

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

SEP 22 1937

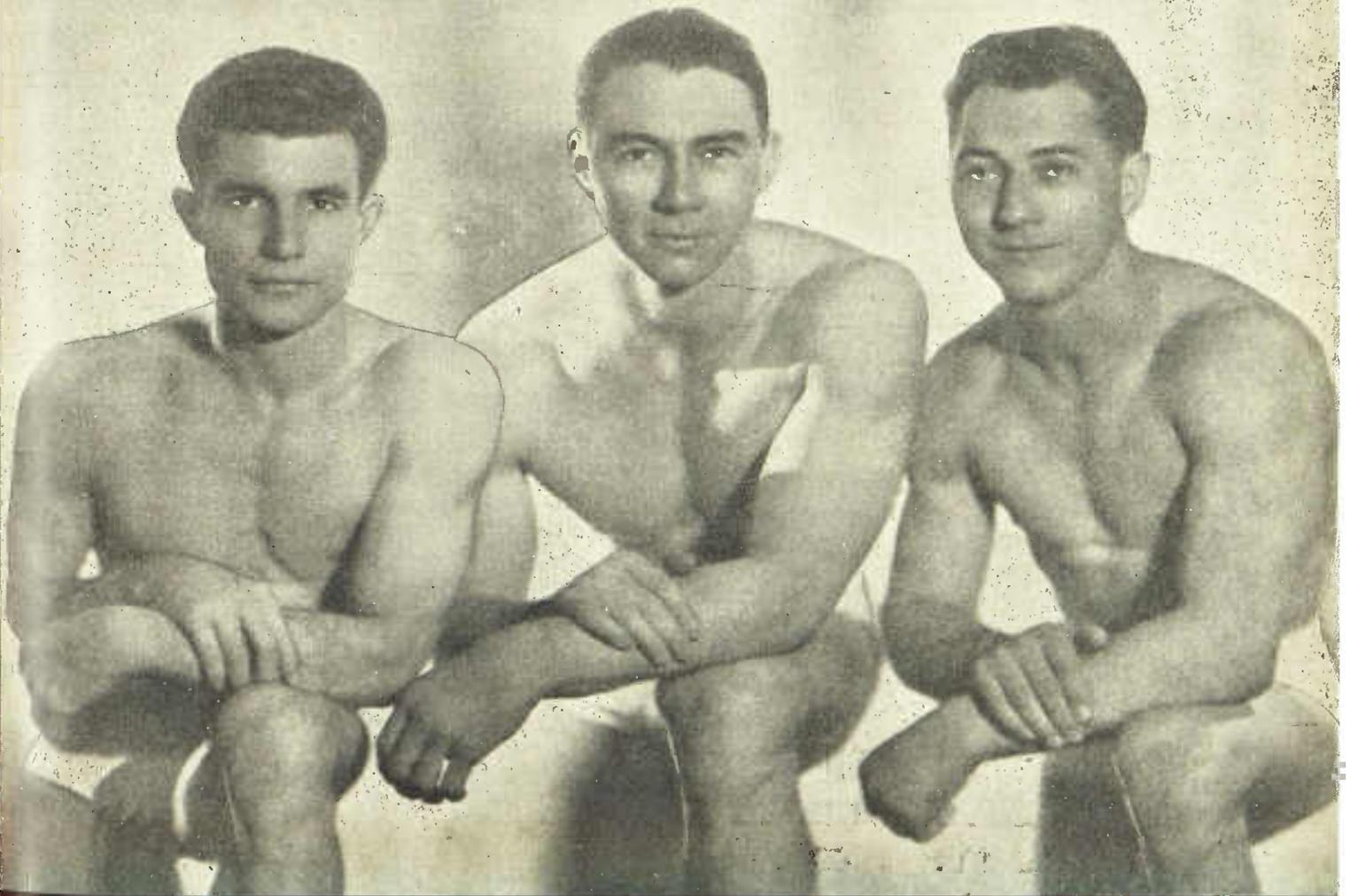
SEPTEMBER 25, 1937

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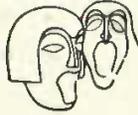
THE TITANS

(J. J. Ryan—A. J. Beck—F. L. Barker)

"Rhythm in Slow Motion"

Direction—Miles Ingalls, International Theatrical Corporation, New York

"The Play's the Thing!"



"The Play's the Thing," said Hamlet, "wherein I'll catch the conscience of the king." And The Billboard's 17th Annual NEW INDEX of the New York Legitimate Stage is the thing wherein you'll catch the "contents" of the plays you perhaps did not "catch" on Broadway.

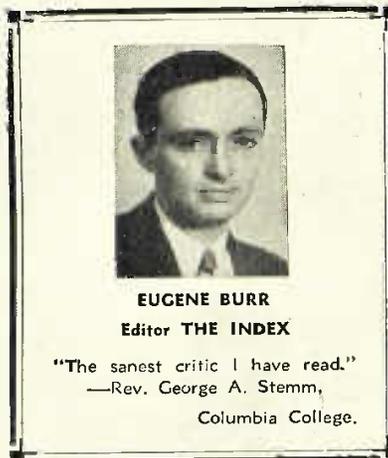
PLAYS, PLAYERS, ARTISTS, ETC.

The Dramatic and Musical Plays of the 1936-1937 season are listed alphabetically with CASTS and SHORT SYNOPSES in the NEW INDEX. This list of plays is the "hit" of the NEW INDEX.

Dramatic and Musical Players are also listed alphabetically with key to plays worked in. The season just closed is also represented with names of MANAGERS, AUTHORS, STAGE DIRECTORS, SCENIC DESIGNERS, SCENIC EXECUTERS, LYRIC WRITERS, COMPOSERS, LIBRETTISTS, DANCE DIRECTORS, SKETCH WRITERS, etc. All these are listed alphabetically with identifying key numbers to plays participated in.

15-YEAR RECORD

A tabulation of leading players, producers and dramatists arranged alphabetically, listing their New York appearances or shows produced during the past 15 years, is another valuable and exclusive feature.



ADDRESS LISTS

Many readers tell us the Address Lists in the INDEX alone are worth many times the price of the INDEX. These lists include: Dramatic Editors and Critics on Newspapers thruout the country; Leading Dramatic, Radio and Dance SCHOOLS in New York City; New York Legitimate THEATERS, Producing MANAGERS, Press REPRESENTATIVES, Ticket BROKERS, Play BROKERS, Artists' AGENTS and REPRESENTATIVES, Film CASTING OFFICES, RADIO Producers, Agents and Transcription Firms, Network and Radio Station ARTISTS' BUREAUS, Advertising AGENCIES, Leading MUSIC PUBLISHERS, Scenic DESIGNERS, Scenic EXECUTERS, Scenic CONTRACTORS, Theatrical COSTUME Firms, TRANSFER Firms and SUPPLY Firms.

All lists are alphabetically arranged, easy to find. Some lists include Phone Numbers.

The Billboard **INDEX**

The Year Book of the Legitimate Theater

The Billboard INDEX of the New York Legitimate Stage has been published annually for 17 consecutive years. "The INDEX is the World's Almanac of the Legitimate Theater." You will find a brief resume of the 1936-1937 season with tabulated figures. A comparative chart showing number of shows running on Broadway during the entire season week by week. Comparative Figures on number of hits, failures, theaters used, etc., are provided for the past 17 years. Facts about 1936-1937 season that settle arguments are easily found. Also Dramatic Prizes awarded this season; Pulitzer Prize winners for past 10 years; Current Winner of Critics' Circle Prize; Drama League award with previous winners.

MAILED ON APPROVAL

The INDEX is a peculiar book. Either you love it and that for which it stands and those whom it serves, or you have absolutely no use for it. Its value cannot be measured in terms of dollars and cents. It is invaluable to some, yet useless to many. It is a book published for the "one out of a thousand" class. Do you need it? Will you like it? Frankly, we don't know. Why not order a copy at our risk? You be the judge. Your money back cheerfully if not more than well pleased.

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JAZZ HIDEOUTS SURVIVE

Film Extras Make More Dough As Guild Shop Regulates Work

HOLLYWOOD, Sept. 18.—First effects of the Junior Screen Actors' Guild's new Extra and Bit Players' Code on picture production are disclosed in a survey just completed by a representative at 20th Century-Fox, who related his discoveries in a recent talk.

The rush of registration following the adoption of the code June 1 naturally resulted in some confusion. Today, however, rigid adherence to the new Guild shop contracts with the producers is being maintained and all extras and bit players are required to show Guild membership cards.

The establishing of a \$5.50 minimum daily extra check and the increase of 10 per cent in all extras' salaries has affected production at the smaller studios and independent companies with limited budgets considerably more than it has the major film plants. Numerous production problems have arisen but have been adjusted satisfactorily thru arbitration.

"We have found the Guild extremely fair in all matters brought up for arbitration," said William F. Mayberry, assistant to Casting Director Lew Shreibler at the 20th Century-Fox studios, when asked his reactions to the newly established code.

Needing a school band for *Life Begins in College*, a waiver was granted so that the studio could use the Loyola University Band. When a loom operator was required for weaving scenes in Shirley Temple's picture *Heidi* the Guild

permitted the studio to hire an experienced weaver for the part. A sequence in the Eddie Cantor picture *All Baba Goes to Town* pictured a film company at work. Again a waiver was granted so that real cameramen and sound men could play in the picture. The studio, however, used extras and bit players to portray the other members of the production.

When 20th Century-Fox planned to film the Carthay Circle premiere of *Wee Willie Winkie* for use in this same Cantor picture the Guild protested until the studio agreed to use the same

(See *FILM EXTRAS* on page 18)

Ex-Speakeasy Hangouts for Musicians Still Flourishing

Chicago is ace swing town—New York and K. C. still plenty hot—how repeal and swing bug hurt cellar dives—but cats still love 'em

By MAURICE ZOLOW

NEW YORK, Sept. 18.—The hideaway night spot—haven of the professional musician after he finishes a night's work, goal of the college undergraduate out on a binge and the pleasant spot in the world to drink and hear authentic hot music—still flourishes in these United States despite repeal and the popularization of swing. When swing became the thing the hot musicians came out of the cellar and got well-paying jobs with the heavily instrumented swing orchestras that were rapidly organized two and three years ago to satisfy the overnight public demand for savage rhythm and hot licks. But some of them are returning to the cellar. And others never left it. They preferred to work in small outfits of five and six men where they could really get off and play the sort of music they loved in their own way rather than be just another unit in a 16-piece combo and play arrangements. Even in a comparatively relaxed and swingy band like Benny Goodman's, Bob Crosby's or Tommy Dorsey's your genuine hot musician can't get in the groove and swing out with spontaneous improvisations.

It was the repeal of prohibition that put the first crimp in the hideaways. Hideaways were a product of the dry era, plus an admirable honesty on the part of certain great musicians who refused to compromise with their art and accept better paying jobs with big name

(See *CATS KEEP HOT* on page 12)

Over 3,500 at Showmen's League Benefit Show at Great Lakes Expo

CLEVELAND, Sept. 18.—Over 3,500 people turned out for the Showmen's League benefit at Aquacade of Great Lakes Exposition last night despite cold and damp weather. Billy Rose was introduced and given a silver loving cup in recognition of his services by Lincoln G. Dickey. Tom Mix came on from Canton, was presented by Tom Manning, WTAM radio announcer, and left for Warren to rejoin his show.

Aquacade and Pioneer Palace shows worked in full, Aquacade performance at 10 o'clock being turned over to the League. Sid Adorn, radio announcer

WGAR, opened the specialties with Four Hickory Nuts featuring Henry Morton. Tom Patricola came on from New York by plane to appear. He has been making movie shorts there.

Almon R. Shaffer, associate director, presented Vice-President Joe Rogers, Frank P. Duffield and Frank D. Shean, associate in charge of concessions and amusements. Many large parties were thrown at tables by the board of directors and governors.

Treasurer Cliff Wilson will make his report on the benefit next week. Looks like a big sum was realized for the Cemetery Fund of the League. Further details will appear in next week's issue.

IA Move Threatens Crackup Of AFL Showbiz Solidarity

Intention of Alliance to extend jurisdiction over all studio workers seen as possible undoing of amicable accord developed during year—Coast opposition

NEW YORK, Sept. 18.—Confirmation by William Browne, president of International Alliance of Theatrical Stage Employees, that the IA intended representing all studio workers, including actors, directors and writers, has thrown the biggest joker thus far into the show biz labor setup. Such a move, if successful, would make Browne undisputed czar over both performer and technical unions. Just what Browne has up his sleeve in the way of accomplishing such a realignment is not known, but indications are that any decided move to press the issue will result in checkmating all recent efforts of the American Federation of Labor to solidify its stand in show biz.

Thus far Browne has indicated a willingness to negotiate for a federation of entertainment crafts to include the Big Three—the American Federation of Musicians, the Associated Actors and Artists of America and the IA. Recently admitting such a development would be forthcoming, the IA has now seemingly cracked the AFL labor setup wide open. Settlement of the breach either one way or the other, very quickly is probable in view of the AFL's general tightening-up policy owing to the activity of the Committee for Industrial Organization.

Screen Actors' Guild, together with the writers' and directors' organizations, has already issued statements to the effect that the Alliance had no right to extend its sway over their jurisdictions. Currently chances of IA absorbing SAG seem nil, as the Screen Guild has a 10-year contract with producers and its AFL charter is airtight. During the past year SAG has been the most active of the performer unions and has, in addition

(See *IA MOVE* on page 18)

Gate Take Record For Carthage Fair

CINCINNATI, Sept. 20.—Record gate receipts at Carthage Fair on September 15-18 were registered despite cool weather, Hamilton County Agricultural Society's 82d annual having dodged rain, which has been a jinx for several years. Since the August 14-17 fair in 1935 the board has practically decided on September dates as a fixture. President Myers Y. Cooper, former governor of Ohio, and Secretary D. R. Van Atta said success of this fair will mean some needed additional facilities.

Grand-stand show, booked thru Gus (See *GATE TAKE RECORD* on page 91)

Four A's Card Ruling Soon

Definite plan in few weeks—Screen Guild gets back in Eastern studio scrap

NEW YORK, Sept. 18.—Representatives of units within the Associated Actors and Artists of America this week said that the question of membership-card interchangeability had simmered down to the point where a definite plan might be expected within four or six weeks. Thus far some 50 suggestions have been examined, two of which, the moguls regard as fairly fool-proof.

Amicable state of relations within the Four A's is apparent by the decision of both the American Guild of Musical Artists and American Federation of Radio Artists to back up Screen Actors' Guild in its negotiations with producers for the Guild shop in the East. Organizations representing the variety, night club and Hebrew actors have also okeed the Guild shop move too. Mrs. Florence Marston, Eastern manager of SAG, deprecates talk of a strike. Claims that SAG's intention is to settle the matter amicably. Up to yesterday Eastern studios which have okeed the Guild contract include Audio, Republic, Castle, Caravel, Mason-Wadsworth, Wilding and Warners West Coast Service.

List will later be supplemented. Notice that Guild shop becomes effective in the East Monday has been sent out to producers already. Guild will permit members of other Four A units to work in (See *FOUR A'S CARD* on page 18)

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FALL CAFE SEASON OPENS

Heavy New York Openings Set Pace for Rest of the Country

Summer not so hot in Philly, Atlantic City, New Orleans—but outlook for fall and winter seasons is good—most floor shows bigger—salaries still so-so

NEW YORK, Sept. 18.—Relieved that the International Casino finally had its opening last night, local night club operators will stage less auspicious but nonetheless gallant debuts throughout the week to share those fabulous moneys the war vets are supposed to be hiding in their socks at this, their annual conclave. Cotton Club will hop off Tuesday night minus Bill Robinson, who has been recalled by 20th Century-Fox. The hopeful substitute is the Nicholas Brothers. In the lineup, as per early announcements, are Cab Calloway, Avid Andrews; Tip, Tap and Toe; the Tramp Band, the Chocolaters, Mona Manville, Will Vodery's Jubileers, Teddy Hale, the Lindy Hoppers, Dynamite Hooker and 50 Creole showgirls.

Simultaneously Club Normandle awakens, with Joan Hill, Londonite, at the top of the revue. Buddy Wagner's Band will provide the music.

The following evening Jack Hirsch expects to launch his own cabaret after emceeing for others for 12 years. His East Side spot has been called the Gay Village. Revue policy will mix Broadway and Continental talent. For the opener the show lists the Russian Gypsy Trio, Jackie Stewart, Senorita Nina, Elaine Barrett, Sam Saxon's Orchestra and 10 chorus girls.

With South American flavor La Conga throws open its doors Thursday evening (See FALL SEASON on page 14)

New List of Movie "Don'ts"

HOLLYWOOD, Sept. 18.—Semi-annual edit from the Hays office offers revised list of words and expressions which are taboo on the screen.

In regard to women, the Hays office bans the expressions "broad," "bag," "bat" and "alley cat."

No Bronx cheers.

"Dump" and "joint" cannot be applied to a dwelling place.

"Courtesan" and "cocotte" are banned.

"In your hat" is out as a usable phrase.

"Louse" may not be used, even in reference to an insect.

"Make a pass" is not to be used in any sense.

"House-broken" cannot be used, even with reference to your favorite pup.

"Lovers" cannot be used, save in romantic songs, never with the idea of getting over the old thought of illicit relationship.

"Dago" is banned in Italy.

"Chinks" is banned in China and America.

"Hun" is banned in all Teuton countries.

"Wop," "spig" and "greaser" are taboo in Mexico.

"Frog," applied to Frenchmen, is not acceptable in France.

Lincoln Ushers Organize

LINCOLN, Neb., Sept. 20.—Ushers and cashiers of the Lincoln Theaters Corporation have organized a union under the American Federation of Labor here. Tentative demands have been submitted to LTC City Manager Walter F. Shuttee, but no action has been taken yet. It is believed delayed until J. H. Cooper, New York head of LTC, gets here. Might bring up an issue if the ushers' union is recognized and given a contract, since the operators, stagehands and musicians, all AFL affiliates, are working on verbal, not contractual agreements at the present time.

Theater Guild Sub List Hits 95,000

NEW YORK, Sept. 18.—Theater Guild announces it will break its own subscription record this season with a total of 95,000 subscribers in six cities, including New York, Boston, Chicago, Philadelphia and Baltimore. For this year, the Guild's 20th subscription season, New York is expected to furnish 30,000 subscribers. This amounts to complete capacity for six weeks and is 5,000 more subscriptions than New York gave the Guild last year.

In the five road cities all last year's Guild subscription records have been broken, with many weeks left to go. Road total last year was 38,128, as against this year's expected total of 65,000. Increase is more than 40 per cent and is the biggest subscription jump since the American Theater Society was founded six years ago. Boston, with 10,000 subscribers, has tripled last year's record; Chicago, with 13,000, shows an increase of 50 per cent, and Philadelphia, with 6,000, is 30 per cent ahead, with more to go. Washington and Pittsburgh show strong gains.

Guild expects its current season to be one of the best it has had in years.

Willis-Lane Places 300

NEW YORK, Sept. 18.—Willis-Lane theatrical school last year secured 300 placements for its pupils, it claims. Most of these were in pictures, with a good proportion in radio and stage. Ages ran from 3 to 14. A troupe of 22 recently completed work in a Vitaphone short. This week at the Biograph studios four of the school's youngsters began work on a burlesque dance skit. Floyd Gibbons' series of shorts for Vitaphone will have seven Willis-Lane children in it.

Dallas "Road to Rio" Flops As Casino Shows Dominate Expo

DALLAS, Sept. 18.—Closing last Friday of the *Road to Rio* was proof that no floor-show type of outdoors establishment of any size could exist profitably on the same grounds with the Pan-American Casino. Altho other shows using vaude and night club talent are still operating, they are specialized, like the Bowery with its Gay '90s atmosphere and Black Forest with its outdoor ice skating.

Road to Rio was planned by Walter Herzog as a refinement over the Streets of Paris for the Pan-American Exposition. Alexander Oumansky, State show director, built a ballet of local girls into what was probably the most elaborate

Equity Council Decision Nixed By Membership for First Time

NEW YORK, Sept. 18.—Members of Actors' Equity at the quarterly meeting in the Hotel Astor yesterday created a precedent by reversing the council's decision giving suspended sentences to the actors who had participated in the Federal Theater work "stoppage" May 27. Vote was 95 to 32. Heretofore such appeals on decisions of the council had been made, but always unsuccessfully. Meeting was attended by some 600 Equity members, but those qualified to vote amounted to only 127, or less than 5 per cent of the membership in good standing. This being so, the administration apparently does not regard the successful appeal as indicative of the feeling of the general body of Equity members. One AEA spokesman admitted the possibility of a referendum vote to settle the matter. Others within Equity were inclined to regard the issue as an "emotional" one.

Philip Loeb, Equity council member, presented the case for the WPA-ers, and Robert T. Haines gave the council's side. Kenneth MacKenna presided.

Previous to the appeal the WPA-ers submitted to Equity council statements entitled "Are We Guilty?" for publication in *Equity Magazine*. Statement, outlining the case, mentions that the Equity members refused to go thru a picket line composed in part of members of other theatrical AFL unions. Equity claimed

this a violation of Frank Gillmore's order, issued May 24, instructing the men to report for work on the day of the "stoppage." Spokesmen for the men brought up on charges claim the administration had no right to issue the order and claim it was unethical and contrary to labor policy.

Meeting at the Astor yesterday, previous to the "stoppage" fracas, was told of recent important developments both in Equity and in the theater, and of the creation of committees to investigate and make recommendations regarding the administration of the association and its relation to other theater organizations.

Resolution that Equity work hand in hand with the American Theater Council and boycott managers who did not abide by the ATC's rulings was referred back to council for more study.

Walters Prez of Mass. Agent Assn.

BOSTON, Sept. 18.—Lou Walters last Thursday was unanimously elected president of the Massachusetts Theatrical Agents' Protective Association after Van Sheldon, director of the Yankee Colonial Networks Artists' Bureau, and Joe Rubin, radio talent booker, declined nomination in favor of Walters.

Bernice Bruce, of Artists' Amusement Agency, was re-elected vice-president; Everett L. Rich was re-elected treasurer, and Mrs. Buddy Shepard was again elected secretary. Van Sheldon was re-elected chairman of the board of directors.

With Walters' election the 11-month presidency of Low Frey was brought to a close and the second year of the MTAPA swung into action. On behalf of the MTAPA, Walters presented Frey with a traveling bag for his efforts in actually bringing about the creation of the MTAPA.

Meetings will be held monthly; the next is scheduled for October 2 in the new offices of Walters.

"Pal," Orland Pup, Dies

NEW YORK, Sept. 18.—"Pal," trained dog, owned by Mr. and Mrs. Lee Orland, and known to most vaude theaters from Coast to Coast, recently passed away to the place all good troupers eventually go. Despite exacting care and recourse to a veterinary surgeon, the 13-year-old Spitz could not be saved. Letter from the Orlands follows in part:

"A little casket was made for him, lined and padded thruout, and thru the kindness of Mr. and Mrs. Rumbaugh, who have the hotel in Albion, Ind., Pal was laid to rest beneath a large sheltering tree on their farm. . . . His harness and grip that carried him on most of his journeys, with his little eating dish, were placed in the grave with him."

THE TITANS (This Week's Cover Subject)

ABOUT a year and a half ago, in the spring of 1936, three Denver University undergraduates decided that, for the trinity, the future rested in unity. Accordingly, the three of them, having a natural bent for gymnastics, decided to organize an act. At the suggestion of one of their professors they called themselves The Titans and specialized in hand-to-hand balance work.

The three men were J. J. Ryan, A. J. Beck and F. L. Barker. Unlike many of their predecessors, the act encountered little difficulty in getting started, one of their first dates being at the Chicago Theater, Chicago, where they clicked solidly. Many night club bookings followed, these including extended runs at the Edgewater Beach and Morrison hotels, Chicago.

Recently the act was booked for the Radio City Music Hall and was held an additional week over the original booking.

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New Midwest Nitery Group

Fraternal, but seeks upped scale—checkup on agents—urges AFA membership

CLEVELAND, Sept. 18.—Entertainers' Benevolent Protective Association has been formed here for the purpose of co-operation with the American Federation of Actors and American Federation of Musicians in improving night club working conditions. A fraternal order in itself, EBPA is checking up on booking agents, attempting to service acts by creating an audition service whereby managers may purchase talent without being subject to the wiles of agents and is trying to make operative a higher wage scale in Midwestern cities.

Cleanup of nitery conditions generally, with particular attention to morals, is indicated in the association's literature.

According to Thomas Selgert, moving force behind the EBPA, arrangements have been made whereby acts may be previewed in Columbus, Cincinnati and Toledo. Idea is expected to result in a weeding out of amateur talent. Should agents oppose the plan, EBPA plans to open its own booking agency and give free service to members.

Scale adopted for Class A spots has a minimum of \$100 per person for a week stand; second and third-class spots are to have \$75 and \$50 minimums.

CIO Talk on Coast for Radio Station Broadcasters

HOLLYWOOD, Sept. 18.—Organization under the CIO banner of radio station broadcasters in Hollywood and elsewhere on the Pacific Coast was one of the principal topics of discussion at a conference of Western leaders of the American Radio Telegraphers' Association held last week in San Francisco. Delegates from Los Angeles included Joseph Robinson, district office manager of the association. No definite decisions were arrived at and the subject will be resumed at future meetings.

Coast Conciliation Group

HOLLYWOOD, Sept. 18.—A conciliation committee of four, representing the Screen Actors' Guild and motion picture producers, will be named soon to hear complaints against studios by players. In event of failure of the conciliators to adjudicate a complaint the matter will be placed before an arbitration board composed of a member of the Guild, a producer's representative and delegate from the American Arbitration Association.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 35-37) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

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"Miracle Stage" Crabs Int'l Casino Opening

NEW YORK, Sept. 20.—The much-postponed International Casino finally opened Friday night but failed to present a complete revue, due to the "Miracle Stage" going haywire just before performance time. Twelve hundred and fifty-four first-nighters were told by George Olsen, band leader and part owner, that they would be guests of the house at any future date when whole show is presented. This drew a tremendous ovation, being a gallant gesture considering the \$400,000 already invested in the venture.

A fragmentary show was put on and it revealed sock talent and imaginative staging and costuming. With three orchestras on hand and the ornate interior to distract, the first-nighters were kept busy.

The much-touted "Miracle Stage" is expected to be working later this week and a review of the full show, as well as a description of the mammoth club, will appear in next week's issue.

Hub Stagehands Get Upped Pay

BOSTON, Sept. 18.—Confab between David Pinestone, of the New York Shubert office, and Frank Meagher, James J. O'Brien and Walter Merrill, of Local 11, IATSE, has resulted in all the Hub legit house stagehands getting pay increases. Wage scale of 1929 has been revived, exclusive of overtime, which remains the same. Department heads have been boosted from \$65 to \$67.50 per week; the flyman gets \$52, and the general crew of grips, etc., go from \$46 to \$50 weekly. For overtime department heads will get \$1.55 per hour, the others \$1.30 an hour week days. Sunday time is construed as that time between Saturday midnight and 8 a.m. Monday and from midnight week days until 8 a.m. Heads will cop \$2 per hour. General crew will annex \$1.75 per hour. Scale became effective September 1. Weekly salary is based on eight performances.

Theaters affected are the Shubert, Plymouth, Colonial, Shubert-Copley and Boston Opera House. Negotiations for the three vaude houses, the Metropolitan, RKO Keith and Gayety theaters, are expected to be consummated by next Wednesday.

GLENN THEATRICAL INSTITUTE has taken an additional office space in the Roseland Building, New York.

Visions of \$5,000,000 Legion Dough Make N. Y. Shows Happy

NEW YORK, Sept. 18.—A gentle tinge of bashful commercialism has definitely associated itself with the general rah-rah attitude on the American Legion Convention, formally slated to begin Monday and last one week. Figures compiled by New York City's convention and visitors' bureau estimate that 100,000 ex-soldiers and their families will leave about \$5,000,000 to the merchants of the city.

Breakdown on who will most likely get the gray lists a probable \$1,240,000 for hotel rooms, \$1,000,000 for meals, \$1,135,000 for purchasing of knickknacks, \$795,000 for entertainment, \$230,000 for transportation and \$600,000 for miscellaneous items.

Visitors from out-of-town spots are expected to add another \$1,000,000 to the total. According to some statisticians, however, the grand take is likely to reach \$10,000,000 and the number of Legionnaires about 200,000. Hotels and restaurants were the first to feel the influx, with all rooms taken and the rush even being felt in spots 20 miles away from New York. Otis A. Culver, chairman of the Legion's housing committee, said yesterday that he could fill 70,000 more rooms.

Thursday Gene Buck, president of the American Society of Composers, Authors and Publishers, pledged the aid of the amusement world in providing enough fun for the Legionnaires. This is no joke. Outside of the natural upping of b.o. grosses in theater and niteries, the most interesting effect of the influx is seen in such minor ways as the sale

WHK-WCLE Plan 2-Day Jamboree

CLEVELAND, Sept. 20.—A two-day jamboree to celebrate the affiliation of WHK and WCLE with the Mutual Broadcasting System will be held September 26-27. Special programs have been arranged for both days to celebrate the United Broadcasting Company's new network tieup.

A switch from CBS to NBC's Blue web will also be made by WHK September 26. Celebration activities will be handled by H. K. Carpenter, John T. Vorpe and Mendel Jones. Lineup of talent for celebration includes Abram Ruvinsky's Orchestra, Montana Meechey's Cowboy Band, Hank and Slim Newman, George Price, Morton Gould, Jim Sands, Gene Lavalle and others.

Boston Dance Teachers Meet

BOSTON, Sept. 18.—Fourteenth annual convention of the Dancing Teachers' Club of Boston, Inc., was held at the Hotel Bradford here from September 7 thru 10, with an increase in attendance of 25 per cent over the 1936 meet. Outstanding note prevalent in the trend of dancing is that toward ballet, which is being considered more and more by the dancing masters as the primary necessity for any type of dancing.

Faculty at the convention included Ivan Tarasoff, New York, ballet combinations and finished dances; Berenice Holmes, Chicago, ballet technique and finished dances; Sonia Serova, New York, baby, children's and modern work; Grace Bowman Jenkins, Decatur, Ill., acrobatic and adagio technique and finished routines; Ernest Carlos, New York, tap routines; Jack Dayton, New York, novelty tap routines; Donald Sawyer, New York, ballroom dances; Thomas Parsons, New York, ballroom work, and Myron Ryder, Springfield, Mass., ballroom work.

Convention committee was headed by Hazel Boone and included Anna M. Greene, Ruth Byrne, Christine MacAnnany, Florence Baker, May G. Donovan and William T. Murphy.

Pitts Unions Stick to AFL

PITTSBURGH, Sept. 18.—Delegates of the IATSE, IABB, MPTOA and other theatrical business unions remained with the AFL today as the Pittsburgh Central Labor Union was split by the ouster of Patrick Fagan from the presidency. United Mine Worker and CIO affiliate. Fagan was dumped by a vote pushed by David Williams, AFL organizer. All unions sympathizing with CIO were ousted at the same time by the PCLU.



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100 HALF SHEETS, (21x28) .. \$3.00
100 14x28, \$2.50 six-ply window cards, 11x14, \$1.65; 100, \$2.10; 1,000 \$4.9; \$1.00; 5,000, \$3.50; 24 sets dates, 7x21, \$4; etc.

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Lower Intrastate Rate in All But a Few States
TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND SERVICE ★ MONEY ORDERS

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Phone your telegrams. They will be charged on your bill.

QUALITY STOCK TICKETS ONE ROLL... \$.50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders Accepted.	CIRCUS Without Limitation as to Field or Kind They Are Dependable	TICKETS Of Every Description	SPECIAL PRINTED 10,000 .. \$ 6.95 25,000 .. 9.25 50,000 .. 12.75 100,000 .. 20.00 1,000,000 .. 150.50 Double Coupons, Double Price.
THE TOLEDO TICKET COMPANY TOLEDO, OHIO The Centralized TICKET TOWN			

NAB REORGANIZATION SURE?

Departmental Setup Predicted As Answer to Solidarity Need

Special convention figured as certain to go into the reorganization problem as well as musicians' demands—likelihood NAB will absorb affiliates' group

By EDGAR F. JONES

WASHINGTON, Sept. 18.—Members of the National Association of Broadcasters are now pondering the problems which beset their organization. Most pressing are the negotiations pending with the American Federation of Musicians, but uppermost in members' minds are proposals which followed conferences of the Independent Radio Network affiliates. These are: absorb IRNA into NAB as a department and continue this policy until divisions are made to care for various groups of broadcasters having various problems; hire an "iron man" to act for the industry; hire a counsel to handle labor relations for the industry, and to broaden the scope of NAB in general.

To deal with proposal of a labor counsel NAB directors have called a special convention to be held at the Waldorf-Astoria Hotel, New York, October 12. So far NAB as an organization has refused to take a position on musicians' demands and whether it will do so will be decided at the special convention. Members will also consider a motion to double NAB dues, now equal the highest quarter-hour rate of each member. Because discussion of NAB departmentalization would delay needed consideration of the musical crisis efforts will be made to keep debate confined to AFM demands, but reorganization action of some sort is thought certain.

Stormy sessions preceding the convention call have created dissent in NAB ranks. Dissatisfaction with present NAB policies was expressed by affiliates who later reversed their opinions by reciting achievements of NAB thus far. Observers opined that splits from NAB would beset further splits within themselves and that talk of "secession" will dissipate itself. Plainly seen is the organization of departments and groups within NAB with permanent committees to handle problems of stations banded either by allocation or by economic relation. Also treated as new at recent meetings of broadcasters in New York, proposal to create divisions within NAB was made two years ago by managing director James Baldwin. Baldwin urged adoption of this idea in order to simplify administration of the organization. At present the needs for divisions are the succeeding emergencies which confront the industry as a whole.

New Departments

Outsiders see an urgent need to add new departments to NAB, legal and engineering staffs for example, which would conduct much needed research into industry problems. Necessarily these professional additions to NAB headquarters mean that members will have to increase their dues, but proponents argue that the industry will lose the money as individuals fighting problems which could be more easily waged as a powerful organization. Reallocation, renewal of ASCAP contracts and further unionization of the industry are but a few of the arguments advanced for the addition of legal and engineering experts. At present conjecture centers on the NAB membership and what it will do about solidifying before musician demands. Members express disgust with other members for their stands upon the problem presented by the AFM. A large percentage of broadcasters are in almost every other business but broadcasting. Threats of strike are considered from viewpoints of department stores, newspapers, insurance companies, etc., which mean that as broadcasters they fear studio picketing will extend to boycotts of other interests. Unity is further obstructed by personal ambitions, suspicion, prejudice and individual jitters. In an effort to arrive at some conclusion on a much awaited NAB stand the recent survey of broadcasters conducted by NAB will be presented to the convention as fact for mental digestion.

Question of a czar for the industry may be dismissed because of the diver-

(See REORGANIZATION on page 8)

Engineers' Union Sets New Contracts

NEW YORK, Sept. 18.—A goal of 100 per cent organization is the aim of the CIO's American Communications Association for Philadelphia stations. Negotiations are pending with both WCAU and KYW and engineers of all other stations are being canvassed for membership.

In Washington Local 46, of the AOA, has organized technicians of WJSV and WOL. Negotiations with WOL will begin next week, it was stated by union execs in New York. A hearing before the National Labor Relations Board is expected to be held next week in Baltimore, where the union charged WCAO fired a man for union activities. As the union and station are discussing terms, it is thought possible that the man will be reinstated and the case dropped.

Technicians' union has also swung west and chartered a local, No. 26, in Oklahoma City. This charter covers the city and near-by territory.

Negotiations between WHN, New York, and the ACA are expected to continue next week.

WWL Completes Setup Of New Studios, Offices

NEW ORLEANS, Sept. 18.—Expansion by several hundred square feet and complete renovation of studios and offices of WWL, New Orleans, have been finished and put into use this past week by the station.

Under revision of personnel of station since Vincent Callahan recently became new manager, W. P. Beville has been named sales manager and Mort Simon added to sales force. Jules Allen, of the sales staff, has gone back to a daily position.

Drink Pfff's Oat Soup and Be A Success; Air's Latest Trend

NEW YORK, Sept. 18.—It's self-improvement and advice today that's selling by way of radio. Stations and sponsors are doing what they can to get the vote of those desirous of bettering themselves as well as those who need solace and advice. This trend probably follows the tendency in the book publishing field to push volumes telling one how to win friends, live alone and save money.

It all stems from the sales of Dale Carnegie's *How to Win Friends and Influence People*. Similar tomes selling well, such as *Live Alone and Like It*, *Orphans on Your Budget*, *How to Get Jobs After 40*, *Look 11 Years Younger*, *Help Yourself to Happiness and Live With a Man and Love It*, revealed a definite desire on the part of the public to help itself to books that would make it healthier, wealthier and wiser, maybe.

Radio took the hint and is dishing out the grub daily. Dale Carnegie is building up a radio following of friend-winners, while astrologist Myra Kingsley hands out help from the stars. Beatrice

That Man Nichols

LONG BEACH, Calif., Sept. 18.—"Frolics such as might occur at any bachelor's apartment" will be broadcast from the domicile of Hal Nichols, KFOX owner. Program, *Over at Hal's House*, will be an informal session and will include talk, music and gags.

KHQ Nets \$2,000 Monthly Profit

SPOKANE, Wash., Sept. 18.—Selling 80 per cent of its broadcasting time, Radio Station KHQ was able to show a net monthly profit of \$2,193.83 during the first six months of 1937.

Eighty per cent of commercial programs included 60 per cent entertainment, 5 per cent agricultural and 15 per cent service. Twenty per cent sustaining programs were divided 6% per cent entertainment, 9 per cent educational, 2 per cent religious, 2 per cent agricultural and 1/2 per cent fraternal.

Taplinger Realigns, Expands Coast Office

HOLLYWOOD, Sept. 18.—Robert Taplinger, press agent, flew back to New York Wednesday after setting a new lineup for his Hollywood office. Jerry Farrar was set as manager of the office, splitting these chores with Pauline Swanson. Miss Swanson remains in charge of national magazine and syndicate contacts.

Taplinger also added several to his staff, Paul Price, formerly with MGM, heading the copy desk, with Sally Wohl assuming office management. Herschell McGraw is the new staff photographer. Tommy White remains as head of fashions and women's features.

Ed McConnell in Crash

GRAND RAPIDS, Mich., Sept. 18.—"Smiling Ed" McConnell, radio singer, who has a summer home on Elk Lake near Elk Rapids, Mich., was seriously injured September 13 in a head-on automobile collision near there. He suffered severe chest injuries and is now confined in a Grand Rapids hospital. His condition is serious.

CBS Earnings Gain

NEW YORK, Sept. 18.—Columbia Broadcasting System stock earned \$1.48 a share for a 26-week period, contrasted with \$1.22 earned for the similar 1936 period. The 1937 first 26 weeks ended July 3, while in 1936 the half-year mark ended June 26. Net profit for 1937 26-week period was \$2,523,613.48 against 1936's \$2,086,850.24.

WMCA Sells 3-Hour Show in Packages

NEW YORK, Sept. 18.—*Grand Stand and Band Stand*, three-hour daily afternoon review program sponsored since the start of the baseball season by General Mills on WMCA, will be split into six half-hour shows, with the same talent and running continuously, after October 12. On this date, General Mills, for its product, Wheaties, will cease the three-hour daily sponsorship and take one of the half hours. Program is being sold in its half-hour breakdown as individual packages, with \$750 named as the price, for one-half hour across the board. Show has built a commanding audience in its run.

Program will be retitled *Six Star Review* because of the six shows within it. Sponsors will be given plugs on their half-hour slots, as well as New York locals on network (Inter-city) announcements.

Talent includes Lee Grant and his orchestra, Powell Clark, Kay and Buddy Arnold, Helen Young, Don Kerr, Bob Carter and Joe O'Brien, last three announcers. Hal Janis is the producer.

Hillbilly Band Contest

CINCINNATI, Sept. 18.—Under auspices of the Cuvier Press Club, a national contest of hillbilly bands will be held at Crosley Field, Cincinnati, Sunday, October 17, between 1 and 6 p.m., EST, with "Oklahoma Bob" Allbright as emcee. The club is offering for first prize \$350; second, \$250; third, \$150; fourth, \$100, and fifth, \$50, with \$100 in miscellaneous prizes.

The five Cincinnati broadcasting stations are actively supporting the contest. Bands to qualify must represent a radio station and entries will be registered in the order of their receipt. Position on the program will be by lot drawing. The committee reserves the right to limit the number of entries and also reject any. Louis A. Ripley, secretary of the club, is handling entries and entry blanks can be obtained from him.

Sweetheart Soap Sticking to Radio

NEW YORK, Sept. 18.—Sweetheart soap is not forsaking radio for newspaper space as reported this week. Distribution has created a problem and Arthur Sinsheimer, of the Peck agency, which handles the account, reports that special merchandising promotion is being used in several cities to push sales.

An "extra cake for an extra penny" stunt will be used to induce distributors to stock the soap and a radio campaign will get under way early in November. While newspapers have not been used during the past season, it is expected that they will compliment air time this season.

Talent and stations have not been selected for the fall show. Last radio campaign used spot announcements and a twice-a-week show on about 20 stations.

WOR Using Chain Breaks

NEW YORK, Sept. 18.—WOR set this week on a policy of expanding use of station break announcements to use so as to exploit the station's own programs. This has been done by the station on a smaller scale, but is now being expanded. Station has a number of commercial spots, but also has restricted such sales, and will use these restricted hours for its own plugs.

Just a Little Corny

BOSTON, Sept. 18.—WBZ's office crowd was guested by the engineering staff to a corn roast last week. D. A. Myers and staff hosted the corn-eaters and lost out in a corn-eating contest.

N. E. Whittaker, salesman, gobbled 24 ears and was declared winner. Fred Cole was a runner-up with a weak 19. Whittaker is challenging KDKA's Joe Baudino, who won last year's contest with a record of 23 cobs.

Pa. Chain Lands First

PHILADELPHIA, Sept. 18.—Quaker State Network, Pennsylvania regional organized last year by WFIL as a permanent organization after a loosely knit existence for State political purposes, has its first full length commercial series. Fostering angel is Atlantic Refining Company, thru N. W. Ayer, buying a series of 10 quarter-hour weekly spot shots, emanating on WFIL and fed to 13 State stations. Spotted on Friday nights, starting September 24, shots will consist of football forecasts of the week-end football games sponsored thruout the East by Atlantic.

WFIL is the key station and will find the linkage an excellent outlet for sustaining stuff once musicians get back on the pay roll. Hookup includes WSAN, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WWSW, Pittsburgh; WGAL, Lancaster; WHP, Harrisburg; WKOE, Sunbury; WRAK, Williamsport; WOLK, York, and WJAC, Johnstown.

Buying time on WFIL makes Atlantic Refining the heaviest user of radio outlets locally. Pigskin games will be aired by WCAU, WIP and, for the first time, over KYW. While Atlantic has blanketed the entire field locally for its exclusive use, the competitive Socony Vacuum Oil Company, Inc., sneaked in with a lone eagle. J. Stirling Getchell agency has bought Saturday afternoon on WFIL for the Penn-Yale game on October 4, only game WFIL has to offer listeners this season. WCAU is carrying all the Penn home games, but the Yale games are being played under a Socony banner. Probably the best game on the Penn schedule, fans will have to turn to a rival station and lend the ear to a rival sponsor.

People's Drug Chain Shifts from CBS to NBC

WASHINGTON, Sept. 20.—People's (chain) Drug Stores have signed with local NBC for hour daily broadcasts over WMAL, with announcer Lee Everett conducting the program from the broadcast room in People's biggest drug store. Program to run from 7:30-8:30 a.m. beginning October 20. Local talent to be encouraged by series by giving time for one amateur each morning which will net him \$5 and at end of week listener preference will decide which of week's talent is to receive \$25 bonus.

People's formerly did drug-store broadcasts thru Columbia's WJSV during afternoons. When this arrangement ended People's wished further use of its publicized studio WMAL at present doesn't open up till 8 a.m., when network breakfast club is carried. Signing of contract ends search for early morning broadcasts which WMAL had been conducting.

WMC-WMBR Doll Up

MEMPHIS, Sept. 18.—A face-lifting job is being done on the Scripps-Howard WMC and WMBR studios. Dressing and re-wiring of the studios, located in the Columbia-Mutual building, will be finished in the next few weeks.

Follows the S-H tendency to modernize its studios. WCPO, Cincinnati, recently had a plaster and paint job done on it.

Adventure

NEW YORK, Sept. 18.—Al Nilson, WOR engineer, lives with his wife and three boys on a Chinese junk. A fortnight ago on Long Island sound during a severe storm Nilson heard cries for help. They came from a couple whose sailboat had been capsized. Nilson dove in and rescued the couple. The he started for shore, where he had an assignment in Westchester for a remote broadcast, only to find the rudder of his junk fouled. This necessitated another jump into the water to free the rudder, so Nilson jumped.

Finally the junk reached shore, but the delays had made it close to deadline. Nilson tried to hire a taxi to take him to Westchester and couldn't.

He wound up by chartering a bus to take him to his nemo spot.

Re AFM and Radio

NEW YORK, Sept. 18.—During the conferences between broadcasters and musicians' union officials last week Joe Weber spoke of the physical wear musicians undergo. Said Weber, "When a man plays a clarinet eight hours he's tired and needs a rest." L. B. Wilson, of WCKY, came back and said, "He may need a rest, Mr. Weber, but how about the people listening?"

Now Weber tells the story on himself to radio execs conferring on the musicians' problem.

1st Lady Station Rep Opens Office

BOSTON, Sept. 18.—Bertha Bannan, New England radio advertising woman, has opened offices in Boston and becomes the first woman to actively enter the radio representative field as a rep.

Among the list of stations which she is reping are WTAG, Worcester; WSPR, Springfield, Mass.; WTIC, Hartford; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WFEE, Manchester, N. H.; WLNH, Laconia, N. H.

Miss Bannan has been identified with advertising for the last 12 years, and with radio exclusively for the last four. For some years she was space buyer for the James F. Fay Advertising Agency, Boston.

MBS Sets Stations In Northwest Sector

NEW YORK, Sept. 18.—Mutual Broadcasting System has added 11 stations and two optional outlets to its web, beginning September 26. During and after the June National Association of Broadcasters convention it had been reported that MBS would add several stations to its list. Several Eastern outlets were annexed shortly after the Chicago meeting and plans were made for the addition of more.

Stations are: KALE, Portland; KRNR, Roseburg; KSLM, Salem; KORE, Eugene; KOL, Washington; KMO, Tacoma; KGY, Olympia; KPA, Wenatchee; KOOS, Marshfield; KIT, Yakima, and KKRO, Aberdeen. Optionals are EQW, San Jose, and KIEM, Eureka.

Touchy WCAU-AFM Case Reopens By Appeal From Union Victory

PHILADELPHIA, Sept. 18.—During the preliminary stages of the AFM-radio negotiations, Joseph N. Weber, musicians' president, continually referred to Dr. Leon Levy, WCAU proxy, as the classic example of a heavy-watted station that was able to carry thru without a studio band. Now Levy has pulled the last legal string in his battle with the musicians' local here in connection with the long drawn court battle involving the employment of an organist expelled from the union. Weber has threatened to disregard WCAU entirely in settling the music question with the radio industry.

Concern in radio over Levy's actions has been so acute that Vice-President Lawrence Lowman of CBS stepped in to mediate the impasse. Indie broadcasters have also expressed concern, fearful that this byplay may antagonize Weber.

