'S A PLENTY—FT—Joe Magyes and his Orchestra.

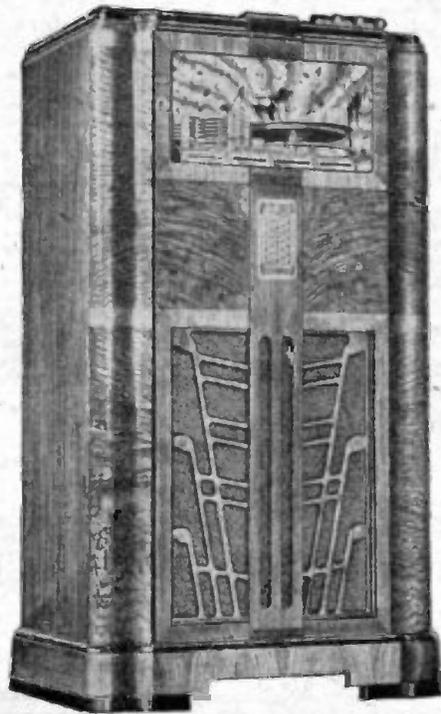
- 6-11-37—SOME OF THESE DAYS: HOLD 'ER EB'NER—Nov. Hot Dances with Singing—Hooster Hot Shots.
- 6-11-08—ORGAN GRINDER'S SWING—FT: PAPA TREE-TOP TALL—FT—Joe Magyes and his Orchestra.
- 6-10-10—A FINE ROMANCE (A Serenadic Love Song)—FT: THE WALTZ IN SWING TIME—Waltz—Both from "Swing Time"—Rudy Vallee and his Connecticut Yankees.
- 6-11-11—TALKING THROUGH MY HEART—FT: YOU CAME TO MY RESCUE—FT—Both from "Big Broadcast of 1937"—Putney Dandige and his Orchestra.
- 6-11-12—DOTTAGE BY THE MOON—FT: ITS THE GYPSY IN ME—FT—Johnny Johnson and his Orchestra.

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WRITE TO BE PLACED ON OUR FREE MAILING LIST.

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BRUNSWICK - NEW YORK - CHICAGO - BALTIMORE - ATLANTA - GA

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AS superior to magnetic pickups as the electric light to the kerosene lamp. Pioneered by ROCK-OLA over a year ago and now acclaimed by all operators as the pickup of today.

Experts say: "The Crystal Pickup will soon be universally used."

Doubles the life of your records and needles.

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It is hermetically sealed in a Bakelite case.

Not affected by dampness, dust, salt air or other weather conditions.



Guaranteed unconditionally for one year.

ROCK-OLA MANUFACTURING CORPORATION

800 N. KEDZIE AVE., CHICAGO, ILL.

Ten Best Records for Week Ended Sept. 28

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6533—"Bojangles of Harlem" and "Organ Grinder's Swing." Tempo King and Kings of Tempo Orchestra.	7716—"A Fine Romance," Fred Astaire with Johnny Green and orchestra, and "The Waltz in Swing Time," Johnny Green and orchestra.	25388—"Bye, Bye, Baby" and "There Goes My Attraction." Fats Waller and orchestra.	3276—"No Regrets" and "Did I Remember?" Billie Holiday and orchestra.
2	B6532—"All Night Long" and "You Got Me Worryin'." Tempo Red and orchestra.	7729—"My Melancholy Baby" and "I Cried for You." Teddy Wilson and orchestra.	25394—"The Curse of an Aching Heart" and "I Just Made Up With That Old Girl of Mine." Fats Waller and orchestra.	3281—"Hinky, Dinky, Parley Voo" and "Medley of Bar-Room Songs." The Sweet Violet Boys.
3	B6505—"The Way You Look Tonight" and "Never Gonna Dance." Shep Fields and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	25351—"In a Sentimental Mood" and "These Foolish Things Remind Me of You." Benny Goodman and orchestra.	3302—"When Did You Leave Heaven?" and "Algiers Stomp." Henry (Red) Allen and orchestra.
4	B6535—"I'll Sing You a Thousand Love Songs" and "Papa Tree-Top Tall." Tempo King and Kings of Tempo Orchestra.	7736—"Sing, Baby, Sing" and "You Turned the Tables on Me." Teddy Wilson and orchestra.	25361—"A Star Fell Out of Heaven" and "Dream Awhlie." Eddie Duchin and orchestra.	3300—"Knock, Knock, Who's There?" and "Bye, Bye, Baby." Stuff Smith and Onyx Club Boys.
5	B6498—"A Star Fell Out of Heaven" and "When Did You Leave Heaven?" Charlie Barnet and orchestra.	7734—"In a Jam" and "Up-town Downbeat." Duke Ellington and orchestra.	25391—"You Turned the Tables on Me" and "Here's Love in Your Eyes." Benny Goodman and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
6	B6476—"Did I Remember?" and "Sittin' in the Sand a-Sunnin'." Shep Fields and orchestra.	7718—"Never Gonna Dance" and "Bojangles of Harlem." Fred Astaire with Johnny Green and orchestra.	25401—"Sing, Baby, Sing" and "Mako-Believe Ball Room." Ruby Newman and orchestra.	3301—"I'm in the Market for You" and "Little Joe." Louis Armstrong and orchestra.
7	B6531—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love." Tempo Red and orchestra.	7735—"Thou Swell" and "Sugar Foot Stomp." Artie Shaw and orchestra.	25341—"Mary Had a Little Lamb" and "Did I Remember?" Tommy Dorsey and orchestra.	3303—"Heah Me Talkin' to Ya" and "Tight Like This." Louis Armstrong and orchestra.
8	B6537—"Fancy Meeting You" and "A Good Man Is Hard To Find." Wingy Mannone and orchestra.	7733—"Lost in My Dreams" and "How'm I Doin' With You." Jimmy Crier and orchestra.	25393—"South Sea Island Magic" and "I'll Sing You a Thousand Love Songs." Eddie Duchin and orchestra.	3288—"Summertime" and "Billie's Blues." Billie Holiday and orchestra.
9	B6547—"I'm Talking Thru My Heart" and "You Came to My Rescue." Shep Fields and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	25372—"The Way You Look Tonight" and "A Fine Romance." Guy Lombardo and orchestra.	3287—"A Star Fell Out of Heaven" and "Mary Had a Little Lamb." Putney Dandridge and orchestra.
10	B6534—"William Tell" and "I Would Do Anything for You." Tempo King and Kings of Tempo Orchestra.	7699—"These Foolish Things" and "Why Do I Lie to Myself?" Teddy Wilson and orchestra.	25374—"Until the Real Thing Comes Along" and "I'm Crazy 'Bout My Baby." Fats Waller and orchestra.	3291—"If We Never Meet Again" and "Here Comes Your Pappy." Putney Dandridge and orchestra.

They're crazy about "Fats" Waller as a Blues Singer...



They'll be crazier about him as a Minstrel Man!

"Floatin' Down to Cotton Town"

Fox Trot
"S'posin'"—Fox Trot

By "FATS" WALLER

acting both as interlocutor and end-man. A Victor Record everybody will be asking for. Better get it for all your machines right away! Remember, Victor Records warp less and wear longer!

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BIG Money Makers for LITTLE MONEY!

Electro-Ball Super-Reconditioned Games!
They Are Worth More!

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ALAMO\$39.50
BIG RICHARD, Dice Game, 5-Ball, Reduced From \$149.50 to\$49.50

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HOLLYWOOD 27.50
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Tit-Tat-Toe Counter Game, Very Special. Only \$8.95.

If what you want isn't listed here, write us. We may have it and will save you money.

Electric Eye, Pistol Practico Skill Game, a Close Out, \$49.50.

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A SQUARE DEAL TO ALL

Multiple\$77.50	Bally Derby\$60.00	Western Races, Mystery\$65.00
Hialeah 55.00	Coconut 19.00	Top Row 32.50
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Mystery Three 20.00	Jumbo 38.00	Electric Eye 67.50
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DIGGERS--DIGGERS--DIGGERS

Over seventy machines, in perfect condition, consisting of all 1934 and 1935 models, for sale at rock-bottom prices. Treasure Islands by Buckley @ \$70.00; De Luxe Buckleys @ \$85.00; Mutoscopes @ \$85.00 and \$90.00, and Merchantmen @ \$80.00. One-third deposit with order and balance C. O. D.

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EMPIRE TOY & CANDY VENDOR



SENSATIONAL PENNY GETTER!
The EMPIRE is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c. Operator's Net PROF-IT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly! Operate a "chain" of these Steady Money Makers! Remit Only \$11.00 for This Deal:

- 1 EMPIRE, 10 pounds Candy Coated Peanuts
- 2 gross assorted Toys
- 1 Toy Display Frame
- EXCLUSIVE EMPIRE PEANUT DISPENSING COIN SLOT, Beautiful Chrome Finish Body, Yale Lock on Money Box.

Same Machine Also Vends Salted Peanuts, Pistachio Nuts etc. Write for Quantity Prices.

D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS.

Also Table Size Venders.

Self-Serv Mfg. Co.

CAMDEN, N. J.

Immediate Delivery Bolos, \$54.50

All Americ'n. 5 5.00	Kings\$10.00
Battle 12.50	Men In Moon... 8.00
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1/3 Deposit, Balance C. O. D.
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Jersey Trading Plans Special Salesboard Month

NEWARK, Sept. 26.—Sam Broudy, of Jersey Trading Company, reports that his firm is planning an unusual event, that of setting aside an entire month to be devoted strictly to merchandise for salesboard operators.

The firm believes that salesboard men need the finest quality and most novel merchandise obtainable at reasonable prices. An elaborate circular is being prepared which will be mailed free to salesboard operators and which will contain these specials.

Even the display of the merchandise in the firm's headquarters in this city and at the branch office in Philadelphia will be mainly devoted to salesboard merchandise, Broudy reports. The firm, Broudy states, was among the first to urge the salesboard operators to use high quality merchandise. It is now ready with new items purposely prepared for the event.

One of the first specials the firm in-

troduced to the trade was its Bar-Elite, which was followed by the electric revolving clock, and it now has more specials which it is sure will prove just as popular.

New Pack-It Appointments

DETROIT, Sept. 26.—Pack-It Company of America has appointed John R. Estle as manager at Anderson, Ind., thru John Miller, Indiana district manager. R. A. Dunn, Michigan manager of the company, has appointed H. E. Ward as distributor at Bangor, Mich., for two counties. John Warner has been appointed distributor for Kalamazoo County, Michigan. Each of the new appointments has established a new 400-machine route in his territory.

J. A. McCormick, Chicago district manager, reported unusual activity in his territory while on a visit to headquarters here this week. A new service department has been added to the Chicago organization, in charge of George Luther and W. J. Wahl, experienced vending machine service men.

Gaylord Plans Campaign For National Distribution

CHICAGO, Sept. 26.—Gaylord Manufacturing Company, distributor of coin-operated devices, announces a new campaign to extend its scope of distribution to an even greater degree than heretofore.

The company reports enjoying a nice business on the latest releases of leading Chicago manufacturers. However, additions to their personnel and capitalization enable them to reach out for more sales volume both in the United States and abroad. Gaylord advises negotiations have been under way with practically every manufacturer of amusement games in order to work out mutually suitable arrangements for handling quantity business now under development.

To look in at the Gaylord organization is to see a highly departmentalized and efficient group. Colonel J. C. Bohan, capitalist and active commander of a regiment of field artillery in reserve, is president. Edward S. Gaylord is vice-president and general manager. Aside from passing on all new products and equipment the company sells or produces, a large part of his time is spent in the field contacting jobbers and operators. C. W. Dipple is general sales manager of all products sold in the domestic market. J. G. Thomas has charge of exports and handles a portion of domestic business as well.

In addition to executive offices, there

is considerable warehousing space where games are uncrated, carefully inspected and then consigned to jobbers and operators who depend on Gaylord for shipshape deliveries.

Having just completed a long run on the manufacture and sale of "Fresh-and-Aire" fan-type units, which, of course, is a summer-time business, the company's interests are now heavily focused on coin machines for the fall and winter seasons, when operating activity reaches its peak.

Kass Bros. See Woman Angle

NEWARK, Sept. 26.—Howard and Archie Kass, of Roll-o-Matic, Inc., manufacturers of the Roll-a-Ball game, report that women are among the best players of their game in many sections of the country, according to letters they have received from distributors, jobbers and operators.

One operator has seen fit to place one of the games in a leading club where women congregate. He has found the profits mounting every week. Archie and Howard claim that they have found women playing Roll-a-Ball in many sections of New Jersey. They report that the new de luxe model Roll-a-Ball is so beautiful that players everywhere are attracted to the game. They are using a plano-polish effect over solid mahogany edged with curly maple and decorated with flashing chrome and a new light-up effect.

To add to this effective attraction for the player they have also placed new features on the Roll-a-Ball which they are certain will be appreciated by the operators.

One of the features on the new de luxe model which they feel will prove popular is the new-type cash box placed to the front of the game and which allows the operator to make an instant collection without creating any undue attention on the location. Another feature is their Veeder-register.

Lockwood and Palastrant Form New Distributing Co.

BOSTON, Sept. 26.—M. J. Lockwood, who recently resigned his position of New England representative for the Wurlitzer Manufacturing Company, which he has held for the last three years, and Ben D. Palastrant, of the Supreme Vending Company of New England, Inc., have formed the Supreme Amusement Company of New England, Inc., with headquarters at 1254 Washington street here. Palastrant is president of the new firm and Lockwood treasurer.

A complete line of Wurlitzer Simplex automatic phonographs and Skee-Ball games will be on display at all times. Also newly organized, the Supreme Amusement Company has already placed orders for six carloads of Wurlitzer phonographs.



KEENEY'S BOWLETTE PACKS THEM IN AT OHIO STATE FAIR, as the above picture readily testifies. A. S. Levy, of the A. S. L. Sales Company, Dayton, O., who had a Bowlette concession, says: "They were always standing six feet around the Bowlette games waiting for a chance to play."

Keeney Company Combining Plants

CHICAGO, Sept. 26.—J. H. (Jack) Keeney, head of J. H. Keeney & Company, completed arrangements this week for the new Keeney factory which will house all of the three plants now located at various points on Chicago's near south side.

The new factory is situated at the southwest corner of Calumet avenue and 20th street. Some 20,000 square feet of floor space are provided with daylight on all four sides. The building is said to be one of the most desirable factory spaces available.

The Keeney company expects to have its offices and the manufacturing facilities of all three of the present factories moved into the new quarters by the first of December.

So fast and so great has been the growth of this concern that by the first of June of this year a second plant in addition to the one factory on South Michigan avenue was made necessary, and on July 18 a third factory was taken over.

"We're putting thru our third Bowlette cabinet release since Labor Day," says Ray Becker, Keeney sales manager, "and these releases were made necessary by the still greater popularity of Bowlette as the public begins to know and to play this game."

The game, according to Becker, is a positive craze in many cities and sections, with a number of Bowlette clubs and leagues already formed. He states that the entire manufacturing facilities of three Keeney factories are now required in the production of Bowlette and even this daily volume is not sufficient in keeping Bowlette abreast of incoming orders.

LONDON—

(Continued from page 78)

test machine. In an upright cabinet is an endless band colored to represent a road, along the sides of which are numerous obstacles. In center is miniature car on flexible wire. This the player endeavors to steer with motor wheel so that it misses the obstacles. Success or otherwise is shown on large clock on top of cabinet. Machine is constructed so that entire mechanism comes out easily at back.

More than half the space for third annual Coin-Operated Machine Exhibition to be held at Royal Hotel, London, February 23 to 26, has already been sold. If demand continues at this rate it looks as tho Edward Graves, organizing manager, will have to disappoint last-minute applicants. Merchandise section was booked up within a week of schedules being issued. Among those

already booked are firms holding agencies for American manufacturers: Shefras Automatics, Ltd. (Jennings and Rock-Ola); Goddard Novelty Company, Ltd. (Stoner, Bally and others); Scott, Adickes & Company, Ltd. (Exhibit Supply); Coin-Operated Machine Supply (Daval); Strand Automatics, Ltd. (A. B. T.); Amusement Equipment Company, Ltd. (Skee-Roll and Royal Scales), and Burrows Automatic Machine Supply Company, Ltd. (Pace and Gottlieb).

Amusement Caterers' Exhibitions, Ltd., also announces that it will hold another exhibition for show business and has chosen date near to that of Coin-Operated Machine show. Machine people are invited to exhibit, but as they have their own distinct show anything like representative support from that quarter will be surprising. Overtures were made for combined show, but plans for third COME were too far advanced.

Members of British Automatic Machine Operators' Society held annual outing September 2 and went to Bologne, France. President Willmott led party, which included John Holloway, well known to American trade as managing director of Samson Novelty Company, Mills' British agent. L. V. Hodgson, of Buckley Manufacturing Company, also went along. Weather was fine and all had enjoyable day. Secretary Graves organized the trip. Shefras was not represented, owing to family bereavement.

Tony Gasparro had only been back from America a few days when public announcement was made of voluntary liquidation of Weston Novelty Company, Ltd., a firm which has handled large quantities of American-made pin tables. Gasparro is expected to continue in machine business on his own, while Felix Samson is credited with intention of concentrating his activities on radio dealing.

The three former directors of liquidated Hollingsworth's Automatics, Ltd., are now in business individually. Mark Kraft trading as Kraft's Automatics, Ted Hollingsworth as Hollingsworth's Automatics and R. Horwitz as Chicago Automatic Machine Supply. All are located in London.

George Booth, director of Amusement Equipment Company, will leave for America September 23. He is an active participant in British organization work, being chairman for second year of Bamos, member of ACA committee and also on the committee of Coin-Operated Machine Exposition. Early in October Alf Makin, of Strand Automatics, will also make the journey. Alf is also an organization worker, being chairman of the ACA.

Samson Novelty Company, Ltd., has transferred its activities from Robin Hood Court to the more extensive premises the firm acquired a while back in adjoining Thavies Inn. Here they are able to have all their many departments, such as the Mills Novelty Agency, salesboard manufacturing and travel service under the one roof. The various suites are decorated most tastefully. Formerly Thavies Inn was a London County Council asylum and what were the cells are now the machine spare-parts department.

Jack Holloway, founder of Samson Novelty, recently celebrated his 63d birthday with a party at his country house in St. Albans. Some 40 guests attended and each presented Jack with a bottle of whisky.

