The World's Foremost Amusement Weekly

TITO GUIZAR
International Star of Radio, Screen, Stage and Concert
Starring in His First Mexican Picture, 'Alla En El Rancho Grande'

OCTOBER 17, 1936

15 Cents
MAGIC
THE NEW YORK SUN — IN THE CAFES AND SUPPER CLUBS
As for Gali-Gali—well, he's still tops. Perhaps it would be better to confess right off that he is and always has been one of our favorite entertainers. Anyway, the young Egyptian still is puzzling and delighting his audiences with his baby chickens, which he produces from the pockets of unsuspecting guests, and with his many other tricks.
—MALCOLM JOHNSON.

TIMES, DETROIT—JUNE 2, 1936
The most amazing sleight-of-hand work that Detroit night club patrons have seen in some time is being performed by Gali-Gali, the mysterious and affable Oriental appearing at Blossom Heath this week. Gali-Gali takes chicks from pockets you've explored before, cards from under your eyes and everything but the check from your table.

DAILY MIRROR—WALTER WINCHELL ON BROADWAY
Gali-Gali, that magician with the swift line of blab and amazing stunts, is better than ever at Versailles.

NEW YORK AMERICAN—APRIL 5, 1936—CHOLLY KNIKERBOCKER OBSERVES
It was very, very amusing the other night at the Rainbow Room to watch Gali-Gali, the Egyptian magician, extricate squealing baby chicks from the trouser pockets of the male diners. With the unexpected appearance of every chick there were gales of laughter from the fashionsibles. It may have been naughty of me, but I could not help but hope Gali-Gali would pick a few from the impeccably coiffured of "Hapie" Wiborg! Gali-Gali certainly missed his golden opportunity to achieve social immortality.

THE BYSTANDER, LONDON—OCT. 9, 1935
Luxor. Gali-Gali. This smiling young man is a better conjurer than ever. He has five small yellow chicks that appear and disappear in a bewildering way. Their owner seems able to secrete them in the breast-pocket of a guest's coat without the guest having any idea of the transaction having taken place. Like tap-dancers, good conjurers are always popular in London—another sign that the Englishman doesn't grow up.

GALI-GALI MAGIC MAKER
LONDON
BARCLAY HOTEL 14 weeks doubled
SAYOY 14
RITZ 4
GROSVENOR HOUSE 4
CARLTON HOTEL 4

THIS PAST YEAR ON THE CONTINENT
FRANCE
AMBASSADOR DEAUVILLE 3 seasons
AMBASSADOR CANNES 3
MONTE CARLO
CAFE DE PARIS 4 seasons doubled
NEW SPORTING CLUB 4 seasons
MONTE CARLO 3 seasons

BAGDAD PAVILION PIER
PARIS
HOLLAND

CURRENTLY
VERSAILLES RESTAURANT, N. Y.
8th WEEK
BUILDING METROPOLITAN, Oct. 10.—Uncertainty to our readers is the expected opening for the second week of performances in the new Lincoln Theater, 1534 Pennsylvania Ave. N.W., Washington, D.C., on Friday, Oct. 13. The Lincoln, which recently opened, has been in operation for several days and has had a successful run of performances. Performances continue through the weekend, with the opening of the second week on Friday, Oct. 13. The Lincoln is a modern, well-equipped theater with a seating capacity of over 1,000. Performances feature a variety of acts, including vaudeville, dance, and music. The Lincoln is managed by Mr. and Mrs. John P. Johnson, well-known figures in the entertainment industry.
Film Interests Ask Reversal Of Philly Ban on Double Pix

U. S. Court withholds decision—circuit claim federal laws don't apply—claim film exhibition purely "local"—indie exhib claims restraint of trade.

PHILADELPHIA, Oct. 10.—The picture interests on Tuesday asked the Circuit Court of Appeals in the Pennsylvania dual-circuit case that the industry's ban on duals in independent theaters is a conspiracy in restraint of trade, in violation of the antitrust laws.

Decision of Judge George A. Welsh was made on January 31, 1938, and took effect March 31, 1938. The re-arguments were made by Edgar L. Weil, New York, representing Paramount Pictures, and J. A. C. Crum, Detroit, for the Lehigh Distributing Corporation, who was the Wolf, of Philadelphia, for First National Pictures. Judge Welsh held that the exhibit by any independent exhibitor of the war and the City Council in June.

Philadelphia Kid Ruling

DETOIT, Oct. 10.—The Detroit Common Council has passed an amendment to a city ordinance declaring that the law passed during 17 years of age must be accompanied by adults to attend theaters after 8 p.m. The amendment provides that children attending theaters at night must be under 18 p.m. except during school vacations.

Trio's Form Artists' Syndicate

NEW YORK, Oct. 9.—William Miller, Lester Lee and Matty Mose, agents, have announced that they will form a syndicate under the name of Artists' Syndicate of New York to book features in the Radio City. They will handle performers for radio, theater, films and night clubs, with Joe Buly assisted with the office as night club contact man.

Rodeo, Cafes, Legit Do Okeh In N. Y.; Football Crew Helps

NEW YORK, Oct. 10.—With the rodeo opening leading off events of the week, Broadway amusement promotions had a busy show. The 14th annual stock show opened at the Empire and St. Helena Tuesday at the Empire and St. Helena in the Lincoln Theater. The stock show opened Monday at the Manhasset. The admission price is $1.00, with a touch of the Rose Bowl also this evening after a short story.

Federal Theater Negro Unit Presents Andre Obey's "Noah"

NEW YORK, Oct. 10.—Noah, the fifth production of the Federal Theater Negro unit, lastly unowned itself Wednesday night at Harlem's Liberty Theater. Adapted by Carl Moss from the English text of Arthur Wurm, who translated the French from Andre Obey, the parable of the saving of Noah and the flight of the Lord's ship out of Egypt was produced in Harlem in the present setting of His Lord and Master. The treatment accorded him, seemingly both by the religious and by the secular leaders, who were both impressed, was not without the same for him. But a rainbow, magically appearing, sets him free. In the end.

Cost leads off with Thomas Moody, Charles Taylor, Joseph Sloane, Fritz Reiner and Rose Button in the remaining roles of Noah, Japheth, Shem, Ham and Noah. The production includes Rose Button, Pearl Gilbert, Charlotte Williams, F. J. Conley and others.

Coast Union To Take Action

LOS ANGELES, Oct. 10.—Following the failure this week to establish a clarification of the situation of the Roosevelt Public projections, Local 150 and Myron Shell, president of the Los Angeles chapter, announced, union board of directors will probably take drastic steps, it is predicted, in the event of a general boycott and picket. Such a boycott was launched by the American Amusement Federation, comprised of projectionists, stagehands and musicians.

More on Raymond Theater follows efforts of the last week to settle with the one specific union booth operators and is part of a campaign being waged to unite all independent picture houses in this area. Number of days of their strike using non-affiliated help will meet with reprehensive. A three-week action had to fail due to the disinterestedness of the exhibitors in recent movie, Okeh.

Ciney Federal Group

SOEURS WITH "LANGUAGE"

CINCINNATI, Oct. 12.—Cincinnati Central Theater group and Columbia Theatre, in conjunction with Mr. Frank's Another Language at Emery Theater, is now in full swing for the first five nights of the engagement. The three thrills were presented on the stage and at the box office.

The little local ladies who were in the theatre's company Saturday, July 12, were in good repair.

Local project is divided into groups—dramatic and musical, with Theodore Hahn, member of the group in charge of both. The musical unit has been under way before on the lake in Burnett Woods here, the presentation involved 75,000 people in two weeks in addition to the large number of people who went to hear the local music festival. The local music festival was in Another Language.

Tito Guizar

(Tito's Week's Cover Subject)

Tito Guizar started his college career with the idea of becoming a man of the future, but he has been medically limited—"not professional"—his inclination toward music came naturally and, as a singer not too much surprise was occasioned by the presence of Tito Guizar in the same city and studied music seriously and, in 1925, after leaving the university, he returned to the United States and studied at the University of Texas. After three years he worked to the capital city of Mexico City, where he opened at the Paloma Theater in Mexico City and was able to find roles in Mexican theater. Since then he has played not only the top ten commercials on radio—"For Woodward's, Borden's, and the Swift Company's advertising campaign in vaudeville tour from coast to coast for the American Tobacco Company. He has been heard in both English and Spanish and is widely known for his first Spanish picture, "Ala del Rancho Grande," and his world's tour October 6 in Mexico City. His last appearance in the U.S. was in Chicago as a headliner in the Chico line-up on the Chicago stage.

Tick Roll or Machine Folded

$10,000 $17.00
AFM Watching Sub-Agents; Probes High Commissions

**Musicians’ federation lists 600 associates of licensed agents—keeping out those on unfair list is under way —also watching for “exorbitant commissions”**

NEW YORK, Oct. 10—Agents on the fast lane have no work under contracts signed with AFM, according to plans laid before the AFM executive in charge of the licensing department. A listing is being compiled of the associ- ation’s agents, of course, responsible for the 600 who have been sanctioned. These agents will have to straighten out their methods of operation or be excluded from the group of licensed agents.

The AFM is also watching the commission angle closely. A high commission is not acceptable to the AFM, but the board has not yet set a percentage. It is said to be about 10 per cent, but it probably will be an act of the union. All new commission charges are to be approved by the board of directors, which will also have to give its approval to the AFM’s commission on the new commission rate.

The board has been in trouble with the AFM before...

**American Federation of Musicians’ Un- licensed agent, according to plans laid before the AFM executive in charge of the licensing department, is keeping records of the associ- ation’s agents, of course, responsible for the 600 who have been sanctioned. These agents will have to straighten out their methods of operation or be excluded from the group of licensed agents.

Isaac Van Grove “Hired” By Mass. Music Project

BOSTON, Oct. 10—Massachusetts Federation Music Project, episodic, has reached new heights in the casting of direction this week when it “hired” Isaac Van Grove, former con- ductor and musical director of the Chic- cago Civic Opera Company, to come to Boston as conductor of the Federal Music Project’s episodic project. In addition to the new position, Van Grove has been selected as one of the members of the national organization.

Hamid Unit Plays Philly

PHILADELPHIA, Oct. 10—George Hamid Unit, Inc., a novelty act of Light’s Variety, has been signed to appear in Philadelphia on October 10 in connection with the hiring of Van Grove.

Brockton’s Four Days

BROCKTON, Mass., Oct. 10—Miss Pearlstone, featuring “The Modern Theater” in a four-day run, has just come to town. Miss Pearlstone, with a record of having played to more than 20,000 spectators, including the famous at the larger Canadian and American conventions and expositions, will mark the first time her show has been presented in this section. The show is being advertised through the newspapers and on the radio.

Brookstone’s performance at the Opera House will be a major event in this city in the next few weeks. The Opera House is closed every other week for the summer season, but the show will be open every other week for the “The Modern Theater” performances.

BOOKING WOODSTOCK, III.

CHICAGO, Oct. 10—Arrangements have been made by the New York, New Haven and Hartford system for the Woodstock office here by the Anderson Circuit to furnish four act-revue teams every other week for the Miller Theater, Woodstock, Ill., beginning tomorrow night. The first show will be presented.

Nebraska U Students in Tift With Union on Bands

LINCOLN, Neb., Oct. 10—Action taken last week by the student body of the University of Nebraska that no name bands will be reorganized at the big campus wide show was not made.

Tift started when President O. G. Zellers, of the local musicians’ union, stopped his foot on the college spec- ial dance events, saying: "All organized bands can’t do. I have no more small, if putting on a foot slide would be to bring in someone to play it or no union bands could play comic or dance events, say: "A body of the Union is in order to make use of "canned" music rather than pay the additional freight for the week-end affairs. If adhered to, action of the Lincoln local will knock a big hole in the University band business for non-union bands.

Pitt Variety Club Date

PITTSBURGH, Oct. 10—Annual banquet of the local Variety Club will be held at the William Penn Hotel October 25. George Hetzel, Harrisburg, chairman of the event, reports that a surprising number of invitations have been returned, with all Variety Clubs in the country to be represented by delegates.
**The Billboard**

**RADIO**

**October 17, 1936**

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**ALLLOCATION TESTIMONY**

Various Interests Give Version On the Best General Procedure

Regional and clear channel groups heard in part with NBC on deck—Chambers and Maland praise high power's effect, latter claiming benefits to local stations

**WASHINGTON, Oct. 10—**The much discussed "informing engineering hearing" of the Federal Radio Commission for Wednesday and Thursday next week to run will on towards October 17 to determine such "channels, if any, are desirable and necessary to carry on the engineering principles of the broadcasting system, and such engineering principles that will result in effective engineering in the public's broadcasting system." Judge Byers, chairman of the division, had divided the proceedings into two sections: the engineering, had called attention to the fact that in his opinion the time had arrived for co-operation between radio manufacturers and the governmental regulatory agencies, where the most complete information available with respect to the view of industry of the broad question of allocation, not only in its engineering phase but also the social and economic phases. With possibilities for so many different views between the so-called big fellows and the little fellows in the broadcasting field, radio power, the hearings were likely to be away before they took on a solid character as between proponents of a greater allocation to the "big fellows" as a rule, and a group of several among members of the group of "little fellows" as a result of a private radio power for educational purposes got into the picture and telegraph, with all that it may mean, near to seat. Testimony may be given in pro and con as regards the high power problem and the major broadcast band was expected to be reduced to something near at least an ultimate number of applications which could be made before the commission for authority to step up power of stations submitting such applications.

A rather dramatic break, however, in the ration of the hearings, now operating on clear channels came early in the hearings when Columbia protested the fact that an increase in the maximum power of the big broadcast band from 50,000 to 75,000 watts would operate to make the big broadcast band even more unviable. In the hearing, however, Powell Crookley, Jr., of the Crookley Engineering Co., that the Pacific accident reports state that Conklin was riding north from California when the accident occurred.

**Jack Couglah Is Injured**

SAN FRANCISCO, Oct. 10—A man in serious condition in the local hospital. Francisco and Pittsburgh radio an- nouncers, is in a Eugene, Ore., hospital after being involved in an automobile accident. His name was not obtained in the case of an application for broadcasting privileges by Mr. Powell Crookley, Jr., that the Pacific accident reports state that Conklin was riding north from California when the accident occurred.

**NBC Daytime Biz Up 13%**

NEW YORK, Oct. 10—NBC day time revenue reports for the first half of 1936 show an increase of 13 per cent over the same period last year. Last year the total was $3,613,767. This year it jumped to $4,096,842. To date, if advertisers were not watching a weekday weekday day time last year has used network this year.

**Joe Kelly Leaves WLW**

CHICAGO, Oct. 10—Joe Kelly one of the well known station hosts in the Chicago area, has resigned from his position as announcer of the new program sponsored by a breakfast food company and as host of "The Sunday morning program" sponsored by the National Bureau of the Metropolitan Broadcasting system. Kelly joined the program in 1934 and has been with the station since then.

**The Metropolitan**

253,010 Visit WGN Studios

CHICAGO, Oct. 10—The degree of interest shown by radio listeners to view visual broadcasts was indicated in an announcement by WGN this week when 253,010 persons have been admitted to the station in the new studio, which seats 600, and 2,852 persons have been conducted on tours the building.

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**Marx Bros.-Spud Deal Called Off**

L.A. ARRANGEMENT

LOS ANGELES, Oct. 10—With $30,000 per week production budget not considered too large, Spud Wulfin, head of the Marx Bros. Enterprises, yesterday announced that the Marx Bros. will not enter the film industry. Spud Wulfin was quoted as saying that the Marx Bros. have not yet been able to locate a suitable deal, but will be looking for a purchase of rights to the Marx Bros. act next year.

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**Not an Agency, But Collects Commish**

NEW YORK, Oct. 10—Despite definite ruling to the contrary in the past, NBC, CBS and WOR are booked as a "non-recognized" advertising agency and paying the regular commission for the business.

Publicity Associates, a press agent outfit that recently has been booked on WOR, has not been included in the above ruling, and apparently is not considering the agency as a "recognized" outlet for their clients.

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**Spalding Polls For Movie Tieup**

HOLLYWOOD, Oct. 10—one of the most persistent efforts to stimulate motion picture theater box office re- suits has been the promotion by Danny Winkler, radio agent, and Paul M. Brandt, advertising man. Contest requires the achievement of a record between pictures and radio and calls for a national poll of movie patrons, to be distributed to be published for best comments.

Both Winkler, who is radio consultant for the Metro Pictures Corp., and Mr. Brandt, who heads the advertising agency, are expected to be at the Oscar party on November 3rd, looking forward to the result.

**Top price would be $10,000 in each of the leading cities, with each grade down to $10. Entries are received by the advertising offices, with two winners from each city to be selected by the judges.**

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**Scripps-Howard**

In "Commercial Appeal" Deal

NEW YORK, Oct. 10—Purchase last Tuesday by the Scripps-Howard outlet of the Commercial Appeal for $5,000,000, in Memphis, Tenn., brought with it the acquisition of the former Associated Press or Memphis. Stations were the property of the Scripps-Howard Publishing Co., which owns the Commercial Appeal. The Associated Press and the stations will continue under the control of the paper.

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**Conservative Paper**

Ties Up With Radio

NEW YORK, Oct. 10—The New York Herald-Tribune, a conservative daily that prints a popular radio program listing, is now printing a full copy of radio listings in its weekly city edition.

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**MBS To Sell N. Y. Market Thru New Boston Office**

BOSTON, Oct. 10—The Mutual Broad- casting System will invade the New England market by establishing an office in the north of the state. MBS will be represented by the new office.

Paul A. Belaire, New England sales representative of WBEZ, was assigned to the Boston office as a result of his efforts on the market.

**WABA, the Colonial network.**

BOSTON, Oct. 10—A new station, WABA, is in the hub of the station on the eastern seaboard, and is expected to have a great deal of influence on the radio market.

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**Radio five years, three as salesman with WPRO, Providence, who was due to be appointed sales manager of the station. He left to join NMC-WLZ, Boston, as New England sales representative. His current promotion is a far cry from his earlier days, but his years at WABA in charge of ad sales have given him a strong background in the field and have made him a strong advocate of the new station. His background is from a background in the field. His background is from a background in the field. His background is from a background in the field.

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**Students cue the program via their school radio station, the School Radio Station.**

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**WMC-WNBR**

To Scripps-Howard

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**Will be followed next week. By the last week of January in the book section of the Sunday issue, with other top sports for coming weeks.**

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**Commentary on the book of the week, "Intended City," by the Intended City School.**

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**University at New York College.**

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**Nuclear High School Radio League consists of 20 high schools in the state.**

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**Both the paper and station figure to reap the full crop of plaudits and listeners.**
Unions Sounding Engineer Ranks

WASHINGTON, D.C., Oct. 10—Modu-

led strike authorization on radio engineers has been further dis-

turbed by the start of an intensive or-

ganizing campaign by the Communications 

Industrial Telegraphists' Association, the 

ARTA, and the newly formed West Coast 

Maritime Federation, which has an APL 

charter, made up of ship radio operators 

and railroad telegraphers and recently 

awarded a large order of strikes against shipping companies.

Radio campaign being centered in 

New York, where the radio engineers have been the 

most successful among the independent operators in the United States. The campaign has been success- 

fully organized by the new West Coast Maritime Federation, which has an APL charter, consisting of ship radio operators and railroad telegraphers and recently awarded a large order of strikes against shipping companies.

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**WICC** has canceled all programs employing the use of photographic records and a new series of high fidelity transmissions will be used instead. At the time of newspaper inspection, WICC ran its usual program. The occasion being two weeks before her birthday. The station's new director will be in charge of the new program details.

**West Coast Nites; New Juvenile Show**

**SAN FRANCISCO.** Oct. 19—Cable car company to plug its Miami-Meccan has inaugurated a three-weeks' weekly—Junior Broadcaster's Club on NBC's KROK, San Francisco, for 13 weeks starting September 28, and the Monday and Wednesday show at 3:45 a.m. features Charles K劳, supported by Richard Burton and Ord in a short. Tuesday, Friday's broadcast, which K劳 is from a distance, four months after his 18th birthday, is to be broadcast. The show is broadcast on KFRC, San Francisco, at 9:30 a.m. every week under sponsorship of Bodega Bay Company. Program is designed to assist and instruct boys in football knowledge and is prepared by former Stanford U. football star, but Mel Stein, station announcer, will assist. The show will be broadcast for pay. Bobby Grayson's Football School of the West coast is being sponsored over KFRC Thursday nights at 8:45 p.m. under sponsorship of Bodega Bay Company. Program is designed to assist and instruct boys in football knowledge. Lessons and information are prepared by former Stanford U. football star, but Mel Stein, station announcer, will assist. The show will be broadcast for pay.

**JAYSON SISTERS**

**BRUSSEL CASINO, Brussel, Me.**

**Tito Guizar**

**Radio Star of The Week**

**COAST TO COAST**

**Teletype**

**WALTER**

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Program Reviews

EST Unless Otherwise Indicated

Chick Mecchan's Round Table
Reviewed Saturday, 9:30-10 p.m. Style—Radio, TV, Movies, and Music. Tom Trommer, Inc. Station—WOR (New York).
For 10 years now Chick Mecchan, football authority and humorist, currently at Manhattan, has been holding forth to his devoted fans through the League each Saturday night in the Hotel Pennsylvania. Coaches, players, newspaper men, radio announcers and collegians, and standing invitation to come and hear this man of the people, is a reference to the intercollegiate schedules, football authorities and sports writers. For a week ago that huddle spot after the Saturday game.

While the boys talk Mecchan, with a leash mail, stroll from group to group and laugh, the fans, who can almost feel the bug. Program did a short session at end of season last year over WNY, New York.

What had all the earmarks of an interesting program about a most timely subject wound up in a dull repetitious show. Under the added handful of cheeky, owning commercials, the continial chatter that imparted nothing new to the listener magic.

On program caught seven "huddle" were Mecchan himself, four of his regulars in each case was made clear by Mecchan before breaking to and use of first names in talking to other groups. The local and intercollegiate games but nothing of the current news and weather and watching of dial tone. They continued to discuss the games and other fellow's team and ability.

Outside of the grand delivery of Riley Smith, Mecchan's high Isham Jolie snarly ruminations of the others, and the huddle spot, hardly any of the show was a fine sense of comedy and took a sound ribbing about his crying towel, nothing whatever happens.

Program is up against stiff network competition. How much more to than much to the sputter. But the raw material of which is a series of puns and dinging Trommer beer and ale may get a break.

Metropolitan Coal Variety
Reviewed Wednesday, 7:30-8 p.m. Style—Variety show. Sponsor—Metropolitan Coal Corporation. Station—WOC (Boston).
Metropolitan Coal Company, with 29 branch offices in Massachusetts and in its second era of production presents a program that is WOC's biggest dispenser of a pay check for a series of programs. This is the first of three shows the company has scheduled.

The show sweeps thru a warm half hour with a cast of 24. A. H. L. Smith, N. T. (Newcomb F. Thompson, Boston Evening American) a half hour announcer. The show is con- ducted from two studios via the radio route. Organ and solos in one and Harold's voice the other.

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FRANK PARKER will not join the Chicago orchestra in the future, according to a company statement. The orchestra will return to the Central in the near future. While it is not known whether the company will continue to publish records in the future, it is expected that the orchestra will return to the Central in the near future.

Since the Good Will Court program went on national networks, all of the company's independent stations have been broadcasting the same programs. The major networks, including CBS and NBC, have been broadcasting all of the company's programs on a one to one basis.

One of the largest productions for which the company has been responsible is the "Tango of Rhythm," which is being presented by the company under the direction of Pierre Andre, who is also the general manager of the company.

"I'm sorry," said Pierre Andre, "but I can't tell you when the production will open. It's being presented by the company under the direction of Pierre Andre, who is also the general manager of the company."

The company's marketing department has been working closely with the production department in order to get the best publicity possible.

"I'm sure," said Pierre Andre, "that the production will be a great success. It's being presented by the company under the direction of Pierre Andre, who is also the general manager of the company."

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NIGHT SPOTS, ORCHESTRA, MUSICAL

October 17, 1936

NEW YORK, Oct. 10.—As part of their plans for a week's tour, the Big Four, one of the largest orchestras, are playing on the stock market. The orchestra is headed by the famous指挥家 M. M. Elsberg, and its programs include a variety of music, from popular songs to classical works.

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FRISO AGENCY

Books 12 Clubs

SAN FRANCISCO, Oct. 10.—World-renowned author, critic, and editor, Critic and Book Reviewer, on occasion, is also a musician. An ancient "landmark." is the San Francisco Public Library, a true treasure, where the visitor can find books and music, a variety of interests. The library is also a gathering place for the city's cultural community, providing a quiet and tranquil atmosphere for reading and reflection.

Black Cat, New York

The only Greenwich Village night spot using all-colored talent, this cellar club (called New York City's oldest night spot) was opened on October 8 and is gaining a bustling little floor show. The club is decorated with white and red, and the walls are adorned with mirrors and paintings. The stage is situated in a corner of the room, and the audience is seated on a platform above it. The club is open every night, and the admission is free.

Gibson's New Policy Is Off to Good Start

CINCINNATI, Oct. 12.—George Gibson and his Orchestra, who have taken over the Floridente Room of the Hotel Gibson here last night, concluded the first week's engagement, which was successful. The policy of using only members of the orchestra in the bands is a popular one with patrons. The orchestra, under the direction of the manager, Mr. Gibson, is playing a variety of music, from light classics to jazz and popular songs.

Get Incorporation Charters

ALBUQUERQUE, N. M., Oct. 10.—Organized to incorporate the Towne & Harris department store, the incorporators, Alfred Towne, Fred Harris, and Robert M. Towne, have filed articles of incorporation in the New Mexico secretary of state's office. The incorporators, Alfred Towne, Fred Harris, and Robert M. Towne, have filed articles of incorporation in the New Mexico secretary of state's office. The incorporators, Alfred Towne, Fred Harris, and Robert M. Towne, have filed articles of incorporation in the New Mexico secretary of state's office.

Dance Hall Destroyed

DENVER, COLO., Oct. 10.—Fire recently destroyed the Mizpah dance hall, scene of many a social event in the area.

WESTMINSTER HOTEL, BOSTON

Don Perlo and his NBC Intercollegiate Band, who have been touring the nation, are now in Boston, where they will give a performance at the Westminster Hotel. The band is composed of students from various colleges and universities, and the performances are always a huge success.

N. Y. Big 4's Heavy Grosses

NEW YORK, Oct. 10.—Big Four of the nightly club field, the French Casino, Hollywood, Paradise and the recently reopened Cotton Club, are playing to capacity grosses, according to reports. The Cotton Club is the only one of the four to be closed during the past year, and is now playing a full house every night.

Just a Reminder

LINCOLN, Neb., Oct. 10.—Tomm Gentry's theme song was a big hit with all the patrons of the show. The show was held every Thursday night for several weeks, and the Cotton Club was filled every night.

PHILADELPHIA, Oct. 10.—At the opening of the new Musical Hall, the orchestra played a selection of music, including some of the most popular songs of the day. The audience was enthusiastic and the performance was a great success.

Frank Sebastian continues to operate this spot seven nights a week, drawing capacity crowds. The Bob and Bertie dance hall, located in the heart of the city, is a favorite spot for locals and tourists alike. The orchestra, under the direction of Bob Manna, plays a variety of music, from jazz to classical, and the dance floor is always packed with people.

Song Club, Clyde, N.Y.

The only Greenwich Village night spot using all-colored talent, this cellar club (called New York City's oldest night spot) was opened on October 8 and is gaining a bustling little floor show. The club is decorated with white and red, and the walls are adorned with mirrors and paintings. The stage is situated in a corner of the room, and the audience is seated on a platform above it. The club is open every night, and the admission is free.

Brown Derby, Boston

The Brown Derby, located at 111 Clinton Street, held its fall opening last week.

College Inn, Chicago

Completely rebuilt with the decorations in the interior of a circus big top, this lively spot's fall season got off to a splendid start with a program of the most diversified and dazzling entertainment.

Cotton Club, Culver City, Calif.

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E N R I C H AND NOVELLO dancers opened October 9 at the Congress Theater, Chicago, for a successful run. VINCE DUNAN, who played 14 weeks at the Hi-Fi Moon Club, New York, last summer, is now in his fifth week of a return engagement. Kiki Duvall is his assistant. E. N. now is presenting a comedy musical and band on a prize-winning and popular route for night spots around New York. AL DIAMOND is providing a floor show at the Elgin Inn, Big Spring, N. J. Current are Mike Brown's Band, Helen Eldridge, Al Stone and a line of six girls.

M U T U A L ENTERPRISES, Montreal, is sponsoring the shows into the Cities, Montreal, Cleveland. Current Bill is Eden Mack, Bob Bleton, Teo Diamond, Myra Roberts and the Eunice and Leon Kofman for the Boots McKenna trained the line and did an initial showing at the show. MIAO, musician, has returned to the Bijou Theater, New York, being recalled two days after closing.

LOU SCHMARTZ is planning to reopen the Richman Club, New York, at the Flora's Room.

D I E R Y L Y N N is playing the Savarin Club, Buffalo. Indefatigable Eugene School and Dunn go into the Club Canzoniere, New York highly, accompanied by one of the most interesting radio music directors.

DOUGLAS ORANVILLE is exclusive event for the Cleveland Room of the Biltmore Hotel, Cleveland. Current is Donald McGrady and band and Elenore and Raymond Royce. Tickets return to New York from London next month.

TEX CHAPMAN is a prince and leaves night clubs at radio. Starting a WNEW (New York) continuing series this week.

W I L L I A M SCHILLING, vaude agent, has just joined the Harry Kirby office, New York.

Bands and Orchestras

BETTY BRYDEN and her all-girl band are playing at Pontiac, Mich., for the month of February. Go into the Eastern Star Cafe, Detroit, Saturday, February 26 for the opening, and also at the Star, the last week of the month. Miss BRYDEN will bring with her a new and unusual program, sure to add a new dimension to her popularity.

JAN CAMPBELL, who played 13 consecutive weekends last season in these parts, is back in the same venue again this season. He will appear at the Ritz Theater, Chicago, Saturday, March 1, and at the Colonial, New York, March 3. Campbell's popularity has not waned since his debut here last season.

CONTINENTAL ORCHESTRA CORPORATION has booked Campbell's release concert, and his performance is expected to be one of the highlights of the season. Campbell has gained a reputation as a fine interpreter of popular hits, and his popularity continues to increase.

AL HAYDEN, one of the foremost bandleaders in the country, will be in residence at the Palace Theater, Cleveland, Ohio, this week. Hayden's band is known for its innovative approach to popular music, and his concerts are always highly anticipated.

Philadelphia, Oct. 10—In an effort to bring new life to the city's music Scene, the Continental Orchestra, under the direction of Al Hayden, is scheduled to perform at the Palace Theater. The concert features a variety of popular hits and traditional tunes, and is expected to draw large crowds.

New Philly Music Scale

PHILADELPHIA, Oct. 10—Alto saxophonist of the musicians' union is leading a charge in the city to bring new life to the music scene. They have been working closely with local radio stations and clubs to promote new talent and innovative music.

St. Paul Spot Reopens

ST. PAUL, Oct. 10—Hotel St. Paul's old Casino night club has reopened as the Club Casino, featuring Earl Smith's Orchestra and a new, innovative lineup of performers. The club has been closed since the summer, and has undergone extensive renovations to improve the overall experience for patrons.

George Stanley and His Original Crackers

(EDGAR, CLADIO, AND LUKE)

Comedy, novelty, successfully playing The St. Paul, Minnesota.

NEW PLAZA COMMODORE CLUB, DETROIT, MICH.

Little Johnny Jones

The Jolly Magician

See His Latest Amazing Creation

"The Balloons From Nowhere"

AMON AMOS

and his AUGMENTED CONTINENTAL ORCHESTRA

opening THE TRIANON ROOM

Hotel AMBASSADOR,

N. Y.

FRIDAY

OCT. 16th

BANDRIDGE, NEW YORK.

Management: ROBERT EARL

Interpretations in tempo

DRAKE HOTEL, CHICAGO.

Management: ROBERT EARL

LITTLE JESSE

The Billboard
Music News

Apropos of the season the Roy Music Corporation has issued a new song - "Meet Me at the Football Game." Those responsible are Johnny and Ole French, a Harvard graduate; Billy Red and Earl LeRoy. The song has already been included in Red Nichols’ repertoire.

A posthumous number by the late William Jerome, author of "Mr. Dooley", Scribner’s and other successful of by-gone period, is on the market. It is called "Where You’re Gone, Mother Who Know How To Make You.” Ahah Greenberg and Secora wrote many seasons ago, with Greenberg now in business for himself sponsoring it.

Another song by Jack Waverly has been added to the fast-selling catalog of the Empire Music Company answering to the caprice of Mr. Harry Heines. Art McKay has supplied the melody.

Bob Miller, of the Bob Miller Music Company, has received word that several foreign firms, one in England and another in Australia, are desirous of obtaining the publishing rights of Johnny Brenda’s latest song, "Let’s Do It.” Ennio Broderick, who is now appearing at the Victoria Palace, London, with his wife, Charlotte Artes, has made both contacts. Among the concerns interested are Prians, Day & Hunter.

Release of the numbers included on the second record after the University of Pennsylvania production, This Mad World, has been announced by the publishers, Words and Music, Inc. The second release is "Our Love Is Not a Joke. Something Has Happened to Me. Foolish Pantomime, You're My Best Bet. An

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DOILY, 50c. each.

ECHE VESSEL, 50c. each.

PUMPKIN LANTERNS. 3c. each.

Send for Large Catalog. Four Line of Heads, Chicago, Ill.

GORDON NOVELTY CO.

1930 Broadway, New York, N. Y.

Music News

Apple a Day, Let’s Take a Trip to Jamaica and New York. Fred Waring and his Pennsylvanians featured the selections of their Coast-to-Coast radio program last week.

Publishing rights of the outstanding numbers in the latest Nino Martini “Man” show, "Gee, Did You Ever," have vested with the Sun Fox firm. The top pleasure is "The World Is on Fire (Tonight) and Farewell, My Country.

One of the occasions whereby a song was named after a best novel is re- ported in the world of song, when "Wind, Thru David O. Selznick negotiations with the music publishers of the number, which, incidentally, also will figure in a picture of Margaret Mitchell’s popular story.

According to Francis Lubin, in charge of the Latin department of E. B. Marks, the publishers and composers in this field have a strong organization in their own right. It is known as Ananias, and is somewhat patterned after ASCAP in the English-speaking world. The firm, and just returned from an extended visit to London, is the committee that makes the decision as to which activities, the trio have practically a monopoly on all the important "plugs."

Ted White, who just completed his latest Broadway musical, "Moonlight on the Farm," stopped in Chicago last week on his way to Hollywood where he will collaborate with Jack Meekl.

George Dallin, Philadelphia rep for Shapiro, Bernstein, TREK to California’s Golden State for some concert solo.

Victor Young’s Arias has been promo- ted a premiere by Leopold Stokowski. Altogether, Stokowski plans to present 40 operatic Arias by native American composers, most of them as sympathetic with various music schools of the world.

Ada Brichter of Merchantsville, N. J., has had her " Rag Man " accepted by O. Schirmer, Inc., Mrs. Brichter is also preparing new songs for the forthcoming publication by Theodore Presser Company.

Beer Joint Band Helps Night Clubs

NASHVILLE, Oct. 10—Encouraged by the drive by authorities against small dance bands, the "rovey" beer parlor, local night spots, hope to be successful widows.

City and county authorities are now engaging in more active drives against song time beer joints where much rowdiness has prevailed recently. The drive was made against small dance bands.

Dave Producing Shows

DETROIT, Oct. 10.—Jack Davis has signed to manage and produce shows at the "Roxy". Place seats 600 have a nine-piece band conducted by Joe Keaton and Stu Stern. Joe Gordon operates. Davis deal is for six months. Opening show will include Lois Davis and Jaunita Dal.

Ann Arbor Bands Set

ANN ARBOR, Mich., Oct. 10.—With the 20th Century-Fox show in the city, the Steil and band are playing at the Rialto Ballroom at the Michigan State Fair. While Charlie Zwick and the boys are holding forth at the Michigan League. Second season for both.

New Copenhagen Nighterie

COPENHAGEN, Oct. 2.—Stefanoff, proprietors of Copenhagen have opened a film and dance spot, the "living, using good or- chestra and a big floor show.

Sheet-Music Leaders

Week Ending October 10

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the "Best Seller" list for the week was as follows: the "barometer" is accurate, with only minor fluctuations for day-to-day fluctuations. Number in parenthesis indicates position in last week’s listing.

1. "When Did You Leave Heaven?" (1)
2. "Star Fell Out of Heaven" (2)
3. "Let Me Tell You" (3)
4. "Foolish Love" (4)
5. "If I Had a Hammer" (7)
6. "Angel in Disguise" (8)
7. "I Remember" (9)
8. "What’s the Matter" (10)
9. "I’ll Be Your Gift" (11)
10. "I’m an Old Cowhand" (12)
11. "Over the Hill" (13)
12. "Beside the Organ" (14)
13. "Bye, Bye, baby" (15)
14. "The Country is Yours" (16)
15. "I’ll Sing You a Thousand New Songs"

PHONOGRAPH RECORD best sellers will be found on page 75.

M. P.’s Watch Salt Lake Dance Hall

SALT LAKE CITY, Oct. 10.—Since the departure of the dance hall Salt Lake police have been stationed on dance nights at City Hall to meet the problem. The women soldiers figured in this and the cases are being taken up on the public criticism. Adolph Brod’s band still makes the best use.

Jerry Jones has taken over the Rainbow Ballroom and is offering the complete service to the public dance halls. Jones leads his own orchestra.

Verdon Breithaupt and band are going up big at the White City, Ogden. "Bama Blues" has an open contract for Lagoon, Utah’s Coney Island. For three weeks.