It all started when Doris Havens, organist, was expelled from Local 77, AFM, last September when she failed to pay a \$200 fine for failing to terminate her engagement at WCAU after the union and station reached the name-calling stage. However, she continued playing at WCAU and asked the court for a temporary injunction against the union interfering with her employment, declaring she sought legal recourse because she was financially unable to pay the fine and then appeal it, as provided by AFM laws. It was alleged that Dr. Levy instigated the court action, Miss Havens' legal adviser being William A. Schnader, former attorney-general of Pennsylvania. Maurice J. Speiser represented Local 77. Case dragged on until last month, when the court finally ruled in favor of the union.

Organist was yanked off with a union organist coming in for several days at double the usual union scale, station's

AFM Problem Approaches Deal; Disc Makers Settle on Terms

Expect agreement this week between network affiliates and union—strike deadline set back—IRNA warns members of importance of co-operation

NEW YORK, Sept. 18.—The problem raised by the American Federation in its demands for increase of musicians' employment by the radio industry, as well as for control of the use of electrical transcriptions and recordings, is nearing settlement. There are various major points to be settled, but what is probably most important, the adoption of a mutually agreeable formula for such employment, has, in its premise, been accepted by the AFM and the committee empowered by the Independent Radio Network Affiliates. This formula, in the form of a trade agreement by which all but locally prevailing condition will be established, is ready for final settlement this week.

While there is much work to be done, this work is practically entirely in the hands of the broadcasters and involves them only, having to do with the method in which this employment will be distributed and how the network affiliates will be reimbursed by the networks, or how the networks will make up this additional expenditure. Chain and IRNA reps are still battling on this problem, no mutually acceptable deal having been advanced.

Meanwhile the AFM has settled with the transcription manufacturers and, in keeping with what appears to be the outcome of the general broadcast industry results, seems to have been clearly victorious. Actual signing of an agreement between the disc makers and the union will await final settlement of the broadcasters' situation, this time having been extended to October 15. However, the transcription companies have agreed to the regulations sought by the AFM, providing for the making of transcriptions under union shop; restriction of use to only stations employing union musicians; regulations barring the "theft" of music in any form, such as off-the-air recordings, and licensing of manufacturers. These also apply to phonograph records.

There has been no talk yet between the union and networks concerning key cities, nor between unaffiliated indies and the union. However, Joseph N. Weber, AFM president, said today that independents will be required to meet conditions similar to those affecting network affiliated indies. This, in many

cases, may mean hardship on small indies and proffers a serious problem. As to the financial extent of musicians' re-employment in key stations and indies, Weber stated no figure had been reached by the union.

Excerpts given herewith are from a letter mailed by the IRNA to stations in this connection.

IRNA Letter

"Broadcasters:

"This letter is urgent.

"This committee is composed of men who can ill spare the time to do what you have asked of it. The difficulties involved are incredible. The entire committee has now been in session daily and nightly in New York since Wednesday, September 8, conferring with representatives of the union, the networks, station owners, accountants and others, and reporting to the convention which took place in New York September 10 to 12. Representatives of 182 stations attended in person or by proxy. The committee has also been assisted by George W. Norton Jr., of WAVE, Louisville, and John Shepard III, Yankee Network, Boston. Considerable progress has been made in carrying out the program described in the letter the committee sent you August 26. The matter has now reached a stage where your immediate co-operation is essential.

"Before the convention opened the committee arrived at a tentative understanding with executives of the Federation. This was based upon an estimate that the Networks Affiliates as a group, including the network owned and managed stations but excluding the originating key stations, employed about 775 staff musicians at a total salary of about \$1,500,000 during the preceding 12 months. There were staff musicians employed in 109 such stations out of all the 259 in the group; 150 of the affiliates employed no musicians whatever. The eight originating key stations employed about 360 staff musicians. Among the non-network stations 85 stations out of a total of about 325 stations employed a total of about 420 staff musicians. Grand total approximately 1,555 staff musicians, more or less. We have no accurate figures.

Re-Employment

"The original formal demand of the Federation was to create new jobs for 3,500, later revised to 3,000 men. This committee steadfastly demonstrated it would be impossible for the industry to survive such a burden. Finally the committee agreed to recommend to the Networks Affiliates as a group, to expend a total per annum of \$3,000,000 for staff musicians. . . . Federation officials finally agreed to recommend this to the executive council, provided the increase in present pay roll of staff musicians is \$1,500,000 in any event and the distribution of this increase among the stations is fair and equitable so as to spread employment thruout the country. This committee did not undertake to make any recommendation as to employment in non-network stations or key stations.

"The convention on September 10 and 11 approved the committee's recommendation in principle and requested the committee to develop a formula for distribution of the added labor cost among the affiliates. The committee was also requested to negotiate with the Federation for a standard uniform trade agreement for the industry which would be used by every station in concluding a deal with its local, the local retaining autonomy as to wages, hours and local working conditions, but the gross station expenditure, or allocated quota, being

(See AFM PROBLEM on page 8)

Fall Season Fails To Develop Much in Way of New Programs

NEW YORK, Sept. 18.—The 1937-38 radio season opens with much the same show and production setup that closed the 1936-37 session. There have been shiftings here and there of talent, bands and sponsors, but actual production formula remains basically the same, and much of that is a carry-over from further back.

On-coming MGM show will probably be the season's main source of talent new to radio. Chase & Sanborn hour is easily the highlight new show of the past season, while the drydocking of *Showboat* will end a cruise that sold plenty of its cargo. W. C. Fields and Edgar Bergen are last season's "finds." *Showboat* ends after a period of drifting since Charles Winninger left the helm.

There have been few socko finds from the smaller stations or other entertainment sources. Pictures, legit, vaude, burlesque have contributed few new voices, speaking or singing, to the mike. A few local shows such as WOR's *Hobby Lobby* have been sold to sponsors and have landed larger webs, but even the number of such productions is not high.

Just as there have been few talent finds, there is little change in general production indicated for the new season. "Reform" groups are to get at least one chance at the bat when Mme. Yolanda Mero-Irion, of the Women's National Radio Committee takes over National Broadcasting Company Sunday show.

The ladies will supervise a symphony ork, which Alexander Smallens will direct. National Dairy will pay the bill for this one, but the girls will see that the music is high class and elevating.

Many sponsors are sticking to the same shows they sponsored last season, with occasional talent or band shiftings. But most of the sock shows will stay the same and there's no indication of a rush of new or different productions or talent in sight.

AFM PROBLEM

(Continued from page 7)

fixed by the industry itself and approved by the Federation.

"The committee also brought to the convention an offer from the networks regarding the extent to which the networks were prepared to co-operate with the affiliates in sharing the burden of this added labor cost. This was demanded by the committee on the ground that if the affiliates were incapable of carrying the load alone there could be no networks. This offer was not favorably received by the convention and the committee was requested to negotiate further on this subject. This is being done. Your committee is endeavoring to obtain an increase in the offer. . . .

IRNA and NAB

"The convention also sent a sub-committee to the meeting of the board of directors of the NAB held in New York September 11 and 12 to call to its attention the danger facing the entire industry by reason of its failure to have adequate representation and collective bargaining machinery in this crisis. It was pointed out that the non-network stations are now entirely at the mercy of the Federation if the demands regarding recordings and transcriptions can, as they very probably can, be enforced by it. As a result the NAB has decided to invite every station in the industry to a special convention in New York October 12, the earliest feasible date. . . .

"Meantime the Federation ratified the approval given by its officers to the settlement with the Networks Affiliates. It approved the formulation of a national trade agreement for uniform adoption in the locals, subject to local action on questions where local autonomy cannot be impaired. . . .

"All of this is, however, subject to adoption of a formula for distribution of the labor cost. At the convention an advisory vote taken disclosed that the affiliates were fairly evenly divided between a formula based on published rates and one based on net revenue. The objection, in many cases, to the rates basis was that the published rate is a national rate on which only a small proportion of the actual business is accepted. The objection to the revenue basis was the unwillingness of many to disclose this figure to competitors and to unions. After further careful study since the convention your committee is pretty well convinced the inequalities involved in the use of the rates as a basis will cause so many complaints it cannot be satisfactorily relied on, at least as the sole criterion. Any formula adopted will have to give at least some consideration to the factor of revenue.

Protection

"In order to attempt to protect stations from improper disclosure of this figure when furnished, it has been decided to operate this inquiry thru a highly reputable nationally known firm of certified public accountants. Every station is requested to furnish the figures to this firm. Ernst & Ernst has agreed to act for this purpose. In case of question, the certificate of Ernst & Ernst will be accepted without any competitor or union having the right to examine your books. The totals, however, for each station and for the group, must be accessible to your committee in order that it may make the computations necessary for devising an acceptable formula. For this purpose a questionnaire has been prepared by this committee, aided by a subcommittee composed of John Shepard III and Emile J. Gough. . . .

"It is therefore absolutely essential that sufficient progress be made by that time (October 15) to convince the Federation of the good faith of the in-

Air Briefs

New York By BENN HALL

WHILE it's still no more than talk, the idea of having a "czar" of radio has the boys picking favorites. The post office's Jim Farley or someone with similarly strong political ties is favored by many, while a radio man, such as M. H. Aylesworth, now with Scripps-Howard, is the choice of still others. One school of thought has it that someone from without should be czar, when and if, while others see it as a post for a radio exec. Line forms on the right. . . . We, the People all lined up on guesters for the next few weeks. . . . That special swing arrangement of *Volga Boatman* played by Tommy Dorsey's Ork was written by Herb Sanford, B., B., D. & O. vice-pres. Morton Bowe off the show because he wouldn't sign exclusively.

This license plate has Michigan cops wondering, "9 p.m.—CBS." The plates adorn Al Pearce's car and were specially struck off for Al. Add that to your list of subtle promotion gags. . . . Joe Weed, rep, to tour New England soon, to give stations a quick o. o. . . . Whisping Jack Smith back on wax for Ironized Yeast. On WOR and 54 other outlets; placed by Ruthrauff & Ryan.

Over in Russia the radio crowd is

having its own troubles. A political scandal ensued when a comrade broadcast a fox-trot in Minsk (no, that's no song title) on the anniversary of Lenin's death. "Great American Stogees," John Brown and Mary Kelly finally tested and on the Jello-O show, Tom Lewis and Bob Welch, of the Young & Rubleum office, arranged this showing of radio's great unknowns.

Rudy Vallee rehearsals getting tougher to crash and sight-seers are given the door, but fast. . . . Lou Frankel resigned as radio ed of Tide. . . . Philip Morris show to give a monthly prize to the "newspaper scoop of the month" and will base a show on scoops. . . . Jerry Belcher's NBC show now called *Interesting Neighbors Visited* instead of *Let's Go Visiting*. Too close to WOR's *Let's Visit*, so change was made. . . . *Behind the Lens* show on WHN to be resumed. Karl A. Barleben Jr. and Norman Kaplan to produce. . . . Procter & Gamble space hungry for news of their *Goldberg* show and eds will probably be swamped with handouts. . . . Stephen E. Rintoul now with the E. Katz Special Ad Agency. Walter Moore resigned from NBC press room. . . . Plenty of headaches on the Gruen watch stanza McCann-Erickson is reading.

Chicago By SAM HONIGBERG

RUBINOFF planning a concert tour this season. . . . Tom Shirley landed the judge assignment in Skelly Oil's *Court of Missing Heirs*, which opens on CBS October 11. Fritz Blockl, playwrighting press agent, is directing this one. . . . *Kaltenmeyer's Kintergarten* will be five years old Saturday. Harry Creighton, WAAF sports announcer, will be off soon on a tour of large Midwestern universities for football dope. . . . The hillbilly *Barnyard Frolics*, a Saturday feature on WBBM, will make 11 appearances weekly following the World Series games. No dearth in mountain music for listeners this winter. . . . Wayne Hunt, prez of Knox Reeves Advertising, a WBBM visitor.

Lee C. Graham, local newspaper man, joined the NBC press department, filling the vacancy made by the resignation of A. R. Williamson. . . . Neisser-Meyerhoff placed *Studio Stogees*, featuring Bob Hawks, over WMAQ as a five-a-week feature beginning October 4. Sawyer Biscuit Company paying the bill. . . . The swell *Lights Out* will resume next Wednesday. . . . Vivian Della Chiesa leaving the Carnation show Monday, with the new feature the following week being a 20-voice chorus. . . . E. G. Cerny named chief of NBC's music library here, his predecessor, Don Marcotte, joining Warner Brothers in New York. . . . Add mike spellers at NBC here: Claude Kirchner, formerly of WTMJ, Milwaukee; John Holtman, formerly of WFBM, Indianapolis, and David Zimmerman, for-

merly of WSPD, Toledo. . . . Congrats to Tommy Bartlett, Columbia announcer, who when in need of cash in a Wisconsin dance spot the other night participated in an amateur contest held there and came out with first-prize money.

Les Tremayne now working on *The First Nighter* only, his manager (William Morris Agency) feeling that an artist can reach the top faster when recognized with one job. Office is following similar reasoning with Joan Blaine, who moved to New York. . . . Sande Williams, who opens with his new band at the Stevens Hotel Wednesday, will double on a daily commercial. . . . Lee Francis, WBBM organist, full of Hollywood tales, following a visit there. . . . Margarette Shanna, leading lady of the *Arnold Grimm's Daughter* show, will turn missus November 5. Elliott Woodruff, local financier, is the lucky man. . . . Henry Busse started his second year on the Mar-o-Oil show. . . . Dick Lawrence, formerly with WGN, now with the WBBM production department, filling the vacancy left by Jack Mathae, who is now handling *Betty and Bob* for Blackett-Sample-Hummert.

Lee Morse dickerer for a spot on a new loan company commercial set for October. . . . Eddy Duchin rehearsing for the cosmetic commercial which he starts next Wednesday in New York. . . . Don Ameche holidaying here.

From All Around

on WKRC, Cincinnati. . . . George Guyan, of KFRO, Columbia, Mo., interviewing local football captains. Emmett Heath, station's hillbilly, got himself a new sponsor.

Nancy Finch to do a home show on KSL, Salt Lake City. Ask KSL's Gene Pack to tell you about the fun of keeping a transmitter on the air with equipment standing in one and a half inches of water. He knows. He did it. . . . Stepladder and his Saddle Tramps back on KFOX, Long Beach, Calif. . . . Harold C. Johnson new KFRO, Longview, Tex., manager. T. R. Putnam resigned to head the Tri-State web. . . . A new salesman to be added. . . . Had Hughes, of KOIL, Omaha, has a neat costume picture in current issue of station's *Flash*. . . . Charlie Smithgall, WSB, Atlanta, fashion plate, readying pair of noisy bedroom slippers for use on his early a.m. shows. . . . There's a sponsor considering Carl Voss' news stint on WPTF, Raleigh, N. C.

FLASH

from

WHN

DIAL 1010

No matter what sort of program you're looking for to sell your product—New York's No. 1 Showmanship Station has it for you! . . . Ask for details NOW!

WHN—"The Station of the Stars"
1540 Broadway, N. Y. C.
Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios.

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PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
Barclay 7-5371.

Burns Behind CBS Rep Bar

NEW YORK, Sept. 18.—Behind the barring of personal managers last week by the Columbia Artists' Bureau, CBS subsidiary, is a series of burns on the part of network officials existing for some time. Indie talent managers have, according to several of them, squawked numerous times at the alleged rough handling some of the dually managed performers received from the networks. One such claim was made by a manager who said that an act managed jointly by the network and himself was allegedly eased out of a possible commercial in favor of an act managed solely by the network.

Another claim made by the indie reps is that because the chain handles so many acts it cannot give them the sales representation that indies can, with fewer acts on their string.

In Chicago there has been an under-cover squabble of such nature for some time on similar grounds. Licensing of talent bureaus will be made by the American Federation of Radio Artists. Union has its eye especially on chain talent offices.

WPEN Signs With AFM

PHILADELPHIA, Sept. 18.—First of the local stations signing a pact with the musicians' union is WPEN-WRAX, sister stations, operated by John Iraci and sharing time on the same length. At a definite increase over last season and exceeding the AFM yardstick, station takes on a dozen men at \$60 per week, playing four hours daily for both commercial and sustaining shows. Foreign language shows predominate, and with a heavy sponsor schedule station was anxious to get the labor details settled pronto. Situation at other stations still status quo, WDAS, WIP and KTW using studio bands on a day-to-day basis, while the others are biding their time.

LOIS BENNETT

Soprano—Featured Every Friday Evening, 9 P.M. WEAF—WALTZ TIME.
Management—BEN LIPSET
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MITCHELL AYRES

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FASHIONS IN MUSIC ORCHESTRA
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Broadcasting over
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Variety Records.

Copyright Service

Arthur E. Garmaize, noted copyright attorney, conducts a column for *The Billboard* on copyright problems of all nature. There is no charge for this service to readers of *The Billboard*. Queries should be addressed to Mr. Garmaize in care of the New York office.

Feldman to WMCA; Writer Sues WNEW

NEW YORK, Sept. 18.—Alleging breach of contract and damages therefrom, Albert Alicanti, writer, has brought an action against the American Broadcasting Company, operator of WNEW, New York, and Bobby Feldman, WNEW vice-president. Feldman resigned from WNEW this week and, effective September 20, started with WMCA, where he will build an evening dance parade.

Alicanti claims damages to the extent of \$60,400, alleging that the station asked him to develop an idea called *Lend a Hand*, an employment agency type of program. He further claims he received no pay and that he was also to conduct the program, which he never did. Station's answer was a general denial, and no one at the station was given authority to enter into any such contract if it did exist. Station states it bought the program elsewhere.

Feldman, who is closely identified in the trade with the dance-parade idea, was formerly with WMCA when that station was New York outlet for the defunct American Broadcasting System, which just before its demise shifted to WNEW. Before his association with WMCA Feldman was with WHN for some years.

Dept. of Commerce Back on CBS in October

WASHINGTON, Sept. 18.—Both the government and industry will attempt "to bring to the public a more comprehensive understanding of the problems of industrial and commercial management," according to the Department of Commerce. The federal radio program resumes over Columbia October 19 as a Tuesday afternoon feature.

Dramatic episodes will be built by the Office of Education, while the Army, Navy and Marine bands will do the musical honors.

Book containing 23 talks given last year is selling at the rate of 2,000 weekly.

BOSTON, Sept. 18.—United States Department of Agriculture is sponsoring a series of 15-minute programs covering all phases of agricultural activity over WAAB, Boston, and a Colonial network of nine associated stations. Speakers are rounded from State departments of agriculture, farm bureaus, granges, fairs, etc.

Mickey 'n' Minnie For Lifebuoy Soap

HOLLYWOOD, Sept. 18.—Contracts are reported closed for Lever Brothers' sponsorship of Walt Disney's Mickey Mouse radio program, starting in October. Agency for the advertiser is Ruthrauff & Ryan. Latest asking price on the program was given at \$1,000 per shot for the rights.

Program will precede the Al Jolson show for the same advertiser.

Wheaties' Blurbs Start Feud; Sports Editor Vs. Announcer

CHARLOTTE, N. C., Sept. 18.—The radio-newspaper feud here flared anew this week when Jake Wade, *Charlotte Observer* sports editor, and Bomar Lowrance, WSOC sports commentator, squared off verbally over the broadcasting of baseball games sponsored by General Mills for Wheaties.

Editor Wade in his daily "Sports Parade" praised Allah that the broadcasts would soon be over and the public would no longer have to eat a bowl of Wheaties with every base hit as dished out by the WSOC sports announcers.

B'klyn Stations Examples of What Not To Be, Says Stewart

Retired FCC Commissioner, in dissenting brief, said WEVD should be given better wave length—Brooklyn stations charged with faulty program control

WASHINGTON, Sept. 18.—"Stations WARD, WBBC, WLTH and WVFV seek renewal of licenses. These stations afford an excellent illustration of what radio stations should not be. Difference between them is the difference between bad and worse. The several applications for renewal of license should be denied." This week at the Federal Communications Commission this was revealed as the dissenting opinion of Commissioner Irwin Stewart, written for the June 29 decision, day before he retired to private occupation.

Radio Writers Plan Union Member Drive

NEW YORK, Sept. 18.—A change in organizational plans is being made by the Radio Writers' Guild, Authors' League affiliate, to boost membership. First procedure was of an informal nature and "volunteers" asked writing friends to sign up. Guild now feels that a method calling for more salesmanship is needed and is listing names of potential members and using regular organization methods to enlist them, including "follow-up" procedure.

Guild attorneys will eye the proposed constitution next week, prior to its submission to membership for approval. Members have been classed in three groups: (1) freelance; (2) agency or network staff writers; (3) "top money" writers who also produce and farm out writing jobs. It is understood that the constitution will provide for control by the freelance and employed groups.

Nominees will be selected within the next two weeks for the coming November election.

Further Charges Face Smith, Segal

WASHINGTON, Sept. 18.—Further charges of improper conduct and irregularities in practice have been brought against attorneys Paul M. Segal and George S. Smith by Federal Communications Commissioners Craven, Case, Sykes, Payne and Walker in an order to consolidate these charges with those already filed for disbarment proceedings to be heard before the full commission October 5.

New charges list the formation of Commercial Broadcasters, Inc.; Great Western Broadcasting Association, Inc., as dummy applicants for licenses to broadcast at Moorehead, Minn., and Provo and Logan, Utah, respectively. Also included was the charge that an application was filed by the attorneys for Geraldine Alberghane, when she was allegedly not the true applicant. Previous charges against the men were preferred last May 19.

WEW Gets New Owners

NEW ORLEANS, La., Sept. 18.—A. S. Foster, former commercial manager for Radio Station WWL and Father Wallace A. Burke, Jesuit priest, signed a contract this week in St. Louis for acquisition of WEW, an indie, operating with 1,000 watts on 780 k. c., part time. WEW is a Jesuit station, also operators of WWL here.

Case which had stirred this thought was the struggle for facilities on 1400 kilocycles between existing Brooklyn stations and some that were proposed and which had previously had two hearings. His fellow Commissioners Frall (deceased), Sykes, Brown and Case distinguished merits in the case which Stewart could not see.

The United States Broadcasting Corporation wanted to renew its license for WARD, or to move its transmitter or to transfer its license to the Kings Broadcasting Corporation. Majority decision observed that WARD had thru defective equipment broken down, had not exercised the proper supervision of foreign language programs, and that improprieties and irregularities in the operation of the station did not warrant renewal. Disposing of the first request in this manner the commission felt no further need to consider the two remaining applications.

The Brooklyn Broadcasting Corporation wanted to renew its license for WBBC, or modify its license to take over three-fourths of the available time on 1400 kc., and to renew its license for the WBBC auxiliary transmitter. Majority decision concluded that granting of all three requests was in the public interest.

Voice of Brooklyn, Inc., asked in one application to renew its license for WLTH and in another to assign the license to Kings Broadcasting Corporation. Almost duplicating the circumstances of WARD the commissioners again denied renewal of license, which also disposed of application for assignment.

WVFV

Paramount Broadcasting Corporation put in four applications, to renew license for WVFV; to modify the operating hours, to permit changes in station equipment and to permit transfer control of the corporation. Commission decided to renew the present license, ignored proposed extension of broadcasting time, granted permission to make changes in equipment and granted permission for transfer of Paramount control to Mrs. Eva D'Angelo from her brother-in-law, Anthony D'Angelo.

Thus two stations were sentenced to silence, one station had its hours increased and one station remained practically the same. However, in the same decision two other applications for privilege on 1400 kc. were disposed of.

Debs Memorial Radio Fund, Inc., now sharing time on 1300 kc., applied to the commission to permit moving Station WEVD from Manhattan to Brooklyn and modifying license to full-time operation on 1400 kc. The commissioners agreed that finances and equipment of WEVD were adequate but was offered insufficient proof to establish that proposal would better serve public interest. With this denial WEVD remains on 1300 kc.

The Brooklyn Daily Eagle Broadcasting Company, Inc., requested a construction permit to establish a new station in Brooklyn on 1400 kc. and submitted proposed financial organization, but this did not convince commissioners that station would be financially sound. Application was denied.

This closed another chapter of application (See BROOKLYN STATION on page 10)

What Next?

WASHINGTON, Sept. 18.—A yodeling contest has been started by Ronald Dawson, producer of WOL's Barn Dance.

It's to give city slickers who think they're better hillbillies than the real Tennessee boys a chance to test their vocal cords.

Program Reviews

EDST Unless Otherwise Indicated

"Feature Foods"

Reviewed Monday, 9-9:30 a.m., CDST. Style—Women's show. Sponsor—Participating advertisers. Station—WGN (Chicago).

A little less chatter and punchier lines would improve this new, rather loosely hung food show. Martha Crane and Helen Joyce handle commercials and suggest helpful hints to the housewife ably enough, but presentation would be strengthened with better scripts. Slightly different treatment will be given to the program each morning excepting Sunday. One morning a week a guest speaker will air opinions on household problems.

Entertainment on the opening show was expertly handled by the Three Graces, song trio; Lawrence Salerno, singer; Harold Turner, pianist, and Harold Stokes and his accordion. Other WGN acts will be used thruout each week. Misses Crane and Joyce concern themselves mostly with plugging various food products of the different sponsors, ending up answering questions sent in by listeners. Lew LaMar does the announcing. H. H.

"Dot and Pat"

Reviewed Wednesday, 5:15-5:30 p.m. Style—Songs and patter. Sustaining on KDKA (Pittsburgh).

Plenty of personality to this mixed vocal team and, while lacking anything like operatic qualities, they keep to the pleasant easy stuff. Peppy personality helps put them over.

Formula is simple. Making love on the air, the couple duel in repartee and pop songs that make oldtimers yearn for the good old days. Outstanding bit, however, was not verifying or chit-chat but some between-lines humming and vocal acrobatics.

Pleasant, sentimental dish with popular appeal. M. F.

Irwin Elliot, the Wordcaster

Reviewed Monday, 8-8:15 p.m. Style—Grammar lessons. Sponsors—L. Grossman Sons, Inc. Placed direct. Station—WMEX (Boston).

Irwin Elliot has been annexed by John E. Reilly, WMEX program director, to conduct a Monday thru Thursday quarter-hour stint on the correct usage of the king's English. Elliot possesses an interesting radio personality and is showman enough to make his subject one of fascinating composition and listening.

He attempts to make it a fiction story. His sole purpose is to build a knowledge of words and how to use them. This he sets out to impart to his listeners, and he makes the subject flexible and adequate for the most restless loudspeaker enthusiast.

Elliot emphasizes troublesome pronunciations, the story behind words and phrases, wrong usage, maintaining consistency in all departments, correct annotations, origin of our present-day sayings, etc. Program is not too long, it is educational, constructive and should be of help. S. J. P.

"Beatrice Fairfax"

Reviewed Thursday, 2:45-3 p.m. Style—Advice to the lovelorn. Sponsor—Gold Dust Corporation. Agency—B. B. D. & O. Station—WOR (MBS network).

To people who enjoy her *Beatrice Fairfax Advice to the Lovelorn* column, Marie Manning's radio program will have plenty of appeal. It's slanted for the woman who buys Silver and Gold Dust and should be peaches and cream to plenty of them. Those who can solve their own problems, probably listen to hear others' grief, which makes everybody happy.

"Miss Fairfax" answers letters sent in by the worried. Letters or resumes of them are read to her and she answers them. Her voice is rather deep and possesses a mature quality quite fitting for a show of this nature. There's no attempt to gush or go Sunday school but rather a practical view of general problems is mentioned.

One man was worried about the company his daughter kept; a school girl

was unhappy because she had no party dress; a couple who had sublet their house found it almost in ruins; another woman wanted to know if she should encourage a new swain. All were advised to do the sane and somewhat obvious thing. As long as there are lost souls who need advice programs of this type will find an audience. Fortunately, there's no attempt to capitalize on misery. It's simple and laden with human interest. B. H.

"A Star Is Born"

Reviewed Monday, 9-10 p.m. Style—Play. Sponsor—Lever Bros. Agency—J. Walter Thompson. Station—WABC (CBS network).

Cinderella simple was this radio production with Janet Gaynor, Robert Montgomery, Lionel Stander, May Robson and Lou Merrill, but it was pleasant and didn't drag too much. Miss Gaynor has dodged radio thus far and with fairly good reason. Her radio acting lacks color or any suggestion of intensity. It is bland and indifferent and her role in the film of the same name called for some display of character. Montgomery was adequate, particularly after he got warmed into the spirit of the thing. May Robson, whose part was considerably cut from that in the original film version, exhibited feeling and poise in her brief interludes.

The trite yarn of a stage-struck gal who made good and clung to the drunk-en ex-name who helped make her is a natural for film fans. Radio production was fairly even, tho here and there were spots which did not blend together any too well.

Guest players of the Cecil B. DeMille production included Sid Grauman and John Leroy Johnston. Grauman discussed the Hollywood shrine where the footprints of flicker biggies are immortalized. Femme outstanders were cited by Johnston in a brief appearance.

Plugs are quite heavy and the awkward device of planting a commercial sketch withing the play was used. B. H.

"Zenith Foundation"

Reviewed Sunday, 10-10:30 p.m. Style—Dramatizations. Sponsor—Zenith Manufacturing Company—Agency—E. H. Brown, Inc. Station—WJZ (NBC network).

A showmanly conceived program, the first few offerings of this series simply horsed around and got nowhere. Trouble is that the showmanship apparently stopped with the conception of the idea. This program needed trumpeting, good and loud, by way of publicity, dealer plugging and tie-up ads in the dailies. Advertiser is taking the theory that by teasing listeners a little more each week, before actually getting into the subject of the show—mental telepathy, according to report—the audience will build. It might have been true in the early days of radio—it might have been—but not now. Producers of the show flatter themselves that listeners will think about their program to that extent.

Until the telepathy angle actually does enter the picture the program remains largely a question mark. So far, the shows produced have been aimed to make listeners more receptive to the now skeptically regarded "science" of telepathy, and to this end the similar skepticism which attended the invention of wireless, steamboat, etc., is stressed by way of well-done dramatizations.

Meanwhile Zenith had better page a showman. J. F.

Grandfather and Grandchild

Reviewed Sunday, 1:30-1:45 p.m. Style—Story telling. Sponsor—John Kohler Clothing Company. Agency—Placed direct. Station—WDAS (Philadelphia).

That it's only noontday matters none; program pattern on this one calls for the granddaughter begging for a bedtime story of her grandad. And with Jewish folklore affording a wealth of material, threads should never wear thin. Aimed to reach the Jewish foreign language listener, story-teller caters to their likings by going extra heavy on the emoting. Histrionics of this school belittle

the dramaturgy of *East Lynne* or *Uncle Tom*.

Initial stanza was a timely topic; story told of his seeking supplication on Holy Night for his bedridden son. Prayer proved the right solution. Commercials on opening and closing are pruned properly and the grandfather's ability to hold attention makes good sales talk.

Juve takes the child's role, Mildred Cohen, with the lion's share scripted to the oldest, Dave Gerberg. Has a fine appreciation of dramatic nuances to weave the tale. It's heavy stuff, but capably done, and the old generation thrives on it. Rides weekly during the station's Jewish program period. ORO.

Question Box

Reviewed Friday, 1:30-1:45 p.m. Style—Street interviews. Sponsor—Gulf-spray (Gulf Refining Co.). Agency—Young & Rubicam, Inc. Station—WBT (Charlotte).

Glib ad-libber Lee Kirby shoots Professor Quiz type questions at passers-by herded up by an assistant in front of a leading Charlotte hotel. Kirby fires two questions at each victim and rings cowbell if he gets a wrong answer. If questionee happens to be ready with tricky math problems or adept at identifying quotations Kirby sometimes keeps shooting questions until he trips him. Regardless of correctness of answers, all interviewed gets cans of Gulf-spray. Hot zam! Kirby reads a one-minute commercial midway in program and another at close. Kirby keeps the program running smoothly and ad libs neatly when a questionee gets stuck or stagefright.

Announcer runs on a breezy patter with each one questioned and keeps victims from feeling ill at ease. Kirby works in plugs for product thruout program, such as, upon handing can of Gulf-spray to a questionee, "Let's spray the insects will quit bothering you." S. J.

BROOKLYN STATION

(Continued from page 9)

cations and appeals for Brooklyn facilities on 1400 kilocycles, but further hearings of the cases may be asked from the U. S. Court of Appeals or even the Supreme Court.

Differing points between the opinions of Commissioner Stewart and other commissioners were that Stewart believed none of the Brooklyn applications should be renewed and that WEVD should be given the facilities. Balance of Dr. Stewart's dissent follows:

Stewart's Opinion

"Kings Broadcasting Corporation seeks to be the assignee of the licenses of stations WARD and WLTH, and Kings County Council, Veterans of Foreign Wars, seeks permission to acquire control of Station WVPW. A licensee whose operation of his station does not merit renewal of license should not be permitted to escape the consequences of his conduct by assigning the license to others. The applications for assignment should be denied.

"Brooklyn Daily Eagle Broadcasting Company seeks a new station on the time to be made available by the deletion of the present stations on 1400 kilocycles. . . . Indications are that the proposed station would be another run-of-the-mill mediocre broadcasting station of which there are now too many in the New York area. The application should be denied.

"Station WEVD seeks full time operation on the 1400-kilocycle channel which will be freed by the deletion of the stations now on that channel. The record shows that Station WEVD is one of the few stations in the United States which places public service above private profit and gives appropriate emphasis to the statutory obligation to operate in the public interest. It has operated to provide a medium thru which all sides on public question might be presented and has especially sought to make its facilities available to minorities. Its best time has been devoted to the public rather than to advertisers. Operation on full time instead of its present half time would substantially increase the field of usefulness of an already useful station. The reward for operation in the public interest should be forthcoming wherever possible. The substitution of WEVD for the four stations now operating on 1400 kilocycles would most emphatically be in the public interest. The application should be granted."

The following day ended Dr. Stewart's term of office to which he had previously declared as not wanting re-appointment.

Promotion Shorts

WDSU, New Orleans, put on a successful Wheaties Day at the New Orleans Pelican Baseball Park last week when kids under 16 were admitted to the baseball game upon presentation of two Wheaties box tops. Free tokens and souvenirs were given all kids and small hats bearing slogan, "I listen to WDSU." Special section of grand stand hold 5,000 kids, taking advantage of "tops" admission. Several days before WDSU put on Fourth Annual WDSU Day at Pontchartrain Beach, lakeside resort of New Orleans, when 50,000 jammed park. A Wheaties-eating contest was a feature, while "tops" again proved a free gate to all concessions and boardwalk.

The United States mails are used by KFRO, Longview, Tex., to promote the station's pulling power. A bluish-green envelope contains two red boxes. One is headed "Cut yourself a slice of America's richest empire," while the other shows an oil gusher. A "balloon" reads, "How you can make money out of oil."

Mail received from KIDO, Boise, Ida., contains a short reprint from *The Idaho Daily Statesman*. Proof contains part of an article in *Forbes* magazine showing Boise to be a top market.

Weekly time schedule issued by KFEL, Denver, is being eyed by other stations. Several have contacted John Blair's New York office to secure information about issuing such a bulletin for their own promotion. Other outlets repped by Blair will issue their own schedules soon. Gene O'Fallon is KFEL manager.

Two original dramas "by that sterling American playwright," Maxwell Anderson, are being ballyhooed by NBC in a booklet. The cover is done in old-fashioned billposter style. It's a change from much of the streamlined stuff reaching the desk and an eye-catcher. Two plays are guaranteed to be "Offensive to None!"

ACCOUNT PLANS

DETROIT, Sept. 18.—Two new accounts, signed by Brace Beemer, Inc., are eying radio for coming campaigns. Lewis Purses, Inc., will use an ether stanza, and Practical Diesel Training Company will sign for Chicago, Cleveland, Toronto, Buffalo and Detroit time. TASTYEAST and Beverwyck beer schedules will probably be set within the next few weeks. Peck office has the accounts.

KSL, Salt Lake City, has added the following spot accounts: Grayson Dress Shop, Maxfield Coal Company and Felt Radio Company. Flint Distributing Company has renewed.

BULOVA will probably add again to its schedule of time announcements. Placed by Biow Agency.

JULES CHAIN Stores Corporation and Alkine Laboratories have signed for time on WNEW, New York.

PROVIDENCE Loan, United Loan and Durham Dairy bought spot announcement on WDNC, Durham, N. C. American Oil Company and American Tobacco Company renewed.

GORTON PEW Fisheries Company, Inc., Gloucester, Mass., using spots to advertise its fish products on KYW, Philadelphia. Placed thru H. B. La Quatte, Inc., of New York.

TWO accounts heard last season on KYW, Philadelphia, return to the air on WFIL. Sears-Roebuck, placing thru the Lavenson Bureau, will again use the *Junior Thriller* series. Abbotts Ice Cream Company, thru Foley Agency, limiting to spots instead of a variety show.

E. R. RICHER, advertising manager for Hart, Schaffner & Marx, is planning an elaborate campaign to mark the golden jubilee of the founding of the clothing concern. Advertising will be on a spot basis for both radio and newspapers, co-operating with local dealers.

Christian Hansen Laboratories have placed a 13-week program on WMCA, New York, for Junket. Thru Advertisers' Broadcast Company.

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Any Size or Quantity. For Example.
50 (1 Subject) 8 x 10 for \$3.25
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One-half Deposit With Order, Balance C. O. D.

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80 West 40th St., NEW YORK.

Band Reviews

Don Renaldo and His Los Vaqueros

Reviewed at the Arcadia International House, Philadelphia. Style—Tango band.

Instrumentation: Don Renaldo, violin; Al Riti, accordion; Joe Di Pietro, guitar; Nino de Acetas, bass.

The exotic and suave rhythms of Latin leaning are expertly executed by this foursome, serving as the relief band in the smart supper-club environs of the Arcadia International House. With a musical understanding of the spirit to be conveyed in this motif, their interpretations are authentic, fairly dripping with the essence of the Old World.

Selections are well balanced, running the gamut from bolero to waltz. Tone and technique of Renaldo, fiddle lead, are more than adequate for the mood inspiring, contrasting the bellowing of Riti's accordion. Bass and guitar foundation makes it a well-balanced combo. And it's all sold in showmanly fashion. No music sheets or stands for the distraction. Foursome group around the microphone and hit it from memory.

Guitar strummer occasionally chants in the native tongue, but his pipes are poor.

Orodenker.

Socarras and His Magic Flute

(With the Cubanheirs)

Reviewed at the Harlem Opera House. Style—Rumba and popular band.

This is one of the most unusual six-piece orchestras we've seen around town. The leader plays the flute, often doubling on the clarinet and sax. He is backed by a triple sax section, drums and a guitarist doubling on violin.

The instrumentation is not too queer and the music is definitely distinctive. Having a tripping, piping flute lead a quick-tempoed rumba is something. It is very pleasant for listening and in addition okeh for dancing. The flute is so rarely emphasized in local Latin and swingy music that it comes as a welcome relief.

The boys as a result produce swell rumba and tango music and then surprise by playing standard American stuff with equal competence.

An outfit worth watching. Dents.

Sterling Young's Orchestra

Reviewed in the Rose Room Bowl of the Palace Hotel, San Francisco.

Instrumentation: Lee Pfeider and Boyd Meath, trumpets; Honce Snodgrass, trombone; Kenneth McIntosh, bass; Kenzie Coffey, drums; Dale Brown, piano; Gil Dagenais, guitar and songs; Max Walter, Gene Burt and Vic Francione, saxes; Sterling Young, violin.

Here is perhaps the most promising band on the Pacific Coast. Except for one man, its members are all under 30. Young is 27, but is a musical veteran, having been playing the fiddle since he was seven.

He has worked with Arnheim, Earl Burtenett, Jimmy Grier, Flo-Rito and recorded with Crosby. His band's style is somewhat along the lines of Ted Flo-Rito and Hal Kemp. He leans toward sweet music and features odd combinations of instruments on some numbers, often using a celeste and bass clarinet. He uses his violin in most numbers, never playing on the high string and achieving the effect of a viola.

The orchestra has been organized 25 months. Has played many Southern California spots. Played an engagement at the Palace last year and was most enthusiastically received. Early next year Young will take his band to the Stephens Hotel, Chicago.

Vocalists are Gil Dagenais and Donna Lee. A trio is made up of these two and Boyd Meath.

The sterling music of Sterling Young is sure to make itself heard sooner or later all over the land. Kelly.

Local 802 Lacks Quorum at Meeting

NEW YORK, Sept. 18.—Membership meeting of musicians' Local 802 will be continued at Palm Garden one week from Monday, the meeting last Saturday having failed to retain a quorum long enough to take up important business.

Matter of increasing the salaries of administrative officers is expected to come up for disposition.

Now You Know Who Is To Blame

CHARLOTTE, N. C., Sept. 18.—Station WBT here claims to be the real reason why the Big Apple dance swept within a few weeks' time from an obscure Negro night club to nation-wide popularity.

Bill Schudt Jr. saw the dance taking high favor at the beach, looked into its beginning and sent a special events man to Columbia, S. C., and the Big Apple night club to get the originators for an air show.

Thus he gave the first big airing—on the ether or in print—to a dance that has since swept the land. Immediately after the Negro entertainers appeared on the WBT program they were swamped with booking offers. Theaters in all sections began staging Big Apple contests, with winners going to New York for stage appearances.

Rubinoff's Big K. C. Appearance

KANSAS CITY, Mo., Sept. 18.—An orchestra composed of 50 members of the Kansas City Philharmonic group will play with Dave Rubinoff at the Jubilesta Tuesday in the \$6,000,000 Municipal Auditorium.

Rubinoff is the only Jubilesta star returning from last year's show, first sponsored by the city. Also on his program will be Alec Templeton, pianist.

More than 14,000 persons jammed the auditorium in 1936, when Rubinoff made his first professional appearance here since 1927. He left the Midland Theater then after being its first orchestra director.

Pubs Code Date Set for Oct. 4

WASHINGTON, Sept. 18.—Conference for pop music publishers will be held October 4 in the main hearing room of the Federal Trade commission to discuss trade practices. All members of the industry will get a chance to voice their ideas on music publishing.

Trade commissioners hope that publishers can voluntarily and co-operatively consider and formulate, subject to commission approval, trade practice rules for elimination and prevention of unfair methods of competition. Prime problem will be "song plugging."

MAURIE MERL, general manager for the Tin Pan Alley Music Company, Philadelphia, has returned to his office from Chicago after a two months' business trip thru the Midwest.

Vocal Arrangements Now Big Business; Ritz Offices, Etc.

CHICAGO, Sept. 18.—Composition of vocal arrangements is a comparatively new business that has skyrocketed into tremendous proportions in the last couple of years. Leaders in the field here claim its success is due largely to the musical education radio has given theater and night club patrons and the keen competition prevailing in the talent ranks.

And now only few singers or acts using only incidental vocal work would think of appearing on a floor or stage without some arrangement of a musical property that fits their personality or type of act. Where in the old days a plain chorus of *Dinah* was good enough for an introduction of any act, the same act now wants a striking musical entrance.

As a result, dozens of musicians and would-be musicians now turned arrangers are asking fancy fees for their services. The biggest ones here are getting from \$200 up for the arrangement of a single tune, while in the lower ranks the boys will accept anything they can get and in return hand over a sheet of music that passes for an individual song embellishment.

One or two of the veterans in this

Musicians Vie for Breaks as Name Bands Invade Pictures

More and more big bands sign for films, providing chance for standout musicians—many picture stars started as bandmen—name bands in good spot

NEW YORK, Sept. 20.—Now that the picture moguls are casting such loving eyes on bands, ambitious musicians are now studying their mugging more carefully than their notes. With more and more musicians getting a foothold in the picture studios, bandmen are looking to pictures for lucrative contracts. Setting the pace have been Fred McMurray, former trumpeter; Buddy Rogers, who used to be a trombonist; Lew Ayres, a banjoist before he was picked up by talent scouts in Hollywood; Rudy Vallee, a saxophonist

who made good; Louis Armstrong, whose role in the next Bing Crosby picture will be a speaking featured part; Bing Crosby, who used to be a drummer before turning crooner; Dick Powell, who played the trumpet once, and Ben Bernie, fiddler. All of these bandmen developed into picture personalities, using their music ability for bits only. Then there are personalities like Phil Baker and Jack Benny, who always have been performing musicians rather than musicians who could also entertain.

Ray Noble is the latest musician to get a break in pictures as a personality. He has a featured role in the new Fred Astaire picture, appearing as a dumb Britisher and playing a regular comedy part. Jack Marshall, trombonist for the Benny Meroff Band whose comedy work is being called sensational, is taking a Warner test this week. Segar Ellis, band leader, is another who has been getting film work quite regularly. Johnny Davis is dropping out of the Fred Waring gang to push his film career after his fine work in *Varsity Show* (Warners).

Cab Calloway, Ina Ray Hutton, Duke Ellington, Benny Goodman, Fats Waller and Paul Whiteman are among other bands that have appeared in full-length musicals. Scores of name and near-name bands have worked in shorts, of course. The bands who got the biggest buildups in pictures have been Whiteman, whose band was the first to ever have an entire picture, *King of Jazz*, built around it, and Waring, whose band is the basis for the entire picture, *Varsity Show*.

A late development has been the use of symphony names, such as Leopold Stokowski and Andre Kostelanitz.

With more name bands than ever before being lined up for picture work, individual musicians as well as the band leaders see great opportunities. There is always the chance they might stand out sufficiently to get further film chances.

New Bands Open In Pittsburgh

PITTSBURGH, Sept. 18.—This week's first fall cold snap brought three new bands. Opening Longview Farms last night was Al Fremont and orchestra, culled mostly from younger members of last season's Pittsburgh Symphony. He succeeds Steve Mathews, Farms fixture for almost six years.

Back after an Atlantic City summer date, also Friday, was Etzi Covato and band at the Italian Gardens.

New Willows, lifting the curtain on its winter room, has Bob Clayman, now under MCA.

Set for the New Penn September 24 is Jack Denny.

Lifting the Schenley Hotel curtain next week will be Howy Baum and band, outfit formerly led by Will Roland. Opening the new William Penn Hotel Italian Terrace October 1 will be Dick Stabile.

Unannounced yet are plans for the Plaza Cafe, which will reopen under Freda Pope's management, and the Roosevelt Hotel Room, which last year played week-end orchestras.

SID DICKLER, Pittsburgh band leader, was in New York last week closing some booking deals. He is also interested in the management of Val Garvin's Band, which opened a three-week engagement at the Orchard Club, Pittsburgh, last week.

ASCAP Quarterly Meeting Tuesday

NEW YORK, Sept. 18.—Quarterly meeting of the availability committee of the American Society of Composers, Authors and Publishers will be held Tuesday to work out the ratings of the different publishers. Committee includes J. J. Bergman, Louis Bernstein, Max Dreyfus, Walter Douglas, Walter Fisher and Gustave Schirmer.

Matter of ironing out the problem of availability ratings of the publishers has never been fully settled by ASCAP, the last committee appointed to settle the question never reaching a definite decision.

Attempt has been made to secure a more mechanical means of determining the rating so as to eliminate the human element.

Midwest Ballroom Season Looms Big

AKRON, O., Sept. 18.—East Market Gardens, downtown ballroom here and one of the largest in Eastern Ohio, has reopened, and again under management of C. A. Sarchet. Jimmie Raschel played for the inaugural session. Ballroom has been reconditioned and will operate Mondays, Thursdays and Saturdays.

YOUNGSTOWN, O., Sept. 18.—Tony Cavalier's Nu Elms Ballroom will launch its new season October 2 and 3 with Vincent Lopez's Orchestra for the opener. Will play mostly bands of the middle bracket, with an occasional big name. Ballroom is being reconditioned. Cavalier will continue operation of the Mansion, his summer dance spot, until late this month. Don Dunham's Band will wind up in the band stand there.

area are now planning to expand their enterprises by opening modernistic suites of offices and dividing the business into various departments. The hired staff will handle the less important assignments while the execs will pay personal attention to the top-figure customers.

An average patron, arrangers state, is now hard to please with stock versions of tunes, due to the elaborations of similar tunes given over the airwaves. A singer must have individual arrangements as a result in order to get more than passing attention.