Buckley's Pay Day has received a splendid reception from British operators. Machine is handled by British American Novelty and Goddard Novelty, with cooperation of factory representative Hodgson.

Liquidation of Weston Novelty Company, Ltd., completes another chapter in the history of British coin-machine trading. Soon after beginning of pin-game boom here, when Rainbow and Mills' Official led the field, A. G. (Tony) Gasparro equipped workshops in London and commenced production of standard and counter-size pin games not unlike the latter. A brisk demand brought about increase in staff for Weston Novelty Company, under which name Gasparro traded. Tables were known as the Weston. Before long a number of



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The Bowling Game
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34 INCHES WIDE

Another Rock-Ola winner that is going great guns! The popularity of bowling games is assured—because the Rock-O-Ball is a game of real skill it is here to stay. Rock-O-Ball has all the features of the others—plus.

And because of this it is paying plus profits! . . . yet it sells for only \$259.50 f. o. b. Chicago. La Beau is ready to make immediate deliveries throughout the Northwest—Write, wire or phone today.

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people from motor industry became interested in pin games and placed substantial orders with Gasparro. Among them was Major Felix Samson, brother of a famous war hero and himself possessor of a fine service record, not to overlook a dynamic personality with which many machine men in New York and Chicago were later to become acquainted. Believing that the machine business possessed strong possibilities, Felix Samson became associated in Weston Novelty Company with Gasparro. Increased competition and output by American manufacturers brought both to decision that it would be more profitable to import tables than manufacture upon a scale somewhat limited, owing to small capacity of home market. Consequently it was arranged that Gasparro should spend most of his time in United States for purpose of buying while Felix concentrated on sales in Britain. While boom continued this worked well and contracts were also placed with British engineering firm to produce certain machines for which a demand was evident. In 1935 it was deemed desirable to form the business into a limited liability company and so in November of last year Weston Novelty Company, Ltd., was registered. Directors were Messrs. Samson, Gasparro, Clissold and Brand. Despite a record turnover, working expenses made heavy inroads, with result that Tony Gasparro returned to London and it was agreed that the company should go into liquidation. An associated company, Weston Wireless, Ltd., which represents Emerson, is not affected, and it is understood that Felix Samson will devote his energies to this. Tony Gasparro, assisted by brother, Julie, is to carry on in the machine business but under what trade name is not yet decided.

For some time Percy Goddard had on his sales staff Arthur Drury, who also has Australian experience. Drury left the firm and for a while did business as a jobber on his own. Then at the invitation of Felix Samson he joined Weston Novelty Company as sales manager, which post he occupied in energetic manner until the liquidation. His present plans are as yet uncertain, but it is unlikely that he will forsake machine business.

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Now Making Deliveries

AUTOMATIC PHONOGRAPHS
WURLITZER SKEE BALL
ROLLA-SCORE, 9FT. ALLEY
ROLLA-BASE, THE NEW ROLL
DOWN TABLE
PACES RACES

OHIO SPECIALTY CO.

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We Do Not Operate—We Are
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Daily Races . \$75.00	Hilcech . . . \$40.00
Pemco Parlay 40.00	Grand Slam . . . 40.00
Red Balls . . . 40.00	Multiple . . . 60.00
McGoy 82.50	Sun's Derby 38.00
Peerless 40.00	All Star 60.00
Bally Derby . 60.00	Challenger . . 78.00
Palcoke, Jr. 58.00	Palcoke, Sr. . . 85.00
Fence Buster 85.00	Gal'ping Plugs 45.00
Monopoles . . 45.00	Ten Grand . . . 50.00
Sportsman . . 8.00	Jumbo 30.00
Caracca 14.50	Double Score 35.00

All Above Machines are One-Ball Automatic Cash Payout.

PERFECT CONDITION

D. W. WILLET

313 M. & M. Bldg., Houston, Texas

Thank You for Mentioning The Billboard.
tion The Billboard.



CARL TRIPPE (right), general owner and general manager of the Ideal Novelty Company, St. Louis, and his chief assistant, Jack Rosenfeld. Trippe is "going to town" in a big way, and that fact is best attested to by the large quantities of Rock-Ola Multi-Selector phonographs which are going to him at St. Louis every week.

EVENTUALLY

YOU WILL OPERATE

THE CAILLE CADET!

The Greatest Money Maker in Coin Machine History.



YOUR CHOICE OF 1c, 5c, 10c 25c COIN PLAY.

Six Sparkling Colors—Red, Blue, Green, Yellow, Orange, Black
All at the Same Price! Available in Bell Type or Venders.

Why Not NOW?

USE THIS COUPON FOR FULL DETAILS!

CAILLE BROTHERS CO., 6222 Second Blvd., Detroit, Mich.

Please send me complete information about the latest Caille CADETS.

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USED BARGAINS

Prices STRIPPED of All Profits on Used Games that are Right

Gallopng Plugs	\$40.00	De Luxe	46.59.50
Diamond	40.00	Velvet	55.00
Mine	40.00	Challenger	69.00
Bally Derby	50.00	Hilch	45.00
Monopolice	45.00	Fence Buster	69.50
Grand Slam	30.00	Pinch Hitter	39.50
Multiple	50.00	Pamco Chase	49.50
Alamo	40.00	McCoy	69.50
Trojan	20.00	Flying High	69.50
All-Star	40.00	Sunshine	29.50
Double Score	20.00	Derby	39.50
Hollywood	19.50	Red Sails	39.50
Daily Races	25.00		
Oaily Races (Mystery)			
New Type	69.50	Many Others at	
Peerless	29.75	Equally Low Prices	
Credit	40.00	—Wife for Our	
		Price on Any Game.	

SPECIAL—Seeburg Selectophone Phonographs (1935) @ \$125.00

Terms 1/3 with order, balance C. O. D., F. O. B. shipping point. All subject prior sale—Send your order promptly.

STELLE AND HORTON

1515 Louisiana St., 822 Carondelet St., HOUSTON, TEX. NEW ORLEANS, LA.

Reconditioned Automatic Pay-Out Games

BAMBINO	\$59.50
BIG RICHARD	59.50
DAILY LIMIT	39.50
DAILY RACES	55.00
ELECTRIC EYE	59.50
GRAND SLAM	59.50
PAMCO PARLAY	59.50
PAY DAY	39.50
PEERLESS	45.00
RED MAN	49.50
SHOOKER	49.50
SURE SHOT	39.50

Above Machines Guaranteed Perfect Condition. 1/3 Deposit, Balance C. O. D.

SHY BROS.

1201 W. Mitchell St., Milwaukee, Wis.

Free Play Feature on Blue Bird Makes a Hit

CHICAGO, Sept. 26.—Illustrating how certain basic appeals continue to maintain their hold on the public, the free play change-odds pocket on Bally's Blue Bird is said to be the subject of much favorable comment on location. Players get the same old kick out of the "extra try" that they got out of Ballyhoo and other early games featuring free play. And in addition the Blue Bird free-play feature increases the suspense by operating the animated odds changer.

Blue Bird is the newest one-shot payout or ticket game brought out by Bally Manufacturing Company. The machine features a new "extra dividend" idea whereby any hole on the board can pay up to 30 to 1 plus as high as a 40-to-1 gold award. This novel feature, which makes every pocket a possible 70-to-1 winner, is resulting in very substantial collections, according to reports received by Jim Buckley, Bally's general sales manager.

Rifle Range Popular In Sherman Arcade

CHICAGO, Sept. 26.—"I'm counting ducks instead of sheep when I lay myself down and try to sleep," says Paul Gerber. "In all the many years that I have been in the coin-machine business I have never seen the continual and tremendous play that the Seeburg Ray-o-Lite Rifle Range is attracting in my Hotel Sherman Coin Machine Arcade.

"The biggest trouble that I have," says Gerber, "is keeping my patrons from fighting among themselves as to whose turn it is. Last Saturday night a nationally known theatrical luminary in formal clothes monopolized the range for almost an hour. During this time there were any number of people impatiently waiting to try their skill. For a while I thought there was going to be a 'free-for-all,' as the waiting crowd from time to time irritably shouted. 'Why don't you buy your own ducks to shoot at?' But coolly, undisturbed, the idol of the footlights calmly and determinedly kept on inserting coins, displaying remarkable marksmanship, registering perfect scores in an exhibition of fancy shooting.

"I knew right then and there that I required an additional Seeburg Ray-o-Lite Rifle Range, an order for which I phoned in immediately. You can rest assured that if I only had the required space there would be many more of these marvelous automatic amusement machines in my arcade. I have to be very careful about the amusement machines I select for my Hotel Sherman location. The type of people are above the average in intelligence and usually highly critical of any type of entertainment.

"At noontime and all thru the afternoon you will find La Salle street brokers, secretaries, lawyers, doctors and men and women in all walks of life not only getting a thrill but a necessary mental relaxation trying their skill on the Seeburg Ray-o-Lite Rifle Range. I get an especially big kick during the evening watching the people attired in formal clothes intensely enjoying the marvelous entertainment that the Seeburg machine provides."

"The fine record already established by the Seeburg Ray-o-Lite Rifle Range prophesies a new era and new fields to conquer in the automatic industry," says an official of the Seeburg firm. "The first Seeburg Ray-o-Lite Rifle Range was placed within 20 months ago. During this time there have been 1,000 Ray-o-Lite machines placed in theater and hotel lobbies, restaurant foyers, town and country clubs and amusement arcades.

"From the very beginning of the J. P. Seeburg Corporation's departure from the stereotyped amusement device we were definitely certain that the appeal of this unique machine would be universal. Combining all the thrill of actual trapshooting with the requirement of skill and control on the part of the player, this machine has virtually changed the whole aspect of the automatic business for the operator. Here was a product that was more than just a simple game. This was entirely new—an amusement machine that fascinated every person, constantly giving patrons satisfaction and building up a repeat

traffic that raised profits higher and higher."

Altho combining the principle of the radio and photo-electric cell, the installation of the Ray-o-Lite Rifle Range device is simple, as it operates under ordinary lighting conditions. It is simply plugged into a standard light socket. Any available space will do, as the range can be set at various distances.

Production at the J. P. Seeburg Corporation plant is reported to be almost at its maximum. Immediate deliveries are being made in order to keep pace with the ever-increasing demands.

Reel Races Said To Show Speed in Sales

CHICAGO, Sept. 26.—The response which greeted the recent introduction of the Western Equipment and Supply Company's latest counter-game production, Reel Races, has not been short-lived. The sudden flurry of orders has not died, but, according to an official of the firm, the amusement machine has risen to a high peak in sales volume.

According to Jimmy Johnson, owner of this organization, the situation existent in the industry called for this type of machine. Operators needed a stimulus such as Reel Races has provided. Consequently the company had a definite goal at which to aim.

The machine is understood to have fulfilled every expectation of its manufacturer. Operators, the makers say, were quick to realize the value and possibilities offered by Reel Races, and the convincing demonstration of this machine in actual performance on location led to immediate increase of orders.

Reel Races is said to have proved very popular on bars or counters. Simple, thrilling to play, all the player does is insert a coin and press the streamlined lever. Silently the four reels spin and come to a positive jarproof stop. If the numbers of the first two reels match the third reel designates whether the player gets win, place or show. The fourth reel shows the award to the player on win, place or show. The player receives a ball of gum by pressing a convenient button.

Because of Western's production facilities all Reel Races are being immediately shipped to supply the large demand.

Willie Blatt Prepares For New Daval Game

NEW YORK, Sept. 26.—Willie Blatt, president of Supreme Vending Company, Inc., is reported to be advising his many operators to await the new Daval game.

Willie claims that Daval will soon be ready with a new pin game which is expected to be acclaimed among the best games to have ever appeared in the coin machine industry. He is secretive as to the play of the game but says that it follows along one of the most successful playing principles.

Willie also says that with the new game the players will be given the chance to use as many balls as they wish. "This is an entirely new idea in pin game play," he claims. "Every other game has specifically stated the number of balls the player can use."

"Other features," he claims, "are just as revolutionary. The game is unusually fast and it is equal to any of the famous Daval counter games for beauty and design. We have placed a carload sample order and this alone gives the operators an idea of what we think of this new game."

Woolen Bnsy With Orders for Buckley Line

CHICAGO, Sept. 26.—With the fall season on hand the Buckley Manufacturing Company reports it is geared in high for full production to meet the tremendous demands for its popular line. At the sales helm is Bill Woolen, considered one of the smartest merchandisers in the automatic machine industry. His keen judgment and foresight have been one of the basic factors for the outstanding amusement devices produced by the Buckley Manufacturing Company, and the success of such numbers as Golden Horses, Diamond Mine, Mutual Horses, Alwin and the latest, Bones.

Woolen, as sales manager, is kept intensely busy filling the ever-increasing orders for the Buckley line. He is a tireless worker and from early morning till all hours of the night is busily engaged in making his sales department a smoothly working unit of the organization.



THE HOLLYWOOD ELECTRIC EYE RIFLE RANGE on location. Its unusual beauty is revealed in this picture taken in the lobby of a swanky hotel. The rifle range was recently placed in mass production by the Universal Manufacturing Corporation.

We lead with LEADERS

SPINAROUND

ONLY \$9.95

(Selector Type)

THE NEW CIGARETTE COUNTER GAME

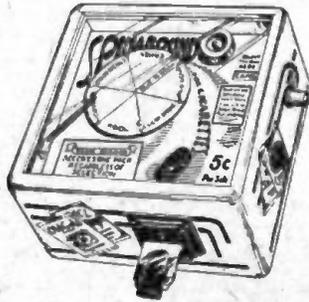
has our endorsement because we have tested it on "location" and know positively that it has sustained player appeal and is A BIG MONEY MAKER.

THE ONLY EXCLUSIVE CIGARETTE SELECTOR MADE

A straight nickel machine—takes in money 5 times as fast as a penny machine. Liberal payout attracts and holds players. The "Blue Ribbon" doubles the chance to win. Get the "jump" on your competitors. Order today. (2 registers, 2 back doors and 2 keys, \$2.00 extra).

7 DAYS FREE TRIAL

The "Take" from Spinaround will amaze you. That's why we can make this liberal FREE TRIAL OFFER. Handsome cabinet in 8 dazzling colors. Machine about the size of a large cigar box.



UNITED AMUSEMENT CO.
3411 Main Kansas City, Mo.

Bank Roll Sales Increase in Newark

NEW YORK, Sept. 26.—George Ponsler, president George Ponsler Company, states that the Newark office of his company is swamped with Bank Roll orders. George states: "The operators are going Bank Roll in a big way. It is obvious to me that when a game operates perfectly at all times and has player appeal it is bound to be a success."

I. Morris, sales manager of the Newark office, claims that Bank Roll operators are mailing back to his company printed "Out of Order" signs, stating that they have no need to carry them.

Peter Hagedoorn, New Jersey operator, claims Morris is so well pleased with the 50 Bank Rolls he has on location that recently he sent in a standing order to ship him at least three games per day. Hagedoorn intends to operate about 300 Bank Rolls. He claims Bank Roll is a fast nickel getter and is proving to be one of the most sensational money makers he has ever operated.

WPA DANCERS

(Continued from page 4)

Mona, African dialect play, tentatively scheduled for the Princess Theater next month, will be the Wen Albert choir of 21 voices.

SAN FRANCISCO, Sept. 26.—Alvin Laughlin is the new district supervisor of the Federal Theater projects in Northern California, having succeeded Mrs. Elizabeth Elson, who resigned to await a "blessed event." Laughlin is well known on the Pacific Coast as a stage director.

PITTSBURGH, Sept. 26.—With enough suitable talent now at hand, the local Federal Theater office is planning a Negro vaude unit to play "little Harlem" neighborhoods in Allegheny County. Show will employ some 20 performers.

PHILADELPHIA, Sept. 26.—Local Federal Theater project is readying its first bit of straight dramaturgy, *Temporary Husbands*. Plans to reopen a dark house for the project were stymied when local managers squawked to Washington. Claim competition by government players will do more harm than good for the local setup.

OMAHA, Sept. 26.—Ray Hilliard, director of the North Players Stock Company, has been appointed director of the Omaha WPA unit theater by State Director Oscar Lieben. The theater, housed in the Music Hall, was to open October 20 with *It Can't Happen Here*, but the script of that opus failed to arrive and it was decided to open October 22 with *Three Wise Fools*.

SYRACUSE PAPERS

(Continued from page 3)

Bride, who always has been on good terms with newspapers, is virtually unaffected, at least in comparison with the Schine pool.

Another blow was Hearst paper's switch from Sunday page to Thursday, with one layout covering all houses, and conversion of Sunday page to strict movie and theater news. Formerly theaters had had half a page for publicity Sundays and had been given smashing art displays on another full feature page.

In radio all Sunday publicity for local shows was knocked out and all mention of local-sponsored programs was barred from radio columns of all three papers.

BOOTHMEN

(Continued from page 3)

with the Independent Theater Owners of Southern California and Arizona, now using non-union projectionists, was Jack Berman.

Following the tentative agreement union officials withdrew their pickets from the front of the New Roxie and Cosmos theaters in Glendale for the duration of closed-shop negotiations. Both houses have been picketed for past two weeks in protest of employment of non-affiliated boothmen.

Tentative agreement worked out at the confab calls for early replacement of non-union help in houses presently

manned by unaffiliated operators. Wage scale remains to be worked out, but pay will be comparable to that of similar capacity houses in the district. Completion of negotiations is expected early next week when union and theater-owner committees meet again.

Theater's committee is composed of Berman, Emanuel Hoffman, Julius Nathanson and Irving Carlin. IATSE group is headed by R. L. Hayward, business agent.

SCREEN GUILD

(Continued from page 3)

Writers' Guild or Screen Playwrights, Inc., with insiders picking the Guild because of its national operation and affiliation with the Authors' League and Dramatists' Guild.

Without sufficient strength in its field to hold a position, Screen Playwrights will find itself in somewhat of a spot should a writers' closed shop succeed. Because of SP members' recent secession from the Guild and the subsequent civil war which caused weakening of the Guild cause, SP members may find themselves locked out of the Authors' League as a penalty.

With plans for the SAG closed shop demands fermenting in Hollywood for about a year, groundwork for the labor call was prepared at the Sacramento convention by SAG representatives referring to their legislative committee demands that the State Legislature enact a bill similar to the Wagner Federal Labor Act, which would force recognition by studios when the actor body qualifies under terms of the act. Other moves were the enactment of a resolution for submission to the Legislature of an act prohibiting employment in studios of city or State employees as actors, and a resolution to reduce the present length of option contracts from seven to three years.