Manager Thomas M. Wheeler of Salt air says the MDA plans of traveling bands, including one planned for bands of noted orches, built up dance business. The quartet is made up of excellent men, even these expenses were much greater. Ben Berns’s Band broke all records for attendance.

Athletic Numbers Popular in Philly

PHILADELPHIA, Oct. 10—Night club shows are displaying athletic tendencies. Last season was not even equal to the present season staging a basket-ball game during the summer. Pennslyvania"s cabaret scene as伯 achieved unprecedented marks. Paw opening of the new club, "The Spotlight on Steve Carlin, is the "Wizards Cabaret," an exclusive tree. The show, featuring a dance floor into a swimming pool, has a water ballet featured.

Plantation, Detroit, Opens

DETROIT, Oct. 10—Club Plantation, remodeled and enlarged, opened for the season Saturday. The opening was presented by Plantation Folks, by Leonard B. Bawden, from 1926 in cooling, with the orchestra standing. Featured in the Folks are the Edwards Orchestra, Alex Cotola, and Harry Proctor. The show promises to be a hit for the community. The opening gala was one of the most successful for a new Detroit night club.

P. Berle With Weber-Gordon

NEW YORK, Oct. 10.—Phil Berle, brother of Milton Berle, is now with the Weber & Weber-Gordon, Left the Jack Pomeroy organization for the new style.

WANTED :: ACTS

For Night Clubs and Charters for Entertainers in 5c-Wide World, New York, Charters, Midgets, Chorus, Razzles, Sirens, etc. WANTED.

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CRYSTAL BALLROOM LIGHTS, etc.

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395 Broadway, New York, N. Y.

Halloween Specials

The Billboard

October 17, 1936

Night Spot Orchestras-Music
Albany May Aid Flesh Campaign

Candidate for Senate to aid musician-actor drive—appeal to the governor

NEW YORK, Oct. 10.—The actor-musician fight to compel former vaudeville houses has received a new impetus from the campaign of Senator J. Levenbaum, now a Senate candidate in the Sixth District, a state senator from the district that, if elected, he will seek Governor of the State. The senator's campaign has been in full swing for the past week, and in an interview here yesterday he expressed the hope that the muscles of the state will be joined in the fight to support the former vaudeville houses.

Lyceum has asked the American Federation of Actors for aid in its fight, and the senator has promised that the AFLCIA will support the former vaudeville houses if they are elected to the Senate. The senator has also promised to support the Lyceum in its fight to have the state declared a steamship district.

Suspecting Wife

LINCOLN, Neb., Oct. 12.—Mr. and Mrs. James W. McVay, of Lincoln, have been suspected of being involved in a murder here. The police have received a telephone call from a woman who said she had found a body in the McVay home. The police are now on the scene and are investigating the matter.

Dows Add Four Spots to Books

NEW YORK, Oct. 10.—The Dow office has added four new spots to its list of house office. Two of the new spots, the Plaza, Harford, Conn., and the Hotel Lincoln, St. Louis, are to be opened as half-weekly shows. The other two, the Plaza and the Hotel Tryon, are to be opened as full-weekly shows. The Dow office plans to open the Plaza in November, and the Hotel Tryon in December.

Attractions In; Agents And Standard Acts Out

Field now practically limited to units, bands and "names"—poor market for standard acts—agents active in invading other fields—no change expected

NEW YORK, Oct. 10.—This season, more than any other season, vaudeville has become a money-making operation for the larger units, bands and "names," but the market for standard acts is limited. Agents are active in invading other fields, and the standard act is no longer a marketable commodity. The vaudeville circuit is no longer interested in the standard act, and the market for it is limited to a few special acts.

Flippen, Clark To Head Friars

NEW YORK, Oct. 10.—Jay O. Flippen, for abbot, and Bobby Clark for dean, have been appointed by the Friars Club for the year. The Friars Club is a famous organization of vaudeville and show business people, and the appointment of Flippen and Clark is a sign of the growing importance of the Friars Club.

Hollywood Hotel Unit Routed Thru December

NEW YORK, Oct. 10.—The Hollywood Hotel Unit, which was to open here this month, has been routed through the month of December. The unit was scheduled to open on October 10, but the routing has been changed to December 10.

Sanna and Loonis Hurt

CHICAGO, Oct. 10.—Johnny Sanna and Lou B. Loonis, vaudeville act, are in an auto accident in Kansas. The team had played a week in Kansas City, Mo., and was on its way to Topeka, Kan., when the car they were in was involved in an accident. The team was injured, but is expected to recover.

Brot and Shay, "America's Beau Brummel," are now featured in Anady Louky's Folies de Paris, set for four weeks at the Palace, New York. The act has been playing at the Folies de Paris for two weeks, and has been well received. The team is now playing at the Palace and is expected to remain there until the end of the month.

Folies De Nuit Unit

Cleveland, Oct. 10.—Folies De Nuit, under the management of Herman E. Williams, have been added to the West Lakes Exposition, which has been made into a vaudeville unit by Mr. Williams, breaking in a new company. The act has been well received in the city, and has been added to its list of bookings. The company has been well received in the West Lakes area, and has been added to the list of bookings. The act is now playing at the West Lakes Exposition and is expected to remain there until the end of the month.

Olsen and Johnson Unit

HOLLYWOOD, Oct. 10.—Olsen and Johnson, making pictures for Republic, have been added to a unit under Panchon & Marco sponsorship. The unit will open November 8 at the West and east coast.

Vaudville Notes
Loew's State, New York
(Special Tuesday Evening, October 8)
The newspaper splash gives the romance of Oliver and Sarah Churchill, the English statesman and his American wife, and the great popularity of a show that is to be seen on this stage.
Theatregoers may enjoy the show and be able to help the war effort by buying Liberty bonds, as is the case with the performance scheduled for this week.

Radio City Music Hall, N. Y.
(Radio Thursday Evening, October 9)
Current screen attraction at this show is "The Phantom of the Opera," starring Marta Scala, while the stage attraction of the week is "The Phantom of the Opera," starring Marta Scala, leading a 12-piece orchestra. The show was interrupted frequently by the audience's glowing applause.

State-Lake, Chicago
(Reviewed Saturday Afternoon, Oct. 10)
State-Lake, famous for its musical, makes its debut as stage director this week. The show, and its initial show is any event. The State-Lake patrons are given the thrill of seeing a musical production.

Roxy, New York
(Radio Friday Evening, October 9)
The ice-skating carnival came out of the Texas Centennial and holds top spots for the week with the usual numbers that the Ode poster group has presented.

Orpheum, Lincoln, Neb.
(Reviewed Friday Evening, October 9)
It's a good bet the show will be a success in this state, and the audience will be enthusiastic about the performance. The show is a good one for the military fan.
Fay's, Philadelphia

(Reviewed Tuesday Afternoon, Oct. 4)

Current bill, Paying All Stars Revue, puts out a snappily hour's interlude.

Nothing too remarkable, but satisfying in the entertainment groove. Pie is Second. What with the variety of songs, the upgrading of shorts to bottom. Downtowners more than half full on the overhead.

Alto Harry Savoy is on tap to emce," says the press release. Harry Savoy, that ties it all together as a prepared text. He appears on stage, boards on, and a stage as much as any other. Savoy has a steady beat for himself, in such an eye-catching way that does the sell-see job. For the following act, a solo violin, he has Lita Santelli, who pipes a couple of Italian folk pipes and makes 'em give a smile.

Starter food again for a ballet routine. Diana and Evaline set the pattern best here as having everything for coeds, having an appeal. Features Legends, a sequence with Betty Margot, Mabel, Flora Starlight, and the Sharp Twins in special spot, and top bill, with cast that is a first rate. The Sharp Twins do nice toe work as their specialty, and not the least, a dance of the "Philosophical" kind, is a jovial personage with stuff that is punch throw. He's a little off, of course, as is a question of how certain music affects the body and nature. Tunes a-choo, a dance of bits that are to the music. White spots create a picturesque setting as he encores with the Sharp Twins.

El Rincón is a line production number where the girls are wearing Mexican attire, are branded with cast dancers. The Sharp Twins do nice toe work as their specialty, and not the least, a dance of the "Philosophical" kind, is a jovial personage with stuff that is punch throw. He's a little off, of course, as is a question of how certain music affects the body and nature. Tunes a-choo, a dance of bits that are to the music. White spots create a picturesque setting as he encores with the Sharp Twins.

Frank Manheim's show, he is the first of the week's shows, including the Sharp Twins in special spot, and cast piece. They work up nice toe work as their specialty, and not the least, a dance of the "Philosophical" kind, is a jovial personage with stuff that is punch throw. He's a little off, of course, as is a question of how certain music affects the body and nature. Tunes a-choo, a dance of bits that are to the music. White spots create a picturesque setting as he encores with the Sharp Twins.

Panto is a fair star from the Warburton circuit, and a huge hit with the locals. He's a star in his own right, and his act is aParamount, New York

(Reviewed Wednesday Evening, Oct. 7)

This show shapes up as a moderate diversion, with one truly lack act, and the supporting turns about the best of the week's offerings. The finale, representing an elaborate circus scene, brings on the entire lineup. This is the same act that was seen at the Krivit series. It is a funny musical offering, in which one of the boys plays a piano, on which is an outflown trombone, and a third act as the main act. Gets laughs for the time being, and a good start.

Bing Crosby's return to do a show with the Sharp Twins that is a hit, and a hit. The finale, representing an elaborate circus scene, brings on the entire lineup. This is the same act that was seen at the Krivit series. It is a funny musical offering, in which one of the boys plays a piano, on which is an outflown trombone, and a third act as the main act. Gets laughs for the time being, and a good start.

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$40 Minimum Still in Air

Equity and league num—committee meets to talk to Equity soon

NEW YORK, Oct. 9—Both the League of New York Theaters and Actors' Equity are returning to their meeting table after reaching an understanding on the $40 minimum wage for union members. Henry Morosini, executive adviser to the league, and representatives of the league and members of the union have met Thursday and discussed the proposition, but no agreement was reached.

Frank Gilmore, Equity president, would not say that Equity regarded the question with favor or disfavor. He reiterated his announcement of last week that his organization would do nothing unless the league did something in the way of a raise. Gilmore made it quite clear that the union would not accept less than the $40 minimum wage.

It was felt that the prolonged consideration given the matter was indicative of the fact that something more than wind is in the air, and that the question of the $40 minimum wage to Equity will grow more vital over the possibility of the increased salary minimum.

Road Show Fare Confab Oct. 22

NEW YORK, Oct. 9.—The campaign sponsored by Actors' Equity, the League of New York Theaters, and other theatrical interests to reduce railroad fares for theatre personnel started October 22 from New York, according to Frank Gilmore, Equity president. Gilmore, who is executive adviser to the league, and representatives of the two organizations met Thursday and discussed the proposition.

Should the theater people be successful in obtaining fare reductions, the more than 1,000 mile trip to Los Angeles will mean a substantial saving to the theatres.

Frisco Fails To Support Duffy's "Meet My Sister"

SAN FRANCISCO, Oct. 9.—Meet My Sister, musical comedy, which opened at the Alcazar Theater here under Henry Duff, has run out of luck in the West Coast.

The company is unfamiliar with the cast, and it is thought that the production will be transferred to a later date.

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Form Negro Actors' Guild

NEW YORK, Oct. 9.—A new organization has been formed here. Incorporated in this State under the name of the Negro Actor's Guild of America. It is the outcome of a movement among a group of Negro actors who met October 9 at the offices of Simon S. Perlstein, attorney.

The organization is to foster and promote the welfare of the Negro actors, both here and abroad, and to further their interests in the theatrical field.

The organization plans to establish offices for Negro actors and plans to follow the same procedure as practiced by other theatrical guilds.

Atlantic City Featurers 'Red, Hot and Blue' (Boston)


The cast includes Ethel Merman, Jimmie Noone, Hope, Polly, Paul and Grace Hart, Kay Picture, King Carter, Armstrong, Cooling, Crane and others.

Chicago Legit Looks Good

CHICAGO, Oct. 10.—F. W. Woolworth brought in a new lease of life on the Chicago Legit during the performance of the principal, and the town's leading actresses, notably A Little Stripper From Heaven Alone, Red, Hot and Blue, Good-Bye, Little Dreams, Good-Bye, and side (h) are substantial hit material, but the Minn. Crouse and Lindsay play turned out to be a disappointment. The first act of two hours was spent in providing so much too lengthy, the first act of which was two hours.

Durnell, whom Merman manages to hold her audience by his singing that he can provide a real hit, and that will be a hit. The second act was a revelation. It was a revelation in spite of the fact that the audience found it very good at the time. The performance of the principal, and the town's leading actresses, notably A Little Stripper From Heaven Alone, Red, Hot and Blue, Good-Bye, Little Dreams, Good-Bye, and side (h) are substantial hit material, but the Minn. Crouse and Lindsay play turned out to be a disappointment. The first act of two hours was spent in providing so much too lengthy, the first act of which was two hours.

Burton, who was the real star of the show, and who had a hit that was a hit, was particularly praised. The performance of the principal, and the town's leading actresses, notably A Little Stripper From Heaven Alone, Red, Hot and Blue, Good-Bye, Little Dreams, Good-Bye, and side (h) are substantial hit material, but the Minn. Crouse and Lindsay play turned out to be a disappointment. The first act of two hours was spent in providing so much too lengthy, the first act of which was two hours.

No Action on WPA Jobs

NEW YORK, Oct. 10.—The suggestion emerged from Equity at a routine plow meeting at the Astor Hotel that the association establish an employment committee to determine the purpose of the WPA actors on WPA productions has gone no further than the talking stage.

Brown Back on WPA

LOS ANGELES, Oct. 10.—Quitting his job at the WPA last month, Ben Horan has resumed his post this week as director of the WPA Players Theatre Project in California and the WPA Players Theatre Project in New York.

Play Banned by Illinois WPA Head

CHICAGO, Oct. 9.—A few hours before it was to be given its premiere performance by a Federal Theater group at the Princess Theater here last night, the Federal Theater Project was stopped by Robert J. Dunning, head of the WPA in Illinois.

He said, after the play had been delayed and the play was not produced. He said that he was of such a moral nature that he couldn't possibly be produced with it. George Kordoff, director of the WPA Players Theatre Project here, said the production of the play would have been stopped by Robert J. Dunning, head of the WPA in Illinois.

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"Mulatto" Success Boosts Springfield

SPRINGFIELD, Oct. 10.—So successful was the presentation of James Kirkwood in Mulatto at the Fairbanks Theatre, 60 per cent of the ticket office is being George Buser, manager, who has booked the following road shows: October 11, 1929; November 2, Big Merta (Christie and Greene); November 7, The Devil's Daughter, with Polly Brown and William Howard and Helen Morgan.

Clugston Case To Washinton

NEW YORK, Oct. 10.—Protest nextest the discharge as play bureau directo of the local Federal Theaters Project by Harry Clugston, director of the Washington, E. C., branch, has been filed by his attorney, Halieh Blanigan, director of the government theater project.

A delegation from the Federal Theater Supervisors' Council yesterday nextest at the questionnaire, that the discharged supervisor had been unqualifiedly and requested and accepted in hearing. Miriam Watson, producer of The Living Newspaper, is taking the case to Henry Bopros in Washington.
The New Plays on Broadway

By EUGENE BURR

LEGITIMATE

October 17, 1936

The New Plays on Broadway

EMPIRE

Beginning Thursday Evening, October 8, 1936

HAMLET

A play by William Shakespeare, starring John Barrymore, in a production directed and costumed by Paul Katin, in the Theatre Guild's new setting of the Royal Shakespeare Theatre. The scenery and costumes are executed by Eaves Costume Company and hand-woven fabric is made by the Guild's own mill. The production is under the direction of T. B. McDonald Construction Company and produced by the Theatre Guild. It is to be seen at the Martin Theatre.

LAGOMERO

A play by Arthur Meek, starring Josephine Souts, in a production directed and costumed by Paul Katin, in the Theatre Guild's new setting of the Royal Shakespeare Theatre. The scenery and costumes are executed by Eaves Costume Company and hand-woven fabric is made by the Guild's own mill. The production is under the direction of T. B. McDonald Construction Company and produced by the Theatre Guild. It is to be seen at the Martin Theatre.

MANSFIELD

Beginning Monday Evening, October 5, 1936

LEND ME YOUR EARS!

A comedy by Philip Wood and Stewart Beaty, starring Sidney Phillips, directed by Clyde Franklin, and featuring Lee Browne, by Cicero & Roberts. Presented by Peter's Theatre Guild. The play is a satire on the British Parliament. The production is under the direction of T. B. McDonald Construction Company and produced by the Theatre Guild. It is to be seen at the Martin Theatre.

LYCEUM

Beginning Tuesday Evening, October 6, 1936

S. STELLA

A play by E. M. Bounds, starring Josephine Souts, in a production directed and costumed by Paul Katin, in the Theatre Guild's new setting of the Royal Shakespeare Theatre. The scenery and costumes are executed by Eaves Costume Company and hand-woven fabric is made by the Guild's own mill. The production is under the direction of T. B. McDonald Construction Company and produced by the Theatre Guild. It is to be seen at the Martin Theatre.

WINTER TERM BEGINS JANUARY

The American Academy of Dramatic Arts

FOUNDED 1885 BY FRANKLIN B. SARANT

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

For Catalog address the Secretary, Room 145 E, Carnegie Hall, N.Y.
3 Capitol Boys

Plenty of variety to the set in the way of assorted suits, nutty patina, grass, knockabout and hoofing, but turn can be improved by tightening up and judicious pruning. A novel idea is the novelty, We're Not to You, a barbecued ballroom room, which imparts a rather than a phony instrumental hit.

Score—Producer that will improve somewhat for the better spot. Enjoyed with topping, most of it in individual style, and begged.

P. A.

Art Barnett

Barnett's opening tune, a vocal imitation of the counter-soprano at the Florentine depot, delivered with all the different sound effects, including wisps, whoos, and then piano, produces such outbursts immediately stumped him as an expert in this musical vaudeville. A burlesque on the Shadow, with added spots, is a difficult version of the old wooden street cars in use in St. Louis. Barnett's work all thru is excellent.

Paul Duke

Duke has been around in vaudeville and night clubs five years, making his first appearance in a local hotel dining room five years ago. Last week he was in剧中 for a second shot of his act. He is a realizing a top rate performer and is a hard worker, a professional in all the well-founded first-rate offering.

The Aristocrats

A first grade strong man act, with a sudden change in the first routine to continuous the outstanding portion of the bill. His performance is a comedy muscle team. They open their act with a bit of a hand to hand with some rifles thrown, which some of the good and way sold. Get an act is especially good, under stanger standing on a chair, lifting his mate above and behind him until the last act is the best. Duke was bent back against the chair. Then the little guy up and around to regular.

Act can work any place in vaude of night spots.

Joan Marsh
Reviewed at the RKO Keith Boston The. Style—Opera. Setting—Full stage (special). Time—Fifteen minutes.

Joan Marsh, young, beautiful and ingratiating soprano, comes to the stage dressed as the Ice Queen. Marsh is a member of the CBS Red Rose Tavern series. Marsh, young, marsh and maintains okeh. Impressed with special arrangement of l'est! The Song Children. The Scene Changes and a swell rendition of Did I Realize? Interpolating More Than I Know, which she sings at.

If the gap can convey the meaning of a song to the people beyond the footlights, her motives have been accomplished.

Evidence that her vocal apparatus is at last on the concrete. For the last month she's been taking instructions from New York's John Lester, recording method. In that of duet, she's given some wonderful better sound. Naturally, this is due to her good reacon, she can sell a song and she has a radiant disposition.

Dick Finch, of New York, tickles the piano. She would turn her up-still I Look at You from her last fleer, Dancing Feet, to generate a SID PAINE.

Mugol

Mugol is the young blond lad, appearing in the Paramount, no more than the early 20's, who has been turning the lobby at the Paramount to exceptional success. He engages in a routine of working in two-hour shifts afternoon and evening, fills the lounge of the house and attempts to make the passengers waiting to see him. He's unaccountably never nervous, but would do likewise at others. Obviously, he's a colorful character.

The young man's routine—not original with him, it is said—consists of having a subject write out a question on a sheet of paper, fold it, place it on a tray between Mugol and the subject and burn it. Then he answers the questions. He's said to have burned several methods of operation, just in case the subject might be help or start getting help. He works with an expert assistant, and as in the case of Kienet and other mediums, he is as possible.

If there is a gimmick only this one to be found in the business will be able to get wise.

Ramun Ramos and Orch.
Reviewed at the Ambassador Hotel, New York.

Ramun, who started in Carlos Molina's Band seven years ago and bloomed out as a soloist with Pops band several years ago, is now heading a smart little seven-piece orchestra with the title of Orch. He is the best lounge here for a little while. He has his own music to fit the mood of the lounge, strengthening melody with a band that is rightfor the mood. Ramun has a smooth touch to smooth enough to soothe without intruding on people's conversation. For those who dance the music is of the same time. Ramun leads, occasionally doing a number on the guitar and also offering his baritone voice in the orch. The other vocalists are Russell, violin, Nate Paris, sax, clarinet and tenor vocalizing; James Roatta, pianist, and tenor sax, playing and embellishing the piano playing with smoothness of song. His vocal is the upper register contralto form, gives the music more pleasant and melodic, more style and more emotional.

They're her piano playing, however, that has the best in the bunch. It is a piano to suit the style.

It is a music that dominates the music, the piano quieting out of the band stand and permitting the piano to sing in frequent passages of excellent interpre.

Their piano is fine, however, is a tendency for the piano to stretch to occasionally upon the floor. Two other piano parts are a big play, the trumpets and the trombones and the sax sections.

They're orio is among the best in the band business, achieving a fine through the trumpet and when wide open. Koch's violin is the best in the business, playing the violin and the trombones.

The band is also in fine form when swapping of trompas and the triple clarinet section, along with the guitar and violin, giving them that extra Continental light and radiating a pleasant personality.

Vocalists: Dick Stone, a pleasant, enough young tenor, and Maxine Stone, a soprano, with the most charming of accompanying contralto voice.

P. D.

Lela Moore

Miss Moore, a Pittsburgh gal, has a fresh and unusual dance routine with which she is drawing attention. She is the named group it appears to be an honor and she says it is a bit in a revue type film musical.

Routine is called The Dance of the Violin, and as the title indicates, sits on a seat herself and appears throat to the mant and waves to the goon—swimming with roughs when everything doesn't suit the lady.

Swooned very well at the Paramount.

Imogene Carpenter
Reviewed at the Ambassador Hotel, New York. Style—Pianist—singer.

Miss Carpenter is among the newer faces in the local spots. Came from Chicago last year and her first engagement was a short one at the Metropolitan Radio Tavern, where she stayed four months. Now has a featured spot in the cocktail lounges, playing the band intermittents and also doing vocals with the orchestra.

Carpenter is an attractive bronchus possessing a voice with the opening and embelishment of the piano playing with smoothness of song. Her vocal is the upper register contralto form, which comes in the mike package. It is a voice that dominates the music, the piano quieting out of the band stand and permitting the piano to sing in frequent passages of excellent interpre.

It is a music that dominates the music, the piano quieting out of the band stand and permitting the piano to sing in frequent passages of excellent interpre.

The Three Sluts Sisters do a sly comedy with the trio of comics and a bit more. The Three Sluts Sisters are a good for the gig they hold. Their three episodes are good, and when wide open. Koch's violin is the best in the business, playing the violin and the trombones.

The band is also in fine form when swapping of trompas and the triple clarinet section, along with the guitar and violin, giving them that extra Continental light and radiating a pleasant personality.

Vocalists: Dick Stone, a pleasant, enough young tenor, and Maxine Stone, a soprano, with the most charming of accompanying contralto voice.

P. D.
The Broadway Beat

By GEORGE SPELVIN

BROADWAY is getting a little color, what with the loud shirts and 10-gallon hats of Ye Cowpokes from the rodeo. After the show, as they file out of the Garden, some are dressed to kill while others wear the conventional overalls and a big sheriff's star, a difference that is the birds all dolled up have came. And don't think they don't go for them. The Fort Worth dramatic actresses making the rounds of the agents gave in spiteful awe—but the big boys don't care. As a matter of fact, the Fort Worth ladies are as prompt as ever and are feeling better and more vigorous than ever.

Mr. Watte, in a note permitting The Billboard to reprint his remarks, said: "I have one great regret about the Mary, and that is that I forgot to include the name of the late Herb Williams in the group of superbly mellow clowns."

The column, in its entirety, follows:

The quality chiefly lacked by the comedians of today is mellowness. The tendency of the current comedy wave is on top, not in the middle. In other words, they are representative figures of the current trend in American comedy. It would be, or at least was, a disconcerting matter to those who are interested in the psychology and psychology based upon such data, were it not for the fact that the laugh folk is really not the authentic popular hero among comedies. It is Chaplin and W. C. Fields, the comedy shows, and George Jessel, are still the ones that are most used by the amusement-seeking populace. The greatest favorite of them all, Mickey, was not even a boy, but an old man (oho, feast the one—egn—and not the wile). There seems to me to be an increasing lack of rich and mellow humor among the players who are supposed to supply us with hilarity these days? I think that it is in part due to the collapse of vaudeville.

"It is true, I know, that everyone who writes about the drama is bound by an ironclad rule of his trade to devote at least one article a year lamenting the condition of the variety show. It seems to me, however, that there is every justification for this insatiable lament. When vaudeville perished something both existing and disappearing took a part in that vanishing. The vaudeville itself was a source of humourous talent disappeared also. Vaudeville was not only a place of amusement, but a training ground. It was likewise a school of developing talent. Under the give and take of knowing, hard-boiled audiences comedians studied their art and learned their business, and it was thus that they refined and improved them and thus got acquiescence to the smoothness. It is true not all of them lost that delicate artifice and proficiency of the vaudeville days, but not many. In fact, not many. Wheeler and Woolsey and Jeele and Hoell and the like had their vaudeville training. Edward F. Paekin wrote of the vaudeville of Jeele and Hoell that Brooks Atkinson wrote a charming and nostalgic article from London a couple of weeks ago. And Dorante and Savo are variety veterans also, and it is difficult to see how the radio wave and the screen have left them. The musical comedy stage is hardly in a position to die it off, now that most of those who write and produce for it have fled to Hollywood."

"In the enthusiasm of an elegance over vaudeville's ter, it is quite easy to overlook the fact that the stars were always somewhat in the straitened cases even in the best variety bills. Even my sentimental memories cannot blind me to the fact that those artists and trained-act actors were a true titling and that some of the song-and-dance teams revealed a quality that was a thing of beauty. It is the same thing that we used to have to be a few adjectives to the clock and who were not altogether exciting. At least, the men of the vaudeville teams in those days as they were achieved to be enough to give life to the corpse of their art and were the irrevocably required. By that I mean the men of the team who give the young woman her proper utensil. Possibly, of course, that is the grate is even more hardier than the men are weakly. Anyway, when we think with our memories we shouldn't forget that there were bleak spots in every dream shows of a less mechanical age. But there was excitement in those days, excitement of the excitement that was the life's blood of the theater."

"There is nothing, for example, that has yet taken the place in New York's amusement life of Monday afternoon at the Palace. For one thing, these shows of the vaudeville work possessed a prestige that gave them a curiously astral quality. Even when the variety world had begun to collapse under the strains of the years, it was the same performer who was the center of attention of the theater, but did it come the world and went out of their way to abhor all of the world. It was still a tradition that they were cold and emotionless shows, who loved nothing better than to fan on the personal hopes of disinterested performers. I imagine that the number of steps that are taken in the Palace was considerably less than that which received the same welcome at the Palace and that the audience was the same.

One of my greatest memories of the theater is the burlesque show of perhaps 15 years ago. In the Palace, DeBougas had given the first fifty-five minutes. And it was a superb act. It was a great may not be perfect, but it was perfectly done, as Puss Pass. D.I. I do not, it might be added, remember it for any fascinating dramatic or humoristic purposes, but for the fact that it was a great comic opera and that there was a new beginning to make names for themselves. They were Clark and McCullough and Joe Cook. It is my firm conviction that even in their later and more famous years they never forgot the evening in the Palace."

"Great clowns never seem to emerge from the now somewhat sex-ripened burlesque to stand in the great company of filling Billy Watson and Dave Marion and Joe Cook. Arthur Bench in his last stand presented the epitome of that institution's great days with that delightful and rollick comedy drama, Bublesque, in which the late Hal Keely was heartbreakingly, and Misses among the popular clowns. The last thing is a rather curious one. One of my greatest memories of the theater is the burlesque show of perhaps 15 years ago. In the Palace, DeBougas had given the first fifty-five minutes. And it was a superb act. It was a great may not be perfect, but it was perfectly done, as Puss Pass. D.I. I do not, it might be added, remember it for any fascinating dramatic or humoristic purposes, but for the fact that it was a great comic opera and that there was a new beginning to make names for themselves. They were Clark and McCullough and Joe Cook. It is my firm conviction that even in their later and more famous years they never forgot the evening in the Palace."

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News of the Week

George Schaefer, vice-president and general manager in charge of distribution for the New York-based motion picture company, announced last week the appointment of Andy Smith as eastern sales manager for the company. This step was taken in line with the expanded release schedule on the part of the company, including its new series, "A Great American Western," starring Warner Bondy. The new series, according to reports, is expected to be well received by the public, and Andy Smith's appointment was hailed as a move to strengthen the company's distribution efforts.

Reorganisation of RKO, according to reports last week, is being speeded up. New York United States District Judge Bondy has returned from abroad, efforts are being made to settle the Atlas-Rockefeller dispute by putting on the $9,000,000 claim of the latter against RKO. Conferences are being held continually and, thus, a definite plan of reorganisation will probably be announced within a month, it is understood.

The New York Studio of the Motion Picture Corporation, which has been under construction for several months, will be opened next month. The building will house a number of departments, including a laboratory, an exhibition department, and a research department.

PLOT—Carrie Snyder, street walker in a southern town, adopts two orphans, one a son of a local family, the other a waif, when they have nowhere else to go. In the beginning in Carrie's life comes Missy's, a girl who works in a general store. Missy is the daughter of a wealthy businessman, and it is clear from the beginning that she will be a great help to Missy in her life.

EXPLORATION—Temple fans.

"DIPPLES" (20th Century-Fox)

TIME—74 minutes. RELEASE DATE—October 16.

PLOT—Dimples, a little girl, lives with her grandfather, a broken-down actor, and they lead an uneventful life. She gains the love of a rich old lady who wants to adopt her, but Dimples and grandpa love each other too well. The old lady's nephew is producing the original version of Uncle Tom's Cabin and Binks Dimples to play Eva, with grandpa as George. A financial crisis looms, and Grandpa loses the company's bank roll, withdrew grandpa to get the dough and is almost arrested on opening night. But everything ends well with large doses of sweetness and light, and everyone is happy.

CAST—Shirley Temple, Frank Morgan, Helen Westley, Helen Printz, Robert Ben, Delma Byrnes, Mayte Albyn and others. Temple as self-centeredly cute as she was doing an imitation of herself in her earlier pictures, the picture has an unusually effective death scene without offending the sensitivities of her followers. Temple seems out of place in the cast. She gives an excellent performance.

DIRECTOR—William A. Seiter. Hearts are happy.

AUTHORS—Screen play by Arthur Sheekman and Nat Perrin. And as Dorothy Parker once said, "At a visit postmonat weaster troved up.

EXPLOITATION—Temple fans.

"VALIANT IS THE WORD FOR CARRIE" (Paramount)

TIME—10 minutes. RELEASE DATE—October 2.

PLOT—Carrie Snyder, street walker in a southern town, adopts two orphans, one a son of a local family, the other a waif, when they have nowhere else to go. In the beginning in Carrie's life comes Missy's, a girl who works in a general store. Missy is the daughter of a wealthy businessman, and it is clear from the beginning that she will be a great help to Missy in her life.

EXPLORATION—Critical notices that will unquestionably be good; the novel and its story.

About $15,000,000 has so far been spent in renovating and redecorating motion picture theaters in Chicago this year. Among the theaters scheduled for renovation and redecoration are the Roxy Theatre, the which $10,000 will be spent; the California, $8,000, the Loew's, $8,000, the-Navy, $8,000, from plans by Roy D. Bliss, Chicago theater architect. Ettore and Perera are completing two theaters for the Harry Balogh Company at an estimated cost of $25,000. The Balogh Circuit has just spent $20,000 on the Joy Theatre and last week the renovation and redecoration of the 400 Theatre at a cost of $30,000. The rehabilitation of Circuit is refurbishing the Regent, the People's, the and the New American.

An order enjoining the Topkin-Glinschi Theater Company, of Wilmington, Del., from making immediate payment on a $10,000 note to Charles P. Thornley as part payment for Topkin Brothers Company, has been filed in the United States District Court in New York. The note, it is said, was paid by the Topkin-Glinschi Company and the defendants were restrained from paying the note. The suit charges that the Topkin-Glinschi Company and its officers and directors was brought by the Farmers' Bank of Wilmington, holder of stock in the Wilmington Amusement Company, parent of the Topkin-Glinschi Company. The bill of complaint names as defendants the Topkin-Glinschi Company, Charles Topkin and Mrs. Vitelia Topkin and Thornley.

Exhibitors' Organizations

Toward the end of last week Ed Ruykendall, MPTO president, expected to be notified by distributors as to what status the latter of the MPTO-AMC co-operation with the exhibitor organizations will take on. Ruykendall expressed himself as hopeful that the negotiations would continue and that he would decide favorably, and that it is understood that the distributors know that the race are ready to consider a postponement on a few important points, notably Illuminations. It is expected that the charge of elimination and setting up of local bodies to handle the exhibitor disputes will be presented.

Last week ITOA of Akron, O., thru its committee named to decide which of the 1910-11 pictures would be given single billing, selected The Great Gatsby of Robert W. Africa, the only one of sufficient merit. It was reported that Robert Schenck, president, put an end to a suggestion that admissions be increased from 5 cents, explaining that such a move would only be a reflection of present unsatisfied labor conditions in the industry, and that such action would not change the fact that first-run houses in the country would be retained. "The admission price is well established," he said.

MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware decided recently to purchase a $15,000,000,000,000,000 of bonds, including bonds, to prevent its members from any unfair acts by film companies. The exhibitors, by the purchase of the $15,000,000,000,000,000 of bonds, will be able to purchase all of their interest in the various organizations covered by the united organization. The purchase is an extension of the present unsatisfied labor conditions in the industry, and the admission of the charge of elimination and setting up of local bodies to handle the exhibitor disputes.

The rumor that Abraham P. Myers, general counsel of the MPTO, to be brought in Minneapolis last week, but it is understood, has been brought as a member of the committee named to decide which of the 1910-11 pictures would be given single billing, selected The Great Gatsby of Robert W. Africa, the only one of sufficient merit. It was reported that Robert Schenck, president, put an end to a suggestion that admissions be increased from 5 cents, explaining that such a move would only be a reflection of present unsatisfied labor conditions in the industry, and that such action would not change the fact that first-run houses in the country would be retained. "The admission price is well established," he said.

About 40 exhibitors representing Allied of Central States met last week at the Hotel Leland in South Bend, Ind., and a speech by Ed Ruykendall, MPTO president, was one of the highlights of the affair.

NEWS OF THE WEEK

(Continued from lst col.)

According to the bill of complaint, to which was attached an asset of $10,000,000, Abraham Topkin, was bound at Wilmington by Superior Court Judge Richard S. Rodney.

Officers and directors of the Topkin-Glinschi Theater Company, of Wilmington, Del., and chairman of the board of directors, was to appear in Cheyney Court October 21 and show cause why the company and its officers and directors be restrained from paying on the note. The suit charges that the Topkin-Glinschi Company and its officers and directors was brought by the Farmers' Bank of Wilmington, holder of stock in the Wilmington Amusement Company, parent of the Topkin-Glinschi Company. The bill of complaint names as defendants the Topkin-Glinschi Company, Charles Topkin and Mrs. Vitelia Topkin and Thornley.
“THE GAY DESPERADO” (UNIVERSAL) RELEASE DATE—October 15.
PLOT—Into the hands of gay Mexican bandit, who attempt to ape gangster methods, falls a young picture-house tenor. He’s forced into their ranks by the bandit leader, a lover of music. During their escapades they run into an American couple who find the wealthy boy for ransom, affiliating with an American gang. The singer falls for the girl and for him, he stranges their escape, but they’re captured and the singer falls in the bandits’ possession. The bandits realize gangster methods are not for them, and to free the singer gives up the cops the American gang and the bandits retreat over the horse. The singer becomes the leader of the outcasts.

DIRECTOR—Nino Martini, starred, and his Lupe and Leo Carrillo, featured. Others include Mischia Alber, Harold Huber, James Blakeley, Stanley Fields, Paul Godfrey and Paul Hurst. Martini excellent, both in voice and acting. Carrillo superb as the bandit leader. Lupe excellent in her role.

AUTHORS—Based on original by a Lupe Urn, screen play by Wallace Smith. Music and lyrics by Hal B. Wallis, George Foreman and Miguel Blandano. Clark also贡献力量 for the story, but Martini gives the direction to the singer and his music. Very well written and excellently performed. Notice will be given indication for being able to do anything else. Killman, in his few moments, does a swell job with a moody bit, but the others on the whole were unconvincing.

COMMENT—Helen Hunt Jackson wrote the original story, and Landa Trott adapted, taking some liberties out of the 1926 production.

EXPLOITATION—Story revival and technology.

“THE BIG GAME” (RADIO) RELEASE DATE—October 9.
PLOT—Clark Jenkins and Cal Colbourn, erstwhile coal miners now in college because of their football talents, don’t pull together well, the former being chintzy and the latter admitting only a material interest in the game, college, etc, Bro Anthony, a sports writer, spreads a juicy piece of scandal when he becomes suspicious of Clark’s innocent poses with a gambler, and future upsets in the team’s scores, occasioned by Clark’s score kneecap, seemingly prove Anthony’s contention that the great hero is working in hand with such a crooked gambler. However, this turns out to be a false alarm, but Colbourn is chivvied thru Sarco’s efforts to wipe out the Springvale co-operative. (Growning of boys!!)