The strictly legit arrangers will not sell an arrangement to anyone before a thoro study of his work.

Because of the lightning-speed consumption of popular tunes arrangers have been making heavy dough. A number of singing performers, while continually buying arrangements of hits to lend freshness to their tunes, are equipped with standard songs that are good for an indefinite period of time.

Musicians who have been working with studio and night spot bands and using their arranging talent as a sideline are steadily deserting the ork ranks to make arranging a full-time job.

Cats Keep Hot Spots Running

Highbrows go low in search for jazz — Onyx goes de luxe—music goes round

(Continued from page 3)

orks dishing out commercial and colorful dance arrangements. The speakasies had to offer some form of entertainment—the noisier the better—and the four and five-piece hot bands just filled the bill. Besides these bands would work a grind stretch from 9 at night to 6 in the morning for peanuts (and sometimes the peanuts were mighty small and sometimes the racketeer owners of those days would pay off in the dark). But the musicians didn't care; they were playing the way they wanted to play deep in their bones and that was the only thing that counted.

Chicago Hottest of All

During prohibition Chicago became the great hot town. (It still is America's swing center.) From 1924 to 1930 a hundred or more cellar dives sprouted all over the North and South Side and the masters began to make jazz history. Those were the days when Louis Armstrong held forth at the Sunset Cafe, when Frank Teschmaker (who played the purest clarinet and is considered by many to be the moving spirit behind the Chicago style of jazz) gave out at the My Cellar, when Muggsy Spanier was drawing scores of musicians to the Columbia Music Hall on North Clark street, when the greatest of them all, Bix Biederbecke, roved all over the Windy City with his trumpet and his sensitive musicianship. Strangely enough, for a short time after repeal there was an upsurge of hideaways and about 500 "taverns" sprang into existence. Today there are still at least 50 hideaways in Chicago where musicians congregate and jive. The Subway and the Three Deuces, where Roy Eldridge plays, are two outstanding hot hangouts. Harry's New York Bar, which is swankier than the genuine hideaway, books good hot bands and attracts many cats, as does the Winona Gardens.

New York has never been a really great swing town. Too much attention is fastened on big spots and big names. Manhattan is a celebrity-loving place. Fifty-Second street's Famous Door, which gave Louis Prima his start to fame, is gone, but the Onyx Club and the Hickory House remain. A walk down 52d street reveals that at least a half dozen places like them are preparing to open this fall. All of them advertise "real hot bands." Whether these new spots can succeed in attaining that difficult combination of good hot music and colorful atmosphere that go to make a real hideaway remains to be seen. Nick's Rendezvous in Greenwich Village and Harlem's Brittwood Cafe are in the true hideaway tradition right now in New York.

If you can get into the colored Harlem Artists' Club—admission only by membership or guest card—after 4 a.m. you can hear real jamming. All the hot

Bruno Kern's Forecast

Note: This new weekly feature is designed as a service for band leaders, enabling them to anticipate songs that should reach front ranks of popularity in the near future.

This week's selection:

AN OLD FLAME NEVER DIES, from the musical "Virgins" at the Center Theater, New York. Published by Robbins.

men in Harlem and Manhattan go there after working hours. They bring their instruments and play as long as they like. Louis Armstrong, Billie Holiday, Chick Webb, Joe Marsala, Lucky Millinder, Bill Robinson and scores of others go there to relax. Sometimes the boys decide to have a "cutting" contest and when they try to outplay each other this way you can hear some ferocious gut-bucket. Cutting contests and band battles are a mainstay of the dyed-in-the-wool hideaway. When Louis Armstrong first came to New York he cut practically every ranking trumpet player and so established his supremacy.

Still Swinging Everywhere

In the swing towns of other years, New Orleans, St. Louis and Memphis, hideaways are on the downgrade. New Orleans' Perdido street, which once resounded with the musical clashes of rival parade and funeral bands, is relatively quiet these days. Louis Prima's brother leads a band down there, however.

Kansas City is plenty hot and has within the last year produced two of the most sensational colored bands in the business: Andy Kirk's and Count Basie's. Los Angeles has a number of dives on Main street where hot musicians play, and there is the Famous Door in Hollywood, where Stuff Smith scratches merrily away on his fiddle. Boston's Scollay Square boasts a few hideaways and Philly has the Parrish and Kit Kat cafes. Detroit is weak on swing these days, since the American Federation of Musicians local there nixed the habit of handsmen to sit in on jam sessions. Union claimed this practice gave the management more than it was paying for. (It would be just too bad for Chicago if Petrillo got such a notion into his bean.)

The popularity of swing made things hard for hideaway operators because the big bands went on a hunt for musicians who could play the type of jazz the public was demanding and took away hideaway musickers. Jess Stacey, for example, was working a grind stretch for \$25 a week when Benny Goodman found him. Dave Tough, the great drummer, was hired by Tommy Dorsey and has made a grand comeback since his hideaway days.

On the other hand, when swing became the thing many sophisticates and highbrow slummers began to hang around the musicians' hangouts. Slick mags like *Esquire*, *Vanity Fair* and *The New Yorker* ran feature articles on 52d street and Satchmo became as well known a name as Schiaparelli on Park avenue. However, when the alligators (hot musicians' term for amateur lovers of hot jazz) start patronizing a hideaway the musicians get disgusted and go elsewhere. Many of the alligators are genuine devotees and will go out of their way to hear a hot musician they have read about. So the oldtimers can still find jobs. Bessie Smith, who was the first great colored blues singer, still sings in Atlantic City and Philly dives. Jelly Roll Morton, who wrote many hot classics after the war, thumps a piano in a Washington, D. C. cellar, and Meade Lux Lewis, considered by many to be a top pianist, is still working in Chicago.

Musician Patronage a Problem

In one sense the hideaways are a training school for jazz musicians. Louis Armstrong says: "One good jam session with some good free players will sometimes teach a man more than playing six months with a regular band." That explains why so many musicians instead of going to bed after they've finished a long stretch with a commercial band will go to a hideaway and jam for three or four hours. This, however, is none too happy a situation for the hideaway proprietor. He's in business to sell drinks, and too many musicians come down just to listen and play. Red MacKenzie, a great hot singer, had to close his 52d street spot last year because the place was crowded with

Reviews of Records

By M. H. ORODENKER

Brunswick

ART SHAW and his solo senders cut a shuffling spree, a swiny St. Louis syn-copating on both sides for *The Blues* (7947). For his premiere on this label BUNNY BERIGAN blows jam-up for *I Can't Get Started*, a condensed cleffing of his performance on Victor's swing symposium. And with Chick Bullock batting out the bary vocal, barrels *Rhythm Saved the World* (7949).

JOE RINES, another comer to this stable, cuts smoothly the dance incantiveness of *Bambalina*, from *Wildflower*, and a full-fashioned *Put on Your Old Gray Bonnet* (7948).

With the barkeeper's jostling of the cocktail shaker making the rhythmic accomp for the triple-tonguing trumpeters, HORACE HEIDT goes stompy to introduce his *Intoxicating Rhythm*. In direct contrast the Brigadiers succumb to the hula urge, swaying dreamily for *Little Heaven of the Seven Seas* (7949). The King Sisters harmonize and Alvino Rey fingers the ohms and amperes of his guitar to add that touch of completeness.

Variety

GEORGE HALL passes on his smooth and silky Hotel Taft cheek-to-cheek urge for *Remember Me?* and *Am I in Love?* (623). Dolly Dawn and Michael Bruce splitting the vocal assignment. DOLLY DAWN takes over the label's identity for subdued but beaucoup mellow song painting for *You've Got Something There* and *Have You Got Any Castles To Spare, Baby?* (621).

Tenor sax star CHARLIE BARNETT picks his own crew, and with the unrefinedness of pick-up crews makes for a distorted *Shame on You*, and with a poor blending of the fem voices piped by the Four Stars blast no better for *If You're Ever in My Arms Again* (627).

BARNEY BIGARD, with the elite of the Ellingtonians, accounts for a relished recording, both sides composed on the spot. Juan Tizol got one of those inspirations that gave him *Caravan*, this time an exotic Cuban strain for his valve trombone to give a *Moonlight Fiesta*. Duke Ellington plucked his keyboard for the platter mate, and after Bigard, Harry Carney, Rex Stewart and Sonny Greer had their say called the excitement *Sponge Cake and Spinach* (826).

LUCKY MILLINDER got a hankering to raise a ruckus, and with the swing

musicians who were having a good time — on just one beer.

Joe Helbock, who is probably the world's most successful hideaway operator, says otherwise. He claims musicians made his Onyx Club. Says Helbock: "Musicians are good drinkers and, believe it or not, they're good payers." Starting seven years ago as a tiny speak-easy, with Joe Sullivan banging out piano music, the Onyx quickly caught on with musicians, radio gentry and others in the music trade. Helbock tried to give the musicians service, so the Onyx soon became the music hangout. He would cash their checks, receive telephone messages for them, store their instruments and solve their domestic problems. On Sunday nights musicians like Manny Klein, Dick McDonough, Jimmy Dorsey and Benny Goodman would come down and join Sullivan in some impromptu music making. Today the Onyx is a modernistic room with air-conditioning, but it still has one of the finest hot outfits anywhere in John Kirby, Frank Newton, Buster Bailey and the other Spirits of Rhythm.

Still it's a far cry from the swanky Onyx to those Chicago nights in 1927 when Bix and Frank Trumbauer ("Tram") were making inspired music in smoky cellars half filled with drunkards and racketeers. Music so inspirational that even its creators were unconscious of its importance. Music that has elicited the admiration and even imitation of serious composers like Ravel and Stravinsky.

The Billboard would like to hear from musicians as to what their favorite after-work hangouts are or have been. Write to Music Editor, The Billboard, 1564 Broadway, New York.

choir modeling a la Redman induces the raucous chanting of a *Camp Meeting Jamboree*, hosannas after cotton-picking time with *My Old Kentucky Home*, *Old Man River*, *Swanee River* and the traditional *Gonna Raise a Ruckus Tonight*. And to double it Lucius LeRoy lifted his lads to Killarney to rag-cut around *When Irish Eyes Are Smiling* (824), to which the Gaelic gates will either shudder or shout.

Victor

Adding a trumpet, that of Harry James, to the B. G. foursome, LIONEL HAMPTON lends his name to the label to jive his vibes for *Confessin'*, and for bang-up beatings at the drums socks a suitcase special in *Drum Stomp* (25658), in melody passages *Crazy Rhythm*.

TOMMY DORSEY gives the classics a go-by and turns to the pash pops for his swingeroo, weaving that motif for *Night and Day* and *Smoke Gets in Your Eyes* (25667). It's neat noting on every count unless you'd rather take these melodies straight.

In all probabilities his swan song on this label, BUNNY BERIGAN beats out his best couplet to date for a congo-rhythmic *Caravan* and some wacky tooting to boot in *A Study in Brown* (25653).

GUY LOMBARDO makes sweet music for dreamy dancing with the hit-bound *You Can't Stop Me From Dreaming* and brother Carmen's *In a Little Carolina Town* (25656).

PLATTER CHATTER—A Gershwin memorial pocket album is offered by the Victor Red Seal, the *Rhapsody in Blue*, orchestrated for full symphony, with Arthur Fiedler conducting the Boston "Pops" Orchestra and the solo passages by Jesus Maria Sanroma. . . . *Strike Up the Band* makes an apropos and contrasting disc doubler. . . . The beloved bary range of Nelson Eddy accounts for a Victor Red Seal album of Twelve Beloved American Songs, Nathaniel Shilkret accounting for the orchestral coloring. . . . Irene Wicker, radioland's Singing Lady, tells her children's stories for a Decca label, taking six sides for *Hansel and Gretel* and *The Sleeping Beauty* fables. . . . CBS Swing Club brought forth another swing quintet that's a notch to match the Ray (See Reviews of Records opposite page)

Sheet-Music Leaders

(Week Ending September 18)

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

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

1. My Cabin of Dreams (Berlin) (2)
2. Whispers in the Dark (Famously) (1)
3. Harbor Lights (Marlo) (3)
4. So Rare (Robbins) (4)
5. That Old Feeling (Feist) (9)
6. Afraid to Dream (Miller) (10)
7. First Time I Saw You (Santley-Joy) (5)
8. Moon Got in My Eyes (Select) (15)
9. Have You Got Any Castles, Baby? (Harms) (11)
10. Sailboat in the Moonlight (Crawford) (6)
11. Remember Me (Witmark) (2)
12. Yours and Mine (Robbins)
13. Josephine (Feist) (14)
14. It Looks Like Rain (Morris) (7)
15. Loveliness of You (Miller) (13)

PHONOGRAPH RECORD best sellers will be found on page 86.

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Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAJ (NBC) and WABC (CBS), between 5 p.m. and 1 a.m. weekdays, and between 11 a.m. and 1 a.m. Sundays, from Friday, September 10, thru Thursday, September 16; and also, for comparative purposes, from Friday, September 3, thru Thursday, September 9. Ratings are based on the number of combined network plugs for each song.

Also listed under Independent Plugs are the combined plugs for each song on WOR, WNEV, WMCA and WHN for the same period.

The symbol "F" after the title of a song denotes it originated in a film; symbol "M" indicates derivation from a musical production.

This census is collated and compiled by The Billboard staff from data supplied to The Billboard by the Accurate Reporting Service.

Position	Title	Publisher	Plugs	
			Sept. 10-16 Net. Ind.	Sept. 3-9 Net. Ind.
1.	That Old Feeling (F)	Feist	40	24
2.	Have You Got Any Castles, Baby? (F)	Harms	33	22
3.	Remember Me (F)	Witmark	32	16
4.	Whispers in the Dark (F)	Famous	31	19
4.	So Rare	Robbins	31	14
6.	My Cabin of Dreams	Berlin	29	17
6.	Afraid to Dream (F)	Miller	26	14
7.	Yours and Mine (F)	Robbins	24	17
7.	Stardust on the Moon	Marks	24	15
8.	First Time I Saw You	Santly-Joy	23	22
8.	I Know Now (F)	Remick	23	9
9.	Moon Got in My Eyes (F)	Select	21	22
10.	Stop, You're Breaking My Heart (F)	Famous	19	13
10.	Harbor Lights	Marlo	19	6
10.	So Many Memories	Shapiro, Bernstein	19	6
11.	One Rose	Shapiro, Bernstein	18	8
11.	In a Little Carolina Town	Crawford	17	6
12.	Blossoms on Broadway (M)	Famous	17	2
12.	Can I Forget You? (F)	Chappell	16	18
13.	Me, Myself and I	Words & Music	16	12
13.	I'm Feelin' Like a Million (F)	Robbins	16	9
14.	Big Apple	Crawford	15	12
14.	Loveliness of You (F)	Miller	15	9
14.	You Can't Stop Me From Dreaming	Remick	15	5
15.	Posin' (M)	Chappell	14	13
16.	Am I in Love? (F)	Witmark	13	9
16.	The Shag	Ager, Yellen	13	6
16.	Moon at Sea	Mills	13	5
16.	You and I Know (M)	Robbins	13	5
16.	Roses in December (F)	Berlin	13	5
17.	Smarty (F)	Popular	12	12
17.	Vieni, Vieni!	Witmark	12	2
17.	Moonlight on the Highway	Morris	12	1
18.	Where or When? (M)	Chappell	11	15
18.	Ebb Tide	Popular	11	7
18.	You've Got Something There (F)	Harms	11	6
18.	At a Little Country Tavern	Superior	11	4
18.	Something to Sing About (F)	Schlurmer	11	2
18.	Caravan	Exclusive	10	15
19.	Satan Takes a Holiday	Lincoln	10	15
19.	Sailboat in the Moonlight	Crawford	10	14
19.	Cause My Baby Says It's So (F)	Remick	10	13
19.	It's the Natural Thing to Do (F)	Select	10	11
19.	Old King Cole (F)	Harms	10	7
19.	We'll Ride the Tide Together	Peull-Pioneer	10	4
20.	Lovely One (F)	Feist	9	10
20.	You Can't Have Everything (F)	Miller	9	6
20.	Am I Dreaming?	Davis	9	5
20.	Goodbye, Jonah (M)	Robbins	9	5
20.	Little Fraternity Ptn (F)	Words & Music	9	3
20.	Don't You Know or Don't You Care? (M)	Feist	9	2
21.	If I Can Count on You	Ager, Yellen	8	13
21.	Folks Who Live on the Hill (F)	Chappell	8	7
21.	Love Me!	Red Star	8	4
21.	Pardon Us, We're in Love (F)	Miller	8	3
21.	When You Dream About Hawaii	Kalmar-Ruby	8	2
21.	If You Were Someone Else (M)	Robbins	8	1
22.	Love Is on the Air Tonight (F)	Harms	7	8
22.	You're My Desire	Mills	7	7
22.	On With the Dance (F)	Harms	7	5
22.	An Old Flame Never Dies (M)	Robbins	7	3
22.	Danger, Love at Work	Miller	7	1
22.	Why Talk About Love? (F)	Hollywood	7	0
23.	All God's Chillun Got Rhythm (F)	Robbins	6	11
23.	Lady Is a Tramp (M)	Chappell	6	7
23.	All You Want to Do Is Dance (F)	Select	6	6
23.	Josephine	Feist	6	4
23.	If You Ever Should Leave	Chappell	6	4
23.	Miller's Daughter, Marianne	Shapiro, Bernstein	6	3
23.	I Can't Give You Anything But Love	Mills	6	3
23.	Crying Mood	Davis	6	3
23.	Darktown Strutters Ball	Feist	6	2
23.	It Looks Like Rain	Morris	6	1
23.	Make a Wish (F)	Feist	6	0

Plugs on minor stations were omitted for Tuesday, September 14, in the Accurate report.

Turn to our Amusement Machines, Music Section, for listing of the five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalion) for the week ending September 19.

REVIEWS OF RECORDS—

(Continued from opposite page)
Scott and Bert Sheffer brigades. . . . We refer to Chick Webb's wedding of flute, clarinet, piano, bass and drums. . . . Johnny Call and Tony Gattuso are duetting their nimble-fingered guitar work for Victor.

Bluebird

RUDY VALLEE again goes Piccadilly for his platter matings and with his Gentlemen Songsters cuts a musical comedy version of Noel Coward's Mad

Dogs and English Men, from the Third Little Show, and the melodic English tavern folk waltzer set to American barber-shop harmonizing. Whiffenpoof Song (7135).
SHEP FIELDS ripples the rhythm of Stardust on the Moon and Blossoms on Broadway, and with Lou Halmay dipping his arranging pen in the swing opuses has set the style for Caravan and Satan Takes a Holiday (7136, 7138).
FRANKIE REYNOLDS, a new name for bluebird buyers, fails to impress with stock swing syncopation for the fox-trotted waltzer Paradise and Chicken on the Apple (7137). Latter side is labeled

Music Items

Who says contact men don't work for their money? Billy Campbell (MARLO) and Al Giannini (REMICK) traveled 800 miles in Billy's Ford, over Labor Day, just to get a plug out of Lloyd Huntley, who's playing at Montreal's Mount Royal. Huntley is Canada's biggest bid for fame since Guy Lombardo decided to stay Yankee. The boys stayed at an Indian reservation over the week-end. P.S.—They got the plugs.
Encountered in Joe (Hickory House) Marsala's room last week, Campbell and Giannini were working their something or other off trying to get results from Marsala, who has a WNEV wire. Said Campbell, after every other argument had failed, "You're a wop and I'm a wop, so play Harbor Lights." Marsala still shook his head. Said Campbell: "You used to drive a truck and I used to drive a truck, so play Harbor Lights." Marsala actually started his career driving a truck in Chicago. Sometimes when the pluggers start putting the finger on him too hard he wishes he was back in that truck.

Tempo Club President Hugh W. Schubert has written Exclusively and it becomes the first fall release of WHITNEY BLAKE.

Both songwriter and contact man is Abel Baer, who's now exploiting his I Won't Take No for an Answer (SCHUSTER-MILLER).

Altho advertising it widely during the past two weeks, FEIST will not publish Sweet Varsity Sue, the Charley Tobias-Al Lewis-Murray Mencher tune featured in the forthcoming 20th Century-Fox Life begins in College. Unbeknownst to FEIST, REMICK had purchased the cantata before it was spotted in the film musical and, despite the Fox-Feist tieup, REMICK will publish and plug Sweet Varsity Sue this week.

CBS orchestra leader Ray Block, who's also interested in MAJOR MUSIC, approached the Hal Shenker publicity office recently with a proposition to ballyhoo Pitch a Little Woo, which song was recently acquired by Major. Tune originate from Dixie, where, it seems, to pitch some woo is the collegiate phrase for necking. Major wants the Shenker praisery to popularize the phrase among the Eastern colleges. Campaign gets under way next week when Northern U's reopen, and first shots will be aimed at the undergraduate dailies. With the colleges unshuttering again we can expect the usual 57 varieties of football songs and The Sweetheart of Sigma Chi. Warner Bros. should have released nationally their Varsity Show at the end of this month, instead of September 4, to take advantage of the resurgent collegiate spirit. Would have helped HARMS better to put over tunes from the pic like Moonlight on the Campus.

SCHUSTER-MILLER'S Rollin' Plains, from the Grand National cowboy film (which is really a horse opera), is getting plugs by Russ Morgan, Benny Meroff, Barney Rapp and Campbell's Royalists.

to cash in on the apple-dance craze, being a modern dressing for Turkey in the Straw. Operators have a hoe-down sander in their special release, yodeler BILL BOYD and his Cowboy Ramblers scraping it neatly for New Six or Seven Times and Fan It (7128).

Melotone

Styled for show gliding on the waxed boards in lively tempos are bary warbler CHICK BULLOCK and his Levee Loungers for Afraid to Dream and the Loveliness of You (7-10-03); guitar ace DICK McDONOUGH and Barry McKinley for the song stories, with Love Is on the Air Tonight and Have You Got Any Castles, Baby? (7-10-04); and least inspiring, GENE KARDOS, with Jerry Baker handling the vocal assignment, for The Lady From Fifth Avenue and Old Man Moon (7-10-06).

ART FARRAR, back in home-town Pittsburgh after engagements in Detroit, is making a movie short with his band for Atlantic Screen Service.

CRA Gains In New York

11 bands working local spots, as against 3 a year ago—NBC wire inducement

NEW YORK, Sept. 18.—Consolidated Radio Artists is intrenching itself in this area. With only three of its bands spotted in local hotel or night clubs last year this time, it now has 11 already set. All but four have network wires set.
Russ Morgan and Lou Breese as main bands, and Charles Costello, in the cocktail lounge, are at the French Casino. Morgan and Reese are on twice a week over a WJZ wire. Frank Novak is CRA's first band in the Warwick Hotel. Jerry Blaine has been at the Park Central Hotel these past several months and has an NBC wire.

Ell Dantzig, popular in Brooklyn, is in for a build-up, the St. George Hotel seeking to exploit itself prior to the World Fair crowds. He opens at the St. George September 30, the hotel getting an NBC wire for the first time. He will go on at least twice a week.

Harold Nagel is at the Hotel Pierre without a wire, altho he does a sustainer over NBC. Rita Rio follows Mitchell Ayres' Band October 2 into the Hollywood Restaurant. The spot has a WMCA intercity wire now, but an NBC wire may go in with Rio.

Eddy Rogers, opening next Wednesday at the Radio City Rainbow Grill, will get a WJZ network wire twice a week. Cornelius Codoiban is expected to get an NBC wire when he returns to the St. Regis Hotel grill. Basil Fomeen, booked direct into the International Casino, is another CRA band set locally. No wire as yet.

With CRA strengthening its position locally, MCA and Rockwell-O'Keefe are getting some keen competition. They had formerly held almost undisputed sway in the more important hotel and cafe spots.

CRA's tie with NBC and the availability of an NBC wire for only line costs has no doubt aided CRA in making the progress it has locally.

Band Once Overs

Caught on recent stage shows, CHICK WEBB AND HIS ORCHESTRA are emerging as one of the two best Negro outfits (the other's Duke Ellington's). Displaying Harlemese jazzology in its most violent form, Webb and his boys go to town with fast and dazzling performances that make your feet beat rhythm whether they feel like it or not. His brass section beats Ellington's, and credit for this must go largely to Taft Jordan's inspired trumpeting.

Webb has lately been featuring an interesting quintet combo: Guitar, piano, clarinet, flute and Webb at the battery, which plays a more relaxed and upper-register type of swing. Webb's snare-beatings are sensational. He can play 32 measures of solo drum without tiring your ears.

Ella Fitzgerald's ultra-hot vocals in slow tempo help. She seems to get more brilliant every time, and really sends. Zolotow.

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Fall Season Brings Avalanche Of Cafe and Hotel Openings

New York sets pace for rest of country—Int'l Casino finally opens—summer not so hot in Philly, A. C., New Orleans—floor shows bigger—but salaries so-so

(Continued from page 4)

to introduce to America Jose Escarpenter, Cuban pianist, and his orchestra. Hilda Salazar, singer; Ramon Littee's Band, which is also taking a first bow locally, and the Havana Trio, headed by Panchito Elser, support Escarpenter.

Tony Vietro will blossom forth October 6 with La Marquise Club on the site of the former Cordon Rouge.

A handful of niteries headlong into business within the past few days, holding their own in face of the International Casino ballyhoo. Bravest of the crew was the venturesome El Dorado, which dared to open last night also. Trump card was Helen Morgan atop her piano as she comes out of voluntary two-year exile. Assisting her are Dave Fox, Peter Kara, Cordova Sisters, Freddy Bernard, Rita West, Bovart Sisters, Indian swingers and Cass Hagen's Orchestra. It's been eight years since Hagen played here last.

For a 14th season the Russian Kretchma became festive in a manner combining the gypsy and the Russian. Michel Michon, formerly of the Moscow Art Theater, tops the show. There follows Nadia Ludova, Mischa and his Cosack knife dance, Daria Birse and Volodia Katoff.

PHILADELPHIA, Sept. 18.—Biggest billing for the official fall opening at the nocturne spots goes to the date and not the talent. Nabobs are watchful and watchful, still keeping their budgets within summer limitations. And in most cases less. As a result no super-colossus attractions are being added to hypo the joints.

Adding to their current caution is a proposed Grand Jury investigation on vice and gambling here. That the town has been "wide open" all along was an accepted fact in inner circles. The district attorney has asked the court to direct the Grand Jury to investigate "systematic violations of the law."

In addition to the threatened expose of Philly gayety, niteries are feeling the pinch from financial quarters. Increased taxation, 44-hour week for fem employees and increased wages for musician, entertainer, waiter and bartender are making 'em all see red.

Report has it that a new combine of nabe niterie owners is being organized to fight the musicians' union on the upped scale.

Condition is keeping the Hotel Philadelphia supper room dark. Most of the dark spots have unshuttered, but for how long has everybody guessing.

ATLANTIC CITY, Sept. 18.—Local night clubs have just ended a disastrous summer season. A number of closings marked the summer, with many of the backers admitting they were sunk after the first or second week.

Outstanding closing of the week was Phil Barr's 500 Club. Club will stay closed.

Babette's will remain open until after the convention season, while Babette and husband, Dan Stebbins, take a rest in Florida. Tom Endicott's Dude Ranch closes this week, with Tom heading for California for the winter. Jack Kress's Castle by the Sea has folded. Ditto all the night clubs around New York avenue.

Lou Shapiro's Torch Club will keep going as a winter spot, as will Mike Trench's Neptune Inn. Frank Flore's Penn-Atlantic, which is a better winter spot than summer, will blossom forth with new orchestra and added features. Ralph Woloff closed his Paradise for another year. Renault Tavern on Boardwalk will close outdoor part and keep going with small front. Jack Stites's Bankers' Tavern will curtail but keep going. Pat Gallagher will make big play for winter business.

The Club Nomad announces it is one of few places which will continue summer schedule thruout winter, with Jack Rich continuing as emcee.

NEW ORLEANS, Sept. 18.—With the first signs of the passing of dog days

night clubs here and surrounding area are making ambitious plans for the influx of winter visitors. Several outdoor spots closed their doors this week, including the Casion at Pontchartrain Beach, Leon Prima's Penthouse at West End and the roof garden of the Washington-Youree, Shreveport.

It was a bad summer. Name bands played the Shreveport roof thruout the season and patronage was spotty. A late change from a spot band to a name crew at the beach failed, while Prima suffered an unusually wet season.

With Phil Harris due late in the month, the Blue Room of the Roosevelt here opens another season of MCA bookings. However, little pickup in patronage is due here before opening of racing season on Turkey Day.

Down in the Vieux Carre (Old Quarters) a dozen or so spots signified their intentions to book thru local agencies as usual with occasional "outside" guest stars at the season climax.

APPLETON, Wis., Sept. 18.—Rainbow Gardens, remodeled and redecored, staged its opening September 11 with six vaude acts, Gene Emerald, Ruth Javore, Margos Javore and Durand and St. Clair. Music by Tiny Hill, who has opened his regular winter engagement at the Ingla Terra Ballroom, Champaign, Ill.

TWIN LAKES, Wis., Sept. 18.—Carl Rademacher has opened his Wonder Bar here week-ends. Joe Musse and His Syncopators supply the musio. The spot boasts a 150-foot bar and a 75-foot cocktail lounge.

DETROIT, Sept. 18.—Club Saks, north end nitery, opened Friday with a return to revues following policy of dance music only this summer. Heading the first show was Dick Gale, emcee. Also on the program are Doryce and Freddie Drew, Dorothy Baline and the Harriet Smith Girls.

TEXARKANA, Ark., Sept. 18.—Two South Miller County clubs, the Three States and Big Oak, were padlocked last week thru Circuit Court ruling. Clubs of county all felt effects of bad name of one club when killing occurred a fortnight ago.

Cozy Corner Cafe was reopened this week by William McKinney following

Philly Cafes Fight Union's 25-Week Season Contract Rule

PHILADELPHIA, Sept. 18.—A one-man crusade against the Musicians' Local 77 new wage scale has been initiated by Arthur H. Padula, operator of the Arcadia International House. As a self-appointed spokesman for both musicians and nitery owners, Padula is taking the union to task for demanding a 25-week contract on night-club bookings and upping the increased rate where a contract is not forthcoming.

According to the increased scale, Padula, in a letter to the local's executive committee, pointed out hardships to musicians and employers bound by the 25-week clause. Charge is made that a contract made on Labor Day and, according to the letter of the law, expiring February 26 would make it too late for tooters to work the Florida resorts and too early to dicker for summer work.

Further, Padula charges, those unfortunate not to get a contract at the season's start must hang around for six months before they can hope for a permanent location. And for those being placed, Padula asks, "Why should any musician with any real ability be tied up six months in advance against the possibility of taking something better in the event that the opportunity should present itself within the six months?"

Padula, who has been delegated by the banks to regiment the town's class spots,

40,000 Frenchy Postcards A Week Keeps Cafe Packed

NEW YORK, Sept. 18.—Every week Leon and Eddie's mail 40,000 postal cards of tainted humorous character to patrons and enthusiasts living outside the city. In addition, says Eddie Davis, he keeps on tap unpublished and uncensored naughties to spring on the Middle Westerners trekking east to his 52d street establishment as the fastest and surest means of being quoted in distant parts.

Pitt Night Spots Prep for Winter

PITTSBURGH, Sept. 18.—Smoke looks like heavy pay dirt for niteries here, and the purveyors of both mellow music and flashy flesh are preparing to cash in for the winter.

Anticipated top-class spot for the spenders this season will be Hotel William Penn's new Italian Terrace, dancery being built on site of former dining room at a reputed cost of \$50,000. Chinking the once used but now outmoded Chatterbox, Manager Gerry O'Neill plans to herd his entertainment seekers into the novel room, which will seat about 400, feature almost-name bands, serve lunch, dinner, supper. Dick Stabile will open October 1, with fiancée Gracie Barrie as guest soloist the first night. Hotel will also continue entertainment in the Continental Bar, bringing in the (See PITT NIGHT SPOTS on page 18)

renovation and installation of air-conditioning. McKinney gained national fame a few seasons ago as the leader of McKinney's Cotton Pickers, colored band. Revue policy is being inaugurated, with Candyland, featuring Bill Johnson's Band, opening.

McCOMB, Miss., Sept. 18.—Kraener Roof Garden has opened under management of J. (Fish) Statham. Harry Walker and Cotton States Orchestra, with 14 players, soloists and dancers, booked for first week.

YOUNGSTOWN, O., Sept. 18.—The Blue Room of the Youngstown Hotel has opened for the fall and winter season with Phyllis Rathburn's Orchestra, featuring Marie Rem as vocalist, playing for dinner and supper and for Saturday afternoon cocktail. Spot has been completely renovated.

SALEM, O., Sept. 18.—The Silver Cocktail Bar in the Hotel Metzger Building has been reopened by Christ Parardos. The place will now accommodate 250 patrons at tables. Currently at the spot are the Four Versatilians.

Club Chatter

New York:

DWIGHT FISKE will begin his annual fall engagement at the Hotel Savoy October 1. . . . ANTONITA MORALES is teaming with Jose at El Chico while Patricia nurses an injured ankle. . . . BILLY KELSEY starts at the Hotel Victoria September 25. . . . BUDDY BRYANT has been booked thru Charles Merrick, of the Empire Booking Agency, for the Oliver Twist Club in Greenwich Village. . . . MARIE DOHERTY, pianist, and Jack Brown, emcee, at the Club Lincoln, will return to work following their marriage and a honeymoon trip to Mexico. . . . LENGTHY ENGAGEMENTS—Sixth week for Haynes and Raymond at Ryan's Rendezvous, Kew Gardens; eighth week for Claire Felix and Tomita at Ivan Franks. . . . HARRY DELLDOROTHY LEE office here reports booking Grace Kay and Billie Lavall at the Royal Pines, Lake George; Jimmy Costello and Elsworth and Cordero at the Gatineau Country Club, Ottawa; Jean Chadwick at the Embassy Club, Montreal, and Engels and Pearl at the Vienna Grill, Montreal.

Chicago:

ROYALE FROLICS opening won't get under way until next month. . . . HERBERT DEXTER, ventriloquist, off to Montreal for an engagement at the Chez Maurice. Scheduled to follow with Leon and Eddie's, New York. . . . PAUL MALL to Freddie's, Cleveland. . . . WOODS AND BRAY resting here before going to Boston late this month. . . . FRANK LIBUSE will be back from Europe October 1 and may go into the Hi Hat. . . . HARRY LAURICE, son of the magician, breaking in here as an emcee. . . . SUNNIE O'DEA delayed her trip to the Coast another month to fill a four-week engagement at the Roosevelt Hotel, New Orleans, for Phil Tyrrell, of the local Sligh & Tyrrell office. Rodrigo and Francine go into that spot Thursday following a brief vacation.

BALANTINE AND PIERCE moved to the Mounds Country Club, St. Louis. . . . THE ROGERS motored out to the Grey Wolf Tavern, Sharon, Pa., to open an engagement. . . . JACKIE COOGAN-LILIA LEE unit to play a club date for CRA here Saturday before heading south to fill dates set by the Dallas office. . . . EDDIE ELKORT, of MCA, was in Kansas City this week, doubling as stage manager for the office's Jubilesta. . . . ANDRE AND MICHELLE, dance team, in town to work this area. . . . FRANCES WILLS back from New York and playing a return engagement at the Stork Club.

Here and There:

ROLANDO AND VERDITTA are combining sight-seeing with their tour thru the West, playing at present the Mounds Country Club, St. Louis, following a booking at the Chateau Country Club, Milwaukee. . . . SHARLAN AND ALDYTH have gone into the Corktown Tavern, Detroit, for an indefinite stay, booked by Pete Iodice office. . . . JOHN HALE is dividing his spare moments between his new son and an emcee job at the St. Paul Hotel, St. Paul, until he heads for Hollywood in November. . . . KENN KING, Bobbie Larue and Jean Jannings opened at the Ballyhoo Club, Columbus, O., as emcee, vocalist and dancer, respectively, following their closing at the Village Barn, Virginia Beach, Va. . . . JACK WRIGHT has shifted from Detroit to Lima, O., for an indefinite engagement at Castle Farm.

FAITH BACON closed a four-day engagement at the Hofbrau, Canton, O. (See HERE AND THERE on page 33)

Shaw Joins O'Malley Agency

CHICAGO, Sept. 18.—Floyd F. Shaw, who recently resigned as entertainment director of the Medinah Club here, has become associated with David P. O'Malley in his club booking department. O'Malley agency has also moved into larger quarters as a result of its expansion program the last few weeks.

To Produce Girl Lines

DETROIT, Sept. 18.—Stage Arts Schools, Detroit and Chicago, are beginning production of lines of girls for night spots. Peggy Lou Snyder is director of both schools. A number of girls who worked clubs for the summer will be affiliated with the school. First lines go out about November 1.

Boston Combos B.O. Standouts

Met's million and quarter for 52 weeks—Keith does million in 34 weeks

BOSTON, Sept. 18.—Both the Metropolitan and RKO Keith theaters here have been realizing phenomenal business, primarily the result of the stage shows. The business has been consistent, with the Met grossing around \$1,250,000 for 52 weeks and the Keith close to \$1,000,000 for 34 weeks. Met's combo policy is all-year-round, while RKO goes straight pix during the summer months.

The Keith's grosses since September, 1936, along with the attractions responsible, were: Bill Robinson, \$32,000; *Glorified Follies* and *Three Stooges*, \$27,000; Joan Marsh co-headlining with Sarah Churchill and Vic Oliver, \$27,000; Morton Downey, \$22,000; Russell Patterson unit, \$20,000; Fats Waller Ork, \$19,000; NTG unit, \$29,000 for eight days; Eddie Cantor, \$49,000; Ethel Waters and unit, \$25,000; A. B. Marcus unit, \$15,000; Jimmy Savo, \$24,000; Ken Murray, \$44,000 (New Year's show); Sally Rand and Benny Fields, \$25,000; *Moulin Rouge Follies*, \$23,000; *Mardi Gras* unit, \$19,000; Leon Errol and Louise Beavers, \$18,000, and Olsen and Johnson, \$18,000.

Also George White's *Scandals*, \$34,000; Ritz Brothers, \$38,000; Edgar Kennedy, \$17,500; Cab Calloway, \$24,500; NTG repeat, \$23,000; *At Home Abroad* unit, \$20,000; *Stums of Paris*, \$19,000, and *Glorified Revue* together with *St. Moritz Follies*, \$20,000.

Met's grosses are aided by strong pix product and some of the figures turned in were: Glen Gray and ork, \$30,000; John Boles and Fred Allen amateur unit, \$38,000; Dick Merrill and Al Donahue Ork, \$11,500; Dave Apollon unit, \$39,000; Hal Kemp Band, \$23,500; Harriet Hector, \$28,500; Red Nichols' Ork and Blackstone, \$20,000; Tim Ryan and Irene Noblette, \$28,000; Molly Picon, \$24,000; Clyde Lucas Band, \$25,000; Horace Heidt Ork., \$23,500; Phil Baker, \$25,000; Francis Lederer, \$21,000; Jane Withers, \$51,000; Xavier Cugat, \$48,000; Major Bowes unit, \$23,000; Fred Waring Ork, \$43,000; Herbert Mundin, \$27,000; Ray Noble Ork, \$25,500; Belle Baker and Steph Fetchit, \$32,000; Eddy Duchin, \$25,000; Judy Canova, \$32,000; Benny Davis unit, \$17,500; Frank Crumit and Julia Sanderson, \$22,000; Roger Pryor Band, \$28,500; another Bowes unit, \$20,000, and Jane Pickens, \$21,500.

Martha Raye's appearance at the Met topped all records with a gross of \$58,000. The week of July 22, it was the biggest in the house's 12 years, only beaten by the \$61,000 of the Mae West *I'm No Angel* pix, a winter date.

Altho the Met's grosses run higher, the Keith's profits have been higher in accordance with smaller operating costs and inexpensive films.

Ann Corio's Boston Date

BOSTON, Sept. 18.—Ann Corio, star of burlesque, has been booked by RKO for an appearance at the RKO Keith Theater here week of October 14. She will get \$1,500 for the week, with Charles W. Koerner, RKO division manager here, planning to use her in production and also exploit her as a graduate of burlesque along with Fannie Brice, Bert Lahr, Jack Pearl, etc.

Philly Booker to New York

PHILADELPHIA, Sept. 18.—Tony Phillips is another of the local bookers to branch out with a New York office. His office there will be in charge of Lew Ferry, formerly associated with the Charles Blum office here. Harry Biben and Eddie Sherman have had New York offices for some time.

Stanley, Pittsburgh, Success

PITTSBURGH, Sept. 18.—Box-office grosses move ever upward for Stanley Theater stage shows here. Last week Eddy Duchin cracked the all-time one-day record with an \$8,200 take Labor Day and broke band figures with \$27,500 for the six days. This week manager Harry Kaimine announced that Fred Waring and his Pennsylvanians would a six-day stint for \$10,000 next month.

Cashing In

NEW YORK, Sept. 18.—Ads in the St. Louis papers this week advertising a big show for tomorrow night at the Municipal Auditorium there, sponsored by Larry Sunbrook's National Radio Artists Association, caused a lot of comment here this week.

Among the attractions listed in the ads were "Bub and Bubbles" and "Gomez and Yolanda." Nat Nazario, manager of Buck and Bubbles, had I. Robert Broder, attorney, wire Sunbrook to cease using the billing of "Bub and Bubbles," which Sunbrook returned-wired that he would do. No comment was heard from either Gomez and Winona or Veloz and Yolanda on the other billing.

Branford, Newark, Buys a Stage Show

NEWARK, N. J., Sept. 18.—Warner's Branford Theater goes flesh this Friday (24), with Will Osborne's Ork and Mitzl Mayfair on the show. No other stage bookings have been set by Warner to follow, but it is understood that flesh will be used there whenever attractions are available. Other theaters here are still arguing with the musicians' union. The Paramount has been battling for more than two years, with nothing settled yet.

A recent example of musician demands was seen at the Shubert. House opened the fall season with *Tobacco Road*, in which no music is required at all. The musicians demanded a band be used or the other union help would be called out. As a result Manager Ray Payton has a band playing in the corner of the lobby from 8 to 8:30 every night.

If musicians would relent in demands it would probably mean that all first-run houses would put in stage shows and go single features. This would mean a better selection of pictures and work for those involved in stage shows. Also, with the resultant surplus of pictures the Mosque would be able to open.

Memphis Orpheum Reopens

MEMPHIS, Sept. 18.—Orpheum Theater here opened last night with a combo policy after being dark since last May. Anton Scibilia's *Walkie Nights* was the opening stage show.

CHICAGO NOTES: Mort Ruben, manager of Orpheum, Springfield, Ill., was at his home in Aurora, Ill., for the holiday. Ditto Sam Ward, local press agent, who went to Memphis. . . . Anton Scibilia left town with the *Walkie Nights* unit. . . . Max Turner dickering for a Roxyette line for his initial show of the season. . . . Ina Ray Hutton and band going into Chicago Theater week of October 8. . . . Jackson, Mills and Reeve will be in the State-Lake line-up week of October 15. . . . Jack Fine's unit opens in Sioux City, Ia., Friday. Show will play full-week dates in Milwaukee and Chicago before heading East. . . . Morey Amsterdam expected back from the Coast Thursday. Has been visiting Mabel Todd, his wife.

SINGLE DAY vaude shows at Woodside and Willow Grove amusement parks, Philadelphia, come to a halt with the season's closing. . . . Zasu Pitts, Shaw and Lee and a third return engagement for Marjorie Gainsworth have been set for the October show at the Earle, Philadelphia. . . . Fay's, Philadelphia, bringing in Jack Steck, local radio personality, to stage amateur and auction nights.

HARRIS AND SHORE open at the Fox, Detroit, October 1. Following last week's engagement at the Chicago, Chicago, team has been resting up at Norman Harris' home in Bridgeport, O. . . . Shirley Lloyd, slated for the RKO Keith, Boston, this week, was stricken with an appendix attack opening day and was rushed from the train to the Boston City Hospital, where surgeons operated.

FATS WALLER Ork has been given three weeks by RKO, starting September

Brandt Circuit Working on N. Y. Vaude Revival Plans

Figure four houses as starter—idea is smaller edition of Para band policy—seek union co-operation—move result of poor pix and circuit opposish

NEW YORK, Sept. 18.—The Brandt Circuit, local indie picture theater chain, is preparing plans for vaude, according to Harry Brandt and his brother, Billy. Harry Brandt feels sure that the circuit will be able to bring back vaude to this city, the move being made because of poor film product and strong opposition of the major circuits. Billy Brandt reveals that the flesh policy will be a smaller version of the Paramount Theater band policy playing to low admissions and that this policy is planned for four theaters as a starter. The four houses figured to get this flesh policy, according to Billy Brandt, are the Windsor, Bronx; Audubon, Manhattan, and the Flatbush and Halsey, Brooklyn. The actual starting of this policy, according to the Brandts, depends upon the co-operation of the unions, seeking demands that will be in keeping with the small capacities of the theaters and the fact that 25-cent admissions will be charged. Billy Brandt says the co-operation of the picture producers will be sought also since any extensive vaude development will be valuable to them in securing talent. Co-operation of picture companies is sought in the matter of better film product.

Chicago Agents Must Have Authorization

CHICAGO, Sept. 20.—Agents selling talent to local bookers are now required to produce an authorization from the act they claim to represent. This action is being taken by the B. & K. booking department, which was besieged by agents claiming exclusive representation of the same acts and thereby causing no end of confusion.

Lou Lipstone, head of the department, explains that most of the headache was caused by the acts, who are constantly switching agents. When an act would be wanted by the office a trio or more agents would want credit for the booking. As it stands now the agent in possession of the authorization note will get the business.

Bands for Palace, Chicago

CHICAGO, Sept. 18.—Success of the band policy at the competitive Chicago Theater is stimulating a couple of try-out orchestra bills in the RKO Palace, beginning October 8. Fats Waller comes in first, followed by Fred Waring's outfit.

Bines at RKO, Boston

BOSTON, Sept. 18.—Dave Bines has been signed by the RKO Keith Theater here to produce show for several weeks. He is bringing in a troupe of 24 girls with him.

Vaudeville Notes

30 in Boston. A troupe of 16 Apple Dancers has been booked to work with the ork. . . . Sally Rand is going into Boston for RKO also, this time with a new dance. She will play there in November. NTG is booked for the house in November also. . . . Clarence and Claude Stroud are booked back on the Vallee air show for another guest shot a week from Thursday. Morris Agency is also arranging theater dates for them. . . . Carlos Romero, West Coast stage producer for Fanchon & Marco, is in New York on an idea-scouting trip. . . . Al Bernie, who opened Friday at the Roxy, New York, will leave in two weeks to go to the Coast with Rudy Vallee.

THE RIMAC's Ork will remain in Paris at the Mogador featured with Mistinguette in the revue, *Ca East Parisien*, until September 27. Act then goes to the Scala, Berlin, for the month of October. Did a recent broadcast for a French wine concern and has been signed for five more. . . . Connie Mitchell has been booked as featured act for the San Francisco Food Show to be staged at the Civic Auditorium there from October 9 to 16. . . . Jack G. Van has several units working and in rehearsal. *Casino Revels* is playing in South, *Broadway Brevities* is working the Gus Sun Time, *Viva Rumba* opens October 1 in the East and an all-girl unit opens October 15 in the Midwest. . . . Marita Eilin is current at the Teatro Hispano, New York, following her run at the Crystal Club, Virginia Beach. . . . Alfred Stern resigned from the staff of Radio City Music Hall. He was a member of the production department and a staff costume designer.

Harry Brandt revealed that his circuit has more theaters equipped with stages than any other circuit in the city. Also, that if the vaude policy is successful in the few houses, the circuit intends to establish a big vaude circuit in the city. He was certain that the plans would work out for an early starting, saying that a sufficient appropriation would be set up for this idea to give it a fair trial.