Anticipating this closed-shop move, the producers for some time have been protecting themselves by putting important actors under long-term contracts, many of them leaders in Guild affairs. Studios have already called for legal advice on the matter, it is understood, and were told no walkouts on contracts could occur and that contractors must comply with their obligations or subject themselves to damaging litigation.

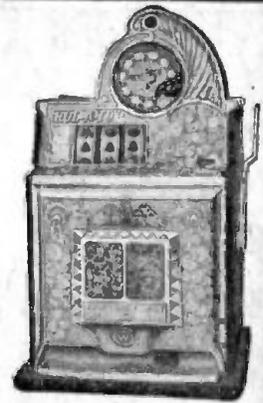
Following a meeting of the Association of Motion Picture Producers several evenings ago, during which it was stated "labor conditions and the Guild will be discussed at a later meeting," some observers predicted the producers would agree to arbitration, while others foresaw a fight to the finish.

Screen Actors' Guild currently has around 3,000 members, one-third of whom are in the Class A or Senior Guild and the balance in the Junior Guild.

PHILLY LEGIT

(Continued from page 3)

time-honored tradition, producing its 49th annual *The Mad Whirl*, during Thanksgiving week rather than for Easter showing. In spite of the fact that the university owns the Chestnut, college boys formerly had their gambol at the Garrick. But with that house



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vendor and Cold Award
Built for 1c-5c-10c-25c Play

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Here is the Greatest
STRAIGHT MERCHANDISE SALESBOARD PLAN
EVER OFFERED

EVERY PURCHASER RECEIVES A HAND-SOME 11x14 PHOTO BOARD—FOR AS LITTLE AS 1¢

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GOING OVER WITH A BANG

SEND YOUR ORDER TODAY or WRITE for Full Particulars.

1/3 deposit with order, bal. C. O. D., F. O. B., N. Y.

WE GUARANTEE THIS DEAL

If You Are Not Satisfied Return the Deal and We Will Refund Your Money. (Less freight charges.)

JOBBER FRANCHISES
Open in Many Sections of the Country.

CONTINENTAL MERCANTILE Co. 414 Broadway, N.Y.C.

WESTERN RACES, \$35

Repeaters, \$25; Mammoth, \$22; So Millie Reserve Jackpots, \$9; Mills Rock-Ola Jackpot, \$6; Mills Sc Twin Pace Jackpot, \$12; Chicago Express, \$5; Exhibit Dealer, \$5; Double Score, \$25; Daily Limit, \$28; 1c Little Dutchess, \$12; Belt Boys, \$2.50; A&T Triple Jax, \$2.50; Rock-Ola Sweepstakes, \$3. 1/2 Deposit. A. O. LOVE, Albemarle, N. C.

making way for a parking lot, Mink and Wiggers selected the Fox-Locust, a dark pix house.

Forrest enters the legit fold on Monday (26) with the premiere of the Kaufman-Ferber comedy, *Stage Door*, starring Margaret Sullivan. Set for only one week, *Tovarich* is making its American bow October 5 under Gilbert Miller guidance, Marta Abba and John Halliday handling the leads. Possibility that Miller may let Baltimore take a peek prior to the local showing. Tentative listings for the Forrest include the new George Kaufman-Moss Hart comedy, at present known as *You Can't Take It*, for a November 9 unrolling; the No. 3 company of *Boy Meets Girl*, *Dead End* and Leslie Howard's *Hamlet*.

Romeo and Juliet Slocker leaves the Chestnut for the opening of the subscription series October 8, sponsored by the Theater Guild and the American Theater Society. *Call It a Day* is slated for a fortnight and *Children's Hour* arrives October 19. Only Chestnut bookings to date are five of the six subscription series set, *The End of Summer*, *Idiot's Delight* and *Lady Precious Stream* swelling the list.



NEW HOME OF HENRY W. SEIDEN & COMPANY, ALBANY, N. Y.



WE GIVE YOU 1 FREE

WITH EVERY 5 YOU BUY!

Buckley's GOLDEN HORSES

THE ORIGINAL TIME TESTED ODDS CHANGING COUNTER MACHINE

● 3 REELS SPELL NAME OF HORSE. ● NOISELESS. ABSOLUTE MECHANICAL PERFECTION. ● SHAKEPROOF REELS. ● MODERNISTIC ALL METAL CABINET TO 30. ● THAT STAYS PERPETUALLY NEW.

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DON'T BE DISAPPOINTED

WHEN ORDERING from DELUXE COMPLETE STOCKS OF ALL POPULAR CONCESSION ITEMS

"DELUXE PLASTER"

LATEST CREATIONS—FINEST FINISH

CORN GAME FLASH

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ORDER NOW—WHILE THEY LAST

BEACON MAGNETS—MINGOS—BEACON WOOL FRINGE SHAWLS 25% DEPOSIT WITH ALL ORDERS.

No. 52—CIRCUS HORSE

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

WANT WANT—FOR ONSLOW COUNTY FAIR

JACKSONVILLE, N. C., OCTOBER 19 to 24, AND

VANCE COUNTY COLORED FAIR

HENDERSON, N. C., OCTOBER 26 to 31.

SHOWS—Can use any Shows with own outfits at 30%, except Minstrel Show. RIDES—Want Loop-o-Plane and Tilt-a-Whirl, also a couple of Kiddie Rides. All at 35%. We to furnish transportation after loading. Murray Jackson, Rome Harris and Paul Shields, all confirm quick. Concessions are all open. No exclusive on anything. Plenty money in these two spots, so make your reservations quick. All address, this week, Clayton, N. C.; next week, Sanford, N. C.

F. C. BOSWELL or J. P. BOLT,
P. S.—Can use a few more Concessions at Sanford, N. C., next week.

BROWN NOVELTY SHOWS

WANT—Small Grind Shows and Kiddie Rides. Opening for Popcorn, Fishpond, Bowling Alley or legitimate Concessions. Montezuma, Ga., Macon County Fair, September 28th-October 3; Jackson, Ga., Butts County Fair, October 5-10; Butler, Ga., Taylor County Fair, October 12-17; Dublin, Ga., Oconee County Fair (Colored), October 19-24; Camilla, Ga., Mitchell County Fair, October 26-November 1. Address at per route. F. Z. VASCHE, Mgr.

Los Angeles

LOS ANGELES, Sept. 26.—Making the rounds of jobbers and manufacturers, operating conditions said to be very satisfactory and jobbers report business a bit above the same time last year.

Jack McClelland, of National Amusement Company, just returned from trip to Straw Lake in Northern California. On fishing trip with a party that included Mr. and Mrs. Jack McClelland, Mr. and Mrs. Clarence McClelland, Mr. and Mrs. A. G. McClelland (of San Diego), parents of Jack and Clarence.

At National, the sale of Hot Shot records still, to quote Jack and Earl Lusby, "tremendous."

Milton Swanstrom, formerly of the Rock-Ola Corporation, arrived this week with Mrs. Swanstrom to make permanent residence in California. He has signed a contract with Associated Cinema Recording Company as advertising manager. Here it was stated that sales on Rock-Ola's Bank Night were going good, as were sales of Multi-Selector phonographs. Earl Lusby leaving for Chicago next week.

Harry Stearns, of California Exhibit, reports sales on Crack Shot big and Draw Ball still in full production. Have three new games that will go on test soon.

Herb McClellan, of Pamco, seemed much enthused over the company's new Radio Pistol.

ROUTES

(Continued from page 35)

- Scan-Dolls: (Garrick) St. Louis 28-Oct. 3; (Miles Royal) Akron, O., 5-10.
- Speed and Sparkle: (Capitol) Toledo, O., 28-Oct. 3; (Roxey) Cleveland, 5-10.
- Steppin' Stars: (Rialto) Chi 5-10.
- Too Hot for Paris: (Casino) Pittsburgh 28-Oct. 3; (Gayety) Baltimore 5-10.
- Vantifiers: (Avenue) Detroit 28-Oct. 3; (Capitol) Toledo, O., 5-10.
- Wine, Woman and Song: (Howard) Boston 28-Oct. 3.

MISCELLANEOUS

- Ace-Hi Show: Barnesville, Ga., 28-Oct. 3; Forsyth 5-10.
- Bitch, Magician: McMinnville, Tenn., 1; Sparta 2; Cookeville 3; Somerset, Ky., 5; Lancaster 6; Harrodsburg 7; Lexington 8.
- Burke & Gordon Show: Kansas Ill., 28-Oct. 3.
- DeClou, Magician: Marysville, O., 28-Oct. 10.
- Delmar, Hypnotist, Escape: (Lorin) Berkeley, Calif., 30-Oct. 3; (Niles) Niles 4-8; (Union) San Francisco 5-11.
- Fred's Kiddie Circus: Blue Springs, Neb., 2-3.
- Harlan Med. Show: Charleston, Mo., 28-Oct. 3.
- Hunsinger, Harry, Magician: Cleveland, O., 28-Oct. 3.
- Huntington, Magician: Miles City, Mont., 1; Fairview 2; Ft. Peck 6; Culbertson 7; Mohall 8; Bottineau 9.
- Karnack, Magician: Plainfield, N. J., 28-Oct. 3; New Brunswick 5-10.
- Long, Leon, Magician: Fargo, N. D., 1; Paul, Minn., 2; Minneapolis 3-4; Milwaukee, Wis., 5-7; Madison 8.
- Martine-Pirstone Co.: Marshall, Tex., 28-Oct. 3; Palestine 5-10.
- Mel-Roy, Magician: (Boulder) Boulder, Colo., 1; (Liberty) Loveland 2; Denver 3.
- Newton, Magician, & Master Denton, Mentalist: Ellenburg Center, N. Y., 28-Oct. 3.
- Original Floating Theater: Centerville, Md., 28-Oct. 3; St. Michaels 5-10.
- O'Neill Circus: (Fair) Hannibal, Mo., 28-Oct. 3; St. Charles 5-10.
- Ricket's Show: Whitwell, Tenn., 28-30; Vasper Oct. 1-3.
- Silver's Fun Show: Tripoli, Ia.

REPERTOIRE

- Blythe Players: Easton, Me., 28-Oct. 3.
- Fox Players: Commerce, Tex., 28-Oct. 3.
- Ginnivan, Norma, Dramatic Co.: Hillsdale, Mich., 28-Oct. 3.
- Hale Comedy Co.: Cains, Pa., 28-Oct. 3.
- Stone Show: Carlisle, Ark., 28-Oct. 3.
- Bilroy's Comedians, Billy Wehle's: Mexia, Tex., 30; Temple Oct. 1; Marlin 2; Cameron 3.
- Harvey Players: Dyersburg, Tenn., 28-Oct. 3.
- Bishop Tent Show: Whitwell, Tenn., 28-Oct. 3.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- B. & M. Am. Co.: Madill, Okla.
 - Bantly Greater: (Fair) Hartsville, S. C.
 - Barfield's Cosmopolitan: (Fair) Fayetteville, Ga.; (Fair) McDonough 5-10.
 - Barker: Steele, Mo.
 - Barkoot: Carson City, Mich.
 - Baveringer, Al: (Fair) Mountain Grove, Mo.; (Fair) Birch Tree 5-10.
 - Beckmann & Gerety: (Fair) Oklahoma City, Okla.; (Fair) Muskogee 5-10.
 - Be, F. H.: (Fair) Dickson, Tenn.; (Fair) Marks, Miss.
 - Big State: (Fair) Conroe, Tex.; Madisonville 5-10.
 - Blue Ribbon: Lawrenceburg, Tenn.
- (See ROUTES on page 86)

EVERY TOM DICK and HARRY WILL BE WORKING for YOU!

WHATTA LIFE—you have the gas station attendants, the waitresses, garage men, laborers, railroad men, as a matter of fact, every Tom, Dick & Harry telling you story and everybody's interested. It's really fun! And do you collect profits?—we mean Big Money! Your helpers are well paid too—but not by you—we take care of that. Better write for this interesting big money plan today—right now to you will be first.

GARDEN CITY NOVELTY CO.
4387-B Ravenswood Ave., CHICAGO

WANTED FOR THE ANNISTON, ALA., FAIR OCT. 13 TO 17

Two more Free Acts, man to handle Exhibit Tent, Program Man or Electrician, Electrician, Wire W. A. PEAROE, Asst. Mgr., the Anniston Fair, Anniston, Ala. P.S.—Can place you with the Gadsden, Sylacauga and Talladega Fairs to follow.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND SHOWS, WHEELS, PARKS, COGN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
1008 CANOE CITY, OHIO

EVANGELINE SHOWS WANT

- Colored Performers and Musicians for Minstrel Show, Girl Show, Young or Blue Eyes. Will furnish tent. Want sober, reliable Man with good Tent and Snacks. Sober, reliable Man take charge of Cookhouse. Speak Richards answer. Concession Agency wanted, both Grind Shows Agents and Wheel Shows will be out all winter. Concessions, no exclusive, Bowling Alley, Fish Pond, Ham and Bacon Wheel, Candy, Silver, Radio, Ice Cream, Frozen Custard, etc. Address MANAGER, EVANGELINE SHOWS, Ada, Okla., week September 28; Hugo week October 5.

CRYSTAL EXPOSITION SHOWS WANT

CHESTER COUNTY WHITE FAIR
Chester, S. C., October 5 to 10, and All Fairs Until December 3.
Want Legitimate Concessions and Shows. WANT two more Free Acts, small Band. Also good Animal Man and Assistant. Write all **GEORGE E. ROBERTS, Mgr., Pamashalik's Studio, 515 W. Erie Ave., Philadelphia, Pa.** Phone Saganore 5533.

Royal Amusement Co.
Carrying five Rides. Wants Shows and Concessions. Wants (Cookhouse, Privilege in meal tickets. Can use Illusion Show, Athletic Show or any good show. Write J. E. J. V. Mgr., Marvill, Ark., this week than Elaine, Ark.

WANT FOR INDOOR CIRCUS

Also for Department Store—Units, Animal, Novelty Acts, Punch and Judy, Magic, small Band. Also good Animal Man and Assistant. Write all **GEORGE E. ROBERTS, Mgr., Pamashalik's Studio, 515 W. Erie Ave., Philadelphia, Pa.** Phone Saganore 5533.

WANT FOR BALANCE OF THIS SEASON AND NEXT SEASON.
Trap Drummer and other Band Men, Single Performers, good Comely Juggling Act in no other act. Mixer write. Long season. Farmers, then Hoochoe Barkia, Friday; Scotland Neck Saturday; all North Carolina.
KAY BROS. CIRCUS.

4 FOR DIME PHOTO STRIP OPERATORS

Write in for Catalogue of Gifts that will increase your daily receipts. Made possible by our new invention. **THE FOTOCET CO. OF AMERICA,** Edward Feldman, Gen. Mgr., 1828 Chestnut St., Philadelphia, Pa.

3000 BIG BARGAINS AT WHOLESALE PRICES.
Hundreds of items from many parts of the world are shown in Spors Catalog. 198 pages check full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—and for Today.
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Keep your earnings for yourself. Use the accepted **PERMANENT** replacement for batteries.

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537 RUSSELL STREET - DETROIT, MICH.

"CHEAP BUT GOOD"

Daily Races (Mystery)	565.00
Mileah	42.50
Challenger	60.00
Palooka Sr. (6 Slots)	67.50
Palooka Jr.	60.00
Pamco Parlay	42.50
Saratoga (used two days)	66.00
Lite-a-Line (3 Slots) (Skill Board)	26.00

SEAPORT SALES AND DIST. CO.
820 Pecore, Houston, Tex.

TRICK MOTORDROME RIDER

For Balance of Season.
Salary Sure.

JOE DOBISH
care DODSON SHOWS.
Bloomsburg, Pa.; then York, Pa.

Greater Exposition Shows WANTED

GIRL SHOW. Will furnish complete outfit. Ride Help, Concessions and Concession Agents, Girls for Ball Game. Eight, more weeks in the Delta, Cleveland, week September 28; Yazoo City, week October 6; Natchez, week October 12; Greenwood, week October 19; Greenville, week October 26; all in Mississippi.

MARKS, MISS. FAIR WEEK OCT. 5

Followed by Louisville, Itta Bena and Canton Fairs. **WANT** Cookhouse to join week October 12. Rent \$75 per week. Cash deposit required to guarantee appearance. Also want Stock Concessions and Shows with own tents. People joining now will be given preference on winter show starting middle of November. All fairs until middle of November. Also want Plant Show Talker and Performers. Address

F. H. BEE SHOWS, INC.
DICKSON, TENN., FAIR, THIS WEEK.

BRUCE GREATER SHOWS WANT

For following Fairs: Carrollton, Dawson, Americus, Cordele, Ocilla (all Georgia) and several Florida Fairs—Concessions, Diggers, Photo Gallery, Ball Games, American Palmistry, Pop Corn, Stock Wheels and Grind Stores; come on. People for Side Show, wire or come on. Ride Help. Tallapoosa, Ga., this week; Carrollton, next.

W. R. HARRIS, Manager.

JOHN R. WARD SHOWS

CAN PLACE for following Fairs and all winter: **SUMMIT, MISS. FAIR**, this week, followed by **HAZLEHURST, PRENTISS, MEADVILLE and HATTIESBURG**; all Mississippi. **WANTED TO BUY**—Late Model Loop-o-Plane for cash, also No. 5 Eli Peris Wheel. **WANT** organized Minstrel Show, Girls and Musicians, Athletic People, Girls for Hawaiian Show, Acts for Ten-in-One. **PLACE** any Shows not conflicting. **PLACE** all Stock Concessions. **WANT** capable Ride Help. Chas. Drift wants Concession Agent. Wire or write

JOHN R. WARD, Summit, Miss.

New Orleans

NEW ORLEANS, Sept. 26.—President Julius Pace of the New Orleans coin machine operators' association looks for the biggest fall and winter season in years. He says this month's meeting was well attended by members and that all are doing great work in co-operating for the benefit of the organization and their individual problems. Meetings are to be held more often with the opening of the fall season and new committees are to be named soon for the fiscal year.