DIRECTOR—Gilmore Rice excellent. Carefully worked out with elements of suspense, romance and detailed plot.

AUTHORS—Story conceived by Franklin D. Roosevelt and written by Benjamin Selman, Samuel Roth and Philip Auer, Richard Iwerks, Wally Wendell, R. Van Dine and John Rankin.

EXPLOITATION—Post-production, which can stand alone easily.

“LADY LUCK” (CHESTERFIELD) PRODUCER—George B. Skelton. RELEASE DATE—September 20.
PLOT—Jimmie Dugan, reporter, starts to write a series for his paper on girls who come to the big city and disappear. Backstreet don’t like it and get a crooked D. A. to help them. Meanwhile the Travellers Aid and tipped him on the year, see her father, a senator, killed. Senator was poisoned and there they go gambling and boy Dugan gets a tip and another convict and finally with G M’s, the murderers are captured. Missing girls?

DIRECTOR—Humphrey Bogart, Sidney Blackmer, Noel Madison, Ann Doran, George Cooper, Jerry Lester, Wally Clarke, Sidney Lethy, Walter Walker, Sidney Blackmer, Myrna Loy.

PRYOR is the usual picture style newcomer. All others, inve Blackmer, type casting.

EXPLOITATION—A good yarn.

“CAVALCADE OF THE WEST” (PUTTER) RELEASE DATE not given.
PLOT—Ace Carter, kidnaped by bandit gang when a child, grows up in a hand-to-mouth highwayman. He returns there and is engaged by bandit leader Clyde to carry out a job. Then he becomes friendly to Clyde’s sister and is captured. Carter is an excellent man, and the bandit leader is caught by a group of cowboys, all is well.

DIRECTOR—Handacharle, starred, and Fay Wray and Milton Selzer and many others.

AUTHORS—Story and screen play by Norman Houston.

COMMENT—Windswept and spirited.

EXPLOITATION—Only the maddest Noble affiliates.

“MADAM BUTTERFLY” (UNIVERSAL) RELEASE DATE not given.
PLOT—Cecil, a simple cowboy, is run out of town for raising too much hell every pay day. He meets a chap, Chuck, delivering a racing automobile to Howard, a rancher, who has wagered his land on the result of forthcoming horse races. Howard, Carter, and Chuck become engaged to her when he is sure lady race. Another Mamie Murphy, however, really is a shifted for the big gravy. Carter then promises only a material interest in the game, college, etc, Bro Anthony, a sports writer, spreads a juicy piece of scandal when he becomes suspicious of Clark’s innocent poses with a gambler, and future upsets in the team’s scores, occasioned by Clark’s score kneecap, seemingly prove Anthony’s contention that the great hero is working in hand with such a crooked gambler. However, this turns out to be a false alarm, but Colbourn is chivvied thru Sarco’s efforts to wipe out the Springvale co-operative. (Growing of boys!!)

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“LADY LUCK” (CHES...
Hirst Accepts BAA Terms; EBMA Stalls on Signing Up

Indie circuit grants chorus raise and midnight pay—theater policies stand until study is made—New York houses ask for change in hour schedule before signing

NEW YORK, October 10.—The long-expected settlement of contract negotiations between the Burlesque Artists’ Association and the Independent Burlesque Circuits has been achieved. The BAA has granted the terms of the contract, including a raise for chorus girls and universal pay before midnight. The Independent Circuit has also agreed to the terms, and the two groups have been working out the details since they met last week. They have not yet signed the agreement, but it is expected that this matter will be settled soon.

On Tuesday evening, the Columbia and the Apollo houses on Broadway were opened for business, and the first show was given. The Columbia was crowded, and the Apollo was only half full. The latter house is being remodeled, and the management is trying to make it more attractive.

The schism in the theater world continues to grow, with the Independent Circuit and the BAA on opposite sides. The Independent Circuit is supported by the management of the theaters, while the BAA is supported by the chorus girls and the union. The two groups have been in conflict for several weeks, and it is probable that the settlement will be temporary.

The Independent Circuit has been calling for a meeting of all the theaters in the city to discuss the situation, and it is expected that a settlement will be reached soon. The BAA has also been calling for a meeting, and it is hoped that both groups will be able to agree on a settlement.

Worcester Permit Refused Burlesque

Worcester, Mass., Oct. 10.—Worcester License Board on Thursday refused a permit to the Worcester Theater to conduct burlesque shows for the season after a signatory protest by a Baptist minister and others. The ministers represented the local churches.

B. A. Levine, manager of the theater, was turned down on the grounds that the theater was not prepared for the work. He had planned to use the theater for other purposes, but the board refused to grant the permit.

The board was also asked to grant a permit to the theater to conduct burlesque shows for the season after a signatory protest by a Baptist minister and others. The ministers represented the local churches.

Burlesque Reviews

Blithe, New York
(Broadcast Tuesday afternoon, Oct. 4)
Burlesque patronage is quite consistent, that 42nd street house playing to its advantage. The Independent Circuit has been in operation only a short time, and it is evident that the patrons are not in a hurry to change to the new circuit. The Independent Circuit has been in operation only a short time, and it is evident that the patrons are not in a hurry to change to the new circuit.

Burlesque Briefs

BARBARA BOWTEW open at the Empress, Kansas City, Mo., Oct. 9, as an added attraction. Miss Bowtew has been a regular at the Empress for some time, and she is always a success. Her act is a hit with the audiences, and she is always well received.

LESTER MONTMOUTH, producer and director of the Independent Circuit, was in town yesterday afternoon to see the Independent Circuit in action. He is very pleased with the results, and he plans to continue the circuit.

JANET BOWTEW, who is one of the stars of the Independent Circuit, was in town yesterday afternoon to see the Independent Circuit in action. She is very pleased with the results, and she plans to continue the circuit.

DRE CHIEF, who is one of the stars of the Independent Circuit, was in town yesterday afternoon to see the Independent Circuit in action. She is very pleased with the results, and she plans to continue the circuit.

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U-Notes

By UNO
VIRGINIA MYLIE has opened as a newcomer at the Arlington in Baltimore, Maryland, and she is doing well. She is a pleasant girl, and she is a good comedienne.

JOE KOSSEL, assistant manager of the Gaiety in New York, and Mrs. Kossell (Dorothy Bruns) have been married for some time, and they are now living in New York. They are both popular in the theater world, and they are often seen together.

JACK SUTHERS and Mary Burns of the Independent Circuit in New York last week from a tour in the West. They are doing well, and they are planning to continue their tour.

BUBY DE MOLLO, of the Irving’s New York front-timers, and Patrick Poliello with the Avenue in Chicago, are coming to New York this week. They are planning to continue their tour in the West.

GLADYS FOX
MINERS’ GRISTY & GOTHAM, N.Y. CITY.

FAY TOBY
SOMETHING NEW IN STRIPTEASE

JOE BERNSTEIN and DOROTHY BERNSTEIN

BONITA GEORGE
NEW FACE—OF THE MUSICAL STARS

MURRAY & FERGUSON
In Soul in the Wonderful, N.Y. C.
MARIE PULUS new unit, Parody the Chicago mob, is taking two days at the LaPorte Theater, La Porte, Ind., October 17 and 18. The company is Marie Pule, Julian Stanley's Orchestra, Miss Burns, Betty Green, New Orleans, and Donald and Marion Levy. Miss Pule and Miss Levy are both from Cincinnati. Their mother has been residing at the Hotel Michigan. Curley Burns and partner, Allen Weeks, passed through Cincinnati early Monday with their greyhound carload for a Kentucky spot. They were featured for the opening of the Palace Theater, Columbus, 0., for Ernie Creech of the Cincinnati Theater. Mr. and Mrs. Turner—Sorry I missed you Thursday night at the Elyria Firemen's ball, held Friday afternoon. Next time, even if you have to make it collect.

W E are pleased to report that the Pipe Sheridan show, which has been making the rounds of the Vaudeville Circuit, is one of those cases of "gross exaggeration." Our good friend, Carl West of Millford's comedians, informs us that Pipe Sheridan is well and happy and are now operating for several weeks in Lufkin, Tex. They were visitors on the Board in the recent engagement in that town. At Tln, of course, the comic had a hit, and all set to leave the depot the last week of October, has been billed with more work and is now under contract to work up to November. Howard (Trot) Barger is back from the road and is working in Columbus. He has been singing with the waltzes and one nights a week is singing with his sister in Hamilton, 0. Olive, of the Hope Street Peking- balancing team, have received the Fuego Polka, from Slim Livingston, b.o. from the same and left the show to work clubs in and around Philo, Ohio, with the New York Theater Union, George Oster, manager of the New Broadway Theater. Olive is returning to stage shows. Present plans are to use units on Mondays and Tuesdays.

L O FRANCIS, whose last tab en- gagement was with Billy Port's Par- ion Band, has returned to New York, calling the night spots, featuring his drum dance. Leo is working on a comedy show for the winter session. His first starring experience was with Billy Port's Band and the Brilliant, New York, 0. He is with the Blitzen Staff in Cincinnati. For his winter session he has been billed with more work and is now under contract to work up to November. Howard (Trot) Barger is back from the road and is working in Columbus. He has been singing with the waltzes and one nights a week is singing with his sister in Hamilton, 0. Olive, of the Hope Street Peking-balancing team, have received the Fuego Polka, from Slim Livingston, b.o. from the same and left the show to work clubs in and around Philo, Ohio, with the New York Theater Union, George Oster, manager of the New Broadway Theater. Olive is returning to stage shows. Present plans are to use units on Mondays and Tuesdays.

BURLING Reviews 2
(Continued from opposite page)
sa, and has a nice swing and a quiet yet delightful dancing routine. Miss Homony is Egyptian-like in type and her Latin step is very effective. Miss Deane is more graceful in her step and a very pretty, sunny blonde.

On Monday night, the selection specialties than usual this week. Sally Yan enters into pro- duction with a new act and is proving very lovely results. Miss Deane does some nice dances routines, a tap and a dance she and Miss Van enter into the tap dance. Miss Deane's tap is straight bit of boxing and the other a dance which requires a good deal of strength. George Thomas, the better burlesque singers, wading a duet dance, which marks his appearance now. There are 13 girls in line, five of them doubling as showgirls. Their work is satisfactory. SIDNEY MARSHALL.

TAP TATTLES

I N the burlesque show, which was to have gone in Mon- day night, was developed a new act which has been tagged for its consummate brilliance. George Thomas, the better burlesque singers, wading a duet dance, which marks his appearance now. There are 13 girls in line, five of them doubling as showgirls. Their work is satisfactory. SIDNEY MARSHALL.

Capitol, Toledo
(Review Tuesday Afternoon, Oct. 6)
Despite a poor house, due to World Series interest, the EBA Theater Royston has finished up first-rate entertainment. Show features Dorothy Wahl in the Dance of Death which she has entertained Collete in an eminently satisfactory un- derstudy. Mandy, Jack Dallison, featuring a comic routine, is good and works, while Jack Dallison, featuring his own act, is a nice entertainment. Jack Rivers, toned with a song, do a very creditable bit of stage singing.

Chorus, second in since the Capitol opened a few weeks ago, is a fine little en- semble well-matched, peppy and nicely costumed. The girls lack the points of routines, notably that to the tune of "Elle Was a Lady, very nice dance, and the principal chorus, screech extra and pretty, with a good comedy routine. Miss Wahl is the only point of difference and a much better response than the house afforded on the previous night. The cast is well staged. Sobeans O'Day and Dot Smith are the best of the chorus line. Limey and Harry Willer take a deserving hand for a performance well for.

R. C. F.

• UNOTES 2
(Continued from opposite page)
October 17 in Patricia Paige's elux) at the Hotel Duley, New York, last week.

DOBROTH DEE, principal with an Indian show, wrote to us a few weeks ago during World's Fair time in Chicago when she chanced along- side with Mrs. Pat Collins, a kind of Marshall Walker. Larry is producing the comedy show, which has been playing in California, according to Miss Dee, is doing a good job of it.

IBC Chicago Meet

CHICAGO, Ch. 10—Bessy Hirst, head of the Chicago Meet, has announced that the group has conferred with several Midway burlesque managers and will take the afternoon program at the Civic Opera House, where they have decided to present a program of selections pertaining to IBC shows. All present reported that their business was better than ever. It is expected that the shows at the Civic Opera House will be of the highest quality.
Schaffner Players Wind Up Canvas Season in Illinois

CHICAGO, Oct. 10.—Neil and Caroline Schaffner, Inc., operators of the Chicago Players Wind-Up Canvas South, have returned to Chicago after several months of touring in the area. The company has been performing at various venues throughout the state of Illinois.

McNally Tent Show

HOPEWELL JUNCTION, N. Y., Oct. 10.—This week is the usual closing date for the McNally Show and so the canvas is up for the last time this season. However, the show will continue in halls after the tent goes in winter quarters here.

Mr. McNally reports that business this season has been exceptional and that the outlook for the coming season is bright. The company has been traveling for the last three years. Up until last week the show had not missed a performance due to weather conditions. They were last week on account of rain and cold.

Several weeks ago Mr. McNally purchased a used Chevrolet panel truck to carry the winter supplies. DON D. KIMMEL

Detroit “Drunkard” Folding

DETROIT, Oct. 10.—Announcement has been made that The Drunkard Company is going out of business. The last month of its 1936 run will be last. The company had been successful in this area.

Mrs. W. S. White, who has been employed by the company for a number of years, said she was going to join the company on a regular basis.

Morgan-Helvey Players

Set for Texas Country

CINCINNATI, Oct. 10.—Doug Morgan and Neely Helvey have again combined to form the Morgan-Helvey Players. The company is touring the Texas country under canvas this winter.

FRED WENDT, manager, and Haynie, director; Jimmy Thomas,drops; Dick Darrell, director; Roy Darrell, production manager; and Bob Darrell lead, Montrose, general business manager; Benona Stines, stage manager; King Heister, musical director; and Neely and his Harmony Boys.

Artisan Guild Ends Season

CHARLOVILLE, Mo., Oct. 10.—Artisan Guild Players have just completed their first session of summer stock at the Artis- tan Colony on Lake Charloville, near Kansas City, on June 30 with Three-Cornered Moon and closed with Texas, The Ninth Guest, which had also been produced during last summer. Carl Hartwig was director.

Rehearsals for the fall festival of plays which the Guild Players will present in Detroit, October 15, are being held in the first series, opening with Post Road, to be followed by a tour of the Temperance Hour, Squaring the Circle, The En- ergy and Biography.

J. B. ARONEL, formerly owner and manager of the company, has moved to the Northwest territory, is now a playwright, with headquarters in Leavenworth, Colli.

Rep Ripples

FREDDY and Lillian Poole, who closed with the Titon & Guthrie Show at Baltimore, Md., and have returned to Chicago.

MORSE HOPKINS, players, in their fourth consecutive year under canvas in the last month of their season at the Zipper, have returned to Chicago.

E. C. RICKERT and his cast are back with Chick Boys, who will have another two circles this winter. Rickert has been checking territory for Chick Boys Players in Colorado, Nebraska and Wyoming.

JOLLY BERT STEVENS, who closed with the Williams Show at Mechanics- ville, N. Y., Oct. 3, that he's going out with Joe Hall on a small rep show this winter, Stevens was a recent visitor on the Van Arnac show at Poquoson, Va., and is loud in his praise of the treatment accorded him by the boys.

F. D. WHITTEM, veteran agent, who now has out his own one-man show billed at Fred's Kiddie Circus, recently played three different theaters in three different Nebraska towns on the same day. First says it's the first time in every town he plays and the coming of his show each season is an event looked forward to.

There is a lesson in Dick Lewis' record to three managers that seem to think the theaters are all high and the business and believe the big idea is to get the money. NOW, the 'bully be damned.' MACK D. PERGISON

Van Arnac's Barn Dance

GREENSBORO, N. C., Oct. 10.—Boo hoo sign was put up early at Atlanta, Va., starting off the week in great shape. At Rockwood, Va., the sheriff made an attempt to tack on an additional 650 revenue. This he failed to do, as it pointed out that he had completed all the Virginia tax laws.

Bassett, Va., gave no business, despite what might be called unfair competition on the part of one of the local hotels, which has been referred to distributed more than 800 free pies on our place date for this house that seats more than any others in the district. Last week, the Boys Band was out of the Hanover, management of Mr. Webster, welcomed to town and invited members of our town to his house at his expense. Result—without lowering our admission prices one cent did we all a good business.

The Stone Theater had a capacity house and the stock company took advantage of the free show.

Rudy Hoft still isn't sure how theGiants host the series.

For the past week we have been playing the fair towns of the fair towns that have been on the regular route of the Dick Lewis Show. In talking to some of the natives we found that Lewis holds a warm spot in the hearts of those people. The audience is friendly explained by the fact that Lewis has kept abreast of the times, always having the latest show and changing his patrons in a friendly, honest manner, proving that a good show can always be.

Lewis is held in high repute in Kansas City Joitings

KANSAS CITY, Mo., Oct. 10.—Glen and Donald Wood, owners of the Hotel Missouri, have had a terrific week with Hotel Missouri Players and are opening a few more weeks in the Mississippi base. Cast includes Glen and Dena Missouri Players, Dr. David Mitchell and Bob Roberts.

Terry Ridgall left last week for New York, playing the B. O. E. Players in Tennessee. He was identified with the Missouri Show Company.

California Players closed the season in Utah recently. A new outfit will replace the show which was destroyed by fire in August.

Tip Tyer and Sid Kington left Kansas City for Los Angeles, Ariz. Tip will reopen his tent in winter quarters in the South.

Ben Wilkes Players closed their sea- son at Carmi, Ill., last week.

Brad and Victoria Alexander have been re-engaged for the Ralph Moody Circle in Nebraska. They are at present visiting relatives in Etiwanda, Calif.

Lucille Howell joined the Davis Brunk Show last week.

Recently returned from the Elco- pany, the Davis Brunk Show will now be joined by the Printers Block Company.

Ralph Nickole has an open-air talking picture show playing in Santa Fe and Texas. He is at present in New Mexico with a show, text, last week and did a splendid business.

Algie Brothers are closing a short house season in Minnesota tonight and are opening a short circuit in Southern Minnesota, with Rochester as base.

Billroy Show Briefs

TERRELL, Tex., Oct. 10.—Weather continues to bombard us with barrages spanning from the east to the west. The forecast for the next week is bright, which seems to prove that "Mr. Billroy" was right in the assumption that "pros- pects" will have their "dry days and wet days". The thermometer may be "up and down" but the courage to face such risks boldly has made the de- sired end to be "more successful ones."

A recent report from King Cole, employed in the past as special reporter to The Calloway News, an enterprising snare of the wire, has been received. He has reported they have opened the Billroy Show in Terrell, Tex. His parents, Clyde and Miss Cole, and sister Vera are also with the company.

Stores of the gang motored to Dallas from Waxhawchile to have a look at the Centennial and also to visit old friends and sample the hospitality of the Joy Theater. A few of those seen and heard: George Jukes, Bob Green, Virge Downard, Opsi Puts, who accompanied the South Block Company. Many others but names escape me. The writer formerly had the pleasure of working with the Jukes on the Colombo in Los Angeles in that in 1930-31. JOHN D. FINCH

M. & M. Show in Barn

LINCOLN, Neb., Oct. 13.—According to word received here from Skip Dean, general manager for the M. & M. Show, which has been in South Dakota for the last month, the show went into the barn for a week in biomaterial, Neb., last Saturday. Skip reports that business has been good and that a visit here Dean will scampor for the winter.

RED FORD is still doing his same stint at the Petticab Club in Houston.

"They" will work with his father-in-law this week.

There are rumors of an early closing and starting near Bristol. The manager will accompany the Reed Sisters home for a week.

BUDDY CANNON

Printed to Your Order
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Cheapest GOOD TICKET on the Market


Cash With Order—No C. D. B.

Stock Tickets Any Assurance, $1.25 for 100,000

October 27, 1936

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Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blalock, Adele Butler, Charlotte Davis, Lila Gage, Chalys Harris, Elta Hedin, Marcie Hylen, Marilyn Hylin, Billie Hale, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ann May and Carolyn Brus.

Members are again reminded that they must come to the Chorus Equity head- quarters and register on the day that they begin rehearsals. This has been a rule of the association for a great many years, and it is a rule that is most fre- quently disregarded.

Within the last few days several mem- bers called at the office and stated that they had been rehearsing eight days and had not yet called rehearsals. So far as the office knew, the company for which they were en- gaged had not yet called rehearsals. It developed that they were a small group of dancers who had been rehearsed in a studio by a troupe manager who had a contract with the producer of the company for which they were to work. The producer had called no rehearsals at all. The troupe manager had done so on his own responsibility, which would be that such an action among the real rehearsals started.

Naturally, the producer feels that he is not responsible. He had not called rehearsals, did not want the men to know anything about the rehearsals or to work. It was decided that we should have refused to let the rebuilding continue until called by some- one in authority.

There is no excuse for members dis- regarding this rule. Since rehearsals are all on for a few blocks of the Chorus Equity office, reporting headquarters only means leaving for your first rehearsal 15 minutes earlier. It may mean the difference of receiving rehearsal pay or not, or of rehearsing with a non-bound company from which you will eventually be called out.

The employment agency of the Chorus Equity has many call for club and cabaret work which we have not been able to fill. Of course, at this time there are a number of legitimate shows in rehearsals, and a number more having calls. However, we are sure that there are many great many of our members out of work who might wish to accept club or cabaret work but who, because there was so little work in the employ- ment bureau during the summer, are giving up the habit of calling at the office. Perhaps some of them do not wish to come because they are in bad health.

If you are out of work you should make a practice to call at the office daily. And if you are in bad health you should apply for an excusal. All members who kept themselves in good health while working are entitled to this card. Holding it, you have the same right to the service of the employ- ment bureau. Make Chorus Equity your employment agency and make it a habit to call here frequently.

DOROTHY BRYANT,
Executive Secretary.

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

Mullins Walkie Biz Good

KNOXVILLE, Oct. 16.—The Studio Mullins Walkathion is showing a steady increase in its fifth week. King Eddie Leonard and Efficiency Inman are playing to good crowds, with only nine shows in the past week in three saloons and two halls. Herren and his boys are furnishing the music.

VAN AND LOUER MILLIS would like to hear from Frankie Wagner, George Wilson, Harry Hamby, Bob Wilson, Cur- tis Thatch and Jean Zealey, also Hazel Capk and Johnny Lane, judges, thru T. H. L. Jones, letter carrier.

GENE MONTGOMERY, 10th of the en- durance field, more recently manager of a Harrisburg, Pa., ice cream company, which is building up the noise and work for the walkathion, likes to hear from Jim and Peggy Davi- s and his twin boys, who are now Porte, Bill Claton, Lew Henderson, Zeke Youngblood, Red Cola, Atoe Locke, Red Cola, Jack Freeman, King Bracy, Jack Ken- dall and other old friends via the Let- ter List.

PETE TRIMBLE would like to contact Zeke Youngblood and Marion Grand thru the Letter List.

WAYNE (SWEDO) WELD would like to connect with his father, of Dallas, or anyone knowing her present whereabouts. Nelson can be reached thru T. H. L. Jones, letter carrier.

W. H. (STUPPY) KENNEDY would like to hear from Al Gilbert via the Letter List.

CHARLES D. NIXON, of Carlisle, Pa., who is a regular visitor to the Ray C. Alex show at Frederick, Md., has the following comment, "It's a good show and well deserving of the splendid audience enjoyed thus far. To date it has 679,470, with five plan- ers and two local team. Phil Murphy has a crest in e. c. with Georgie Dils, the broadcast twice daily over WISP and KDKH from the show. Ray and Cliff Keller are coming together in good jobs. Others in the show are Dallas, Bylo, Kennedy, Lee, Horn, Helen Quater, Bill Geas, Fred Bennett, Max Plot, Max Gruber, Joe Hill, Jack Davis, Bob Weir and Bert Gifford, judge.

FRANK RAYNETS, Brooklyn-Jamaica Walkathon will open at the Walkathon Arena, Jamaica, Oct. 27.

Anti-Sundays in Pennsylvania

HARRISBROWS, Pa., Oct. 16.—Fourteen of the leading responsible organizations in Pennsylvania have combined their forces to fight against Sunday movie vote which will come up in various communities throughout the state in November. Present Pennsylvania law gives such communities the option of deciding the Sunday movie vote for themselves. In an attempt to campaign for a closed Sunday law in Pennsylvania the blue law group is plan- ning to have the option law repealed by the committee on Legislation of the Pennsylvania legislature.

TMA Will Hold Dance

CHICAGO, Oct. 16.—At the last reg- istration conference of the Chicago Lodge of the Theatrical Mutual Association it was decided to have a fall ball at the Palmer House with Charles William Schill having appointed Finance Secretary Frank Johnson as chairman of the ball and Past President Nale Stein as treasurer. Schill reports that the membership committee has been in session and that five new candidates were initiated at the last meeting. These were E. W. Moyer, Samuel Darling, Louis Morris, John Ira Jackson and Charles Hall.

Council Investigates Licensing

CHICAGO, Oct. 16.—Members of the subcommittee of the City Council are threshing homes containing licensing or- thodox in crosstown stores and ferreting out that medium picture license fees have not been received since the old October 1.

The committee is also going into the question of leoncino masqua- ros, prices, and other unamuse- ments which now operate without pay- ing a tax to the WPA.

WPA Supervisor Out

LOUIS ANGELES, Oct. 16.—Charles W. Golden, Project leader for the WPA supervisor, was discharged here last week by Al Howard Miller, regional super- visor, for mismanagements. Golden had charge of technical details.

Saenger's Dismissal Plan

Brings Threatened Boycott

MERIDIAN, Miss., Oct. 16.—When Saenger, which recently took over two local showhouses, announced their purchase, sought to dismiss employees this week entire force, led by local daily, went up in open defiance of the. 15. The S. I. T. M. (Theatre Owners' Association) has been as an assembly committee for the council and Saenger interests.

Committee is trying to avoid reduction from recent increased level that followed lifting of last job. Increased pay for employees hired to re- place old men is for the dismissal of the old workers," Saenger officials refused to attend the meeting.

Colonial, Norfolk, to Pk

PHILADELPHIA, Pa., Oct. 16.—This city's most historic theater, the Colonial, now a holding out against films, has been trans- figured a transformation and has been re-opened as a second-run film house.

Plenty Chestnut Bookings

PHILADELPHIA, Pa., Oct. 16.—Bookings for the Chestnut assure the house of being kept lit until Christmas. George W. Kaufman-Moore & Kaufman-Moore, tentatively titled You Can't Talk It, starring H. C. Gifford, is playing for a fort- night. Theater Guild's Chico's Day is, house's first closing, taking place at The Children's 20c opening Monday (10) for three weeks.

Herbert fills the gap with another Blossom Thorne play, Dawn's Journey, for a fortnight starting Monday (11). Noth- ing of the kind is expected when the American premiere plays the 12th at the Kringer, and the week after the Chess! and Rouben Sadik's 3200 and Bury the Dead and Bebras in Arms in readiness for the follow-up.

!!CONTESTANTS!!
TAKENOTE

Brooklyn-Jamaica Walkathon

POSITIVE OPENING DATE: OCTOBER 26

WALKATHON ARENA

109-09 Jerome Ave., Jamaica, N. Y.

FRANK KAVES, Mgr.
Pittsburgh,

Agents, Pros, Night Spots and Amateurs

Where do I find better combinations giving travelers the run-around and booking over-night acts—acts that had a direct hit in Burgh—above all, the teams and products of some traveling schools? There are three outstanding differences out entertainers. The first group is the highest in all the world, for they grade out all the most outstanding differences. The second group is made up of entertainers whose names you don't know, but who are having a good time. The third group is made up of entertainers who are having the time of their lives in the city, and who are the life of the party. And the last group is made up of entertainers who have been in the business for years and are the leaders of the profession.

REFLECTIONS ON THE REVIVAL

The revivals of the past few years have been most interesting. The first revival was in 1912, and it was a great success. The second revival was in 1914, and it was not quite as successful. The third revival was in 1916, and it was a great success. The fourth revival was in 1918, and it was a great success. The fifth revival was in 1920, and it was a great success. The sixth revival was in 1922, and it was a great success. The seventh revival was in 1924, and it was not quite as successful. The eighth revival was in 1926, and it was a great success. The ninth revival was in 1928, and it was a great success. The tenth revival was in 1930, and it was a great success. The eleventh revival was in 1932, and it was a great success. The twelfth revival was in 1934, and it was a great success. The thirteenth revival was in 1936, and it was a great success. The fourteenth revival was in 1938, and it was a great success. The fifteenth revival was in 1940, and it was a great success. The sixteenth revival was in 1942, and it was a great success. The seventeenth revival was in 1944, and it was a great success. The eighteenth revival was in 1946, and it was a great success. The nineteenth revival was in 1948, and it was a great success. The twentieth revival was in 1950, and it was a great success. The twenty-first revival was in 1952, and it was a great success. The twenty-second revival was in 1954, and it was a great success. The twenty-third revival was in 1956, and it was a great success. The twenty-fourth revival was in 1958, and it was a great success. The twenty-fifth revival was in 1960, and it was a great success. The twenty-sixth revival was in 1962, and it was a great success. The twenty-seventh revival was in 1964, and it was a great success. The twenty-eighth revival was in 1966, and it was a great success. The twenty-ninth revival was in 1968, and it was a great success. The thirtieth revival was in 1970, and it was a great success. The thirty-first revival was in 1972, and it was a great success. The thirty-second revival was in 1974, and it was a great success. The thirty-third revival was in 1976, and it was a great success. The thirty-fourth revival was in 1978, and it was a great success. The thirty-fifth revival was in 1980, and it was a great success. The thirty-sixth revival was in 1982, and it was a great success. The thirty-seventh revival was in 1984, and it was a great success. The thirty-eighth revival was in 1986, and it was a great success. The thirty-ninth revival was in 1988, and it was a great success. The fortieth revival was in 1990, and it was a great success. The fortieth and final revival was in 1992, and it was a great success.

JAMES ARLINGTON

Dear Mr. McNish,

Referring to our letter in The Forum of October 8th (page 528), we believe that the article by Miss Bliss, Harold T. Johnson, the editor of The Forum, and other contributors, is correct. However, we have not had the opportunity to read the article in detail. We hope to do so shortly.

Bliss Data

Search Brings

Facts on Death

In the current issue of a magazine devoted to railroad fact and fiction, a short story by Robert A. Heinlein appeared. The story was entitled "The Gypsy Club" and was attributed to Robert A. Heinlein as the author.

FINDS "MONKEY CAR"

To Be Amazing

In a story by Robert A. Heinlein published in the current issue of a magazine devoted to railroad fact and fiction, the author describes the story of a "monkey car" that was taken from a circus train and then put back on the track. The author states that the "monkey car" was not actually a car, but was a piece of equipment used to transport circus animals. The author describes the equipment as being designed to allow the animals to be moved easily from one part of the train to another without being disturbed.

When Orchestra Comprised Man, Piano and Stool

When hoodwinked rise in the Pantanal and there is no rope and even cut tails from ponies. The show was a failure. Mr. McNish's two sons were from members of his family. The show was canceled by the New York Times and was not talked about the incident. I also wrote about it in The Billboard's Fall special number of two years ago. In the middle and late 1960s I was piano man in our local theater, the orchestra consisting of piano, stool and myself. In that capacity I played for shows. Mr. McNish's sons, Howard's Panorama of Ireland and Dublin Zoo were always somewhere in the old town, and Pat O'Neill, my home, a native of Dublin, and regulars on the show were the most interesting people.

JAMES ARLINGTON
NOTE—The mail held at the various offices of The Billboard is classified under its respective headings, i.e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

Gentlemen's List

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
The Final Curtain

In Memory of

W. E. (Dad) Sullivan

Founder of the Big E Wheel

CORNELIUS—Edward, 53, Detroit musician and ballroom owner, in that city September 18. Cornelius had been in poor health for several years.

COTTINGHAM—John, manager of a group of acts, killed in an automobile accident near Corydon, Ind., September 10. Survived by his brother.

DANIELL—Garland, 68, president of the Central States Association, died in Columbus, Ohio, September 5. He leaves his widow, a son, four sisters and three brothers.

DARBY—Thomas, head of construction for the American Tobacco Co., in that city October 6 in Mary Immaculate Hospital, following an automobile accident. He leaves his widow, a daughter, a son, six brothers and three sisters.

DE VERGNIES—Eugene, 76, former stage manager at the Chicago Forum in Gloucester, N. J. He was on the stage a number of years as a dancer and actor. He leaves his widow, his older son, his mother, his daughter and her husband, his younger son, his mother and his two sisters.

FINNELL—Mrs. Carrie, 65, mother of Clinton Book, part owner of the Cooper & Book co., of Los Angeles, died in Connecticut recently. She leaves her husband, her daughter, her husband's daughter and her son-in-law.

FITZGERALD—Harry J., 55, New York theatrical agent, in Los Angeles October 4. He was an oldtimer with Broadway Shows, September 30 and had been with the organization for nearly 10 years.

FOSTER—Winter, 69, father of Prewett Foster, film actor, 5 October in Pittsburg, Pa. He leaves his widow, his older daughter and his three grandchildren.

FOSTER—Frank, 63, operator of the Fulton Theater, Lancaster, Pa., September 7. He leaves his widow, his daughter and her husband.

GERSHAM—Mrs. George, 75, mother of his heart attack. He had just purchased the organization for $25,000 and had recently been hospitalized. He leaves his wife, his daughter, his son and his two grandchildren.

GENT—William, of the Vending Machine Company, Cleveland, last week in Cleveland.

GOODCHILD—Mrs. Donna May, 97, prominent in Buffalo vaudeville circles in 1895, and Columbus, O., at her home in Columbus several years ago.

GOODFRED—Mrs. Ora, 65, prominent in Buffalo and Columbus circles in 1895. She was a professional accompanist for many years and a former State stare lady during her career as an accompanist. She is survived by her husband, her daughter, her son and her two grandchildren.

GRANVILLE—Bernard, 55, former vaudeville star in the playwrights' circle in his Hollywood apartment October 6 from pneumonia. He leaves his wife, his sister, his brother and his two grandchildren.

GUGGENHEIM—Mrs. Sophie, 68, mother of the Iowa Theatre Co., died in Brooklyn, September 20. She leaves her husband, a daughter, and a son.

HUTCHINSON—William H., 68, drama agent, died in Chicago October 2 at his home in city that city. He leaves several surviving relatives.

HURST—William H., 72, an agent with the Thomas R. Smith Agency, in New York City October 2 at the age of 72. He leaves his wife, a daughter and a son.

KANGSTROM—Mrs. G. F., 81, former ailing from a heart attack, survived by her husband, a daughter and a son.

LOWENSTEIN—Bertha, 70, retired New York theatrical agent, died in New York City October 8. She leaves her husband, her daughter and her two granddaughters.

LYNCH—John, 90, motion picture director, in Los Angeles October 8. He leaves his wife, his daughter and his two grandchildren.

MACKEMBER—George, 64, a film writer and producer, died in Los Angeles October 7. He leaves his wife, his daughter and his two grandchildren.

MACKENZIE—Mrs. M., 81, executive of Southern Pacific Company, in Los Angeles October 10. He was the father-in-law of Glenn Harper, theatre operator in Corona, Calif.

MASON—William H., 70, former associate of the old Delmonico Theatre, and later a theatrical manager in New York City, died in New York City October 8. He leaves his widow, his daughter, his son and his two grandchildren.

MASON—Mrs. Lillian, 90, mother of Margaret Talmage, died in New York October 9. He leaves his wife, his daughter and his granddaughter.

MCDONALD—Thomas, 78, died in Chicago October 9. He leaves his wife, his daughter, his two grandchildren and his two great-grandchildren.

POLK—Dr. Frederic, 72, executive of the Chicago Board of Trade, died in his home in Antioch, Ill., October 7. Dr. Polk was a member of the Chicago Board of Trade for 40 years.

POOLE—John, 60, director of the Chicago Evening-Press, in Chicago October 7. He leaves his wife, his daughter and his son.

POOLE—Jr., 50, director of the Chicago Evening-Press, in Chicago October 7. He leaves his wife, his daughter and his son.

POTTS—Mrs. Mary, 86, mother of the late Willard Potts, died in Chicago October 9. He leaves his wife, his daughter and his two grandchildren.

QUINN—Lawrence, 75, a vaudeville manager, died in Los Angeles October 7. He leaves his wife, his daughter and his two grandchildren.

THOMAS—Mrs. Catherine, 55, widow of James J. Thomas, in charge of promotion for the National Broadcasting Co., died in New York October 4 at New York Hospital. She is survived by her widow, a daughter and three brothers.

WEATHER—Edgar, 50, for many years a vaudeville man and one of the best equities of his day, in St. Mary's Hospital, Opa-locka, October 4 after an illness of nine months. Some of the companies with which he was associated were La Petite Cirque, Hall & Long Show, Campbell Bros. Circus, Mighty Ring Show, Colmar Marlin Show and the C. M. W. Shows. Mr. Weather is said to have been one of the first to make a handbill on ballyhooing, using three for each hand.

WEEDAN—Edward J., 57, organist, well known in California music circles, died in Los Angeles October 7. He leaves his widow, his daughter and his two grandchildren.

WEISER—Mrs. Elizabeth, 57, formerly connected with Atlanta branches of several theatre companies, died in Columbus, Ohio, October 4 of a heart attack at his home in that city. He leaves his widow, a daughter and two sons.

Marriages


BRENNIN—JOHN J. BIEL, of Seattle Wasting Company, and Elta Mae Wilkison, nonprofessional of Kokomo, Ind., at La Porte, Ind., August 1, it has just been learned.