Harry Brandt further revealed that the establishment of such a policy is necessary in view of the poor business being done with the circuit's present crop of pictures. The situation being further aggravated by the opposition of the larger circuits, involving extended picture runs, low admission prices and promotional nights, such as Screeno and other giveaway schemes.

Troy Vaude Delayed

TROY, Sept. 18.—Proctor's Theater will not start tomorrow with four-day vaude policy, as RKO had planned. Trouble with the musicians' union has caused an indefinite postponement of the combo policy. House was to split the week with Proctor's, Schenectady, which opened Thursday with a three-day vaude policy.

Jack Kalcheim Moves

CHICAGO, Sept. 18.—Jack Kalcheim, local agent, is moving his offices from the State-Lake Theater Building to the Oriental Theater Building Thursday and will share a suite with Will J. Harris. Kalcheim states that he has formed a tieup with Harry Kilby, of New York, whereby they will handle each other's club bookings locally.

K-A-O Declares Dividend

NEW YORK, Sept. 18.—The board of directors of Keith-Albee-Orpheum Corporation has declared a dividend out of capital surplus. The dividend is \$1.75 a share on the 7 per cent cumulative convertible preferred stock. It is for the quarter ended March 31, 1934, and is payable on October 1 this year.

Arnetta's Pix House Dates

NEW YORK, Sept. 18.—Henry Arnetta's personal appearances are taking him into straight picture houses on dates lined up by the Fanchon & Marco Agency. Following four days at the State, Hartford, Conn., starting October 12, he will go into the Paramount, Newark, and Fox, Brooklyn, weeks of October 17 and 24.

3 Acts Return to Europe

NEW YORK, Sept. 18.—Barr and Estes, Arren and Broderick and Ray Sax have been booked back into Europe by the William Morris Agency. They are scheduled to open October 25 in London in a revue which will follow later with a road tour.

Loew's State, New York

(Reviewed Thursday Evening Sept. 18)

Chick Webb and ork, the Harlem swing-on-downers, are repeating here within a couple of weeks, and probably were the draw for most of the packed house that was on hand at this show. The pix, *Topper*, does not seem like a draw, altho it is good entertainment. Show is again trimmed to four acts, the result of the 31 minutes occupied by the Webb Band, Show, as entertainment, is satisfactory enough, but there have been a whole lot more interesting shows here. Bill runs pretty close to an hour.

Bert Nagle and Girls, the swell novelty, is the quickie opener, much too quick for the fine work. A distinct novelty, tho it is an old familiar already, with Nagle doing an outstanding take-off of a cat in his romping about the stage and lower floor. A couple of other tables work nicely with him, especially the lassie who does neat acrobatics.

Mark Plant is another quickie, doing three numbers which he delivered in excellent voice. His singing is improving regularly, and that's saying a whole lot for he always had a good voice. Sells better than the average baritone, too. The swell applause was increased by the fact that he's the husky type the femmes admire.

Sid Marion, aided by Madelyn Killeen, has ditched his Dutch dialect and is now serving his comedy straight. It's for the better, with Marion selling his stuff very expertly and to the bargain employing a corking stock of chatter. There were plenty of laughs in the act. Miss

Killeen makes an attractive foil for him and also does fair at singing.

Chick Webb and ork have the closing honors, with the house taking to the swell music all the way. Not as much enthusiasm, however, as at his recent appearance, and maybe it was too quick a booking. Effect could have been heightened by more and better specialties, altho Ella Fitzgerald is still a sock with her clever singling. The dance couple, Smiles and Smiles, were very average, while the other specialty was Charles Lynton, singer, who did okeh. Other bits are out of the band, when the boys step front for musical innings, such as that jam session. Chick's hot drumming is a big hit, and in general the music is a treat, plenty hot and cleverly arranged. Miss Fitzgerald is on towards the close of the act, going as big as usual. *Sidney Harris.*

Palace, Chicago

(Reviewed Saturday Afternoon, Sept. 18)

Lack of novelty makes way for a draggy stage bill, in for two weeks with Universal's hope chest, *100 Men and a Girl*. It's a clean session, however, and a couple of turns are quite entertaining.

Variety Gambol (four boys and three girls) opens with ballet, acrobatic and spring mat work that is not as speedy and sensational as that of some of their competitive aggregates. Should plan a more climactic outline, buttressed by their stronger tricks at the finish.

Chuck and Chuckles deuced with familiar colored-boy talk and hoofing. Little novelty in this type of act anymore, as combo house patrons get exactly what they anticipate. Boys have lots of personality, tho, and make a winning combination despite the absence of the surprise angle.

Cappy Barra Swing Harmonicas, pumped by seven neatly dressed lads, show-stopped with lively arrangements and some great singing by one of the members. Their forte is hard, co-operative work and the net result is highly gratifying. Even their stock numbers gain new blood thru their expert operations.

Block and Sully held on for 15 minutes with material that is old but, judging by the response at this show, also funny. Make a likable couple, a factor that helps many of their gags garner laughs. Nothing offensive in the act, which is to their credit.

Mayris Chaney and Edward Fox closed with soft and graceful dance work. Hardly at its best in a closing spot, but their routines in themselves have an admirable combination of good training and pleasing delivery. Waltz and musical comedy numbers highlighted at this spot. Their pianist is sandwiched in with a dull Italian-lingoed song during which she tosses some flowers to the front-rowers. Slows up the act.

Business very good first show Saturday. *Sam Honigberg.*

Roxy, New York

(Reviewed Friday Evening, Sept. 17)

Well-produced show at the Roxy this week with plenty of color talent. House, however, seems to be relying on the same stars time and time again. Policy seems okeh to the audience, tho, judging by the treatment accorded the acts.

Theme of show is rhythm, with lots of tom-tom stuff incorporated in the production. Gae Foster girls show better than average routines, costumes, lighting and mounting all combining to make the chorus ensemble numbers very engaging. Best piece is the finale, built around Ravel's *Bolero*. Development of mood and action here is excellent.

Nick Long Jr. and Nadine Gae supply the dancing. Appear both singly and coupled. Most showy turn is one in which both demonstrate different dances, including Charleston, Black Bottom, cake-walk, etc. Movement is free and limpid. Long, in his tap turns, displays his usual facility, and his rapid chatter with the Foster line adds pep.

Bob Ripa, artist of balancing and juggling, found the audience easy to handle. Work is fast, looks well, and Ripa does not resort to the old gag of making his turns appear more difficult than they are. Reason is that they are so obviously tough. Stunts involving transferring of balls from one balanced

stick to another score neatly. Gets the audience in the game with ball throwing and exits nicely.

Marjorie Knapp and Don Gordon, singers, dressed in rakish costumes, do a singing turn. Gordon opens with *All God's Chillun Got Rhythm* and Knapp follows with *On Revival Day*. It's a rather smart, tho very short turn, and is given nice production by the Foster line, who jingle the *Chillun* tune with bells on their ankles.

Al Bernie, impersonator, scores the most distinct hit on the bill. Opens with a takeoff on the Shadow in a sketch yclept *Murder at the Coconut Grove*. Various celebrities are incorporated in the piece, notably W. C. Fields, Charles Butterworth, E. G. Robinson. A cute idea. Later gives Vallee, Hepburn and winds up with two beauties on Charlie McCarthy and Charles Laughton. Bernie had the patrons going all thru, his art being a combination of satire, caricature and straight dramatic ability. Tops in the field.

Pic, 100 Men and a Girl (Universal). House excellent. Paul Ackerman.

Fox, Detroit

(Reviewed Friday Evening, Sept. 17)

This was the biggest house seen at the Fox for the supper show on opening night in a long time, with credit for it divided equally between a stage show strong on footwork and the film *Wife, Doctor and Nurse*, tailored for the feminine clientele, who also found the *Jish* acts appealing.

Jack Kaufman's Orchestra opens with an overture, with Alma Phillips, promising new soprano. The 16 Gae Foster Girls open with an unusually athletic, well-timed rope-skip number in front of a huge cockeyed Washington Square set. They return with tall masts and single sails to do a series of gliding numbers in semi-darkness, while a singer gives *Red Sails in the Sunset* and other marine numbers. Their final appearance is in period costumes, doing steps of historic styles of the waltz thru several centuries.

The O'Connor Family (two men, a boy about 12 and a miss about 8) does all kinds of hoke, slapstick and some clever stepping. Little Patsy does several songs that show plenty of volume, if short on tune, for such a small youngster.

Three Heat Waves do animated nonsense in dialog and music, some of it in the Rufe Davis manner. One lad is a clever tap stepper. The finale is a fast comedy of free swing, infectiously hilarious.

Valentine Vox, with Buttons, has a novel ventriloquist routine, smoking and drinking while the dummy talks and later doing a split-voice duet with his mechanical partner. His real partner, Emily Walters, does a capable second, doing especially good work with a "baby" and a perfect imitation of sound.

Veloz and Yolanda come on to top the show. That rare feat of an audience absolutely breathless with interest and pleasure occurred during their first exhibition waltz number—a familiar routine done to perfection. A tango, with some fast shifts of position, pleased in similar fashion. A lively number, true humor in motion, closed the act, with their popular Champagne Waltz for an encore. *H. F. Reeves.*

Earle, Philadelphia

(Reviewed Friday Afternoon, Sept. 17)

Kenny Baker's *Mr. Dodd Takes the Air* (WB) on the screen and a nicely blended bill on the stage side, the resulting concoction again bringing out the town en masse. Opening show was a bit rough in the running going way over for 100 minutes. Proper pruning and tightening will shape the wealth of talent tip-top and give the populace another ace show.

Setting the customers on their ears with smartly styled songs, Ethel Shutta was easily the bill's biggest moments. Two or three tunes usually suffice for this clientele, but Miss Shutta had to beg off after five. Wins 'em over from scratch with *The Lady Is a Tramp*, sells the Briton banter of the mysterious Cyril Smith introduced to Rudy Vallee's audiences, *With Her Tucked Underneath Her Arms; Little Cowboy*, for juve in-

terest; Ethel Merman's hillbillying in *Red, Hot and Blue; The Ozarks Are Calling Me Home* and a whammo finish in the Micawberlike *She Was One of the Front Row Girls Pushed Back in the Rear*.

Among the most delightful dance doings this town has seen in some time is the tuneful tapping of piquant and pleasing little Mizzi Mayfair. Ankles only two turns, hardly enough to suffice the tempted appetite.

In a class by himself among the comic jugglers, Stan Kavanaugh tossed his balls and clubs to make another solid click on this hit bill. Whitey and Ed Ford, first billed a dog, add more comedy moments with his trained purp. Canine pleased no end with a drunk bit, joins his master for a waltz clog and winds with a nightie scene, kneeling for prayer and with a candle in mouth trips up a flight of stairs to bed. For the extra added Ford brings on another purp, smashing stronger with equilibrium stances.

With the pit crew on stage to give it a revulsual aura, open and shut turns hold Mann, Dupree and Lee (two males and a fem), terpers. Steppings, both single and double, are right rhythmic enough, but with Miss Mayfair on the current bill and Hal LeRoy, Nick Long Jr. and the Condos Brothers on preceding ones threesome have a hard bill of goods to sell. Operate diligently, their spinning and splitting a stand-out, and get over neatly. Fail, however, to make for a smash curtain falling.

Mastering the ceremonies is assigned to the Kate Smith air show luminary, Henny Youngman. Gets in his fast line of wheezes to preface each turn but is too fast for this town. Builds slowly, but by the time he steps out on his own, fiddle, imitations et al., gang has warmed and gives him a rousing sendoff. Clowning with one of the fem principals would make for the logical curtain. *M. H. Grodenker.*

RKO Keith, Boston

(Reviewed Thursday Afternoon, Sept. 16)

Good biz at opening show, with the sweetheart team of Ozzie Nelson and Harriet Hilliard headlining as part of RKO's second successive week of band bookings. Fifty-minute show is worked much the same way as on the Ripley network airing. Band (14) opens with its theme and then runs into *Study in Brown* and an old-fashioned and jazzed version of *Old Grey Bonnet*, sung by Ozzie and his men, and with some neat bowing by the fiddler, who proves to be the stooge in subsequent business. Nelson also vocals on *Reefer Man*. Swirly ork and Nelson's s. a. will pull the gals down front in spite of Hilliard being his frau. Likewise with the males for Hilliard.

Hilliard is one cute mistress of warbling, and Ozzie brings out this fact personally when he teams with her to sing *Hollywood Over You*—replete with the gargantuan adjectives of splendor. Hilliard follows with *Penthouse on Third Avenue* and leaves to a splendid hand, while Ozzie clicks on novelty warbling of *Love Bug Will Bite You*. Hilliard later sings *Kid in the Three-Cornered Pants*. Concludes with her own fave tune, *Where Are You?*, with tricky interpolation of applaudable merit. Lighting effects here are novel and depict a dream. Okeh.

Life is just a bowl of cherries when those two kids, Cherry and June Preisser, give with vocal and tap offerings. Duet, *Nice Going*, opens, but it would be more socko if they sang it in a lower register. June vocally wallops them with a brattish exemplification of *Love Bug* that's click to say the least. The little blonde is aces in gymnastics and can dish out mean tapping. She's a show-woman and can milk. Together with her brunet sister, Cherry, she taps out routines that are distinct and command attention.

Grace and Nikko, ballroom satirists, are near perfect in their illusion of being cultured dancers. Their first indication of comedy puzzles the patrons into thinking the team has erred, and ensuing work of excellent comedy business earns for them a mighty hand. Team is clever and builds as the act progresses. Exit bit helps.

Don Cummings is a good runner-up to closing with his brand of inimitable comedy of a dude working rope tricks. Makes an excellent emcee, with proper gags, facial expressions and appearance. Had the audience in stitches with his clowning, utilizing the ork fiddler for assistance. Tap sessions using the larva are okeh, and his front and reverse

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House band played *Vogues of 1938* tune overture, and Nelson and Eddie Rosenwald's house ork (22) combine for a symphonic closing of a Tschaikowsky medley. PUNCHY. Pic is *Forty Naughty Girls* (RKO). Shirley Lloyd, radio songstress, billed, was the victim of an appendicitis attack which threw her out for the week following an operation. Sidney J. Paine.

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 17) The stage bill is a chaser for the popular-priced showing of Columbia's *Lost Horizon* here this week. While a couple of the acts rate merit, the production is so loosely woven that it encourages walkouts between scenes.

The *Big Apple* opening is not as terrific as its frenzied press agents would have you believe. The new craze obviously goes better on a dance floor where the patrons themselves can strut away to their hearts' content. But watching a house line maneuver thru a routine of truckin', susi-quiring and such causes little excitement in the house. Mary Stone has been combed out of local niteries to sobriety this number.

The Briants, two tramp comics, have an amusing novelty. One is a folding scarecrow, with the other a busy bee trying to keep his partner off the floor. A good attention-holder.

Table tennis gets the next spot, Glanzc and Bellak, European "champs," landing the job this time. Play usual 21-point game, but lack the excitement American aces are able to furnish, principally because of their undeveloped showmanship and referee's refrain from any build-up.

Gus Van had a little difficulty at first catching on with his familiar melodies but finally clicked with his dialect ditties. Stronger material in the beginning should make way for an earlier contact with a theater audience. His repertoire of old songs brought scattered hands from the oldtimers. Stays on for *The Old Flame* finale, featuring a daisy-costumed line and a child dancer in a modern strut which is supposed to be symbolic of the present day and age. Business good opening show. Sam Honigberg.

Stanley, Pittsburgh

(Reviewed Saturday Night, Sept. 18) Dick Stable muffed a chance to be a "personality plus" entertainer in the show that co-features his fiancée, Gracie Barrie; comedians Shaw and Lee and dancers Noll and Nolan. He pipes a sweet sax, moans a mean clarinet, owns a fair singing voice and smiles the way the ladies like, yet tonight he just missed because he either lacked enthu-

siasm or was woozy from too many shows in one day.

However, the show was predominantly Stable. His band played sax-accented music not extraordinary but certainly a beaut blend for ballroom. Gracie, of the brittle-clear voice, warbled thrice to nice hands. The zanies drew plenty laughs for their cracking wise and miming, but actually the ex-Ben Bernie bandsman dominated the scene by sheer potentialities without being aggressive, self-effacing or ego-offensive.

The 12-piece outfit opened with *All God's Chillun*, punctuated by Paula Kelly, regular band singer. She's a petite cutie with a so-so honey voice. Then singer Burt Shaw caressed the mike on the *Loveliness of You*. Both numbers, backed by about as much enthusiasm from the ork as one would expect from a dead fish, failed to achieve full possibilities because of lack of unit stage finesse.

Then came Noll and Nolan, dance duo, she good looking and extra supple, he a high kicker, both to acceptable applause. The band's medley of three tunes wound up with Miss Kelly on *They Can't Take That Away From Me*, her best tune, and, so, one of the bill's bigger hands. After that a nice gesture but a draggy minute of Dick's introducing the band members by name without benefit of song or music. His sax-tet, double-billing *Star Dust* and *Sweet Sue*, should keep the youngsters, especially, following the gang wherever they go, and part of the thanks goes to Stable's solo on *Sue*.

With top tonal inflections, a piercing yet pleasing voice and a most lovely smile, Miss Barrie hypoped audience hand-holding with *Stop! You're Breaking My Heart*, gave her most faultless notes to *Sweet Leilani* and scored best on *That's Why the Lady Is a Tramp*. In delivery totally unlike the peerless Ethel Shutta, who tore down the house here three weeks ago with the last-named number, Miss Barrie nevertheless shows plenty of audience appeal. She needs only to develop some genuine sparkle and that off that chilly twinkle.

Stable's clarinet solo in the middle of the band's *I Got Rhythm* paved the way for Shaw and Lee, who finished their ageless routine to a Grade A hand. Curtain came on *You're Sensational*, Barrie vocalizing for the band and winding up with a kiss for fiancee Dickie.

Comfortably filled house, pretty good considering Stable is relatively unknown in his own right as a stage entertainer, the other acts not famed top-notchers here. Picture *Confession* (WB) no great b.-o. help. Morton Frank.

Boila-Roberts Unit Starting

CHICAGO, Sept. 18.—Riverside, Milwaukee, will be the break-in date Friday for the Nicholas Boila-Sam Roberts unit, *Can You Take It?*, which will include in its lineup the Bredwins, Don Zelaya, Dr. Charles Hoffman, Florence Mayo and Pansy the Horse, Lorraine Daman, Hohn and DeNegre and a line of 16 girls captained by Frances Lynn. Dave Mason goes along as orchestra leader, with Irving Berger acting as company manager. Unit is set for Iowa time in October.

New Houses for Gus Sun

CHICAGO, Sept. 18.—Three new combo policy houses have been added to the Gus Sun Northern time, according to George Flint, Sun manager here. They are the Orpheum, Winnepeg; Palace, Danville, Ill., and Wisconsin, La Crosse, Wis. Royal Theater, Ashland, Wis., has also reopened and is back on the Sun books for Sundays and Mondays. According to Flint, units are in big demand in this sector and producers are finding it difficult to find enough new faces.

ROAD TO RIO

(Continued from page 4) aren't on exhibit, but it is generally accepted that the playhouse is staying on top of its weekly nut of more than \$20,000. That nut has been trimmed in various ways from time to time without noticeable damage from the spectator's standpoint.

The casino has not had a single act that could be called a flop. Rudy Vallee's has been the most profitable orchestra, while Art Jarrett has been the most popular permanent member of the show. Lanny Ross, who sang two weeks beginning July 24, was by far the most spectacular single draw.

The management thinks the Three Sailors came as near to being an unpop-

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ular act as anything they have presented. They think the Sailors' brand of humor was misinterpreted by the audience. The opening bill included Ted Pio-Rito's Band; George and Jaina, now replaced by Florence and Alvarez, who are lacking in the spectacular by comparison; Mineyitch, Kavanagh, the Three Sailors and Jack Arthur.

Since Phil Harris' Band took over July 24 the cast has included Ross, the Four Kraddocks, the Three Diamonds, Sybil Bowan, Gil Lamb and Aren and Broderick. Miss Bowan's impersonations and Lamb's oral, acrobatic and musical antics have found favor. Only minor changes have been made in the four main numbers built about the Chester Hale chorus and the Lynn Murray Gauchos.

A barrage of names, was fired by the downtown competition the day the casino's first bill was announced. Dancing rooms of the Adolphus and Baker hotels have offered the most popular bands they could sign, plus added entertainment, while Chez Maurice, Maurice Caranas' skyscraper terrace house, has brought in its most consistent series of floor shows to date.

Arcadia International House, Philadelphia

Motif and rates consigns the Arcadia uppermost in the burg's upper strata of nocturnal nooks. Appointments alone at this basement boite, the lower level in a center-city office building, reeks of class. Yet what is passed off as smart supper club entertainment only reeks. Orthodox for the family trade in nabe confines, but will never do at these prices. And the attending poor biz further indicates that the clientele is hep to the pitching and has decided to wait until some real entertainment rolls into the house. Those already seated, and sparsely seated among the 1,800 chairs, are doomed to disappointment.

MCA sells here, building the spot's rep with name bands. But with bookings spotty and entertainment policy varying, spotty biz has been the result. Veloz and Yolanda are being mentioned to hypo the house, but bondholders are wary and plans of Manager Arthur M. Padula for the traditional fall demonstration are still nebulous.

Making a long run of it here, a pony choir of seven billed as the Eight Mayfair Girls, dominate with dance designs. Fems are champ lookers, as nitery lines go. But that's not enough to carry them. Open with a hot rhythmic posin' pattern that comes close to being a standstill. Costume change brings 'em back with feathery fans to make familiar formations. Gypsy dance for the wind-up is mostly tambourine tappings. And the production body given the finale, Eleanor Bowers piping for story body and Dorothy Dunn doing a coupla whirls, is small timey. While murals in the numerous side rooms gives the international color, the gyps flavoring, as seasoned, hardly blends with the appointments of the main salon.

Eleanor Bowers confines her cooing to the mike for conventional ballading. Dorothy Dunn falls to excite with a medley of dance steps, starting with the darktown strutters' strut and bringing it up to the big apple.

What is exploited as the big guns of the floor attraction, but only effective as a water pistol, is the Music Hall Boys (Frank Kamplain, Van Kirk and Allen Sterling). Donning tails and mus-

tachios, giving 'em a dash of the gay '90s, it's the barber shop harmonizers showing off at the lodge hall for the town's clambake. Only the development of their pattern is vague and their efforts are accorded barely a ripple. Cross-fire is as bewhiskered as the songs they chant. Lacking speed and sense of timing, everything just lays there. And the Marxian "thank ya" biz is overlooked to distraction.

Introducing the acts is assigned to Milton Kellem, who fronts a capable eight-piece combo for dance and show music. Relief rhythms are smartly rendered by Don Renaldo and his Los Vaqueros, tango music foursome. Both combos remote via WIP.

Single shows for dinner and supper, Saturday mat additional. Runs about 35 minutes and even the waiters and bus boys are half-hearted in adding their handsalve. Undoubtedly a house order and most unbecoming. Cash customers remain independent.

An added novelty of dubious worth is tagging the floor show with a table tennis match between Ed Silverblade, former national doubles champ, and Izzy Bells, Pennsylvania State champ. Play exciting enough, its entertainment feature negligible. Players lack showmanship, and the regulation refereeing of Sammy Miller builds no thrills. Spot all comers 10 points with the house honoring the outside victor a magnum of champagne. No run on the wine cellar against these pros.

M. H. Ordenker.

Club 52d Street, New York

A welcome addition to Swing Alley is this new and intimate spot which has taken the name of the famous street. It has the good hot band, the low ceiling, the small tables and narrow aisles that create pleasant swing atmosphere. Club offers in addition the sock warbling of Ann Lewis, colored songstress, who has a definite style all her own and looks

like a sure-fire possibility for a publicity buildup.

Leo (Shub) Mosely and his band make the music and it's plenty hot. Mosely has a marvelous trumpet man in his outfit, and if Carl Teddy Smith hasn't been discovered yet let him be hereby discovered. Smith has a pure tone, tingling intonation and displays superb originality when he takes a solo chorus. Leader Mosely, who used to play with Armstrong, bills himself as "The Man With the Funny Horn," said horn being a cross between a sax and a slide-trombone, which emits lower-register sounds reminiscent of the Burns bazooka. Frankly, the funny horn irritated my ears, and Mosely should stick to his trombone, of which he has excellent command. It isn't necessary for a hot band with a decent musicianship to go in for this cheap Fred Waring type of novelty vaudevilleism.

Also out of place are the tricks of Drummer Charles Bloomer, who dons a different hat with each number and suddenly startles the customers by appearing in a skeleton mask or false beard. When the clowning really adds to the effectiveness of a song (like the clowning Stuff Smith and Jonah Jones go in for) I say by all means clown, but when the clowning merely spoils good music, a band like this should cut it out. Besides, the sort of crowd, many of them professional musicians, that will come here are looking for solid jive, not frills.

Other members of this six-piece combo are Henry Turner, bass; Freddie Jefferson, piano, and Campbell (Skeets) Torbert, sax, with Mosely and Bloomer doing okeh vocals.

Ann Lewis sings boogie-woogie style, and she has an attractive personality. What is even more unusual, she sings without a mike! She wrings every ounce of value out of the songs she does and really puts her heart in her work.

Relief pianist Rudy Smith, also col-

Harlem Casino, Pittsburgh

Sporting the flashiest and one of the classiest layouts in Western Pennsylvania, Lew Mercur's Harlem Casino blends five speed acts, an eight-girl chorus and Jimmy Watkins' swingsters into a show that moves fast enough to satisfy even the most jaded late clubber—and there are plenty here, where the best attended of three nightly fares is the 2:30 a.m. session.

A one-time theater converted last year into a "French Casino" with septa entertainers and white trade, this table-clothed spot is one of the few Pittsburgh niteries to get an admission (40 cents per head), and likewise rare in attracting both the collegiate set and the spenders. Youngsters flock in for the first two shows, showfolk and butter-eggars drop in around milk-man time. Located near the downtown triangle, yet also near enough to the center of Pittsburgh's Wylie avenue Harlem to connote gobs of color, the club has the advantage of Manager Mercur, who has floods of friends, a uniformed doorman, police protection always on hand to quell even suspicions of disorderly conduct, and two stand-up bars that should go a long way toward writing black into the account ledgers.

Sparkplug of the revue is Larry Steele, who doubles as producer and emcee, and throws in a couple songs for good measure. Also on the opening bill are Gladys Ellis, who goes exotic as a South Seas native dancer; the Three Esquires, fast tappers who help their act with comic facial grimaces; Singer-Harpist Helen Wiles; Louise Mann, who tries the Sophie Tucker type of blues; an unnamed boy and girl who in a brief dance duo bit looked like more, and the Eight Harlequettes, who are not Cotton Club tempo but almost.

Drinks are moderately priced, food's good.

Morton Frank.

ored, flashes a warm smile and bangs out fast and sparkling rhythms on the keys.

No cover or minimum, and quality of the liquor served is high, with prices reasonable.

Maurice Zolotov.

Night Club Reviews

IA MOVE

(Continued from page 3)

dition to making gigantic strides in organizing its own field, been largely responsible for injecting new vitality into the Four A's. Opinion is that its position in the entertainment labor field is invulnerable.

Likelihood that Kenneth Thomson, SAG president, and Joe Weber, president of the Musicians' Federation, will sit idly by in the face of any sudden branching out of the IA along lines indicated by the latter is regarded as very slim.

HOLLYWOOD, Sept. 18.—Drive of the Alliance to absorb all other unions and unaffiliated workers in the picture industry is meeting open opposition. Developments on the increasingly tense studio labor front following a meeting between IATSE and producers' representatives included:

1. Warning by the Society of Motion Picture Film Editors that it would resist jurisdictional claims of the Alliance before the National Labor Rela-

tions Board and in the courts if necessary.

2. Settlement of this week's one-day strike at the Consolidated Film Laboratories by signing of a contract with the IATSE providing pay increases up to 35 per cent and shorter hours for 300 workers.

3. Announcement by William Bioff, West Coast IATSE chieftain, that organization was proceeding among film editors, cutters, music librarians, wardrobe makers, tailors, gardeners, janitors, watchmen, studio firemen and policemen and movieola operators.

4. Challenge from the United Studio and Theatrical Workers, thru S. G. (Red) Larkin, secretary, to both the theatrical stage employees' union and Harry Bridges, of the CIO, in the fight for control in studio labor ranks.

Further conferences between producers and IATSE officials awaited the return to Hollywood from the East of Louis E. Mayer and Joseph Schenck. Bioff yesterday met with E. J. Mannix, MGM studio manager, and Victor H. Clarke, producers' labor co-ordinator, to present the jurisdictional claim and the demand that after Saturday all films bear the IATSE emblem.

The Society of Film Editors, one of a group of independent organizations of technical workers, last night voted to resist the claims of control by the Alliance. Meetings of societies of illustrators, art directors, interior decorators and set designers have been called.

Larkin, of the United Studio and Theatrical Workers, said he was sympathetic to the CIO but was opposed to Harry Bridges' leadership of an organizational drive in Hollywood. He accused the AFL's IA of having overloaded memberships.

The Alliance signalized new membership gains this week when its vice-president, Harland Holmden, welcomed into affiliation makeup artists, hair stylists and scenic artists.

FILM EXTRAS

(Continued from page 3)

number of extras in later match-up shots to be made on the set as there were people appearing in the actual premiere scenes.

Considerable attention has been focused on the clause in the new code

which makes it imperative for the studios to transport all extras and bit players from Hollywood to any location within 300 miles and to provide food and accommodations for them from the time they leave the studio until they return.

This has increased the use of recognized extras approximately 10 per cent since such a ruling makes it impossible for any company to engage people on location, even though such people are needed only for crowd scenes. On the other hand, this location clause has proved somewhat of a blow to the Western companies, increasing their production costs in some instances as high as 25 per cent. It has been the custom of these companies to use a large number of real cowboys when filming scenes on location, particularly when these natives supply their own horses. Under the code it is impossible for the studio to engage wranglers to double up as extras.

A problem was faced by another studio recently while filming a cattle stampede on a location within the 300-mile radius. The owner of the cattle refused to let the company use them in the picture unless his regular cowhands handled them before the cameras. The studio presented its case to the Guild and the arbitration board agreed to let the non-Guild cowboys work in the scenes with the understanding that the film company would hire an equal number of Guild members. To avoid the repetition of such an incident the Junior Guild is now organizing a chapter at Lone Pine to take in the cowboys there so that they may be available for film work in the future at this frequently used location.

With the experiences of seven weeks of studio production under the SAG shop contract providing a basis upon which to gauge future arbitration, it is expected that all kinks in the new code will be rapidly and satisfactorily ironed out at future weekly meetings.

FOUR A'S CARD

(Continued from page 3)

Eastern studios pending settlement of interchangeability. Slated to benefit most from this ruling are members of Actors' Equity and the American Federation of Actors.

PITT NIGHT SPOTS

(Continued from page 14)

International Boys next Monday for an indefinite stay.

Not content to let the city's biggest inn cop the gravy, downtown and suburban spots are planning counter attractions that they hope will draw music and fun fans.

Tony Conforti, flushed with business success even during the hot summer in his Nixon Restaurant, will restore a line of girls Monday.

Banking on the pulling power of bands that have earned fame via radio, Lou Passerello will feature Jack Denny for two weeks, beginning September 24, at his New Penn and then follow with Carl (Deacon) Moore, Harold Stearn, Jolly Coburn and possibly Jimmy Dorsey. Current is Rita Rio's girl ork, which was immediately preceded by Jess Hawkins and Don Bestor, all b-o. powerhouses.

Advertising his Casino as "Pennsylvania's Most Beautiful Night Club," Bill Green not only plans to continue his money-making policy of booking club and school parties, but also expects to enlarge. Like his neighbor rival New Penn, Green stacks his cards on the guys and gals who come to dance to toe-tickling tunes. Current band-stand attraction is Jimmy Joy, who will be followed by Sammy Kaye.

Steef City septa satellites will flock to the Harlem Casino, where Lew Mercur has added air-conditioning to a converted theater auditorium that opened last Friday. Only black-and-tan show in Pittsburgh, the Casino will feature a series of revues entitled Harlem. In Swing a la French Casino unit style, Mercur's policy, inaugurated profitably last spring after taking spot over from original management, is to offer class atmosphere, including tuxedoed waiters, plus a hot show that performs on an elevated floor. His gravy is the late crowd, who flock to his spot for a 2:30 show after leaving other niteries.

With outdoor Blandi's and the Willows deciding to stay open during the winter, the Plaza reopening soon under vet nitery entrepreneur Freda Pope, the Showboat launched last week by ex-Plaza boss John Maganotti, and a dozen other spots ready to hang out the neon for the winter... looks as the cork will pop plenty in Pittsburgh.

MARY
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INTERNATIONAL DANCE STARS
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Harry's New York Cabaret, Chicago

A viewing of the show in this dimly lighted room strengthens the opinion that lengthy engagements by performers in one club, not due to public demand, is a hindrance to both the floor bill and the spot. In this case the operators will hold on to a performer for weeks for the only reason that since such talent is needed it may be one person as well as another. Performers becoming too familiar with their surroundings have the tendency to lay down on the job.

Supporting such reasoning at show caught was the bubble dancer's search of a convenient table for her performing bubble before going on, the nude's walk-off from the floor to the dressing room without bothering to cover up and the general "what's the use" attitude taken by the veterans.

Jack Irving, who continues to emcee the show three times nightly (a fourth time when business warrants), brings on first Jane LaVone, rhythm dancer, in a fairly lively tap and high-kick number. Princess Sakura, to an Oriental tune, does an interpretive dance in a daintily brief costume that is more of a walk fashioned to tease the onlookers.

Micky King was the first highlight on the bill with sock harmonica playing. The kid displays enthusiasm in his work and plays with real feeling.

Joan Vickers is the bubble dancer and shows little talent in her walk to *A Pretty Girl Is Like a Pretty Melody*, which Irving warbles at the band stand. Margaret Nelson, attractive reddish blond songstress, offered *Yours and Mine* in fair voice and good salesmanship. Poor house let her off early. Marjorie Kelly did too dull a strip number to rate comment, before Irving returned for an individual spot with songs delivered in Jessel-George Price style. Theo Troy closes the affair with a good acrobatic concoction.

Charles Engles has a tuneful six-piece orchestra that fits in this environment. His men include Earl Roth, drums; Lew Kern, sax; Bill Blair, bass; Eddie Pens, piano, and Howard Kramer, trumpet.



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Boys double on instruments, pitch in with vocals and help with arrangements. Seem to please here, now in their fourth month.

Intermission pianist is Red Hoffman, while strolling singers include Dorothy Johnson, Art Buckley, Billy Myers and Al Wagner.

Both the floor and seating table arrangement is small, most of the customers viewing the show at a hand-reach distance from the entertainers.

Sam Honigberg.

Hi Hat, Chicago

Freres Falkenstein fired the opening gun of their undeclared war with the nearby and newly reopened Colony Club by ushering in its most expensive show in months. Their wise move was bringing back Willie Shore, popular emcee and a business stimulant for the club. He is at his best in this room, the prevailing intimate atmosphere and familiar surroundings aiding his brand of comedy and pirouette work.

A line of four girls crowd the floor for the opening number with a lively routine, followed by Ginger Dulow, comedy songstress, who has some nice material but is strangely out of place in a night club. Is too close to the mike and lets out with all her might, which is more than this small room can stand. A little more cafe experience should develop her into a welcome addition to the night brigade.

Armida, fiery Mexican personality, is on for her initial night spot appearance and makes a nice showing with native songs and dances. She is a striking looker and has all the vim and vigor her type of work demands. Has the customers join in song and hand clapping during her routine and stays on for a comedy bit with Willie Shore that is amusing.

Willie holds down the next-to-closing spot and was terrific at show caught. Among new bits on hand is his comedy warbling of *Why Must I Live With This Face?*, berating his facial obstructions. Gets the laughs.

The girls return for the finale with a military number that has the usual steps tapped to the usual musical accompaniment. Sid Lang's orchestra continues to supply the dance and show music. Band did a creditable job with the acts. Jimmy Cassidy is retained as the intermission pianist, doing solo work and supporting the strolling singers.

Prices here are popular. Never a cover and a minimum Saturdays only.

Sam Honigberg.

Mary Murray Room, Hotel White, New York

This East Side hotel this week reopens its Mary Murray Room for the fall season and brings in Nancy Noland and John Rockwood to join Lewis Cobey, who was the lone entertainer thru the summer. The room, which is a converted lobby, is spacious and informally laid out. In keeping with the atmosphere the entertainment is very casual and serves to entertain without compelling too much attention.

Cobey is at the piano most of the time, tinkling off scores of old and new melodies and also handling requests. He is obviously a competent musician, doubling as accompanist for Rockwood.

Miss Noland, a blondish vivacious mimic-singer, is a clever entertainer at the piano. She knows the tricks of catching and holding a chattering audience. Offered a French ditty about the *Old Broken Record*, followed with a light story song *You'd Better Go Now* and then offered a queer but intriguing version of *The Cucaracha*. Doesn't try too hard to sing, but concentrates on personality—preferring to leave straight singing for her radio programs. She's an excellent special-material song talker.

Rockwood, youthful and friendly, has no trouble making himself thoroughly pleasing with his baritone singing of standard and late numbers. Did those favorites, *On the Road to Mandalay* and *Without a Song*, at this catching, making a good impression. His singing is smooth and casual, just right for this sort of cocktail lounge.

The name of the room, incidentally, is taken after Mrs. Murray, a Revolutionary War heroine who is supposed to have charmed the British General Howe and thus delayed his pursuit of the rebel, George Washington. This patriotic deed is said to have occurred approximately on the site of the hotel.

You may sip your cocktails while glancing nonchalantly at the entertainment any day from 5 to 7.

Paul Denis.

Club Yumuri, New York

New York's only authentic Cuban atmospheric night club opened its fall revue September 15 after enjoying a good summer. Club is air-conditioned and roomy.

Being a large room, it should attempt to attain a sense of intimacy by use of softer lighting. More attention to the Cuban idea in the interior decorating would help, too. Outfitting the waiters in Cuban costumes might also be a good idea.

As it is, the club holds its patronage thru its good cuisine (both American and Cuban dishes are served) and its pleasing floor show presented at 8, 11:30 and 2 a.m. Eliseo Grenet, one of Cuba's foremost composers, is still leading his swell Cuban orchestra from his piano. The instrumentation comprises three guitars, violin, maracas, string bass, clavars, clarinet, trumpet, bongolas and congo drums. This means good, solid Latin tempos with plenty of color—good for dancing and listening as well. In fact, the only fault we can find is the orchestra's loudness. Perhaps it's the sound system.

A four-piece relief band (conga, maracas and double guitars) provides pleasing in-between sessions. As for the show itself, Felipe de Flores, young, good looking and ingratiating, is the emcee. He works hard to warm up his audience, contributing a couple of songs in vigorous, big-smile style. He is a definite asset here.

Rosita Ortega, tall and stately in senorita style, impresses with her interpretation of classic Spanish dances. Her castanet and heel work and her graceful body movements are a delight and impress as being authentic. Diosa Costello is a captivating pregonera (combination singer and dancer). Vivacious and lithe, she sings in husky contralto and then tosses her torso in ever so artistic a manner. When she song-dances *Oh, Mama Inez*, she lets loose of fancy shakings.

Grenet's maracas player, Monchito, steps off the band stand for some high-pressure song and shaking that's the latest in streamlined Cuban rhythms.

The presentation of floor talent would be aided, we think, by use of something else than straight white lights. Spanish talent needs color.

The food is excellent and the service good. Ed Welner is doing the publicity, and the friendly Ramon R. Calvo, maitre d'hotel, is your host.

Paul Denis.

Harlem Uproar House, N. Y.

After taking it easy for the summer Jay Faggen reopened his Harlem Uproar House Wednesday, packing in 500 for his premiere show and turning a couple of hundred away. An overnight success when it opened last season, this spot should do even better this season.

Remodeled and with new murals and wall seats and fancy overhead mikes—it should have no trouble doing solid business. Faggen has been around night clubs long enough to know the angles. He has given the all-colored show a lot of attention, getting Doris and Fred Fisher to do the music and lyrics. Charles Davis to stage the show, with additional "highlights" provided by Miriam Schiller, Allan Lipscomb and Pitzy Katz. Russell Wooding and Chappie Willet scored the music, while Marie Harth designed the costumes and Ida Belle executed them.

With the current censorship threat hanging over his head, Faggen has played down nudity and emphasized instead speed, color and strong specialties. Comedy is the only element not represented strongly enough.

Bobby Evans emcees and shapes up as a thoroughly likable personality. Sings nicely, speaks well and dances more than adequately. Outstanding specialty is Big Time Cripp, a one-legged song-and-dancer whose acro hoofing wins terrific applause. Red and Curley, young boys, are a swell eccentric tap team, going to town in a big way. Lovely Lillian Fitzgerald, a holdover from the old show, is still a gorgeous and versatile performer, while Little Lovey Lane, another holdover, again proves to be an eye-ful. One of her dance specialties is a clever novelty. Out as an artist, she "draws" a ringside patron while dancing and then presents him with the sketch.

The Tramp Band (formerly the Nagasaki Band from vaude) is on for applause-getting red-hot primitive rhythm. They pound out the wild beat from washboard and queer horns and what not and let their exuberance run wild

(See NIGHT CLUB on page 20)

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NIGHT CLUB SONGS

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Orchestra Notes

JACK WARDLAW and orchestra on September 17 began their first vacation in two years. Jack is spending a week in New York, visiting agents, music publishers and listening in on other bands. Boys will resume the fall schedule at Columbia, S. C., September 27.

VINCENT LOPEZ follows Fred Waring into the Drake Hotel, Chicago, October 9 for a four-week engagement prior to Paul Whiteman's return to that spot.

ORIN TUCKER follows his current stay at the William Penn Hotel, Pittsburgh, with an engagement at the Edgewater Beach Hotel, Chicago, beginning October 16, succeeding Roger Pryor's outfit.

JACK TILSON'S Orchestra, having been at the Spink-Wawasee Hotel, Lake Wawasee, Ind., for seven consecutive summers, lays claim to the record for long-time engagements.

JERRY GILBERT, at odds with the Baltimore musicians' local, which in turn isn't getting along so well with the city's hotels, is gaining from the unexpected publicity growing out of the union's picketing him on the air. Gilbert recently replaced Dick Abbot at the Emerson Hotel, and is now on a WCAO wire.

EDDY ROGERS, whose orchestra mans the Rainbow Grill, Rockefeller Center, New York, was originally christened Edmond Ruggieri.

BILL SWANSON, who has been featured at the Hotel Edison, New York, these five months, has signed a personal management contract with Rockwell-O'Keefe.

DICK MILLS' BAND, having been at the Rotisserie Club, Jackson, Miss., for 12 weeks, will stay on indefinitely with the following personnel: Carl Rylee, Eileen Bird, Cook and King.

RAY KEATING, has taken on a three-month engagement, the longest run any big time band has had, at Murray's, Tuckahoe, N. Y.

JOE CAPPO and his former Egyptian Serenaders have come from the Club Lake View, Paducah, Ky., to reign at the Westwood Supper Club, Richmond, Va., following the closing there of Fran Eichler and his Pittsburghers. Cappo's contract is for four weeks starting September 17.

PHIL BRITO, vocalist with Lloyd Huntley's Orchestra at the Mount Royal Hotel, Montreal, has been signed by Standard Brands for a Coast-to-Coast series over the Canadian Broadcasting System.

BILL McCUNE has been re-engaged for the Hotel Plaza cocktail dancant, New York, beginning September 23.

SANDY SCHELL, finishing 17 consecutive weeks at Steeplechase Park, Coney Island, N. Y., has accepted the spot for next season again.

DUTCH GROSHOFF and band have been engaged for the fall and winter by the Spokane, Wash., Elks' Club. Lineup includes Bob Skok, Don Fiala, Willard Sisson, George Davis, Al Elmquist, George Julian and Paul Schleder.

PAUL WHITEMAN and his orchestra are set to open the Cocoanut Grove of the Ambassador Hotel, Los Angeles, December 31 for an indefinite run. It will mark Whiteman's first California appearance in five years. Deal set by Rockwell-O'Keefe, Inc.; negotiated by Ed Fishman.

RAY HERBECK and ork, after completing a summer tour of Ohio, opened Saturday (11) at the Muehlebach Hotel, Kansas City, Mo., for a three-week stand, to be followed by a return engagement at the Hotel St. Paul, St. Paul, and a stay at the Brown Palace Hotel, Denver, beginning November 14.

NELSON MAPLES, for the last few years a fixture in Pittsburgh nteries, is reported tying up with MCA. Will return him to the road in front of a 10-piece orchestra.

WAYNE KING and orchestra open their first Chicago hotel engagement at the Palmer House September 25, succeeding Dick Gasparre's outfit.

BILLY YATES, formerly with Don Bestor, has his own band and is playing for CRA.

TOM PINKSTON, will be at the Mandarin Club, Memphis, indefinitely.

SID AUSTIN'S Orchestra has been held over again at the Laurels Country

Club, New York, where its assignment has been continuous since last May.

EDDY DUCHIN'S Orchestra and that of Vincent Bragale have been lined up for the Persian Room and afternoon cocktail hour dances, respectively, at the Hotel Plaza, New York, for the fall and winter season, having opened September 24. Paul Draper, dancer, is also part of the Persian Room bargain.

ELI DANTZIG will take the air over the NBC network simultaneously with his reopening of the Italian Village, St. George Hotel, Brooklyn, September 30. Now under the CRA banner.

JACK DELMAR is back for a second consecutive season at the La Casa Ballroom, Philadelphia. Set by United Orchestra Service.

GIFTS DANCE STUDIO, Camden, N. J., ushers in the new fall season with Warner Haines for the music master.

Fall opening of the Rainbow Room, Moose Club, Philadelphia, returns Joe McGrath to the band stand.

McLEAN'S New Log Cabin, Pennsauken, N. J., joins the airtory ranks with Joe Richte for the dance music and Ralph Willey Jr., providing the interlude music with his accordion.

EARL DENNY grabs off the dance assignment for the Hotel Walton Roof Garden, Philadelphia, unshuttering October 1.

Lincoln, Neb., Dance Spots See Big Season

LINCOLN, Neb., Sept. 20.—Fall opening of the Turnpike Casino here was Friday with Ray Herbeck's Orchestra. Following him will be a string of Frederick Brothers' bands, the next being Frenchie Graffolder. Spot will run Fridays to Sundays.

Little Jack Little, playing pre-season and one night (10), grossed \$750, with scale at 83 cents and \$1.10 per person.

Battler for a share of the dance traffic is King's Ballroom on the Capitol Beach amusement park lot (park is now closed). Had Johnny Hamp Friday and Sally Rand September 24.

NIGHT CLUB

(Continued from page 19)

with sight comedy hits and novelty instrumental standouts. Jenny Dancer and Dewey Brown, mixed comedy team, do a couple of amusing bits, while the Flash Sextet (three boys and three girls, including the Misses Lane and Fitzgerald) come thru with some terrific torso twisting and sinuous embraces. It's the hottest item in the show.

There's a spoon player who clicks out remarkable rhythm, and there's also a truly unusual Cuban outfit called Socarras and his Magic Flute.

The line of 12 girls is good-looking and the costumes are okeh, while the ensemble numbers are fast in true Harlem manner. One number is working in conjunction with a bingo game played by the customers—which is a showmanly idea.

The music assignment again goes to Erskine Hawkins, who is already being called a rival of Louis Armstrong. His trumpeting is spectacular, while the rest of the band is certainly above average.

Four shows a night—7:30, 10, 12:20 and 2:20. Dinner is \$1.50 and up. No cover. Minimum after 10 is \$1.50 week days and \$2 Saturdays and holidays. Sydney Spier is doing publicity.