With the closing last week of Pontchartrain Beach, Harry Batt, manager, one of the best known coin-machine ops and distributors in the city, reports a successful season. Attendance at the resort went over the million mark, with several days of 60,000. Harry figures that his best concession at the beach was his fine big sportland, where two dozen machines were constantly in play, along with another concession where two Photomatics brought fine income. Harry has left for the Centennial for new ideas for 1937, when he says he plans to enlarge the beach, the sportland and finally, but most important, his income.

Burt Trammell, local branch manager for Electro Ball, announces arrival of the first Rock-Gla Rock-o-Ball, which he says will soon prove to be one of the most popular of the bowling games. "It looks like it will be a real favorite with the players here and we have already closed orders for several of the Rock-o-Balls sight unseen," Burt says. Still young in years, Burt seems to be making a go of it as new manager of the local office in spite of the fact that he has had to fill in the shoes of the well-liked Fred Barber.

DIVORCES—
(Continued from page 71)
actress, from Allen Thomas Rattray, vaudeville performer, in Los Angeles September 23.

GOLD MEDAL SHOWS WANT

ORGANIZED MINSTREL SHOW,
To join at once. Have complete outfit.

OSCAR BLOOM
North Little Rock, Ark., this week; Tallulah, La., next.

WHY BUY A GAME WITH ONLY A FEW FEATURES? BUY THE GAME WITH ALL THE FEATURES IN SUCCESSFUL OPERATION OVER 18 MONTHS

De Luxe Model
ROLL-A-BALL
Silent as all whisper

MOST BEAUTIFUL BOWLING GAME IN HISTORY!
ALL SOLID MAHOGANY TRIMMED IN CURLY MAPLE AND CHROME STRIPS



BEFORE YOU BUY—SEE THE NEW DE LUXE ROLL-A-BALL

All leading Bowling Game operators acknowledge that our **NEW De Luxe Model—ROLL-A-BALL** is 5 YEARS AHEAD of all other Bowling Games! Because of its mechanism, design beauty, sturdy construction and MONEY-MAKING POWER! FOR BIGGER and EASIER PROFITS BUY THE GAME WITH ALL THE FEATURES—ROLL-A-BALL! Write, Wire, Phone or Call TODAY!

JUST TAKE IT OFF THE TRUCK AND PLUG IT IN!

ROLL-O-MATIC, INC
209-219 PARKHURST STREET - NEWARK, N. J.
PHONE Bigelow 3 - 2335
MANUFACTURERS

WANTED WANTED

ELBERTON, GA., FAIR, WEEK OCTOBER 6, WITH THE FOLLOWING ALABAMA FAIRS TO FOLLOW: ANNISTON, SELMA, GADSDEN, TALLADEGA, GYLAUGA.

RIDES—Can place any Flat Ride, Shooter or Caterpillar. **CAN PLACE** several high-Class Shows with own outfit. Concessions of all kinds. **WANT** Chorus Girls for Girl Show. Will place complete Show. **WANT** Colored Performers and Musicians. **WANT** Freshets for String Shows, or will place complete Show. Jim Hodges or Art Converse write. Write or wire

MORRIS MILLER, Elberton, Ga.
P. S.—Elberton, Ga., Fair will be one of the best Georgia spots.

J. J. PAGE SHOWS WANT

Talker for Side Show and Side Show Help, People for Girl Show, Musicians and Performers for Minstrel Show. **CAN PLACE** Grind Shows, with or without own outfits. **CAN PLACE** legitimate Concessions except Cook House and Corn Game. Marietta, Ga., Fair, this week; Coweta County Fair, Newnan, Ga., followed by Newton County Fair, Covington, Ga.; Dodge County Fair, Eastman, Ga.; Greater Griffin Fair, Griffin, Ga. This show positively stays out till first week in December.

Wanted for the Great Coney Island Shows

Chairplane, Wheel, Leaping Lena and Whip Foremen, Working Men in all departments. Oak Grove, La., Fair, this week; West Monroe, Franklinton, Eunice, Morgan City and St. Marys Parish Free Fair, Franklin, La. Follow. Show will be out all winter of usual. **CAN PLACE** Stock Wheels, Grind Stores of all kinds. No Girl Shows or Money Games wanted. **CAN ALSO PLACE** Shows, Concessions, Cook House, Bingo for New Roads, La., Free Fair, this week. Covington, St. Francisville Fairs following. **WANTED TO BUY** Office and factory built Living Trailer, used Rides of all kinds. Mrs. Ralph R. Miller can use Cook House Help and Concession Agents for Bowling Alley Sets, Penny Pitch, Red and Black. All wires to the **GREAT CONEY ISLAND SHOWS, Oak Grove, La., this week.**

Bullock's Amusement Enterprises Want

Small Cook House or Grab Joint, Photo Machine, Novelties, American Palmistry, Ice Cream or any other legitimate Concession. Boone, N. C., Street Fair, this week; Troutmans, N. C., Fair, next week. Four more spots to follow in North Carolina.

WANTED FOR HAMLET, N. C.

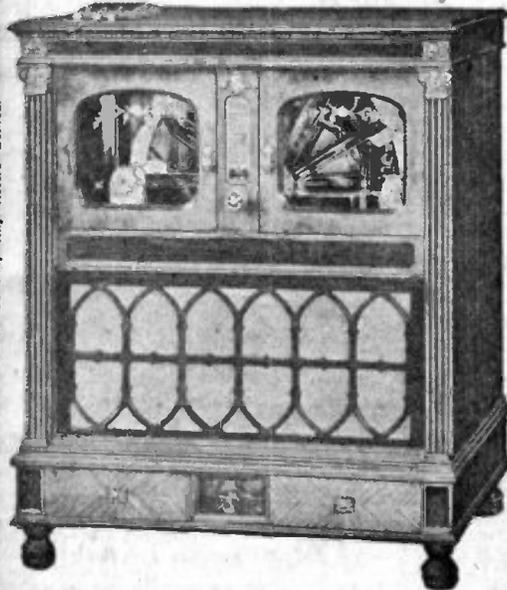
Week of October 5 and Balance of Season

Cook House and Bingo. Also one more Show and legitimate Concession. Want high-class Free Act for Hamlet. Address R. H. WORK, this week, Mocksville, North Carolina.

ORDER NOW!

PRICE ONLY \$138.50

Equipped With Record Selector Which Permits Patron To Play Any Record Desired.



Terms: \$25.00 with order, we ship for balance C. O. D.

These Mills Reconditioned Troubadour Phonographs Guaranteed To be "O. K." in every way. Instant Shipment.

12 Record Capacity, Triple Slot. Deposit 5c, it plays once. Dime, it plays twice. Quarter, it plays five times. Order now, Today!

The Mills Troubadour Automatic Phonograph is a revelation of beauty and impressiveness. Rich, attractive, burl walnut cabinet. Beautiful lighting effects, reflectors, ornamental lamps; mechanism visible through glass doors. This instrument is truly a handsome addition to any place of business.

**THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**

Top the Midway with THESE ITEMS

WRITE FOR CATALOG



ONE DAY SERVICE

CONTINENTAL PREMIUM MART, THIRD AND WELLS ST. MILWAUKEE, WISCONSIN



GARDEN OF EDEN SUGAR ROLLED DATES

Flashy Colored Box (8x1 1/4). A Strong Intermediate Give-Away. Guaranteed to stand up in all weather. Packed 100 to Carton. 25¢ Deposit With All Orders. Balance C. O. D. Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc. 101-103 Woodruff St. NEW YORK CITY

LINDY LOOP FOR SALE

Ride in first-class condition, cars just been upholstered, new, improved handle bars on same, new outside Bally Curtain. Ride just been repainted; engine first class. \$3,000 cash takes same. Can be seen in operation at Portland, Ind., this week; at Washington C. H., Ohio, next week. Address inquiries to

E. E. GOODING, Box 386, Columbus, Ohio

ENDY BROS. SHOWS, INC., WANT

Concessions for Smithfield, N. C., next week. Elizabeth City, N. C.; Goldsboro, N. C., to follow. All fairs. Diggers open. All address ENDY BROS.' SHOWS, INC., Rutherfordton, N. C., fair, this week.

Detroit

DETROIT, Sept. 28.—A. P. Sauve Company, large Detroit coin machine jobbing house, has just taken over the Michigan State agency for two new bowling type machines—Genco's Bank Roll and the Chicago Coin Corporation's Rola-Score. Models are on display in the store at present.

David Goldman, local operator, who has been specializing in the larger-type amusement machines, has entered the bowling game field as well.

American Coin Machine Exchange Company, jobbing house operated by Frank Healey, has taken over exclusive distribution rights for the Big Game Hunter, manufactured by the A. B. T. Manufacturing Company.

The De Hart Automatic Sales, Inc., has just opened a new store on Gratiot avenue, near the downtown district. The De Hart Company has taken over the agency for Northwestern Manufacturing Company for this territory. The company, owned by Ernest Banghart and Keith Dressel, is handling merchandise vending machines exclusively.

John Sarvis, local coin machine operator, has retired from active interest in the business. His brother, Harry Sarvis, has taken over the coin machine routes and is adding a number of new machines.

Charles Crowley, former operator of a beer garden in a suburb of Detroit, has entered the coin machine business and is specializing in the operation of Mills phonographs.

Claude McCracken, coin machine operator, who has been specializing in the operation of Mills automatic phonographs, is closing his routes out in this city and will operate solely in the territory centering around Waco, Tex. His business in this city is being largely taken over by his cousin, Paul McCracken. Claude McCracken will remain in Detroit and his business at Waco will be operated by "remote control."

ROUTES

(Continued from page 84)

- Bowen & Lane: Collins, Miss.
- Brown Novelty: (Fair) Montezuma, Ga.; (Fair) Jackson 5-10.
- Bruce: (Fair) Tallapoosa, Ga.; (Fair) Carrollton 5-10.
- Burdick's All-Texas: (Fair) Frost, Tex.; (Fair) Blooming Grove 5-10.
- Burke, Harry: New Roads, La.; Covington 5-10.
- Ely's Bros.: Senath, Mo.
- Campbell United: (Fair) Conway, S. C.
- Cetin & Wilson: (Fair) Williamston, N. C.; (Fair) Wilson 5-10.
- Coleman Bros.: (Fair) Rochester, N. H.
- Hartford, Conn., 5-10.
- Colley, J. J.: (Fair) Okmulgee, Okla.
- Conklin's All-Canadian: (Exhib.) Leamington, Ont., Can.
- Corey Greater: (Fair) Enfield, N. C.; (Fair) Bedford, Va., 5-10.
- Crafts 20 Big: (Fair) Pomona, Calif.; San Pedro 5-10.
- Crawley: Kirksville, Mo.
- Crystal Expo: (Fair) Woodruff, S. C.
- Cunningham Expo: Shinnston, W. Va.
- Curly's Greater: Blanchester, O.
- DeLuxe: (Fair) Lexington, N. C.; (Fair) Aldemarle 5-10.
- Dennett & Knapp: (Fair) Victoria, Va.; (Fair) Warrenton, N. C., 5-10.
- Dixie Am. Co.: Columbus, Ga., 28-Oct. 10.
- Dixie Expo: (Fair) Decatur, Ala.; (Fair) Albertville 5-10.
- Dixie Model: (Fair) Clayton, N. C.; (Fair) Sanford 5-10.
- Dodson's World's Fair: (Fair) Bloomsburg, Pa.; (Fair) York 5-10.
- Dudley, D. S.: Throckmorton, Tex., 5-10.
- Endy Bros.: (Fair) Rutherfordton, N. C.; (Fair) Smithfield 5-10.
- Endy Bros. No. 2: (Fair) Millersberg, Tenn.
- Evangeline: Ada, Okla.
- Georgia Amusement: Duluth, Ga.
- Georgia Attrs.: Nichols, S. C.
- Gibbs, W. A.: Split week, Sedan and Cottonwood Falls, Kan.
- Gold Medal: North Little Rock, Ark.; (Fair) Tallulah, La., 8-9.
- Golden State: Visalia, Calif.; Pittsburg 8-11.
- Grady, Kellie: Lexington, Ala.; Red Bay 5-10.
- Great Coney Island: (Fair) Oak Grove, La.; West Monroe 5-10.
- Great Olympic: Obion, Tenn.
- Great Superior: (Fair) Lepanto, Ark.; (Fair) Fordyce 5-10.
- Great Sulton: Marked Tree, Ark.
- Greater Expo: (Fair) Winona, Miss.; (Fair) Yazoo City 5-10.
- Greater United: Bonham, Tex.; Athens 5-10.
- Greenland Expo: Dillon, S. C.
- Gruber's World's Expo: (Fair) Asheboro, N. C.; (Fair) Roxboro 5-10.
- Hames: Marshall, Tex.
- Hansen, Al C.: Monett, Mo.; Jonesboro, Ark., 5-10.
- Happy Days: Tuscaloosa, Ala.; (Fair) Eufaula 5-10.
- Happyland: Tpsilanti, Mich.
- Harris Amusements: Powell Station, Tenn.
- Hennies Bros.: Meridian, Miss.
- Heth, L. J.: (Fair) Athens, Ga.
- Hilberichs: (Fair) Ureget (Fair) Redmond, Ore.; (Fair) Prineville 5-10.
- Hodge, Al G.: Fowler, Ind.
- Hoffner, Wm., Am. Co.: Pekin, Ill.
- Howard Bros.: Ft. Loramie, O.; (Fair) Ottawa 5-10.
- Hughes Bros.: Athens, Ill.; Blue Mound 5-10.
- Hurst, Bob: (Fair) Mt. Pleasant, Tex.; (Fair) Linden 5-10.
- Imperial: Hannibal, Mo.; St. Charles 5-10.
- Intermountain: Salida, Colo.
- Joe's Playland: Mound Bayou, Miss.
- Jones, Johnny J., Expo: (Fair) Hickory, N. C.; (Fair) Greenville, S. C., 5-10.
- Kaus United: (Fair) Farmville, Va.; (Fair) Weldon, N. C., 5-10.
- Keystone Expo: (Fair) Waynesville, N. C.; (Fair) Cherokee 5-10.
- Krause Greater: Pulaski, Tenn.; Jasper, Ala., 5-10.
- Landes, J. L.: (Fair) Abilene, Kan.; (Fair) Wellington 5-10.
- Lang's, Dec. Famous: (Fair) Trenton, Tenn.; Newport, Ark., 5-10.
- Lewis, Art: (Fair) Great Barrington, Mass.
- Liberty National: (Fair) Hickman, Ky.; (Fair) Rutherford, Tenn., 5-10.
- Liberty State: (Fair) Kaufman, Tex.
- M. B. Am. Co.: Clarkton, Mo.
- Malarkey, W. S., Attrs.: (Fair) Trumansburg, N. Y.
- Marks: (Fair) Fayetteville, N. C.; (Fair) Book Hill, S. C., 5-10.
- McAndrew, G. E.: Erie, Ark.; (Fair) Wynne, Okla., 5-10.
- Metropolitan: Sylvester, Ga.; Alma 5-10.
- Mid-West: Eaton, Ind., 1-3.
- Miller Bros.: (Fair) Laurinburg, N. C.; (Fair) Eberton, Ga., 5-10.
- Mimic World: (Fair) Colfax, La.
- Milner Model Expo: (Fair) Windsor, Pa.; (Fair) New Holland 5-10.
- Naill, C. W.: Bastrop, La.; (Fair) Olla 5-10.
- Ned Liberty: (Fair) Lexington, Tenn.; (Fair) Friendship 5-10.
- Page: (Fair) Marietta, Ga.; (Fair) Newnan 5-10.
- Pan-American: Joplin, Mo.; Aurora 5-10.
- Pearson: Pekin, Ill.
- Pearson Expo: (Fair) Paintsville, Ky.; Athens, O., 5-10.
- Pollie & Laito: (Fair) Grand Rapids, Mich., 5-10.
- Reading's United: (Fair) Decaturville, Tenn.; (Fair) Huntington 5-10.
- Royal Am. Co.: Marvell, Ark.; Elaine 5-10.
- Rogers Greater: Camden, Tenn.
- Rogers & Powell: (Fair) Rison, Ark.; (Fair) Holly Grove 5-10.
- Royal American: (Fair) Birmingham, Ala.
- Royal Palm: (Fair) Roanoke, Ala.; (Fair) Opelika 5-10.
- Rubin & Cherry Expo: (Fair) Knoxville, Tenn.
- Sawidge, Walter, Rides: Aurora, Neb., 2-3.
- Sheeley Midway: (Fair) Gastonia, N. C.
- Shugart, Doc: Holland, Tex.
- Silver State: Portales, N. M.
- Smith's Greater Atlantic: (Fair) Apex, N. C.; Zebulon 5-10.
- Sol's Liberty: (Fair) Blytheville, Ark.; (Fair) Carthersville 5-10.
- Spencer, C. L.: Tiptonville, Tenn.; Dyersburg 5-10.
- State Fair: (Fair) Ennis, Tex.; (Fair) Sherman 5-10.
- Strates Shows Corp.: (Fair) Mebane, N. C.
- Terrell's: (Fair) Adairville, Ga.
- Tidwell, T. J.: (Fair) Iowa Park, Tex.; (Fair) Roswell, N. M., 5-10.
- Tilley: Galva, Ill.; Saybrook 5-10.
- United Shows of Amer.: Lubbock, Tex.
- Valley: (Fair) Lagrange, Tex.; (Fair) Anderson 5-10.
- Wallace Bros.: (Fair) Canton, Miss.; (Fair) Charleston 5-10.
- Ward, John R.: (Fair) Summit, Miss.; (Fair) Haleshurst 5-10.
- Weir, Mabel R.: Buchanan, Mich.
- West Bros.' Am. Co.: (Fair) Coffeyville, Kan.; (Fair) Bentonville, Ark., 5-10.

\$5.00 DAILY BANK



with Exhibit's
"OLD AGE PENSION"

SMARTEST COUNTER GAME

Today, fast play—50 to 1 DDDS—BELL APPEAL—and DAILY BANK creates a bigger daily "intake" than most pin tables. Plays all coins. Popular counter size... **\$12.50**

ORDER FROM YOUR JOBBER
EXHIBIT SUPPLY CO.
4222 W. Lake St. CHICAGO

(Continued on opposite page)

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

THIS WEEK'S SPECIALS

BAFFLE BALL .. \$29.50
PEERLESS 53.50
GOLD RUSH 13.95
PUT-TAKE 12.95
REPEATERS 31.50

AND 200 OTHER ATTRACTIVE PAYOUT BARGAINS.

ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE., CHICAGO, ILL. 1500 FIFTH AVE., PITTSBURGH, PA.

Personal Service

Buckley's Pay Table Big Seller in England

One of the best sellers of any pay tables to reach Britain is Buckley's Pay Day. Product has caught on and thru trade press Buckley Manufacturing Company has expressed appreciation of efforts of distributors, British American Novelty Company, Ltd., and Goddard Novelty Company, Ltd. First named is one of best known and oldest established concerns here. Its founder was Mr. Montague, a man looked up to by all and whose death two years ago caused widespread regret. Latterly business was formed into limited company, with Bill Green as managing director. He has proved himself to be most progressive—a real live wire, as his work for Pay Day proves. In addition to the business, which includes provision of amusements at many seaside resorts as well as manufacturing and selling, he takes an active part in organization work, being on committee of British Automatic Machine Operators and vice-chairman of Coin-Operated Machine Exhibition committee, Goddard Novelty Company, Ltd., takes its name from Percy Goddard, principal director, a man with world-wide experience. Soon after the war he made Australia, New Zealand and South Africa his main fields of operation, and in those countries he still has an extensive business. Returning to England, Percy established the Goddard Novelty Company in brand-new premises in High Holborn, which lies within the recognized distributing center of business here. Progress has been most marked and not so long ago the premises were extended and an associated company formed—World Novelty. Percy's right-hand man in Australia and New Zealand was Buck Taylor, who occupies a similar position

with him now in London. Percy is well known personally in Chicago, which Taylor also visited last year. Goddard Novelty Company has done good business for several American manufacturers such as Stoner, Bally and Watling.

New British table machine is called Floor'em. There are no pins and no pockets, but instead 18 miniature skittles, 9 black and 9 red. Steel balls are shot from side plunger pin table fashion, object being to knock down skittles as balls run to base. Equipment includes double-check tilting devices and visible coin chute.

ROUTES

(Continued from opposite page)

West Coast Am. Co.: Colusa, Calif.; (Fair) Los Banos 7-11.
 West. W. E. Motorized; St. John, Kan.; Alva, Okla., 5-10.
 Western State; Childress, Tex.
 West's World's Wonder; (Fair) Reidsville, N. C.; Concord 5-10.
 Wilson Am. Co.; Rushville, Ill., 30-Oct. 3.
 Work. R. H.; (Fair) Mocksville, N. C.; (Fair) Hamlet 5-10.
 World of Wirth; (Fair) Richmond, Va.
 Zeiger, G. F., United; Kingman, Ariz.
 Zimdar's Greater; Piggott, Ark.; Dexter, Mo., 5-10.

CIRCUS AND WILD WEST

Barney Bros.; Walnut Grove, Calif. 20; Jackson 30; Angela Camp Oct. 1; Sonora 2; Oakdale 3.
 Cole Bros.-Clyde Beatty; Riverside, Calif., 29; Pasadena 30; Oxnard Oct. 1; Santa Barbara 2; Long Beach 3-4; Santa Ana 5; San Diego 6; El Centro 7; Phoenix, Ariz., 8; Tucson 9; Douglas 10.
 Guineville Community; (Fair) Sherman, Tex., 7-8; season ends.
 Kuhn's, Eddler; Morehouse, Mo., 1; Risco 2; Dyersburg, Tenn., 3-4; Jackson 5-8.
 Mix, Tom; Charleston, S. C., 29; Orangeburg 30; Columbia Oct. 1; Sumter 2; Florence 3; Wilmington, N. C., 4.
 Polasek Bros.; Havre, Mont., 28-Oct. 3; Helena 5-10.
 Ringling Bros. and Barnum & Bailey; Tyler, Tex., 29; Waco 30; Austin Oct. 1; San Antonio 2; Corpus Christi 3; Houston 6-6; Galveston 7; Beaumont 8; Lafayette, La., 9; New Orleans 10-11.
 Sadler, Harley; Crosbyton, Tex., 29; Lockney 30; Littlefield Oct. 1; Levelland 2; Brownfield 3; Snyder 5; Post 6.

Additional Routes

(Received too late for classification)

Burke & Gordon Show; Kansas, Ill., 28-Oct. 3.
 Cannon Show; Meadows of Dan, Va., 28-Oct. 3.
 Dandy Dixie Shows; Lumberton, N. C.
 Felton, King, Maglelan; Brookfield, Mo., 28-Oct. 3.
 Gilbert; Comedians; Luthersville, Ga., 28-Oct. 3.
 Green Players; Black Rock, Ark., 28-Oct. 3.
 Haag, Harry; Circus Revue; Auburn, Ind., 28-Oct. 3.
 McNally Show; Pleasant Valley, N. Y., 28-Oct. 3.
 Miller, Al H., Show; Ty Ty, Ga., 28-Oct. 3.
 Steiner Trio; (Celebration) Fowler, Ind., 1-3; (Fair) Caruthersville, Mo., 8-11.
 Memphis Minstrels; McCrory, Ark., 28-Oct. 3.
 Pavan Show; Port Lavaca, Tex., 28-Oct. 3.
 Princess Edna Show; Conroe, Tex., 28-Oct. 3.
 Drayton, Jack, & Drayton Sisters; (Rialto) Flint, Mich., 3-5.
 Daniel, 2-10; Anglican; Kansas, Ill., 28-Oct. 3.
 Musical Varieties of '37; (Capitol) Truro, N. S., Can., 1-3.
 Rippel Show; Penola, Va., 28-Oct. 3.
 Raylton Concert Co.; Three Rivers, Mich., 28-Oct. 3.

Show Letter Writers

Many carnival show letters submitted for publication in this week's issue of The Billboard arrived too late to be used. All matter intended for the carnival department should be written of the previous week's engagement, ending with Saturday date. They should be in the Cincinnati office of The Billboard not later than Friday morning each week.—CARNIVAL EDITOR.

PARAGON Goes Over!!

TO THE PURCHASERS OF THIS \$89.50 1-BALL DE LUXE . . . MULTIPLE ODDS PAYTABLE:

The orders you have been wiring in to us have been filled promptly and your many re-orders appreciated.

TO PROSPECTIVE PURCHASERS:

Wire in your orders for this money maker . . . \$89.50 includes tax . . . full equipment . . . no extras to buy.

(Also made in a Two-Ball Game or a Ticket Model for a slight additional charge.)

IS YOUR NAME ON OUR MAILING LIST?

ALL AMERICAN GAMES CORPORATION
 867 North Sangamon Street CHICAGO, ILL.

DISTRIBUTORS!!

There Are a Few Fine Exclusive Distributors' Territories Open.

WILLIAM GLICK EXPOSITION SHOWS, INC.

AMERICA'S BEST

Week October 5, Petersburg, Va., Fair, Petersburg, Va.; Week October 12, Kinston, N. C., Fair; Week October 19, Ounn, N. C., Fair, and three more fairs to follow. CAN PLACE Concessions of every description, no exclusive, including Wheels, Corn Games, Eating Stands, Custard, etc. Can also place Fun House and one or two Shows that do not conflict. Write or wire WM. GLICK, Manager, this week, New Jersey State Fair, Trenton, N. J.

LEW HENRY SHOWS

WANT FOR BEDFORD, VA., FAIR, NEXT WEEK, OCTOBER 6.
 First County Fair in Four Years.

Shows and legitimate Concessions of all kinds, including Eats and Drinks. Ahsokle, N. C., Colored Fair, Week October 12; Suffolk, Va., Fair, Week October 19; Loris, S. C., Fair, Week October 26, and others to follow. Also Free Act for Loris, S. C. Fair. Address LEW HENRY or E. S. COREY, Enfield, N. C., This Week.

WANT CARNIVAL AND INDEPENDENT SHOWS

RIDES, CONCESSIONS, FREE ACTS.

LAMAR COUNTY FAIR

BARNESVILLE, GA., WEEK OCTOBER 19.

ALSO SPAULDING COUNTY FAIR, GRIFFIN, GA., WEEK OCTOBER 26.

Address

ROBERT HALLOW, Secretary, P. O. Box 150, Barnesville, Ga.

MAJESTIC SHOWS WANT

FOR EIGHT WEEKS IN THE HEART OF THE ALABAMA COTTON BELT,

Loop-a-Plane, Tilt-a-Whirl, Kiddie Rides or any Flat Ride that can gilly. Shows, with or without outfits. Concessions of all kind, no exclusive. WANT organized Minstrel with Band. Have complete outfit. W. M. Christian let us hear from you at once. P. W. Watson, Booger Red Grimes, Spaghetti Red and Stack-a-Dollars get in touch with this show. Jasper, Gunterville, Ashland, Sylacauga, Marion, Greenville, Enterprise; all Alabama. All address R. C. McMENDRIX, Cleveland, Tenn., this week.

GREAT SUPERIOR SHOWS WANT

For Tri-County Free Fair, Fordyce, Ark., week of October 5, and six other Mississippi Fairs to follow, Shows and Concessions. This show plays proven money territory. Address all wires and mail, Poinsett County Fair, Lepanto, Ark., this week.



DOUBLE BOOSTER—Maz Gingold, of Independent Novelty Company, Springfield, Ill., is a Bally-Roll enthusiast both during and after working hours. "Bally games," says Maz, "have always been money-makers for me and my customers, and Bally-Roll is one of the best they've ever built. But over and above the satisfaction I get out of selling Bally-Roll, I get a heck of a kick out of playing it."

PLAY SKEEL-BALL IN
payout **PIN GAME SIZE**
Mutoscope's
HURDLE HOP

TICKET MODEL
NOW READY
for DELIVERY!

\$97⁵⁰

OPERATOR'S PRICE.

Also Available Without Ticket in Standard Model Only.

\$59⁵⁰



BIGGEST SMALL GAME HIT IN TWO YEARS.

Sizes 42" x 20", Fast Action—10 Balls for 5c



JUST TRY HURDLE HOP ON LOCATION TODAY — EARNS MORE PROFIT THAN SKEEL-BALL GAMES — TAKES LESS SPACE — HAS SAME THRILLS — SAME ACTION — LEGAL EVERYWHERE — See Your Jobber-or-Write or Wire Direct TODAY!

MANUFACTURED BY **INTERNATIONAL MUTOSCOPE REEL CO.** 516 W. 34th ST. INC. NEW YORK CITY
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

Oriole Enters Two New Fields

BALTIMORE, Sept. 28.—Oriole Coin Machine Corporation, which recently opened its new and sumptuous quarters on West Mount Royal avenue with a two-day celebration and convention of Oriole employees from all of the firm's branch offices, announced this week that it is entering the cigaret vending and merchandise machine fields.

In addition to buying 1,000 machines for its own operations, the company will be distributor for the U-Need-a-Pak products in the Maryland, District of Columbia, Western Pennsylvania and Buffalo territory.

They will enter the merchandise machine field principally for the distribution of Adams Gum and various types of gum vending machines. Also under this heading come stamp and pencil machines.

The recent executive meeting resulted in definite plans and policies that will benefit Oriole customers. One of the plans is to have an information clerk on duty daily until 12:30 a.m. and to have the service department open until the same time daily. This, with centralized buying and testing laboratories, will assure Oriole customers of quality merchandise and service.

The Oriole warehouse can accommodate several carloads of merchandise and is so planned that trucks can drive in and out without loss of time or inconvenience. The building is accessible from nine entrances.

WESTERN WASHINGTON

(Continued from page 3)

fair of 1935, said President W. A. Linklater.

He declared that for this period business of shows, rides and concession games was up from 25 to 50 per cent over last year.

WANTED

Independent Rides, Shows and Concessions for **KNOX COUNTY COLORED FAIR** Macon, Min., October 5 to 12; others follow. Wire and mail to

WILLIE MITCHELL or SAM COLLINS Gainesville, Ala., this week.

CHAIROPLANE

Will pay cash for Chairplane if price is right and in good condition. Prefer Smith & Smith. Must be located in southern territory. Address R. J. B., care Aftonian Hotel, Atlanta, Ga.

Scioto Valley Exposition Shows

WANTS—ADA, O. HARVEST FESTIVAL. On Street, October 5 to 10. Shows with own outfit. All legitimate Concessions open. Cardington, O., Centennial on Street, to follow. Then long jump South. Out until Xmas. Address R. A. DAVIS, Forest, O.

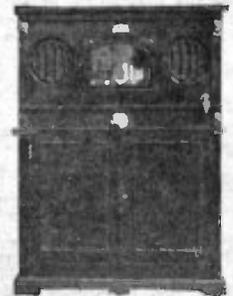
THE **★ REAL ★**
MCCOY

Mills McCOY PAY TABLE

Mills Novelty Company

GIGANTIC PHONOGRAPH SALE

Reconditioned—Guaranteed



SEEBURG AUDIPHONE, Sr. (5 Records Selective)

\$50.00 EACH

OTHER BAROAINS

- Mills Dancemaster \$110.00
- Mills De Luxa 180.00
- Mills No. 801 Hi-Boy 50.00
- Mills Troubadour No. 845 60.00
- Seeburg Audiphone with Radio 50.00
- Seeburg Model "E" 75.00
- Seeburg Selectophone 110.00

Terms: 1/3 With Order. Balance O. O. Specify method of shipment preferred.

Write for Our Latest Price List of Guaranteed Used Amusement Machines.

W. B. SPECIALTY COMPANY

3800 N. Grand Blvd., ST. LOUIS, MO.

IT'S YOURS

..... for the asking!

Our Latest 4-Color Descriptive Circular Is Just Off the Press. It's Loaded With NEW, BIG-PROFIT Salesboards That You Won't Want to Miss.

Reserve Your Copy Now!

Write, Stating Your Line OR Business to

HARLICH MFG. COMPANY
140 W. JACKSON BLVD.
CHICAGO, ILL.



YOUR BIG OPPORTUNITY!!

VANITY FAIR, the wonder sales display, is a large, flashy, attractive sales cabinet printed in multi-colors. Shelving in back of cabinet holds 150 individually packed boxes. Each 5c pull receives a boxed article. **NO BLANKS.** Sells to dealer for \$6.00 per Display. Dealer takes in \$7.50. Regular quantity price to Jobber \$3.75, but we will close out limited quantity for \$2.50 per Cabinet, F. O. B. Kansas City, Mo. Each display in individual shipping container. **THIS IS A REAL BUY** and your big opportunity for quick profits. This price far below production cost. They won't last long. **SEND YOUR ORDER AND DEPOSIT TODAY.** Give shipping instructions. **IMMEDIATE SHIPMENTS.** Shipping weight, 18 pounds per Cabinet. Price above in lots of 10 or more.

GORDON-HOWARD COMPANY

8th and Baltimore Streets, KANSAS CITY, MO.

- 5 PALOOKA JUNIORS—Four Weeks Old \$74.50 Each
 - 5 MULTIPLES—A-No. 1 Condition 79.50 Each
 - BALLY BONUS 57.50 Each
 - PEERLESS 57.50 Each
 - PACES RACES—Used Four Weeks. Serial No. 3440 325.00
- Send 1/3 Deposit, Balance O. O. O.

INDEPENDENT NOVELTY CO.

220 North 3th St. SPRINGFIELD, ILL.

AT LIBERTY

For October 5 and week 12. Three Rides, Shows and Concessions. Street fairs, centennials and home-comings in Ohio, Indiana and Michigan. Get in touch with me. Also have Loop-o-Plane at Liberty. Will book same on reliable above. GLOTH, care Sassy Hotel, Youngstown, Ohio.



EXPLAINS FEATURES OF STOP AND GO—J. H. Keeney, in center, points out the interesting features of Stop and Go to O. D. Griffin (left), Keeney's Detroit distributor and Murray Nathanson. Griffin went to town with Bowlette for the Keeney firm and fully expects Stop and Go to be equally successful.

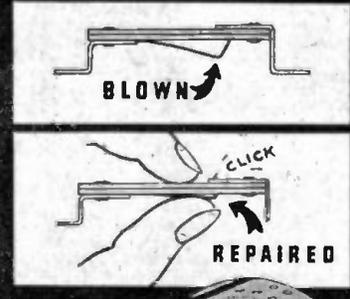
Amazing but True!

THIS SMALL DEVICE WILL SAVE YOU FROM \$8 to \$15 PER YEAR for EACH ELECTRICALLY RUN GAME YOU OPERATE!

the EPCO FUSE ELIMINATOR

Replace all fuses in your games in just a few minutes. Location owners can "repair" by merely inserting toothpick inside of cabinet and pushing reset spring back in place.

Made by the Makers of the Electropak! Your Jobber Has 'Em or Can Get 'Em for You.



75c.

In sizes to take care of all amperages.



ELECTRICAL PRODUCTS COMPANY

6527 RUSSELL STREET - DETROIT, MICH.

Chicago Office: 678 W. Jackson Blvd.

New York Office: 152 W. 42nd St.

Eastern Chatter

NEW YORK, Sept. 26.—William J. (Bill) Carroll, traveling representative for the O. D. Jennings Company, is putting in some good work at the Modern Vending Company helping to sell Flickers.

Dave Gensberg, of Genco Company, Inc., came into New York this week and spent a few days at the George Ponsler Company. Traveling with Dave was a pal of his, Lou Mayer, who took the trip to keep Dave company. While at the New York office of the Ponsler Company Dave listened to a story told by Joe Horowitz to a group which included Andy Anderson, Ben Becker and Joe Orleck. Horowitz claims that at Oetjen's, a Brooklyn restaurant, a woman player lost 10 pounds in one week playing Bank Roll.

Modern Vending Company has installed an elaborate Call-o-Phone system. Irving Sommers made the official test and hopes to have the system working in perfect order when Nat Cohn returns from his trip to Chicago.

Jack Fitzgibbons has purchased an expensive camera and will have snapshots taken of his many friends and customers when they come into the Bally Building. Evelyn Benc, who is an amateur photographer, has been chosen to take the shots. The subject will

have no difficulty in smiling when he looks at the attractive Miss Benc.

We hear the plan for a convention in Atlantic City has been called off.

Charles Lichtman, New York Distributing Company, claims Bolo is the greatest novelty machine ever made. "If I can get enough of them," says Charlie, "I'll become a rich man."

Dave Robbins still complaining that he can't get enough Roll-a-Balls.

Increase Seen in Nov. Game Demand

CHICAGO, Sept. 26.—A steadily increasing demand for novelty or non-payout pin games is reported by Ray Moloney, president of Bally Manufacturing Company.