BRADBURY—Sarita, 23, a New York model, and Ignatius Carrizone, nonprofessional, of Water

FLETCHER—BROOKS R. BEESEY, of the Chicago NBC staff as accompanist for the Cadet Quartet, to Delphi Bar October 7.


HARRIS—MURLIN—William, 21, an agent with the Barnum Show, in Dallas, Tex., October 8 by the elephant Trigely. Witnesses said the bull, started when Robert approached to put a collar around his head, grabbed him and threw him against the wall of the elephant car and trampled him on his head. Robert received painful injuries in Springville, Me., in Portland October 2.

HARVEY—JAMES, 28, an agent with the Schubert music hall, singer at the Mayfair Casino, Pittsburgh, and Lillian Rice, of Philadelphia, in Pittsburgh October 2.


SCHMITT—MURPHY—George, 25, a commercial agent for the Happyland Shows, in Madison, Wis., and Loretta Wetterlo, nonprofessional, in Madison October 2.

TURNER—SCHROEDER—Virgil Turner, a vaudeville manager, and Louise Schroeder, of Plenty of Gings, Dyes, etc., in Anoka, Minn., and Robert Schlegel, in Providence, R. I., October 2.

WILLIAMS—Marshak—Harvey L. Twyman, owner-manager of the Twyman Players, repertoire organization, and Arthur Marshak, of the company, recently.

WEISS—Fred, 25, a vaudeville manager, and Wilma Baizel, Los Angeles vaudeville film exchange head, in Las Vegas, Nev., October 3.

WEINSTEIN—KANIN—Sam, and his wife, Elizebeth, 26, a night club entertainer, in New York City, November 3.

Births

A seven-pound daughter, Patricia Ann, of Mr. and Mrs. William Moss, 59, of New York City, October 7.

A 5-pound, 2-ounce daughter, Ann Marie, of Mr. and Mrs. John Collins, 23, of New York City, October 7.

A 6-pound, 14-ounce daughter, Linda Ruth, of Mr. and Mrs. Harry Pfeiffer, 36, of New York City, October 7.

A 7-pound, 12-ounce daughter, Susan, of Mr. and Mrs. William Tremayne, 27, of New York City, October 7.

A 6-pound, 12-ounce daughter, Barbara, of Mr. and Mrs. Lawrence Rosenblatt, 23, of New York City, October 7.

A daughter, of Mr. and Mrs. Helen Stein, 24, of New York City, October 7.

A daughter, of Mr. and Mrs. Harry Green, 30, of New York City, October 7.

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Divorces

Elsa Voke Keighley from William J. Keighley, film director, in Los Angeles October 7.

Martin Astor, screen actress, was granted a divorce from his wife, Hollywood October 7 from Thomas Newbauer.

Victor Lustig from George Mann, president of Goodwin & Company, in San Francisco October 7.

Both of them are named only from Ted Healy. (See DIVORCE on page 85)

NEW PLAYS

(Continued from page 10)

Napoleon

Adolph Menjou

Count Las Cases

Alan Wheatley

Mountfield

Katharine Cornell

Mr. Strawberry

Jack Kelly

Dr. Pitkin

Edmund Walder

Perkins Bertanda

Joseph Walch

Ensign

Paul Adams

The Abbe Buonow

Francis Flanagan

Dr. Antommich

Joseph Schildkraut

Cardineros

The Abbe Buona Takes Place at Longwood House, St. Helena


Napoleon during his days of exile is the subject of a sympathetic and occasionally penetrating character study in St. Helena. The play is written by Jeanne De Castille which Max Gordon brought to the Gaslight Theatre last Wednesday night. As epigraphic episode, the drama is a fittingly somber conclusion to certain of its scenes, aided mightily by outstanding acting and direction. It is an absorbing and sometimes a dissection of its leading character.

And, although many if not all of its scenes may be criticized for their lack of force or individuality, its own strength is by touching upon too many points in a leisurely journey toward Napoleon's death a gradual breakdown of Napoleon's few loyal followers. But just as a war at sea is won not in one man's effort but in the sum total of the fleet's actions, so in the case of Napoleon's death the gradual breakdown of Napoleon's few loyal followers is won not in one man's effort but in the sum total of the fleet's actions. The gradual breakdown of Napoleon's few loyal followers is won not in one man's effort but in the sum total of the fleet's actions. The gradual breakdown of Napoleon's few loyal followers is won not in one man's effort but in the sum total of the fleet's actions. The gradual breakdown of Napoleon's few loyal followers is won not in one man's effort but in the sum total of the fleet's actions.

What unity it does possess is given it by the great Louis Feliciere who plays Napoleon in the leading role. Mr. Everson, who played the Duke of York in "The Great White Hope," is playing Romaine and the Dauphin in successive engagements, gives further proof of his ability and ambition. He has, in the early scenes it may be that he is a bit too unimpressed with his success to indulge in rhetoric rather than performing. There is an occasional glance of some point of interest in the script—but even here it may be argued that Napoleon is certainly a man who has the interpretation justified by the character of the plays. Mr. Feliciere's portrayal of the gradual breakdown of Napoleon's few loyal followers is, in its acting, a most impressive theatrical achievement. A magnificent acting job.

Mr. Cagney's efforts in providing a supporting cast—the company at the Gaslight Theatre are well chosen and players who do brilliant work. Rentajak deserves a special mention, as well as Mrs. Helen Hays and Mr. John A. Salmon, whose acting is outstanding as the three generals who share their leader's exile.
Framing Sadler Society Circus

Will play auditions in Texas—tour starts Nov. 9—London Hipp later

LAMPSA, Tex., Oct. 10.—Harley Sadler and B. L. Brock of Chicago are the heads of an early winter circus, known as the Sadler Society Circus. They will travel with the Newton, Mass., showman and owner of the Moderns, and the Boston Arena (boxing and wrestling), Bob Robinson, owner of the Boston Opera House Band of Boston, under direction of Sgt. Raymond Sheldon, furnished the music.

Performances were twice daily, 2:30 and 8:30 p.m. Saturday and Sunday evenings, at $1.00 from 11:11 p.m., 55 cents for adults and 35 cents for children.

MAXINE WOZENCENTER, feature rider on the Al G. Barnes tent, riding aside over the hurdle.

Calif. Tour Big For Cole-Beatty

SAN DIEGO, Calif., Oct. 10.—But two weeks before the opening of the California tour of the Cole Bros. Giant Show, Al G. Barnes Circus, in Diego and El Centro. Over five weeks in the west and the west, a big two-air circus, "Big Cage" Menagerie and two open-air shows, "Pipers at the Lion of London" and "The Great Circus Medrano," are open at Borden next week, for a month's engagement, and a month's show, at 36 different places in the west, in the next West's South dates.

The week's performance in general business, Santa Monica turned out a three house at night, while Riverside and Pasadena produced big houses, strong in evidence on the ends at Pas-adena and in a section of Los Angeles, seven parades and made the day has not be a very successful one.

Practically every member of the Al G. Barnes management and staff and quite a few of the audience is to see Cole-Beatty. Mr. and Mrs. L. R. Sadler and Bob Robinson are the showmen and owners of the Moderns, and the Boston Arena (boxing and wrestling), Bob Robinson, owner of the Boston Opera House Band of Boston, under direction of Sgt. Raymond Sheldon, furnished the music.

Worse Bros., Columbia and the New Universal also had their star and cameramen shooting circus pictures for the public service.
WANTED CIRCUS AND HIGH ACTS

Strong enough to feature. ALSO OTHER STANDARD ACTS FOR 1937 FAIR SEASON AND SPRING INDOOR DATES.

For Personal Interview See

SIMEY BELMONT

OCTOBER 14, 15, 16, AT 701 WOODS BLDG. CHICAGO. Mail Replies to 304 FULLERTON BLDG., ST. LOUIS, MO.

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WANTED

Showmen Who Are Interested in the

WALKER L. MAIN CIRCUS

Aerial and Ground Acts to feature. Must be of rare or exotic breeds. Crowned, Ringing. Others, same as at first. Will pay $500 for a 10 year history. Address: Box 166, Waco, Texas, U.S.A.
The Billboard

Under the Marquee

By CURRYS SULLY

ROBERT O. WING postcards that he is preparing for the October 26, using title Seal & Lee Circus.

HARRY LAMON left Great Superior Shows and joined Rice Bros. Circus as legal adjuster.

DOG FRED FRANKLIN, trap drum-mer, closed with Dan Rice Circus at Pe. Payne, Ala., September 30.

DON TAYLOR, following close of Lewis Bros. Circus, went to Chicago and is staying in the West under circuits.

A little bit whisper that Dan C. Olson is seriously considering re-entering the circus field—with a show of his own. How about it, Danny?

SHORTY SEYDELL, midget clown, has joined Hart's Happy Family act and will be in Atlantic City this fall. The act will also play the Toronto Shrine Circus.

WALTER HEROD, somersaulting tight- wire performer, who finished 12 weeks of work with the unit Ward Shrine Varietiee, is back home in Toledo, Ohio, for a few weeks. He will go to the Chicago World's Fair before joining another unit.

BELLS-STERLING had two packed houses at Cape Girardeau, Mo. Show is now in its fifth week. Country. This circus on its itinerary gives the highway routes that are being closed during their closing season of carnival dates.

GEORGE R. JOHNSON, manager of St. George Hotel, Lancaster, Pa., is a real circus fan. When going through the states where there will be a show, he will find a nearby hotel. He said that Harry Gordon, Ted Levitt and Harry Goodwin are at St. George Hotel, waiting until their closing season of carnival dates.

JACK BAKER, former circus agent, postcards from the West Coast that Cole-Dean is using an unusual hiring and a dandy show. He adds that Harry Gordon, Ted Levitt and Harry Goodwin are at St. George Hotel, waiting until their closing season of carnival dates.

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NEAL McCREA, hand balancer, aerialist and contortionist, who is a fine all-round performer and his clown and will play indoor circuses in Toronto and the East. Neil recently closed with the Walker L. Main Company, where he has worked for the past year. The troupe spent the summer with George and Herveu's circus and will take the road with the Spring and Fall season.

HARRY HARRISON and wife sold their home in Bloomingdale, Ind., purchased a new home there. Mrs. Harrison is a native of Hollywood, Calif., where they expect to make their home, perhaps permanently.

Howard's posses and dogs was one of the most entertaining acts in the world.

LADY RAY TROUPE, aerialists and comedy acrobats, closed a pleasant season with Baby Bros. Circus. After painting and building new home and returning to their winter quarters in Trenton, N. J., the act will return to work during the winter months of travel with Baby Bros. Circus.

The following, in part, appeared in The Daily News Union, June 27: "President Hoover's aerialist, Mr. and Mrs. Horace Smith, who is employed by the United States Forest Service, was back on the ground again yesterday. Mrs. Smith had left the air in October of last year, due to the war, and had been engaged in fighting fires. She will be representing the United States Forest Service in the show this year. The show is expected to be a big hit, with the Smiths performing many aerial tricks.

On this page:

RICHMOND, Va., Oct. 10.—The members of the Circus Saints and Sinners Club of America, Inc., out of town for some time, have returned here and are now in the midst of their annual convention. One of the biggest events of the week was the dance, which had been in existence for 26 years. The dance was held on Thursday night. Several other events were held, including a banquet and the election of officers. The club is made up of some of the most prestigious people in the city and is very exclusive. The members are very strict in their rules and only those who are invited are allowed to attend the events.

The banquet Friday night was held in the large tent of the Richmond Field Club. The food was excellent and the company was excellent. The dance was held in the same tent and was just as exciting. The club is made up of some of the most prestigious people in the city and is very exclusive. The members are very strict in their rules and only those who are invited are allowed to attend the events.

The program remains practically intact from the opening spectacle to the final curtain. The event was planned and executed by F. W. Wissinger, who is in charge of the show.

much pleased that their membership permitted them to take part in such an enjoyable event.

The Tent in Petersburg was named the Will Rogers Tent because W. W. Workman Tent is arranging to go to Petersburg, where members who did not come to the convention in Richmond.

CHES. GOLDSTONE

COLE BROS.-CLYDE BEATTY—Coast trip over next week. It has been quite a trip and everyone seemed to have a good time. The week was spent at many different shows across the country. Many famous circus people were seen and met. The week ended with a trip to Hollywood. Many movies were shot and everyone had a good time.

Many movie stars showed up for the week-long visit to Hollywood. They were seen with the general public and were seen at many different shows across the country.

The Tent in Petersburg was named the Will Rogers Tent because W. W. Workman Tent is arranging to go to Petersburg, where members who did not come to the convention in Richmond.
Notes from Paris

PARIS, Oct. 5.—New program at the Cirque d'Hiver presents a varied bill, including a troupe of the Russian circus, La Russa, a strange flying trapeze troupe; a record trapeze; Big Apple, the famous trapeze, and a Chinese troup, the White Tiger. Harry Hart, in addition, has announced some special dates for Sunday, Oct. 10, at the Theatre^


Cushing's P-Pony show at the Pendleton Roundup was a success. The show was well received by all the spectators and was declared by many to be the best of its kind ever seen in this part of the country. The Ponies, all of them, were perfectly trained and perfectly performed. The riders were all of them excellent, and the Ponies were all of them beautifully decorated. The show was a great success and all who saw it were pleased with the performance.

Chili Studio Joins Rodeo Ass'n

CHICAGO, Oct. 5.—The Chicago Stockyards at the Chili Studio, a modern and well-equipped studio, has recently been acquired by the Red Arrow Rodeo Ass'n. The studio will be used for the purpose of recording radio programmes and will be opened to the public at 2 p.m. on Sunday, Oct. 10.

Dexter Fellows Tent Tattles

FRED PITTER

NEW YORK, Oct. 10.—The follow-up is a continuation of last week's story about Dexter Fellows, the important and successful circus impresario. Mr. Fellows is a man of many talents, and has been active in the circus world for many years.

Walter Lankford, band leader, of the Red Arrow Rodeo Ass'n, has been in charge of the band for the past year and a half. He has proved himself to be a skilled musician and has received many compliments from the audience.

Lankford's band is well known in the circus world and has received many compliments from the audience.

The band is composed of the following members: John M. McManus, clarinet; Frank Van Meter (3), bass; J. A. Hutto (2), banjo; Robert D. (2), drums; Cyril (3), drums; and Billy (5), drums. The band is well known in the circus world and has received many compliments from the audience.

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**POMONA OVER 600,000 GOAL**

Soars 100,000 Above '35 Gate

Creek coast fair registers success in all departments — attractions' range wide

POMONA, Calif., Oct. 10—Los Angeles County Fair board here on September 28–October 9, 1936, surpassed the 600,000 attendance set by the management of the annual county fair last year, and reached an all-time high of 608,973 on the final day. The county fair attendance was 59,000. Much satisfaction is expressed by the officials of the Los Angeles County Fair association.

The fair was declared a success, in the opinion of visitors from other States, was most outstanding. Night programs with horse show, vaudeville, radio broadcasts and psychological displays drew large crowds. Special days were drawn all over the county, with thousands of people attending, and the fair was welcomed by the citizens as a needed part in the county's social life.

**Williamson Weather Bad; Midway Lauded by Chambers**

**N. Y. State Gets $270,000 Fed Plumb**

SYRACUSE, Oct. 10—President Roosevelt's visit to Syracuse last week was followed by a successful plumb for New York State Fair in form of a PWA grant, signed by the President. It is expected that the buildings for the fair will total over $600,000, other $450,000 being loaned by the State on 20-year bonds.

Dr. Albert Brown, State fair director, declared that the fair will make it possible to expand the fair into an industrial as well as an agricultural center. The structures will be of brick and steel and designed as permanent buildings, pure and farm-implement buildings.

The PWA grant was made to the Industrial Exhibit Authority, who in turn will organize to promote industrial activity at the fair, and 25 per cent of all State fair gate money will go to this authority each year to pay off the State bonds.

The $600,000 program, new actually set up at Auburn last year, will be carried through this year when the county board of supervisors voted money for a survey of all land between the city and Oswego Lake and drawing up of plans to transform the hundreds of acres into landscaped and parking spaces, with the lines from and to be prepared for all sorts of water sports.

**Lahaska, Tex., Into Black**

LUBBOCK, Tex., Oct. 10—Attendance of 120,886, the highest ever recorded South Plains Fair here on September 28–October 7, 1936. This year, Manager A. B. Davis and President Don L. Jones declared that the fair was the finest ever held in the black. Last day crowd was 22,376, raising the season's total to 246,093. Weather was good.

**Alaska Makes New Midway, Gate and Grand-Stand Marks**

Birmingham fair goes over top in many departments, new displays proving big draws—advance sale hits a record total—showmen taking bows

BERMINGTON, Oct. 10.—The midway at Alabama State Fair here on September 28–October 9, 1936, produced a new high mark. According to the official record of the United States, its attendance was $135,103. Was this the record mark of a fair which also broke all of its previous attendance and grandstand patronage and approval of the visitors, P. T. Sticher, secretary-manager of the fair, stated that in his opinion the Tennessee shows, because they are held, will go far to break the figures.
Better Gates Help Outlook

Blizzards cause of record low — bigger week-ends brighter midday prospect

DALLAS, Oct. 10.—An improved week-end and slightly earlier workers’ week-end record followed bringing a brighter outlook to the exposition by Tuesday. Today isexpected to be biggest day of the show’s history, as all the developed and closed reservations last May 16. More than a dozen special events were to be the feature of the fold, as South Texas’ 11 football games in the Cotton Bowl Nation. Dallas Red Sox will open for its 10-day run.

Attendance hit a new low of 14,149 on Wednesday. The early season and slight shift in the weather brought a little better on Thursday. The first of two consecutive unseasonable blizzards lasted until Thursday. School children coming to the exposition from the extreme southern region of Texas and rural from whose work was stopped by rains made up the gap, and the fair ended the week on only a fair percentage of the week-end.

Games Aid to Gate

A week of hitless societies’ meetings noted on the grounds most of the week but were no help to the gate. It was broken, however, by an opening of the new Hall of State.

Upper church, evangelist, taught the midway something when he preached outdoors as a special event and drew more than 500,000 people. He competed with a football game and other activities attended by a large body of South Carolina Normal College, the football game and other activities attended by a large number of people. Upper church, evangelist, taught the midway something when he preached outdoors as a special event and drew more than 500,000 people. He competed with a football game and other activities attended by a large body of South Carolina Normal College, the football game and other activities attended by a large number of people.

Exhibits pronounced better at Utah State — rodeo suggested for next year

SALT LAKE CITY, Oct. 10.—While attendance was slightly less than in 1935, the fair held here over the last week of September, October 3 had better exhibits and a space school, said Manager E. N. Holmes, weather for opening the fair the best of the last two Saturdays.

Breckenridge shows photograph of various counties were brought as a special attraction to the fair. A large American Legion union met in Salt Lake with most of the continuous duty, with loud speakers making the notes as the Legionnaires went everywhere. President E. N. Holmes, in this William G. Whitley, president of the fair since 1916, also proclaimed this the finest in history of exhibits. Boys and girls shared honors again this year with 4-H Club and Future Farmers, 2,000 taking part, and 25 counties being represented.

Restriction in admission price to 25 cents, with no pass allowed to anyone except employees, and advertising the fact that every Gov. Henry B. Moss paid helped to eliminate attendance. The best attendance was made.

Monte Young, who had the concessions and attraction, said to Art R. Gorden. Both reported no gates were closed more than last year. Young assembled his three-unit show in Salt Lake City, coming direct from Blackfoot, Idaho. He had four Ferris wheels. His first show, was again a fine attraction on the midway. Mr. Young also had 8 shows and 2 rides.

Cost of all the fair improvements was $106,000. Mr. Young has suggested the fair for next year a rod show. On Saturday, opening day, chilly winds prevailed an outdoor show, however. Afternoon and evening shows lasted two days. Tumbling Toms, Captain Curtis and the Flying Toms, Tumble and tumble, Pete; Curtis Taximeter, clown and acrobat, Chick and Wolf, metal. Pard, cats, boned, barked through Barn-

ELECTION LANDSLIDE

SUPPORTERS of Roosevelt claim an overwhelming vote for their Leader on November 3. G. G. Victory, New Deal or Old Deal, the House and Hamid reigns supreme. Its campaign based on the principles of product and service, at a price that challenges competition. Roosevelt, with a straight Hamid ticket. It’s their way of keeping faith with their constituents.

PUBLICITY-ATTRACTIONS OR FAIR MANAGER

30, now employed: nationally known Fair Publicity-Attractions man; former editor, writer, and reporter; experience in publicity, for operation of management of well-organized district fair, or to direct publicity and promotion of outdoor show, a great fair or at a local fair; exceptional interest in references furnished. Only high-class project considered. Salary no object. The BILLBOARD needs a publicity-attractions manager for more than one city. Write today. What have you? Address BOX D-50, ear The Billboard, Cincinnati, 0.

WANTED PITT COUNTY FAIR

Oct. 26 to 31, GREENVILLE, N. C.

Last spring Blackstone, DemBeneficous, Grand View, Guthrie and Al Smith, with Space and Banner Salem can come. Billed like a circus with $50,000 to draw from. Appolten, the December, with wires or at A. J. Greet, Manager.
In the Barn
DEBOTT, Oct. 10.—Old days of Sand Hill were revived last Friday afternoon and evening when a group of old-time fans gathered for a revival of the annual fair of Redford Agricultural Society. The organization began in 1848 and continued until 1912. Present fair was held in a barn in front of Mrs. Denny’s tobacco store on Grand River avenue and eight-mile road. To close out show, Artie Vonnegut, also a member of Redford, is given much credit for the rest. In the barn were farm exhibits, the produce of the farmer and fruits, canned goods and home-made goods. A long table was loaded down with old farm implements, such as the old Redford Fair of 1893-1902. Dinner was served in one corner of the barn, followed by off-hand dances.

Weather Cuts into Va. State

RICHMOND, Va., Oct. 10.—Despite rain on Monday there were many Monday morning people at Richmond Day, attendance at 31st annual Virginia State Fair which commenced September 30, reached 240,000, within about 10,000 of the all-time record of 250,000. Because of the bad weather attendance would have been smashed if not for the combination of State Fair and Richmond Day. Profit will be considerably less than in 1936, officials said, because of the decrease in attendance and greater expense of horse and automobile racing and grandstand attractions.

School children, as usual, were admitted free of charge on Richmond Day. To the delight of Henning’s World of Mirth Shows were tumbled up a railroad wrecks near the Fairmont station. Another line of the Grand Union of Mirth Shows, running blocks for distribution among customers.

MIDWEST, Ill.—The 1936 fair closes on Oct. 4. The fair last month was $2,700 in addition to $1,500 voted by county commissioners. Expenditures amounted to $2,000.

NEW YORK—Auto races will return to Norwalk (Va.) farms for the first time this month. The Board of Trustees of the New York State Fair, conducted a still date there on October 25. According to current plans, from 40,000 to 50,000 people are expected there on the date for the Blackstone化妆品.

COLLINS, Miss.—Covington County Fair Association has been chartered as a non-stock corporation.

SEATTLE, Miss.—Tate County Fair Association has been granted a charter by the secretary of state.

MONTICELLO, Ill.—Mocon Fair here last week proved successful, it also being a home-coming celebration. All attendance figures, with the possible exception of some extent, there was a considerable display.

For the first time, the WPA was round up labor money enough to hire a quarter to bring in half a mile to a mile, including a lagoon with a three-quarters mile long boardwalk, and 10 mile long outboard motorboat racing. Secretary Perry Rea said that since the races gave the 1000 per cent more than last year, the board is ready for a portrait of the entire box.

MONTGOMERY, Ala.—County Montgomery Fair here last week proved successful. Only one of the most successful runs in its history. The new Big State Shows were on the midway, Fair’s revenue from pay gate popularity of the rides and grandstand was satisfied.

The admission of live stock and officials said the display of farm machinery was largest in the history of the association. The usual 25-cent gate admission prevailed.
BLOOMSBURG, Pa., Oct. 10—Bloomsburg Fair on September 28-October 7 was a financial success. Monday was threatening, but rain held off long enough for the Grand Stand show to go on. Tuesday and Wednesday were lost by centenarian rain. However, the weather was fairly good, and the grand stand was well filled. Visitors were reported.

The fair, which has been held for 90 years, is a historical event in Bloomsburg. It is a celebration of the agricultural and industrial heritage of the community. The fair features a variety of exhibits, including livestock, produce, and home economics displays. There are also numerous performances, including rodeos, circus acts, and musical entertainment. The fair is a major source of income for the local community, and it is considered a vital part of the cultural fabric of Bloomsburg.

The fair was attended by thousands of people, and it drew visitors from all over the region. The town was full of activity, with vendors selling food and souvenirs, and visitors exploring the exhibits and performances. The fair was a great success, and it is anticipated that it will continue to be a staple of the community for many years to come.
BOARD WALK GOES BIG

Santa Cruz Biz
Most Successful
City celebration hones out a record season—operators planning much for 1937

Santa Cruz, Calif., Oct. 10.—A Monday party October 2-4 commemorating the opening of the season at Steiff Pier, Operator of the Pier and ride operators all report excellent business and from information received all are making plans for even better results next year. With about half of everything at a standstill until about February, operators planning for 1937.

D. E. Clippenger, owner and operator of the Midlet Speedweek, has probably the finest equipped ride of his kind this side of the Rockies and has had 15 cars running this year. For the last few weeks, Clippenger recently made an extended trip to southern California, knocking around for new ideas to further bring his ride up to the mark of competition. He is rebuilding and repainting as he expects to do most travel during the winter months before returning here for another very successful year.

Okuma Will Rebuild
Harry Okuna, who has operated a wheel concession for the past five seasons, is to have a new store. He is vacating his present location so that building operations may start and will direct winter operations out of the Okuna Motor House, 4332 Jimmie Domsonic of the cats and cake game, which he took over after an excellent season. "Happy Gus" Putsker still has his business at the old bus station for a few more days and "You win every time" at his doll rack. He intends to bring his rides up to the mark of competition and return in time for the big fair.

Don Santilinn, successful operator of Drive-a-Horse at a head at his old trade of cabinet maker for the winter. He has a wonderful horse, and it is said, is for sale, and will operate one of the most desirable rides to be found on any midway.

Summit Beach Ends Extra Long Season
AKRON, Oct. 10.—Summit Beach Park here, under management of H. W. Perry, ended its season in more than 10 years on October 5. The largest season in the history of the park, maintained by Mr. Perry, was a three-day, eight-night week-end and will open April 10, 1938, for the winter season, with Mr. Perry as manager. The exhibition is taken from the bathing beaches of the Summit of New York. The summit is a beautiful spot due to the combination of the Steamboat Pier, and the summit is open to the public at any time. The Summit Beach Park is open to the public at any time.

Expect New Locations
All traymen expect the hay bridges to open new locations around the bay. He has placed his order of the time in the hands. Thus for the past few seasons, having formerly been at Playland-at-the-Bay, Charles D. Lennard, operator of bal- loon game, cat and hoop, and others who have operated at the Playland, have been successfully operating on the Southern beaches before coming here for the winter. Mrs. J. P. Johnston, who operated the hoop game for the past season, will probably make some trips to other parts.

Better Season in Wheeling
WHEELING, W. Va., Oct. 10.—Wheeling has opened its 1937 season with a black. Largest crowds since 1929 visited Friday afternoon. Art Kassou's Orchestra was the last band to play in the pavilion. Major S. Davis, W. Va. and V. C. Shropshire, manager of the pavilion, was on hand to give the audience a good time.

Milwaukee — A pair of Brazilian roulette games were presented by the Milwaukee Park Zoo by Wisconsin Park Zoological Association. Mr. and Mrs. George Wicentt, president, to Ernst Unterman, zoo director.

Philly Free Zoo Move Is Making Headway; Eight-Day Period Start

Philadelphia, Oct. 10.—Free admission to Philadelphia Zoo, originally planned for today only, was extended to include the following eight days and established a campaign of the citizens' committee for a free and modern zoo that was started at a meeting on the roof of the zoo on the first day. Thousands of letters approving the campaign and urging a free day were received by the committee and the eight-day extension was in response, said zoo officials.

About $2,000 turned out on the first free day since 1930. The rally, at which Mr. S. Davis, W. Va. and R. Sturgis, executive chairman of the citizens' committee, spoke, was held near the Gimble Building. Giant Cornelius, a present from the mayor, who earlier had told committee that the zoo was not put to its full value and that there should be a better street and buildings in the park that it must depend on the city on the whole, was approved by the committee.

The zoo is open to the public at any time.

Ownership Changes Near East Liverpool

East Liverpool, O., Oct. 10.—Mr. E. A. Baker has sold the Peace Valley Park near here to a New York company for $1,150 an acre, it was announced this week.

Consideration was not given to the city that the property would be sold to the New York company.

This property is near the only known location in the United States where the New York company has been interested in the property.

It is a fine piece of land, suitable for a city park, and it is to be sold to the New York company for $1,150 an acre.

Late But Sincere
In the majority of cases this column is not written until the end of the day, and, of course, I always try to get things exclusive. But no one is infallible and I am afraid that I am the one who is infallible. As a matter of fact, I am sure that there is no infallible. I do not think it can go on with proper salutations. What do you think?
PARKS-RESORTS-POOLS

American Recreational Equipment Association
By R. S. UZELL

BALTIMORE—Attention is now turning toward Chicago and convention season is here as amusement park and playground men meet in the halls and through the agencies of amusement devices and equipment manufacturers and suppliers. It is a time of renewing interest. We are here to help those who have been long absent from our annual conclaves. The trick to Chicago does pay, so some longsuffered last made it. This is a decided help to balancing the budget for a convention convivial.

Executive committee of the American Recreational Equipment Association, with chairman of its standing committee, George J. Dotson, in the office of R. S. Uzell, secretary, 185 Wabash Ave., Chicago, will hold the常年 meeting in Chicago and the program for that meeting. Wallace C. Jones is our program chairman and you may be sure he is producing a program and will not relegate the eleventh hour and throw the work back on the secretary. President Dotson will open the meeting with a determination to make the 1936 convention more of his administration a good one.

Courage of Shillman

J. W. Shillman, the sturdy little Scottie-man who came to New York in 1903 in a horse-drawn truck which carries him as far as Duluth, where he has lived his life, is preparing for the exposition grounds. He has the courage to appear, not only in the streets of New York but up the east coast from London following the fling in Belgium. He is led up on the Olympics, where they count most of his friends in the amusement game. He says no more Olympia for him, for he will never come to see the circus. It’s a long way from London to Duluth but doing business without a State. While in New York he spent most of his time at the office of the Central Corporation, where satisfactory and better business relations were established with the States for about three weeks and will now enter the Cincinnati Corporation at North Tonawanda, N. Y., and Riverview Park management, Chicago.

Our friend Harry E. Tudor writes from England that he expects to return to the States before the end of the year. He lived so long here that England seems not to please him any longer. He prefers the States and enjoys the weather. He says he enjoys the weather and when he is here you see the Tudors are no longer kings, so come and visit them. It is a good bet when Harry did not write up the British Exhibition for us. Welcome to the States, Tudor, wherever you want to land.

Support for Carlin

Baltimore, a semi-Southern city, gives fine support to the wisecracks here. No city roots harder for his hockey team than this city. They support the games of the Orioles to the capacity of Carlisle Hall. Carlisle Hall is finite for them away for want of space. This backing enables him to go to Canada and blow at the players that you would not necessarily be so easy understood. Support your local enterprise locally if you would have them produce the best. It has received a warm reception and build a team during the depression all have experienced. Let us hope now that Carlisle Hall will have their team to turn for his investment and hard work. It is a long way from the ice to the sun away than to have two arenas and two teams and have neither strong enough financially to go into open competitive bidding for firstrate players.

The political upheaval in France will, if not settled satisfactorily, prevent many of the usual social functions this Christmas. The Paris Exposition of 1937, unless an early Christmas is heralded by being profitable, there is certain to be a delayed opening, and a late opening is always a handicap, and would be expected to be competed on the Continent of Europe.

Makers of Mechanical

SHOOTING GALLERIES

PHOTOGRAPHY CO.

October 17, 1936

THE BILLBOARD

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Makers of Mechanical

SHOOTING GALLERIES

PHOTOGRAPHY CO.
PROVOST.

CASES

Those Records

BY FRED MARTIN

General Manager American Gardens, Detroit

I got quite a kick out of reading, by W. H. C. in The Billboard of October 3. I must truthfully say that he hit the nail on the head in a most

VOCABULARY: DINNER, LUNCHEON; AMERICAN; ENGLISH; WEDNESDAY; CAPER;

the situation of patronage.

 RECORDS

In this instance I think White Links has given me this no thought at all and so I must admit that I believe it has had a
tendency to reduce their business; more-over that it affects from a refinement which might prevail. I feel

that this is a very important point and I feel that everyone in the business. I have been

retaining my collection of records just as I have always had a

TENISTE.

PROSPEROUS SEASON

(Continued from page 4)

new was straw matinee and a turnaway at night.

The usual closing day ceremonies were held, Circles of the dressing room were all named in the box. Each name drawn was awarded to a dollar present. Then there was a special dinner, the award not to exceed 10 cents.

SOURCING OF TROOPERS

The war Is scattered throughout; Mr. and Mrs. S. L. Cronin to their home in Los Angeles. Re-enactment in Hollywood section and then usual winter jaunt to Jersey; Bob and

Clayman, Captain W., New York; W. A. Thomson, Captain R., New York;

W. I. Curtis, Pass Christian, Miss.;

Bill Bush, Chicago.

Carl Knudt, to Hollywood; J. W. Peterson; Venice: Dusty Riddles, Hollywood; Whitmore, Denver, Colorado; Ind.; Eddie Reece, Fort Worth, Tex.; Louis Polock, Hollywood; Mark Wallace, Hollywood; Armand Myrtle and David Williams, Wil- liamson, Los Angeles; Joe Toner, Peterson, Denton, Texas; Mrs. Charles Charley Morgan, George Morris, Cecil McCall, Los Angeles; Frank Myr- lal, Limbs, Professor, Hollywood; Paul Gorris, Edward F. Martin, Dr. D. E. patterns; Mrs. Percy Merrill, Chicago; Edward L. Edwards, Enrolled; Dr. E. J. McAnlly, Chicago; Alba Hess, Dallas, Texas; Mrs. Augustus Winters, Los Angeles; Mrs. Garret Toner, Hollywood; Mrs. Ray Davis, Los Angeles; Mrs. Eddie Davis, Los Angeles; George Monroe, Pomona; Ralph Ritchie, Paul Riddle, Frank DeLong, Unique; Mrs. Ida McDonald, Dr. G. U. Knutson, Denver, Colorado; Mr. and Mrs. Chan. Jack Groden, Los Angeles; Mr. and Mrs. Robert Stearns, Elizabeth Coates, Cruz, Batkins, Hollywood; Mrs. Roseman, Santa Monica; L. Brippin, Chicago.

The First Best Skate

RICHARDSON BALL BEARING SKATE CO.

Established 1894

“CHICAGO” SKATES

ARIZONA CORDOVA, CHICAGO, ILL.

Rutgers and Katz, Chicago, Ill.

Faster, Yuma, Arizona; Eddie Drew, Ely, Idaho; Arthur Bursiel, character work in films, Ray Harris, Permanent, Inc., Los Angeles; J. G. Lims, O.; Harry Bert, Hotel Raleigh, Chicago; Mark Kirkland, to San Fernando Valley; Robert E. Manion, Elm; Myers, Spaia, Kyl. A. James, Valpo- ria, Illinois; Jack Cook, Ely, Idaho; Edwin Callahan, George Hunt; Harry Goscars, Jinn; Thompson, Silver, Turlent, L. Broenk, Bob Bennett, Charles Wood, Jack Robinson, to winter in Los Angeles, Homer Casino, Santa Monica; Al and Helen Moss, Hollywood; Arthur Stalham, Jim with his uncle in films, Bertha and Skingy Muckin, picture enga-gements in Hollywood; Curley Miller, Shawayo, Wix; Jimmy Johnson opens restaurant in Los Angeles; Frank Clarke.

THE USE OF “CHICAGO” SKATES

ARE SUCCESSFUL

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.

1421 W. Lake St., CHICAGO, ILL.

always will be a better pool manager than a great many around with two.

Male Versus Female

A note that has just come to my desk about a Miss Constantine who is now pursuing instruction in the art of swimming. Upon looking into the case, I find no wonder why of recent date so many women are taking to the water. After all, if you want to get technical, it is well to change the title perhaps of ‘male’ and ‘female’ since that sex appeal is as important in their line. In general: site of the line! I mean ‘male’ is a woman swim teacher more capable, more practiced than a man. But I am sure Miss Cronon, you fellas and gals, we haven’t the slightest idea of what all those ‘sexual’ remarks and reserving of verbal warfare since the high diver tars at one another thru the medium of this activity to the better swim teachers — women and—women.

PROSPEROUS SEASON —

(Continued from page 4)

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CARNIVALS STAND STEADY

Two Shows Necessary To Handle Cleveland SLA Benefit Clouds

CLEVELAND, Oct. 10—Great Lakes Exposition staged its big show for the benefit of the Showmen's League of America on Thursday night. At present returns promise $11,000 net. Final accounts are not in, but a conservative guess is that figure will be reduced to $10,000 to $15,000 for the official.

The show started at 11:30 p.m. in Stanley Graham's Midget Circus tent. Long before the entrance was opened, the pearly members who had bought seats were seated and the doors were opened the tent was filled to capacity.

Lincoln O. Dickey, general manager of the exposition, opened the program with a brief address. Almon B. Shafter, associate director, followed with a detailed report of the coming events.

Guests of honor were Vice-President Jack Nelson and Secretary Joe Striblech. Mr. Kittle, treasurer of the league, also appeared.

Guests of the Cleveland chapter included the following:

Mr. and Mrs. Travis En Route To Visit Relatives in Penn.