Paul Denis.

Walnut Room, Bismarck Hotel, Chicago

New Walnut Room show has a trio of acts that pack plenty of entertainment value and should be popular with this beautiful spot's particular clientele. Eddie Varzos continues to dispense his dreamy gypsy music, and his violin solos are the signal for an ovation.

Janice Williams, blond rhythm tap dancer, sets the show off to a fast start with her rhythmic taps and spins. Packs personality plus. Jose Bethincourt scored with *Kitten on the Keys* and *Stardust*, played on the marimba.

Esther Todd, blond songstress, extremely pretty and having an excellent voice, drew rounds of applause with *Sailboat*

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in the Moonlight and Me, Myself and I. Varzos soloed *Play Gypsies*. Dance *Gypsies* and *Indian Love Call* to a generous response, and Lucio Garcia pleased with his singing of a Spanish serenade and *La Cucaracha*.

Niles Garron and Edythe Bennett, featured dance team, offered several striking routines, including a modern Moorish dance, a fast Parisian bolero and a combo of modern dance steps, all done with pleasing grace.

Entirely different routines are presented at the mid-evening and late shows which are entertaining throughout.
Nat Green.

Reviews of Acts

Tommy Trent

Reviewed at Oriental Theater, Chicago. Style—Novelty. Setting—In two. Time—Nine minutes.

A clever marionette and puppet novelty, latter routine presented as an encore. Opens with a Punch and Judy affair, the marionettes propped up on a house set piece. His voice carries well and the characters used are amusing. Routine doesn't drag and material on the whole is good. A real highlight is his encore: a Harleminish puppet doing a Truckin' strut. Very natural and quite ingenious. Hon.

Bobby Breen

Reviewed at Palace Theater, Chicago. Style—Singing. Setting—In one. Time—Nine minutes.

Kid not yet in his teens who made a name for himself on the screen with a

strong set of pipes, particularly appealing to the womenfolks. On the stage he looks much smaller and, as a result, has an easy time stopping a show.

Fault in his act, when caught, however, was the fast exit after only two numbers. Customers, naturally, expect him to do three or four before attempting a walkoff. And, too, on his return he involves himself into a long-winded talk that detracts from his singing. A short thank you speech, if he must talk, is enough. Exercised his voice on *Make a Wish*, and *Elli, Elli*, and when it was apparent that the audience wouldn't let him off without another song he returned for *Rainbow on the River*. Hon.

Johnny Berkes

—WITH—

Isabelle Dwan

Reviewed at State-Lake Theater, Chicago. Style—Comedy and dancing. Setting—Front of band. Time—Ten minutes.

A fast-moving act, standing out with eccentric and high-kick dance specialties. Johnny Berkes is funniest with a comedy dance routine of the Hal Sherman variety that gets laughs. Miss Dwan, a good straight, handles her department well, altho handicapped by lack of good material. She has an applause-getting high-kick number, executed with an abundance of grace despite her unusual height.

It should be to the act's advantage to move Berkes' dance near closing for a sock finish. Hon.

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Labor Dept. After Unlicensed Bookers

CHICAGO, Sept. 18.—Renewed practice by novices in the booking game to do business without a license has stimulated a drive by the local department of labor against unfair practices in the theatrical booking field.

W. Frank Wakowiak, chief inspector of the division of Private Employment Agencies, reports recent arrests of a couple of would-be bookers on the West Side who sold talent into neighborhood spots without the possession of the necessary license.

One of the parties drew a suspended fine when he pleaded with the judge and promised not to repeat the offense.

In some cases the non-legitimate bookers sell a show, collect the money and dispense with the formality of paying the acts.

Wichita Cafes Boom; May Up Musician Scale

WICHITA, Kan., Sept. 18.—Music and flesh business is picking up so fast in the county surrounding this city that the musicians' union is discussing new scales for road spots, an adjustment to meet current needs.

Niteries paying decent scale to musicians and acts have picked up enormously. Places using shows or music include Riverside Supper Club on South Broadway, band and acts; Rock Castle on North Broadway, band and acts; Little River Club, 21st and Little River, music; Ritz Inn on East Central, music, and Club Royale, also on East Central, band.

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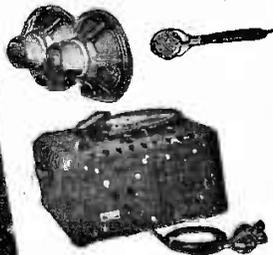
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AFA Asks New Rules in N. Y.

Seeks changes in agreement with ex-burly spots—to meet with operators

NEW YORK, Sept. 18.—The American Federation of Actors has made new demands of the local ex-burlesque houses which are now using variety revue policies. New demands are in keeping with a clause in the AFA contracts, which permits a change in working conditions after the contract has been in force for 30 days.

The demands are six in number. They involve the following: Performers are to report no earlier than 1 p.m. for a 1:30 opening; supper period should be not less than two hours; final curtain is to be no later than 11 p.m., except on midnight shows, when it is to be 2 a.m.; no rehearsing past 2 a.m. and such rehearsals are to be limited to four weekly; contracts are to be executed before the performers opened, and the employer must post a \$1,000 bond to guarantee salaries.

These new demands must be satisfied in five days or else the AFA will submit the matter to arbitration, which is in accordance with the agreement signed by the theaters. The AFA will meet with the operators on Monday evening at the Eltinge Theater to discuss the new demands.

No Burly for Dayton, O.

DAYTON, O., Sept. 18.—Dayton will have to struggle along without burlesque, due to the fact that the city fathers will not allow Saturday night late shows to be staged. Mayfair, now a picture house managed by Homer V. Guy, formerly the home of burlesque under the name of the Lyric, was to be scene of the revival of the burly type of entertainment. Request for the midnight shows came thru the stage employees' union, with the understanding that a George Young, Cleveland burlesque operator, was ready to lease the theater. Union was interested in the matter because it would provide jobs for 14 members of its organization. Young wouldn't consider the venture without the Saturday midnight show clause.

Briefs

JACK KANE'S Gayety, Milwaukee, stock cast includes Dorothy Dee, Leipsic and Morgan, Harry Cornell, Claude Mathis and Sam Mitchell. . . . Tommie Thomas and her Beef Trust used as added attraction in Billy Watson's show in Chicago and St. Louis. . . . Diana Ray is returning to Chicago following a visit with her husband in New York. . . . Patsy Johnson is a Chicago visitor. . . . Winnie Garrett goes to the Garrick, St. Louis, week of October 1. . . . Bordine and Carroll open a two-week engagement at the Gayety, Minneapolis, September 24. . . . Joan Quinn is in as a stock performer at the Avenue, Detroit. . . . Mit Schuster booked Charmaine into the Howard, Boston, following with Casino, Pittsburgh, as added attraction. . . . Peaches is current at the Gayety, Minneapolis.

HAROLD MINSKY returned from a European vacation Thursday. . . . Margie Roye left the Irving Place, New York, last week to hurry to Utica upon learning of the death of her aunt. . . . Vic Plant has been distributing pickles to friends in New York. A pickle establishment is his sideline. . . . Helene Cortez is making the rounds in New York looking very fit after her severe illness recently in Detroit.

LeSIEUR, male masked dancer, a European novelty, made his debut for the Wilners at the 42d Street Apollo, New York, September 10. Also booked for the Shubert, Philadelphia, and Casino, Brooklyn, two weeks following.

Century, Brooklyn, Folds; Troc, Philly, Opens Big

NEW YORK, Sept. 18.—The Century, Brooklyn, goes dark tonight, the First road shows howing out. The Raymonds, operators of the house, will continue to operate the Star, Brooklyn, also playing the road shows.

The Troc, Philadelphia, opened Thursday with the Jack Diamond unit of the First Circuit, starting off to good business. A new show, headed by Billy Hagan, opens there tomorrow, with the

Diamond unit moving into the Pennsylvania one-nighters.

Frisco Attacks Burlesque

SAN FRANCISCO, Sept. 18. — Police Chief William J. Quinn is making burlesque a part of his attack in a crusade for prevention of sex crimes. He is fighting for more clothes for strip-tease performers and sterilization of comedy lines. Quinn stated: "I think perversion and bestiality are cultivated by lewd performances of the type we're fighting."

Reviews

Casino, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Sept. 15)

It's the same old story, no biz. Actual count had less than 50 downstairs at the last show, making the cast and front of house contingent greater than the payees. And it wasn't the fault of this Wilner production. It had Georgia Southern, always worth the price of admission; platinum-haired Thelma Temple, lively Joyce St. Clair, comic Bert Marks and straight man Floyd Hallicy. Vocals were handled by Miss St. Claire, Jack Lyons and Jimmy Lewis in capable style, while Charlie Brave's six-piece orchestra did the instrumentation. Havel Brothers put over a pleasing vaude act, while Babe Wallace, colored singer and stepper, also did his share.

But customers continue to stay away in alarmingly large numbers. Moe Costello, of the Casino, is using daily radio ads, newspaper space and Saturday night broadcasts from the stage to hypno business, but to no avail. The Bon Ami job by the city fathers and the banning of the term burlesque keeps 'em far, far away from the b. o. Legion convention might help, and reopening of local colleges may send some of the boys in as part of their extra-study routines and help.

The production is eye-filling. Chorus is quite youthful and while none too forte on the precision makes up for it in liveliness and appearance. Opening parol scene with the 15 kids using yellow, green and lavender parasols and the seven showgirls wearing picture hats was pleasing. Another lavish scene, employing a rose motif with the chorus in red and green, was surprisingly effective. Chorus dressed as natives of Hawaii, Spain, Zululand and China also made a nice number and served as a colorful background for the energetic Georgia Southern. Miss Southern also displayed her ability to read lines in a bit with Bert Marks.

Comedy was fair, but could easily stand a fellow comedian to work with Marks, whose antics were just so-so. Floyd Hallicy worked as straight in his usual pleasant manner. All comedy honors, however, went to Havel Brothers, who did their songwriter routine and nephew numbers to a good hand.

Tough playing to a small house, but stagehands should learn that even 50 cash customers are entitled to enjoy a show without too much noise from backstage. *Benn Hall.*

42d Street Apollo, N. Y.

(Reviewed Monday Afternoon, Sept. 13)

Business has not been so good. Perhaps the old burly patronage finds the new "Follies" shows too tame. Closer to the truth might be the fact that the shows are neither rowdy (which was burlesque's only charm) nor punchy (which is vaudeville's main strength). They are an in-between dilution, neither fish nor fowl.

Following the burlesque pattern, the production layout is a mixture of blackout, chorus number and specialty. The blackouts are humorous. There is no attempt to use imagination or to get some new material. The veteran burly comics (Herbie Faye and Frank Silk) went thru the tried-and-true blackouts, backing down on the punch lines due to censorship. As a result, the comedy just isn't there. Faye and Silk try hard, but can't get anywhere with their material. Russell Trent, Joan Dare and Dorothy Ryan do straight capably in addition to offering specialties.

Ann Corio is again the headliner. She's one of the few women principals who know how to display the form divine without getting the censors excited. She

does a couple of inoffensive strips and also an audience cigar bit in a thin piping voice.

Production numbers, put on by Jack DeSylva, vaude producer, who follows Allen Gilbert's long role as producer here, are okeh. The line of 14 chorines is good looking, the costumes are neat and above average in design, while at least a half-dozen showgirls do semi-nude posing in the background. The wedding scene in swingtime showed the most imagination in staging, but that, too, failed to realize its possibilities.

Specialty acts are Sandra, a charming brunet acrobat whose routine is interesting and applause-winning; Le Sieur, boy whose girl dancer impersonations are sharply satirical and certainly novel; Flash and Dash, tall and short colored young team whose hotcha hoofing is amusing and interesting. The Malinoffs, billed out front, are not in the show. The Men of Song, four of them, are okeh at harmony and also double in various bits.

Ethel Gaston assisted DeSylva on staging the numbers.

An investment in comedy material and use of vaude comedians who can do something else besides rehash standard burly blackouts are what this house needs. *Paul Denis.*

Burbank, Los Angeles

Operators of the Burbank definitely felt the reactions which set in when New York City burlesque was engulfed by a flood of censorship.

Popkin & Ringer, operating this house and the Capitol Follies, San Francisco, went into a confab that resulted in closing of this house. After a complete rejuvenation, including a complete repainting job, new murals, seats and decorations, they reopened as the *French Vanities*.

Strip-teasing is retained in modified form, altho there is no mention of it in the advertising nor is the word burlesque used. A definite effort to tone down the sensational is evidenced, altho the performances regrettably retain much of the smut, filthy innuendoes and sexual references.

Billy Mack, comedian, proves himself a clever performer with his unusual pantomime and roller-skating turn, particularly well done. Leonard Kramer, comic straight man, does some amusing Greek dialect interpretations, and June St. Clair, the lovely who pictured studies for *Life* on "How To Undress in Front of Your Husband," is the leading blond stripper. Other entertainers include Pat Parea, Mae Reed, Helen Colby, Kay Johnson and Jean Carter, the last named offering various songs such as *My Man of War*. *David Arlen.*

Globe, Atlantic City

(Reviewed Thursday Evening, Sept. 9)

Joseph Quttner closed his burlesque season here on the Boardwalk this week with a light, gay little revue called *High Steppers*, and caught on the final night, it was a house party for all concerned. The last couple of weeks have been hard ones on the troupe with special afternoon and midnight shows, and all let off steam in a final effort before a packed house.

Lester Montgomery staged the final bill, which had one comedy highlight that kept the audience roaring. That was *Baseball Players Honeymoon*, with Billy Hagen showing a brand of comedy which marks him as belonging in the upper brackets. He is assisted by Allene Dale and Jack Rose. Miss Dale again does plenty of work, appearing in all (*See Burlesque Review on opposite page*)

U-Notes

By UNO

MARGIE HART, now under the exclusive management of Max Rudnick, was granted a week's vacation to visit her family in Detroit, returning September 17 to double between the Oriental and the Eltinge, New York.

GUS SCHILLING replaced Sam Gluck as producer of numbers at the Republic, New York, September 13. Betty Rowland assisting. Both also doubling, Gus as comic and Betty as dancer.

MILLIE JOHNSON, comedy dancing and singing single, former partner of the late Boob Blake, after closing 13 weeks at the Burbank, Los Angeles, and Capitol, Frisco, and later a stay at the 99 Club, San Pedro, Calif., came all the way from the Coast to New York by bus to renew ex-burly acquaintances after an absence of three years.

JOE MORRIS, comic, after eight weeks of retirement due to ill health, returned to the Wilners via the Casino, Brooklyn, September 17.

SANDRA, acro dancer, placed by Murray Rosen at the 42d Street Apollo, New York, September 10, used up three cartons of cigarettes, necessary to the act, during her first week's engagement.

RAY ALLEN, of the Allen Bros., operators of the Casino, Toronto, was a New York visitor over the September 11 week-end.

JACK CONWAY, former featured Columbia wheel comic, remained a week (September 10-16) at the Eltinge, New York, and left to do a Warner short. Other new comics were Jan Murray and Jackie Michaels, both held over another week. Artie Lloyd, Murray Green, Elsa Lang and Chiquita Garcia joined September 17; Bubbles Yvonne and Joyce Brazelle the week before.

JEANNE PARDOU now fully recovered from a recent appendicitis operation.

GYPSY NINA, dancer, recently at the Eltinge, New York, spotted by Charles Merrick, of the Empire Agency, at Ben Riley's Arrowhead Inn, New York, September 13 for an indefinite stay.

ROSE BERNARD MACK, former Columbia wheel feature, is soon to return to the Wheel night club, New York, where she had been for 18 months, up to the time she was forced to leave for a major operation. Has been recuperating all summer at Mr. and Mrs. Bob Travers' home in Stamford, Conn.

SHIRLEY O'DAY and Curis Mason opened this week at the Little Nut Club, Shickshinny, Pa. Sid Marder, Little Nut operator, was a New York visitor September 13 and 14.

LEW BROWN, straight and team mate of comic Harry Conley in a first show, visited at the Star, Brooklyn, September 13 by legit producers and offered a Broadway show berth.

FLASH AND DASH, colored dancing act, booked by Murray Rosen, doubling between the 42d Street Apollo and Cavalier Club, New York.

RALPH BROWN left the Eltinge, New York, September 9 to produce and stage the show, dance and act as emcee at the Kit Kat Club, farther uptown.

COUNTESS NADJA, booked by Dave Cohn, finally induced to shorten her vacation to reopen at the Irving, New York, September 17.

POPPY O'HARA, last season in New York burlesque stocks, captured recent Atlantic City beauty pageant title Miss Philadelphia under her family name, Kathryn Case.

JOE BABBIT, former life guard at Rockaway Beach, L. I., and nephew of Samuel Briskman, operator, is assistant to Manager Moe Costello at the Casino, Brooklyn.

EVELYN TAYLOR, dancer, forced out of the Eltinge, New York, September 9 because of an appendicitis attack.

"Bulldog Drummond Comes Back"

(PARAMOUNT)

Time, 56 minutes. Release date, September 24. Screen play by Edward T. Lowe, based on H. C. (Sapper) McNettle's "The Female of the Species." Directed by Louis King. Cast: John Barrymore, John Howard, Louise Campbell, E. E. Olive, Reginald Denny, Helen Freeman, J. Carroll Naish, Ivo Anderson and John Rogers. Reviewed at the Criterion, New York.

Bulldog Drummond, who in the days when he was Ronald Colman used to be a brisk and brawny chap with quick wits that always foiled the criminals and was two steps ahead of Scotland Yard, has now become John Howard, a considerably duller person. Howard, although he is young and good-looking and no doubt will ripen into a fairish cinemactor, is just putty in the hands of the diabolical Irena Soidanis (Helen Freeman). Irena kidnaps Bulldog's sweetheart and puts him to all kinds of indescribable tortures before Scotland Yard steps in and kiboshes Irena. (Can you imagine the Bulldog of old accepting help from Scotland Yard?) Scotland Yard is none other than our Hamletic friend, John Barrymore, who seems to have an enjoyable time in the role of the inspector, what with clapping on false noses and false beards and changing his voice three times before the final explosion of the haunted house. In addition to the haunted house, there is also Limehouse, a trapdoor that leads into the murky Thames, and J. Carroll Naish, who acts like Peter Lorre. There are also victrola records. Whenever poor Drummond goes a victrola record turns up and the recorded voice of the tricky Irena says: "Walk three paces to the north till you reach the old moat, then follow your nose to Drayminster and see what you can see." Mysterious notes written in invisible ink also help to confuse the bewildered Bulldog. Only lacking was the corpse in the closet.

The film is short enough and fast enough, however, to make a passable mystery thriller. Maurice Zolotow.

"The Shadow Strikes"

(GRAND NATIONAL)

Time, 61 minutes. Release date, July 9. Story by Maxwell Grant. Adaptation by Al Martin and Rex Taylor. Directed by Lynn Shores. Cast: Rod La Rocque, Lynn Anders, James Blakely, John St. Polis, Walter McGrath, Bill Kelloff, Cy Kendall, Kenneth Harlan, Norman Ainsley and Wilson Bengie.

Regulation murder-mystery cooked up for a distinct audience. Story hinges on the circumstances surrounding the murder of an old gent with plenty of dough and relatives. The Shadow, a dime novel character who makes a habit of disguising himself and circumventing criminals just as they are about to get away with plenty of shekels, takes a great interest in this case. Usual flock of gumshoes put all suspects thru a lot of questioning, the Shadow and a pretty female meanwhile falling in love. A gangster plot and phony ending hype it up. Love is everywhere.

Director Lynn Shores has scrambled this hash dexterously and with a commendable honesty. It's non-class stuff, paced well and pointed for the lower duals. Paul Ackerman.

"Broadway Melody of 1938"

(MGM)

Time, 110 minutes. Release date, August 20. Story by Jack Gowen and Sid Sitters. Screen play by Gowen. Music and lyrics by Nacio Herb Brown and Arthur Freed. Directed by Roy Del Ruth. Produced by Jack Cummings. Cast: Robert Taylor, Eleanor Powell, George Murphy, Blanche Barnes, Buddy Ebsen, Sophie Tucker, Judy Garland, Charles Igor Gorin, Raymond Walburn, Robert Benchley, Willie Howard and others. Reviewed at the Capitol, New York.

Latest of the Broadway Melodies series is crammed with talent but remains merely a slightly above average screen

musical. Fault lies in too much adherence to the musical pie pattern laid down, or at any rate accepted, by the Hollywood moguls. The brain trust behind this Coast epic has fashioned a plot concerning the tribulations of a songwriter producing a Broadway show. Losing his angel thru refusal to have anything to do with the latter's wife, producer, no other than Robert Taylor, gets his show over with a lot of unknowns in the cast.

Eleanor Powell crashes Broadway via Saratoga, she being afflicted with an uncommon yen for horses. Taylor spots her hoofing for the edification of a nag named Stardust and a couple of trainers. Latter gents also wind up in the show, as well as a lot of roomers living in a theatrical boarding house. Plenty of shots of Taylor's musical in rehearsal create a vague impression that the show will be seen, but a sudden finale ends it all, leaving the impression that the pit men are still mulling on musicals. Powell, Garland, Murphy, Ebsen, Tucker, Howard and others are excellent, but the concoction does not jell as a pic. Fault is squarely in the laps of the script men. Paul Ackerman.

"Thin Ice"

(20TH-FOX)

Time, 78 minutes. Release date, September 3. Screen play by Boris Ingster and Milton Sperling, from the play by Attila Orbos. Music and lyrics by Lew Pollock, Sidney D. Mitchell, Mack Gordon and Harry Revel. Directed by Sidney Lanfield. Cast: Sonja Henie, Tyrone Power, Arthur Treacher, Raymond Walburn, Joan Davis, Sig Rumann, Alan Hale, Leah Ray, Melville Cooper, Maurice Cass, George Givot and others. Reviewed at the Roxy Theater, New York.

Thin Ice is a bad musical which may get by, but not on its merits. Sonja Henie and Tyrone Power as names should prove sufficient to draw a sizable b. o., but as a pic Ice is a series of fine skating exhibitions. What goes on between these scenes is namby-pamby dialog, heavy attempts at humor and a love plot of minor entertainment value. Production is expensive and expansive, the general effect being one of unrefreshing somnolence.

This is neither the fault of Sonja Henie nor Tyrone Power. Miss Henie, who entered the films via her skating talent, still skates beautifully. Power, with so many of the other actors, is hemmed in by the unfortunate inanities of so many screen musicals.

Story concerns a young prince stopping incognito at an Alps resort and falling in love with the skating instructor. Political intrigue is used as filler. Paul Ackerman.

"That Certain Woman"

(WARNER)

Time, 94 minutes. Release date, September 18. Story and screen play, by Edmund Goulding. Music by Max Steiner. Directed by Edmund Goulding. Cast: Bette Davis, Henry Fonda, Ian Hunter, Anita Louise, Donald Crisp, Hugh O'Connell, Katherine Alexander, Mary Phillips, Minor Watson, Ben Welden, Dwane Day and others. Reviewed at the Strand, New York.

Proposition: Just because the "iron" in spinach is good for little boys, should one feed them chunks of iron bars for lunch?

By the formula that is Warner Brothers', the answer would be yes, for they stuff wads of synthetic tragedy down the audience's throat, to run this picture about 30 minutes more than is good for it, just to make sure one gets the idea that Fate hands Miss Davis a raw deal. If the story retained the measure which widows Miss Davis at about the age of 16 by killing her gangster husband, permitted her to suffer an annulment the night she, renovated and subdued, wed Henry Fonda, heir to plenty, and subjected her and her child (innocence) to scandal, rising from a \$500,000 legacy which Ian Hunter, her employer, willed her shortly after he asked his wife for a divorce in order to marry his secretary, the picture would have been tragic, audiences would have boo-boomed, and Miss Davis would have been dramatic. Instead, the authors have stitched on a few more complications so that audience sympathy is taxed unfavorably. The additional plot follows:

Fonda turns up just as Miss Davis is planning a disappearance act. Upon learning that he is the father of her son, he starts a to-do about divorcing

his now invalid wife, whom he married, following the annulment, to effect a reunion with Davis and the boy. Heroine Davis is too big to hurt the crippled rival. She won't take Fonda back and, in addition, gives him the boy. After that heavy drama, it's small wonder that the picture has the invalid die, and intimates a happy reunion for Davis and Fonda.

Miss Davis, to her credit, has discarded most of her wild-cat tantrums. Her more modulated acting does arouse sympathy for a woman with a past. The idea should sell well to the ladies. Sylvia Weiss.

"Flight From Glory"

(RKO)

Time, 64 minutes. Release date, August 20. Screen play by David Silverstein and John Twist, from a story by Robert D. Andrews. Directed by Lew Landers. Cast: Chester Morris, Whitney Bourne, Onslow Stevens, Van Heflin, Richard Lane, Paul Guilfoyle, Solly Ward, Douglas Walton, Walter Miller, Rita LaRoy and Pasha Khan. Reviewed at the Rialto, New York.

Just as ambiguous as is the above title in relation to the actual run, so nondescript is the story. It's lifeless and pointless. Onslow Stevens is the villainous operator of a trans-Andean air line. Men mean little to him. Hence he has no qualms about equipping his pilots with battered planes which can't take the punishment from mountain drafts. Of course, he picks on pilots who have been grounded at home, and, according to RKO, no word of this gets back to authorities. At last he hires a lug who drags his pretty wife along with him to this forsaken outpost. In a subsequent drunken fury the new man takes his boss for a ride in an old rattletrap, thereby reducing the number of males by two. But someone has to rescue the dear blonde. That's where Chester Morris comes in.

Only that bit of excitement which is inherent in this business of flying emanates from this fizzle, and even that is drawn out to the breaking point. Sylvia Weiss.

"Mayerling"

(NERO)

Running time, 90 minutes. Release date not given. Screen play by Joseph Kessel and J. V. Cube, from the novel, "Idyl's End," by Claude Anet. Directed by Anatole Litvak. Music by Arthur Honegger. Cast: Charles Boyer, Danielle Darrieux, Suzy Prim, Jean Dax, Gabrielle Dorziat, Debucourt, Marthe Regner, Vladimir Sokoloff, Andre Dubosc. Released by Pax Films, Inc. Reviewed at the Filmarte, New York.

Judged by any other standards, Mayerling would be a badly projected and poorly realized love story. In the light, however, of the artificial and unreal slush that passes for romance in the movies (mostly American) this French film stands out as a sincere and often moving effort. The story is already familiar to theatergoers, having been treated in a slightly different (and more convincing) form by Maxwell Anderson in his *Masque of Kings*. In the movie Austrian Archduke Rudolph is less the political liberal that he became for Anderson, and more the desolate young aristocrat, burdened only with irresponsibility, and thoroly bored with life, love and the State. The innocence of Baroness Marie Vetsera captivates Rudolph. She is almost a child, but they fall deeply in love, in lines reminiscent of the famous Montague-Capulet relationship. The Emperor Franz Joseph, a stern old autocrat, breaks up the affair in the interests of the monarchy, and the story ends with Rudolph shooting Vetsera and killing himself.

Many of the lines are genuinely fine, holding a beautiful simplicity. Beautiful also is Danielle Darrieux's reading of Vetsera. Boyer distinguishes himself in the role of the Archduke, giving what will undoubtedly be chalked up as one of the 10 best performances of the year. Editing, direction and photography are unusually fumbling for a Continental product.

English titles are okeh. Boyer's marquee value and type of story should make this film widely acceptable. Whether due to the backing of the League of Women Shoppers, which is sponsoring the show, or the unanimously rave reviews in the dailies, Filmarte was jammed, with crowds outside, which seems to indicate swell b.-o. possibilities. Maurice Zolotow.

Film Shorts

"The Affaires of Pierre"

(EDUCATIONAL)

This comedy is worth its 20-minute duration in laughs stirred by Willie Howard. Tho his lines are staples, his delivery is refreshing, particularly when he resorts to pantomime.

Posing as a French teacher, Howard draws a class full of tourists with the promise to teach them the language in the period they visit Paris. Fun starts when he mixes his Brooklyn Yiddish with his acquired zees, and is topped by his refusing a reward for finding a madame's pack of jewels. From his pictures published in the papers, police mistake him for a notorious murderer, put him thru a third degree and release him eventually upon learning their mistake. His strut and ability to misquote axioms are his claims to fame herein. Sylvia Weiss.

BURLESQUE REVIEW—

(Continued from opposite page)

comedy sketches and showing a nifty figure in a couple of the beauty parades. Once more if is a burly show without strippers; in fact, a stripper would seem out of place. All pose numbers were worked out with imaginative backgrounds and long flowing drapes and did not depend on nudity to put them over. The wedding finale of the first act was a classic.

Second act opened with a Russian scene, the Dawn Dancers and the Morgan Sisters starring. Shuffles Levan; Allene Dale and Jack Rose followed with an old favorite, *Nellie, the Vamp*, but good for repeat laughs. Burns, Baker and Burns, a vaude tumbling act, filled in nicely. And the finale was one of those farewell affairs which got a great hand from the audience, who on the way out were promising themselves to be on hand next season when house reopens.

Joseph Quintner, who has done much in his revue presentations here, announced he had a fairly successful season, which got started late but ended with a bang. His shows this year were more on the type of musical comedy revues, and among the innovations were eliminating strips entirely, altho no law against them here, and dressing up the pose scenes. William H. McMahon.

Detroit House Engineers Sign

DETROIT, Sept. 18.—Agreement was reached last week by Engineers' Local No. 4, International Association of Operating Engineers, with practically all major theaters in the territory for renewal of annual contracts for theater engineers. Contracts expire every year on September 1. No difficulty was experienced in reaching an agreement, according to M. McCusker, business agent of the union, and a slight wage increase was granted without serious discussion. All theater rates are raised \$4 a week or 10 cents an hour, depending on the scale in effect at each house.

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Philly Bookings Switched Around

PHILADELPHIA, Sept. 18.—Season's unshuttering for the Forrest, set for October 11, was set back again when a booking juggle scheduled the new Shubert musical, *Between the Devil, for the Chestnut* on October 18 instead. Originally intended for a single week break-in, musical will hold forth at the Chestnut for a fortnight.

Marks the first time in many moons that a tune show has played the Chestnut. Plenty promised for the Forrest, but the marquee is still dark for the opener. Reports have it that Lawrence Shubert Lawrence, managing both houses for the Shubert interests, is taking over the smaller seated new Locust and will keep the Forrest dark this season. Major attractions scheduled for the Forrest will go on the Chestnut books, where the operating nut is considerably lower. Housing legit for the first time, Locust had a disastrous first year last season under the Jules Laventhal banner, shutting midseason when Mayor Wilson banned a booking for *Mulatto*.

Erlanger, indie operated by Sam Nirdlinger, will keep the house lights lit after *Tobacco Road*, the season's opener on Monday (20). Walter Hampden follows on October 4, for one week, with a revival of *The Passing of the Third Floor Back*.

"Eternal Road" Reorg in Court

NEW YORK, Sept. 18.—Federal Judge John W. Clancy has appointed Referee in Bankruptcy H. P. Coffin as special master to take testimony in the reorganization proceedings of the Eternal Road Distributing Corporation, producer of *The Eternal Road*. First hearing will be held September 23 in United States District Court.

It is expected that the outcome of the hearing will determine the court's willingness to permit the corporation to reorganize to save it from "liquidation and bankruptcy." Judge Clancy ordered all creditors to file their claims against *The Eternal Road* by October 1 or they could not participate in the expected reorganization.

This action is the outcome of a petition filed in Federal Court last July by Louis Lipsky, vice-president of the Eternal Road Distributing Corporation, who asserted that they have received many offers to produce *The Eternal Road* in many parts of the United States and Canada, but that reopening anywhere would be impossible without a reorganization of the company and a recapitalization of stock.

Chorus' Equity Notes

Chorus Equity's first quarterly meeting will be held Friday, October 1, 1937, at 2 o'clock in the afternoon at the Center Hotel, 108 West 43d street, New York. Paid-up membership cards must be shown at the door. We expect every member who can possibly do so to attend this meeting. The institution of a policy of quarterly meetings is in answer to the written request of a number of our members and also in answer to the sentiment expressed at the last annual meeting. It is purely a trial policy and its continuance will depend on the number of members who are sufficiently interested in the affairs of their association to attend such a meeting.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis. (See CHORUS EQUITY on page 29)

BROADWAY RUNS

Performances to September 18, inclusive.

Dramatic	Opened	Perf.
Brother Rat (Billmore)	Dec. 16	322
Having Wonderful Time (Lyceum)	Feb. 19	343
King Richard II (return)	Sept. 15	6
(St. James)	May 19	142
Room Service (Court)	Dec. 4, '33	1620
Tobacco Road (Forrest)	Dec. 14	323
You Can't Take It With You (Booth)	Dec. 28	308
Women, The (Barrimore)	Dec. 28	308
Yes, My Darling Daughter (Elizur)	Feb. 0	253
Musical Comedy		
Babes In Arms (Shubert)	Apr. 19	183
Show Is On, The (return)	Sept. 18	1
Winter Garden	Sept. 2	20
Virginia (Center)	Sept. 2	20

From Out Front

By EUGENE BURR

The other day I was somewhat startled by the receipt of a phone call from a charming young lady who very sweetly asked me to tell her my pet hates in motion pictures. Gathering my scattered wits together (it was their first meeting in almost 17 years) I answered as best I could and managed to convey intelligibly three major points of dissatisfaction with the shadows than walk like a ham. That, of course, merely scraped the surface, but I was confused; also I had constantly to fight against a desire to list as my pet peeves writers, actors, directors, cutters, producers, distributors, theater managers, ushers, ticket takers and patrons.



EUGENE BURR

including them here

My confusion was calmed down somewhat when I discovered that the charming young lady had called me in my secondary (or booby prize) capacity on *The Billboard*—that of film reviewer. (As may have been noted, I serve as a sort of dramatic Dr. Jekyll and cinematic Mr. Hyde.) I protested that it was hardly fair to films to ask for pet hates from one who was primarily a reviewer of the drama and not of its celluloid-diluted imitator—that such a one was bound to be prejudiced by the comparative ineptitude of films; whereas an out-and-out film critic, seeing nothing but bilgewater, could at least evaluate that bilgewater without comparing it to Piper-Heidsieck. But the young lady (who was preparing a paper for a newspaper syndicate) insisted, and in the two or three objections that I did manage to stammer out I tried to confine myself to subjects that at least had some slight connection with the drama. That's the excuse for in what's supposed to be a dramatic column.

Pet peeve number one centered around film versions of plays. It seems to me a manifest absurdity that films should pay staggering and ridiculous amounts of cold cash for the celluloid rights to successful plays, only to wry and twist those plays beyond any possible recognition in a zany effort to please all the Tilly Zilches who dote on films because Robert Taylor happens to have a profile. It would be far more sensible it seems—even from a strictly financial point of view—to let the inspired hacks and impassioned potboilers of Hollywood start from scratch. It would be a lot cheaper and their efforts would be no worse than the things that good plays are turned into after the hacks and potboilers have been let loose on them.

It may be argued, of course, that films are primarily interested in buying the title—but I'm still to be convinced that a title, any title, is worth the prices paid by films for stage plays.

And there is, far more important, the other angle—the artistic angle, the angle of mutilating an author's work, of wrying and cheapening his artistic aim and integrity, the angle of turning fine things into cheap and shoddy things, which is, in any field, a crime more horrible than that of mere physical murder. But there's no use going into all of that, because those are artistic angles and this is a discussion of the movies. You can't mix the two.

In any case, the essential idioy remains the same. For one *Once in a Lifetime* faithfully and effectively filmed you have a hundred *Winterset*s, given a seemingly serious production and then ruined and made madly, piteously ridiculous because of insistence on a sappy and fantastic "happy ending." A happy ending, incidentally, that failed to aid the film's popularity, weaning away lovers of the play and failing to win over chronic picture addicts.

The classic example of such mutilation, of course, is *Mary of Scotland*, the story of which is common property. Films paid a high price for the play—the only buyable possession of which was Maxwell Anderson's magnificent blank verse—and then proceeded to throw out every line of the blank verse, substituting the effusions of a Hollywood hack. They could have produced the picture that they did produce without even thinking about buying the play.

Pet peeve number two was a similar one—the mutilation of classics and standard works. That is, really, something that should in all seriousness be stopped by law; departments of education everywhere should agitate for laws preventing the practice. For, thru it, the countless hordes of film-swilled patrons receive false ideas of masterpieces of world literature. It is a thoroughly damnable practice.

There have been countless examples. Film-fiends who saw *Wee Willie Winkie* think that the Kipling character was a girl; picture-addicts who see *The Lower Depths* will think that Gorki was insane enough to saddle his vivid and terrible thesis with a stock happy ending. The examples multiply endlessly. And, in less obvious fields, film fans will think that Juliet's magnificent potion scene should be read in the public-school-recitation manner in which Miss Norma Shearer murdered it. That last, however, is really another question.

Keeping strictly to changes made in actual plots, the crimes of films are enormous. False impressions of classics and standard works are disseminated to thousands, to millions, who know no better, and who, forever after, carry with them cockeyed versions of the things that departments of education try to spread in their correct and original forms.

The worst case I know of was that of *The Black Cat*, a Lugosi-Karloff horror yarn that was billed by Universal as being "based on the immortal story of the same name by Edgar Allan Poe." The picture concerned mysterious doings in a thud-and-blunder mystery castle, and there were a couple of shots of an ebony kitten scampering across the screen. Thousands of film fans had never read the story, it is presumed (since the story is a true work of art); so thousands of film fans are going around under the impression that one of America's meager trio of literary geniuses produced a horror-meller for Messrs. Karloff and Lugosi that was a little worse than the average run of their films. There was absolutely no connection between the Poe story and the Universal production.

In all seriousness, such things should be stopped by law.

The third and last pet peeve was one which, if righted, could do films themselves a great deal of good. It concerned the ridiculous typing of film players. Granted that, in the cases of the usual floorwalkers and shopwindow dummies publicized into Hollywood fame, such typing is necessary because the actors in question simply can't act, it is manifestly ridiculous in the cases of fine and proven Broadway players lured out to the Gold Coast. Alice Brady is the first example to come to mind. Miss Brady, before she went to the Coast, played Lavina in Eugene O'Neill's tragic-in-more-ways-than-one *Mourning Becomes Electra*, and her performance was one of the finest of our decade. Miss Brady, when she went to the Coast, was first cast as a sort of substitute Mary Boland, and she scored neatly—as she would have scored in any conceivable type of part. So, Miss Brady is typed as a scatter-brained matron, and one of the finest tragic actresses in America is lost—or at least wasted.

That is, frankly, disgraceful. And Miss Brady's case is by no means unique. Films surely should have sense enough to use fully whatever talent they buy; that's elementary common sense. Humphrey Bogart is an all-round actor, not a player of gangsters; Eduardo Ciannelli is one of the 10 greatest actors in the world, not a melodramatic menace; Katharine Hepburn was potentially a really fine actress, not a field day for the publicity boys. But in Miss Hepburn's case, of course, (See FROM OUT FRONT on opposite page)

Stage Whispers

As predicted, Margaret Sullivan won't be in the touring company of *Stage Door*, despite violent promises from the Sam Harris office that she would be held to her contract. Faced with the problem of getting someone whose draw was comparable to Miss Sullivan's—and her draw is plenty big on the road—the Harris office engaged the services of Miss Joan Bennett (youngest of the Acting Bennetts), who hasn't been on the so-called legitimate stage since she appeared with daddy Richard in *Jarnegan* way back in 1928. The show is scheduled to open Saturday, October 16, in Hartford, and to move on to Boston on Monday. When the film version is released playgoers thruout the nation who see the road show too will be a bit confused, reports coming in that the Hollywood geniuses have completely rewritten the script to suit themselves.

The Mercury Theater, the group that will present classic and standard revivals at the Comedy Theater, starts rehearsing October 9 with *Julius Caesar*, the opening being set for November 6. Next on the schedule is Dekker's *Shoemaker's Holiday*, opening December 6, and Webster's *The Duchess of Malvi*, opening January 15. Thereafter, but still tentative, will be Shaw's *Heartbreak House* on February 9 and Shakespeare's *King John* on March 14. . . . John Cecil Holm, the reformed actor who wrote *Three Men on a Horse*, has finally gotten around to finishing a script to succeed that successful horse-racing epic. It's called *Four Cents a Word*, it deals with pulp sheets and the people who write for them, and it's on the Cheryl Crawford schedule. Miss Crawford was the first to read it and snapped it up pronto. . . . The Laurence Rivers office is evidently determined to get a Montgomery for the lead in its forthcoming *Merely Murder*. All summer there was talk that Robert Montgomery would come east for it, but the deal fell thru at the last moment, so now Douglass Montgomery has been hired for the role. Also engaged are Rex O'Malley and Muriel Hutchinson. Rehearsals start the middle of next month.

There'll be plenty of one-act plays seen on Broadway this season if all present plans go thru—a regular renaissance of the short-play form which brought the Provincetown to prominence and is still by many people regarded as a far truer medium of dramatic art than the three-acter. Latest entry in the field is the Short Play Theater, which filed incorporation papers several weeks ago, with Jack Dillon vice-president and general manager and Mrs. Dillon secretary and treasurer. It's scheduled to start in November. Two other groups intending to present one-acters for the delectation of Broadway are already in the field. . . . When Sidney Fox left the cast of *Having Wonderful Time*, in which she substituted for Katharine Locke, her place was taken by Helen Golden, the understudy. Miss Golden previously played the part for a while during an illness of Miss Locke and she scored tidily in it. . . . The next Clifford Odets play, if he ever gets around to finishing another mere drama, what with his commitments to films, may be about a prize fighter—specifically an amateur—the play to be called *Golden Gloves*. . . . Paul Lukas will be playing Dr. Rank when Jed Harris' production of *A Doll's House* hits Toronto October 11 and comes to New York for the holidays. . . . Fredric March and his wife, Florence Eldridge, will be on Broadway in *A Christian Hero*, presented by John Cromwell and Mr. March.

New Conn. FTP Head

BRIDGEPORT, Conn., Sept. 18.—Charles LaRue, former director of theater projects in Nebraska and Iowa, was appointed State director of the Federal Theater Project in Connecticut last week, succeeding Gertrude DonDero, who has been in charge for the last 18 months. Miss DonDero will hereafter devote her time to the supervision of production details.

ADRIENNE EARLE, who appeared in summer stock in New England this season, is now with the No. 4 *You Can't Take It With You* Company.

New Plays in Summer Theaters

"Dearly Beloved"

NEW OGUNQUIT PLAYHOUSE
(Ogunquit, Me.)

Three-act comedy (six scenes), by Charles Behan and Robert Buckner. Settings by Sidney Redish. Presented by Walter Hartwig, via the Manhattan Repertory Theater Company, at the New Ogunquit Playhouse for one week, beginning August 30.

Cast: Jean Muir, Donald Cook, Barna Ostertag, Carl Benton Reid, Damian O'Flynn, Madeline Hooley, E. Colin Dawson, Evelyn Chevillat, William Roehrick, William Swetland, Frances Benedict, Harold Wax and Ernest Carriere.

Walter Hartwig's honey of a modern version of a cowhand theater, the New Ogunquit Playhouse, which debuted 10 weeks ago, rang down its curtain with the last performance of *Dearly Beloved* Saturday night, September 4, and will reopen June 27, 1938.

Dearly Beloved is a yarn that attempts to slap down the superficiality and fakir existence of Hollywood. Jean Muir enacts the role of a stage-struck damsel from Poplar Bluffs whose record of appearing in turkey offerings is desperately appalling. She's a modern maid who can see no harm in allowing her carnal nature to pursue its apparently intelligent course without benefit of clergy, even to her new love, Donald Cook, a young railroad executive (with plans of streamlined Pullman berths consistently being nixed by his dad's railroad outfit), believes in a marriage ceremony.

Opening blackout shows Miss Muir and Cook being stood up by their respective mates via telephone conversations. This scene is altogether too drawn out. The other blackout shows them dining at the Ritz, where the nucleus of their forthcoming love is brewing. Three weeks later Miss Muir's latest play is completely walked out, and to add to her grief Cook's only presence was a telegram expressing his regrets.

However, he calls on her at her apartment, expressing his deep love and offer of marriage, but the girl's carnal instincts nix the connubial tradition, and curtain falls on her accepting Cook's offer of a trip to Europe on common love principles.

Six months they are happy, but Damian O'Flynn, as the author of *Modern Madonnas*, and Carl Benton Reid, as a Hollywood flicker producer, prevail on Muir to accept the part of Marianne in the scenario, and as a result her career wins over her happiness. So Cook quits. Four months later Muir is tops in Hollywood. She's the keystone of the entire industry's respectability and is backed by the Legion of Decency. There's a nutty but well-portrayed part of a movie gossip played by Madeleine Hooley as Lollie Payson. O'Flynn loves Muir. But in order for her to obtain a divorce from Cook it must look as tho Cook has been a dog and treated her most brutally. In the meantime Barna Ostertag, Muir's former roommate and now her personal secretary, wires Cook to come on. It seems the only way Muir can obtain a divorce is by being married, and she isn't. So Cook hies her off to Reno, where they are married, and the last act is a bedroom scene where loves overwhelms career.

The play lags considerably, tho it's sustaining all the way. Tightening up will brace it up for better legit consideration.

Sidney J. Paine.

"No Scandal, Please!"

PRISOLLA BEACH THEATER
(Plymouth, Mass.)

A mystery comedy in three acts by Howard Warren Comstock and Bert Hughes. Staged by Paul A. Foley. Setting designed and executed by Gordon Miller. Lighting by Joseph Machado. Presented by A. Franklin Trask for one week, beginning September 6.

Cast: Betty Carpenter, Emerald Reynolds, William Bonewell, Edelweiss French, Alison Hawley, Luise Holman, John Dighton, Lee Parry, Catherine Cosgrove, Homer McDowell, John Balmer, Melvin E. Berg, Johnston Jeffries.

With all due respect to the serious efforts exerted by this juvenile summer theater cast, a more experienced professional group would have taken this mystery piece out of a serious lethal state. The outcome, at least, is a complete surprise to the audience.

Pappy Daingerfield-Lee is a queer old duck, crippled, a power in Newport society, who has a hobby of being a scandalmonger with a yen for bringing peo-

ple of varied moods to her home for week-ends, solely for the kick she derives. Lately her week-ends have been dull; she craves excitement. Her only form of enjoyment is reading mystery and detective yarns, but she can guess the outcome prematurely. This particular week-end she has a wild idea to bring the extreme in personalities to her home; it's termed a horror party, and rightly. No one knows who else has been invited. There's Peter Van Leyden, who jilted Mona Parrish. Elsie Van Leyden Canova, Peter's mother; has married Ricco Canova, a crude Italian chauffeur. Barry Lynch is a racketeer and blackmailer. Sylvia Van Leyden, Peter's wife, still loves John Davis. The first act brings out all the hates and viciousness, directed particularly toward Peter. Curtain falls when the newly hired maid drops a tray of drinks while confronting Peter. Previously it had been brought out that Peter had an escapee aboard a transatlantic steamer and had done the girl wrong.

Shortly after a shot is heard and Winslow, the butler, returns with news of the maid's suicide. An inquest is held

by Inspector Kennedy, who is suspicious of the whole lot. Lynch pulls a gun on Peter following some collusion accusations on his part, and Poppy harbors the gun thereafter.

A midnight tryst is held between Davis and Sylvia, eyed by Peter from Poppy's secret elevator. They retire, and a pistol shot rings out; Winslow returns, opens the elevator door, and Peter's body falls out, a gun beside him. To avoid more newspaper scandal Poppy decides to hoke up an alibi of suicide for everyone. Besides, Poppy declares she knows who killed Peter.