"Altho payout and ticket games continue to be our leaders," Ray states, "the demand for our Lights-Out is increasing by leaps and bounds. Operators tell us that many dormant locations are again turning in worth-while collections on this clever table."

Lights-Out features a new idea which requires the player to put lights out instead of lighting them up. Odds change on every game and awards are based on the number of balls played, the fewer the balls the higher the award.



EXHIBIT SUPPLY COMPANY BUSY MANUFACTURING ROTARY MERCHANDISERS—Photo shows the Rotary assembly line in Exhibit's factory where the Rotary was originated, patented and perfected. It is being built exclusively by Exhibit Supply Company.

THE NATION'S FAVORITE ARMY 21 GAME

The Latest Thing in Black Jack

A Marvelous New 21 COUNTER GAME

A Gold Mine To Operate

A REAL BUY AT \$19.95 ONLY..

F. O. B. Chicago

Write For Quantity Prices.



7-DAY TRIAL OFFER

It's Black Jack at its best—the game everybody knows. Built into a fast action counter game that everybody plays. You actually draw to a "21" hand against dealer or house. House hand and awards change on play—exactly as Black Jack or "21" is played. A great location getter—a sure fire profit maker. Buy it—make big money with it. 1c, 5c 10c and 25c play. Legal ball gum vender. All aluminum cabinet. Quality built.

GARDEN CITY NOVELTY MFG. CO. 4321 E. RAVENSWOOD AVE., CHICAGO, U.S.A.

LOOK!--OPERATORS AND JOBBERS--LOOK! MOSELEY CAN MAKE PROMPT DELIVERY OF THE FOLLOWING NEW MACHINES

- PACES RACES, WURLITZER'S SKEE-BALL, BALLY ROLL, PAMCO FASCINATION, ROCK-O-BALL, KEENEY'S BOWLETTE, Also
- BALLY'S NEW LIGHTS OUT, ROCK-OLA'S BIG BANK NIGHT, DAVAL'S 21 and TURF CHAMPS
- THE HIT OF ALL BALL GAMES OF THE SEASON.

IF YOU ARE A JOBBER WE WILL QUOTE YOU JOBBERS' PRICES NOT BRAND NEW BUT SLIGHTLY USED AND FLOOR SAMPLES LIKE NEW

4 Dally Limits	\$ 36.00	1 1c Duchess Jackpot Front Vender, Serial 14465	\$14.80
1 Pollock Jr., Ticket	85.00	1 1c Duchess Jackpot Front Vender, Serial 12648	14.80
2 Patlock Sr.	77.80	1 5c Duchess Jackpot Front Vender, Serial 19694	14.80
2 Prospector	25.00	1 5c Jennings Bell, Serial 101682	14.80
1 Baffle Ball	30.00	1 1c Duke Coin Selector 5. Jackpot Vender, Serial 8777	14.80
1 Velvet, Cash & Ticket F. S.	75.00	1 1c Duke Coin Selector 8. Jackpot Vender, Serial 7884	14.80
1 Pinch Mitter	42.50	1 1c Duke Coin Selector 8. Jackpot Vender, Serial 9255	14.80
1 Bonus Cash Payout	40.00	3 1c Triple Jackpot Venders, Serials 15330, 14649, 14659	14.80
1 All-Stars Ticket & Cash	42.50	5 Pamco Chase, Ticket	80.00
1 Day High Ticket	47.50	3 Dally Races	48.00
1 Milehigh	52.50	1 Peerless, Cash Payout	40.00
2 Paces Races, 25c Play, Serial 1053	250.00	1 Ace, Perfect, like new	12.50
Serial 3661	375.00	4 Big Games, Rock-Ola's 1c Play	4.00
1 Challenger F. S.	70.00	3 T. N. T., 1c Play	3.50
1 Pamco Chase, Cash Payout	80.00	1 3-B-10, 1c Play	6.00
2 Galloping Plugs, Cash Payout	68.00	5 Tilt-Totkes	7.00
2 Traffic A	6.00	3 Penny Smokes	5.50
3 Jumbos, Cash Payout	36.00	5 Penny Packs	7.50
1 Paces Races, 5c Play, Serial 3798	325.00	5 Rhythmetics F. S.	12.80
Serial 3700	325.00		
6 Ticketta, like new, 1,000 Tickets with each machine	5.80		
1 Reliance F. S., 25c Play	80.00		
1 Reliance, 5c Play	50.00		

All orders must be accompanied by one-third deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.
MOSELEY VENDING MACHINE EX., Inc., 800 BROAD ST., Richmond, Va.
DAY PHONE, 3-4611. NIGHT AND SUNDAY, 5-6328.

KENTUCKY AMUSEMENT CO. INC. 226 W. Walnut St. LOUISVILLE, KY.

ORDERS NOW BEING TAKEN FOR THE SEEBURG RAY-O-LITE RIFLE RANGE (Shoots a Ray-of-Light at Moving Duck Targets)

Also showing all the Latest Bowling Games, BOWLETTE, ROCK-O-BALL, ROLL-A-SCORE, BANK-ROLL, ROLL-A-MATIC, etc., and all Automatics, PAMCO BELLS, SKILL-ROLL, TURF CHAMPS, and the New Sensations, "STOP AND GO" and "GIANT MOVIE BANK," as well as the new ROTARY MERCHANDISER, "THORO-BRED," the new Super-De-Luxe Race Horse Game in stock, and all New Counter Games, including Reel-Races, Bally Baby, Reel 21, High Stakes, etc. Large stock Used 1-Ball Automatics on hand at close-out prices. Will Trade 1 1936 Paces Races for 10 Mad-Caps. Special: 10 Late P-12 Wurlitzers, like new, at \$175.00. Third Deposit, Balance C. O. D.

WHAT A DIFFERENCE A FEW DOLLARS MAKE!

Compare Them All—You Will Prefer Groetchen's



High Stakes

"Match-A-Color" Horses revolve swiftly and then click into place. A moment's suspense—and then the fourth reel announces position and a second later the odds reel quotes the Win, Place and Show odds for the race. Odds range from 2 to 1 to 50 to 1. HIGH STAKES takes pennies, quarters, nickels and dimes.

\$24.75 TAX PAID

TWENTY-ONE BLACK JACK

REAL BLACK JACK played according to the accepted rules. Here is a 21 BLACK JACK machine with absolute silent reels, which come to a perfect stop without a bounce. So positive is this mechanism that it is impossible to manipulate reels or shutters in any way—BEAUTIFUL NATURAL WOOD CABINET, smartly streamlined—gets the better class of locations and plays 16-56-106-25c.

The Shutter feature on "21" is covered by GROETCHEN'S U. S. PATENT No. 1978395.

\$24.75 TAX PAID

21 Black Jack and High Stakes Can Be Furnished for the French and English Penny Play.



GROETCHEN TOOL COMPANY
124-130 N. UNION ST. • CHICAGO, ILLINOIS

EVERY LATEST GAME READY FOR DELIVERY FROM 4 EASY-TO-REACH LAZAR OFFICES AND WAREHOUSES

including
ROCK-OLA'S MULTI-SELECTOR
"America's Finest Phonograph"

Rock-O-Ball — Bally-Roll — Bowlette — Big Bank Night — Lights Out — Reel "21" — Draw Ball — and all the Latest and Best Pay Tables — Also Master No. 77—Before You Buy—Write or Visit Our Nearest Office!

B. D. LAZAR COMPANY

• 1340 Forbes Street, PITTSBURGH, PA. • 119 Penn Street, READING, PA. • 620 Spring Garden St., PHILA., PA. • 136 Franklin Ave., SCRANTON, PA.

Patent Novelty Moves; Takes Entire Building

UTICA, N. Y., Sept. 26.—Patent Novelty Manufacturing Company, maker of Bolo, has just leased the Frischling Building on Broad street for a term of five years, with an option to purchase.

Formed last May, the Patent Company has grown rapidly and now employs 120 people, with a probable increase to 200 when it moves into the new quarters. Lack of space forced the farming out of \$20,000 worth of cabinet work, but Raymond Kay, general manager, says the company will be able to do its entire manufacturing under one roof in the new building.

The Patent Company's Bolo is an amusement device that has the thrill of bowling and is operated on the same principle. Company has a complete wood-working plant and now manufactures the machines complete. Kurt Burgold, plant superintendent, is responsible for some innovations that have reduced manufacturing cost. Office end of the building is handled by Lynn H. Thomas.

Daval Is Preparing New Light-Up Game

CHICAGO, Sept. 26.—Daval Manufacturing Company announces that it has in preparation a new straight amusement light-up pin game which is expected to create a sensation.

While they are not ready to divulge the exact nature of the game, they state it is based on one of the popular pastime games, has been in preparation for several months and has been amply tested on location with resultant steady big profit take-ins. Company expects to go into production on the game about October 10 and to run thru not less than 5,000 on the first production schedule.

ELECTRIC REVOLVING CLOCK



A SENSATIONAL PREMIUM FOR OPERATORS EVERYWHERE

The Greatest Operator's Money-Getter in History! NOW AT A SENSATIONAL PRICE. Creating a Future Everywhere! Rush Your Order TODAY for Our Famous Revolving Clock at this LOW PRICE!

\$1.35 EACH Lot of 6

WRITE FOR CATALOG WITH NEW SUPPLEMENT TODAY!

JERSEY TRADING CO.

11-15 East Runyon Street Newark, N. J.

MONARCH—THAT'S THE NAME

REMEMBER IT FOR EVERY GAME!

BALANCE LINE	9.45	PUT & TAKE, 5d. Dr.	\$10.00
ANGELITE	9.45	PUT A TAKE, FL. Or.	14.50
KINGS	7.45	WANOO	12.50
BIG GAME	9.45	HIT A MISS	12.50
ROCKOLA 21	8.45	EXHIBIT WHIFFL	22.50
TRIALITE	9.45	EXHIBIT RODEO	22.50
PAR GOLF	9.45	EXHIBIT FOOTBL.	22.50
TIT FOR TAT	9.45	SPORTSMAN Vis. Late	12.50
FIVE & TEN	13.45	ROCKET	9.00
AUTOFLASH, 1pt.	11.45	BALLY DERBY	55.00
ROTOLE	8.45	MYSTERY 3	22.50
GOLDEN GATE	3.45		



Gold'n Harvest, \$37.50
Sunshine Derby 47.50
Pamco Parlay, 57.00
52.50

Punch Boards, Collection Books, Free Price List.
MONARCH COIN MACHINE CO., 2304-08 Armitage Ave., Chicago, Ill.

SEE US FOR YOUR SKEE BALL ALLEYS

All Types on Hand

Brand new Watling and Pacor, 5c, 10c, 25c. Pay Tables, new and used, Turf Champs, \$137.50; Best "21", \$24.75; High Stakes, \$24.75; Half Mile, \$32.50; USED SHAMPS, \$10.00; Five Used Pin Games, \$28.00. Send names and money order. New Pin Games in stock: Lights Out, Bank Nite, Rock & Neck, Gents Smokes, Peanut and Ball Gum Machines, Un-Noed-Fack Cigarette Machines. All kinds of New and Used Equipment... JOBBERS, WRITE FOR QUANTITY PRICE.
LEHIGH SPEC. CO., N. W. Cor. 2nd & Green, Philadelphia, Pa.

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL
50 WINNERS
COSTS YOU \$5.50

46 Boxes of High-Grade Candy—1 Lb.—1/2 Lb.—1/4 Lb.
6 Jars of Assorted Filled Candy.
1 300-Hole Salesboard.
• TAKES IN \$15.00

QUICK TURNOVER DEAL
24 WINNERS
COSTS YOU \$4.25

24 1-Lb. Boxes of Candy.
1 24-Hole Salesboard.
• TAKES IN \$8.00

20% Deposit With Order, Balance O. O. D. Send for FREE Illustrated Catalog.

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box..... **65c**

5-Lb. Box of American Mixed Hard Candy. Per Box..... **55c**

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET NEW YORK N. Y.



TORONTO DISTRIBUTOR VISITS CHICAGO—Louis Rosenberg, of Rozy Novelty Company, Toronto, snapped at plant of Bally Manufacturing Company during recent visit to Cincinnati. He is shown admiring Bally's Ray's Track, for which machine he is said to have placed large orders.

DUCK SOUP 1c Skill Game

5 PENNIES ON DUCK PACKAGE OF CIGARETTES

IT'S LEGAL
100,000 LOCATIONS
Open for this MONEY MAKER

Earns \$2.00 to \$10.00 Every Day

CLEVER NOVEL ORIGINAL PROFITABLE

Watch the DUCK Dive!

PRICES	Sample . . . \$2.75
1/2 Deposit	Lots of 6 . . . 2.25
Bal. C.O.D.	Lots of 12 . . . 1.40

Protect Your Route Without Delay
STAR SALES CO.
3901-09 Wayne, Kansas City, Mo.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

- MILLS DOUBLE HEADER . \$49.50
- HIALEAH . 57.50
- DAILY RACES 57.50
- RELIANCE 4 Play 5c . 62.50
- PAMCO PALOOKA . 94.50
- BONUS TICKET 64.50
- PEERLESS 59.50
- RED SAILS . 55.00
- TYCOON New Front Elec 64.50
- MILLS-McCOY. 69.50
- PAMCO PARLAY . 55.00



- MAMMOTH . \$34.50
- DOUBLE SCORE 34.50
- DE LUXE 46 . 34.50
- JUMBO 43.50
- HOLLYWOOD 39.50
- BALLY ACE . 19.50
- STAMPEDE . 19.50
- PEARL HARBOR . 19.50
- REX (1 Ball) 19.50

One-Third Deposit with ORDER, Balance C. O. D.

BALL GUM SPECIAL 10c per 100

REEL 21

Backed by Our Original 7-Day Free Trial Guarantee.

Money Back

if Not Satisfied **23.75** TAX PAID



GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Fitzgibbons Force Busy

NEW YORK, Sept. 26.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., Eastern representative for Bally Manufacturing Company, reports that the firm's salesmen are keeping the shipping and billing departments so busy that he is seriously considering a night shift.

Jack reports that with the opening of the fall season business has enjoyed the greatest boom in many years. Herman Pollock, Lew Wolf and Jack Devlin, well known to the coin-machine operators in the East as the Fitzgibbons star salesmen, have been pushing in orders to the firm for the new Bally game faster than the firm has been able to handle them.

"The most popular machine at this time," Fitzgibbons reports, is Bally Roll. The large bowling games are moving at an unusually rapid pace. Operators who purchased a few are back for larger quantity and reorders are coming in at an unprecedented rate."

Second to Bally Roll is the remarkable Ray's Track, seven-horse racing game. The new novelty pin game Lights Out is considered one of the leading games of its kind in this territory. The firm reports that orders continue for Lights Out in great volume.

M. J. Lockwood Takes a Bride

BOSTON, Sept. 26.—M. J. Lockwood, who for the last three years was New England district manager for Wurlitzer Manufacturing Company and who recently with Ben D. Palastrant formed the Supreme Amusement Company of New England, Inc., here, was married

today to Helen C. Johnson, of Providence. Some man, say we, to take unto himself a bride and organize a new business within a 30-day period. Congratulations and best wishes to the newly married couple and the new business.

Rhythm King Inspires Poem

CHICAGO, Sept. 26.—Mrs. R. J. F. Burke, the charming wife of "R. J. F." Louisiana representative for Fisher Brown Company, recently paid a visit to the Rock-Ola factory and became so enthused over the new Rock-Ola Multi-Selector phonograph (Rhythm King) that she was inspired to write the following poem which for meter and rhythm is perfect!

HAIL TO THE KING!

Conceived within the mind of man—
A marvel—given birth
To charm with sweetest melody
The people of the earth.
With perfect rhythm, pure and true.
In accents clear and sweet,
It makes a joyous rendezvous
When music-lovers meet.
The luring cadence of its voice—
As tones, entrancing, swell—
Re-echo in the souls of men
Beneath its magic spell.
Its rich, full notes of harmony
And golden tones impart
A joy to gaily dancing feet—
A lift to every heart.
Bedecked and robed in courtly style,
It's destined to enthral
And reign in proud supremacy
As sovereign of them all.
Long may it rule in majesty,
While well-earned praises ring.
In honor of the truly great—
Rock-Ola's Rhythm King!

TURF CHAMPS

Dominates The Entire Field!

TICKET MODEL



\$137.50

ELECTROPAK EQUIPPED

STONER CORPORATION
Aurora, Illinois

AMERICA'S GREATEST MONEY MAKING GAME!
STONER'S

TURF CHAMPS

IMMEDIATE DELIVERY! TICKET MODEL \$137.50

D. ROBBINS & COMPANY - 1141B De Kalb Ave. Brooklyn, N.Y.

IF STONER makes it
TURF CHAMPS \$137.50 SHORT SOX \$49.50
Write for Latest Price List of Completely Reconditioned One-Shot Automatic Pay Tables.
ATLAS sells it
2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH



BILL WOOLLEN, at the sales helm of the Buckley Manufacturing Company, is one of the amusement machine industry's most popular executives. Operators throughout the country have called upon him for expert advice and have never found him lacking.

WARNING OP'S!
If you don't buy your coin machines from us we both lose. Get our prices before buying elsewhere. We positively save you money—we carry the largest stock of new and used Slots, Pin Games and Counter Games in the country. Write today! Let's get acquainted.
HUBER COIN MACHINE SALES CO., 602-612 W. Van Buren St. CHICAGO, ILL.



50"
X
24"
SINGLE
NICKEL
VISIBLE
COIN
CHUTE

U. S. PAT. 2,029,177

WHY SAY MORE!
"PAMCO BELLS"
\$89

PAMCO "SARATOGA"

like MONEY IN THE BANK for operators—Exactly like REAL HORSE RACING for Players with 18 Payout Pockets and "Pamco's" Original ODDS - COMMUTATOR Bigger — Better — and More APPEALING than ever!

PAYOUT \$119

TICKET \$129

CHECK SEPARATOR—ELECTROPAK EQUIPPED

WIRE FOR SAME DAY SHIPMENTS AT ONCE!



1 NICKEL
1 CHUTE
1 BALL
PLAY
50"
X
24"

U. S. PAT. 2,029,177

YOUR JOBBER CAN MAKE IMMEDIATE DELIVERIES!

PACIFIC AMUSEMENT MFG. CO.
4223 WEST LAKE ST. • CHICAGO • ILL.
1320 SOUTH HOPE ST. • LOS ANGELES • CAL.