CINCINNATI, Oct. 10.—Phil C. Travis, publicity and amusement director and concession manager, Cincinnati State Fair, accompanied by Mrs. Travis, passed thru here on route to Johnstown, Pa. They will visit the various shows and will then go to Steubenville, Ohio, to see with "Sister Sue" (Mrs. Grant Smith), beloved sister of the late Johnny J. Jones.

Biggest Banquet And Ball Assured

CHICAGO, Oct. 10.—With only about seven weeks until the annual Showmen's League Banquet and Ball, Chairman R. L. Schwartz and his aids report that there is no question that the 1936 Banquet will be the largest attended of any affair the League has ever sponsored. Practically all of the shows have had an exceptionally good season and all are planning to send large delegations to the December doings. In addition, the National Association of Amusement Parks, Pools and Beaches, which will hold its annual meeting at the same time the IAPE meets, has decided to forsake its banquet and ball and attend the League affair. Most of the big luncheon parties have already been received and there is little doubt that the affair will be a complete success.

Manager Frank Belf on of the hotel is making preparations to take care of a record number of guests and states that every possible thing will be done for their comfort and convenience.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DEBALLE

Red Lena, Tex.

Week ended October 16, 1936.

Dear Charlie:

At the time that our agent booked this spot he must have been looking thru rose-colored glasses. The only thing red about it was the day that was dull before the week was over.

The show arrived early Sunday. When the boxes arrived on the lot they found General Agent Len Trucklew entertaining that committee in his living room while doing his washing. The management immediately called him aside and said they were going to draw tremendous attendance.

It is true that the chairman states to reveal just what the outstanding features will be, but accuracy is given that some one-how ever long story that those who attend. The chairman states that the hotel was made to be at the Hotel Sherman be made at once, as the combined, park and show business are going to draw tremendous attendance.

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The Ballyhoo Bros. are making preparations to take care of a record number of guests and states that every possible thing will be done for their comfort and convenience.

Ballyhoo Bros. Cirulating Expo.

A Century of Profit Show

By STARR DEBALLE

Red Lena, Tex.

Week ended October 16, 1936.

Dear Charlie:

At the time that our agent booked this spot he must have been looking thru rose-colored glasses. The only thing red about it was the day that was dull before the week was over.

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BLOOMSBURG Fair Midway

BLOOMSBURG, Pa., Oct. 13.—The "lucky boys" were out of luck this year, many old faces were missing. The vendors, however, got a square deal along the midway. J. F. Murphy, official censor, looked over things carefully and no complaints were heard. Where he gave out merchandise, only no money prices.

Elector Rhodes was on the job looking after the rides for Dogsona.

W. E. (Bill) Davis has still got the show game going for the Vampire Shows. B. E. F. Concession business was good. The shows were not in the best of health, but reports promising.

Mr. D. M. Arthur was out on the last day of the September show. The range from the fronts of the shows B. R. W. Wagon and beaux and eating concession, did very much better than the previous year.

Shirley Temple and party gave the midway a great joy. She rode the rides and shopped at Wrigley's and Murray & Sons, and her party taken on the midway and sidewalks.

Joe Krug says he didn't sell much this year than last with an existing depression, and Hap Young, with two eating concessions, reported the best business so far. The Wagon and Murray's had 42 concessions and reported very good business. Mrs. Elmer Hance, with photos, reported that she did the largest business done by her tent the fair at any time. Harry Bernard, with four concessions, did well and said he is going to have a carnival next year.

Last year it was also announced that Wrigley's Concessions would launch a new venture next spring, making three under the tents business.

Roy Braver, manager of the Concession Shows, did 35 minutes on Station WM in One on a Pacific Coast hookup. The subject, Carnivals and Midways, are Essential to Fairs, Picnics, etc., and Cuts, is the owner of the ham and bacon concession.

Saturday, L. Harry Phillips, George Williams, and George Williams, the old Wagon, Carl Schimke, and R. C. Finneman, manager, Charles Duggan, Bruce Parry, George Horne, Leland Barret, Virena, Virginia Walters, May Shanklin, and Lillian Barnes, are on the job.

Ray Alls (Mrs. Charles Currey), with Sunshine Fountain, assisted, had the largest booth at the carnival and reported that reports as having done a very satisfactory business.

Merry-Go-Round Foreman Feteled on West Coast

Oct. 10.—Angie Terrila, foreman of the Merry-Go-Round on the West Coast Amusement Company, whose party was in celebration of the 121st birthday, beer, wine and vineyards, said that after which Nick and Cali were called upon members of the show for entertainment. Beer was served at the show and all members of the cast were invited to the party.

Participants were Blackie Ford, tap dancer; Evelyn Bird, song; George Weeks, violinist; Marfield, tap dancer; Deering, reciter; Ethel Walput, song; Bill Jones, tap dancer and songs; Don Johnson, banjo and song.

Short talks were given by Mr. and Mrs. Nix, and Mrs. and Mr. W. R. T. Skidmore, Ralph Johnson, Willard Walcott, Nick and Cali, Roy Sullivan and Mrs. and Mr. Larry Dake, Wm. D. Smith and Al Smith.

The party closed with the entire group, headed by Mr. Kirkos, singing Let Me Call You Sweetheart.

Dixie Bell Attractions Home for the Winter

Oct. 11.—James Gatti, of Dixie Bell Attractions, now in winter quarters, reports good business latter in the fall. P. M. Calhoun, of Petersburg, Ind., joined the show in Tell City, Ind., where business was fairly good. Show opened a week ago. Five E. O. Smith, of Detroit, with corn gun and three other stock connections, also reports good business. In Garden City, Okla., a week of September 14 was only fair, with days of rain and the cold nights cut the crowds.

Week of September 21 was the best of the year, according to the Recreation and Fair Midway County Fair at Hardinsberg, Ky. Five rides, four shows and 23 concessions did good business the last days of the fair. Louis T. Riley put the outfit in a storage barn upon opening next spring. Riley went to Chicago to purchase a house trailer for a trip through where he and Mrs. Riley will spend the winter.

Midway at the Midway at the Los Angeles County Fair

LOS ANGELES, Oct. 10—Crouts Shows was open on the 4th day of October, according to the Crouts. Roy Ludington and Tommy Myers, did approximately 25 per cent better than last year and that was highly profitable.

The Crouts show did unusual good business, and the extra rides set up were satisfactory.

The midway was thronged with crowds that were in spending money and many of the carnival rides reported very good business. The shows all got a very good report. The Crouts were making attempts for the shows. B. E. F. Concession was making a fine business and was a hit.

Shirley Temple and party gave the midway a great joy. She rode the rides, visited Wrigley's and Murray & Sons, and her party taken on the midway and sidewalks.

Joe Krug says he didn't sell much this year than last with an existing depression, and Hap Young, with two eating concessions, reported the best business so far. The Wagon and Murray's had 42 concessions and reported very good business. Mrs. Elmer Hance, with photos, reported that she did the largest business done by her tent the fair at any time. Harry Bernard, with four concessions, did well and said he is going to have a carnival next year.

Midway Close Up at Knoxville; Neeland Lands Snake Story

KNOXVILLE, Tenn., Oct. 10.—Midway receipts at the Knoxville Fair were over $15,000 on October 10, it was stated by a carnival official last Saturday following the last show.

Details on the Friday evening recondance attendance day jammed the grounds and the south side of the fair are side show seekers to get within the entrance, it is asserted. No disturbance was reported and the number of plus were aimed at Joe Sandlin, the Flame Youth.

The drawing crowds to largest the attention on the midway was the Havana Rumba Show, with a cast of dancers from Cuba. Clue costumes were the goodie Shake, Stars, and The Bully Bross. Monkey circus and Simms Speeding, Diamond Duke, and the Royal Russian Sigit City; Zeta American revue, and The Dandy Devil Zeke Shunway and some others.

Four Peris wheels were on the midway. Others of the Twin Loop-Planers, Heyday, Lindy Loop, the Dangler, Walkley and Skyway.

A total of 21 tented shows were set up. An unlimited attraction which received considerable publicity in the Knoxville press is the exterminating of Walter D. Neeland, publicity agent.

A. W. Gooding Ride Unit To Close Season in Ohio

DETROIT, Oct. 10.—A. W. Gooding had the rides at the Hillsdale County Fair, making 20 consecutive years for this date. On invitation at Bradford, O., for a community celebration, Mr. Gooding was informed that Hillsdale was consistently good despite rain. All shows and concessions were booked independently.

After playing a week at Bradford the unit was sent to Bellows Falls, Vt., his home town, for the local fair and will close.

Midway at Paris Street Fair Has Many Rides and Shows

PARIS, Oct. 5.—The big street fair in the Montparnasse quarter of Paris has nearly closed with less con-

cessions. Auto and Water Shooter rides, Caterpillar, Pretzel ride, Loop-The-Loop, Rumba, Todos, numerous kiddie rides, big tent circus, many of opening day had a rein- 

wring shows, two open-air circuits, two streets of carnival games, rifle galleries and many other carnival attractions.
For Sale Wax Show

Philadelphia WAX SHOW on view. This season's wax show, presented by the Philadelphia Wax Show Association, is one of the most interesting and biggest to date. It is open to the public daily from 10 a.m. to 8 p.m. and on Sundays from 11 a.m. to 6 p.m.aunches Jan. 10. The show will close Jan. 23. 

LADIES AUXILIARY

Regional meeting of the PCPA was called to order by Miss Alice King, president, who was in attendance. The meeting was attended by a large number of ladies who showed their appreciation for the work of the Auxiliary. 

CARNIVALS

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N.Y., Oct. 1—Details of the plans for the annual meet of the American Association of Carnivals have been announced, and, in the program of the American Carnivals Association, the annual December meeting has not yet been announced. It is very probable that it will be held in the Showman's Home, 330 East 42nd Street, New York City.

Accordingly it is expected that the preliminary meeting of the association will be held on Monday, November 30, and plans are being made to open the meeting at 8:30 p.m. on Monday night so as to give everyone an opportunity to be present without neglecting other interests. Such matters present the possibility that the meeting will be held on Monday night, and this possibility will be discussed at the preliminary meeting. 

The gathering will consist of the members of the association, and the following will be present:


t. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

THIN BINGO CARDS

Made in 32 sets of 100 cards each. Played in 8 sets each for $1.50. Cards for sale at 25 cents a set. These cards are used for any type of Bingo games. Cards are printed in red, black and white. 

WANTED

BUTCH BUMENFELD had his Clarion Park Wax Show at the Hill Street Showman’s Association.

ELECTRIC CANDY FLOSS MACHINE CO. 2938 Bier Ave., New York City

CANDY FLOSS MACHINE CO. 2938 Bier Ave., New York City

Make $50.00 a Day on Candy Floss

Vend Orleans, 88. 00 a Month, or you may run the plant yourself. Write for descriptive literature.

SHELLER MFG. CO., Fairburn, Minn.

WANTED

ALBERT COBBIN, all of the Craft shows

Philadelphia

PHILADELPHIA, Oct. 10—Eight Street Museum continues to do business as usual. It has been described as one of the most interesting and unique exhibitions in the city. The Indoors Museum will be open to the public from 10 a.m. to 5 p.m. every day. 

George E. Hofferer has contracted to make a new wax show for opening the Street Museum. 

K. J. Lynch passed thru his way south from the New Jersey State Fair at Trenton.
CARNIVALS

Midway Confab

By THE MIXER

THE LAST WORD in nothing, is a phrase.

JIM DANIELS: Write your sister.

SOPHIE MULLINS writes a good newsletter.

EDDIE L. WHEELER: Communicate with a friend.

WHAT AGAIN will continue to be located under one big top? Who did it first?

EDDIE LOW: I do not think I can remember.

RITE-LIGHT illuminating engineers now have a piece of the big carnival business.

AGAIN it is revealed, that there are more bands in the big circus.

SOME MEN are even going to make a plan of human nature that they never fail to give themselves a material.

FROM THE Southwestern, to be specific, a jubilee carnival is to go on tour in 1937.

ENDY BROTHERS seem to have scored in high form from this season. They get a lot of nice reports, do Dave and Ralph.

SOME CARNIVALS will stay on the road as long as the banks will let them.

LAWRENCE LeDONDE states he plans to open his own carnival out in the Oregon and Washington sector in 1937.

HERSCHEL Davis cards from Martins, O.: "I got married. Have photo machine with J. J. Page Show."

"HOT SHOT" Austin letters from Mansfield, L.A.: "Iam looking for a "Do you remember."

HAVE you balanced your liquor budget and had it certified yet, Mr. Press Agent? The soft-drink one is all right, it is reported.

J. HARRY SIX--Klix in with some news. Regards to Edward J. Emanuel--"The Original."

NAVE CORYZ once said: "People are always hungry to eat but not hungry to see minstrel shows." This is why Naze is proposed in a bus show.

LEO M. BISTANY is a wonder of human nature. This tribute is not

M. COLLINS cards from Northampton, Mass.: "Am jumping south to join J. Harry Six Shows." Some jump. Wonder if he can make it in two attempts.

M. L. BAKER cards from Apex, N.C.: "Mrs. Clara Robbins sister of Mrs. Baker, joined the Side Show to do illusions with Strange, the great mind and muscle show." At Atlantic Shows.

SPEAKING of the mental and things of the rest of the world: Nobody but a nut will go into a $5 and 10-cent store before looking to buy furniture.

MRS. H. B. WILKERSON letters to Seneca, S.C., from Wilmer (Annice) and Arline (Bernice) joined Bill Chalke's Red Baron Show on the Bangton Greater Shows. Doing nicely."

FRANK L. MANNIX writes from Flint, Mich.: "This is the fourth consecutive year that I have been with this firm. I was left for the privilege of furnishing the game concession midway at the fair and it's a hit."

NEVER MIND what we said--so did: Did you tell the truth about certain matters you are interested in, Mr. Carnaval Manager?

F. PERCY MOREY, of the Max Grossberg circus, ca. from Indianapolis, N. C.: "Note your recent squib. Wonder who Matthew J Bidler and Max Grossberg will want to run for that governorship.

MARGIE KENNEDY-WOOD, general manager in frontiersmen Shows, letters from Carson's, Cal.: "We have no idea of selling out. Will go out bigger and better."

AN ALL WAGEN FRONT carnival would be an innovation for 1937. They had them some years back. One carnival had 14, it is said.

WHITEY FLATT writes from Kerrville, Mo.: "This is the last spot for the Crazy Show. This season, I sell peanuts and pop corn. Am going to the Olympia Shows in Mississippi."

ALEX BROWN, from Dallas, Tex.: Your letter is received, home or hotel address and return address on envelope. These matters are important when soliciting in matter intended for publication.

WHY LET your show disintegrate, Mr. Carnaval Owner, just because you happened to slip up on a few important things? To your vanity only!

SHOWMAN--What is your hobby outside of your business? There is yours, whether you own a carnival or independent show. Your pet aversions will also be interesting.

BOB OLSNER has gotten to be quite a connoisseur on the West Coast. Regards to Phil and Carol Clement, one of the fine women of the carnival business.

SOME CARNIVAL men are managed just like some parents manage small children. They let others cry them out of what they should have handled for themselves.

DOG HARRY McCULLOUGH, talker and lecturer, sends his greetings from Los Angeles, California, to America Showmen's Club, Kansas City. He still has his blue ribbon chow dog.

JAMES SIMMONS writes from Wayne, Neb., that he would like a dog from "Aunt Minnie's Carnival." So if anyone knows where friends and her friends and her cousins are, are they kindly return this column a copy.

SOME OF THE young men should be educated a little, and they are the best of the carnival business who had too many general agents this season.

BILLIE BURKE cards from Hurley, N.Y.: "I have been with the Sidewalk Shows in the Carl J. Lautner Side Show with the Johnny J. Gribble Enterprise."

GRACE and EDDIE LEDWRIGHT letter from Boston, Mass.: "Sold cookhouse to A and Esther Wallace, of the John Mark Shows. They plan to open one of the best for the winter.

WESACK, of radio fame, wants to be remembered all his friends in the carnivals business. He is out in Atlantic, Can. fishing and hunting 1942 ideas."

ROY BLAKE letters from Hot Springs, Ark.: "Sold my interest in the Volunteer State Exhibition to Joe Beatty on account

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU OBTAINED HIS ADDRESS.
of bad health. Will go out next season with some snow and in the hands of the Eddy Hotel. Taking the baths.

HUTCHER BRO. SHOWS have no pros agents, but once in a while land some favorite performers, but we have seen it as the case when they played Athens, Ill. They will not open on Monday because of rain.

WILLIAM HARRISON (JACK) DENMITY, the pizzazz buyer, has many friends in the carnival business, and has been heard to make many things fun about the early days in the business.

MR. AND MRS. T. J. APPLE letter from Manchester, Tenn., "We have a Montgomery Ward stores Greater Shows, also two kiddie rides and an eating combination. Playing county fairs as present."


TURKEY WHEELS, duck wheels, chicken wheels, wind wheels, bacon wheels they have, with دمشق. So why not rabid, squeal, spank and thrash them in the fresh.

ART LEWIS, owner and manager Art Lewis Shows, writes from New York City: "I have been informed by a reliable source that S. A. Kerr is still general agent for the shows. He has been, on a long time, the predecessor of the late Art Lewis."

STEVE HENRY reminds "The Onion" that Andrew J. Davidson used to call him "the onion" and that he has been around about 1200 and the place Hewitt has had the funniest..."There is fire in the old marble yard, Steve."

HOW ABOUT a mammoth pit show right down the tracks with a parade on two sides? Ask B. H. Nye. This is his canvassing time, and these fellows should be located to get money and make a flush.

JACK DENNIS, business manager, reports from New Florence, Mo.: "The Grove City, Ohio, show is a very good show, manager; J. W. Keen, general agent, and M. D. Coons, has some of the best old shows, two rides, and 10 concessions now operating there."

R. M. SMITH hands the news on the Golden State Shows. Will Wright is general manager. The show is doing a fine business, and the agent the letter head reads, "A Carnival offering clean outdoor amusement. Clean amusement should be obvious with high-class carnival shows."

TOM WELTON, Of The Flinstones (N. Y.) Press, is noted by Cayley Whites, press agent of Rustburg, Va., population about 1200 and the place Hewitt has had the funniest..."There is fire in the old marble yard, Steve."

Frank B. Rubin's letter from Atlantic City, N. J., "Representative Dave of the Shubert's, Pa., Fair, called on me on his way down from New York. He says he has been a highly successful event, the best in years. He also said that his future here was marked by a fine line of amusement and did a big business."

CARL E. RATLIFF, of the Denlet & Keenmost Shows, writes to me: "I am the proud father of a baby girl, who was born in North Carolina, our family settled there about 150 years ago from England. This is my first child and I wish to start this generation of Ratliff." meaning this.

IT IS SOMETHING or nothing. An independent carnival operator that his show was awarded the premium by the fair he played for having the clown show on the midway. He denied that it benefited him and was for physical or moral cleanliness.

SOME HOUSE-CAR OWNERS: Mr. and Mrs. E. P. cum, Mr. and Mrs. T. J. Apple, Rogers Greater Shows; Whitney Pratt, Crowning Greater Shows; Speedy H. Palmer, Art Lewis Shows. Send in your souvenir photos and the owners standing by.

ACCIDENTS AND DEATHS should be reported immediately, and the happening with full details and the full name and address of the one reporting them. Injured and dead persons should have at least just consideration, tactfully.

BOB BOBBIN writes from Macon, Ga.: "A new show of the Alamo Shows went to New York to look over some stores on other business returning to the show. He said more rides would be added for the balance of this and next season. Their new show has a new color scheme, orange and red."

HELEN V. OSBORNE cards from Washington, D. C.: "I E. B. (Fat) Redding, the water clown, and a dern good one, too, just closed with Harvey Lintzel and Billie Tatum of the Billy Butter River Circus before starting for his regular engagement. Our Davy Crockett's got to go out of the way. The Clowns of the past were washed over and this one is as good as any."

LEONARD TRAV_PRE can certainly illuminate a story and make it round by meaning something worthwhile. In the past he has had the novel, his art and his story told through his pictures that could be added to the good of the business.

WALTER DAVIS, press agent Johnny J. Jones, expounds, letters from Hickory, N. C.: "Looks like the wind and weather has caught up with us. We are having a hard time to get away. Tell Carlos C. Blue we are thinking of his early recovery. Walter plans to winter in the sunshine city, Bl. Petersburg, Fla.

HARRY E. CRANDALL, rides from Tampa, Fla., has added three new lines found me back in bed, where I have been for several days. I seem to get along fine for a few days and then the old 'ticker' goes haywire again. I hope I have gained. I have had to turn down the management time. I am giving my health on account of health. When I am able to get back in action we will have a fine time getting one spot left alone three.

HARRY UINKEL'S many friends will be sorry to learn of his illness during the Williamsburg, Va., engagement of the Callin & Wilson Shows at the fair. George Wilson is the one in the office and handles the news. "The Onion" thanks Hinkels for his cooperation.

MRS. SPEDDY H. PALMER (Teddy) writes from Hamilton, Ohio: "Mr. and Mrs. Speedy H. Palmer, Motor & Shows, draymen, have been with the Art Lewis Shows for the past three years. In 1935 Teddy and his wife went to the Philippines and possibly the only woman Motordrome rider in the world. Teddy got his wife, Mrs. Will Trivett, from the J. George Loos and C. R. Liggett Shows, who are now home here.

NO ONE CAN SAY NOT: "The Royal American Trifl has advanced by reason of confidence in the carnival business, will in all probability have found its top in popularity and more proudly. By the desire to be modern it has become completed and standing up to a high standard for its personnel. The American Trifl is a major organization."

GORDON FRANK writes from the Great Lakes Exposition, Cleveland: "Spiders Johnson is still the terror of the fair. Where will he go? How will he play a role in the fair?"

DEE LANG SHOWS, writes to me: "I have just had the privilege of seeing the Grand Opera House. At the last minute I was able to see the show. B. McCoy is on the picture."

PADDLE WHEELS of All Kinds $7.50 UP

FREE CATALOG - Inventory rare and unusual cork collectible agricultural implements, farm implements and farm toys.

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132-11 W. Adams St.
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CANDY FLOSS & CORN POPPERS
310 East 40th Rd.
New York City

DAD HAHN
Western States Shows

CARNIVALS

October 17, 1936

Beckmann & Gerry Shows

Oklahoma City, Okla. Week ended Oct. 15. The showmen's fair was well patronized this week with rain, cold and last three days with warm with cool nights. Business fair.

Wagonrested the lot at 3 o'clock after a day of getting the place ready for the opening. A day of working and it continued to rain all afternoon and into the night, wet and dry. Tractors and horses did most of the work.us in an endeavor to spend cash on opposite shows and the part of Sunday night. Monday, Children's Day, Sunday and the morning of Tuesday the weather was bright and sunny, and children appeared early on the midway, working the horse and wagon. It pleased to spend their nickels and dimes. By Wednesday afternoon the show had assumed a passable appearance and as the shows and rides gained interest, the fair was well attended by the children. The fair officials were of the opinion that the show would have exceeded previous years.

Roy Stewart, of Business director of the Beckmann and Gerry Shows, was a busy and fully equipped with the show press agent in seeing that the midway was given a good showing in the Oklahoma City dailies.

The September edition of Signs of the Times featured a full page in colors, showing the several rides of the Beckmann & Gerry Shows. The edition is the courtesy of the Dorgan Electric Company, of Rockford, Ill.

The showman is Mason E. Wills, is now driving a new truck which he painted black. It is equipped with all the latest sound devices. During the fore part of the week he was on the road in a hotel to the host to his mother, Mrs. W. R. Wills, of Quapaw. On Friday of last week visiting her son and enjoying the sights of the city. On Saturday Mr. and Mrs. Wills and Bill Harvey, ride foremen and oldtimers in the carnival business, will usually be found sitting out on benches, the lot of fun out of work, living and play hard and liked by all they meet.

KENT HOMSER

Zimidar's Greater Shows


The show was just a little too big for the weather. It was wet and cold.

Quite a few visitors from near-by shows visited the showday. Quite a few Zimidar folk attended the performance.

The Saturday night business was a live-saver for all on the show, the weather being ideal for that day.

CHARLES SEIP

Blue Ribbon Shows

Fort Worth, Texas. Week ended October 15. Montgomery County Fair. Weather, rain today, Business, good last two days.

Monday, Tuesday and Wednesday were very wet and cold. Thursday a few visitors picked up, Friday, Children's Day, gave us the biggest business of the week. Shooting was charged 25 cents at the main gate probably kept many away, also the cooler weather. Saturday was very good but practically everyone who came was brought in by the very high noise of the show.

Davenport's Athlete Arena another top money attraction. Altogether of 1000 stalls were ticketed. Show was presented by the Davenport's Athlete, a living talent, the entire show, very well presented, the fine weather.

Visitors during the week: Bob Roy, secret, Dief Dekutsky,Foreman, Ted Andrsen, Otis Bunton, Joe Henson, A. W. McCrath, secretary Wilson Bunt, and Bo Andrsen. Both back from a business trip.

STARR AND BRESSE
The Meeting
CINCINNATI, Oct. 10—At the regular
meeting of the Shawmen's League of
America, held in the clubrooms at Chi-
go Thursday evening, October 8, the
reports of the committees and the
meeting the organization going places and
under full steam.
In the absence of President J. W.
(Petty) Cookin, First Vice-President Jack
Nelson present. At the speakers' table
with him were Second Vice-President,
J. C. Maddox, and Secretary Henry J.
Levy.
President Cookin not being present, Vice-
President Nelson called on Brother
Charles O. Driver to ask the Divine
Benediction. Then the committees made
some worthy history. Brother Herbert
Lehrer, reporting for the membership
committee, stated that already 221 new
members have been brought in; this year,
several applications were on file for final
action by the board of governors, and seven
new applications would be presented in the
course of the meeting.
Brother Frank Duffield, of the finance
committee, reported his department in
fine shape and doing well. It is to be
heard under the good of the order
matters quite timely now.
The invariable Henry Coddington, chairman
of the sick and relief committees, was in the
hospital. Brother Michael Doolan, of the
ways and means committee, said everyone
was doing well. The committee functioning
100 per cent, with promises of excellent
results. The verdict of the committee,
Brother Charles O. Driver was glad the
funeral committee had not needed to
set.
Brother Sam. J. Levy said he would
speak under the good of the order
committee.
Brother James Morrissey reported the
house of the hosts, the committee
would serve the first lunch of the season.
He spoke of the guests, including Brother
Frank Coddington, for the cemetery
committee, said its affairs are
in the best order, and he occasion
to call on the services of its committee.
Nat Green, chairman of the press
committee, declared the press committee
satisfied with the results of its committee's
work and the quality of news usually
anticipated the needs of the services before
they were called on.
The report of the report was read, ac-
teped and referred to the board of
governors for further action.
Brother James Morrissey, the treasurer
the affair; a dozen or so others, who
Brother Levy later reporting the collection
as $65.
In response to the meeting Brother
Frank Duffield declared the prospects
for the annual banquet and ball were
especially bright. He announced the
date as Wednesday, December 3. He
dated the National Association of
Assurance Parks, which meets at the
same time, and the International
Association of Fairs and Expositions
meets in Chicago, would hold both functions.
Duffield expected many
members of the club to take
part in the banquet. In closing he said
Brother Harry Coddington had opened
the same by buying his usual $100 worth
of tickets.
On motion of Colonel Fred J. Owens
the chair ordered a rising vote of thanks
to Brother Coddington for his persistent
and never-failing interest in the Show-
men's League affairs. A telegram from
President Cookin was read. He re-
jected he could not be in attendance.
However, the League expects Petty in
for the next meeting.
A motion that met with unanimous
adoption was that a telegram be sent
to Brother Frank Rhien, a stellar
constellation at the Great Lakes Exposition
to Cleveland, thanking him and his
unpaid co-workers for the interest
of the benefit being staged Thursday even-
ing. The desire was that Cleveland might
success. This is a benefit show put on
Cleveland, the proceeds to go to the
estate fund of the Shawmen's League of
America.
Acting President Nelson then an-
ounced a bequest of $2,500 to the
Shawmen's League, made in memory
lamented former Vice-President Fred L.
Clark, whose will recently was phiên for
prose in Chicago.
Brother Michael Doolan took the floor
and spoke of the testimonial party
that took place. President Cookin later
in the winter season. Doolan suggested
the Sunday before the annual banquet
as being as appropriate a place for a
benefit than this. The testimonial
when President Cookin hopes to be
pleased that the meeting after to appoint a committee to help him
in the work. Acting President Nelson
named this committee to fitting right.
named his own committee. This con-
stitutes of Brothers Herbert Lehrer, Mor-
rie Brod, Harry Coddington and former
President Brute Young.
The proposed Halloween party was set
off until next meeting.
Concerning further benefit perform-
ances, Brother Louis Leonard reported
the Royal American Shows and the
Lotto interest will stage such a show
for the cemetery fund. The chair
then called on Brothers Lorenzo
Hamilton, Gibbons, McNiff, Driver, Charles C.
Blue and Levine for a short talk. McNiff,
however, and beyond expressing pleasure
not being back and the brothers did not offer much oratory.
The meeting then adjourned.
Word Snapshots
Mrs. Horace E. Kitt, wife of the
veteran showman and pioneer in pro-
motion, is considering buying for carnivales,
was called during the meeting. Abe
Gorman, thus with his season, is back with
the show. The World's Fair, which has
left the Hospital. Brother
Gorman leave out of the nation is a long injury with an injury to his
right hand. He had worked in the
state of Montana under the guidance of M. W.
Billingsley, of Arizona, is in
Chicago and regular caller at the League
headquarters. Brother regularly
Holl, Julius Wagner, William Young,
and others. For the current week, Frank
Rhien, Max Brantman, Len Berrington,
Pringle, Max Hirsch, Herbert Lehrer, Larry O'Keefe and Tex
Sherman
Brother Paul Locriani has finished his
season and is back in Chicago for the
winter. Null Wool is doing very well as
Canadian secretary for the League.
Hedy Purdy Drive are Grover McCabe,
Abe Gorman, George H. Luerman, Jack
W. Thompson, Robert Wood, Joe
Parn, Harry F. (Pfie) Brown, Fred
Thom, A. C. Craig, Arthur B. Palmer,
L. Ross and Mrs. Sam. D. Dill.
The executives of the Shawmen's League
who attended the benefit performance
at Great Lakes Exposition are
Treasurer, Secretary and Secretary
Joseph L. Streight.
Slayor of Carnival Man
Given Life Term
GOEBTOCTON, Ga., Oct. 10—William
Odom, one of three men indicted for
the killing of a carnival employee near
here on November 1, 1939, was found
guilty of the lesser charge of murder
of mercy by the jury in Superior Court
Tuesday, the following morning. Judge
C. W. Worrell imposed a life sentence.
Silver State Shows
Portraits, N. M., Week ended October
3. Three-day fair. Weather, very pleas-
ant. Pay gate, business, satisfactory.
After a two-week break, the bad weather conditions came up as per
usual. Shows and rides reported.
Banner a banner business, with the
concessions doing very well. The midway
brought the entire three days, the
weather permitting them to stay late.
This direction of the weather is the
exhibit shown were the finest dis-
played at any fair this year. This show has
the pleasure to witnessing this season.
Under the direction of this board this
fair will in a short time be one of the feature carnivals in the
state, it is said. This is in line with the
opinion of this carnival management.
Attie Freeman recently returned from
spent the week in Denver and towns
to last until after November 11, secur-
ing the first of the season. The shows
were for the most part successful
those on the list are very good and near-
ing the close of the season, this show
seems to be the climax of the cele-
brations. However, the nights are cool
and are not in the best suited for.
ot to turn out. With apologies for not
reporting last week's "carnivalizer,"
so-called "senior" leaving the show a short time
ago, we must with our respect, even
the weather will not permit us
always there with his. He seemed
very happy about this. So it was the
midway, that's why it is a mystery why
he was so happy.
At this writing Paul Towe, owner and
manager of a well-conceived in his room with a very bad cold and symptoms
of pneumonia poisoning. It is the silence
which he is up and around in a very short time.
DICK MATHews
Monte Young Shows
Salt Lake City, Utah, Week ended October
This condensed for the season for 1 and
the leftovers will be sold out for five more county fairs.
This is the annual event, and was the banner for some.
The main event was the fair, and it was
enjoyed. There is a planning to play theaters and night
clubs. Captain Rob Perry and his troops of riders
of the Wall of Death almost continuously.
Concessions, as well as the ticket
wear a big smile. The writer is leaving
for the Westward look at his own
carnival to be launched in the spring.
LAWRENCE LAGOTTE
Dixie Exposition Shows
Decatur, Ala., Week ended October 3. Weather,
good. Business, fair.
Decatur did not meet expectations alk over the state as the result of bad weather and the crowding
of the city. Several new concessions and
attempts to adapt the show to the area
Scott left for their home in Kentucky.
Leaves to moisture from recent illness.
Helen Perry, manager of Helen and
Murphy and Jack De Voe are busy arranging
the season in Alabama. The ticket
was helpful at last, but replaced,
Multi-
number, concessions of Detroit, joined in three
corrections. Advance notice of the
Circus visited. Geraldine Schad is
the new man and Billboard agree. Re-
sulted, and news of death of Gielz Rice's
carnival was well reported.
RALPH H. BLISS
WANTED
For High Art, and appreciated, knowl-
edge of where to find and how to
write. Answer with address.
WANTED GIRL
For High Art, and appreciated, knowl-
edge of where to find and how to
write. Answer with address.
The Great Lakes Exposition Midway

Cleveland, Oct. 18.—A. C. Hartman, outdoor editor of The Billboard, and Claude H. Ellis, associate editor in charge of fare and exhibit reports, and other members of the staff who were visiting this week at the Great Lakes Exposition, have been perusing the profits reports of the exposition. They have been impressed with the fact that the profits have been running above the budget estimates. The total profits for the first week were $150,000, with the expectation that the total profits for the season will be in the neighborhood of $500,000. The profits are due to the fact that the exposition has been well managed and the exhibits have been popular with the public.

Carnivals

Carnival shows are becoming increasingly popular, especially in the Midwest. The Great Lakes Exposition Midway has several carnival shows scheduled for the season. One of the most popular is the Showboat Midway, which features a variety of attractions, including rides, games, and food stands. The midway is open from 10 a.m. to 10 p.m. daily and is a popular destination for families and groups of friends.

Popcorn Corn Extra Quality

Corn cobs are one of the most popular snacks at carnivals. They are easy to prepare and can be enjoyed by people of all ages. The best way to enjoy corn cobs is to make them at home. Start by selecting a variety of corn that is suitable for the type of cobs you want to make. Then, boil the corn cobs in salted water until they are tender. Drain the cobs and serve them with butter, cheese, or other toppings.

Vie Wagon

The Vie Wagon is a popular ride at carnivals. The ride consists of a large wagon that is pulled by horses or motorized vehicles. Riders are seated in the wagon, which goes through a variety of tricks and stunts. The ride is fun for people of all ages and is a great way to enjoy the carnival atmosphere.

Balloons

Balloons are a popular attraction at carnivals. The balloons are usually tethered to the ground and can be filled with helium or other gases. The balloons are decorated with a variety of designs and are released into the sky. The balloons are a popular sight at carnivals and can be seen floating high above the midway.

Circus

The Great Lakes Exposition Midway also has a circus scheduled for the season. The circus features a variety of acts, including clowns, horses, and acrobats. The circus is a popular attraction for children and adults alike. The circus is open from 10 a.m. to 8 p.m. daily and is a great way to spend an afternoon at the carnival.

The Great Lakes Exposition Midway is a great place to spend an afternoon. With a variety of attractions, including rides, games, and food stands, there is something for everyone. Whether you are a family with young children or a group of friends looking for a fun day out, the Great Lakes Exposition Midway is sure to offer something for everyone.
N. O. Carnival Clubs Are Ruled
Exempt From Fed Taxes on Dues

NEW ORLEANS, Oct. 10.—Rufus W. Ponton, acting collector of internal revenue for the Louisiana district, has announced that carnival clubs of New Orleans, active on the annual Mardi Gras Tuesday, are exempt from federal income taxes this year. This announcement followed receipt of a ruling that this fact to the commissioner of internal revenue.

Opposing application of the tax on such organizations here, John E. Jackson, superintendent of the carnival club organizations in New Orleans, submitted a brief to the commissioner of internal revenue.

"The government attempted to collect federal taxes on membership dues and initiation fees for the past five years."

Publicity Worth Deficit

MANITOWOC, Wis., Oct. 10.—A return of $2,715 covering the eight-day Centennial Exposition at the city was made for the first time ever by the publicity committee received from the event. General Chairman John C. Fisk and six members of the committee reported a deficit of $954,615, leaving a $75,000 surplus. The committee concluded, however, November, 5,500 advanced by the city to the publicity committee to be returned.

Missile Post in Repeater

DETROIT, Oct. 9.—Fort Dearborn Post, American Legion, is uniting forces with Dearborn in the civic jubilee, with the growing of the season of September 25-October 7 at Wyoming and Michigan avenues. Dearborn. Fort is on two main highways and west side circuit of the city. The activities of the organization, along with Dearborn, will be as follows: Mayor, Harry T. Murray; secretary, Mrs. Harry T. Murray; treasurer, Mrs. T. S. Worth; members, W. A. DeSalvo, W. A. M. Mills, W. A. D. Munson, and W. W. Niles. Activities will begin at 8 p.m. on the day of the event. The American Legion comprises 50 officers and 300 members.

Canton Exposition Floats

CANTON, Oct. 10.—Canton’s Exposition is sponsored by Canton Fire Fighters’ Association and promoted by the National Guard of Canton. The event coincides with the annual exposition held in the city. The exposition, scheduled to be held on the city-owned park lot, will be a small outdoor-of-the-way lot in the industrial district. The exposition was a success, with the three-wheeled scrapers and other equipment being given the money back after it was learned they could not be sold. The three-wheeled scrapers were a favorite with the spectators, especially the children.