All return to their rooms except Poppy and her personal secretary, Miss Smythe, when suddenly Miss Smythe arises and bemoans the fact she's glad she killed Peter because when the maid dropped the tray she knew that Peter was the one who betrayed the honor of the maid, Miss Smythe's half-sister. The elevator descends, and after Miss Smythe's story Inspector Kennedy comes out and exonerates her. Peter, when he saw Miss Smythe brandish the gun (Lynch's), died of heart failure. And Kennedy presents Poppy with the bullet, which didn't hit its mark.

The play has four lines of particular merit. A faster pace, with recasting, will make it a fair presentation.

Sidney J. Paine.

New Play on Broadway

Reviewed by Eugene Burr

ST. JAMES

(Beginning Wednesday Evening, Sept. 15, 1937)

KING RICHARD II

(Return Engagement—Limited)

A play by William Shakespeare, starring Maurie Evans. Staged by Margaret Webster. Art director, David Folkes. Incidental music composed by Herbert Menges and arranged by Rupert Graves. Scenic production executed by Studio Alliance, Inc. Costumes executed by Eaves Costume Company and Brooks. Presented by Eddie Dowling and Robinson Smith.

King Richard, The Second....Maurice Evans
Uncles to King:

John of Gaunt, Duke of Lancaster...Lee Baker
Edmund of Langley, Duke of York.....

Henry, Surnamed Bolingbroke, Duke of Hereford, Son to John of Gaunt, Afterwards King Henry IV.....Frederic Worlock

Duke of Aumerle, Son to the Duke of York.....Winston O'Keefe

Thomas Mowbray, Duke of Norfolk.....

Advisers to King Richard:

Bushy.....John Kennedy
Bagot.....Everett Ripley

Green.....Sydney G. Smith
Earl of Northumberland.....Charles Dalton

Henry Percy, Surnamed Hotspur, His Son.....

Emmett Rogers
Lord Ross.....Richard Rauber

Lord Willoughby.....Arthur L. Sachs
The Lord Marshal.....Reynolds Evans

Mowbray's Herald.....Arthur L. Sachs
Bolingbroke's Herald.....Neal Bery

Earl of Salisbury.....Wesley Addy
Captain of a Band of Welshmen.....Rhys Williams

Bishop of Carlisle.....Reynolds Evans
Sir Stephen Scroop.....Donald Randolph

Gardener.....A. G. Andrews
Second Gardener.....Philip Truex

Duke of Surrey.....Neal Bery
Sir Pierce of Exton.....Sydney G. Smith

Servant to Exton.....Vernon Crane
Servant to York.....William Prince

A Croom.....Rhys Williams
A Keeper.....Wesley Addy

Queen to Richard.....Eleanor Phelps
Duchess of Gloucester.....Irene Tedrow

Ladies Attending on Queen:
Betty Jencks, Jessie Dimond, Julia Lathrop

LORDS, OFFICERS, SOLDIERS, MONKS, MESSENGER AND OTHER ATTENDANTS: Neal Bery, Alfred Paschal, Richard Janaver, Frederick Carney, William Prince, James Harker, Philip Truex.

Scenes: England and Wales Between April, 1398—March, 1400.

ACT I—Scene 1: King Richard's Palace. Scene 2: Duke of Lancaster's Palace. Scene 3: The Lists at Coventry. Scene 4: The Court. Scene 5: Ely House. ACT II—Scene 1: Windsor Castle. Scene 2: Wilds of Gloucestershire. Scene 3: A Camp in Wales. Scene 4: Bristol Before the Castle. Scene 5: The Coast of Wales. Scene 6: Wales Before Flint Castle. ACT III—Scene 1: The Duke of York's Garden. Scene 2: Westminster Hall. Scene 3: London. Street Leading to the Tower. Scene 4: Windsor Castle. Scene 5: Pomfret Castle. Scene 6: Westminster Hall.

The most thrilling production of our generation returned briefly to Broadway on Wednesday night, preparatory to a long road tour. It is, of course, the Maurice Evans *King Richard II*, and it settled down again at its former home at the St. James. It provides a glorious opening for the new theatrical season. Superlatives are apt to be dull reading—and a long list of superlatives was indulged in when the play originally opened. Almost all of them are applicable to the return engagement.

Almost all, but not quite. For Mr. Evans, in preparing for the road, has changed his cast, and not always for the better. Also fine as the production is, breathtaking as is the performance of the star, the play now lacks that final spark of ultimate fire that made it the most glorious and amazing theatrical miracle this reporter was ever privileged to review. It is still head and shoulders above anything else within memory, but its head no longer quite pierces the clouds.

That is not the fault of Mr. Evans' performance. Smoother and more effective even than before in the early

(See NEW PLAY on page 29)

FROM OUT FRONT

(Continued from opposite page)

she aided in her own downfall by failing to develop her potentialities. That too is probably Hollywood's fault, but again it's another story. I'll be satisfied if films decide to use to the full the proven talent that they buy. I'm afraid I'll never be satisfied.

I also asked the nice young lady (who works for a Hearst syndicate) whether I could list Miss Marlon Davies among my pet peeves. The nice young lady said no.

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

OUT-OF-TOWN OPENINGS

"Star Dust"

KILBUCK THEATER
(Pittsburgh)

Three-act comedy drama by Madeleine Skelly Foust. Presented by the Kilbuck Theater, beginning September 7. Directed by the author. Setting by William Holst. Stage manager, Andrew Wise.

Cast: Eula Mae Jackson, Kay Harmon, Jane Armstrong, Charles O'Connor, Helene Kostelaz, Dick Warren, Terry Mansfield, John Larkin and Keith Lundy.

Mrs. Elways is dutiful secretary to her husband in the U. S. diplomatic service but is bitten by the little theater bug, is cast in a professional play, scores and draws the attention of a New York producer. Torn between love of stage and home, Mrs. Elways decides to forget the footlights. Mr. Elways proves ungrateful; Mrs. E. heads for Broadway.

Except for comedy by-play from the secondary characters and some brief love-making from the little theater leading man, Norman Rolling, that's the plot of this latest original from the pen of Duquesne University's drama department dean.

Sometimes slightly annoying in its unnecessary dialog and trite henpecking aunt, not yet an opus to be grabbed by any George Abbotts, *Star Dust* does entertain for its comedy lines dropped by Elway's ingenue friend, Peggy; Peggy's boy friend, Bobby; maid Jane and actor-reprobate Lionel Langdon.

Fair fodder for female flicker fans, the play differs from most eternal triangle plots where the wife decides to remain with her hubby as a martyr in turning the heart of la madame from loving but unreasonable Herr Elways to the glamorous White Way.

The occasionally too theatrical even for an opus about theatrics, the play might be a bet for some mature pro actress after it takes some reworking, especially since the triangle of husband and leading man paves the way to believable scenes so loved by the more romantic sex.

One set is used in the Kilbuck production especially laudable because of the limited space available. Located in the basement of a neighborhood apartment known as "the world's smallest legitimate theater," the 44-chair house seats four rows of spectators three feet away from the actors, who create the illusion of greater distance and size by the use of leveled voices and restrained movements.

Distinctive in legit annals, at least in Western Pennsylvania, is fact that Kilbuck asks \$1 a head admission and gets it. In fact, theater is sold in advance to December 22, with city clubs buying bulk of seats and reselling to members.

Actors get expenses plus a little extra.

Morton Frank.

Chi Guild List Shaping

CHICAGO, Sept. 18.—Four of the six Theater Guild subscription plays to be presented at the Eringer Theater this season have already been set and are slated to follow the initial legit attraction in that house, *The Women*, opening tomorrow. The shows named include Ben Hecht's *To Quiddo and Back*, co-starring Sylvia Sidney and Leslie Banks; Benn W. Levy's dramatization of *Madame Bovary*, starring his wife, Constance Cummings; Sidney Howard's *The Ghost of Yankee Doodle*, starring Ethel Barrymore, and Alfred Lunt and Lynn Fontanne in *Amphitryon 38*.

(49th Anniversary)

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Thru Sugar's Domino

The Broadway Beat

By GEORGE SPELVIN

IF IT is possible to make such a comparison the map of show business has undergone more changes in the last decade than has the map of Europe since the firing of the spark that started the World War. Standards have changed, values have been juggled; in short, not a single one of the indoor branches of the amusement industry is today what it was (in general aspect, at least) since the high peak of prosperity was reached in 1927. We were discussing this well-known phenomenon with several members of our own little hot stove league the other day and one of the brighter members of the group ventured a thought that we have taken as this week's topic. The suggestion advanced was that the most important phenomenon in the series of changes that have taken place in the amusement setup is that music in the form of bands and orchestras (take your own choice of the preferred term for musical aggregations) has crept up during the last several years to the front ranks quite without ostentation. Today bands and orchestras represent the most important single entertainment factor in all of show business.



E. E. SUGARMAN

Let us proceed with a sketchy inventory of the indispensability of orchestras. Without orchestras there would be no such phenomenon as night clubs. For years that date back to the origin of variety or vaudeville shows orchestras have been the *sine qua non* of theaters using live material on their stages. Without music in the form of orchestras and bands radio would still be in the backyard of the show business. As for films, it must be remembered that even before the era of 50 and 100 per cent talkies sound or musical pictures represented the promotion of the celluloid industry from the silent to higher stages of technical complexity and audience appeal. As was the case as far back as any living person can recall, the lesser branches of the show business find band and orchestra music to be an inevitable medium thru which to stir the public out of its lethargic attitude towards the same old thing.

* * *

Since analysis proves that orchestras are a vital factor in today's amusement setup we must consider the relative importance of the labor structure of music to the general situation. And it is well to pause to consider also the effect on other related branches of this predominance of music in all branches of our business. When one regards music in its true light it becomes understandable why the American Federation of Musicians is faced at this time with greater problems than any organization of its kind. It also becomes clearer why the AFM has reached out for the protection of its members into fields of activity that would ordinarily be regarded as alien to the functions of a labor organization.

While discussing at random the importance of music we hasten to reveal that one of the swanky night spots in New York recently financed a survey of other spots in the same category for the purpose of determining, within human limitations, the factors that cause patrons to generally choose one spot in preference to others for dinner or supper. The survey revealed the astounding preference of patrons for a certain spot not only because the spot has music (all spots in this category include music as a must) but because the spot features the music of a certain orchestra. To us this reliable information is truly astounding because we visualize the enormity of the investments tied up in realty, service, food and other entertainment. True, most of these and secondary factors are necessary if a spot is to rate at all. Nevertheless it does serve to impress one with the phenomenal importance of personalized music when patrons indicate that their choice of a spot for consistent patronage rests with their preference for a certain orchestra. From this it can be gathered that night spot operators must have more in mind than merely adding an extra few dollars to the take when they pick an orchestra. And it also serves to impress anybody who thinks about these things that the orchestra booking offices (at least those that have orchestras tied up hand and foot) are the real hub of today's show business. A wit once remarked that he'd prefer to write the nation's songs than be President. A powerful orchestra entrepreneur can truly say, by the same token, that you can throw the rest of the show business into the garbage pail so long as you permit him to book its bands.

* * *

Talking about songs, it is interesting to note that the tremendous investments and all other factors of substantial importance involved in the music publishing business are bunched together and aimed at one mark—appealing to the orchestra leader on the networks for attention. We talked to an important music publisher the other day and he reacted peculiarly to a suggestion we made that publicity on a song in one of the nationally syndicated Broadway columns might help put it over as the smash hit of the month. Our music publishing friend pointed out with force and logic that under most conditions columnist mention would tend to kill a song. And he topped off this heresy by stating that he doesn't care one whit about any kind of publicity, regardless of its size, so long as he can get name leaders to plug his song on the networks.

So you have the picture of a huge industry in which many millions of dollars are invested hanging from a precipice and suspended by a thin cord in the form of plugs given tunes over the air by frequently unpredictable band leaders. Does one wonder why there exists more than ever the practice of graft in song plugs? Of course, band leaders are constantly looking for good tunes that will help raise the entertainment standards of their programs, but when these are plentiful it seems rather Quixotic for a band leader—living in a highly commercialized atmosphere and just as hungry for the dollars as the next man—to act as a plug medium merely because he likes the man who makes the request or because he wants to help out a fellow in distress. But show business is that crazy and inconsistent that you can stack up as high the number of band leaders who are immune to graft as you can the number of baton welders who wouldn't budge an inch in the direction of using a song unless the publisher pays and pays well.

The successful band leader is a powerful factor today. The end of his reign is not in sight. But in accordance with the laws of change some day he will have to move down from his judgment seat. How long he will stay rests with the manner in which he conducts himself for the good of his ilk. In this connection his own union—the AFM—can neglect him and hasten his demise or help him extend a beneficial influence over the whole industry.

A SCOUT reports that Robert Taylor's first screen appearance was in a short made in France in French; it was titled *Crime Doesn't Pay*—which doesn't seem to have worked out in Mr. Taylor's case. . . . Nostalgic street scene: On 52d street the other Sunday a hansom teetered up and stopped at Harry's Bar, whereupon an argument ensued between the drunken fare and the old driver; both finally walked into Harry's, and the fare bought the driver a beer. . . . The poor Rockefeller's charge 5 cents admission to the palatial privy in the basement of the RCA Building—and unless you happen to have the hide of a rhinoceros you're forced to submit to an additional 5-cent blackjacking for a hunk of cloth on which to dry your hands after your ablutions. . . . Is that how the famous dimes were made? . . . There's plenty of labor unrest over at *The Times*; the discharge of a business office employee who had been an active labor organizer and the flop of the Newspaper Guild-Sulzberger negotiations left plenty of bad feelings on the staff; conditions are probably more unsettled there than at any time since the start of the Guild. . . . Phil Sands, who had a run of 16 weeks this summer as ork leader at the Westchester Embassy Country Club, is heading back to New York with a fistful of offers from Manhattan and Florida spots. . . . Mr. Spelvin, who thought that the sign he saw last summer in Sullivan County—"Hotel Balfour, H. Lefkowitz, Prop."—could never be topped, managed to top it last week in Connecticut when he noticed this one: "Finkle's Pheasant Farm." . . . Fancy!

At present writing the whole street's awaiting the sugar that's expected to come with the American Legion Convention, but one group doesn't have to wait, having already collected; the novelty companies that sold banners, placards and streamers welcoming the boys (and their business) to shops, theaters, restaurants, hotels and what have you, had an army of men in the field—one restaurant had 15 salesmen from different concerns assailing it in a single day—and they've managed to plaster the city. . . . Everything everywhere's red, white and blue, with all sorts of exhortations to the legionnaires to come in and be welcomed. . . . Even dress shops have gone in for the banners, evidently figuring on the attendant wives—but the prize is on upper Broadway, where a corset and girdle shop proudly displays a big red, white and blue banner and, right over the entrance to the store, a placard that reads: "Legionnaires! Welcome!" . . . Plenty of interest on the street centers around the new upped admission scale for the two Broadway houses of the WPA Theater Project, the Maxine Elliott and the Adelphi, both of which are slated for a \$1.10 top; none of the FTP hits, such as *Faustus* and *Macbeth*, made any money despite good audiences, the 55-cent top not being sufficient to clear production expenses. . . . People are wondering whether trade will be just as good at the new prices—and legitmen are thinking of reviving the original cry of competition directed against the FTP when it began. . . . The fact that the government theater would charge way below the Broadway scale was one of the chief explanations of the non-competitive angle, but the boys point out the \$1.10 brings them directly into the commercial category.

Chicago Chat

By NAT GREEN

OLD REVERE HOUSE on North Clark street is no more as far as the name is concerned. . . . Now known as the Hubbard. . . . In the "good old days" before and during the World War the Revere was a general rendezvous for vaude actors and was known far and wide. . . . As vaudeville declined, so did the Revere, and for many years it has been on the down grade. . . . New owners have taken it over, refurbished the entire building and are trying for a comeback. . . . Several of the smaller hotels in the "submerged" portion of North Clark street still house many small-timers. . . . The St. Regis and the Clarendon are peopled largely by professionals and an agent who is up against it for a cheap act can call either hotel and get anything from an Arab troupe to an accordion player. . . . The Raleigh, a block off Clark at Erie, still is a hangout for tab, stock and rep people.

RKO Palace was sold out before the opening of first show last Wednesday, despite the fact the day was Yom Kippur. . . . Advance sale for the Theater Guild season is just short of \$100,000—a record figure. . . . Dorothy Deere, movie columnist of *The Evening American*, shopped up to motion picture editor. . . . Takes over duties of critic "Rob Reel," will write a Saturday preview page and continue daily column under her own byline. . . . Frances Poole becomes assistant m. p. editor and will continue her Saturday restaurant column under own byline. . . . John Joseph, RKO publicity man, left Saturday for Hollywood with Jean Buckner and Edwin Platte, winners in Chi Charter Jubilee's talent quest. . . . Bobby Breen, who closed a personal appearance at the RKO Palace Thursday, and his sister, Sally, went along with the contest winners, who will be entertained and screen-tested in Hollywood. . . . September birthdays: Mrs. Pat Flanagan, the 22d; Ted Weems, the 26th. . . . N. S. Barger's plans for a revival of *The Great Watts* fell thru, backers having decided it was not so promising. . . . Jack Lawson, former *Daily News* night club ed, in from Texas on his way to a Hollywood assignment for the Texas paper he now works for.

Chicago is being introduced to *The Big Apple* dance this week, the B. & K. Chicago Theater advertising "first time on any stage." . . . Mary Jane Walsh, former protegee of Lillian Gordon, writes from the Mayfair, London, that she is to open in a new Sam Harris-George M. Cohan musical in New York October 26, and also will be featured on the Barbasol air show, replacing Singin' Sam; on Mutual net. . . . Harold Jovien, formerly on *Radio Guide*, now doing *Hot Air* column for *Down Beat*. . . . Hotel Sherman's Old Town Room amateur nights off to a great start Saturday with a hilarious Circus Night, with Al Trace and band furnishing much of the hilarity. . . . Nick Bolla readying his second road show of the present season. . . . Banks of the Chicago River have taken on the appearance of Paris' Left Bank with opening of annual open-air art show. . . . Missing this year are pictures caricaturing the "ruling classes," the new sponsors striving for art rather than an economic Utopia. . . . Dixiana Showboat, in the news again, seems destined for the bottom of the lake unless some method of beaching it is devised. . . . Boat now lies partly submerged in the harbor at Michigan City, Ind., and owners are stripping it of seats and other movable furniture.

Showboat Players Aided by Weather

CHESTERTOWN, Md., Sept. 18.—Blessed with good weather, the Charlie Hunter-Jack Pfeiffer Showboat Players continue their trek under canvas to find box-office returns.

Jim Sexton, pianist, is a recent addition to the company. Other members of the troupe are Charlie Hunter, Jack Pfeiffer, Bob Demorest, Marge Williams, Beulah Adams, Gladys Pennington, Jack Keating, Rene Mahar, Harry Weatherby, Lana Lois Gallagher, Walter Karhle, Ray Coppersmith and Ernie Field. Pop Pfeiffer is in the box office.

Mrs. Hunter and Mrs. Pfeiffer celebrated their birthdays the same week recently, with both the recipients of many presents from members of the troupe. In addition, Mrs. Hunter received a Studebaker President from her husband, while Mrs. Pfeiffer was presented with a Chevrolet de luxe sedan by her hubby. Both also received Spitz dogs. Among others who celebrated birthdays recently were Pop Pfeiffer, Harry Weatherby and Little Ona Demorest, who has left the show to return to school.

Among recent visitors on the show were Mr. and Mrs. James Adams, who have purchased a new living trailer and plan to stay on for some time; Mickey and Pat Gallagher, who now operate a beer emporium in Easton, Md., and Ike and Evelyn David.

Jack and Rene Keating are "trailer crazy" and are expected to pop with a new home on wheels almost any day now.

Tolbert Tattles

BRUNSWICK, Ga., Sept. 18.—Slim Williams' mother from Tampa, Fla., visited and renewed acquaintances with old friends.

Last Sunday Lasses White and Honey Wilds went deep-sea fishing and what a catch—38 speckled trout, enough for a big fish fry Sunday and dinner for the working crew. Jean Jordan and Betty Hutchison visited Sunday afternoon in Valdosta and out to Shady Grove for dancing that night. Seen doing *The Big Apple* were Gretchen and Bob Norris, Dorothy and Toby Eastman, Bea and Red Jenks, Clyde Jewell, Betty Hutchison and Wiley Kilpatrick. The B. O.'s and buttermilk received a big play Monday.

Betty Hutchison and daughter, Willow Merle; Jean Jordan and Mrs. Jordan caught the show Monday night. Tuesday in Bainbridge Jack Hutchison passed thru on his way to Valdosta to visit friend wife. At the radio station Norman Hinkle came up and sat in for the broadcast. Ivey and Norman came down Tuesday night and brought with them their darling daughter, Marion.

Almost the entire show were the guests of the Wallace Bros.' Circus Wednesday. Personally escorted thru by R. W. Rogers were Mr. and Mrs. Lasses White, Mr. and Mrs. Honey Wilds, Mr. and Mrs. Buddy Hale and son, Mr. and Mrs. Henry Ferguson, Mr. and Mrs. Paul Herbert and Mr. and Mrs. Bob Norris. They all met Tom Tyler, Hollywood feature, and the girls came back raving.

Eunice and Little Hale and friends drove in Wednesday night to catch the show and motored back to Dothan the same night in their new Oldsmobile. For the benefit of the curious who haven't been able to figure out the identity of Sally the Sleuth, I have been all season and still am Beatrice Jenks. Other visitors on the show Wednesday night are Jack Hutchison, (Jack) Kelly Van and Dr. Howell, brother of Toby Howell.

BEATRICE JENKS.

Kelly Stock Winds Up Tour

NASHVILLE, Mich., Sept. 18.—Kelly Stock Company, under the management of Frank and Ida Kelly Lee, wound up the season here September 5. Besides the Lees, the roster included Bud Rowley, Patricia Bryant, Larry and Madlin Nolan, Dick, Hazel and Bernice Butler; Connelly and Radcliffe and Al Pitcaithley. Cecil Rawson was in charge of the canvas, assisted by Albert Lee, David Brockitt and Cleon Russell. Lloyd Connelly Jr. was in charge of concessions and Dan Alspach had the advance.

DWIGHT DEERE WIMAN, New York manager-producer, has taken an option on the play *The Nuremberg Egg*, which was tried out by the Surry Players in Surry, Me., in August.

Rep Ripples

AL MARTIN, formerly a member of the Bowery Quartet, joined Choate's Comedians at Pecan Gap, Tex., recently. Other members of the quartet were Sam Puckett, Walter Snow and Henry Nash.

HARRY GARRITY, well known in New England stock and repertoire circles, is now engaged in commercial lines in Easthampton, Mass. He directs and produces home-talent productions in his spare moments.

JOEY AND MAE LA PALMER postal that the recent Kansas City Ripple stating that they had just joined Fred G. Brunk in New Mexico was "all wet." "We joined Fred G. Brunk in Safford, Ariz., last March." Joey and Mae write, "and have been there ever since. This is our 24th week."

CHARLES COBURN, veteran actor-manager, is playing one-day stands under auspices in New England with his one-man presentation of *Macbeth* without costumes or settings. He will play schools and colleges later in the season.

H. ALLEN, agent for Tip Tyler's Comedians, pencils that Kala Vonn, mentalist, has been a feature on that tent show for the last 16 weeks and has proved a box-office magnet. "Tent business good in this section," Allen writes from Chepoka, Kan. "Moving south for the winter."

"RUSTY" WILLIAMS, comedian with the Odell White Company, pipes from Pinetops, N. C.: "Saw Lasses White and Honey Wilds recently. Have a great show. Also caught Paul Liniger. South has plenty of shows at present and all are doing well."

WILLIAM GRISKEY, after doing radio work in the East all summer, will return to the Erie Repertoire Players, Erie, Pa. Their first production of the season, *Griskey* says, will be *Boy Meets Girl*.

LUCIUS AND MARIE JENKINS, erst-while rep musicians, have purchased a large lot and store building across the street from their trailer camp in Tifton, Ga., and will use the new property to enlarge their present trailer accommodations. The lot purchased has been used for show purposes, but is not considered the regular Tifton show lot. Mr.

Billroy Briefs

SPRINGFIELD, Ill., Sept. 18.—Seems like the whole troupe went on a spending spree this week. Manager Wehlie traded in his Cadillac for the cutist model "T," you ever saw. Only 86,000 miles on it, and what a motor. The top was demolished several years ago, which makes it resemble one of those new convertible jobs.

Cal West opened up his heart and bought Dodo a new set of harness, which she really deserves after going thru the things she did last week.

Russell Lewallen opened up and purchased a jug, which cost Catanzara 50 cents, owing to misrepresentation.

Cold weather has descended upon us, but the male members of the show haven't suffered to a great extent on account of the hot air that permeates the men's dressing room.

Am glad to report that Manager Wehlie's father, who has been very ill in Louisville, is now able to be up and around again.

In Lincoln, Ill., we had as guests some of the members of the WPA company in Peoria, which included Kathryn Cameron, Delphia Kent, Wayne Kennedy and Ted Edlin, who when last seen by the writer was being escorted from the Ritz Bar in Phoenix, Ariz., accompanied by Zeke Boyd on the trombone.

Things that deserve mention: Marie Wilson's disposition, Raby Olders' rendition of *Peckin*, Leonard Fye's bass slapping, the success of Buddy Hawkins' love affair and Charles Underwood's sense of humor. WAYNE BARTLETT.

and Mrs. Jenkins recently enjoyed a visit from Dee Cook, formerly owner-manager of the Cook Players. Jenkins says the Milt Tolbert Show drew a capacity house in Tifton September 11, with 80 per cent remaining over for the concert.

E. F. HANNAN has recently written material for Carl's Tent Show, Elizabeth Duffee, the George Bishop Tent Show; Alva Leslie, of the Leslies, and Tuck and Flume, of the Nip and Tuck tab unit.

AL PITCAITHLEY, who recently closed the season with the Kelly Stock Company in Michigan, is playing clubs in and out of Detroit.

MARTIN'S Talking Picture Show, playing the small towns in South Georgia, reports business as "very satisfactory."

Kansas City Jottings

KANSAS CITY, Mo., Sept. 18.—Walters' Comedians recently opened their one-nighter of *Tobacco Ridge* and latest reports are that business is satisfactory.

The Darr-Gray Show, after many weeks in Northern spots, is said to be Texas bound for the winter. Troupe is expected to invade Arkansas soon.

Lucille and Slim Andrews, formerly with the Ben Wilkes Players, are visiting friends and relatives in Arkansas.

George Travis, advance agent for the Schaffner Players the past summer, is a village visitor.

Bud Hawkins Show, after many weeks in Kentucky, has invaded Indiana.

Golden Rod Showboat is said to be opening an indefinite stock engagement at Alton, Ill., September 27.

Gene and Rilla Stuttsberg, former rep team, now located in a Texas city, visited the Henry Brunk show recently while on a vacation trip.

Tommy Ward, former repertoire comedian, now operating a night club in Oklahoma, was spotted on the local riato this week.

Rice-Percy Players closed recently in Illinois and Mr. and Mrs. J. L. Percy, of the show, are now at home in Farmer City, Ill.

William Balthazer, formerly with the Big Ole Company, recently opened his own show on a loop of towns around Watertown, S. D. Nelson J. Loranger is directing.

Edith and Jimmy Erixon, who have been with the Neal Players for the last two seasons, have joined the Hazel McOwen Players.

Sid Kingdon, who operated a circle last winter in Northern Missouri, is making arrangements to reopen his company, which will headquarter in Hamilton, Mo.

Ted North Players made their last fair date this week at Madison, Neb.

Toby Young's Comedians, who have been in Missouri for many weeks, will invade Arkansas soon on the way to Texas for the fall and winter.

Emil and Rose Arp, past season with the Rice-Percy Players, are said to be opening their own show soon.

Glenn and Donna McCord, rep team, are sojourning in Grand Island, Neb. They will be seen with a Midwest show this winter.

Jack and Maude Brooks Players, who closed the tent season recently at Stockton, Ill., are now showing Midwest theaters.

Henry L. Brunk's Comedians, whose summer tour took them thru Kansas, Nebraska, Wyoming and Colorado, are now Texas bound for the winter and will invade Oklahoma next week. Recent visitors on the show included Wayne and Loretta Huff, of the Biehl Sister Stock Company; Gene and Audrey Bradley and Mickey and Bertha May Arthur.

Justus-Romain Company closed the tent season this week at Scribner, Neb.

Cliff and Bunny Olson have closed with the Porter-Jennings Show in California and were replaced by Mr. and Mrs. S. M. Sheldon.

Doc Hitchler, former rep trouper, is now manager of the Fox Apollo Theater here.

Robert Due Free and Lysa Ayer, brother and sister team, are now at home in California after closing with an Eastern show.

Harry Dale, veteran character man, is now supervisor of municipal recreation and amusements in Kansas City, Kan.

William and Star LeRoy have signed with Silvers' Comedy Company for the

Ky., Tenn. Good To Williams Rep

CLEVELAND, Tenn., Sept. 18.—Everything again moves serenely with the Original Williams Show, piloted by the Veteran Vic Spouse. Kentucky and Tennessee have tendered the show an unusually good reception in recent weeks.

Lenoir City, Tenn., with its iron-clad ordinance against tented attractions, proved that even the sternest ordinances are only made to be broken. After several conferences with the mayor and his council, Spouse succeeded in convincing the city dads that the Williams show was a vital necessity to the happiness of the community. As a result he spotted a location on the main stem in the heart of the town. Date gave the show two capacity houses in midweek. Tent shows usually play Loudon, Tenn., the county seat, located six miles south and with about a third the population of Lenoir City.

At Athens, Tenn., where the town's only theater had been closed three weeks for repairs, an entertainment-starved community gave the show S. R. O. business. Company also played a repeat in Cleveland, being the first under-canvas opera to show within the city limits. Other attractions have been forced to use the fairgrounds, a mile and a half from the courthouse.

Tolbert No. 2 Tent Show

MOBILE, Ala., Sept. 18.—Having been whisked (as only that Boy From Alabama, Lew Childre, in a V-8 can whisk one) over some 70-odd miles of dirt, sand, gravel and what have you, we (Lew, his side kick, Wiley "Flash" Walker, Eddie Kir, Patsy Keller and yours truly) find ourselves seated in the Metropolitan Restaurant in this town, anxiously awaiting the arrival of the first section of the Hagenbeck-Wallace Circus, which is due in the Virginia street yards here promptly at 3:25 o'clock this morning. It's circus day for us today.

This stand bids adieu to Alabama and Mississippi. Business continues satisfactory.

Basil Houston is on the sick list this week, suffering from an infected limb.

George Amos has replaced B. E. Burrell as lot superintendent. Considerable time has been cut on the set-up and tear-down. JOHN D. FINCH.

GUY PALMERTON, whose Mannheim Players are winding up the season at Whalom Park, Fitchburg, Mass., is contemplating a stock engagement in Toronto this fall.

fall and winter. Show opened the house season recently in Richland, Ia.

Hila Morgan Company, after playing its regular route thru Iowa, has started south for the fall.

Aulger Brothers are opening two circles for the winter and will begin rehearsals the first week in October at Waterville, Minn.

Neil Schaffner Players closed their season this week at Camp Point, Ill.

Wally and Betty Wallace are joining the Balthazer circle in South Dakota.

Norma Ginnivan, after closing her tent season, is at home in Fayette, O.

Mr. and Mrs. F. W. Maxfield, concession managers with Herbert Walters' Comedians for many seasons, are now at their home in Kansas City, Kan., for the winter.

Jay Coggshall, until recently with Dickson's Chicago Players, has joined the Harvey Twyman circle in South Dakota.

Gloria LaVerns, past season with Ben Wilkes Players, has joined the J. B. Rotnour Show.

Tilton-Guthrie Players are scheduled to close the season October 2 at Coon Rapids, Ia.

Davis Sullivan closed with the Darr-Gray Show last week and is now at home in Texas.

Palma Dunn has closed as leading woman with the Henry Brunk Show and has returned to the West Coast.

Farrell and Caprice, after closing the season with the Norma Ginnivan Show, are visiting friends in Detroit.

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CONTINENTAL, O.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

GLEN POPE, the "aristocrat of magic," is now in his fourth week at the Biltmore Bowl, Los Angeles, with four more weeks still to go at that spot. After finishing there Glen will play the Orpheum theaters up and down the Coast and then will jump on to either Australia or Europe, having offers from both continents. Pope writes that Chester Morris, Robert Montgomery, Pat O'Brien and Harold Lloyd, of the movie colony, are highly interested in magic and have been in to see him several times since he opened at the Biltmore.

ART (SNOOKY) HUMPHRIES, ventriloquist, is now in the midst of a two-week engagement at the Nine Mile House, Cincinnati, with Zorine and her Nudists. Unit is en route to Havana.

HENRY HAVILAND, after winding up at the Rio Ritz Club, Wilmington, Del., played three days at Kibbie's nitery, Baltimore, and Sunday (19) closed a five-day stay at Smitty's Cafe, Philadelphia, where he appeared on the same bill with Don Greenwood, magician, and company.

JOHN GRAHAM, veteran magician and manager of the Struble Theater, Mt. Vernon, O., was a visitor at the magic desk Wednesday afternoon of last week. Graham is a member of both the IBM and SAM.

PERCY ABBOTT'S fourth annual get-together of magicians at Colon, Mich., September 11, was attended by nearly 300 magi from all parts of the country. Some arrived in the little town of 700 a week before the event. Free acts on the streets of the town and a big program in the evening in the high-school auditorium were the main events. Free acts included Marvelo, doing a burned alive; Lyman, doing upside-down escape, hanging from a building roof, and Dave and Pauline Coleman, "spikes thru the woman." Indoor program included Sid Lorraine, Toronto, master of ceremonies; Kathryn Elliot; Dave Coleman; Lester Lake (Marvelo); E. J. Moore; Anne, Oriental dancer; Harry Cecil; Jimmy Trimble; Paxton; Dorny; Wedertz, ventriloquist; Lorraine and Percy Abbott.

DON GREENWOOD, who recently closed at the 20th Century Club, Philadelphia, began a week's run at Smitty's Cafe in the same city September 14, featuring his demonstration of "Par-Optic Vision" or "seeing with the skin." He is assisted by Chloe Daire, who contributes singing and whistling specialties.

WRITING FROM Liverpool, England, under date of September 7, Mrs. Dante reports that the mammoth Dante *Sim-Sala-Bim* mystery revue has been pulling excellent business in Liverpool, Edinburgh, Glasgow and Manchester in recent weeks. English newspapers have been lavish in their praise of the Dante performance, as is evidenced by a huge batch of clippings which Mrs. Dante inclosed in her letter. At the time of writing, Mrs. Dante was staying in Liverpool to be near her daughter, Mary, who had just undergone an appendectomy at a local nursing home. She was reported as getting along splendidly.

STEWART JUDAH and John Braun, Cincinnati magi, have completed work on a new book, *Subtle Problems You Will Do*, which has just been placed on the market. Work deals with card and miscellaneous effects.

DON'T FAIL TO READ The Forum page, this issue, for more reading of interest to magicians.

LANDRY THE MAGICIAN, of New Bedford, Mass., has a number of engagements booked in Southern Massachusetts and Rhode Island for the fall and winter.

QUEEN CITY MYSTICS, Assembly No. 11, SAM, held their regular monthly meeting at the Netherland-Plaza, Cincinnati, Thursday night, September 16, to discuss plans for the SAM's national convention to be held in the Queen City next spring. Among members present were Sam Mayer, John Braun, Stewart Judah, Lester Lake, Bill Gresham, Joe Schreck, Alvin Plough, Rudy Lenzer, Bert Ganz, Lyman Allen, Cy Gilmore, H.

Tracy Balcolm Jr. and Fred Gorman. Guests for the evening were Jack and Ann Gwynne, current at the Beverly Hills Country Club, Cincinnati; Mrs. Fred Gorman, Jay and Doreen Palmer, in town for club dates; Ralph Schroer and Bill Sachs, the latter stoozing for the various performers during the evening. The next regular meeting will be held in the taproom of one of the local breweries, we have been promised.

THOMAS L. FINN magic show is reported to have folded suddenly recently in New York State.

RICADO AND CLEO, who have been doing hotel and club work in Michigan and Ohio the last two months to good results, have been booked to return to Trull's End Tavern, Warren, O., for an indefinite stay. They recently returned from an extended stay on the Coast.

MAX TERHUNE, widely known magician, mimic and vent artist, has just finished work on a ventiloquial bit in *Manhattan Merry-Go-Round*, a Republic musical, featuring such names as Phil Regan, Ann Dvorak, Ted Lewis, Leo Carrillo, Tamara Geva, Gene Autry, Smiley Burnett, Cab Calloway, Jimmy Gleason and Henry Armetta. Max, who writes that magic organizations are busy on the Coast, also shoots us an autographed photo of himself and two partners who form the Three Mesquiteers, popular to fans of Western flickers. Terhune has won himself a lucrative niche in the films with his recent admirable work in Republic's *Hit Parade of 1938*.

GERBER THE MAGICIAN, assisted by his wife, Maybelle, recently concluded a 10-day engagement on the midway of Coney Island, Cincinnati amusement park, with his assortment of Chinese magic.

MUSTY, illusionist, is at the Cigale in Paris.

PRINCE RAJI, seplan magician, is working the amusement park at the Paris Exposition.

JOE LA ROSE, manager of the Eastown Theater, Detroit, presented a midnight ghost show Friday night, September 10, before an audience of 2,000. Program, produced personally by La Rose, included ghost effects, ghost films and an hour of magic. Show had Oscar Davis, master of ceremonies; Mysterious Edwards, escape act; Howard Fuller and Sister, perch act; Morrey, Yo-Yo player, and Lampino Trio, illusion numbers.

FRANCIS A. NICKOLAS, now on the side show with the Eric B. Hyde Shows with his magic, postals that he will spend a few more weeks outdoors before launching his theater season. "Saw Noel Lester in Atlanta with his magical revue," Nickolas writes. "It's a beautiful mystery extravaganza and Lester's a darn good showman."

CLOE DARE, performing feats of "seeing with his skin," has opened an engagement at the 20th Century Tavern, Philadelphia.

YORK THE MAGICIAN, Ft. Wayne, Ind., was one of the features of the grand-stand show at the recent Stark County Fair, Canton, O. It was his first fair date. York was assisted by his wife. They are traveling in their own house trailer and have a number of dates booked in the Middle West.

RIGARLO (Eddie Rieg), magician, and Hildrede (Johnny Null), escape artist, are playing Pennsylvania territory with their hour-and-a-half show featuring magic, illusions and escapes. They report business as fair.

WILLIAM C. TURTLE, the "snappy magician," recently closed with a tent med opera in Montana and is back in Portland, Ore., working his regular string of school dates.

DANIEL DEW was a visitor at the magic desk Tuesday of last week, en route southward after taking in the Percy Abbott conclave at Colon, Mich. He is heading for the Delta country of Mississippi, where he will play schools until the Christmas holidays. Dan is as-



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.
SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

BONNIE CASHIN—costume designer for several seasons at the Roxy Theater, New York, where she creates the designs for the house troupe ensembles. Her work has been consistently among the most colorful, effective and attractive seen on the Stem, expensive legit shows and films included. A steady stream of grand designs has won her a top place. Legit musicals would do well to benefit from her talents.

ST. CLAIR AND YVONNE—mixed dance team caught recently at the Irving Place Theater, New York, and also at night clubs. Offer a highly sensual number, *Rendezvous With*

Death, and similar items. Well poised, graceful and tremendously effective, the team has shown that it can put new life into a routine show. It would do the same uptown. Girl is a lithe blonde and the man is dark; both possess a. a.

For FILMS

WALTER AND PAUL BRIANT—amusing and cleverly conceived pantomime novelty that should make a sock specialty in a musical film. Men are garbed as hobos, one of them pushing around his partner, who does a sort of mechanical man. There are a lot of falls and amusing pieces of business that make for much interest. It is strong sight stuff, timed beautifully and the tricks are excellently executed.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"JUST GOT BACK from two weeks spent at nephew's camp on the Racquette River," writes Prof. Walter Brown Leonard from Glens Falls, N. Y. "Found a lot of mail from oldtimers, including a line from Pa and Ma Sherman, who had just closed with the Lewis Bros' Circus and motored 1,500 miles to their daughter's home in Oneonta, N. Y. Dan is an old minstrel man and is still going strong. A long letter from Ote Baldwin, of whose illness I advised in recent issue. He says that Al Tint was the first to tender his regrets. The biogs are bringing the desired result, that of bringing old-time minstrel men to the notice of others of the cork opera. Let's hear from all of you; you owe it

assisted by his wife, Meiba, who does sand, rag and crayon pictures. The Dews, who hail from Pueblo, Colo., are sporting a new Covered Wagon trailer. They and Loring Campbell were the first on the grounds in Colon for the Abbott shindig, and, according to Dew, the affair was a grand success.

CINCINNATI HAS HAD quite an influx of magicians the last several weeks. Tommy Martin spent two weeks in a local hospital celebrating the removal of an annoying appendix; Joan Brandon concluded an engagement at Arrowhead Inn and was followed in by LePaul, who is still current there; Jack Gwynne and Company have just finished two weeks at Beverly Hills Country Club and have been held over for two more, and Palmer and Doreen breezed into Cincy last week after a nine weeks' stay at Gorley's Lake Hotel, near Uniontown, Pa. They will work clubs in the Cincinnati area. Blackstone and Company move into the Taft, Cincinnati, for a week's run beginning September 24.

FOSTAIRE THE MAGICIAN is now in Washington organizing a new unit for the coming season. He expects to open around October 1 in Pennsylvania. He is framing a full-evening's show with 15 members and is building four new illusions to add to his former layout.

ASSEMBLY NO. 23, Society of American Magicians, Washington, held its first meeting of the year Wednesday night, September 15, at its headquarters at 11th and Pennsylvania avenue, N. W., that city. President Harry H. Baker presided at the meeting and introduced magicians from the Demons' Club, Baltimore, who gave a program of magic after the business meeting.

to the happy past. Have received several letters from William Delaney, of El Dorado Rand Mines, Searchlight, Nev., an old-time manager, asking me to assist him in finding the name of the musical moke who wrote and sang *I'm the Ham Fat Man*. Can any of your readers send me information regarding this? I believe Delaney is compiling old-time minstrel items."

DOC LEE REEVES, of Titon, Ga., who closed his med show in Pennsylvania recently, has opened his Memphis Minstrels (colored) under canvas in Arkansas.

OTE BALDWIN, who has been ill at his home in Henderson, Ky., writes in to say that his condition is much improved. The note in this column telling of his illness got Ote a host of letters and cards, some from friends he hadn't seen or heard of in 25 years.

AL JOLSON (Asa Youlson), blackface comedian, singer and whistler; born Srednick, Russia, May 16, 1885. First minstrel engagement with Lew Dockstader's Minstrels about 1907. Remained with this show for two seasons. Early engagements included Al Reeves' "Beauty Show" and also played vaude with his brother, Harry, and Joe Palmer. Has made many successful pictures. Address Hollywood.

DEMOLISHING MANY old theatrical landmarks in Philadelphia to make way for parking lots brings to mind the many Philly theaters which formerly housed minstrel shows, only one of which remains today. One of the first homes of minstrelsy in Philadelphia was the Franklin Hall, earliest records showing the Sable Harmonists played there in 1847, advertising tickets for 12½ cents each. Ten years later the old 11th Street Opera House flung open its doors to minstrelsy. There Carncross and Dixey rocketed to fame, carrying with them such luminaries as Chauncey Olcott, Lew Dockstader and Frank Dumont. Dumont finished his career at the theater carrying his name. Only remaining site is the Music Fund Hall, which housed minstrelsy back in 1850.

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Tab Tattles

By BILL SACHS

SOLLIE CHILDS this season has two S units on the road—*The Gems of 1938* and *Parisian Follies of 1938*. First named, under the management of Thomas L. Riche, has Annette DuBois, Tom Dora and Jerry, Phil and Phyllis, Jimmy Carr, Wilma Evans, Dora Hellmert and her Hillbilly Quartet, Bon and Beverley, the Four Texas Rangers, a line of girls and an all-fem ork. *The Follies* features Lillian Lucier, Ward and Vokes; Tom Gordon, emcee; the Bertrand Sisters, Eleanor Solari, the Martinez Brothers, Babette Smith, Smylle Gloria, an orchestra under the direction of Johnny Waters and a chorus. Now concluding a route for RKO in New England, New Brunswick and Nova Scotia, the units will open soon on the Gus Sun Time, to follow with the Lucas & Jenkins, Sparks, Southern Attractions and Warner circuits in the South, according to word from Thomas L. Riche.

THE SEIZER SISTERS are currently being featured at the B & B Cafe, Pensacola, Fla., after winding up a stay at the Spanish Fort Club, that city. . . Jack and Renee Roberts, after five weeks of falls with the revue on the Rubin & Cherry Exposition, have resumed club work in Pittsburgh. . . By Gosh postulate that he is still putting on his gift-show feature in West Virginia theaters to good box-office returns. He recently visited Cannon's Comedians and the Spaun Family Show playing that territory. . . The Boyettes, comedy dance team, are playing Ohio clubs after a long stretch in and around Philadelphia. They will again journey to Florida this winter. . . Jack Lord pencils that he's still associated with Libby Costumers, Detroit, operated by his mother. . . Jay Mason, comedian-emcee, and daughter, Jackie, have just concluded a 12-week run with their own unit at the Rainbow Gardens, Peoria, Ill., and are planning on joining a show now touring in Florida. . . Floyd Short, well-known tab showman, is playing falls this season with his own unit labeled *Ranchland Revue*. Troupe was a feature at Carthage Fair, Cincinnati, last week.

ACCORDING TO WORD received from Jay Mason, Boots Walton, well-known tab producer-comedian, has been sentenced to the county jail, Peoria, Ill., for 205 days on a reckless driving charge. Mason reports that Boots was the victim of a drive being conducted there to curb reckless driving and, as he was one of the first to be nabbed under the drive, he was used more or less as an example. His wife, Mason says, is an invalid and is confined to one of the welfare institutions in Peoria. Mason further suggests that if Walton's friends will write an appealing letter to Honorable Mayor McCluggage of Peoria, asking for leniency for Boots, there is a possibility of his sentence being lightened, as the mayor is the only one who can aid Walton in his present predicament.

CHORUS EQUITY

(Continued from page 24)

Lella Gans, Gladys Harris, Eda Hedlin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Caroline Russ. In signing working agreements with the various houses in the city, such as the Apollo and the Oriental, the Chorus Equity has reserved the right to ask, any time at the expiration of 30 days, for an adjustment of working conditions, salaries, etc. The agreements were signed in this way in order that there might be time for a definite policy on the part of the houses to be established. Since the present policy is an experiment, we could not tell in the beginning just what grievances would arise.

It is the duty of every member working in those houses to express to their association their wishes as to the subject matter of a new contract. Members are again reminded of the concession made by the council of the

Chorus Equity Association; that is, that Chorus Equity members working in clubs, in cabarets and in presentations may place themselves in good standing by paying current dues, no matter what amount they owe, providing they pay this amount while working.

This concession was made in an effort to speed organization. The final answer to your grievances is in organization; you will never get the working conditions you want until you are completely organized. We hope that a number of the presentation members of Equity will attend the quarterly meeting.

As our members felt that they did not have sufficient time at the annual meeting, due to the reports that it is necessary to present at such a meeting, to discuss various problems they considered important, no agenda has been prepared for this meeting, which we hope will give all the time needed for each member to express himself. Do not forget the date—Friday, October 1, at 2 in the afternoon.

As our meetings in the past have all been held at the headquarters of the association, we are afraid some of our members may become confused as to the place—the meeting will be held at the Center Hotel, 108 West 43d street, New York City. Every member who can do so should attend. Membership cards must be shown. **DOROTHY BRYANT**, Executive Secretary.