BARGAINS
Reconditioned Ready To Go On Location

PIN GAMES

TOTALITE	14.50
DITTO	
ROOPE	
WHIRLPOOL	
FOOTBALL A	17.50
BASEBALL	
FIFTY GRAND	\$25.00
ALAMO	40.00
SUNSHINE DERBY	45.00
PAMCO PARLAY	

AUTOMATIC PAYOUTS

NATURAL	50.00
CHALLENGER	
SPEEDWAY	
DAILY RACES	\$55.00
HI-LEAM	80.00

80 Piece Rotary or Crane Assortment **\$25.00**

One third deposit on all orders

THE MARKEPP COMPANY
Ohio's Largest Distributor,
3328 Carnegie Avenue, Cleveland, O.

First Chance Is Big Seller With Robbins Co.

NEW YORK, Sept. 26.—Dave Robbins, of D. Robbins & Company, states that he is going to town in a big way with First Chance and is trying his best to supply the terrific demands of all operators and jobbers in his territory.

First Chance, Stoner's ticket game with five balls, is said to be proving a large money maker with all operators. This game has many unusual features and can be played by as many as seven people at one time, thus creating a com-

petitive spirit. First Chance was originally shown at the last coin-machine show and from that time on interest in the game instead of slacking has been increasing until today Stoner Corporation is in full production, but the demand is taxing the factory to capacity.

Gensburgs Visit New York

NEW YORK, Sept. 26.—Mr. and Mrs. David Gensburg and L. Myers, of Chicago, spent most of last week in New York visiting their distributor, the George Ponsler Company, Inc. Dave spent several days visiting members of

the Ponsler organization in both New York and Newark and various Eastern jobbers, distributors and operators.

Dave reports phenomenal interest in Bank Roll. While in the East he was told of an instance where a Long Island diner owner was so anxious to install a Bank Roll that he cut out a window in his diner in order to make room for the game. He reports his patrons drink more coffee now that they get thirsty playing the game.

BARGAINS!

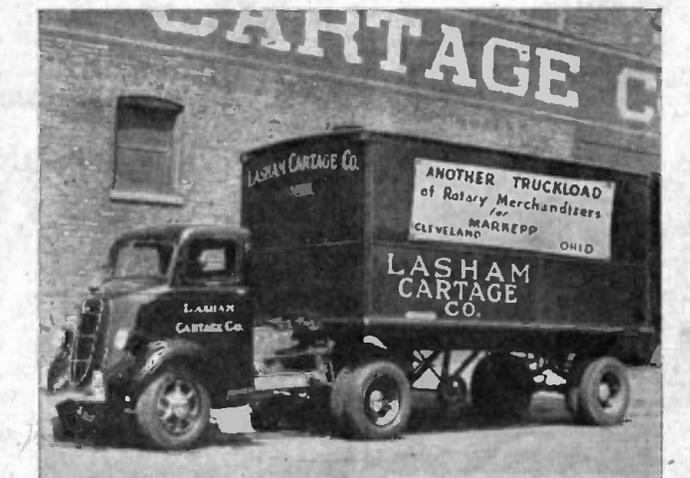
1 ALAMO	\$40.00
4 BIG SHOTS	30.00
7 CHALLENGERS	65.00
1 CHASE	50.00
1 DAILY LIMIT	35.00
7 DAILY RACES (Cottlieb)	50.00
2 DAILY RACES (Western)	50.00
1 DICE (Mills), late model, with Dice Cabinet	165.00
1 GALLOPING PLUGS	60.00
1 SNOOKER	35.00
12 SPORTSMEN (look finish)	10.00
1 STAMPEDE	15.00
21 TYCOONS—Electropak	40.00
1 PARI-MUTUEL	90.00

All machines thoroughly reconditioned.

Terms: One-third certified deposit with order, balance C. O. D.

Many other bargains in One-Ball Automatics—Write for Price List.

BIG STATE NOVELTY COMPANY
1304-A Throckmorton, FT. WORTH, TEX.



POPULAR IN CLEVELAND—Rotary Merchandisers made by C. R. Kirk & Company, Chicago, were a big feature of the Playlands at Great Lakes Exposition, Cleveland. Picture shows a truck load of the merchandisers being delivered to Markepp Company.

TURTLE SOUP
1c Skill Game

TRY YOUR SKILL CAN YOU PUT 5 PENNIES ON TURTLE

IT'S LEGAL. Buy Direct from Manufacturer.

100,000 LOCATIONS Open for This MONEY MAKER.

EARN \$2.00 to \$5.00 Daily.

Clever, Original, Novel, Profitable.

PRICES **\$1.45**
1/2 Deposit
Balance C. O. D. LOTS OF 12

Hurry While They Last

FIVE BORO MACHINE MFG. CO.
567 Lafayette Ave. Brooklyn, N. Y.

FREE 1,200.00

"TO THE OPERATORS WHO WILL GET THE NEW ISSUE OF 'THE JACK POT'! CHECK THE SERIAL NUMBER ON THE BACK COVER OF YOUR COPY! IF THE NUMBER ENDS IN 99 OR 999 OR 00 OR 000 YOU EARN \$10.00."

Joe Calcutt



The new 52 Page October Issue of "The Jack Pot" contains the inspiring, newsy kind of articles you like to read! Has all the very latest and best machines and hundreds of used machine bargains PLUS new pictures and articles by leader! WRITE FOR YOUR FREE COPY NOW—in the mails October 1st.



HERE'S ALL THERE IS TO IT . . .

On the Back Cover of this sparkling new October 52-Page issue of "The Jack Pot" appear the Serial Numbers of each copy. Numbers start with 1 and go all the way to our printing limit. Numbers ending in 99 or 999 or 00 or 000 are entitled, absolutely FREE, to a \$10.00 CREDIT toward the purchase of any NEW machine appearing in the issue at advertised price. All that is required, if you obtain a copy with the numbers ending as above, is to tear off the Back Cover, enclose your deposit as per our TERMS in the issue, and we will ship the machine you choose less \$10.00 from the advertised price. (Offer closes Midnight, November 30, 1936.)

Joe Calcutt and The Vending Machine Company not only bring you the most interesting operators' book published FREE of charge, but also give you the opportunity of cashing in on the enjoyment you get from reading "The Jack Pot"—the coin machine operator's "Book-of-the-Month"!

THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.CAR.



WRITE TODAY FOR THE OPERATOR'S "BOOK-OF-THE-MONTH"—"THE JACK POT"

STAR NOVELTY COMPANY COIN OPERATED MACHINES Reconditioned Machine List

- ALAMO\$49.50
- BIG SHOT 32.50
- SUNSHINE DERBY 35.00
- SKY HIGH (5 Ball) 40.00
- NATURAL 70.00
- DOUBLE UP 25.00
- CHALLENGER 62.50
- PEERLESS 47.50
- BONUS 35.00
- HIALEAH 50.00

Operators Only

25% Deposit Required on C. O. D. Orders. All Shipments F. O. B. San Antonio, Texas.

STAR NOVELTY COMPANY
PRESA AND NUEVA STS.,
SAN ANTONIO, TEXAS

Keeney Claims Stop and Go Five Years Ahead of Times

CHICAGO, Sept. 26.—Even the taxed to what has seemed the utmost in producing Bowlette in sufficient quantities to keep up with the demand, J. H. Keeney & Company have nevertheless taken time to develop and make necessary arrangements to manufacture a new one-ball payout game, Stop and Go. Stop and Go was launched this week with the largest first run ever put thru by the concern on a new game. The record first run was made necessary because of the great number of first and sample orders received.

Jack Keeney claims that Stop and Go is five years ahead of its time from the standpoint of play principles and perfected mechanical innovations, such as the "perpetual motion" odds-changing disc and a power-operated shuffle board which does away with the operation of the shuffle board off the coin chute.

The game provides unlimited payout possibilities for the player and permits him to play an indefinite number of free games as long as certain lights are made simultaneously with the making of the payout holes.

The game is now on display in the salesrooms of the various Keeney distributors and immediate deliveries are being made on reasonable-sized orders.



JOSEPH PESKIN, of the Universal Automatic Music Corporation, Chicago. The picture was taken in front of the big Rock-Ola plant during one of Peskin's numerous visits and shows his smiling countenance just after he has placed his order for an additional 100 Rock-Ola Multi-Selector phonographs.

CASH INCOME

with TOM THUMB



Many have started with one Tom Thumb Vending, owned chais in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector," Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where watchful machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vendor. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for bulletin and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

FIELDING MANUFACTURING CO.
DEPT. 40, JACKSON, MICH.

BARGAIN FOR SOMEBODY CARDIOGRAPH MACHINES

Gives height, weight and blood pressure. Cost \$430.00. Have three in perfect condition. Will sell for \$150.00 Each. Cash. Have no space for them here.
W. H. PITRE, 1015 S. Ervay, Dallas, Tex.

CLEARANCE SALE 2 CAR LOADS USED MACHINES OFFERS OPERATORS BARGAIN PRICES

EXTRA

PAYOUTS		PIN GAMES	
Pace Races (black cab. serial No. over 3500)	\$275.00	Big Five Jr.	\$25.00
Electric Eye (tick- & Payout) ..	65.00	Ball Fan	33.00
Palooka St.	65.00	Roto-Lite	33.00
Multiple	75.00	De Lusa 48	30.00
Challenger	72.50	Golden Harvest (side door)	25.00
Valves (tick & payout)	72.50	Acce	22.50
Pamco Chase	65.00	Stamped	20.00
Mizlah (ticket) ..	62.50	Gold Amer	18.00
Mizlah	68.00	Varsity (5 Ball) ..	15.00
All Stars	60.00	Gold Rush	14.50
Brokers TIP	54.00	Do or Don't	14.00
Bonus	53.00	Put 'n' Take	13.00
Peewee	53.00	Plus a Minus	13.00
Daily Races	53.00	PIN GAMES	
Alamo	47.00	Sharpshooter (ticket) ..	22.00
Sunshine Derby ..	45.00	Baseball (ticket) ..	22.00
Hollywood (NEW) ..	42.50	Whirlpool (ticket) ..	22.00
Jumbo	38.00	Gateway (ticket) ..	22.00
Big Five Br.	37.00	Champs	14.00
		Hi-Mand	13.00
		Squadron	12.00
		Banker	12.00
		Cyclone	10.00

Terms: 1/3 Deposit, Balance O. O. D., F. O. B. Chicago.
FIRST WITH THE LATEST NEW GAMES—GET YOUR NAME ON OUR MAILING LIST.
NATIONAL COIN MACHINE EXCHANGE, 1407 DIVERSEY BLVD., CHICAGO, ILL.

BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075
Takes In \$144.00
Pays Out 112.00
Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.
CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Avenue, Chicago, U. S. A.



SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd

**BIGGER
BIGGER
BIGGER
BIGGER
BIGGER
BIGGER**



"ONLY A DAVAL GAME BEARS THE DAVAL NAME"

LOOK FOR THE NAME *DaVal* BEFORE YOU BUY!

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

PROFITS BEING EARNED EVERY MINUTE OF EVERY HOUR OF EVERY DAY WITH THE BIGGEST MONEY-MAKER IN WORLD COIN MACHINE HISTORY!!!

REEL "21" \$23.75
TAX PAID 4-WAY PLAY

RUSH YOUR ORDER TODAY!

REEL "21"

NO GREATER COUNTER GAME MONEY-MAKER EVER EXISTED! NOW MADE WITH DEEPER CASH BOX TO ACCOMMODATE ALL THE COINS. 4-WAY PLAY!

DAVAL'S REEL "21" MUST BRING YOUR MONEY BACK IN 14 DAYS OR WE WILL REFUND YOUR FULL PURCHASE PRICE!

RUSH YOUR ORDER NOW!

DaVal's RACES—READY FOR DELIVERY—ORDER NOW!

ROYAL DISTRIBUTORS, Inc., 1125 Broad St., Newark, N. J.




PIONEER TRADING POST

AT THE TRADING POST

EXCEPTIONAL VALUES ENTERTAINMENT

SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA!

Sell and operate TRADING POST, the 100% Legal Salesboard Deal that is a great repeater. Amusing, fascinating and a riot of fun. Sells out fast in Taverns, Clubs, Olgar Stores, Drug Stores, Restaurants, etc. 130 pulls and every pull is a winner. Consists of 120 packages, and each contains something worth-while in Novelties, Tricks, Jewelry, Cutlery, Hosiery, Lingerie, etc. Height, 24"; Width, 17". Approximate Weight, 18 Lbs. Takes in \$12.00. Retail to dealers for \$9.75. Packed two to the carton. Order No. B31. Each \$6.60

25% Deposit on O. O. D. Orders.

Ask for Our Big New Catalog 363, containing 164 pages of Novelties and Jewelry.

JOSEPH HAGN COMPANY
"The World's Bargain House."
217-225 W. Madison St., Chicago

**ATTENTION
DISTRIBUTORS, JOBBERS
AND OPERATORS**

Bally Manufacturing Co. have discontinued production on BALLY-ROLL, the world's best and most profitable Bowling type game for operating. Fortunately we have in our warehouse a limited quantity of brand new BALLY-ROLLS ready to ship on a moment's notice.

Contact us immediately by Wire, Phone or Letter while these are available.

BALLY-ROLL AMERICA'S MOST POPULAR ROLL-GAME

Earns \$30.00 to \$50.00 per day!
NOISELESS OPERATION. PORTABLE CONSTRUCTION, TROUBLE-FREE MECHANISM and GREAT PLAY-APPEAL make BALLY-ROLL the big favorite of locations and players! Order now!



In addition to New BALLY-ROLL stock, 53 Display Room Samples are available at SPECIAL PRICES. Wire us now.

**THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA**

A WORLD SENSATION! A NEW DAVAL COUNTER GAME!

DAVAL'S RACES

The World's Most Beautiful Counter Game

REEL RACING WITH REEL ZIP AND TINGLE AND REEL RACING ODDS!! NO EXTRA REELS! NO EXTRA BULK! NO EXTRA PRICE! NO SCORE CARD NECESSARY! NOT AN IMITATION OF MODERN DESIGN, BUT A CREATION OF EXQUISITE BEAUTY BY ONE OF AMERICA'S LEADING COMMERCIAL DESIGNERS — PLUS—THE WORLD-FAMOUS DAVAL "GOLD MEDAL" UNCONDITIONALLY GUARANTEED MECHANISM! A LIFE-TIME GAME FOR LIFETIME PROFITS!

INTRODUCTORY
PRICE OFFER GOOD
UNTIL OCTOBER 10

\$15⁵⁰
TAX PAID

REGULAR PRICE
\$17.50 TAX PAID



RUSH YOUR ORDER TODAY!

"Look for the DAVAL name"

DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO

PINGAME AND SALESBOARD OPERATORS!

LUCKY RABBIT FOOT

5c

CAN	YOU	PICK
THE	SEE	LUCKY
RABBIT'S	FOOT	?

ONE HUNDRED TWO 5c WINNERS GUARANTEED

1200

TAG ON RABBIT'S FOOT IS AMOUNT YOU COLLECT

LUCKY RABBITS!

Get Lucky: Operate Lucky Rabbits Foot Board

Twelve RABBIT FEET seated behind visible windows. Player who hits a winner on the board has choice of any RABBIT'S FOOT—and wins amount indicated on tag attached. Amount cannot be seen until seal is broken and RABBIT FOOT removed—insuring plenty of suspense and desire to punch and pinch for one of these lucky pieces.

1,200—50 SALES:
TAKE IN \$60.00
PAYOUT 23.75

PROFIT... \$36.25

\$18.13 your share of profit on a 50/50 basis.

44 WINNERS—12 Rabbit Feet pay out \$17.00, as follows: Two \$5.00, one \$2.00, one \$1.00, eight 50 cents. Board also pays out 45 packs of cigarettes, including 1 pack for last sale in each section—to insure complete sell-out.

A FAST ACTION STEP-UP BOARD
Quantity Price, \$3.50 EACH. WE WILL GLADLY send one sample board to Jobbers and Operators only at above quantity price.

Terms: Cash with order—or 25% with order, balance C. O. D.

LUCKY RABBIT'S FOOT will bring you LUCK—If you get started NOW before somebody else beats you to it!

CHARRIS SPECIALTY CO.
FREE Catalog of our profit-producing deals sent on request—write today.

946 Diversey Blvd., Dept. A-2, CHICAGO, ILL.
We Do Not Solicit Business Direct From Retail Merchants.

COLLECT BANK-O-MONEY

100 TOURNAMENT

MONEY TO BANK with BANK-O-MONEY

Fastest Money Maker ever made—100 Winners! EVERY STEP A WINNER! EVERYTHING GOES

Four Beautiful Colors.

Take In \$50.00
Pays Out 23.10

PROFIT \$26.90

Price \$2.40

GLOBE PRINTING COMPANY
1023-27 Race Street, PHILADELPHIA, PA.
418 South Wells Street, CHICAGO, ILL.
1352 N. E. First Avenue, MIAMI, FLA.
227 S. Press Street, SAN ANTONIO, TEX.
22 West 23d Street, NEW YORK, N. Y.
248 Marietta Street, ATLANTA, GA.
3502 1/2 Neck Inlay Street, TACOMA, WASH.

FOLLOWING GAMES, PRICED LOW, A-1 CONDITION

BEAMLITE	\$5.00	SCORE-A-LITE	\$5.00	FIVE & TEN	\$8.00
BATTER UP	5.00	STARLITE	5.00	SPIT-FIRE	8.00
BEAT ACES	5.00	SENSATION	5.00	BALANCE LINE	6.00
KINGS	5.00	TIT-FOR-TAT	5.00	TWENTY-ONE	6.00
MANHATTAN	5.00	SIGNAL, JR.	5.00	BINK OR SWIM	6.00
REBOUND, JR.	5.00	BIG GAME	5.00	THREE-IN-LINE	6.00

SOUTHERN AUTOMATIC SALES CO., 540-542 S. 2nd St., Louisville, Ky.

COX'S USED MACHINE BARGAINS!

Broker's Tip	\$50.00	MulUple	\$70.00	Marmoth	\$90.00
Hialeah	50.00	Pemco Palooka, Jr.	70.00	Big Richd. Imp. Mod.	27.50
Prospector	27.50	Double Score	35.00	Pinch Nitter	50.00
Repeater	30.00	Daily Race	50.00	Ace	25.00
Pemco Parley	40.00	Peerless	45.00	Red Balls	50.00
Jumbo	35.00	All Star	50.00	McGoy	50.00

TERMS: 1/3 Deposit, Balance O. G. D.