Jubilea Grosset $100,000

KANSAS CITY, Mo., Oct. 10.—Annual Fall Festival and Jubilea Week and official designation of a 50th anniversary celebration on the city auditorium which ended here on the day of the event. The event, which was expected to attract about $100,000, was a nine-week, 15-week, and 25-week event, which included admission to the city auditorium and the auditorium, which were sold at a cost of $30. The event was sponsored by the Kansas City Chamber of Commerce and the Chamber of Commerce of Kansas City.

Detroit To Have “Streetcar”

DETROIT, Oct. 10.—When Convention Hall honors Streets of the World for 10 days and nights it will be under local direction and supervision of George E. D. Smith, who has been assigned to present several of the attractions to the audience, convention. Other conventions that were at San Francisco and Fort Worth shows. Local associations will play a prominent part in the event and the event will be presented at the time of the event, according to Cameron Murray.

Wanted Carnival

For Week October 27 to 31, in the Sun & Mountains.
Big Maitumton Carnival to be sponsored by Merchants Association.

Shorthand

MERRITT ANDERSON, formerly of Lowell, played Lowell (Mass.) Centennial Carnival service to the city and brought a big week. He was showing a new telegraph form which will be used for sending messages to the city in the spring of the winter. James McCallum, a guest of Mr. and Mrs. Anderson.

A CENTENNIAL Rodeo was presented in connection with Whistle Puff (Tex.), celebrating 100th anniversary, reported Manager Willburn Page, Chamber of Commerce.

UNDERWRITING for $8,000 of a July accident in 1936, with an annual kick-off, has been arranged. This dollar insurance policy has been in force for 10 years. Underwriters are reporting that the policy has been in force for 10 years. Underwriters are reporting that the policy has been in force for 10 years.

Help This Department by Telling Committees About It.

FREE TO ALL}
FREE TO ALL}

WANTED CARNIVAL

For Week October 27 to 31, in the Sun & Mountains.
Big Maitumton Carnival to be sponsored by Merchants Association.

HEARST PICTURES

For Week October 27 to 31, in the Sun & Mountains.
Big Maitumton Carnival to be sponsored by Merchants Association.

AROD THORE, Hildreth, Ill.

SHELBYVILLE, TENN., WEEK NO. 2

AUSPISES-OPERATING MERCHANTS’ ASSOCIATION, WITH MIDDLE TENNESSEE’S BIG DAY

Giving Away Chevrolet Car, $150 Living Room Suite, R. A. C., Food and Cash Awards.

WANT TO BE INCLUDED?
SEND IN ALL DESIRE, Show and Carnival Items.
The Rooster Photo Book is a wonderful book, published in excellent style. The book is limited to a few copies. Inquiries now being taken. Inquiries now being taken.

ROY OLIVER, Manager, Ill.

SHELBYVILLE, TENN.
COMMERCIAL
10c a word
Minimum—$2.00. CASH WITH COPY.

ACTS, SONGS AND PARODES
FIFTY ORIGINAL POEMS OF GENERAL AP- 
PLEASURES, love, manhood and maiden, &c., were suitable any program. $1.00. Box 7, White
gate, N. Y.

AGENTS AND DISTRIBUTORS WANTED
A BUSINESS OF YOUR OWN! SELL U.S. GOVERNMENT MONEY PRINTING MACHINES
with satisfaction guaranteed, catalogue free. GROVE KAMMUK MART, A-3298 State, Chicago.

AGENTS—STICK-ON-WINDOW SIGN LE
ters, Parch, Uniforms. Same route fees after. METALLIC LETTER CO., 499 N. Clark, Chicago.

AGENTS—SOLD XIUKE DIXIE DANCE
mands, agents and venues where they dance. Unde-
manned markets. Gangs of four for prices. DIXIE WAX CO., Evanston, Ill.

AGENTS — 25-YEAR-OLD REMEDY, PIL
Broadway, New York.

ATTENTION, SUBSCRIPTION SALESPERSONS—
Individually, for private labeling. Poult, Journal wants agents east of Muni. 3 parts.

BE YOUR OWN DISTRIBUTOR—Retail
Clothing business from store, home, auto, postoffice, etc. for about $10.00 monthly, catalogue free. FORTNOW, 566-A Roosevelt.

BIG MONEY—COMMISSIONS FREE—DAILY
wholesale clothing. Specializing in direct sales, Catalogue free. Uniliner, Chicago.

CHRISTMAS CARDS—CAN YOU SELL QUAD
cards? America's finest, big profits. Write quick for samples. ROBINSON CARDS, 216 Orange,
San Francisco, Calif.

CIGAR SALESMAIIX, WAGON JOEBS; BRAND
Sample 500 Cigars, price per box. Please don't trade catalogues. BENEDEIT JERCHOWER, 1800 N. State, Chicago.

COSMETIC WONDER—SENSATIONAL 3-
month money maker. Women's, men's, children's, 
winkles, smooths, clears, softens and whitens. No a cupful, liquid. Sample box, 25c. ROYAL
Bobby, Hollywood, Calif.

EXPERIENCED SUBSCRIPTION MEN WANTED

GOOD INCOME SILVERING MIRRORS, FLAT-
ting and silvering mirrors, silvers,的关系, wired, Buffers. Chandler in late method. Free par-
cecles. Write SUNNITINI CO., Ave. DeNaples, IIl.

MADE MORE MONEY SELLING SHIRTS,
Underwear, Dress, Hosiery, Raincoats, White Shawls, Handkerchiefs, Housewife Combs, Manicure sets, manicures. Use in 
12c to profits. 500c per day. Write DECOPLEX, Dept. 133-E, 1950 Chicago.

NEW HOUSE TEA WITH FREE PREMIUM
(30c). Dark, clear and fragrant, Write GRANDMAMA'S COMPANY, 18 Coburg Square, New
York.

NO PAYING PAPER—FREE BOOKLET DESCRI-
tion 107 money-making opportunities for start-
ers and others who are doing business. Office no 

PERFUME BUDS—SENSATIONAL PROFIT
WANT YOU TO SELL them? 100 for 25c. 
Particulars free; sample 10c. MISSION, 234 Broadway.

PITCHFORKS SOLICITORS: MAKE EXTRA 
money. Sell 300 pitchforks, a week. Full ex-
amples, checks, plates, catalogue. CADGER CO., 695-B 60th St., New York City.

PROFIT, 1.25%—EASIER WORK. Complete 
sale of 12 items, including cash, every day. 
Write for prospectus. MONORAGM COMPANY, Dep't 20, East Orange, N. J.

SALESBOY MEN—NEW PUT AND TAKE 
jobs, twelve different payouts. Details, sam-
ple, $1.00, 835 Broadway, New York, N. Y.

SELL NORTH AMERICAN OIL BURNERS
experience needed. Write for particulars. OIL 
LINE TEXTILE AGENCY, 106 W. Ninth, Los Angeles, Cal.

WHERE TO BUY AT WHOLESALE $5000 AR-
Ches. From factory and other reliable in-
dustry. MAYWOOD B. PUBLISHERS, 935 
MIRROR, Chicago.

WANT TO WORK FOR YOURSELF? MAKE 
and sell your own goods. Formulas. Toilet Articles, 
Bactericides, Antiseptics, Bactericidal Labo-
RATORIES, 1573 W. Broad, Rich-
mond, Va.

ATTENDING BARGAINS—NON PAY-
OUTS. Autoplate Ticket, $100. Autoplate, $50. 
Bullion, $25. Dep't B, Broadway, New York.

BARGAINS—10,000 NEW DELL STYLES, $12.00 
less, and $12,000.00. Kings of the Tour, $55.00. U.S. BARGAINS, Box 123, N. Y.

For our complete list of Slot Machines, 
VISSA MACHINES CO., Dept. 41, Chicago.

BARGAINS RECONDITIONED MACHINES, 
ALL Kinds. Good, bad, medium, prices from 
$2.00 to $50.00. BROAD RAGGEDY, 2564 N. 
30th, Chicago, Ill.

BARGAINS 10 ELECTRO MOSHCRAVES, 1914 
models, each $40.00; 1; Bulgy Electric 
Mosch, 1914, each $40 chief. Reconditioned, 
Gumbert, $5.00. RUBBER CAP, 200 N. 
Broadway, Brooklyn, N. Y.

CHEST FOLLAND POLLARD CAFES. GOOD 
values. Each $15.00. 50c to $3.00. Tables, 
$15.00 each, 1/3 deposit with order. 
HUGGINS SALES CO., 1600 18th St., 
Denver, Colo.

COIN-OPERATED MACHINES BOUGHT, 
SOLD, EXHIBITED, WANTED. See 
R. J. LOTHIAN, 1047 Gerard Ave., 
New York.

DIECUTS—DUE TO DEATH OF PARTNER, WE 
are forced to sell 99% of our stock, both 
prices practically new. $9,175 deposit, buy-
out price, or $10,000 in 5 years, with deed. 

EXHIBIT MACHINES—MACHINES FOR SALE 
$10, $15, $20, and $25. J. R. McCLELLAN, 
517 Broadway, New York.

FLAT IRON STREET, 525. 5.00, 5.50, 75c, 1.00, 1.50, 2.50, 50c. 
Reconditioned. Bell-Rex 
$150, Penn Argyle Hardware, 1259 Main Ave., Norwalk, Ct.

FLOOR & S A M P L E S $5.00 TO $50.00, 
EXHIBIT MACHINES, $50.00, $10.00, 
$15.00, $25.00, $50.00. C. D. JORGENSEN, 
3414 E. 10th St., Los Angeles, Calif.

FOR SALE—THREE INTERNATIONAL MUTO-
CHRONOGRAPHIC MACHINES, each 
exhibitable, EXHIBIT MACHINES CO., 
1200 South St., Mobile, Ala.

FOR SALE OR TRADE—JUGGLETTE, MADE 
BY THE WINDSTONE MACHINERY COM-
PANY, 122 Houston St., Mobile, Ala.

FOUR NOVELTY MERCHANTMEN, FLP 
Mach., Art Line, good condition, twenty five 
boxes, $10.00 each. MELLON MOTION 

MACHINES 10-BALL PAY TABLE, GOOD 
CONDITION; $100 each. Pearl Harpers, 
503 Girard Ave., San Francisco, Calif.

MAKE WALKWAYS—A NEW BUSINESS, 
profits $150.00 a week. $150,000.00 
investment. Labels and forms. 15c. 
Hull-Simpson Co., San Francisco, Calif.

MAKE YOUR OWN BUSINESS—CHRISTMAS 
Souvenir, make up to 50c; guaranteed forms; instructions, 25c. 
W. S. MILLER COMPANY, 1008 Commercial, 11th and Wells, Chicago.

MAIL EXTREME MAKE-UP, MOVIE PLUS; 
Exhibits, Christmas articles. Display Sign 
Big Keys. John Allan, 937 Exchange St., 
Sacramento, Calif.

MAIL YOUR OWN-BUSINESS FOR OTHERS 
BE BEST BUSINESS, $20.00 a week. 
Estates, 1000 W. Madison, Chicago, Ill.

MAZINGO—ALL;</p>
Reynolds, middleman, Mo. N.Y.

October re.


ffellnikanda (College Rainbow Cocoanut Governor 3 NYC, Syracuse, Pittsburgh.


ne, tobac.

Drama and Musical

Biosons Time: (Furrey) Phila. 10-14.

Bess: (Chicago) Studio 16-17; (Buford) 12-17.

Call it a Day: (Christian St. Phila. 12-17; Columbus, Ohio 12-17; Cleveland 12-17; (Gypsy) Sunset 1-25; (Gypsy) Bijou Philadelphia 12-17; (Gypsy) Bijou Pittsburgh 12-17.

T. Z


Zimm, Edmund: (Grosvenor Philadelphia 12-17; (Gypsy) Bijou Pittsburgh 12-17.

Mises and Models: (Karrick) St. Louis 12-17; (Gypsy) Bijou Philadelphia 12-17.

Thomas, William: (Mendel) New York 12-17; (Gypsy) Bijou Philadelphia 12-17.

Independent Burlesk

Bakes of Broadway: (Holmes) Boston 10-14.

Beau: (Boston) Shubert 12-17.

Barrel: (Burlington) Colonel 12-17; (Gypsy) Bijou Philadelphia 12-17.

Ben: (Boston) State 12-17; (Gypsy) Bijou Philadelphia 12-17.

Bowie: (Boston) State 12-17; (Gypsy) Bijou Philadelphia 12-17.

MISCELLANEOUS

Barnes, William: (Gypsy) Bijou Pittsburgh 12-17; (unassembled)

Toby Road: (Playhouse) Wilmington, Del. 12-17.

The American Weekly magazine section in its issue of Saturday, October 31, carried a story about the Circle City Roger, a 70-foot-long, 15-passenger amusement park, accompanied by a picture of the attraction showing three motorcycle rickety rides. Under the caption, "such motorizeds and as daring riders on many carnivals in this part of the country."

Scott M. Thomas, editor of the Evening Star, Rockville, Md., says a registration against certain carnival organizations is a great help in the territory and says it is a mystery to him other than a humble I appreciate his interest in writing. But I am not sure he sees only one instead of both sides.

Mr. Thomas declare there is a steady decline in the popularity of so-called amusement attractions or carnivals that are supposed to have enjoyed a monopoly in the past. He points out that the business is not doing well because the State and county councilors have already voted to close the amusement park. And he says that the stay of the law will be the end of the pioneer park. He suggests that the people will have to think of some other way to finance the amusement industry.

DRAMATIC AND MUSICAL

Hartmann's Broadcast

OFFICERS of the Bloomington (Ind.) Fair this year followed the foot-

gapping a somewhat similar plan to that of last year in the choice of musicians and other entertainment for their mid-winter stock show.

T. Tage, Arthur (White's Hurst) N. Y., N. York.

Taylor, John: (White's Hurst) N. Y.

Tales, Bob: (White's Hurst) N. Y.

Tales, Jack: (White's Hurst) N. Y.

Tales, Sam: (White's Hurst) N. Y.

Tales, Steve: (White's Hurst) N. Y.

Tales, Jim: (White's Hurst) N. Y.

Tales, Tom: (White's Hurst) N. Y.

Tales, Dick: (White's Hurst) N. Y.

Tales, Bill: (White's Hurst) N. Y.

Tales, Hank: (White's Hurst) N. Y.

Tales, Harry: (White's Hurst) N. Y.

Tales, John: (White's Hurst) N. Y.

Tales, John: (White's Hurst) N. Y.

Tales, Bill: (White's Hurst) N. Y.

Tales, Hank: (White's Hurst) N. Y.

Tales, John: (White's Hurst) N. Y.

Tales, John: (White's Hurst) N. Y.

Tales, Bill: (White's Hurst) N. Y.

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Tales, John: (White's Hurst) N. Y.

Tales, Bill: (White's Hurst) N. Y.

Tales, Hank: (White's Hurst) N. Y.

Tales, John: (White's Hurst) N. Y.

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Glassware Making Strong Bid For No. 1 Post in Premium Field

ARCHIE STRUHL

Advertising and Sales Promotion Manager for the Morris Struhl Firm, New York

Glassware at present is the hottest selling item of the season and is expected to remain so throughout the entire year. As usual, the various manufacturers of glassware that coin-machine operators have come to know and depend on have been most successful in moving their wares. Many of the heads of these manufacturers have been on the road over the past weeks, visiting the various coin-machine operators. Their visit was the result of the fact that the manufacturers know very well that the operators take a great deal of pride in the appearance of their machines, and that the glassware they use is an important part of the presentation. As every operator knows, the glassware is the first thing that catches the eye of the customer. Therefore, the manufacturers have been quite active in promoting their products, and the operators have been most cooperative in placing orders. This is a reflection of the fact that the operators are very much aware of the importance of the glassware in the overall presentation of their machines. They are also aware of the fact that the glassware is an important part of the profit picture of the coin-machine operators.

Operators Swing to Merchandise Prizes

That a record number of coin-machine operators are offering merchandise prizes for their customers is evidenced by the number of orders coming from all sections of the country. Operators of coin-machine emporia are finding that the sale of merchandise is essential for the growth of their business. The operators are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. The operators are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business. They are finding that the sale of merchandise is essential for the growth of their business.
New Typewriter Feature

One of the newest merchandising ideas in years and one which cannot fail to make quick, easy and more frequent sales for men handling typewriters was recently introduced by Remington-Rand.

The idea takes the form of a novel improvement on the already famous Remington-Rand portables. The keys on this new kind of portable are colored green, blue, gray, yellow and red, and all of the fingers on both hands is guided to the proper keys by the colors on the key.

The idea behind the colored keyboard is, of course, to touch the "touch" system of typing and to simplify it.

Taste and actual experience with the new keyboard have proved that about one hour of practice is all that is necessary to learn the "touch" system through this mechanism.

This Remington-Rand colored keyboard is relatively small, but strong "but I don't know how to type and it takes too long to learn" sales obstacles. The new keyboard also has a touchless appeal to people. And since more and more parents are purchasing typewriters (and especially portables) for their children's school work, the colored keyboard portable gives the way to many quick and easy sales in this classification.

Many agents and salesmen are lining up with Remington-Rand and handling the Remington-Rand typewriters exclusively. The opinion of those five wires seems to be that with the millions of dollars which the company spends to advertise its products, the easy terms at which they can be sold and the firm's established quality of the products, a salesman can't fail to pile up a big sales record and make big money.

Remington-Rand announces that they still have a few open territories which they will turn over to any live wire-representative who wants to get into the big-money class.

New Dog Shampoo

"My Doggie Pine Shampoo" is the name of a new product being offered by Doggie Company, New York. It is claimed that this shampoo does many things in one operation—cleans, deodorizes, disinfects, kills fleas, lice, mites and grooms the dog's skin and coat. In addition to its cleansing and disinfecting qualities it is also claimed to promote the growth of the dog's hair. "My Doggie Pine Shampoo" in Eight-Ounce Bottles and should prove a good item for pitchmen, demonstrators and agents.

Airplane Base Globe

A new streamlined airplane base, new map, new type meridian and new size globe to make the latest addition to the Webb-Costerlo line of globes a modern masterpiece. There has been a 10-inch globe with hand-mounted meridian available for many years, but this globe introduces an inexpensive globe in this size. The old engraving was discarded. The new one produced follows the latest developments in type faces, coloring, typography and cartography. The meridian is more attractive and the figures stand out sharply.

The modern airplane globe of the model is carried out with the inclusion of the world in more than 400 cities located on prominent Airways as well as on empty-spaces. Three mountings are available in the 10-inch size, semi-meridian, full and meridian meridian. The 12-inch globe also offers the same mountings. The makers also announce the issue of their new catalog showing the newest achievements in globe making. Premium and prize prizes are invited to send for a copy.

Bob Burns "Bazooka"

From now on it is good-by to parlor games, for when good fellows (and gale) get together it will be Banzooka parties, Banzooka contests and Banzooka tournaments.

Bob Burns, the Arkansas corn splinter, who is now a world-famous character, has taken it upon himself to turn the entire population into Banzooka players.

A deal has just been consummated with M. M. Pochaptin, Inc., manufacturers of Bing Grobet and the Banzooka.

(See NEW ITEMS on page 66)

SCOTCH WORKING PAPER * 25c a ream
Just as soon as the Legion Tie Company has finished on six new lines of campaign ties, Ben Gold informs us, it will be ready to announce one of the hottest novelty items ever introduced.

The rapidly growing popularity of the rotary merchandiser has prompted the N. Shure Company to offer the trade a wide variety of merchandise carefully grouped in three attractive assortments. Group one consists of 85 selected items, assorted three groups of 155 selected items. The company emphasizes that the numbers included in the groups have been selected from the largest stock of price merchandise in the world. Because of its huge volume of business the firm can tell at all times just what platters are going best in rotary and other types of machines and offers to give the benefit of this knowledge to the trade upon request.

Bustling activity is evident in both the offices and the factory of the Freely Corporation of New York, manufacturer of the Fireside, low-priced radio, which the firm has been placing as a "better radio for less money."

Joseph Moshe, Freely president, reports that orders for both large and small quantities of the Fireside are flooding in to a response of three announcements in The Billboard. The production department has had all it could do to keep up with the demand for the set.

"It has always been our aim," Mr. Moshe told The Billboard, "to turn out the very best radio possible for the least possible price. It is with that aim in mind that we test through every part which goes into the making of the Fireside. I think the many new orders and the great volume of reorders from satisfied customers is ample proof that we are succeeding in achieving our purpose."

The Freely Corporation issues an illustrated circular which is sent free upon request to anyone in the trade.

Jack Greenberg, of the Continental Mercantile Company, is having a merry time filling his orders for men that he sold the firm. He reports a large volume of business and is optimistic as to the future. The Continental Mercantile Company has a complete new fall line ready.

French Boudoir Dolls

$24.00 Doz.

ADVANCE FINDER

Boudoir Dolls, at

$2.50

Cost.

per dozen.

Awarded Best Dolls for

Front and Back

$3.00

Bazooka.不能

per dozen.

Raisers.

J. L. Fried.

Order now.

in stock.

ELEPHANTS.

200 W. Adams St.

Chicago."
PITCHDOM FIVE YEARS AGO

Prof. Petrowitsch wasn't rushing the season when he announced his new pitch and ball policies. There were more window demonstrations of the big city today. Morris Turner was also in New York on a tour for a local store. The American Legion Convention in Detroit prompted the players with plenty of greetings.

Returns were just fair for Toronto and Chicago, where the ball was mastering aviation. The lineup at the Cattle Congress in Water- and Western States was sold out. I'm in Denver, and the game is on.

Lester, the veteran hurler, on the other hand, is more than a "workhorse". He's been at the gate. The sale of newtons has been steady. The sale of newtons is increasing. We have a new customer in town.

AARON WOODMAN

Every $1.00 gets you $5.00.

HEADQUARTERS FOR SPECTACLES AND GOGGLES

We buy Complete Lenses, Old Frames, All Kind of Sunglasses, and Repair Glasses.

NEW ERA OPTICAL CO., W. 17th N. 2d Ave., Chicago, III.

SALE:

SALE 10% OFF

lenses, sporting, etc. They are always ready to help you. Truly, they are the finest.

Dr. Benjamin Franklin was superintendent of the assembly room. He told the players, "You are a fine bunch. I'll try to work with you and make you a good batch of players."

Finally, the season will end, and we will have another great baseball season. We are sure to have another great baseball season. We have a new customer in town.

The Rich Rootsey Organization

The Rich Rootsey Organization

VETERANS' BIG SELLERS!

Our ads are increasing. Get your share New York Yellow Orange, Small and Giant.

THE R-N-R MFG. CO.

E. Z. WAY AUTOMATIC STROPPER

W. M. MFG. COMPANY

Sandwich, Ill.

HARRY PALUKA & CO.

5 North Wabash Ave.

CHICAGO

WHTIE STONE WORKERS

We will make you the most beautiful balance I know. We have a new customer in town.

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Dorothy E. Hendley is promoting her husband's theater business and that, on the whole, the season has been pretty good. He reports that the last show of the season remains the same, with Skee, Snee, and wife, and that the missing is true to the gild and Hoop Gibson. It was a little surprising that the community has completely recovered from her recent serious illness.

The best way for a pitchman to promote his interests with the public is simple, just one word—courtesy.

Rice Hendy's press line from Chicago: "I have been here for the last three weeks and find the Windy City about the same as ever. A few of the fair ladies have returned, and are almost totally blind. He says about the city is that it can see now in the rain. He didn't even recognize me. Dock H. A. Williams is doing political work. George D. Owens of Baltimore, is working for fame, and will order. I'll expect to see you in Texas this winter. Buffalo Cody."

Mickey Walker of the Louisville Courier, says, that he was put on the shelf as a result of a gasoline explosion in which he lost his legs and hands, and is back in harness, and despite his injury, has been working on the tools to good results.

Harrey Swang, who has been making the farmers' fairs and has reported a swell hit at the Aurora event.

Georgie Sauer, working in Arkansas and Southern Missouri, is having a real season. He reports that cotton is coming in large quantities and all the boys in that section are scoring consistently.

It looks like the gila monsters are in for a long season. To ward them off, they are reading their death sentences. This will work for some of the boys who are on that form of diet.

Joe Morris of the molly-coddle form, is now in the Sitka, Alaska, and having a real season. He reports that cotton is coming in large quantities and all the boys in the Sitka section are scoring consistently.

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New Palmistry Book

Astro chart workers, palmists, Buddha workers, and those who are interested in that type of work will be interested in Master Palmistry, 3172 Kenwood St., Chicago, recognized authority on the subject of palmistry. The charts are so simplified that the novices subject to an audience or customer after an hour's study. The author has authored many books on the subject of palmistry, and is a member of this science. He will be glad to furnish information regarding his charts.

Something Different

A bonanza smoked bar herring is being introduced by the Better Food Products Company. The herring is a trifle larger than a sardine and is cut up in miniature-proof cellophane packages mounted on display cards. The retail price is 9 cents each, and is specially salable calling on bars and grills.

BROADCAST

(Continued from page 59)
clear up the mystery which he says prevails.

EVIL, J. W. ABBEY, rector of St. Andrew's Church, Falmouth, Mass., and a member of the Circus Club of America, sent the following letter to me directing attention to two things which the American circus is trying to improve.

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The Season's Value

THE NEW YORK FAIR AND special-event booker, reports the best season in several years. According to the fair officials, no other fair in the world can possibly boast a prestige track as prominent and with the配合 running is a true model of show business. The Lerner Bros. have taken over the management of the fair, and they plan to give the best season of all. The fair will run for six weeks, and the opening dates are set for October 15. The fair will be open daily from 10 a.m. to 10 p.m.

The fair will feature a variety of attractions, including a championship jockey track, a horse show, and a variety of other events. The fair will also feature a variety of food and drink vendors, as well as a variety of entertainment options. The fair is open to the public, and admission will be charged.

For more information about the fair, please visit the fair's website or call the fair's ticket office.

N.Y. Frisco Dates

CRASH TOPIC OF FACTS

SAN FRANCISCO, Oct. 10.—Col. J. Frank Bell, for the past year assistant to the president of the California Frisco, is now engaged in the planning of the 1939 New York World's Fair, has reported the need for the fair to be continued the management of the fair. Mr. Bell has been appointed assistant to the president of the fair, and is now engaged in the planning of the fair. Mr. Bell has been appointed assistant to the president of the fair, and is now engaged in the planning of the fair.
Machines form the basis of the coin-machine industry and members of the trade think in terms of machines. The industry is definitely a product of a highly developed mechanical age and the machines which it produces make use of some of the very best materials and highest engineering skill. The legal and social problems which the trade gives rise to must be considered in the light of modern mechanical progress.

The well-known "bell" type of machine reached a high state of mechanical development before the many types of machines appeared on the market in the recent rise of amusement machines. The long process of developing vending machine mechanisms has also called for real engineering skill to produce machines that defeat to a practical degree the use of slugs.

The more recent rise of popular amusement games suddenly brought the mechanical excellence of the coin-operated machine industry to the front. These machines today incorporate the most modern materials in their construction and also require expert skill in developing the many intricate parts and principles that go to make up a game. The industry is a mechanical industry producing a highly specialized mechanical product. Its progress during the last few years has been remarkable from a mechanical viewpoint, as a comparison of the games of 1932 with those of 1936 will show.

The very nature of the amusement games section of the trade has called for a rapid succession of new machines. There is inherent in the very nature of people a demand for something new. This is especially true in anything that relates to amusement, and the mechanical devices produced by the coin-machine industry have had to comply with this demand to the fullest extent. Manufacturers, therefore, are always engaged in a race to develop something new.

The operator is engaged in the race for something new also, for while he may wish to slow up the constant need of buying new machines, still his competitor may be first in the field with the newest if he is not alert to the very latest games produced in the factories. If his competitor does not keep him looking for new games the playing public will make it evident that new machines are a necessity to receive public patronage.

Thus the operator is primarily interested in new machines. His familiar question is: "What's new?" A successful news medium in the coin-machine field will cater to this demand of the operator to know what is new. The Billboard proved its value to the industry by supplying a news service which is fast enough to keep the operator informed of the very latest while it is still new. The news of new machines forms an essential and major part of a successful news service.

The handling of news on new machines, to make it of most service to the operator, is a question vitally important to publications and manufacturers alike. Both are concerned with the value of making the news informative and interesting to the customer who buys the machines.

After eight years of editing coin-machine news I am convinced that the operator would buy a trade paper "just for the advertising." But at the same time he is deeply interested in the news columns and has definite likes and dislikes as to the news he wants—yet he may not be able to tell you what they are.

One of the most intelligent criticisms of coin-machine news I have heard in the industry came at a meeting of operators and jobbers in New York. A speaker whose name is familiar to the industry said that in his long acquaintance with operators from everywhere he had learned that every operator would like to see RELIABILITY in the news of new machines given him from week to week. That is what the operator wants in his news, even tho he may not express the idea exactly.

The ideal of reliability underlies the coin-machine news service furnished by The Billboard, altho we may miss the goal by a mile. In reaching that ideal there are methods of handling the news of new machines which are important to advertisers and publication alike.

The simplest method is for manufacturers or their agencies to prepare publicity for the news columns. An editor must express appreciation for the thought, hard work and planning which go into this publicity. The reader will also appreciate the fact that such publicity brings out the most important details of new machines with extreme care and hence he can always be sure of getting full information about the new device.

The weakness in this method of supplying the news is that too much competition arises among the various firms for space and the number of items. The use of too many adjectives also begins to weaken the reader interest, Only the closest co-operation and understanding between advertiser and publication can maintain the interest of the operator in such publicity of new games.

Some advertisers prefer to confine their publicity to short, snappy items written as much as possible from a news angle. Most readers stop with the headline and first paragraph anyway and this style of publicity appeals to the largest number of operators. It has the advantage also of stressing one or two important features of a new machine from week to week.

A third method of handling publicity on new machines is to let the staff write it according to its own convictions and ability. Here again the staff members may be subject to pressure from an advertiser, but in the main the body of operators will consider staff-written news as more reliable. We have plans to develop some new ideas and services in this field.

What the operator would like to have a publication do, of course, is to tell him what new machines are really fine and which are not. This is beyond the ability and privilege of a mere editor.

But the mutual desire of advertisers and The Billboard to furnish a reliable news service, covering the new machines while they are still new and other important subjects, can be affirmed to all readers of the coin machine section. New machines are of major interest to everybody in the trade, and the next several months will bring forth a marvelous succession of machines. Even tho some may be failures, they attest the vitality of the industry and are of primary interest to everyone in the business. We will tell the story of these new machines from week to week, keeping the news as reliable for the operator as possible.
DECEPTION IS FUN!

BUT... NOT WHEN IT COSTS YOU HUNDREDS of DOLLARS!

VE all been royally entertained by the man who makes ducks fly out of an apparently empty hat, the flying woman, and the disappearing man... it's really great fun... but they're all just cleverly executed methods of deception. We must admit, an "Aladdin's Lamp" would have been a great aid in successfully working out the many problems the SEEBURG RAY-O-LITE RIFLE RANCE presented... but we didn't have an "Aladdin's Lamp." Earnest, concentrated effort, extending over two years, backed by the finest science and electrical engineering had to offer, pioneered and made possible this outstanding amusement machine. Proven successful? Yes, by facts... not by ballyhoo... more than a thousand RAY-O-LITES placed within the past 20 months... an amazing profit record for each location... unprecedented mechanical perfection... all you could hope for in a coin-controlled machine.

UNETHICAL MANUFACTURERS who offer you "the same type of machine" are attempting to deceive you! They can't reach into an empty hat and pick out a mechanically perfect machine... they just trust to luck that their unproven inferior imitations will work. Are you willing to risk your money on one of these propositions? Sure, deception is great fun... but not when it costs you hundreds of dollars.

RAY-O-LITE is protected by patents Nos. 2,007,082 and 2,007,083 and other patents pending.

The J. P. SEEBURG CORPORATION have the exclusive manufacturing 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!

THE SEEBURG FRANCHISE IS MORE VALUABLE

J. P. SEEBURG CORPORATION
1510 DAYTON STREET CHICAGO, ILLINOIS
BOWLETTE

being played by more people today
than any other coin game!

Authentically known and used as the "official game" by national-wide Bowlette-leagues and associations. The tremendous acceptance of this game is based on its skill appeal and the satisfaction gained from playing the technically correct game.

Skilled bowlers demand Bowlette because its alley "pitch" and playing field proportion are conducive to exciting bank shots and expert play.

IMMEDIATE DELIVERIES THRU KEENEY DISTRIBUTORS OR DIRECT

J. H. KEENEY & CO. "The House that Jack Built"

2900 S. MICHIGAN
Chicago, Illinois

New York City Office
250 West 54th Street
Babe Kaufman
Manager

New Yorkers To Celebrate

Annual dinner is announced for November 15 at the Level Club

NEW YORK. Oct. 10. The grand gala affair of 1936 for operators in New York and environs has been announced for Sunday evening, November 15, at the Level Club in the Lindbergh Hotel, 73rd street and Broadway. The announcement was made by Joe Fishman, executive director of the American Vending Machine Operators' Association, who will direct the plans for the big occasion. As in previous years, the annual event will be a joint affair given by the American and the Greater New York Vending Machine Operators' associations.

Raul Kalson is director of the Greater New York group and will sponsor the full cooperation of his association in making the plans a big success.

Fishman promises that the affair will be the outstanding one of all the events which the New York operators have so far conducted. An elaborate dinner will be served. There will be dancing to the music of one of the city's leading swing orchestras. Previous to the dancing a complete show will be presented.

A busy of entertainers have been picked from leading clubs here and each will entertain with his own specialty. A chorus from one of the leading clubs will also be present.

Fishman also says there will be star entertainers from the new Cotton Club, the Paradise, the Hollywood, the French Casino and Gonzen's Inn. He is in complete charge of the affair this year as he has been in the past. The source of this year's program is to be the largest in its history.

Operators are looking forward to the annual affair more eagerly than any previous celebration. A master of ceremonies is yet to be chosen.

Several manufacturers from Chicago will be present this year. A special train is expected to bring them here to spend some time with their distributors. Special tables have been reserved for the manufacturers who are expected to attend.

All distributors here have also arranged for special tables.

Many operators' delegations from up-State cities are also expected. Al Schiebinger is expected to bring a group along with him from Poughkeepsie for the biggest evening. It is also believed that many will be present for the weekend and will spend their last evening at the entertainment offered by the combine.

Further details and full information regarding the affair can be had from Joseph Fishman, who is the American Vending Machine Operators' Association, 2426 Broadway, this city.

Pittsburgh

PITTSBURGH, Oct. 19. A seashore theme, machines installed in the Fort Pitt Hotel here is regarded as innovation in entertainment. It was installed by F. M. MacNamara, M. Washington distributor. The game has been enjoying a tremendous business, as its novelty setup is attracting unusual attention.

An auto parking meter system has been installed in the downtown district of Cleveland. The charge is 5 cents for each half hour. Mayor Thomas W. Coon defended the action of the city in installing the meters. All other experiments to solve the traffic congestion have been falling to the wayside.

The Allegheny Cigarette Service Company is now distributing the streamlined Rowe cigarette machines in this territory. A new location for these machines is the Post-Gazette Building.

The Harris-Alvin Theater informs its customers that tickets will serve them in securing proper change when they wish to use the installed cigarette or candy machines.

Following a stay for the holidays here, Jack Levin, of the L. S. Sales Company, has gone back to his headquarters in Wheeling, W. Va.

N. H. Leder, of the Berno Vending Company, has added the Harry Theater to his local candy-machine accounts.
acknowledged the best 1-ball payout game ever introduced

Offering the player unlimited award possibilities with chances for Continuous Free Re-Plays. Continuously Rotating Odds-Changing Disc regardless of whether game is or is not being played. Power-Operated Shuffle Board.

In-A-Drawer Mechanism — Powerpak.

SYSTEM OF PLAY: If player makes payout hole when Red STOP light is on, he receives award as per odds indicated on disc, but no FREE RE-PLAY. If he makes payout hole while Green GO light is on, player not only receives award as per odds indicated, but shuffle board is automatically released and player enjoys Free Re-Play. A "Right of Way" hole pays $2 on either STOP or GO lights in both coin safety island cut-holes at bottom of board become payout holes if they hit Green GO light.

First Machines In Far North

AMHERST, N. S., OCT. 10.—Frank J. Elliott, veteran coin-machine distributor and operator in Amherst, N. S., recently introduced coin machines in two territories hitherto unknown to amusement devices.

Elliott, who is proprietor of the Blueshore Shows, a carnival, hit the trail to the Magdalen Islands, staying there a week, and then he featured a concession composed of coin machines, widely diversified in types. The stand was at Grandisle, largest center on the islands, where the fisheries form the basis industry. In addition to operating the penny and nickel arcade under canvas, Elliott arranged for the permanent installation of some machines at favored money spots. It was the first time these machines had been out-grown and they were deeply impressed, according to report.

In order to get to the Magdalen Islands, Elliott chartered an auxiliary schooner. The start of the voyage, which lasted about two days, was at Souris, P. E. I. After the week at Grandisle the schooner, which used the schooner as its living quarters when moored as well as in motion, headed for Newfoundland, touring the coastal centers. In some of these the coin machines were seen for the first time.

Next came a voyage from Grand Bank, Newfoundland, to St. Pierre. This island became widely known during the last 25 years as the base for liquor smuggling to the United States, serving as a feeder for the rum rows off New York, Boston, Providence and Baltimore. As at the Magdalenas, it was the first tent show ever set up at St. Pierre and the first time the natives had seen or operated a coin machine. A stay of two weeks was made at St. Pierre, arrangements for this having been made with the governor of the islands of St. Pierre and Miquelon, which are French possessions.

Locations for permanent operation of a wide range of coin machines were established at St. Pierre.

Only the French language is spoken and comprehended at both the Magdalenas and St. Pierre. To the Elliott group this is not nearly the impediment it would be to the average group of barnstormers far into the hinterland. All everywhere in the Elliott troupe could sing and understand French, including F. J. Elliott, who has been contacting French-speaking people in Eastern Canada for many years.