NEW PLAY

(Continued from page 25)

sequences, he brings added skill to what was originally a superlatively skillful portrayal. The "For God's sake, let us sit upon the ground and tell sad stories of the deaths of kings" speech and the magnificent abdication scene received even better readings than before. Mr. Evans fell down at all—if anything less than complete perfection may be called falling down—only in the badly written death scene.

And the new cast offers at least one glorious improvement over the old; Mr. Evans has now a queen who can match

Opening First Week in October PEORIA, ILL. See Next Week's Ad.

Probably Most Prosperous City in the U. S. Sponsors Guaranteed Reliable Teams. This is a Marvellous "Floor Money" Town. Don't Miss It and Regret It!

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WANTED!! Help in all Departments. We Want the Best Staff in the Business. Dick Buckley, Harry Jankey, John Agdilla, Moon Mullins (Judge), Margie Walker, "Doc" Roberts, Ira Coffey write at once. Don't wire. Good M. Cs and Publicity Man wanted. WE WANT the Cream of the Crop for this Show. Johnny Marm, Bill Passen contact

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his own performance. Some years ago this corner praised a young actress for a glorious performance in a revival of *Six Characters in Search of an Author*—and this corner has continued to praise her ever since despite the fact that she was confined to bad parts in poor plays. Now there is cause for pride; that young actress, Miss Eleanor Phelps, plays Richard's queen with dignity, tenderness, majesty and heartbreaking effect. It is an extremely difficult role, falsely written and undefined; Miss Phelps makes of it an unforgettable theatrical portrait. It is an outstanding job from a

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young lady who will eventually be acclaimed as one of America's greatest actresses.

Also coming thru splendidly—making small parts stand out—are a couple of young actors new to the troupe, Wesley Addy as Salisbury and Emmet Rogers as Harry Percy. Addy, in voice, reading, interpretation and effect, gives an altogether excellent portrayal, while Rogers manages amazingly to capture the impetuous youth of the character. Also very much on the credit side is 'A. G. Andrews' fine portrayal as the gardener.

As for Frederic Worlock, the new Bolingbroke, his performance lacks the fire and the overbearing play of personality projected by Ian Keith. Starting slowly, Mr. Worlock, however, manages to warm up to his work; and by the time the final scenes are reached he gives readings with far more insight, far more sensitivity and far more effect than Mr. Keith's. Lee Baker, who substitutes for Augustin Duncan as Gaunt, gives a solid performance, but one entirely lacking the dignity and heartbreaking effect that Mr. Duncan managed so majestically and powerfully to convey.

Many of the minor substitutions are far less successful, taking a bit away from the splendid effects that formerly marked the ensemble scenes.

Those who scored in the original production still score in this, including Charles Dalton with his blusteringly powerful Northumberland, Lionel Hogarth with his fidgety burlesque of York and Rhys Williams with several finely played bits.

It may be that the company, as a whole, is not quite so good as the original, tho in many respects it is even better. In any case, there is still Mr. Evans giving one of the finest performances of our generation, and there is still Miss Margaret Webster's direction, living, vital, glowing and tremendously effective. *Richard* is still the most thrilling production I have ever reviewed.

Wage Tilt for Film Row

CHICAGO, Sept. 18.—Local Film Exchange Employees' Union has received its first wage tilt, effective immediately in the major exchanges, it was announced last week by Neal Bishop, secretary of the Chicago Motion Picture Operators' Union. Union was organized last May and after a series of meetings here and in New York with the major film companies a new scale was agreed upon. Amount of the increase will not be disclosed until next week, Bishop said.

Endurance Shows

Langley Walkie Comes to Close

OCEAN PARK, Calif., Sept. 18.—The new-type walk-a-show presented in Egyptian Ballroom, Ocean Park, by C. L. Langley, came to a close September 11. Victory ball was held the following night, with all prize money being paid off. Following teams were the winners: Al Wilson and Lillian Dobner, first; Lou Jarvis and Mildred Moore, second, and Johnny Russo and Margie King, third.

Contest began July 2 and attendance was good from the start. The four mike aces were Bill Owens, Lenny Paige, "Rajah" Bergman and a local boy, Sid Stein. Lou Strutz was executive manager and Bernie Shryock night manager. Bobby Lutz and his Melody Boys furnished the music, with George Newell as vocalist. The floor was under the personal direction of Forrest (Sour Puss) Bailey. Day judge was Bill McQuade.

7 Teams, 3 Solos Still On in Austin

AUSTIN, Tex., Sept. 18.—B. W. Johnson Community Show, which got under way under a big top here August 21, passed its 804th hour with seven teams and three solos remaining on the round track. Show is under the direction and supervision of Lynn Smith, Buck Steiner and B. W. Johnson. Jimmy Johnson is chief emcee, with curly Linder, California's "clown prince," as stooge emcee and chief comic, and Fred Caldwell and Pat Shannon, afternoon emcees.

Lloyd Brown, chief floor judge, is handling the heat, with Porky Develin and Murray Roberts as trainers. Alfredo Roberts is chief nurse.

Concessions are under the management of Harry Hall and E. M. Hudson, who also act as cashiers and bookkeepers. Mrs. Roberts, dietitian, is planning menus for the seven daily meals.

Musical entertainment is under direction of Fatty Martin, with Homer Hamleg and band. Broadcasts are made daily

over Station KNOW. Remaining teams are Bob Seely, Lillian Allen; Emery Hamby, Helen Hammerich; Jimmy Shoch, Audrey Alexander; Vance Bendal, Tiny Wright; Tim Hammack, Dorothy Wilson; Corky Speekman, Dodo Richards; Cecil Allen, Anne Allen, with Paul Sasmann, Carl Sides and Betty Crass, solos.

Austin Community Show is playing nightly to well-filled houses. Mrs. Curly Linder is secretary and handles all publicity and press work.

BUSTER (POPEYE) THOMASSON is with the L. E. Braden Derbyshow in Joplin, Mo.

WHEN SENDING IN news items be sure to sign your name. Letters signed "A Friend" or "Anonymous" are tossed into the wastebasket.

BILLY AND BILLIE CURTS, with the Braden show in Joplin, Mo., are reported to be shopping around for a perambulator.

KENNY GRUWELL is still located in Pasadena, Calif. He postals that he would appreciate reading a line from some of his old friends.

WE HAVE HAD INQUIRIES the past week on Billie Toms, Hook Skinner, Jimmy Johnson, Helen Bond, Jean O'Neil, Tony Berthelot, Jimmy Webb, Jimmy Ray, Nig Kyle, Bill and Evelyn Holt, Luman J. Beede, Johnny Morgan, Maxie Capp, Ray C. Alvis, A. D. Baker, Floyd Hayes, Carl Fletcher, Edgar Rutledge, Beulah Cappel, Lee Anna Oleman and Babe Moore.

DANNY BOONE postals from Berlin, Wis., that he's now on a visit in that village.

LEE GORMAN, walkie pianist, is currently playing at the Silhouette Club, Peoria, Ill. He has been there for a long stretch.

FORREST (SOUP PUSS) BAILEY, who has just finished with the show at the Egyptian Ballroom, Ocean Park, Calif., is vacationing in the California mountains before opening with another contest. Says he would like to read a line from old friends.

MR. AL DE CLERCO

Or anyone knowing his present whereabouts. Daughter seriously ill. Communicate immediately with **FLORENTINE DE CLERCO**, Apt. 32, 1272 Pennsylvania St., Denver, Colo., or **TOM MORRISSEY**.

The Final Curtain

ALEXANDER—Frank (Fatty), 58, former film comedian, recently at his home in Hollywood following a heart attack. He had played with the Keystone, Hal Roach and Mack Sennett studios, retiring with the advent of talkies. Survived by his widow, Mary Druse Alexander.

AMOS—Nick, 76, said to have founded one of the first theater circuits in 1906, in Omaha September 13. Until recently he was actively engaged in the film business. Survived by his widow, a son and two daughters.

BEEHMAN—Charles, 79, former Australian musical comedy and light opera favorite who played with the Nellie Stewart and J. C. Williamson opera companies, in Sydney, Australia, recently.

BIEDERMAN—Charles, 60, band leader, September 10 in Beth Israel Hospital, Newark, N. J., after a short illness. Born in Germany, Biederman went to England and joined the band with the Buffalo Bill Circus, touring Europe and America. Biederman could play almost every musical instrument and at one time had 30 bands under his direction. He organized the first boys' band in New Jersey and when he died was instructor of the Newark Police Band. Survived by his widow; two daughters, Mrs. Anna Holweg and Mrs. Magdalene Blechhoff, and a son, William.

BRINK—Howard E. lately connected with the Republic and Pyramid picture exchanges, Bethlehem, Pa., recently in a hospital in that city while undergoing an operation.

BURGESS—James H., 45, stationary engineer for Fox Theaters, Kansas City, Mo., recently at his home in that city. Survived by two daughters, his mother, two brothers and four sisters.

BURKHART—Mrs. Olive, operator of the Crescent Theater, Jasonville, Ind., in that city recently after a brief illness.

CANNON—Cecil W., proprietor of the Orpheum Theater, Elsberry, Mo., electrocuted September 7 when he entered his theater to turn off an electric fan after a fire in the theater had been extinguished. Survived by his widow, two sons, his mother; a brother, Clarence, and a sister, Mrs. W. D. Peeler, all of Elsberry.

CHAMPENOIS—Mrs. Faires, 81, mother of William Champenois, professionally known as Billy Champ, who many years ago played in Harvall's *Uncle Tom's Cabin* Company and subsequently toured the Keith and Pantages circuits, at her home in New Orleans September 11.

COHAN—Harry L., partner and manager of the Ritz Theater, Memphis, September 13 in Methodist Hospital, Memphis, after a brief illness. He was a native of Chicago and after a number of years in the grocery business there moved to Greenwood, Miss., where he and a brother, Albert, operated the Irving Hotel. They went to Memphis in 1931 and in 1932 took over the Ritz. Survived by his brother and two sisters, Mrs. Joseph Stein and Ida Cohan, both of Greenwood. Burial in Chicago.

CONOVER—Mrs. Rose L., 65, mother of Jay Conover, booker for Grand National Pictures, Detroit, August 30 at the home of her sister in Columbus, O.

COWARD—Arthur, 81, father of Noel Coward, playwright, at his farm near London September 12.

CRAWFORD—Mrs. Katherine F., mother of Jack Crawford, orchestra leader, suddenly at her home in Grand Rapids, Mich., September 8. Survived by her husband, son and a brother.

DUNNE—Lucy O'Haygn, 78, professionally known as Lucy Fraser, of the former team of Haygn and Fraser, in Sydney, Australia, August 18.

FALK—David, 23, well-known Australian radio entertainer, in Sydney, Australia, recently.

GINSBURG—Isaac, 68, father of A. Louis Ginsburg, manager of the Majestic Theater, Paterson, N. J., August 30. Interment in Schenectady, N. Y.

GROVE—Burr B., 60, of Gering, Neb., in a Scottsbluff, Neb., hospital following an emergency operation. He had operated theaters in Wyoming and Nebraska. Survived by his mother, Mrs. Martha H. Grove, and a brother, Lew, both of Paonia, Colo.

HALL—David J., 57, former stage manager for theaters in Auburn, N. Y., and well known to theatrical companies playing the old Burtis Opera House there, at his home in that city September 11.

HALLS—Frank Layton, formerly of the vaudeville team of Layton and May, September 6 in Los Angeles of heart trouble. Survived by his widow.

HART—Mrs. Lillian Solomon, mother of Moss Hart, playwright, September 6 in Asbury Park, N. J., after a week's illness.

HEATHERLY—Clifford, 49, stage manager and musical comedy actor, suddenly September 16 at his home in London. Because of ample proportions, Heatherly was called the "Drury Lane fat man," and had been appearing in that theater in *Crest of the Wave* when he died. His career began in 1909 with a small part in *The Dancing Girl*. After years of performing he formed his own company and toured in 1916 with *We Can't Be as Bad as All That*. During recent years he played in *Peter Ibbetson*, *The Ninth Earl*, *The Gay Divorce*, *The Young Idea*, *No More Ladies* and *Glamorous Night*. He appeared also in several recent British pictures.

HEYMAN—Mrs. Benjamin, sister of Sidney H. Algier, film executive, in Syracuse, N. Y., recently.

HILLIARD—Ottelle, 28, night club entertainer, September 5 at Lakeland Sanitarium, Grenlock, N. J., after a long illness. She was widely known in Philadelphia and Atlantic City colored cabarets. Her mother survives.

HOFFER—Rev. father of Mabel Sutton, of the Musical Suttons with Brownie's Comedians tent show, recently at his home in Palestine, O. Deceased, was a grandfather of Norman Foster, movie star and husband of Sally Blaine, film actress.

HOWARD—Joseph Herbert (Bert), 65, theatrical manager, suddenly at his home in Earlwood, Australia, recently. Howard was one of Australia's best known vaudeville impresarios. For years he produced shows in Australian music halls and was known as "The Mayor of Poverty Point," which was a footpath near the Criterion Theater in Sydney where actors congregated. During the depression he helped establish the Theatrical Club, which shelters many of the less fortunate actors.

IRWIN—James A., 65, September 5 in Peru, Ind., of a throat affliction after a short illness. Irwin was well known to outdoor showfolk as owner of the South Side showgrounds in Peru. Forty years ago he was financially interested in a circus promotion which proved a financial success, and for many years after that he was lessee and manager of Boyd Park, between Peru and Wabash, Ind. During his years as manager of Boyd

Park he became well known as a booker of high-class vaude acts, opera companies and bands. For a number of years Irwin was president of the Peru South Side Business Men's Association. Survived by his widow, Frances B. Moser Irwin. Services in Allen Mortuary and burial in Mt. Hope Cemetery, Peru, September 7.

JEFFERSON—Rev. Dr. Charles Edward, 77, for 31 years pastor of the Broadway Tabernacle, New York, and a well-known figure along Broadway, September 13 in Fitzwilliam Depot, N. H., from heart disease.

JOHNSTON—Joseph M., 54, part owner of the Lyric Theater, New Boston, O., and former part owner of the Fisher Picture Corporation, September 10 in Cincinnati after a short illness. He was born in Newport, Ky., but had lived in Cincinnati for the last 20 years. He was a member of the Shrine of Parkersburg, W. Va., and the Blue Masonic Lodge, Clarksburg, W. Va. Survived by his widow and three daughters, Marian, Lois and Mrs. Robert Armstrong, all of Cincinnati. Services in Cincinnati September 12.

JOHNSON—J. Burt, 64, veteran showman and owner of the Kiwana Medicine Company, suddenly of strangulation of the heart at Bonduel, Wis., September 10. Survived by his widow and daughter, Elberta Hoel. Burial at Chilton, Wis., September 12 under F&AM auspices.

JUDY—Frank E., musician, killed when struck by an automobile in Long Beach, Calif., September 10. He had been trombone player in the Long Beach Municipal Band for 12 years and secretary of Musicians' Local No. 353 for 11 years. In former years he traveled with the Norris & Rowe Circus and John W. Vogel's Minstrels. Masonic services September 14.

MACKY—Roy, 38, trick roper, suddenly at his home in Freeport, Mich., September 11. Survived by widow and four children.

MITCHELL—W. T., operator of the Roxy and Lincoln theaters, Petersburg, Ind., in that city recently.

MURPHY—William P., 60, actor, singer and manager, September 7 of a cerebral hemorrhage in New York. Murphy was connected with the H. W.

Savage productions and was for several years stage manager for Gus Hill and for the Columbia Burlesque Wheel. During the last few years he played in vaudeville. Burial at his birthplace, Eastport, Me.

NATHAN—Lillian, 29, sister of Larry Nathan, agent for the Ideal Exposition Shows and last season an Independent Circuit burlesque show manager, September 10.

PARDEE—Mrs. L. C., mother of Walter Trumbull, assistant to Will H. Hays, at her home in Winnetka, Ill., September 7. Services and burial September 9.

PEARSON—Pehr, 63, well-known music teacher, of Brockton, Mass., who for many years directed the Harmony Club and the Swedish Glee Club, Boston, September 7 at Pondville Hospital, Wrentham, Mass., following three-month illness. He had been active in musical circles for more than 40 years. Services September 10 and interment in Melrose Cemetery, Brockton.

PIERADE—French stage and film comedian, in Paris August 28.

PRESTON—Larry, 25, of Kearney, Neb., operator of a portable motion picture machine, recently of a broken neck when his car struck an embankment near Edison, Neb. Survived by his widow and child.

RAINE—Mrs. Julia, 81, musician and composer, recently in Memphis.

ROBHM—Mrs. Matha Strong, 71, former Detroit singer, at her home in Detroit September 11 following a long illness. Survived by her husband and three children. Burial in Elmwood Cemetery, Detroit.

ROEHRIG—Henry, 71, president of the Majestic Theater Company, Wyandotte, Mich., September 9 in Ann Arbor, Mich., from a heart attack. He was a former mayor of Wyandotte. Survived by three daughters. Burial in Mount Carmel Cemetery, Wyandotte, Mich.

SEFF—William, 68, father of Gretlyn Gest, singer, recently in Niles, O. Burial at Punsxutawney, Pa.

SKINNER—Kate, well known in Detroit musical circles and former piano instructor at the Detroit Conservatory of Music, September 12 at her home in that city. Survived by her brother, Frederick G. Skinner, of Fontana, Calif. Burial in Woodmere Cemetery, Detroit.

STELLMAN—Wilhelm E., father of Maxine Caruso, of the Metropolitan Opera Company, September 5 from heart disease at his home in Brattleboro, Vt. Survived by his widow and daughter.

SWINLEY—Ion, 45, stage, screen and radio actor, suddenly September 16 at his home in London. Said to have one of the finest voices on the English stage, Swinley had played many Shakespearean parts since his debut in 1911 as Demetrius in *A Midsummer's Night's Dream*. In 1923 he joined the *Old Vic* Company as leading man. In addition to Shakespearean repertory, Swinley appeared in *Peer Gynt*, *The School for Scandal* and other classic pieces. He was author of a number of plays, including *The Lifting of the Dark*, *The Man in the Chair* and *The Lonely Piper*. At the time of his death Swinley was playing in an operatic production of *A Comedy of Errors*.

UPTON—Mrs. Jane, 54, mother of the former Francis Upton, stage actress, September 9 at her daughter's summer home in Ocean City, N. J., of a heart attack. Her daughter survives.

WASMER—Mrs. Elizabeth B., 41, wife of Louis A. Wasmer, owner of Stations KHQ and KGA, Spokane, Wash., in Seattle September 16 as a result of a stroke suffered 18 months ago.

WILLIAMS—Mrs. Gibson, professionally known as Lynne Rodney, stand-in for Grace Moore, film actress, recently following injuries sustained in an automobile accident. Survived by her husband, known professionally as Bruce Windham.

Marriages

BANCROFT-CLARKE—Stephen Bancroft, transport pilot, and Mae Clarke, actress, in Tijuana, Mex., September 15.

BUENEMAN-HOLT—Ray Bueneman, of Santa Ana, Calif., and Gloria Holt, former child actress, in Hollywood last week.

CORRELL - McLAUGHLIN—Charles Correll, Andy, of Amos 'n' Andy, and Alyce Mercedes McLaughlin, dancer, in Glendale, Calif., September 11.

DEMAND-FOXGROVER—Clyde A. Demand, nonprofessional, and Gala Foxgrover, cashier at the Elite Theater, Appleton, Wis., September 9.

DENNISON-DARLING—Mac Dennison,

In Memoriam



Clarence A. Wortham
Born Oct. 14, 1882, Died Sept. 24, 1922

BECKMANN & GERETY'S WORLD'S BEST SHOWS.

comedian, and June Darling, of the Darling Sisters, in Washington August 27.
HART-KERESY—George Hart, pianist in the cocktail lounge of a Reno hotel, and Marcia Farrell Keresy, of New York, granddaughter of the late Anthony Brady, capitalist and utilities magnate, in Medford, Ore., June 25.
HENNAN-DRISCOLL—Donald Lee Hennan, motion picture producer and Jane Earl Driscoll, lyric soprano, of Boston, in West Somerville, Mass., September 12.

HILLMAN - INVERCLYDE — Edward Hillman Jr., Chicago, and Lady Inverclyde, London revue star under the name of June, in Cannes, France, August 30.

HOLTZ-GILMAN — Lou Holtz, stage and screen star, and Phyllis Gilman, model, in Agua Caliente, Mex., September 11.

KRIPS-WALLACE — Alfred Krips, member of the Boston Symphony Orchestra and first violinist in the Zimber String Quartet over Station WNAC and the Yankee network, and Helen Wallace, Brookline, Mass., pianist, in that city September 19.

LEIMA-BUTLER—Joseph Leima, night club manager, and Peggy Butler, night club entertainer, in Wildwood, N. J., September 11.

MAHIN-MILLER—John Mahin, screen scenarist, and Patsy Ruth Miller, former screen star, in Tijuana, Mex., last week.

MILLER-RAYE—Wen Miller and Peggy Raye, burlesque performers, in Newport, Ky., September 11.

TURNER-BARRY—Artie Turner, non-pro, and Frances Barry, showgirl at the Eltinge Theater, New York, in that city September 16.

WILSON-PALEY — John Chapman Wilson, theatrical agent for Noel Coward, British playwright and actor, and Princess Natalie Paley, daughter of the late Grand Duke Paul of Russia, at Fairfield, Conn., September 8.

Coming Marriages

Jack Meridian, control operator for Station KQV, Pittsburgh, and Marie Bevilacqua, Dormont, Pa., October 27.
Charles Newman, demonstrator, of Philadelphia, and Dorothy Mahan, of Wichita, Kan., soon.

Dorothy Bach, night club singer, and Jack Barry, WIP sports announcer, in Philadelphia in December.

Juanita Helen Milster, St. Louis non-pro, and George W. Paige, of Hagenbeck-Wallace Circus, in St. Louis November 20.

George Dalin, Philadelphia representative for the Robbins Music Company, and Marian Sapra, nonprofessional, in Philadelphia October 9.

Susi Lanner, Austrian actress, and Frazier Potts, of New York, soon.

Saul Caston, trumpet player and associate conductor of the Philadelphia Symphony Orchestra, and Selma Amansky, concert singer, in Philadelphia early next month.

Clifton T. Strickland Jr., Columbia (S. C.) musician, and Selda F. Castle, Syracuse (N. Y.) vocalist, in Boston soon.

Samuel D. Joell, New York musician, and Edith I. Bean, nonpro, Roxbury, Mass., in Boston soon.

Valeriano I. Figueroa, musician, and Emily E. Garvey, nonpro, both of Boston, in that city soon.

Francis M. Letton, Columbia (S. C.) artist, and Jennette M. Dowling, Boston actress, in Boston soon.

Frederick W. Smith, Brookline (Mass.) nonpro, and Eleanor C. Kerr, Boston music teacher, soon.

Maxine Robbins, daughter of Milt Robbins, side-show manager, and Tom Kennedy, for many years advance agent for Kay Bros. Circus, soon.

Martin Anastasi, musician, and Frances Albertin, musician, both of Boston, in that city soon.

Hlal G. King, nonpro of Sante Monica, Calif., and Georgette Bancroft, daughter of George Bancroft, actor, soon.

Robert Canfield Moreno, son of Antonio Moreno, former screen star, and Alice L. Karen Holmberg, of Hollywood, soon.

Births

A daughter, Renee, to Mr. and Mrs. Louis Devon in Philadelphia September 8. Father is a member of The Evening Ledger motion picture and dramatic reviewing staff.

An eight-pound boy to Mr. and Mrs. Pete Taylor in Baltimore September 4. Father is a Ferris Wheel operator for the B. C. Sales Company, Baltimore.

An eight-pound daughter, Gwynne,

July 11 at Providence to Mr. and Mrs. Frank Cole II. Father is a well-known amateur magician, and the mother is the former Peggy Gwynne, daughter of Jack and Ann Gwynne, well known in professional magic circles.

A 7 1/2-pound son, George Jr., to Mr. and Mrs. George Stonebridge Harris in Ventura, Calif. Father is a well-known outdoor showman and mother is the former Evalyn Korte, daughter of Lou Korte.

Divorces

Marie Church from L. C. Church in Philadelphia August 28.

Dr. Willem Van de Wall, musical instructor, from Blanca D. Van de Wall, nonprofessional, August 27 in Reno.

Russell Dugger Neely, chairman of the West Tennessee Strawberry Festival, from Myram Clarice Neely in Humboldt, Tenn., August 26.

John Wesley McGowan, scenarist, from Mary Medgyesi McGowan, former ballet dancer, on the Coast recently.

Mrs. Marie Vandeputte Barzin from Leon Barzin, orchestra director, in Carson City, Nev., August 25.

Amea B. Kreile, model and dancer, from William W. Kreile in Ft. Worth August 21. Kreile is connected with the Billy Rose show at the Great Lakes Exposition, Cleveland.

Eunice Richardson McCormick from John McCormick, general manager of Sta- (See DIVORCES on page 93)

HERE AND THERE

(Continued from page 14)
September 12 and moved to Waldameer Beach Park, Erie, Pa., for a fortnight's stay. Frank Sennes office made the bookings. . . TOMMY CLARKE is now producing the shows and emceeing at the Pine Avenue Tavern, Niagara Falls, N. Y. Current layout there comprises Judith Johns, Johnny Finelli, Lou Urso, Lillian Finn and a line of girls. Tavern is managed by John Sicher. . . THE GALE SEXTET, after a season of night club work, swings to theaters under the direction of Henry Wiess. They are current at the Hippodrome, Baltimore. . . JIMMY BRINK, owner-manager of the Lookout House, Covington, Ky., reopened his Town Club in downtown Cincinnati September 15.

THE THREE ELITES, Beverly Kirk, Frankie Hyers, Phil and Dottie Phelps and Ruthe Laird's Texas Rockets comprise the new floor layout at the Lookout House, Covington, Ky. Phil Pavey and Jimmy Schuh continue their table meandering at the same spot. . . COLLETTE AND GALLE, who doubled last week between the Capitol Theater and the Clover Club, Portland, Ore., opened Tuesday at the Palomar Theater, Seattle, Wash. . . DUNFEE AND COLLETTE arrived in Baltimore last week after a three-year trip around the world. They will work around New York this fall, jumping on to Miami for the winter.

DOROTHY DUVAL, comedienne-accordionist, last Friday (17) began a four-week stay in the Olympic Grill of the Fountain Square Hotel, Cincinnati. It's the first time the spot has had flesh entertainment and marks the first stop on the chain of Pick hotels for Miss Duval. . . GROSS AND DUNN, Jack Gwynne and Company and the D'Yvons are being held for an additional two weeks at the Beverly Hills Country Club, Southgate, Ky. Newcomers are Ruthe Barnes and Fitz and Cahill. Barney Rapp and his New Englanders, with Ruby Wright, continue in their 18th week as the music feature. . . BOB LAMERS, singing emcee, and Eddie Bamber's Orchestra have begun their second year at the Red Men's Club, Rochester, N. Y. . . JUNE ROSE, dancer, is appearing with Zorine's Nudist Revue at the Nine Mile House, Cincinnati. . . WOODS AND BRAY, dancers, are playing their third repeat engagement at Northwood Inn, Detroit, after concluding a 10-week stand at the Jack-o-Lantern, Eagle River, Wis. . . ANN LESTER opened a four-week engagement at the Chase Hotel, St. Louis, this week.

CARLETON AND JULIETTE, dancers, are in their eighth week at the Sky Gardens, St. Moritz Hotel, New York. . . THREE SHORT WAVES are filling a two-week engagement at the New Jefferson Hotel, St. Louis, after finishing at the Continental Room, Stevens Hotel, Chicago. . . GENE BAKER TRIO is current in the Lounge Cafe and Keyhole Bar at the Hotel Gibson, Cincinnati. . . CURRENT SHOW at Arrowhead Inn, Cincinnati, includes White and Manning;

Ray, Prince and Clark; LePaul, Countess Emily von Losen, Mildred Fenton; Don Raye, emcee, and Harry Condullo's Orchestra, with Evalyn Royce. . . CAT AND FIDDLE, Cincinnati's West End niterdy, features its largest production yet, Chinatown Nights, featuring Ben (Peeping) Rafalo, Joanne Houston, Ray and Lillian, Wenn and Wyneste, the Talbotts, Davis Sisters and Joe Randall, emcee. . . SHOW AT THE Lookout House, Covington, Ky., has Frankie Hyer, Beverly Kirk, the Three Elites, the Phelps and Ruthe Laird's Texas Rockets, Herbie Holmes' Orchestra furnishes the music.

LETTER LIST

(Continued from page 31)

- Hamid, Hamida T. Poling, James H. Powers, Lou Pottle, Frank Provencor, Lucien Ramsdell, Lon B. Raymond, Hipp Red Cloud, Chief Redington, Joe Rebeck, A. J. Kessell, Max Korr, W. S. Katrow, Frank King, Bob Rittenberg, Jim Robbins, Peter Rodello, Roy Rogers, Duke Rosita & Perez Ryan, John A. Russell, Geo. L. Rutter, Bill Sanders, Buck Sharp, Billy Sherman, Chester Shepard, Milton Shipner, Al H. Spitzer, Albert Stevens, Bob Tinker Jr., Joe Vlado, Richard Wallace, Bob Ward, Eddie Warren, Harry Werke, Arthur White, Joe Wilk, Burt Williams, Bernie Wolcott, Ben F. Woodley, Lewis Zabransky, Frank Zottman, John

- Coller, Chief Cunningham. George (Scale Man) Lucas, Joe McAttee, K. C. McCabe, V. McConnell, C. McGowan, Duncan Malloy, Jack Mariani, James P. Marv, Jack Miller, "Hiroco" Miller, Larry Pillingier, Larry Francis, Tony Farou, Clifford Farrell, Billy Plak, Bernie Gardner, Mr. & Mrs. Ed Goff, Newell Grant, E. J. Hamilton, Francis L. Harper, R. W. Harris, Hi Harris, Joe Ego Heller, George Henderson, W. W. (Mgr. Henderson Players) Herley, John Herod, Walter Hinton, Ray E. Holcombe, Roy Howell, Wm. E. Jones, Philip Billy Joy, Billy and Juanita Kane, Chas. Lancer, Mike Lasky, Andre LeFell, Joyce Lawson, "Scotty" Leon, King

- Griesbaum, Lester Hall, Edward Hallett, W. A. Hatton, Samuel J. Henderson, Frank Henderson, T. M. Henrietta, Joe Heyn, Henry L. Hogan, S. L. Holger, K. M. Holston, Judy Rose Howard, Johnnie Howe, Rex Howard, Sherman Hutchison, Mickey Iolo, Joseph T. Jenkins, Joe Jimmie, "Swing Ball" Jones, James A. Kraftman, Byron Kervon, Bob Krug, Clarence B. Kurland, Bud Kohler, N. A. Laird, Moon Lake, S. W. Lawrence, Henry Lewis, Sailor Little, Jack Little, G. C. (Bink) Lorraine, Bud Martin, Peter McGuey, Francis McMenore, Walter McMeadows, C. E. Mel-Roi, Dr. Miller, Bertram E. Miller, Eddie Miller, Ed Miller, Luther Milton, Tom Moore, Edna Nelson, Harold Nickolas, Francis O'Brien, Robert L. O'Neill, Jimmy Pearce, John Perry, Clyde Prossgrave, Eddie Ramirez, Joe Randall, Thomas Randolph, Thomas Reid, John Reid, George W. Reindes, Harry Robb, Charles Rosen, Prof. Ross, Billie Scott, Harold G. Shannon, Jack Shubb, Charles Sidenberg, Sid Slonim, Joe Smith, Vae Stanley, Diddie Stephens, Wm. J. Stevens, Geo. Strat, J. D. Taylor, Charles Thompson, E. Leo Thorn, Floyd Timmons, A. E. Vernon, C. D. Wagner, W. J. Walker Amusement Co. Dugan, J. B. Dyer, Pop Edwards, Bill Flannigan, Paul Francis, Tom Fuller, Everett Gilgitt, Art Goad, Dede Graff, Emil A. Graves, Johnnie Greater American Shows

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Parcel Post

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Gentlemen's List Adams, Oliver Ames, Alfred B. Arnhem, Edward Barker, Mr. & Mrs. Bawrens, Maurice Broderick, Mr. & Mrs. Paul Berry, Bert Buckman, Buck Burton, A. A. Carroll, Joe Cavella, Don (The Clown) Clark & Band, Mac Chlairs, The. Cockrell, George A.

NEW DATE BOOKS FOR 1937 NOW ON SALE Arranged Especially for Your Needs Dated From January 1, 1937, to January 1, 1938. The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information. PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS For sale at all offices of The Billboard. Mailed to any part of the world for 25c each. Cash With Order ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Washington.
Many congratulations to Bill Sachs, of The Billboard, on the idea of having a combined convention next year of the Society of American Magicians and International Brotherhood in Cincinnati.

Merged Meet Would Appeal To Real Magi

I think this a splendid suggestion in that it would throw a greater majority of magicians together and, too, would be more beneficial to each individual in more ways than one, providing, of course, that each would come down to earth and not know, or pretend to know, just a little bit more than the other fellow. Unfortunately, this seems the trouble with more than the average performer. As you know, it is quite bothersome to be stopped on street corners by the amateur and semi-professional with the same old cry, "Ever see this one?" However, this cry is all right in its place, for without it we never would recognize a magician, but the place is as Sachs suggests, and to have as many together as is reasonably possible. A magician with a worth-while experiment or secret does not demonstrate to every Tom, Dick and Harry with the possibility of onlookers catching the moves. Instead, he saves his effects for actual performances on his usual program. I, for one, have been practicing magic for 30 years, yet I am not a professional magician. Altho I keep quite busy and have attended many magicians' meetings, only once have I ever performed at any meeting. Lack of such performances is not due to lack of invitations for such occasions, but because I believe it best to refrain from performing for magicians, as they are only too eager and ready to grab any clever move or sleight that they happen to catch from anyone. My secrets are my own and I do not care to demonstrate my experiments to any meeting. I believe a magician who makes his livelihood at magic should work only to his public if he cares to continue. I believe, of course, in furtherance of the art, but ideas can be passed in a personal sort of way and in private to those one considers worth while and really in earnest. Such a convention as suggested would be an ideal solution for bringing together honest-to-goodness magicians and to further the cause with improvement in various ways where it rightfully belongs. The idea, I am sure, is the solution of severing that taint of jealousy between the two societies and I hope it is put over. The profession needs to get together in its entirety. Let us hope that we meet at a combined convention in Cincinnati.
THOMAS L. FOSTER (FOSTAIRE).

Woodstock, Ill.
I have read with great interest little items in The Billboard regarding the appearance of workmen and agents on carnivals. Well, why do you not go further and get to the bottom of the trouble? How can any man have any regard for his personal appearance when he can scarcely get bean money with half of these so-called amusement enterprises? In the first place, the so-called managers won't pay a decent wage or percentage. No, they, in their personal selfishness, have no thought of anyone except themselves. They cannot expect to get men who are able to dress well and pay attention to their dress at a lousy 10 per cent. One can scarcely eat regularly, and yet some managements are always "buying some new equipment" or other bull. I was on one of the "Windy Van Hooten" outfits this summer on which the help hadn't been able to get laundry money in more than seven weeks and the so-called cookhouse was charging \$1 a day for a diet of canned beans of the cheapest brand on earth, and the coffee was a disgrace to the name. The poor ride help were supposed to get 5 per cent for all the terribly hard work necessary to operate the machines. Is that fair? Is it even humane? Well, you can take

it from me that the wind is going to change. They have gotten a fair and decent wage for circus musicians, who for years have been the main feature of the big ones, and in time some of these selfish mortals will have to pay or quit. I know of an instance of four-flushing (not managers) by people who insisted on staying at some big hotel to impress the "towners," and yet they had to hand their people the finger. On shows and carnivals where we found folks well dressed and well fed, we found managers who were willing to give and take. There is so much in this good old world, why should a few have it all? It is no wonder that so many shows and other attractions do well, because they are willing to think of the other fellow once in a while. When a man puts an ad in your paper he should know that, with the great circulation, the ad is bound to reach a lot of people who will answer the call. Out of 40 ads that I answered this season only three of the advertisers had the decent politeness to reply, Frankie Williams, circle stool; Bradley Medicine Show and Dan Rice Circus. One oldtimer, G. Harris Eldon, always dropped you a card when you replied to one of his ads. That also goes for a lot of real old-time managers, Dave B. Levis, Lincoln J. Carter, Uncle Dick Sutton; Otis Bowers, of Beach & Bowers; E. J. Carpenter, E. H. McCoy, J. H. LaPearl and many others.
JOSH WILKINS.

Monticello, Ark.
On page 90 of your issue of September 11 there is an ad from J. E. Clayton, of Royal Amusement Company, advertising for people and on opposite page his route is given Dermott, Ark., Fair, then Warren, Ark., Fair. We drove from Savannah, Ga., to Dermott, Ark., to join show with our three concessions, but on arriving were told there wasn't any show there nor hadn't been in several months, but there had been quite a few people there asking for information. We know of three more groups, one with a ride and another with two concessions, that drove a long distance as we did. The people said they'd never known of a fair there at any time. Of course, I can understand that you people aren't in any way responsible for things of that kind, but why do carnival owners put ads in like that, causing people to drive a long distance to join and not be there? We were coming over to Arkansas any way, but drove probably 150 miles out of our way to look show over. We couldn't find out anything about Mr. Clayton, where he was, or anything concerning the Warren Fair.
MR. AND MRS. ROBT. L. WILLIAMSON.

Gloucester, Mass.
In The Forum of August 28 I noticed a letter from Ed LaBarre, whose real name is Ira Marshall. The three original LaBarre brothers were Ira Marshall,

George Clark and Dave Viator. They were first out of Gloucester and started in 1879. Later the act broke up. Dave and George trouped with the Great Eastern in 1884 and Four-Paw Shows. They also trouped with the Great Western Olympian Show and the Colossal and Trained Wild Animal Exhibition. Dave was contortionist, Ed was singer and dancer and George was clown. Later Bill Kelleher, Bill Gorman and others took the title of LaBarre. Dave LaBarre's sister, who is my mother, is still living at Gloucester and has many old-time pictures, letter-heads and hand bills.
FRANK LITTLEFIELD.

Boston.
Mike Vernell was the first comedy juggler I ever saw. That was back in 1895. He used a "boob" character make-up. The first tramp juggler, to my knowledge, was Harrigan, and a little later came De-Camo. There were other jugglers, among them Fred Mardo, who, I believe, was the first to do bounding balls on the floor.
HARRIGAN FIRST
Tramp Juggler,
Joyce Believes

Here is a list of performers who have passed on: Dick Martz, Al Martz, Prince Wentworth, Walter Wentworth, Pete Griffin, Killeen and Murphy, Ed Kelley, Jim Murray, Toby Lyons, Mickey Finn, and Tom Bryant and Ben Walker, of Mackis and Walker. Still going are Bill Reno, of Three Renos, also John Fagan, formerly with Al Martz.
PADDY JOYCE.

Buffalo.
In the early days of moving pictures there, were attempts to inject sound by having someone stand behind the screen to talk for characters and make requisite noises. I think I can lay claim to being one of the earliest of these hard-working gentlemen. I was a young impersonator and sound effect man in vaudeville along about 1905 when I was engaged to stand behind screens where Lyman H. Howe travel pictures were shown. I talked for all people shown, using many languages and dialects in my labors, and was kept as busy as a one-armed paper-hanger correlating the proper sound to every occurrence on the screen. This combination of sound and picture seemed to please thousands of people from the New York Hippodrome to the smallest tanktown hall and I toured with Howe's pictures for a number of years. Howe is supposed to have originated the trick and I was one of his first performers. Many oldtimers will recall seeing the Howe Show. It was first class in every respect. The pictures were as bright and clear as we see them today. The sounds were a little crude, of course, but Mr. Howe changed his pictures only twice a year, thus giving the sound man and musician a great chance to work up the program and to time the pictures. Of course, at that time a thin muslin sheet was used for a screen and, the pictures could be seen on the back

stage. Five or six tables were placed in back of the curtain and on these the props were laid, always in the same place. The light ray from the pictures gave ample light for the sound man. Shows ran about two and one-half hours including intermission, which was always filled in by piano music. Props included 10 boys about 12 years old, one eight-inch electric fan, one set of lines from the grid, one thunder sheet, one beer keg, six cigar boxes, one 12-gauge shotgun, a 38 and 32-caliber revolver, a pair of coconut shells, one marble slab, one old-fashioned milk shake machine. It took three large-size trunks to carry the props.
EDDIE L. RUSSELL.

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Vol. XLIX, SEPTEMBER 25, 1937. No. 39

Saranac Lake

By T. BODWELL

Mrs. Evelyn T. Washburne, of New York, vacationing at Schroon Lake, dropped in to see how her son, Conway, a newcomer here.

Henry Wunsch responded favorably to the pneumothorax operation last week and is coming along nicely.

Jim Cannon, at Northwood Cottage, and his wife, Marion, at the Will Rogers Memorial Hospital, enjoyed the company of their twin sons, Jim and Jack, and Marion's mother, Mrs. Martine, of New York, for a week. The reunion was a happy one for all concerned.

Herman Levine, WRMH executive, spent the week-end here attending to a few details pertaining to the hospital.

Sylvia Abbott converted her room into a reception hall for the week-end when she entertained her parents, Mr. and Mrs. Lieberman, of Brooklyn, and her brother, Leo. Sylvia is leaving us soon for some finishing touches to her rib operation.

Word comes in that two of our former patients, Sal Ragone and Doris Gascolgne, will soon enter the throes of marital bliss.

Mr. and Mrs. James Marshall and their two children have left Saranac Lake for their home in the city.

Deeann Morrison was surrounded over the week-end by her grandmother, Mrs. Rose Morrissey, her aunt, Mrs. Caspar, and her cousin and friend, Mr. Walsh and Miss Coulter. All were pleased with the improvement Deeann has made in the short time she has been here.

Al Boerner is now one of our ambulant patients and has been appointed official shopper for the boys. Betty Bostwick gets those bargains for the girls.

Bill Robertson was tended a farewell dinner by his many friends on the eve of his departure. He expects to live in New York and may enter Lenox Hill Hospital there.

AFL Gets the Needle

THE American Federation of Labor, during the past year, has seemingly played a major role in show business. After a long period of lackadaisical smugness the AFL shook the lead out of its pants and moved to tighten and extend jurisdictions. In short, the AFL resumed in show business the true function of a labor organization; that is, taking steps to exercise a benevolent control over employer-employee relations.

Outwardly the activity is praiseworthy, indicating labor's benign interest in its subjects. In reality the sudden hyping of employer-employee negotiations represents a serious indictment of the prevailing labor organization in the theatrical field—the American Federation of Labor. For the AFL moguls, judging by precedent, had been perfectly content to leave their private little empire in status quo while contemplating the future from a comfortable rocking chair position.

This stagnant calm was ruffled not by any rabid reform element within the AFL, but by a peculiarly troublesome rump organization known as the Committee for Industrial Organization. The CIO's theory of industrial unionism may prove to be so much turkey in show business. But the CIO was fortunately afflicted with a nervous agitation that was directly responsible for the AFL's movement forward. Thus the AFL's worry over the CIO in show business contains more than a joker; it embodies more than a peevish; it is a tacit admission that had it not been for the CIO needle the AFL would still be surveying the scene with bleary eyes.

McKenzie, Red (Nick's Rendezvous) NYC, c.
 McLeelan, Rodney (Mt. Royal) Montreal, h.
 Mack, Della & Billy (Pavillon Royale) Valley Stream, L. I., N. Y., c.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Manohito (Yumuri) NYC, nc.
 Manghurs (Moulin Rouge) Paris, nc.
 Mann, Durac & Leary (State) Phila., t.
 Menolita (Russian Art) NYC, re.
 Manville, Mona (Cotton Club) NYC, nc.
 Manzel, Marge (San Diego) Detroit, nc.
 Mara, Kitty (French Casino) NYC, nc.
 March, Ann (Bertolotti's) NYC, nc.
 Marcos, The Sensational (El Nido) Vallejo, Calif., nc.
 Marie, Rose (Havana Casino) Buffalo, nc.
 Marino, Joe (Famous Door) Chi., nc.
 Marino & DeVoll (Corktown) Detroit, c.
 Marlon & Killean (State) NYC, t.
 Mark, Millan & Lorell (Riverside) Milwaukee, t.
 Marshall, Jack (New Yorker) NYC, h.
 Marya & Marty (Stevens) Chi., h.
 Maurice & Norva (Bal Tabarin) San Francisco, nc.
 May, Olive (Harlem) Paris, France, nc.
 May, Bobby (International Casino) NYC, nc.
 Maye, Kathleen (Leon & Eddie's) NYC, nc.
 Mayfair, Miltzi (Earle) Phila., t.
 Mayhew, Gus (State) NYC, nc.
 Mayo, Betty (Steamship Zee) Chi., nc.
 Maye, Jackie (Mirador) NYC, nc.
 Mel Ody (Jermyn) Scranton, Pa., h.
 Medeska & Michael (Tokay) NYC, nc.
 Melle, Kirk & Howard (Casino) Dallas, t.
 Menchiasse, Les (French) Dallas, NYC, nc.
 Menon, George (McAlpin) NYC, h.
 Merrill, Joan (Mayfair) Boston, nc.
 Miles, Gary (Paradise) NYC, re.
 Miller & Millard (Palumbo's) Phila., nc.
 Mohamed, Maide Ben (French Casino) NYC, nc.
 Monroe, Jerry (National) Richmond, Va., t.
 Montes, Mona (El Chico) NYC, nc.
 Montmartre Boys (Jimmy Kelly's) NYC, nc.
 Moorehead, Jim (Mirador) NYC, nc.
 Morgan, Loretta (Steamship Zee) Chi., nc.
 Morgan, Helen (El Dorado) NYC, nc.
 Morgan, Rita (Club Alaham) Chi., nc.
 Morgan, Stuart, Dancers (Frontier Fiesta) Ft. Worth, Tex., nc.
 Morris & Mayes (Grand Terrace) Chi., nc.
 Morton, Alvin (Club Minuet) Chi., nc.
 Mura, Corinna (Chez Fares) Chi., nc.
 Murphy, Dean (Muehlebach) Kansas City, h.
 Murray & Alan (Bagdad) Miami, nc.
 Murray, Lyn, Singers (Pan-American Casino) Dallas
 Musical Bentleys (Corktown) Detroit, c.
 Myrus (College Inn) Chi., nc.
 Myrto & Descha (Moulin Rouge) Paris, nc.
 Myrtle & Paucud (International Casino) NYC, nc.

N
 Negle, Bert, & Girls (State) NYC, t.
 Negrete, George (Yumuri) NYC, nc.
 Nelson, Ozzie, Harriet Hilliard & Orch. (Boston) Boston, t.
 Nelson, Nelle (Harry's New York Cabaret) Chi., nc.
 Nemi Sisters (500) Atlantic City, nc.
 Nena (El Gaucho) NYC, nc.
 Nesbit, Evelyn (Flynn's) Brooklyn, N. Y., nc.
 New Yorkers (The Open Door) Chi., nc.
 Newman, Doug (State) Kansas City, Mo., t.
 Nica, Florida & Lubow (Oriental) Chi., t.
 Noland, Nancy (White) NYC, b.
 Noll & Nolan (Stanley) Pittsburgh, t.
 Nolan, Paul, & Co. (Riverside) Milwaukee, t.
 Norre, Kay (Frank's Casino) Chi., nc.
 Novak, Wilma (Famous Door) Boston, nc.