COX VENDING MACHINE CO., 115-117 E. FISHER ST., SALISBURY, N. C.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	J. H. Keeney & Co.	Exhibit Supply Co.
Pacific Am. Mfg.	D. Gottlieb Co.	Daval Mfg. Co.
Groatchen Mfg. Co.	A. B. T. Co.	Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

CORRECTION NOTICE

on

MONTE CARLO

We sincerely regret that through a typographical error the new ROCK-OLA 1-shot Automatic Pay Table advertisement, which appeared in the last issue of The Billboard, carried a price of \$97.50. The extreme low price of the MONTE CARLO game should have been \$98.50, which is the standard ROCK-OLA price.

Originally this game was figured to sell for \$149.00, but, with the large production facilities of the ROCK-OLA plant which enabled a big volume turn-out, the price has been definitely fixed at \$98.50.

WE'RE SHIPPING 'EM BY THE CARLOAD!

BECAUSE IT'S THE GREATEST OF ALL COUNTER MACHINE BUYS!

REEL RACES

4 REELS NOT 3
QUALITY NOT
PRICE!

\$19.50
TAX PAID

IMMEDIATE DELIVERY

PROFITS UP TO \$25 A DAY!

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE.

CHICAGO, ILLINOIS



POLICY

The outstanding 1-ball automatic payout table today, and for a long time to come. POLICY is a proven big money maker, MYSTERY COIN CHUTE—LITE-UP RACK—WESTERN'S MOTOR DRIVEN PAYOUT UNIT. Cabinet 24"x50".

\$125.00
STANCOR
UNIVERTER
BATTERIES
OPTIONAL

\$135.00
Ticket
Model. No
Charge for
Check Sep.

HARMONY BELL

The machine that gives renewed life to your automatic phonographs, new or old. Actually triples your phonograph income. Operate it individually or with a phonograph. If ticker light stops on a winner, HARMONY BELL automatically pays up to \$1.00. Win or lose, player gets a record selection on phonograph.

\$67.50

Power Pack
\$5.00 Additional

REEL '21' 10-DAY TRIAL

is BLACK JACK or the Old Popular Army Game "Strictly According to Hoyle!" In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play—1c-5c-10c-25c offers the player odds ranging from 2 to 1 to 100 to 1. Reel "21" is the LONG LIFE counter game YOU NEED for Bigger and STEADIER PROFITS.



\$23.75

Double Door and Register, \$2.00 Extra.

RUSH YOUR ORDER NOW.

DAVAL'S RACES \$15.50

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in G. C. 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio



BIG PROFITS—FAST PLAY

6 Large Assorted, Pearl Colored FISHING KNIVES and 300-Hole 5c BOARD Pays out \$2.10 worth of Cigarettes (14 Packages). Net take, \$12.90. NO. 8115—Sample, \$3.25. 12 Lots, Each, \$3.00. 25% with Order, Balance C. O. D.

OPERATORS!! Write Us for Prices on All the Latest Coin Operated Counter Games. Our New Colored Fare Catalog Full of New 1-2-5c Assortments and Boards Now Ready. Send for a Copy and Save Money. LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

BOWLETTE

KEENEY'S SENSATIONAL NEW ALLEY SKILL GAME

9 Balls GUARANTEED 100% SILENT. Light-Up Score Board. 12 Coin Escalator Perfect Mechanism.

IMMEDIATE DELIVERY!
VELVET—1 BALL PAYOUT OR TICKET TABLE

BABE KAUFFMAN, INC.

250 West 54th Street (Circle 6-1642) NEW YORK, N. Y.



SALESBOARD OPERATORS

A 2,500 hole Penny Deal complete with one Landscape Alarm Clock, two Pyramid Table Lighters and two Univex Cameras. Board pays out 38 packages of Cigarettes and \$1.00 in cash or trade. Clock is given for last sale on board.

SAMPLE \$4.50. Lots of 5 or more \$4.00

H. G. PAYNE COMPANY,
312-314 BROADWAY, Nashville, Tennessee

FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we induce "only the best" coin-operated machines of every description. Immediate Delivery!

BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.

"Nationally known for HONEST DEALINGS IN EVERY RESPECT"

DAILY RACES STILL GOING STRONG—DAILY RACES STILL GOING STRONG

DAILY RACES STILL GOING STRONG—DAILY RACES STILL GOING STRONG

TRIPLE TRIUMPHS

BY GOTTLIEB!

DERBY DAY

ALSO PAYS OFF FOR FOURTH PLACE



\$149⁵⁰

Ticket Game, \$10.00
Extra—Check Separator No Extra Charge—D. O. Adaptor, \$5.00 Extra—Electropak Equipped (Batteries Optional), Equipped with New A. B. T. No. 400 Slot.

Seven of the world's greatest horses—winners of every recent important Derby lined up, ready to unreel all the thrills and excitement of a real DERBY DAY! Thoroughbreds of the turf represented in the thoroughbred of horse race games. Odds up to 40-1. Pays off on Win, Place, Show and FOURTH. The only horse race game paying off on fourth place. 28 chances to win. Colorful playing field pictures realistic run down the home stretch. Extra large, beautifully decorated light-up rack. 'Mystery Single Coin Slot or Multiple Coin Slot optional. Don't be left at the post . . . put your money on the winner—DERBY DAY!

BE SURE TO SEE THESE SUPER FEATURES IN ALL THREE GAMES

★ MYSTERY SINGLE COIN SLOT

The feature that made Daily Races the sensation of the year.

★ AWARDS

Mechanically Adjustable
Invisible mechanical adjustment controlled in light-up rack.

★ IN-A-DRAWER MECHANISM

Simple construction—all parts easily accessible.

★ MAMMOTH

Cabinet 54" x 26"
Beautiful design—rigidly constructed by expert craftsmen.

★ ESCALATOR 8-COIN VISIBLE

Jam-proof Belt type escalator.

★ MOTOR DRIVEN

Payout Unit
Accurate. Jam-proof, smooth action payout unit.

HIGH CARD

A PAYOUT FOR ALL CARD FANS

Deal yourself and your location a winning game! HIGH CARD will prove to be your ace in the hole for profits. A game for card fans—for everyone! Players "go" for HIGH CARD because it gives them 28 chances to win—and a game of real fascination. Odds as high as 40-1 for Spades, 20-1 for Hearts, 16-1 for Clubs and 12-1 for Diamonds. HIGH CARD has the most elaborate playing board ever offered—striking scenes of Monte Carlo activity in 12 beautiful colors. What a Royal Flush is to Poker, HIGH CARD is to One-Ball Automatic Payouts. Be sure to order yours today!

HIT PARADE

Baseball at Its Best

A line-up of baseball stars at bat to pay odds as high as 40-1 for HOME RUN, 20-1 for Triple, 16-1 for Double and 12-1 for a Single. The baseball game that gives 28 opportunities to win. Hit Parade has everything to attract and hold play, plus handsome profits to the operator. Mystery Single Coin Slot or Multiple Slot optional. Make your location show earnings with HIT PARADE!



EITHER GAME
\$149⁵⁰

Ticket Game \$10.00
Extra—Check Separator No Extra Charge—D. O. Adaptor, \$5.00 Extra—Electropak Equipped (Batteries Optional).
Equipped with New A. B. T. No. 400 Slot.

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST., CHICAGO, ILL.

RAY'S TRACK

The only RACE GAME with
DAILY DOUBLES



WRITE OR
WIRE FOR
PRICES

PLAYERS demand the extra thrill of the DAILY DOUBLE feature—and that's why RAY'S TRACK gets the play wherever it's installed. Simple, ALL-ELECTRIC precision-built mechanism insures trouble-proof, noiseless performance. No tie races, no sequences, no favorites. Rich beauty of matched walnut buffet-style cabinet wins a welcome in the big busy de luxe locations. Follow the lead of the leaders—start operating RAY'S TRACK now!

BALLY BABY

3 THRILLING GAMES
FOR PRICE OF ONE!

Greatest counter game hit of all times! Introduced last January and still going strong! Needs only 5 in. by 6 in. counter space. 3 QUICKLY INTERCHANGEABLE SETS OF REELS furnished with each machine—actually 3 games for the price of one. SEE IT AT YOUR JOBBER—OR WRITE FOR DESCRIPTIVE CIRCULAR.



BALLY BABY
\$17.50
F. O. B. CHICAGO



BLUE BIRD
\$129.50

TOKEN MODEL \$139.50

Complete with A. C. Power-Pak. No extra charge for Check Separator. F. O. B. Chicago

53 IN. BY 24 IN.

BLUE BIRD

1-BALL PLAY • AUTOMATIC PAYOUT
CHANGING ODDS

NEW "EXTRA DIVIDEND" LIGHTS
FREE PLAY POCKET ALSO CHANGES ODDS

Order From Your Jobber!

LIGHTS OUT

8-BALL NOVELTY GAME

Light-up Totalizer • Light-up Ball-Count
Light-up Score-Card • Light-up Anti-Tilt

A WINNER FROM COAST TO COAST!
ORDER FROM YOUR JOBBER

Bally Payout Pin Games
licensed by Consolidated
Pat. Corp. (Pat. No.
1,802,521) and Ace Pat.
Corp.
(Pat. No. 2,010,966)



LIGHTS OUT
\$54.50

44 In. by 22 In.

(For A. C. Operation), F. O. B. Chicago.

BALLY MANUFACTURING CO. 2640 BELMONT AVE. CHICAGO ILL.

John A. Fitzgibbons, Inc. Eastern Distributor, 453 W. 47th St., New York, N. Y.

BIG BANK NITE

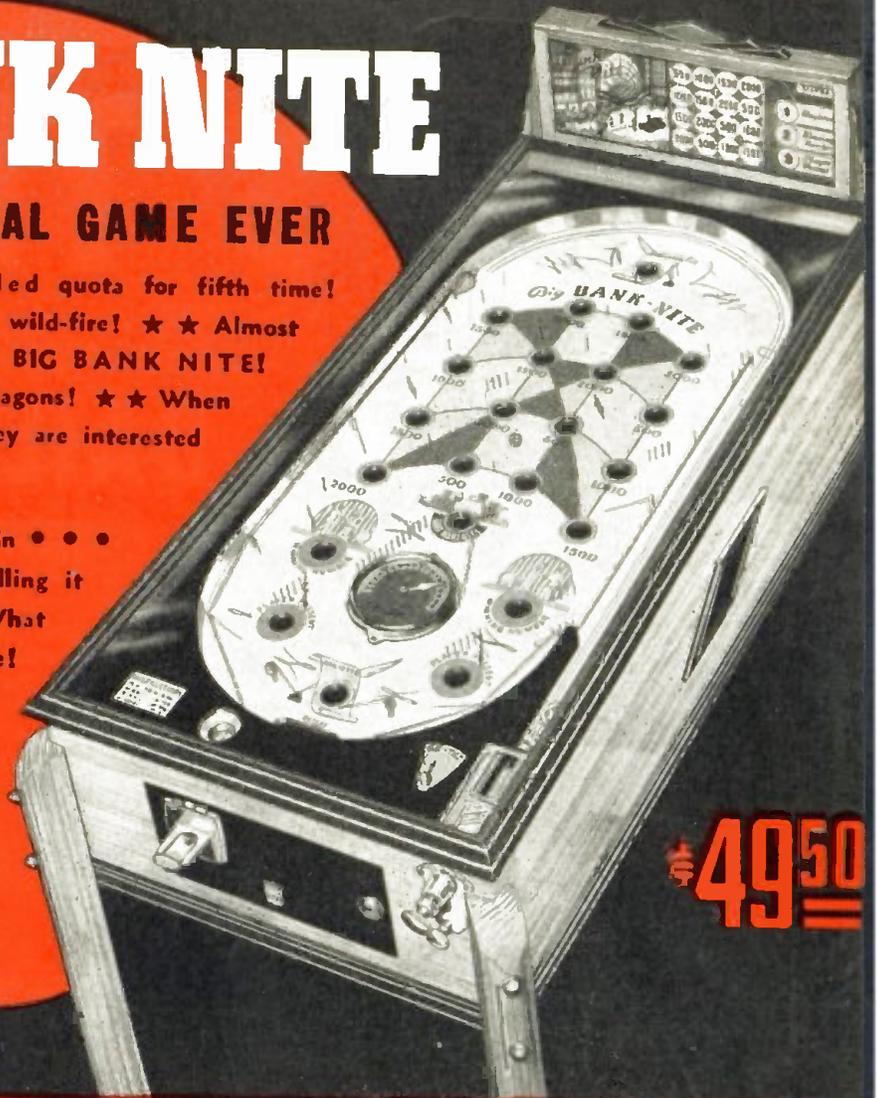
...MOST SENSATIONAL GAME EVER PRODUCED

Again exceeded quota for fifth time!

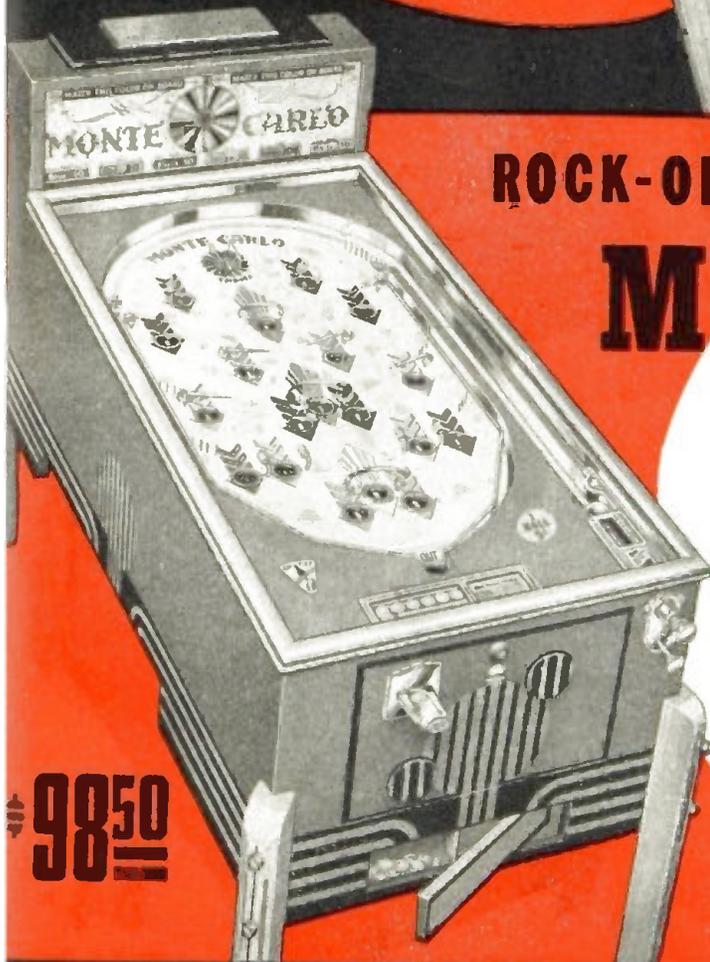
★ ★ New schedule run going like wild-fire! ★ ★ Almost every theatre is advertising YOUR BIG BANK NITE!
 ★ ★ Some with big display Band Wagons! ★ ★ When people see BIG BANK NITE they are interested and intrigued at once!

★ ★ What's more, they play it again • • • and again! ★ ★ Operators are calling it ROCK-OLA'S REPEATER! ★ ★ What a buy at the extremely low price!
 ★ ★ Get in touch with your Distributor Today!

★ ★ BIG BANK NITE is a Profit-Producer on ANY and EVERY LOCATION!



\$49⁵⁰



\$98⁵⁰

ROCK-OLA'S NEW MONEY MAKER!

MONTE CARLO

It was the "Count of Monte Cristo" who thought he had corralled all the money in the world, and exclaimed: "The World Is Mine!"

MONTE CARLO does not promise to collect all the money on a location, but it does promise to equal any other performance!

A B T's new 400 Escalator • • • large colorful spinning disc on back-board which matches 6 colors on playing field. What a riot of Color, Flash and Pep! Only 5 batteries • • • new spring action • • • ROCK-OLA's new 12-way bouncing springs • • • no bulbs to burn out • • • no charge for check separator • • • This new, one shot payout was originally scheduled for \$149!

Large production opportunity is your gain! MONTE CARLO will surpass your expectations!

Send your order to your distributor at once—NOW!



ROCK-OLA MFG. CORPORATION, 800 N. Kedzie Ave., Chicago, Ill.

Operators
it's here!

A Tested and Proved New Skill
Game *Guaranteed* to Make
You Real Profits or Money Back

TALKIES ...

RADIO ...

TELEVISION ...

NOW - *The New, Improved*

Hollywood

ELECTRIC EYE RIFLE RANGE

The same electric principle which made talkies possible now brings you an amazingly new and fascinating game—The Hollywood Electric Eye Rifle Range! A scientific, foolproof, and trouble free game that is sweeping the country as nothing has since the Three Bells. The Hollywood is not to be confused with the average thirty or sixty day flash. It combines the thrill of the ever popular shootin gallery and the urge in all of us to shoot a rifle with the mysterious, attention getting, photo electric principle. Tests made in 78 different locations prove that 8 out of 10 persons that play the Hollywood become permanent patrons. As a big profit maker it is without eq

AVERAGE LOCATIONS NETTING \$164 WEEKLY

Exhaustive tests made in various type locations have proved The Hollywood will net at least \$164.00 weekly —month in and month out! But—you say: "I have read similar claims many times before." Don't take our word for it! Find out at our risk. Read our Money Back plus Freight offer!

- ★ Safe and Trouble Proof!
- ★ No Explosions or Smoke!
- ★ Uses Army Type Rifle!
- ★ New Pay Out Feature!
- ★ Plug in and Forget It!

Pay Out Possible with New Bull's Eye Feature!

In addition to an Automatic Totalizer, which lights up the number of ducks hit in the lighted panel in the center of the cabinet, the Hollywood has an exclusive new bull's eye located directly below the moving ducks. After the player has succeeded in hitting the Bull's eye as many ducks are scored as possible. 10 shots are given with each coin. Here is a "pay out" feature that is a "natural."

**MONEY BACK PLUS FREIGHT
IF YOU ARE NOT SATISFIED!**

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