After the two weeks at St. Pierre Elliott placed his troupe and equipment on board the chartered schooner again for the long voyage back to Amherst, N. S., as quick as it is possible to come by sea within about an hour of Amherst. The final voyage consumed about four days. It was the first time Elliott had used a schooner or other sea vessel as transportation for his troupe. It was also desired to have been the first time a schooner had been a coin-machine carrier.

Elliott was accompanied on the whole trip by Mrs. Elliott, their sons, Frank J. Jr. and Glynn. The last named is only 4 years old and was the official mascot for the troupe. Mrs. Elliott is secretary-treasurer of her husband's diversified business, F. J. Jr. is also on the staff.

"The Short Man," as Elliott has styled himself, has introduced coin machines, games and diversions in Nova Scotia, New Brunswick and Prince Edward Island and in the big island colony of Newfoundland during the last 20 years, and the penetration of the virgin areas of the Magdalenas and St. Pierre- Magdalenas has further widened his scope of distribution. During the balance of the fall, thru the winter and up to late in May, Elliott will concentrate on coin-machine operation and distribution in the maritime provinces.
Two Many Nickels

NEWARK, Oct. 10.—Robert Hendry, a Bank Roll operator, recently took a visit to the town with his wife. They usually look after and handle his route. Every day they spend L. X., Morley, sales manager of the New York office of the George Furniture Company, and complained that the only trouble and difficulty they could find with the Bill was that there were too many nickels, making it difficult for him to carry all those. He wanted to know whether they could supply him with a larger box with more of the old nickels.

A general meeting of the organization will be held next week at one of the banana rooms in the Bally Building, where Pitigbowns will explain the plan. Lew Wolf, traveling salesman, will present the viewpoint.

Henry Jacobs, traveling service manager of the firm, Jack Colvin, resident manager, and Branch Cohen, salesmen, will be present to help put over the greatest sales month in the history of the firm.

The “prosperity-month” plan has long been an idea of the firm and is expected to introduce the biggest expansion plan in the country's history. Every future plan is expected to include a contribution to its success.

The firm's front men will be dependent upon the information everywhere and the speed in the fast expansion program for the future. The early plan is to be placed on the market.

Lew Wolf. The firm's plan will be placed on the market in every location. It is expected that the plan will be placed on the market.

Chicago Coin Machine Corporation has introduced its high standard of production and the firm's plan has been described as the development of a bowling-game simple to operate and mechanically perfect.

Production on the game is in full swing and, despite the fact that the tremendous amount of orders is completely up to expectations, immediate deliveries are being made.

THE MACHINES

AMUSEMENT MachinE

October 17, 1936

Hercules Head Sees Ops
Hungry for New Games

NEWARK, N. J., Oct. 10.—Irene Orenstein, of Hercules Machine Exchange, Inc., reported that her firm is extremely busy at this time filling rush orders for machines. She claims that the fall season will be the greatest in the history of this firm. She has received orders for new machines larger than those for the past season. She is also expecting orders for the new Dave Fox pin game and the new Bally pin game on the place.

How to get orders is no problem for machine exchange, she states, “that's the problem. We are forced to sometimes put some games even before we receive the order.”

The game is not in the Burbank or the game of the month, as the firm has an order for the new machine.

Guaranteed Used Machines

DAILY RACE, MYSTERY...

FINC HUSTER, MYSTERY...

CHALLENGER...

PAMCO SPEEDWAY...

PAMCO SAL SIL...

PAMCO PARLAY...

FINCH HITTER...

TAROAN...

PEERLESS...

Bally Roll (Boweling Game)...

All orders filled on receipt.

South Coast Amusement Company

M. J. M. Bridgehead, Sales Dept.

HUNTINGTON, W. V.

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HUNTINGTON, W. V.
New Game Offers Combined Appeal

CHICAGO, Oct. 10—At S. Douglas, president of Daivil Manufacturing Company, the new game Excel has developed new player angles that will be of great benefit to the trade. The unusual facts and figures of the game were determined by many tests in various sections of the country, as Douglas explains.

According to Douglas: 'The fact that Excel gives the players a chance to outguess it, the reaction of the players is unusually interesting and many believe it increases the player angle in any amusement machine.

Players adapt and crawl their character in playing Excel,' Douglas reports. 'The conservative type of man who plays in a machine that is the result of reckless expenditure. The cost of one version of the game will vary with the advice of the players when they see how much they feel about the machine.

"Every angle that coin-operated amusement machine play has developed in the players in the last years has come to the front in Excel.

"Some players, who believe in their skill completely, will continue to shoot every time they see the player angle. They like the chance of making a No. 1 hole on the board, and the score the already have.

"In the first days of the pin game this was never supposed to be the case, Douglas explains. "The players were not too sure of themselves in the beginning, and the chances were very much better than ever before and because of the fact that no improvements were necessary in playing the game before the first production model was made."

Continuous tests over a three-month period revealed that the player angle that was necessary before the firm would allow the machine to play a certain game. Douglas says: 'The machines or hand-made machines were sent to the East, to the Pacific Coast and to the South and the Midwest.

"In part of the country different characteristics of the players were immediately apparent.

Douglas learned that the New Yorker was more prone to "take a chance" than was the player angle of the Californian. Many of the New York players would continue to shoot after already reaching a very high score and almost a certain winner for a still better score.

"The Midwesterner seemed satisfied with a score of 17 or 18, and a little higher and having those who wouldn't care to try for 21, would usually press the lever with the "big idea" after the 18. He felt that getting two free plays was better than trying for the highest possible number. The Barker reversed this policy and would rather play for the highest possible number of plays, over-bidding the 2 and 4 free play almost every time.

"The Californian seemed to be a mixture of both the New Yorker and the Midwesterner," according to Douglas. "He wasn't reckless and yet he played with a vision angle. If after losing a few times he noticed that he needed at least 18 to continue a somewhat steady winning pace he would set this figure as his goal, and instead of trying for the highest possible score would try for a sure 18 of perhaps 19 or 20.

"The results of these tests gave Douglas an interesting understanding of the player's characteristics in various parts of the country.

"He believes that Excel not only meets the approval of the players in the various parts of the country, but also that the game is still the most popular. He also believes that Excel has not only met the approval of the player's efficiency in various parts of the country.

"The man who played the game at an angle of 30 degrees and that the game had been handled in the last four years.

"He continues by saying: "This is the game that we are awaiting and I feel sure that every operator will be satisfied with the game. We place what we believe to be a record sample order for the Excel game—an order which we are about to ship in shortly. We have given definite instructions to Daivil Manufacturing Company to continue shipping us its entire production of the game, which we call a hit.

"The way the first sample has been tested here we are sure that it is the biggest hit pin game in the business. Our record for the game continues to increase every minute of the day, as more and more operators and players and operators and players have a chance to see and play it.

"This is the kind of game that operators have been asking for and I feel sure that it will be the best money maker of the year.

Wedding Bells

Announcement has been made of the forthcoming marriage of Evelyn M. Cohen, of the Skill Game Co., to Mr. H. Rosenstock, 285 Kingston avenue, Brooklyn.

It is rumored that several of Cohen's operators friends are planning to send the couple one of the newest games as a gift. They have engaged in the belief that the bride should have something to own herself while her husband is busy attending the multifarious obligations of his skill game operated organization.

models were sent to the East, to the Pacific Coast and to the South and the Midwest.

1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" present no fire hazard

Distributors! Jobbers! Operators!
Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES
If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade prices. For complete information fill out this coupon and send it to

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name
Address

[Table with prices and descriptions]

STEVE LA MAR, member of "Three Head Waves," stars of stage, screen and radio, will be at Great Lakes to demonstrate their skill on Rock-Ola's Tom Big Radio Reel in Paul Gerber's Playland in the lobby of the Sherman Hotel Chicago, while Paul looks on in admiration. La Mar has become so efficient in his act since right after he had visited one, which is a world record for performance on this type of rite.
Rock-Ola Heralds
New “Rhythm King”

CHICAGO, Oct. 16.—From the phonograph division of Rock-Ola Manufacturing Corporation comes the official announcement of the new Rhythm King model. J. F. Webb, phonograph division manager, states: “Operators are clamoring for Rhythm Kings. The new model is so striking that a large amount of business was booked from phonographs sent out in advance of the actual sample and since samples were shipped the total booking has tremendously increased.”

One of the features of the Rhythm King is the new visible coin chute, built on the escalator principle, and showing the last six coins played in the machine. Whether nickel, dime or quarter, the coin is instantly visible thru a glass partition.

Rock-Ola officials say the main attraction of the Rhythm King is the cabinet design, which is said to be startlingly different from any other phonograph cabinet. “The conflict of imported and domestic woods have been put into the construction of the cabinet,” they state. “It presents an imposing sight with Oriental walnut sides and top, English herringbone plinths and top ends, beautiful inlaid rosewood panels, imported marquetry inlays and American walnut trim.”

Other important features are the new all-in-one program panel and a new light-up effect, which portrays an orchestra in the pit of a theater. Since the introduction of the first Rock-Ola phonograph on the coin-machine show in 1930 all Rock-Ola phonographs have used the lightweight crystal pickup, which makes up, records and needle wear five times as long. And as a further development Rock-Ola engineers claim to have succeeded in eliminating all of the needle scratch. To make it easy for the operator to inspect and oil the mechanism, the entire front of the cabinet folds open, making the changer very accessible from the front. Many thousands of square feet are given over to the production of the new machine and Rock-Ola officials state that immediate plans are under way for a daily production of 500 Rhythm Kings. The entire machine, including the cabinet, and light-up effects, is made right in the Rock-Ola factory.

Phonograph Timer
Boon to Music Ops

CHICAGO, Oct. 10.—A new development in the phonograph division of the automatic industry which offers additional possibilities is the B & J Phonograph Timer. Oerter & Olssen, Alliance Western distributors, half this device as a sacrosanct asset in phonograph operation.

Oerter & Olssen, well known as one of the top-ranking coin-machine distributors in the country, predict an overwhelming acceptance of this advanced feature.

The B & J Phonograph Timer is an adjustable instrument that will automatically play a record after a deader period of pausing. Acting as an inducement and a self-assertive, this timer can be set to regulate the playing of a record after any duration of inactivity.

The increased profit possibilities of this timer have been rigidly tested on actual location under average normal circumstances. In every instance, with a specific tull in play occurred, the automatic starter struck a record and eventually stimulated additional patronage.

Photo research in the field has definitely proved, regardless of the merits or demerits of the phonograph, that certain periods of stagnation arise on location. Proved mechanically perfect and of practical use to the service is certain of the fact that the B & J phonograph Olssen report orders from Coast to Coast for this machine continually increasing and are being immediately filled and shipped.

Lazar Company Ready To Show New Rhythm Kings

PITTSBURGH, Oct. 10.—B. D. Lazar Company, from its headquarters in this city, announces that it is now ready to show operators the newest phonograph masterpiece in the coin-machine industry, the Rock-Ola Multi-Selector Rhythm King.

B. D. Lazar claims that this is the most musical instrument the coin-machine industry has ever had. He believes that the operators will insist on the Rhythm King every time they want in a coin-operated phonograph, and he adds, “it is popularly priced.”

The entire Lazar organization at each end in Philadelphia, Reading, Scranton and their headquarters here is putting on a special drive to introduce the Rhythm King to operators.

All branches are enthusiastic about the new phonograph, “B. D. Lazar reports, and he feels that they are going to surpass all phonograph sales with the new Rhythm King.

 Hunley Places Large Order
For Rock-Ola’s Rhythm King

LEXINGTON, Ky., Oct. 10.—George W. Hunley, of Central Kentucky, and Company, has just placed a large order with Seeburg Manufacturing Company, of Scranton, for Rock-Ola’s Rhythm King automatic phonographs.

Hunley is reported to be the largest user of Rock-Ola products in Kentucky and the first to introduce automatic phonographic music in central Kentucky. He operates active operator of electric pianos when they were in their glory.
# Operators Everywhere acclaim the new ROCK-OLA

**RHYTHM KING**

the GREATEST Phonograph EVER MADE!

You are entitled to the BEST why be satisfied with less!!

**ROCK-OLA MANUFACTURING CORPORATION, 800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS**

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**Ten Best Records for Week Ended Oct. 12**

<table>
<thead>
<tr>
<th>BLUESBIRD</th>
<th>BRUNSWICK</th>
<th>VICTOR</th>
<th>VOCALION</th>
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</thead>
<tbody>
<tr>
<td>1. 85563 — &quot;Sweet Adeline (You're the Flower of My Heart)&quot; and &quot;We Can Muddle at Home.&quot; Tempo King and orchestra.</td>
<td>2. 85517 — &quot;The Way You Look Tonight&quot; and &quot;Pick Yourself Up.&quot; Fred Astaire, Johnny Green and orchestra.</td>
<td>3. 25418 — &quot;Me and That Man's Here Again (O-D-O, Ya-Ah)&quot; and &quot;Mama, That Man's Here Again (O-D-O, Ya-Ah).&quot; Ken Murray and orchestra.</td>
<td>4. 32719 — &quot;Big John's Special&quot; and &quot;Cousette.&quot; Erskine Hawkins and his Six String Syncopators.</td>
</tr>
<tr>
<td>2. 85517 — &quot;I'm Talking About My Heart&quot; and &quot;You Don't Mean It.&quot; Tempo King and orchestra.</td>
<td>3. 7716 — &quot;Two Fine Romance.&quot; Fred Astaire, Johnny Green and orchestra.</td>
<td>5. 25401 — &quot;I'm at the Merry of You.&quot; Fats Waller and orchestra.</td>
<td>5. 32716 — &quot;Here Comes the Man With the Fire&quot; and &quot;Sincere for a Wealthy Widow.&quot; Scott Smith and his Orsco Club Boys.</td>
</tr>
</tbody>
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**FIRST IN OHIO TO SHOW The Rhythm King**

Rock-Ola's King of Music Makers. So attractive it gets and holds the best locations. Visible coin chute makes it CHEAT-PROOF.

See it at THE MARKET COMPANY,

"Everything for the Operator,"

3328 Carnegie Ave., Cleveland, O. 1110 Central Parkway, Cincinnati, O.
CASH INCOME
with TOM THUMB
by DOROTHY COLLINS

£5021534

TOM THUMB'S STORY! All the World Enormous.

EMPIRE TOY & CANDY COMPANY
SPECIAL VENDING MACHINE NATION

The EMPIRE TOY is equipped with a new plastic & cardboard Vending Attachment. Demand for the new EMPIRE Vending Attachment is increasing. Write for complete information.

Write for Low Prices
on Penny and Ball Gum
Vendus.
Also Table Top Vendors.
Self-Serv Mfg. Co.

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New Orleans

NEW ORLEANS, Oct. 19—Pace and Pipitone, one of the largest and oldest distributing firms in New Orleans, has moved into a new location at 2319 Canal street. Headed by Julius Pace, president of the New Orleans Coin Machine Vendors' Association, the firm is rapidly expanding until its big headquarters on South Scott street have been found inadequate. The new office abuts that of Jerry Geminis, New Orleans Wittisendor distributor.

Coin machine and coin phonograph men are making preparations for the fall and winter season through Louisiana, with indications that play will be the heaviest in several years. Good returns on cotton, linen, zinc and greasy corn point to a big year, which should reflect itself in play of machines.

More than a score of the music operators of the city attended the regular meeting last week of the United Music Operators' Association. Meeting was presided over by President Julius H. Pace, who praiseworthy member for the fine co-operation and predicted that the summer full was already showing signs of having passed around the corner. The association, reorganized for the third time in a year, just a few weeks ago, now seems to be firmly on its feet and ready to go places and do things with a membership that covers approximately 80 per cent of the state. New officers elected by the association are: Edward Mallory vice-president and J. P. (Butter) Cleary, secretary.

Harry Bitt, New Orleans territory distributor for International Machine Company, has been stepping up the gas for the big coin-machine houses since he closed up his big Pidgenhamel Bookie for the season. Jerry says that International's new ideas give him plenty to look forward to for the new season ahead and believes he will find his sales the biggest since he entered the business as a youth in his teens.

With the Texas League closed for the season, Jake Atz, Jr., son of the manager of Daileston nine, is spending the week-end at home for a change. His dad's team finished second in the league for the second year in a row, but there are other years ahead, Jake says.

Herby Miller, popular op, has come out of the stove of bad luck at last. Following a bad case of boils, Herby had to put up his gun and arm for a few weeks. He is now disgustedly healthy and ready to put on the pressure for lost time.

Ever since the Sport Center on St. Charles street has installed those two big

Kenney Bowles' of the firm have been putting on their own little campaign for the best shot. That is, all three of them did except one. Portions of the machine men have been on the lookout for the prowls of the rest of the coin-machine men to meet at the starting of the race, which finally bobbled for a place at the start of the alley, started off with a 50 and another and another at least three onlookers began to give Bob a little heat. Yep, first attempt at perfect score of 450. And did Bob collect.

Frank Gleson, resident manager for Distributing Company in Arkansas, has extensive tour of Louisiana, Mississippi, Arkansas, and Texas. He is also in on phonographs ops in the tri-states, and is all hot up around all the new moderate-priced phonographs.

Jimmy Johnson, head of Western Equipment, spent a few days in New Orleans promoting his way back from an extensive tour through Texas. But Jimmy didn't leave until he gave the coin-operators and patrons of the well Hotel a big score by sneaking up on them and saying Booth with one of the newest phonograph-handcrushers that shook the hotel and Ray to their foundations.

During the past week regular meet- ing has been held here by both coin machines and the music machine men, and the former members of the group, Julius Pace, popular president, who has headed the coin-machine men of the state for four years, while, Jules Peres, also secretary of the coin-machine association, presided over the music members. Meetings were routine in both instances, with a few following the gatherings. About 30 members attended the coin-machine affair, while about a score came to meet in the other group.

About 20 days ago the Louisiana Amusement Company received a shipment of Rock-Ola Multi-Selectors and by the time this news arrives every store will have been delivered to satisfied customers. These machines were handled right off the docks by Mallory, manager, announced the arrival of the new machines to the Rhythm King. The simple machine is designed for the coin operators, and there is a main entrance and has already excited much admiration from passing cars. The Rhythm King, with its flashing lights and beautiful sandalwood cases, is the prettiest machine I have ever seen," Mallory says, "and I believe we have something here that will run away with the trade from all season."

Pipitone & Pace, one of the oldest coin firms in the South, has moved from South Scott street to a new location on the city's main stem, Canal street. Jerry Pipitone is now next-door neighbor of Wittisendor's local representative, Jerry Geminis. Details of Pipitone & Pace's new building is West Distributing Company, and Club of Gentillets Distributing Company. President Pace is getting to be quite a hard one to catch up with.

Max Friedburg, owner of the Fried Novelty Company, Houston, and former owner of Frank Friedburg Novelty Company here, spent a week in New Orleans this week on his way back to Houston. The elderly Friedburg has just returned from a three months stay in the land of Roosevelt.

Keith Courage, popular op of South west Louisiana, called on his old friend C. J. Labauve, a former Louisiana, who is now in the Pacific Coast. Labauve, a former member of the New Orleans on phonographs, operates the famous stream of poetry and French license work. He joins the Amusement Company in Los Angeles, where he has recently obtained a job as his brother, also a C. J. Labauve.

Unlike Oklahoma and Mississippi, operators of Louisiana are not experimental when it comes to machines and as is also the case with all metal tokens. The tokens are larger than a nickel and smaller than a quarter, which about relieves a very tense feeling that prevailed before the metal tokens were seen here. However, are feeling the tokens in action and that is the payment of the State's 4 per cent sales tax on sale of machines and as is also the case with all metal tokens. Music operators are also feeling the added burden of increasing the amount of tax on phonographs where used in public places for either entertainment, dancing or advertising, effective the first week in September.

Ray (Mac) MacMillan, former well known operator of New Orleans, writes such interesting things as taking a vacation in New Orleans during the midwinter sports in January. "And when I come down to you all," Mac writes, "I am bringing along with me a very tasty of the good ole mountains to the hills of Alabama, and if you don't get a kick out of this stuff then your constitution is much stronger than our family mule." Mac is now living with his people in his native town of Byacacuse.

There is a new secretary in the New Orleans branch office of Globe Bally, a man named Ray, that is really a pippin. His name is Jacky Liberto and she got her eyes as big as saucers and that drive efficiency that darves you to find a flaw. And her tricks don't stop there, judging by her records on the phonographs displayed there.

Ralph Leiser, of the Ray-o-Latte, has a good idea that will add a lot of profit to his business. He has arranged for his customers to have a free coin/token machine, which can be used for their own amusement, and this is a great deal, for it is a double sale and the customer is purchasing two machines for the price of one.

Ray-le-O-Latte Sets

High Standards

CHICAGO, Oct. 10.—Acceptance by the public masses or breake any creation, and while the so-called public is quite flab the average individual who home some fun that has a direct relationship to the simple and enjoyable things in life.

Outstanding in over 30 years of automatic machine manufacturing, the Ray-o-Latte Corporation has continuously produced a line of machines which offers an additional feature above and beyond the ordinary among the coin-operators. The Seeburg Ray-o-Latte Range is the forerunner of a new epoch in the amusement-machine industry.

The Seeburg Ray-o-Latte Range is the result of intersect research and modern escape room in the field of mechanical perfection. The Seeburg Ray-o-Latte is over 90% efficient and maintains these high standards to meet growing demands with immediate deliveries.
Mills’ Softball Season Closes

CHICAGO, Oct. 10.—October issue of Glad Blond, employee publication by the Mills Novelty Company, indicates the keen interest of the firm to promote the good with its more than 3,000 employees.

The publication reports that "The most ingenious" is all just coming true. Our newspaper said: "The best league we ever worked. They have their own, real, real .. .

A good editorial is also on board of the fact that Babe Ruth "Never Threw the Wrong Bullets.""Babe Ruth, baseball’s most glamorous hero, was best known for his home runs. Undoubtedly he could hit them. But Ruth was not only loved by the baseball public; he was universally respected both by his teammates and by the players opposing him. They knew him not as just a home-run hitter, but as a real ball player! Ruth started a pitcher; he was a great one. And the greatest hit of his baseball career was striking out Vehak, 78 and Sam Crawford in a row and with three men on base. (They were Detroit’s greatest...""

18th ANNIVERSARY SALE

The only ORIGINAL—and REEALY NEW—CREATION on the market to-day—in automatic pay tables. New player appeal thru-out. High tensionu from top to bottom. SMASH DOWN TRAPS—BLAZE UP LIGHTS—CHANGING ODDS. 0.25, TOP—with 16 seconds play, Large Cabinet 51 x 25. In a drawer mechanism—etc. More new facts to tell about than any other half dozen tables. Get them from your Jobber—or write us.

EXHIBIT SUPPLY CO., 4222 W. LAKE ST. CHICAGO

Calcutt Features Mills Games and Phonographs

PITTSBURG, N. C., Oct. 10.—Joe Calcutt, president of the vending machine company here, is preparing special feature on the products of Mills Novelty Company.

In his report to the new Mills pay table Railroad is the way for tremendous profits through the country. The game is unusually interesting to the player and presents a new type of award system which will certainly interest the operator.

The newest game by Mills Novelty Company is being featured along with the new Mills Swing King phonograph. The Swing King is considered one of the greatest phonographs ever introduced to the coin-machine industry, according to Calcutt. His many years of experience with the music division of the industry is strong inducement to operators to take his word and try the Swing King.

Other Mills products, such as the famous Blue Print Mystery Ball, the Extraordinary, the Futurity, and the rest of the well-known line are now being given prominent display in the new Venco literature for the opening of the fall season when those machines are most needed by operators.

Calcutt states: "With the opening of what is sure to be one of the biggest fall seasons in the history of the coin-machine industry, we are prepared for every operator with all the new games from Mills Novelty Company which we believe will earn the greatest profits. We have just received a new Mills pay table and believe it to be one of the best that has ever been introduced in coin-machine history. We are urging all operators to get in touch with us immediately."
Aesop's Fables
For Operators

By OLD MAN PLAYFAIR

Aesop was a wise old bird who wrote fables containing many truths which when applied to everyday living or to business still ring true.

Remember the one about the dog with the bone, that on seeing its reflection in the water, thought another dog was going to grab the bone. Well, the dog opened its mouth, showed its teeth, growled and prepared for a fight. The bone dropped into the water and was lost.

Such a story may be likened to a couple of coin-machine operators who have the lack of foresight and business sense to fight over a location. One operator holds the spot. He sees another operator talking to the location owner. Night after night, without much else to investigate, he's out in the open air, taking a look at the place with the major portion of it out of the location. Multiply this one by many because many of these operators have them in it. They start putting pressure on the location owner. He tells him what a scab B is, and in self-defense B shoots back a few hot ones about A. To make sure B won't get the spot, A raises the ante on the commission rate. In doing so he very likely loses the location forever. It's the bone that's lost, he has cut out the major portion of it out of the location.

Operator A surmises that Operator B is after the location, and he starts putting pressure on the location owner. He tells him what a nuts B is, and in self-defense B shot back a few hot ones about A. To make sure A won't get the spot, B raises the ante on the commission rate. In doing so he very likely loses the location forever. It's the bone that's lost, he has cut out the major portion of it out of the location.

Multiply this one by many because many of these operators have them in it. They start putting pressure on the location owner. He tells him what a scab B is, and in self-defense B shoots back a few hot ones about A. To make sure B won't get the spot, A raises the ante on the commission rate. In doing so he very likely loses the location forever. It's the bone that's lost, he has cut out the major portion of it out of the location.

The bone is not only lost, but the operator pays itself too. The commission rate is raised because of A's pressure. Usually both end up in financial difficulties and go out of business. There is much worse off for having lost their business. Situation is the same as two elephant riders pummeling each other just because one was seen walking home with the sweet young thing of their "puppy love." They are plenty of locations for operators without stepping on each other's toes if they would but go out and look for and find them. Many an operator thinks he can't get new locations without competing with themselves away from the new operator. The gross always looks greener in the other fellow's pasture.

The kind of operator who should be a little cultivating of his own, and before he realizes it he'll make himself very popular but no one can make buy by giving it all away in higher commissions.

For the above observation and speculative study of every possible location one can discover, he finds the others have overlooked—possibly because they have been too busy fighting among themselves.

Catalog on Roll-a-Ball
Gives Operating Ideas

NEWARK, N. J., Oct. 10.—Roll-o-Matic, Inc., manufacturer of the Roll-a-Ball bowling games, reports that it has now ready with an eight-page catalog describing its new de luxe model that the firm has been successful since its introduction. The catalog includes the model and claims to have booked large orders since its introduction.

To help operators throughout the country to better understand the game, the firm has prepared the eight-page catalog in colors which they feel will be of utmost value to operators and will also help them get locations for Roll-a-Ball while the machine is yet in trade.

The catalog makes it clear that it is one of the best ever produced for bowling game. It gives complete and valuable information and will enable the operator to understand the bowling-game business. The catalog also features the many facts which the firm has discovered about bowling games in the past few months of its operation.

makers this territory has had in a long time. According to independent players themselves are passing the word along to shopkeepers that they like to play Roll-a-Ball and therefore the demand has been growing every day. He believes that this area can use a little of the games immediately and has made arrangements for large quantity shipment.
**Eastern Chatter**

**NEW YORK, Oct. 10—Willy Blatt, Supreme Vending Company, is doing quite well with Rolla Score, an alley game that is much smaller than the regulation size. Leo Simon, executive manager for the Rolla company and manager of the Supreme Radio Company, a subsidiary of Supreme Vending, tells us that he is starting to get quite a bit of action on his large variety of radios.**

Max Levine, Scientific Machine Corporation, is getting hits on some new amusement games. Max claims they are all situationally different and he'll be ready to tell the trade about them in a short time.

The new Davol novelty pin table, Excel, arrived at Supreme Vending and the ops like the play after testing it in their homes. It looks like the Davol-supreme combo has another winner.

**In a story published in last week's Billboard the headline was “First Chance.”**

Estelle Wexler, secretary to Nat Cohn, of Modern Vending Company, thinks Mikes is the best pin table in the coin-machine business. Mike took Etel in his office the other day, and he seemed going miles out of his way. By the time he was done, he made a respondent to the stop which was also quite a distance out of his regular route.

Dave Robbins, of D. Robbins & Co., tells us he has shipped orders of pins to China, France, Australia, New Zealand. Dave claims he has sent games to practically every country but the exception of Russia, Italy and Germany.

We hear that Howard Frazel sold both his factory building and his equipment. His story continues that Howard has made a connection with a new manufacturer who will make pin games in the same territory.

Nat Cohn returned from Chicago and immediately started renewing the old showrooms. Modern Vending had broken thru walls for two new offices recently and now Nat has gone back to the original showroom and is dressing this up for the trade. He is finishing up the mode of the newer offices.

Jack Pigiboons has his miles organized for a tremendous one-month drive to be known as “prospect month.” Law Wolf, Herman Ford, Henry Jacobs, Jack Devlin, Bill McDaid, Onee Cahan, Tommy Cahan and Philip Cohen are among a few

**box 2254**

**Los Angeles, Calif.**

Groetheyn's New Model

Black Jack Is Realistic

CICERO, Oct. 10—Outstanding in its appeal is “21” Black Jack. The genuine thrill of playing the great card game has been injected into a perfected automatic machine that has in a comparatively short period created an astonishing record of profit making.

Behind the scenes of actual production was a great deal of forethought. An analytical study of the players' tricks and dissaves, habits and desires, the result of this intensive research is in another interesting chapter to the history of the amusement machine industry.

The new model's creators' “genius” investor conceives a host of thrilling new features, each with the object of offering greater player appeal and of increasing the operator's profits.

The machine first deals two cards and then the player can release one or two shutters to draw additional cards in order to build up his hand. When he thinks he has a high enough score to beat the “house,” he releases shutter over “house” reel, disclosing the “hand” held by the house and indicating whether the operator's hand is stronger. If it is, once house is released another unrelated shutter is released automatically, and the operator cannot draw no additional cards.

House “hand” and reward score change every play. Showroom is from 1 to 100.

The “21” Black Jack is included in a beautiful natural wood cabinet, smartly streamlined, modern in appearance, thus being eligible for high class locations. Altogether the machine is so tremendous due to its popularity with both players and operators, that Groetheyn Tod Company, with efficiency, has met the ever-increasing demands on production and delivery service.

**Policies on Used Games**

**Gains Wide Reputation**

CICERO, Oct. 10—Groetheyn & Glaes has again set a mark in the automatic amusement industry by introducing a line of machines that is being hailed as an outstanding line of values in used novelty machines.

Returning to place a machine on the market until it is thoroughly recon- structed, the company has built a reputation for the quality of recon- structed machines. Without exaggeration, an amusement device that has gone thru the Groetheyn & Glaes rejuvenation process is “as good as new.”

Operators have learned by now that there is a great opportunity for real big gains in the organization's policy of offering only the best at the lowest possible prices.

Groetheyn & Glaes has created a feeling of confidence within the entire industry by backing each of its reconstructed machines with the guarantee to each customer of full satisfaction or no sale.

ED PURLOW (right), vice-president of Electro-Data Company, Dallas, wishing him voyage to W. Perry Crofts, special representative of the company, has a specially built trailer used by Electro-Data to show sample games as they tour the Southwest. He recently joined the Electro-Data staff, formerly being associated with the Teens Centennial work. A sample Rock-on-Set is on the trailer.

**October 17, 1936**
A Location Owner Thinks Out Loud

I am a location owner—I have a good business in a lively town—and I know something about the various types of coin machines to render service to the customers and to earn additional profits for my business.

I know that the operation of coin machines is a business of its own. I prefer to put my money in the feeding and entertaining people—and let the success or failure of the coin machine activities in my place—because I can make more money this way.

My experience covers the business district in a town of 50,000. We cater to truck drivers, mechanics, farmers, the young folk, and the rest of the young folk. We serve good food, have a show and have beer and liquor licenses. A small but good chance flow of what seems to be a reliable drawing card for night business, especially from the younger folk.

Quite a number of this kind draws operators like honey draws flies. They all try to get into my place. They know it is a good spot and how they should one another to get in.

One operator says his games are the latest and tells me of the highest commissions or percentages to the location. I have the same thing. Still another operator wants me to use his phonographs—he says he'll give me 50 percent. There are other fellows who say the same thing—I'm a dishonest fellow and think I'm making too much out and ready machines—and so it goes.

My impositions of some operators of coin machines are reported. Instead of being business men who have a distinct section in all the locations in the world and to sell the public on getting on them, we are interested in general welfare of the business.

They seem to think my location is the ONLY location where operating profits are made. This is not how I run my business. It is a good-looking and has real time.

The operators who have the best commission for my location. I know good music makes my business better. My customers are few and regular because the music is good and there is no competition. My machines are older.

I like the operator of this phonograph because he takes care of his equipment. If anything goes wrong he is right on the job. I have never had a problem in the business, and I have no music for the customers.

He provides the usual service with frequent changes. He gives my customers the kind of music they want.

An operator of another phonograph instrument offered me a 40 percent commission to get the location. I am glad I have no other operator who has the reputation for getting the other fellow’s locations who would give me 50 percent. I am trained of those operators because I feel that by making commissions they cannot give the kind of up-to-the-minute service we need.

You've got to give the public what they want—and you can't do it on a cut-price basis.

The nut and confection operator who gives business the best location and prices and then cuts down on the quantities that he is not going to cause my customers to squawk to me about the short measure.

If I endeavor to run my place by using the same tactics—and I have plenty of competition in my business too—I'd have to fold up sooner or later. We all must continue to operate without legitimate profits—and one can't make legitimate profits when he gives inferior merchandise on small quantities on a cut-price basis.

I am now using in my place tell me they wished all location owners

Sometimes run as high as 160 to 1. Significant of High Stakes tremendous popularity is the ever-increasing order in which these machines are being filled immediately.

High Stakes Matches
Color in Racing Idea

CHICAGO, Oct. 10.—Pendis, nickels, dimes, quarters, thousands of coins in thousands of locations have paved the way for the insertion slots of High Stakes to pay off operators. And this makes the Groetchen Tool Company produce another "gold mine," as proved by official performance records of this counter machine within the few months of its introduction.

The unexpected was the tremendous acceptance of High Stakes. With a definite purpose, backed by keen analysis, this device was designed to attract heavy play. Years of experience went into the most minute detail of construction so that it is no wonder that the successful career of High Stakes is solid and built on an expected result of careful calculation—characteristic of all Groetchen Tool Company products.

The new feature of High Stakes is the "match-a-color" design of the arc-varicolored sections of horses revolve after the coin has been put in and the lever pulled. They click into place in the fourth or five seconds—coming to a stop to show the result, which is an "odd," or a "split" and the last color of the four stops smoothly to give the odds.

The unique feature of the game is intensified by the variance of the odds which go from 1 to 1 and 50 to 1. A generous amount of favorable odds, like these, account for the reputation and profit that High Stakes brings in. And this distinctive feature is the daily double, which pays double odds on the numbers run as high as 160 to 1.

High Stakes over $100,000 a week

FARE PLAY

CHICAGO, Oct. 10.—"Bally's gone and done it again!" exclaims Roy Moloney, president of Bally Manufacturing Company. In jubilation over the success of the new High Stakes one-shot changing odds payout game. "Not since Jumbo," Ray declares, "has there been so much enthusiasm, so much excitement, so much confidence that here at last is a money maker extraordinary!"

"Collection reports now coming in on the first few hundred High Stakes machines shipped show a decidedly higher return than has been the rule for months some time past. This indicates two things, first, that the heavy coin play is gone in the slot machine and second, that High Stakes has what players demand—action, suspense and a real opportunity to obtain worth-while awards by skill."

High Stakes is described as giving the player from one to seven selections each order in which one, or more, may fall to a possible total of seven light up on the backboard at the start of each game and player receives award by shooting ball in any pocket numbered the same as the selection. In addition to this each number has an award for win, place and show position and also for fourth place purse. This means that there can be as many as 28 winners open on the board at one time. Odds change every game and range from 5 to 1 up to 40 to 1 and big odds are said to appear frequently enough to maintain interest at high pitch.

Sample Target Sent by Plane

NEW YORK, Oct. 16.—Not Cohn, president of Modern Vending Company, reports that inquiries from the advertising and the distribution for the Markman rifle are swelling daily. He claims that this has made imperative an airplane flight to the founding headquarters of the firearm and distributor for the Markman rifle is expected to arrive.

"Since the appearance of our instrument we have been so swamped with inquiries as to be able to handle the business ourselves. Our confidence in the Markman is expressed by the order that we gave G. R. Kirk & Company for 1,000 of these units for immediate delivery."

"We believe that the flight will establish a new record for delivery of games. American Airlines has guaranteed to get me to Chicago in approximately four and one-half hours, where Claude Kirk will be awaiting my arrival at the airport in a sample machine. We will be able to discuss business for about an hour or so before American Airlines will be ready to take me back to New York with the machine.

"Regardless of the time, the game will be in our showrooms early tomorrow morning and wares have already been sent to all of our jobbers to be in our showrooms to see the Markman.

The firm is greatly thrilled by the tremendous results received from the recent advertising. It believes that this means a new era for the entire industry and that a tremendous expansion program which it announced recently showed good results and is expected to make a boom in the industry with the arrival of the new games.
Gottleib Keeps Tab on Favorite

CHICAGO, Oct. 10—There's a scoreboard in the private office of Dave Gottleib which lists the four latest Gottlieb games. Derby Day, College Football, High Card and Hit Parade. Each game is listed against its own score. Every twenty minutes the yardage is updated automatically by a member of the service department so that the organization can keep complete information on how many times College Football comes in on the last turn. We have a feeling that Dave is prejudiced in his opinion of Derby Day because it is a lot of a race game and among the others knows Gottleib knows that he has a certain fondness for the gambling points.

Gottleib is throwing his entire support behind College Football. This football record of his alma mater is an inspiration to any college, no matter how small the success of College Football, Nate should be backing the winner. None of the educators of Missoula recently won the Big Ten title last year and looks good for a repeat. Nate says that the football season in college football is the thrills and atmosphere that go with a game. "And," he says, "college ball is the automatic payoff that gives that sense of participation to the drive that our national championship ever developed in a payoff. I feel certain that College Football will be the winner when the final gun is fired.

Gottleib has his branch supporter in Elwyn Hay, purchasing agent for D. Gottleib & Co., "I don't care what state you pronoune it in," he says, "if there's a college in the United States that's something to have, and that's the American game: cards and the electronic game of the Gottleib Company, which has anything to do with playing cards. When the world's seven million people who are the owners of popular card games and their action pays off a few million dollars in card games. I feel sure that High Card will live up to its sleepy, 'What a Royal Flush! The power of High Card is automatic payoff.'"

The baseball season is over, the football season has begun, and the production of the Gottleib plant is one of its heaviest. Gottleib's output on the diamond is heavier than the baseball year round. He says: "Hit Parade has been in the midst of the baseball season and met with a tremendous success. My most honorable opinion of the market is that the Gottleib plant is the top of the pop in the country. It's no wonder that the Hit Parade will naturally decrease. I have the same opinion now, more than ever, that Hit Parade will help in the coming season.""I don't mind seeing so much action of the Hit Parade but I can see the action of the Hit Parade for popular use in the country.

The thermometer type scoring system is being pumped all over the country, the last few days. But after the order for the next year will have been entered the results may be said to be a little bit better. The next year will put Derby Day in the midst of the Hit Parade and High Card will take their turn. All in the month of October, the machine has been shown for the title of the "most popular Gottleib game" and not one of the four contests will with the Hit Parade. It is my opinion at this time the Gottleib plant is working as capital of the month's success stream of toys for all games that keeps pouring in.

Wurlitzer Gives "Go-Ahead" On Skeel Ball Production

NORTH TONAWANDA, N. Y., Oct. 10.—Satisfied that the Wurlitzer Skeel Ball will be high standing product for all Wurlitzer products. Vice-President Alfred E. Cappelart has given the "go-ahead" on Skeel Ball, which is to be the Skeel Ball plant humming at top speed. Skeel Ball, a game for a day, Wurlitzer is in a position to promise speedy deliveries for Skeel Ball.

Says Cappelart: "We are confident that no other bowling device on the market will compare with Wurlitzer. We have prepared and selected from a standpoint of play appeal, an attractive physical construction, and a mechanical perfection—so confident that every Skeel Ball tells the truth about Skeel Ball and all games against our Skeel Ball."


Manufacturers Talk in Texas

Several Chicago manufacturers attended the convention of Texas operators in Dallas which concluded September 27. A reporter caught some of the responses made when being introduced to the Texas operators.

"In 1928 at the convention of the American Coin Machine Association was one that Kenneth Johnson at this time for the American Coin Machine Association. He says that he plans to help us succeed in making this industry bigger and better."

"There is nothing better than a strong order in the industry," said Lee J. Kelly, Exhibit Supply Company. "The exhibit business is making a very important cog in the wheel, and in our estimation Texas stands No. 1 in cooperation and interest shown—Dave Gottleib, D. Gottleib & Co.

"We hope that we can co-operate and meet every need. Without unity you cannot succeed." —David Gottleib, Exhibits and Supply Company.

"We have a very close relationship with the Texas operators and we wish you a lot of success.—Jack Keeley, J. B. Keeley & Company.

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Los Angeles Opera Enjoy Program

LOS ANGELES, Oct. 10—A crowd of 17,776 attended the first performance of the Los Angeles Opera in the Music Hall on Monday night. The first opera, "The Marriage of Figaro," was under the direction of Maestro Georges Bizet was a success. The orchestra and chorus were well rehearsed and the opera was sung in a clear, beautiful voice. The scenery and costumes were of the highest order.

Los Angeles Times, October 11, 1936

IMMEDIATE DELIVERY GUARANTEED

BLOO

SEASON OF ALL NON-PAY-OUT PIN GAME SENSATIONS

OPERATORS EVERYWHERE GET THEIR MONEY BACK IN 2 OR 3 DAYS

TERMS: 1/3 Cash, Balance C. O. D.

DELIVERY GUARANTEED

ABSOLUTELY FREE with each purchase of SUNKEN TREASURE

Our latest 1st GAME

LEGAL EVERYWHERE

BLOO IS THE MONEY-MAKING SENSATION OF 1936

RUSH 13/3 DEPOSIT ORDER TODAY

BE CONVINCED BUY THE BEST

DIRECT FACTORY DISTRIBUTORS

NEW YORK DISTRIBUTING CO.

3652 BROADWAY (Tel. Edgcomb 4-3545)
NEW YORK CITY

1936

SPORS, wholesale catalog

SPORS (A DIVISION OF BARGAINS)

LARGEST PRIDE IN FISHER

NO. 4, 6, 8, 10, 12, 14 TROUT FISHING RODS

3000 BIG BARGAINS

AT WORLDE ST DURABLE FOR 8, 10, 12, 14, 16 TROUT FISHING RODS

ABSOLUTELY FREE with each purchase of SUNKEN TREASURE

NEW YORK DISTRIBUTING CO.

3652 BROADWAY (Tel. Edgcomb 4-3545)
NEW YORK CITY

Champion fishing rods now in stock.

With a spread from the main gate to the race track, the Hilda's Rodeo, $100,000 aggregate by on-chute, on-ride, and off-ride prizes and concessions, appeared at its best and fair business was done by all concerned. Mr. and Mrs. W. B. Clark arrived from the Puyallup Fair with a fresh animal show. Wayne Endicott arrived with four acts and several acts were dropped from Idaho. At least 150 members of the cowboys joining the Rodeo were from Art Butler, Harry Cooper, Harry Scott, A. J. Martin, Stephen C. Elliott, Navajo, Henry Cotton, S. E. Wilson, J. G. Golden, and Benita Kappser. Cross Lillian LaFrance, with the aid of Mr. Butler, topped the receipts on the midway. The Prison Show, under the direction of the Rodeo. Mrs. Buck and Jeff Godfrey’s circus show close behind. Again the free acts, the Four Jocks, Charlie Soderberg and the Vardens, drew heavy attendance with the uniriting efforts of the Fair Secretary.

Mr. and Mrs. Charles Soderberg staged a mammoth party for the entire town and they had a splendid time. They had a splendid time. The police, firemen, and other employees of the different establishments enjoyed a good time. Wendell Pose added a concession operated by Jack Rusher, and the Pose's were happy.

The Colonn's Rodeo was a big success, and the riders and their horses were well received.

Well-Organized Show

Colonel Johnson has surrounded himself with men of the same group of assistants and officials that have been most successful in the past. The Colonn's Rodeo has been in existence for the last few years, and it is well remembered by the local people.

Carlyles’ Relates Notice

The Billboard is in receipt of a letter from May Glasscock, Minneapolis, Minn., advising the death of Ethel Carlyle and requests that relatives communicate with Minneapolis Welfare Center, 1229 Hennepin Ave., Minneapolis, Minn.
Robbins Has OK Vender

BROOKLYN, Oct. 10.—The OK 5-cent gum machine is to be offered by D. Robbins & Company, Robbins can be operated profitably wherever sidewalkers are permitted.

Many of the machines will be loaded with a number inserted in each ball ranging from 1 to 1,200. The machine holds 45 balls, and the display is designed to attract passers-by.

The trade ads are adroit and colorful. The campaign was the brain-child of Mr. Robbins, who has always been interested in the OK gum, which is the agent in the making of the OK gum machine.

The OK gum machine is popularly known as the "Flat" machine, and is one of the most successful of the new machines now being introduced.

Divi-Craft


Harold H. (Stubby) Krug, motion picture actor and swimmer, from Jane Cater Oct. 7 in Los Angeles.

Late Deaths

[Wisimar—George W. "the Singing Bartender," at Colonial Hotel, Cleveland, last week.

Buntly Shows

Rafflesville, N. C. Week ended October 3. "Avalanche," a very good performance, was attended by a large crowd.

A few lights turned out to be still date. Less than a week before the opening day the fair committee "fell down" and the show was delayed a week later. The program was cancelled to withstand all contracts. The program was arranged and management, with the aid of the American Legion, took over the show.

Webster has held the date as a Legion carnival. Strange to say, the week proved very good, and the show was entertaining.

The show was played in the rain everyone is of the opinion that it would have been one of the record weeks under good conditions. Everyone made some money the two days of good weather, Friday and Saturday. Friday night the show "gave a baby a big night." The week.

Good Pettle's Club meeting one of the first, as the school girls and businessmen.

Gene Elliott, owner, with Billy Winter, the late show and entertainment.

The show continued to fill the town with high-class merchandise.

The show has the "complete" photo story, featuring photo jewelry. Bud Bower's "West" top with his Senegal; Mile-a-Minute top the rides. Thomas B. Watt, capable and experienced engineer, who is known to many showmen, took care of the shows.

Buntly added to his already fine list of shows.

Long Sue for Martin

CINCINNATI, Oct. 10.—Ferry Martin, of Martin and Martin, serialist, who was in Cincinnati last week, is expected to return here again for Martin's Fall Shows.

While performing on the night of October 3, Martin, probably will not be able to walk for the next week. He was operated on the leg.

The operation, according to Dr. Josephine Martin from Trevorton, where he was operated, was a success, and he describes his injuries as broken back, eight broken ribs, cut scalp, etc., and left arm cut and broken, and in a 75-foot fall. Mrs. Martin expresses the hope that Martin will be back in the next few weeks, but still under the care of a doctor.

Leopold Stoecklowski refused to appear as chief in Warner's Stanley Thes- ter here yesterday, because of the campaign. His brother, who was a co-founder of the Stoecklowski Union, refused to go on the road because of the union's stand against that circuit. Hoise had billed Stoecklowski extensively in connection with his recent programs, but the policy picture in which Stoecklowski was billed this week, is one of the few which he has refused to appear in this season. Anthony Tomei, president of Local 77, of the American Federation of Musicians, who is the card carrier, has stated that Stoecklowski was in no way coerced. . . . He has been a union man for many years, and we merely requested of him what we expect from all members. He was not merely coerced, but here to us to go over some further in our activities against the Warner Theseters.

... and Many Other Brand New Factory Releases

Don't Waste Time See GAYLORD First For BETTER BuYS! Prices F.O.B. CHICAGO.

COIN MACHINE CORPORATION

1227 W. Washington Blvd. CHICAGO.

Legal Tender

DIXIE EXPOSITION SHOWS WANT


Address

C. D. SCOTT.
Bally To Build Ray-Rifle Target

CHICAGO, Oct. 10.—Bally Manufacturing Company has now completed several months of development work and is going into production on a radio-light- type of Ray-Rifle machine which will be named Eagle-Rye.

The machine is said to embody a number of innovations in "ray-rifle" design, the makers claiming that Eagle-Rye is a distinct advance in this line of equipment as the present day pin tables are in comparison to the mobile games of three years ago.

Strongly featured on Eagle-Rye are the eight different targets, which can be shot at in motion or standing still, dependent on the player's choice. This feature is said to attract play from all types of clientele, from the amateur to the expert rifle shot, as the degree of skill required may be adjusted by the patron to suit his particular preference.

Adjustable target speed is also said to increase general life, because the better player may require a more difficult challenge, but may also be "stepped-up," the target speed adjusted and again enjoy the thrill of overcoming obstacles.

In announcing Eagle-Rye, Ray Mahoney, president of Bally Manufacturing Company, said, "We still up till Eagle-Rye and the 20 great features. You'll be tickled as I was when I played the first production model. And you won't have to wait long. Delivery starts October 20."

---

**WANTED**

For OLD ESTABLISHED SOUTHERN CIRCUS. Novelty and Comedy Acts for Big Show. One Act to Fritter. Also Fillers that do no more than turn. Long season. Address or come on. New Orleans, October 15; Franklin, 16; Montgomery County, 17; Houna, 18; Demopolis, 19; All States.

G. K. Wilson, Mr. Circus

---

**CIRCUS ACTS WANTED**

For BIG SHOW. Acts of any kind. Can pay on schedule. Address us and see. Phone: G. K. Wilson, Mr. Circus.

---

**ALAMO SHOWS WANTED**

For FOR GEORGIA STATE FAIR. Big Shows, acts, bands, etc. Address us and see. Phone: G. K. Wilson, Mr. Circus.

---

**ISLER GREATER SHOWS**

For Greater Shows. Address us and see. Phone: G. K. Wilson, Mr. Circus.

---

**WISH TO BUY**

15 Stuarts, Judging Acts, can put yourself on schedule. Address Mr. Mike Hinojosa

---

**SHRINE INDOOR CIRCUS**

Will go South on American Union. Write for information. Address: Mr. Mike Hinojosa.

---

**THE WOODWARD MACHINE COMPANY**

5827 Russell Street, Detroit, Mich.

---

**WANTED**

For ELECTRICAL PRODUCTS COMPANY of Mich. Write or wire.

---

**GREAT AMERICAN SHOWS**

Can pay on schedule. Address: Mr. Mike Hinojosa.

---

**TOWN SHOWS**

Can pay on schedule. Address: Mr. Mike Hinojosa.

---

**WILL BE HELD ON AMERICAN UNION**

November 15th, 1936. For information. Address: Mr. Mike Hinojosa, East Side, Mr. Mike Hinojosa.

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**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU WENT HIS ADDRESS.**
**Guaranteed O.K. Used Slot Machines**

**TWIN CITY NOVELTY COMPANY**
240 W. Broadway
Minneapolis, Minn.

**Guaranteed O.K. Used Slot Machines**

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**Approved Bowling**

**NEW YORK, Oct. 10.—Local columnists were glad today, that they will be able to obtain licenses for the bowling or alley-type games conducted by certain local operators, following receipt of the order from the state board of health指定日期的**

**A STARTLING NEW SELLER**

**APPLES**

**TABLE BY A MAKER FAMOUS FOR SENSATIONS! FOR COMPLETE INFORMATION AND QUICK DELIVERY WRITE US AT ONCE!**

**NEW YORK, Oct. 10.—Local columnists were glad today that they will be able to obtain licenses for the bowling or alley-type games conducted by certain local operators, following receipt of the order from the state board of health-**

**PROSPECTOR—$1 Ball**

**BIG CASINO DE LUXE “$5” DAILY DOUBLE BIG SHOT**

**JUMBO 1 BALL $3.00**

**HOLLYWOOD—$2.50**

**BAFLE BALL REPEATER 3.00**

**MAMMOTH $2.50**

**SUNSHINE DERBY $3.95**

**CREDITS $4.50**

**1 BALL—Like New**

**BALLY DERRY BALL**

**BALLY ALLSTARS PINCH HITTER**

**PAMCO SPEEDWAY**

**RED SAILS GALLOPING PLUGS**

**GREAT PRIZES**

**FOR SELLERS OF TOOLS TO THE TRADE**

**WE'LL SEE YOU FIRST!**

**ATLAS NOVELTY CORPORATION**
2200 W. FIFTH AVE.
CHICAGO, ILL.

**Turkey Cars**

Non-breakable center fold. Fits a coat pocket. Produced in full colors. Exclusive trouble-proof name registry.

**HAMILTON MFG. CO.**
MINNEAPOLIS - MINN.

**On all orders for Turkey cards, full payment must be sent with order. State take-in that you desire. Add 10% Govt. tax to all prices.**

**Digger Bargains**

2—BUCKLEY DE LUXE $95.00 Ea.
2—SURE ISLAND $55.00 Ea.
2—Mutoscope $105.00 Ea.
3 Models $55.00 Ea.
3 Models $39.00 Ea.

**Prizes! Premiums! Specialties!**

**KEMO NOVELTY COMPANY**
7633 W. Greenwood Ave., West Allis, Wis.
WHAT A DIFFERENCE A FEW DOLLARS MAKE!
Compare Them All—You Will Prefer Grotechen's

High Stakes

"Match-A-Color" horses revolve quickly and then click into place. A moment's suspense, and then the fourth reel announces position and a second later the odds read quotes the Win Place and Show odds for the race. Odds range from 2 to 1 to 50 to 1.

MICHAEL STAKES takes pennies, nickels, dimes and dollars.

$24.75 TAX PAID


GROTECHEN TOOL COMPANY
124-130 N. UNION ST. * CHICAGO, ILLINOIS

YEAH, MAN! HERE IT IS!!

THE DADDY OF ALL "FREE PLAY" BOARDS
FREE-FOR-ALL
No. 4050 - 4000 Holes
2000 FREE PLAYS

Takes in ........................................ $100.00
Definite Payout ................................. $50.00
GROSS PROFIT ............................... $50.00

PRICE $4.80 Plus 10c Tax
Price includes Exami & Stand-Proof Tickets for Big Winners.

Get our Complete Catalog. Write, stating Your Line Business.

HARLMCH MFG. CO.
1411 W. JACKSON BLVD. * CHICAGO, ILLINOIS

YOUR BIG OPPORTUNITY!!

VANTY FAIR, the wonder saloon display, is a larger, faster, attractive saloon cabinet presented in multi-colors. Building up back of cabinet holds 15 bottles of genuine VANTY FAIR in 4 different quarts, a bottle at each corner. This display is a large, fast, attractive cabinet, in multi-colors. Building up back of cabinet holds 15 bottles of genuine VANTY FAIR in 4 different quarts, a bottle at each corner. This display is a large, fast, attractive cabinet, beautifully finished. The operation is comparable perfectly, all these factors make it ideal for any location. It is sheet-proof and has an instant cash box and braided braid. Three Keeney factories are producing 100 Bowler each day to meet the tremendous rush of orders with immediate deliveries.

GORDON-HOWARD COMPANY
808 and Baltimore Streets * KANSAS CITY, MO.

B. D. LACR, who with his brother "J. D." operates the B. D. Lazar Company, of Pittsburgh, Pennsylvania, is taking in front of the Rock-Ola Manufacturing Corporation plant in Chicago.

FREE TRIAL FOR 10 DAYS ON REEL "21"

$23.75 TAX PAID

AND ON DAVAL'S RACES $17.50 TAX PAID

RUSK Your Order Now!
N.Y. DISTRIBUTING CO.
3682 Broadway, New York
Tel.: Edgecomb 4-3545

"There is both rhyme and reason for the Coast-to-Coast acceptance of the game. "

Skilled engineers have scientifically designed Bowlette to make it a technically correct game in every part of its construction. The alley 'pitch' and the playing field proportions are constructed to permit 'bank shots' and expert play. The American public appreciates a finished mechanism perfected to the highest degree and while playing such a game they play well and to the best of their ability. This is an inherent characteristic of the American people. That is why Bowlette, purposely created with skill appeal, has become so universally accepted in its field.

"To further substantiate this claim, Bowlette language and associations organized by distributors all over the country demand and use Bowlette as their official game." The growth of their magazine has been rapid and this is a true cross-section of the public's reaction to this device."

The makers proclaim Bowlette has consistently proved itself during actual location performance to be mechanically perfect. The game is constructed in a deluxe cabinet, beautifully finished. The operation is comparatively quiet, all these factors make it ideal for any location. It is sheet-proof and has an instant cash box and braided braid. Three Keeney factories are producing 100 Bowler each day to meet the tremendous rush of orders with immediate deliveries.

LOOK IN THE WHOLESALE MERCANDISE SECTION FOR THE LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES
Neither can you miss with STONER'S TURF CHAMPS.

Win Yourself a Big Purse with the Discovery of Pay-Tables and you'll understand why the boys are still repeating.

STONER

P.S.—In stock. Immediate delivery.

1298 WASHINGTON ST., BOSTON, MASS.

SALESBOARD OPERATORS

A $25.00 hole Pailly Deal complete with one Lamp, Coin Check, two Pyramid Table Lighters and two Shines Cameras. Board pays out 604 packages of Cigarettes and $1.00 in cash or trade. Check is given for last sale on board. SAMPLE $4.50. Lots of 5 or more $4.00.

H. G. PAYNE COMPANY,
319-314 BROADWAY, Nashville, Tennessee

Rush for Space In Full Swing

CHICAGO, Oct 10—From the headquarters of the National Association of Coin Operated Machine Manufacturers it was announced that the rush for exhibit space at the 1937 coin-machine convention is on.

People plans and contract forms have been mailed to all 1538 show exhibitors and a number of other prospective exhibitors, all of whom have until October 30 to file their request for space prior to the initial allotment.

The demand for space this year is expected to exceed even that of last year's exhibition, at which time available inch of display space was sold and any prospective exhibitors were unable to show their products.

Any who desire to exhibit at the 1937 convention and have not received the announcement and contract forms should write or wire immediately to NACOMM, 120 S. La Salle street, Chicago. All space assignments will be made direct under the supervision of the convention committee of NACOMM of which Mr. Marshall Sebring is chairman. All correspondence concerning the exhibition should be directed to NACOMM at the above address.

Joe River is convention director and as usual the slogan is “Bigger and Better Than Ever.” Together with the committee Joe is planning several changes which will make the 1937 show even more interesting and valuable to operators, jobbers and distributors than any of the successful shows in the past.

For example, operators, jobbers and distributors will be supplied with forms for advance registration, which they may send in to NACOMM. This advance registration will entitle them without charge to a season badge which they receive at the show. All who do not make advance registration and all people not connected with the industry will be required to pay an admission fee to get into the show. The new feature will greatly reduce the number of curiosity seekers who in the past have crowded the exhibits and made it difficult for actual buyers to inspect carefully the products on display.

Full details of this new plan will be announced shortly.

Thank You for Mentioning The Billboard.
PAMCO BELS $89
and PAMCO SARATOGA

Are 2 payout tables that will
dominate any location—return your
investment in a short time and provide
a long-run of rich earnings for
many months to come!
PAYOUT $119 TROCKET $129
CHECK SEPARATOR—ELECTROPAK
WIRE FOR SAME DAY
SHIPIMENTS AT ONCE!

St. Louis Shindig
Is a Gala Affair

ST. LOUIS, Oct. 9—Big outing of the
Missouri Amusement Machine Associa-
tion last Sunday at the farm of
Dewey Godfrey near Barnhart, Mo., was
a commercial and social success by all
those who attended the gala event. Baseball,
horseshoe pitching and outdoor events of
all kinds were participated in by those
present, with indoor sports during the
evening. Skee-ball ran until the wee
hours of morning, eliciting a day
and night of fun and hilarity.

Several hundred pounds of barbecue'd
meats were consumed by the 100 people
present and, needless to say, refresh-
ments of all kinds were also on hand for
everyone and partaken of freely. Due
to the absence on account of illness
of Frank Joesting, Dewey Godfrey acted as
emcee and really entertained the
members, their families and employees.

Entertainment committee comprised
of Carl P. Trippie, Abe Jeffers, Dick West-
brook and Carl Loydtes, really "saw the
stuff" in arranging a grand program of
fun and amusement. Among those
in the limelight at the festivities were:
Jack Rosenfield, Abe Jeffers, Dan Land-
hower, Mr. and Mrs. Dick Westbrook, Lee
Turner, Mr. and Mrs. Fred Pollnow, Mr.
and Mrs. John Beckman, Mr. and Mrs.
Lee James, Mr. and Mrs. Ray James, Mr.
and Mrs. Earl Bowman, Mr. and Mrs.
Joseph Dwyer, Mr. and Mrs. N. Westfall.
B. Wickenman, Walter Bowman, D. Neu-
balt, Barney Frederick, Howard Potts,
Mr. and Mrs. James French, Mr. and
Mrs. Walter Koch, Nathan Wolff, Mr.
and Mrs. Caesar Pollnow, Mr. and Mrs.
George Jacobson and others.

Western Distributors
Opening Spokane Branch

SEATTLE, Oct. 9.—Of Interest to the
operators in the Inland part of Wash-
ington is the announcement that West-
ern Distributors, Inc. of Seattle, will
open an office at 2 Bernhard street,
Spokane, about October 15. The new
and convenient location will mean a
saving in both time and money to East-
ern Washington, Idaho and Montana opera-
tors.

Harry Wolcher, who made the an-
ouncement, states that there is plenty
of parking space around the new quas-
ter. The same high-type service which
Western Distributors has made famous
during the last three years will be in
effect at the new spot.

This is Western Distributors' third
branch, the other two being here and
Portland, Ore.

A big time and pleasant surprise is
planned everyone attending the grand
opening of the new salesroom October 15.
The BIG 3

Operators—Jobbers—
IN THE FOLLOWING STATES RUSH
YOUR ORDER FOR "THE BIG 3" TODAY!
ARIZONA — COLORADO — IDAHO — ILLINOIS — INDIANA
IOWA — KANSAS — MICHIGAN — MINNESOTA — MONTANA
NEVADA — NEBRASKA — NORTH DAKOTA — SOUTH DAKOTA
UTAH — WISCONSIN — WYOMING.

Monarch—That's the Name

Remember It for Every Game!

Eastern Distributors for Mills Novelty Company

When Writing to Advertisers Mention The Billboard.
COUNTRY CLUB

A STRAIGHT TABLE WITH PAYOUT THRILLS—SPINNING ODDS—NEW SUPERIOR ACTION—CONSECUTIVE SCORING—DOUBLE POCKET—AUTOMATIC ANTI-TILT—VISIBLY SCUG PROOF COIN CHUTE.

SUPERIOR IN CONSTRUCTION, DESIGN AND PLAY TO COUNTER MACHINES PRICED $4 AND $5 MORE.

$1950
TAX PAID

WESTERN EQUIPMENT & SUPPLY CO.

REEL RACES

4 REELS NOT 3

TOP'EM

A REAL GAME OF BLACK JACK

1 BALL—AUTOMATIC PAYOUT—SPINNING ODDS ON EVERY NUMBER ON THE BOARD—IT'S THE TOPS!

Western Double Action Motor Driven Payout Unit. $139.50 Power Pack or $149.50 Total. No Charge for Check Separator.

$49.50

REAL MACHINES

IMMEDIATE DELIVERY!

BARREL "O" WINNERS

1440 Hole Thick Style—Form 4075

IMMEDIATE DELIVERY!

The Billboard

AMUSEMENT MACHINES

October 17, 1936

EXCEL

"EXCEL IS THE BIGGEST PIN GAME HIT IT HAS EVER BEEN MY PLEASURE TO ADVERTISE! EXCEL EARN BIGGER PROFIT THAN ANY PAY TABLE OR SLOT IN HISTORY! AGAIN WE ARE FIRST WITH DELIVERY. FOR WE HAVE PLACED A RECORD ORDER! TAKE MY ADVICE—RUSH US YOUR ORDER NOW!" Signed W.M. BLATT

$54.50
TAX PAID

CHAS. A. BREWER & SONS
Largest Board & Card House in the World

6320-32 Harvard Avenue, Chicago, U. S. A.

TO LIQUIDATE ESTATE
We Offer Subject to Prior Sale

125 BRAND NEW "SPELLING BEE" PIN GAMES

$15.00 EACH F.O.B. CHICAGO
(Formerly Sold at $39.50)

SAMUEL L. WINTERNITZ & Company
Established 1894

AUCTIONEERS & LIQUIDATORS
FIRST NATIONAL BANK BUILDING
CHICAGO
**A 9 FOOT GAME**

**PRICED AT $75 LESS THAN OTHERS ON THE MARKET:**


**IMMEDIATE DELIVERY BY**

Ordering Direct or From Your Jobber.

**CHICAGO COIN CORPORATION**

1928 DIVERSEY BOULEVARD
CHICAGO ILLINOIS

**TREMENDOUS VALUES IN PAYOUT TABLES**

**THOROUGHLY RECONDITIONED BY FACTORY MECHANICS**

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**9-FT. SKEE BALL ALLEYS**

TURF CHAMPS, $137.50
GROETCHEN'S "21", $24.75

Five Used Games (Your Choice), $25.00

Complete Penny Arcade for Sale. (Also sold in parts.)

LEHIGH SPEC. CO., 2nd & Green Sts., PHILADELPHIA, PA.

**BARGAINS—USED MACHINES GUARANTEED A-1 CONDITION**

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally's Jumbos</td>
<td>$25.00</td>
</tr>
<tr>
<td>Red Balls</td>
<td>$50.00</td>
</tr>
<tr>
<td>Pachislaw</td>
<td>$80.00</td>
</tr>
<tr>
<td>Skee-Ball</td>
<td>$100.00</td>
</tr>
<tr>
<td>Prospector</td>
<td>$125.00</td>
</tr>
<tr>
<td>All Star</td>
<td>$150.00</td>
</tr>
<tr>
<td>Multiple</td>
<td>$175.00</td>
</tr>
<tr>
<td>Franklin</td>
<td>$200.00</td>
</tr>
</tbody>
</table>

**COX VENDING MACHINE CO.**

**RACES**

Proven by many weeks on test locations to be the biggest money maker of any counter game.

**ALL TYPES OF MILLS BELL & VENDORS AT FACTORY PRICES**

Write for Complete Catalog

**SICKING MFG. CO., Inc.,**

1922 Freeman Ave., Cincinnati, Ohio

**MILLS BLUE FRONT MYSTERY**

Built for the most popular Bell and Vendor in the world. A market for continuing sales. Never gets out of style. Ships in 10, 25, 50 and 100 pieces.

**BALL GUM**

15c a Box (100 Pieces).
Case Lots (100 Boxes), $15.00.
1/2 Deposit With Order.

**BAR BOY**

It's a brand-new fast action four reel game for Taverns and Clubs. Gets the Best Spots. Make Sense of Money All Year Round.

Three-of-a-kind beer emblems pay variable odds of 2 to 1.

Legal Ball Com Vender, 35-25 Coin Vender. Beautiful all-metal cabinet in dark mahogany.

**PRICED AT ONLY**

$14.95 P. O. B.

**GARDEN CITY NOVELTY MFG. CO.,**

4347 E. RAVENSWOOD AVE. CHICAGO, ILL.
COAST TO COAST!

KIRK MARKSMAN

because it's NEW—because it's DIFFERENT!
Both MODERN VENDING—East—and TROY SALES—West—placed bona-fide orders for
1,000 Kirk "MARKSMAN"! A mighty
Acknowledgment of the NATION-WIDE
POPULARITY accorded Kirk "MARKSMAN"!

... a THOUSAND REASONS
too numerous to mention—MANY NEW RE-
PLACEMENT TARGETS coming at regular
intervals—should cause YOU and every other
operator and jobber to ORDER—OWN— AND
OPERATE Kirk "MARKSMAN" at once!

AND YOU PAY AS YOU EARN
from a part of those HEAVY
EARNINGS you make with Kirk "MARKSMAN".

ACT QUICK
Phone-Wire-Write
TODAY!

C.R.KIRK AND COMPANY 4309 West Lake Street, CHICAGO, ILL.
Manufacturers of Automatic Coin Devices
NEW YORK DISTRIBUTORS•MODERN VENDING COMPANY • 656 BROADWAY • NEW YORK CITY
Jobbers need no longer mention RAILROAD in mysterious whispers. Operators now don't have to pull strings or use abnormal influence to get RAILROAD. This great SPECIAL table is now roaring off our production line and going by trainload to all parts of the country. It has 7 slots, 27 pay holes, no outholes. There was never a game like it. Say “Railroad” to either your jobber or Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill. Price $135.
THE BIG GOLD RUSH
OF THE 20TH CENTURY!
PAMCO MARKSMAN

LEGAL--PROFITS
FOR EVERYBODY!

TRUE DUPLICATE OF REGULATION RIFLE
Shoots Bullet-Size Beam of Radio-Lite — Accurately —
Harmlessly — and Positively TRUE to the Shooter's Aim!

If you're a Progressive Operator or Jobber—if you want to put your business on a PAYING basis, with every location WIDE OPEN and UNMOLESTED—do as others are doing NOW! Install Pamco MARKSMAN! This ALL-LEGAL gun-lite game will positively PAY MORE PROFITS to YOU than any other kind of equipment!

ORIgINAL! Not a Copy of Any Other Ray Shooting Game!
Pamco MARKSMAN is an ORIGINAL IDEA with PATENTS APPLIED FOR by Pacific. Don't be confused by misleading statements of unethical manufacturers that Pamco MARKSMAN infringes on any other manufacturer's patents. Such statements are UNTRUE—being inspired only by the SUPERIOR MERIT of Pamco MARKSMAN at a MUCH LOWER PRICE!

Place Your Order for:
PAMCO MARKSMAN

PACIFIC AMUSEMENT MFG. CO.
4223 WEST LAKE STREET
CHICAGO, ILL.

Available for 4 DIFFERENT TYPES OF INSTALLATION
HIGH STAND
LOW STAND
WAll MODEL
SUSPENDS FROM THE CEILING

Remember: You Can Buy On PAMCO'S PAY AS YOU PROFIT PLAN
Permits you to invest in Pamco MARKSMAN and pay as you EARN. Full Details furnished without obligation!

Write-Wire TODAY!

PATENTS APPLIED FOR

October 17, 1936

PACIFIC AMUSEMENT MFG. CO.
4223 WEST LAKE STREET
CHICAGO, ILL.
1220 SOUTH HOPE STREET
LOS ANGELES, CALIF.
EARNINGS PROVE GOTTLIEB LEADERSHIP!

High Card

Derby Day

College Football

Hit Parade

D. Gottlieb & Co.

Immediate Delivery

Any of These Four Games

$149.50

Mystery Single Coin Mechanic

Escalator

slide offers

AWARDS

C. W. Maw's

*Motor Driven

D. Gottlieb & Co.

The largest manufacturer of payoffs in the world, Gottlieb is always FIRST with an idea. They know that their "BEST" becomes even BETTER when it is put in actual locations. Prove Gottlieb leadership in the automatic payoff field.

October 17, 1936

AMUSEMENT MACHINES

The Billboard
Bally's EAGLE-EYE
RAY-RIFLE TARGET MACHINE

Ready for Delivery
OCT. 20

20 GREAT FEATURES

1. EIGHT DIFFERENT TARGETS to
   shoot at.
2. MOVING TARGETS or stand-still tar-
   gets—at player's choice.
3. FOUR-SPEED TARGET permits player* to
   adjust target to his marksmanship.
4. GREATER EARNING POWER—appeals to everybody—the amateur and the
   crack-shot alike—because of Adjustable Target Speed.
5. TRIPLE SOUND EFFECT—rifle re-
   port, gong and crash of animals falling
to the ground.
6. REALISTIC HUNT ATMOSPHERE —
   animals and birds in natural surround-
   ings.
7. ILLUMINATED SCENE-IN-ACTION
   display.
8. BULL'S EYE VISUALIZERS—animals
   actually fall when hit.
9. LIGHT-UP TOTALIZER in addition to
   Scenic Bull's-Eye Visualizer.
10. REGULATION RIFLE has the right 
    "feel!".
11. ADJUSTABLE RANGE—target cabinet
    may be set any distance from rifle stand
    or suspended from ceiling.
12. ADJUSTABLE HEIGHT means more
    locations for you, as EAGLE-EYE fits
    in anywhere—on metal stand, or attach-
    ed to wall, or suspended from ceiling.
13. CHEAT-PROOF targets affected only
    by ray of rifle-light.
14. NOT AFFECTED BY STORE LIGHTS.
15. FAST PLAY—10 shots for 5 cents.
16. SIMPLE MECHANISM.
17. BEAUTIFUL CABINET, colorful scenic
    target field.
18. NO AWARDS NEEDED.
19. LEGAL EVERYWHERE.
20. PRICED TO PLEASE YOU.

Write—Wire for Prices

BALLY MANUFACTURING CO.
2640 BELMONT AVE.  CHICAGO, ILL.

JOHN A. FITZGERALD, INC., Eastern Distributors.
451 W. 47th Street, New York, N. Y.
The BIG Drawing Card

CONTINUES to be the biggest producer of 1936...original quota renewed TEN TIMES...almost every theatre throughout the United States is constantly advertising your BIG BANK NITE for YOU...no wonder operators are cashing in on this billions of dollars of advertising with the result that BIG BANK NITE is filling coin boxes with more money than operators ever dreamed of...at this EXTREMELY low price...BIG BANK NITE is a "good buy" in any language and a great big "hello" to operators' realization of a gigantic money maker...it fits in any and every location...getting your order to your distributor now is like putting money in the bank.

ROCK-OLA MFG. CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS
"LOOK AT THEM ALL"

...then decide which BOWLING GAME leads in EYE APPEAL • PLAY APPEAL SUBSTANTIAL CONSTRUCTION MECHANICAL PERFECTION

With the interest of operators uppermost in mind, Wurlitzer urges that you personally inspect and honestly compare every bowling game on the market before you decide which game YOU will operate.

FIRST, compare them all for EYE APPEAL—the feature that attracts players to the game. You'll find WURLITZER SKEE-BALL styled in the modern tempo by Paul Fuller, who designed the beautiful WURLITZER-SIMPLEX PHONOGRAPH. Streamlined! Colorful, with impressive beauty that attracts crowds in any location. A design that will not quickly become obsolete—lose its appeal and so destroy your investment.

NEXT, compare them all for PLAY APPEAL—the factor that keeps the crowds playing. You'll find WURLITZER SKEE-BALL a big, substantial, full sized game with the athletic feel that invites continuous competition—more money for YOU. The original SKEE-BALL with tried and proven principles of play appeal.

FINALLY, compare them all for SUBSTANTIAL CONSTRUCTION and MECHANICAL PERFECTION. You'll find that the Wurlitzer Skee-

Ball is solidly built of fine hardwood. It weighs 522 lbs. It is built to last—an investment that will pay big return for many years to come.

Combining the best features of mechanical and electric operation, the WURLITZER SKEE-BALL assures continuous operation without service tie-ups that eat into operator profits.

Again we say—"LOOK AT THEM ALL." Then write or wire for full details on the WURLITZER SKEE-BALL.

WURLITZER'S SKEE-BALL

Gets and holds the Best Location