O
 O'Neal, Cackles (Pavillon Royal) Valley Stream, N. Y., cb.
 O'Rourke, Nan (Ballyhoon) Phila., nc.
 Ogdan, Fatsy (Frolles) NYC, nc.
 Ojvera Bros. (Tower) Kansas City, Mo., t.
 Ortega, Rosita (Yumuri) NYC, nc.
 Ortnes, Joe (Trocarder) London, nc.
 Omar (St. George) Brooklyn, h.
 Owens & Parco (Frolles) NYC, nc.

P
 Painter, Dixie (Rob Bowl) Chi., nc.
 Page, Deone (Club Minuet) Chi., nc.
 Page, Muriel (Tower) Kansas City, Mo., t.
 Palmer, Gladys (Three Deuces) Chi., nc.
 Pammer, Helen (Colony) Chi., nc.
 Paradise, Pat (Parody) Chi., nc.
 Parish Sisters (Palmer) Chi., h.
 Parker, La Rue (Kansas City Club) Kansas City, h.
 Parker, Lew, & Co. (Met.) Boston, t.
 Parks, Barbara (Chez Fares) Chi., nc.
 Parry, Emile (Lido) Montreal, nc.
 Pearl Sisters (Club) Chi., nc.
 Perry, Frank (Tuxedo Club) Phila., nc.
 Perry, Lou (Kasey Klub) Henderson, Ky.
 Pete, Peaches & Duke (Riverside) Milwaukee, t.
 Pettit, Paul (Colonial) Dayton, O., t.
 Phelps, Phil & Doty (Lookout House) Covington, Ky., cc.
 Phillips, Wendell (Chicagoan) Chi., h.
 Pickens, Jane (Paramount) NYC, t.
 Pils & Tabet (Mayfair) London, nc.
 Plant, Mark (State) NYC, nc.
 Plaza, Trini (Chateau Moderne) NYC, nc.
 Powell, Eddie (Avalon) Cleveland, nc.
 Powell, Jack (Arena) Copenhagen.
 Preisser, Cherry & June (Boston) Boston, t.
 Pritchard & Lord (Capitol) Washington, D. C., t.

Q
 Queens of Heart (International Casino) NYC, nc.

R
 Radio Ramblers (Tower) Kansas City, Mo., t.
 Rae, Billie (Corktown) Detroit.
 Raeburn, Eurt (Queen) NYC, nc.
 Ramon & Renita (Riviera) Ft. Lee, N. J., nc.
 Ramon & LeMoyné (Streets of World Expo.) Cleveland, O.
 Rancheros, Three (Weyllin) NYC, h.
 Randall, Peter (Green Gables) Drums, Pa., nc.
 Raphael (Waldorf-Astoria) NYC, h.
 Ray, Joey (Hollywood) NYC, re.
 Ray & Naldi (Radio City Rainbow Room) NYC, nc.
 Ray, Vivian (Mirador) NYC, nc.
 Reynolds, Three (Jimmy Kelly's) NYC, nc.
 Reed, Billy (Leon & Eddie's) NYC, nc.
 Reeves, Billy (French Casino) Detroit, nc.
 Regas, Belle (Flynn's) Brooklyn, N. Y., nc.
 Renard, Jert (Chicagoan) Chi., h.
 Renee (Jimmy Kelly's) NYC, nc.
 Renaud, Rita (Bertolotti's) NYC, re.

Reyes, The (Chez Fares) Chi., nc.
 Reynolds, Maude (New Yorker) NYC, h.
 Richmond Matrics, Four (Corktown) Detroit, c.
 Richards, John (Paradise) NYC, nc.
 Richards, Harold (St. Moritz) NYC, h.
 Rider Sisters (Stork Club) Chi., nc.
 Ripa, Bob (Riviera) Ft. Lee, N. J., nc.
 Rita Rio & Orch. (Astor) Reading, Pa., t.
 Robbins, John (Riviera) NYC, h.
 Robbins Family (Adelphi) Phila., h.
 Robbins, The (State-Lake) Chi., t.
 Roberts, Les (French Casino) NYC, nc.
 Robertson (French Casino) NYC, nc.
 Roberts, Dave & June (Food Show) Charlotte, N. C.
 Roberts, Whitely (Colonial) Dayton, O., t.
 Robinson, Bill (Cotton Club) NYC, nc.
 Rochella & Rita (Mattoon's Club) Stockton, Calif., nc.
 Rockwood, John (White) NYC, h.
 Rodrigo & Frandine (Roosevelt) New Orleans, h.
 Roger, Germaine (French Casino) NYC, nc.
 Rogers, The (Grey Wolf) Sharon, Pa., nc.
 Rolmer, Billie (Frontage) Detroit, nc.
 Nolan, Mary (NYC) re.
 Rolando & Verditta (Mounds) St. Louis, cc.
 Rolph, Wynne (Wivel) NYC, re.
 Roman, Joe (Roosevelt) Jacksonville, h.
 Ronald & Roberta (Blackhawk) Chi., nc.
 Rosalind, Gus (State) NYC, nc.
 Roschlin, Nico (French Casino) NYC, nc.
 Rose, Jack (Place Elegante) NYC, nc.
 Roselle, Mildred (Cavalier) NYC, nc.
 Rosini, Carl (Mt. Royal) Montreal, h.
 Rosini, Paul (Lyric) Indianapolis, t.
 Ross, Frank, Trio (Royal Fines) Lake George, N. Y., re.
 Ross & Bennett (Oriental) Chi., t.
 Ross, Geraldine (Northwood Inn) Detroit, nc.
 Ross, Dr. Sydney (Rainbow Grill) Radio City, N. Y., re.
 Roth & Shay (Hansa) Hamburg, Germany, t.
 Royal Duo, The (Leon & Eddie's) NYC, nc.
 Russell, Johnny (Paradise) NYC, re.
 Russell, Lee (Arrowhead) Westchester, N. Y., nc.
 Ritt, Ed.
 Ritt, Sunny (Nick's Rendezvous) NYC, c.
 Ryan, Jerry (Gay '90s) NYC, nc.

S
 Sakura (Harry's New York Cabaret) Chi., nc.
 Sauters, Dorothy (Kil-Kat) NYC, nc.
 Savo, Jimmy (Chez Fares) Chi., nc.
 Schaps, Sid (Grand Terrace) Chi., nc.
 Sedley, Roy (Mirador) NYC, nc.
 Shag Team (Paramount) NYC, t.
 Sharlan & Aldyth (Corktown Tavern) Detroit, nc.
 Shaver, Buster & Co. (Casino) Dallas, t.
 Shaw, Wini (Riviera) Ft. Lee, N. J., nc.
 Shayne, Gloria (Mayflower Casino) Chi., nc.
 Shaw & Lee (Stanley) Pittsburgh, t.
 Shea & Raymond (Paradise) NYC, re.
 Shea, Norma (Wivel) NYC, re.
 Sheridan, Dot (Roosevelt) Jacksonville, h.
 Shore, Willie (Hi-Hat) Chi., nc.
 Short Waves, Three (Stevens) Chi., h.
 Shutta, Ebel (Earle) Phila., t.
 Siegfried, Great (Ice Follies, Auditorium) Atlantic City, Sept. 6.
 Sirockas, Four (Steamship Zee) Chi., nc.
 Small, Mary (Met.) Boston, t.
 Smith, Earle (Brevoort) Chi., h.
 Smith, Eddie (Uproar House) NYC, nc.
 Solar, Willie (Marcel's) Flushing, L. I., re.
 Son & Sonny (Grand Terrace) Chi., nc.
 Son, Miss (New Yorker) NYC, h.
 Sophisticates, Three (Riverside) Milwaukee, t.
 Southland Rhythm Girls (Open Door) Chi., nc.
 Squires, Four (Swing) Hollywood, Calif., nc.
 Stable, Dick, & Orch. (Stanley) Pittsburgh, t.
 Stahler & Rose (International Casino) NYC, nc.
 Starr, Judy (Capitol) Washington, D. C., t.
 Sterner, Kean & Lois (Bal Tabarin) Paris, nc.
 Slicks, Billy (Mirador) NYC, nc.
 Stone, Mary (Chicago) Chi., nc.
 Stone, Dot (Essex House) NYC, h.
 Storr, Allen (Pennsylvania) NYC, h.
 Stroud Twins (Radio City Rainbow Room) NYC, nc.
 Strong, Edna (Grand) Albany, N. Y., t.
 Strickland, Peggy (Chateau Moderne) NYC, nc.
 Sue, Lyda (Riviera) Ft. Lee, N. J., nc.
 Suzanne & Christine (Jimmy Kelly's) NYC, nc.
 Swain Sisters (Jimmy Kelly's) NYC, nc.
 Swann, Russell (Dorchester) London, h.
 Sylvester, Frederick, & Nephews (Lyric) Indianapolis, t.
 Sylvia, Franco & Drigo (Mayfair) Boston, nc.

T
 Tappen, Maxine (Essex House) NYC, h.
 Taylor, Kay (Hollywood) NYC, re.
 Texas Tommy (Mt. Royal) Montreal, h.
 Thomas, Muriel (Benny the Bum's) Phila., nc.
 Thomas, Eddie (Palumbo's) Phila., nc.
 Tompkins, Lorna (Village Grove) NYC, nc.
 Thompson, Helen (Gloria) Hollywood, nc.
 Thorn, Doty (Palmer House) Chi., h.
 Thury, Iona de (Tokay) NYC, re.
 Tic Toe Sisters (Leon & Eddie's) NYC, nc.
 Tinney, Dot (Black Cat) NYC, nc.
 Tip, Tap & Toe (Cotton Club) NYC, nc.
 Tolan Trio (Avalon) NYC, re.
 Tilton Trio (Versailles) NYC, re.
 Todd Twins (Yacht Club) Chi., nc.
 Tomack, Sid, & Reis Bros. (Beverly Hills) Newport, Ky., cc.
 Torres, Carmen (French Casino) NYC, nc.
 Toy, Ming (How) NYC, nc.
 Tramp Band (Cotton Club) NYC, nc.
 Tranger, Don (Garrick) St. Louis, t.
 Travis & Grey (Palumbo's) Phila., nc.
 Trent, Tommy (Tower) Kansas City, Mo., t.
 Troy, Theo (Harry's New York Cabaret) Chi., nc.
 Troy, Charles, & Carol Lyone (State-Lake) Chi., t.
 Tuck, Valerie (French Casino) NYC, nc.
 Twins, Watkins, June & Juel (1940 Club) Detroit, nc.
 Tyner, Evelyn (Capitol) Washington, D. C., t.

U
 Upman, John (Adelphi) Phila., h.

V
 Vaccaro (El Gaucho) NYC, nc.
 Vale & Stewart (Gaily Cabaret) Brussels, c.
 Valdez, Fern (Essex) Chicago, Ill., nc.
 Van, Jack G. (Majestic) Chillicothe, O., 28-24; (Indiana) Richmond, Ind., 25-26, t.
 Van, Gus (Chicago) Chi., t.
 Variety Gambol (Pal.) Chi., t.
 Variety Boys, Three (Leon & Eddie's) NYC, nc.
 Vaughan, Virginia (Pavillon Royale) Valley Stream, L. I., N. Y., re.

Vernon, Dorothy (Place Elegante) NYC, nc.
 Viani, Mario (Arcade) Phila., re.
 Villon, Renee (Bertolotti's) NYC, re.
 Vine & Anita (Mayfair) Boston, nc.
 Voder's Jubblers (Cotton Club) NYC, nc.

W
 Wakefield, Oliver (Radio City Rainbow Room) NYC, nc.
 Walders, Darlene (Sporting d'Ete) Monte Carlo, France.
 Walker, Alvera (Palmer House) Chi., h.
 Walker, Jeanne (Yacht Club) Chi., nc.
 Wallace, Frank (Blue Moon Gardens) Milwaukee, nc.
 Walsh & Barker (Berkeley) London, h.
 Walters, Frances (Capitol) Washington, D. C., t.
 Walters, Charles (St. Regis) NYC, h.
 Walters, Walter (Hollywood) NYC, re.
 Waiters, Gene (Jimmy Kelly's) NYC, nc.
 Warren, Arthur, Orch. (Pavillon Royale) Valley Stream, L. I., N. Y., re.
 Washington, George Dewey (Grand Terrace) Chi., nc.
 Webb, Chick, & Orch., with Ella Fitzgerald (State) NYC, t.
 Weeks, Anson & Orch. (Casino) Dallas, t.
 West, Ozie (Benny the Bum's) Phila., nc.
 Wooces (Dorchester) London, h.
 West, Rita (El Dorado) NYC, nc.
 West, Larry (Village Barn) Virginia Beach, Va., nc.
 Whalen, Jackie, & Strahlm Steppers (Cluh Castle) Syracuse, N. Y., nc.
 White, Jack (18 NYC, nc.).
 White, Ann (Bertolotti's) NYC, re.
 White, Danny (Nixon) Pittsburgh, re.
 White Bros. & Dot (Grey Wolf) Sharon, Pa., nc.
 White, Jack (Gay '90s) NYC, nc.
 White, Olive (Murray's) Tuckahoe, N. Y., re.
 Whitney, Arline (Wivel) NYC, re.
 Whitney, Barney (Normandie Inn) Warren, Pa., nc.
 Whitney, Maurine (Steamship Zee) Chi., nc.
 Wicke, Gus (Gay '90s) NYC, nc.
 Wilkens, Dorothy (New Yorker) NYC, h.
 Will, Ward (Gay '90s) NYC, nc.
 Williams, Art (Club Alabama) Chi., nc.
 Williams, Sam (Bismarck) Chi., h.
 Williams, Maxine (Onyx) NYC, nc.
 Wills & Gilmore (Mayfair) Detroit, nc.
 Wilson, Edna Mae (Westminster) Boston, h.
 Wilson, Jackie & Honey (Cavalier) NYC, nc.
 Woods, Johnny (Paramount) NYC, t.
 Woods, Lorraine (International Casino) NYC, nc.
 Worth, Grace (Dorchester) London, h.
 Wright, Eadythe (Pennsylvania) NYC, h.
 Wright, Ruby (Beverly Hills) Newport, Ky., nc.
 Wyatt, Bob (Golden Spot) Chi., nc.
 Wyss, Ross, & Co. (Met.) Boston, t.

Y
 Yost's, Ben, Varsity Co-Eeds (State-Lake) Chi., t.
 Youngman, Henry (Earle) Phila., t.
 Yvette (Colosimo's) Chi., nc.

Z
 Zee Zee, Mlle. (Uposimo's) Chi., nc.
 Zelaya, Don (Pal.) Cleveland, t.
 Zig & Zag (Powell's) Antigo, Wis., nc.
 Zudella & Co. (Hollywood) Milwaukee, t.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A
 Aces, Four: (Yacht) Chi., nc.
 Adcock, Jack: (Manoa Inn) Manoa, Pa.
 Adams, Johnnie: (French Village) Dayton, O.
 Agar, Charles: (Washington-Youre) Shreveport, La., h.
 Albert, Bill: (Barlett) Rochester, N. Y., nc.
 Alexander's Ragtime Band: (Corktown) Detroit, c.
 Alper, Mickey: (Riviera) Ft. Lee, N. J., nc.
 Arban, Berlioz: (Bertolotti's) NYC, re.
 Arnhem, Gus: (Los Angeles County Fair) Pomona, Calif., p.
 Arthur, Zimm: (Hickory Lodge) Larchmont, N. Y., re.
 Astell, Jerry: (Brass Rail Tavern) Salem, Wis., nc.
 Asen, Bob: (Wivel) NYC, re.
 Ashman, Eddie: (Tokay) NYC, nc.
 Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h.
 Auvier, Fred: (Flamingo Club) Orlando, Fla., nc.
 Ayes, Mitchell: (Hollywood) NYC, nc.

B
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.
 Balou, Dick: (Belmont Plaza) NYC, h.
 Bananas, Sharkey: (Nick's Rendezvous) NYC, c.
 Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
 Bender, Otto: (Outpost) Ridgefield, Conn., re.
 Bergan, Binny: (Meadowbrook) Cedar Grove, N. J., re.
 Berge, Maximilian: (Versailles) NYC, re.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Bernard, Phil: (Rialto) Durham, N. C., 21-23;
 Betzard, S. (Imperial) Charlotte 24-25, t.
 Betzner, Jack: (Essex House) Newark, N. J., re.
 Billmore Boys: (Commodore Perry) Toledo, O., h.
 Blaine, Jerry: (Park Central) NYC, h.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Blake, Lou: (Chez Fares) Omaha, nc.
 Blue Barron: (Southern Tavern) Cleveland, Ohio, nc.
 Blue Lazers: (Vic Mire) Baton Rouge, La., re.
 Bobbie & Kentucky Kolonels: (Seelbach) Louisville, h.
 Bonelli, Michael: (Bond) Hartford, Conn., h.
 Bonnelly, Eddie: (Black Cat) Wilmington, Del., re.
 Bor, Mischa: (Sherry-Netherland) NYC, h.
 Boulanger, Charles: (Mansion) Youngstown, O., nc.
 Bova, Joe: (Wonder Bar) Cincinnati, nc.
 Brandwynne, Nat: (Essex House) NYC, h.
 Bruce, Lou: (French Casino) NYC, nc.
 Brinley, Charley: (Log Cabin) Aurora, Ill., nc.
 Brooks, Alan: (Glen Park Casino) Williamsville, N. Y.
 Brown, K. A.: (Echo Lake Club) Echo Lake, N. Y., re.
 Brunkley, Charley: (Log Cabin) Aurora, Ill., nc.

Bunchuk, Yasha: (International Casino) NYC, nc.
 Burke, Clarence: (Garden) White Plains, N. Y., re.
 Burns, Harry: (Kenmore) Albany, N. Y., h.
 Burton, Ben: (Rainbow Inn) Monroe, La., nc.
 Busse, Henry: (Chez Fares) Chi., nc.

C
 Caceres, Emilio: (Merry-Go-Round) Dayton, O., nc.
 Calloway, Cab: (Cotton Club) NYC, nc.
 Campbell, Roy: (Hollenden) Cleveland, nc.
 Campbell, Jan: (Earle) State-Lake George)
 Elyette's Landing, N. Y., cc.
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.
 Candullo, Harry: (Arrowhead) Cincinnati, nc.
 Cappel, Joe: (Westwood) Richmond, Va., nc.
 Carlson, Duke: (Star) Eagle River, Wis., cc.
 Carpenter, Earl: (Lincoln) NYC, h.
 Carter, Jack: (Harbor Inn) Rockaway, N. Y., re.
 Childs, Reggie: (Elitch's) Denver, nc.
 Chyoti: (Village Brewery) NYC, nc.
 Clark, Stanley: (Le Maze) Hollywood, re.
 Clayman, Bob: (Willow) Chi., h.
 Conn, Irving: (Arrowhead) NYC, re.
 Cook, Ted: (Yacht Club) Chi., nc.
 Coral Islanders: (Mon Far) NYC, nc.
 Costanzo, Ralph: (Friendship) Kenosha, Wis., nc.
 Costello, Pat: (French Casino) Atlantic City, nc.
 Courtney, Del: (Chase) St. Louis, h.
 Craig, Mel: (Bordeview) NYC, h.
 N. Y., re.
 Craig, Carvel: (Utah) Salt Lake City, h.
 Crawford, Jesse: (Peabody) Memphis, h.
 Crest, Gill: (Westview) Pittsburgh, h.
 Crickell, Ernie: (Luniqu) Oklawanna, Crookland, Ga., re.
 Crauney, Eugene: (Sagamore) Bolton Landing, N. Y., h.
 Cummins, Bernice: (Bliffmore) NYC, h.
 Cummins, Buddy: (Crystal) Accord, N. Y., h.

D
 Dann, Arthur: (Stork) NYC, nc.
 Dars, Ronald: (George Washington) West Palm Beach, Fla.
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
 Dantzig, Eli: (St. George) Brooklyn, N. Y., h.
 Davis, Eddie: (LaRue) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, cc.
 Davis, Fred: (House of Jacques) Oklahoma City, Okla., nc.
 De Babary, Joska: (Biltmore) NYC, h.
 De Carlo, Joe: (Montgomery Royal Gardens) Brooklyn, N. Y., re.
 Deas, Eddie: (Sunbeam) Swampscott, Mass., nc.
 Denny, Jack: (New Penn) Pittsburgh, nc.
 Deutsch, Emery: (Radio City Rainbow Room) NYC, nc.
 Di Bella, Angelo: (Arbosters) NYC, re.
 Dibert, Sammy: (Webster Hall) Detroit, h.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Donahue, Al: (Roosevelt) New Orleans, h.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Dorsey, Tommy: (Commodore) NYC, h.
 Dorsey, Jimmy: (Cleveland) Cleveland, t.
 Duces of Rhythm: (Moonlight) Phila., c.
 Duchin, Eddie: (Flaza) NYC, h.
 Duck, Don: (Village Brewery) NYC, re.
 Duerr, Dolph: (Green Derby) Cleveland, re.
 Duffy, Ray: (Darling) Wilmington, Del., h.
 Dunham, Don: (Million-Dollar Mansion) Youngstown, O., nc.
 Dunn, Al: (Wagon Wheel) Monroe, La., nc.
 Durst, Henry: (Nat Ballroom & Supper Club) Amarillo, Tex., nc.

E
 Ebel: (Berkeley-Carteret) Asbury Park, h.
 Edwards, Vince: (Mt. Marion Inn) Mt. Marion, N. Y., re.
 Edmund, George: (Loyale) NYC, c.
 Engle, Freddy: (University Club) Albany, N. Y., nc.
 Engle, Stella: (Willbank's Recreation Cafe) Westport, Park Pa., nc.
 Engles, Charles: (Harry's New York Cabaret) Chi., nc.
 Ermelin, Fred: (Palm Beach Casino) Cannes, France.
 Erbe, W.: (Riviera) Ft. Lee, N. J., nc.
 Euley, George: (Markey's) Westchester, N. Y., re.

F
 Farmer, Will: (Radio City Promenade Cafe) NYC, re.
 Felix, Don: (Fines) Newtown, Conn., h.
 Felton, Happy: (Pennsylvania) NYC, h.
 Fern, Don: (Lack) Bridgeport, Conn., h.
 Ferdinando, Felix: (Mountsview) Fort Kent, N. Y., re.
 Ferrar, Art: (Balcornades) Pittsburgh, nc.
 Fettes, Jim: (Steel Pier) Atlantic City, b.
 Fields, Shep: (Paramount) NYC, t.
 Fieck, Glen: (Lack) Erie, Pa., h.
 Fields, Harry: (Royalton) Monticello, N. Y., h.
 Fisher, Jack: (Sealton) Boston, h.
 Fiske, Billy: (31) Phila., nc.
 Fogarty, Alex: (Weylin) NYC, h.
 Fodick, Gene: (State) NYC, h.
 Fowler, Shotty: (Barn) Memphis, nc.
 Fraser, Harry: (Flynn's) Brooklyn, N. Y., re.
 Frasetto, Joe: (500) Atlantic City, h.
 Fray, Jacques: (St. Regis) NYC, h.
 Frederic, Marvin: (Commodore Perry) To-Freeman, Jerry: (Paradise) NYC, cb.
 Funk, Larry: (Euclid Beach) Cleveland, p.

G
 Gardner, Clyde: (Roosevelt) Jacksonville, h.
 Gasparre, Dick: (Palmer House) Chi., h.
 Gifford, Charley: (Bill Green's) Pittsburgh, nc.
 Gee, Billy: (Continental) Canton, O., nc.
 Gentlemen of Rhythm, Four: (Brown) Louisville, Ky., h.
 Gilbert, Jerry: (Emerson) Baltimore, h.
 Gidycz, Gene: (State) NYC, h.
 Gill, Jaquin: (Valencia) NYC, h.
 Gill, Jaquin: (Tavern) Lake Tahoe, Calif., 5.
 Gill, Evelyn: (Coral Gables) Lansing, Mich., nc.
 Gonzales, Ralph: (St. Moritz) Sacket Lake, N. Y., cc.
 Goodough, Henry: (Laurels) Nyack Lake, N. Y., cc.
 Graf, Johnny: (Anchorage Inn) Phila., nc.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Gray, Glen: (Eastwood Gardens) Detroit, nc.
 Grayson, Bob: (Grand Ballroom) Detroit, h.
 Grayson, Hal: (Meadowbrook) Cedar Grove, N. J., nc.
 Green, Harold: (Hi Hat) Klamath, N. Y., nc.
 Greene, Murray: (Embassy) Bronx, N. Y., nc.
 Green, Eliseo: (Yumuri) NYC, nc.
 Grub, Jimmy: (Biltmore Bowl) Los Angeles, nc.

Hagen, Cass: (El Dorado) NYC, nc.
 Hall, George: (Taft) New York, nc.
 Hampton, Jack: (Knickerbocker Gardens) Flint, Mich., nc.
 Hardie, Dick: (Club Frolica) Albany, N. Y., nc.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, Phil: (Casino) Dallas, Tex., nc.
 Harris, Will: (Rich's) Westchester, N. Y., nc.
 Hart, Little Joe: (Forest Park Highland) St. Louis, p.
 Hart, Carl: (Claremont) NYC, nc.
 Hauck, Carlton: (Sak's) Detroit, nc.
 Haven, Ben: (Capitol Club) Tallahassee, nc.
 Hawkins, Jess: (New Penn) Library, Pa., nc.
 Hawkins, Erskine: (Uproar) NYC, nc.
 Headrick, Pearl: (McHattan) Johnstown, Pa., nc.
 Heidt, Horace: (Earle) Washington, D. C., t.
 Heil, Fred: (Mayfair Casino) Cleveland, nc.
 Hembres, Joe: (Bertolotti's) NYC, re.
 Herbeck, Ray: (Muehlebach) Kansas City, h.
 Herman, Woody: (Hunt's) Wildwood, N. J., b.
 Herjon, Bob: (Trimble Springs) Durango, Colo., h.
 Hessberger, George: (Ferris Inn) Morton Grove, Ill., c.
 Hill, Teddy: (Palladium) London, Eng.
 Hill, Worth: (Favillon Royale) Savin Rock, N. J., nc.
 Hines, Earl: (Riverview Park) Des Moines, h.
 Htrado: (La Rue) NYC, re.
 Holden, Bruce: (Mount Royal) Montreal, h.
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
 Holmes, Herbie: (The New Casino) Walled Lake, Mich., nc.
 Hudson-Delange: (Studio) Phila., b.
 Hughes, Gotsch: (New Hollywood) Detroit, b.
 Huntley, Lloyd: (Mount Royal) Montreal, h.

Irish, Mace: (Chanticleer) Millburn, N. J., re.
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
 Jackson, Jack: (Dorchester) London, Eng., h.
 Jain, A.: (Rhineland Gardens) Armonk, N. Y., ro.
 Jeleniak, Eugene: (Hollywood) NYC, re.
 Johns, Al: (Rhineland Gardens) Armonk, N. Y., ro.
 Johnson, Eunice: (Old Heidelberg) Medford, Wis.
 Jordy, Harold: (Rosevelt) New Orleans, h.
 Jose, Senor: (Woodlark) Shreveport, La., re.
 Juan, Don: (El Torreal) NYC, nc.
 Jurgens, Dick: (Peabody) Memphis, h.

Keating, Ray: (Murray's) Westchester, N. Y., nc.
 Keener, Lee: (Madison) Jefferson City, Mo., h.
 Keller, Leonard: (Washington-Yourses) Shreveport, La., h.
 Kern, Erwin: (Chanticleer) Millburn, N. J., ro.
 King, Teddy: (Schtoon Manor) Schron Lake, N. Y., cc.
 Kings of Swing, Three: (Kentucky) Louisville, h.
 King's Vesters: (La Salle) Chi., h.
 King Rhythm Rascals: (San Diego) Detroit, nc.
 Kirk, Andy: (Grand Terrace) Chi., nc.
 Kirkham, Don: (Blakeland Inn) Denver, re.
 Klein, Jules: (Star) Detroit, h.
 Kraft, Joe: (Red Hill Inn) Pensauken, N. J., nc.
 Kress, Andy: (Avon Inn) Ashury Park, N. J.
 Kristal, Cecil: (Dempsy) Macon, Ga., h.
 Krumin, Costya: (Russian Bar) New York, re.
 Kuenzler, Robert: (Martin's) Bathskeller) NYC, nc.

LaMarr, Ayars: (Broadmoor) Denver, Colo., cc.
 LaMothe, Olivia: (Rosegarden) Middletown, Conn., c.
 Laeser, Walt: (Raulf) Oshkosh, Wis., h.
 Legman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lake, Marty: (Craig Beach Park) Diamond, O.
 Lamb, Drexel: (Kansas) Kansas City, Mich., b.
 Lane, Eddie: (Lexington) NYC, h.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Lape, Brad: (Parkway Lodge) White Plains, N. Y., nc.
 Larson, Eddie: (Radio City Rainbow Room) NYC, nc.
 Lewis, Harry: (Wishire Bowl) Los Angeles, b.
 Lienke, Hugo: (Three-Mile Inn) Monroe, La., c.
 Lindeman, Udo: (Gloria Palast) New York, cb.
 Lishon, Henri: (Cunter) San Antonio, h.
 Litch, Joe: (South Bluff) Peru, Ill., cc.
 Livingston, Jimmie: (Seaside Casino) Virginia Beach, nc.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Lopez, Antonio: (Country Club) Coral Gables, Fla., cc.
 Loss, Jimmy: (Windsor) Michigan City, Ind., nc.

McOuine, Bill: (Piazza) NYC, nc.
 McDonald's Music Mixers: (Wonder Bar) Monroe, Mich., nc.
 McElroy, Bob: (Madrid) Milwaukee, nc.
 McFarlan, Frank: (Chateau Moderne) NYC, nc.
 McHale, Jimmy: (Westminster) Buffalo, h.
 McRae Bros.: (Havana Casino) Boston, nc.
 Malone, Don: (Golden Goose) Omaha, nc.
 Mareno, Fran: (Ewensney) Baltimore, c.
 Marsala, Joe: (Hickory House) NYC, re.
 Martel, Gus: (Stork) NYC, nc.
 Martell, Paul: (Leighton's Half-Way House) Stamford, Conn., ro.
 Martin, Bob: (Chez Florence) Paris, nc.
 Martin, Freddy: (Metropole) St. Louis, h.
 Martin, Ken: (Orchard) Pittsburgh, nc.
 Masters, Frankie: (College Inn) Chi., nc.
 Matthey, Nicholas: (Russjan Kretshma) NYC, re.
 Mayer, Ken: (Gunter) San Antonio, h.
 Mayhew, Nye: (Stadler) Boston, h.
 Mayo, Al: (Cocoanut Grove) Phila., nc.
 Mell, Larry: (Lamb's) Phila., c.
 Melvin, Jack: (Mirador) NYC, nc.
 Merritt, Wendell: (Schmid's Farm) Scarsdale, N. Y., nc.
 Meroff, Benny: (New Yorker) NYC, h.
 Messner, Johnny: (McAlpin) NYC, h.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Glen: (Roosevelt) New Orleans, h.
 Mills, Floyd: (Du Font) Wilmington, Del., h.
 Montgomery, Jack: (Motor Inn Barn) Mt. Kisco, N. Y., ro.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.

Morell, Larry: (Merry Gardens) Lynchburg, Va.
 Morgan, Russ: (French Casino) NYC, nc.
 Morris, Grif: & His Clevelanders: (Paddock) Wheeling, W. Va., nc.
 Morton, Eddy: (Nite Spot) San Antonio, Tex., nc.
 Mosley, Snub: (52d St.) NYC, nc.
 Moss, Stuart: (Capitol-by-the-Sea) Santa Cruz, Calif.
 Motely, Berk: (Cass Grande) Berwyn, Md., nc.
 Mowry, Ferde: (Embassy) Southampton, Ontario, b.
 Mulien, Charlie: (Mandarin) Memphis, nc.
 Moss, Earl: (Ivanhoe) Chi., nc.
 Murray, Dickie: (Mon Paris) NYC, nc.

Nagar, Patti: (4-H Club) Chi., nc.
 Nagel, Fred: (Del Monte) San Francisco, h.
 Nannette, Maria: (Royal Oak) Belmar, N. J., nc.
 Navarro, Al: (Belvedere) Baltimore, h.
 Neeld, James, Concert Band: (Fair) Florence, Ala.
 Nelson, Ossie: (Boston) Boston, t.
 Nickles, Billie: (Cafe de Pares) Los Angeles, nc.
 Noland, Vincent: (Broad St. Rathskeller) Phila., re.
 Norton, Bob: (New Garden Center) Detroit, h.
 Novak, Frank: (Warwick) NYC, h.
 Novick, Jules: (Saxson) Monticello, N. Y., h.

O'Hare, Husk: (Andrew Jackson) Jonesboro, Tenn., c.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Olsen, George: (International Casino) NYC, nc.
 Palermo, Billy: (Pallard) NYC, c.
 Palmer, Freddy: (Colonial Inn) Singao, N. J., nc.
 Palmer, Ken: (Barbee's) Isle of Hope, Ga., h.
 Pancho: (Piazza) NYC, h.
 Panico, Louis: (Chase) St. Louis, h.
 Pancoast, Ace: (Sunset Inn) Drexel Hill, Pa., nc.
 Pankalia, Russ: (Crystal Club) Natchez, Miss., nc.
 Pantone, Mike: (Loftus Ambassador Inn) Albany, N. Y., cb.
 Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.
 Penderwis, Paul: (Pal.) San Francisco, h.
 Perry, Lou: (Kasey) Henderson, Ky., nc.
 Peterson, Dee: (Edgewood) Albany, N. Y., nc.
 Pettit, Emil: (Savoy Plaza) NYC, h.
 Peyton, Eddie: (Payton's) Pittsburgh, nc.
 Pflum, Thomas: (Mandarin) Memphis, nc.
 Pflum, Jack: (Port Arthur) Providence, R. I., re.
 Pope's, Bob: (Ole tangy Park) Columbus, O., p.
 Powell, Dick: (Inlet) Angless, N. J., c.
 Fryor, Roger: (Edgewater Beach) Chi., h.

Quartell, Frankie: (Colony Club) Chi., no.
 Rand, Orville: (Bertolotti's) NYC, re.
 Rapp, Barney: (Beverly Hills) Newport, Ky., nc.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Reisman, Leo: (Waldorf-Astoria) NYC, h.
 Reyes, Chico: (Continental) Detroit, nc.
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., nc.
 Ricardel, Joe: (Cavaller) NYC, nc.
 Richards, Harold: (St. Moritz) NYC, h.
 Riley, Mike: (Gypsy Village) Louisville, nc.
 Rimald, Nino: (Colosimo's) Chi., nc.
 Rio, Joe: (Blue Moon) Tulsa, Okla., nc.
 Rizko, Vincent: (Adelphia) Phila., h.
 Roberts, Eddie: (Red Mill) Bronx, nc.
 Rochelle, Jimmy: (Bartlett's) Pleasant Lake, Mich., b.
 Rocca, Maurice: (Kit-Kat) NYC, nc.
 Rodriguez, Joe: (Versailles) NYC, nc.
 Rodrigo, Don Juan: (Shadowland) St. Joseph, Mich., b.
 Rodrigo, Nan: (Traymore) Atlantic City, N. J., h.
 Rogers, Eddy: (Rainbow Grill, Radio City) NYC, nc.
 Romano, Phil: (Mirador) NYC, nc.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Russell, Jack: (Waco Pavilion) Syracuse, Ind., b.

Sable, Marc: (Cavaller) NYC, nc.
 Sanders, Joe: (Blackhawk) Chi., c.
 Saunders, Bob: (Guernwood Bowl) Guerneville, Calif., nc.
 Sayres, Dean: (Arlington) Pittsburgh, cc.
 Schaefer, Ray: (Log Cabin Farms) Armonk, N. Y., ro.
 Schellang, Augie: (Roosevelt) New Orleans, h.
 Scoggin, Chic: (Jefferson) St. Louis, h.
 Septelo, Ganto: (San Souci) Havana, nc.
 Sherman, Maurice: (Polo) Dayton, O., nc.
 Short, Jack: (Ritz Gardens) Atlantic City, re.
 Silva, Frank: (Blossom Heath) Houston, nc.
 Simmonds, Arlie: (Northwood) Denver, c.
 Siry, Larry: (Ambassador) NYC, h.
 Smith, Stuff: (Famous Door) Hollywood, Calif., nc.
 Snelter, Billy: (Gibson) Cincinnati, h.
 Snyder, Dick: (Coral Gables) Lansing, Mich., nc.
 Soldwell, Dutch: (Wonder Bar) Grand Rapids, Mich., nc.
 South, Eddie: (d'Oiseaux) International Expo, Paris, nc.
 Southern Gentlemen Orchestra: (Deshler-Wallick) Columbus, O., h.

Southland Rhythm Girls: (Open Oor) Chi., no.
 Sprigg, Jack: (Netherland Plaza) Cincinnati, N. J., c.
 Spirits of Rhythm, Six: (Onyx) NYC, nc.
 Spurr, Horton: (Municipal Auditorium) Kansas City.
 Stable, Dick: (Stanley) Pittsburgh, t.
 Stanley, Keen: (Dayton Tavern) Wildwood, N. J., c.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Steele, Blue: (Casino) Fort Worth, Tex.
 Sten, Elinore: & Orch.: (Country Club) Westchester Farms, White Plains, N. Y.
 Stross, Charles: (Mission Inn) Latrobe, Pa., c.
 Stipes, Eddie: (Blue Moon) Toledo, nc.
 Stolze, George: (Nightingale Club) Warsaw, Wis.
 Stolls, Allan: (Bedford Springs) Bedford Springs, Pa., h.
 Swanson, Billy: (Edison) NYC, h.
 Swing Sextet: (Meadowbrook) Cedar Grove, N. J., ro.
 Sylvester, Bobby: (Carlin's) Baltimore, p.

Tanner, Frank: (Coral Gables) San Antonio, nc.
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.
 Thomas, Eddie: (Nut Club) NYC, nc.
 Thornton, Bill: (Parakeet) Phila., nc.
 Tinsley, Ted: (Farrish) Phila., o.
 Titus, Paul: (Hess) Haddonfield, N. J., re.
 Traay, Jack: (Chez Maurice) Dallas, nc.
 Trask, Clyde: (Lookout House) Covington, Ky., cc.
 Travers, Ted: (Ault Park) Cincinnati, t.
 Travis, Jimmy: (Club Piccadilly) Baltimore, Md., nc.
 Truckee, Charles: (Hollywood) Kalamazoo, Mich., nc.
 Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.
 Urrich, Roberto: (Lobby) Juarez, Mex., c.
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
 Vagabonds, Three: (Broadmoor) Denver, cc.
 Vagabond, Ray: (Moulin Rouge) Paris, nc.
 Varso, Joe: (Van Buren Inn) Dunkirk, N. Y., nc.
 Vargas, Eddie: (Elmer) Chi., h.
 Vegas, Las: (Convention Hall) Wildwood, N. J., h.
 Veil, Tubby: (Bruno) Chi., re.
 Vena, Charlie: (Chelsea) Atlantic City, N. J., h.
 Vierra, Al: (Congress) Chi., h.
 Vogt, George: (Log Cabin) Gloucester Heights, N. J., nc.
 Vorden, Vivian: (Midtex) Midland, Tex., nc.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Wagner, Buddy: (Normandie) NYC, nc.
 Walker, Barry: (Stork Club) Chi., nc.
 Wardlaw, Jack: (Favillon) Hendersonville, N. C.
 Ward's, Frank: (Hotel Bradford) Pentagon, Boston, Mass.
 Waring, Fred: (Drake) Chi., h.
 Webb, Joe: (Queen Mary) NYC, nc.
 Webb, Chick: (State) NYC, t.
 Weeks, Anson: (Casino) Dallas, t.
 Wek, Louis: (Three-Mile Inn) Monroe, La., nc.
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
 Wendell, Connie: (McHenry, Ill.) Westbrook, Henry: (Columbia) Columbia, S. C., h.
 Whitney, Palmer: (Baker) St. Charles, Ill., h.
 Wildmer, Bus: (Rendezvous) Battle Creek, Mich., nc.
 Williams, Joe: (Mark Twain) Hannibal, Mo., nc.
 Williams, Sande: (Stevens) Chi., h.
 Winstein, Dave: (Plantation) New Orleans, nc.
 Winston, Jack: (Bal Taba) San Francisco, nc.
 Woodfield, Harry: (Hofbrau) Canton, O., c.
 Woodworth, Julian: (Arcadio) NYC, b.

Zator, Joseph: (Biltmore) NYC, h.
 Zelman, Rubin: (Caravan) NYC, nc.

FAIR GRAND-STAND ATTRACTIONS
 (Routes are for current week when no dates are given)

Ackermann's, Al. Six Tip Top: Montevideo, Minn., 20-22.
 Alban's: Woodstock, N. B., Can. Ale, Edna, & Co.: Springfield, Mass. Arele, Orsola: Allentown, Pa. Aristocratic Goats: Kingston, Ont., Can. Arleys: The: Kingston, Ont., Can. Atle, Louis, & Oliver Sisters: Paulding, O., 22-24.
 Avery, Gertrude, Diamond Revue: Allegan, Mich.; Leamington, Ont., Can., 27-Oct. 2.
 Beno, Ben: Roodhouse, Ill.
 Berio, Madeline: Farmington, Me.
 Bragg's Golden Horse: Salisbury, N. C.
 Brown's, Farmer, Pigs: Salisbury, N. C.
 Cards, Three: Farmington, Me.
 Christy Circus: Allentown, Pa.
 Colleano, Winnie: Salisbury, N. C.
 Continental Revue: Salisbury, N. C.
 Cronell's: Allentown, Pa.
 Crooker, Dorothy: Allentown, Pa.
 D'Arcy Girls: Portsmouth, O.; Hillsboro 28-Oct. 2.

Dade Revue: Woodstock, N. B., Can.
 DeCardos, Six: Salisbury, N. C.
 Demattos: Woodstock, N. B., Can.
 Donella Bros. & Gernem: Allentown, Pa.
 El Rey Sisters: Lumberton, N. C.
 Elgins: Cobleskill, N. Y.
 Evans, Lee Barton: Allentown, Pa.
 Fenwick & Cook: Tunbridge, Vt.
 Fisher, Harry: Salisbury, N. C.
 Francis Trio: Allentown, Pa.
 Girton Girls: Kingston, Ont., Can.
 Gladstones: Farmington, Me.
 Hoagland, Jinx, Hippodrome: Honesdale, Pa.
 Honey Family & Golda: Allentown, Pa.
 Jackson, Leo & May: Contocook, N. H.
 Jaydes, The Great: Sayre, Pa.; Loudonville, O., 28-Oct. 2.
 Jordans, Six Sensational: Pomsa, Calif.
 Kelly, Bernice, Circus: Jefferson, Ia., 22-24.
 Kilmis, Les: Allentown, Pa.
 Kozak: Montpelier, Minn.
 Kressels, Fout: Florence, Ala.; Lawrenceburg, Tenn., 28-Oct. 2.
 La Vola, Don: Nelson, B. O., Can., 22-24.
 Lamont, Laddie: Cobleskill, N. Y.
 Lang & Lee: Winnepesaukee, N. H.
 Leoti Troupe: Springfield, Mass.
 Mas, Wilfred, Trio: Tunbridge, Vt., 21-23; Northampton, Mass., 30-Oct. 2.
 Malloy, J. R., Circus Revue: Lynchburg, Va.
 Marie's Marvel Dogs: Acton, Ont., Can., 21-22.
 Merrill Bros. & Sister: Woodstock, N. B., Can.
 Morales Bros. & Little Daisy: (Great Lakes Expo.) Cleveland.
 Morris, Will & Bobby: Springfield, Mass.
 Neeld, James, Concert Band: Florence, Ala.
 O'Neil's, The: Mt. Vernon, Ill., 18-24.
 Olympia, Three: Allentown, Pa.
 Oskal & Taki: Farmington, Me.
 Paige & Jewett's Crazy Kapers: Lebanon, O., 22-24.
 Palermo's Dogs: Contocook, N. H.
 Revue of Tomorrow: Allentown, Pa.
 Reynolds, Helen, S. Honesdale, Pa.; Richmond, Va., 27-Oct. 2.
 Rexolis: Cobleskill, N. Y.
 Ricardos: Contocook, N. H.
 Ritchey, Billy: Cobleskill, N. Y.
 St. Onge Trio: Tunbridge, Vt.
 Smith Superba Band: Salisbury, N. C.; Shelby 28-Oct. 2.
 Steiner Trio: Lumberton, N. C.
 Sterling Rose Troupe: Florence, Ala.
 Thomas, Joe, Saxette: Tulsa, Okla.; Knoxville, Tenn., 27-Oct. 2.
 Wagner, A. J., Concert Band: Martinsville, Va.
 Watkins' Dog & Monkey Show: Florence, Ala.; Lawrenceburg, Tenn., 28-Oct. 2.
 Waldorf's, Billy, Boxing Bar: Cobleskill, N. Y.
 Wells, Billy, & Four Pairs: Allentown, Pa.
 Whiteside Troupe: Minneapolis, Kan., 23-25.
 Wright, O. A., Dog Circus: Broadbrook, Conn.

HIRST CIRCUIT SHOWS
 (Week of September 19)

Babes With Charms: (Casino) Pittsburgh, Pa.
 Bars and Stripes: (Casino) Toronto.
 Beef Trust: (Rialto) Chicago.
 Ould's Carnival: (Garrick) St. Louis.
 Foot Loose: (Rocky) Cleveland.
 Frisky Frolics: (Palace) Buffalo.
 Gaities of 1938: (Empire) Newark.
 Jolies Begere: (Capitol) Toledo.
 Meet the Girls: (Howard) Boston.
 Merry Models: (Century) Brooklyn.
 Pageant of Folly: (Gayety) Baltimore.
 Parisian Flirts: (Star) Brooklyn.
 Pirate Belles: (Orpheum) Reading, Pa., 23-28; (Earle) Atlantic City, N. J., 24-28.
 Pleasure Mad: (Gayety) Washington, D. C.
 Sam Dolis: (Jacquet) New York.
 Sander, Bode: (Gayety) Cincinnati.
 Stage Scandals: (National) Louisville.
 Swing-High: (Embassy) Rochester.

DRAMATIC AND MUSICAL
 (Routes are for current week when no dates are given)

Brother Rat: (Selwyn) Chi.
 Brother Rat: (Ford) Baltimore.
 French Without Tears: (McCarter) Princeton, O., 25.
 Greenwood, Charlotte: (Chestnut St.) Phila.-Hayes, Helen: (Shubert) Boston.
 Honor Bright: (Cass) Detroit.
 Jean: (Shubert) New Haven, Conn., 20-22.
 Lawrence, Gertrude, Susan & God: (National) Washington, D. C.
 Room Service: (Erianger) Buffalo.
 Room Service: (Geary) San Francisco.
 Star Wagon: (Nixon) Pittsburgh.
 To Quite and Back: (Colonial) Boston.
 Toulch: (Playhouse) Providence, R. I., 20-22; (Shubert) New Haven, Conn., 23-25.
 Tovarich: (Hartman) Columbus, O., 20-22; (English) Indianapolis, Ind., 23-25.
 Tobacco Road: (Elihu) Philadelphia.
 Tonight at 8:30: (Elihu) Los Angeles.
 Women, Men, & Dogs: (Erianger) Chi.
 You Can't Take It With You: (Harris) Chi.
 You Can't Take It With You: (Plymouth) Boston.

MISCELLANEOUS

Birch, Magician: Alliquippa, Pa., 22; Coropolis 23; Millwood, Pa., 24-25; Union City 25; Titusville 26; Ot City 27; Franklin 30; (Avenue) Du Bols Oct. 1-2.
 Coward, Linden, Magician: Homerville, Ga., 23-25.
 DeCleo, Magician: Marysville, O., 20-30.
 Dressen's Circus: Bloomington, Ill., 23-25; Decatur 26-27; Pana 28; Herrin 28-30; W. Frankfort Oct. 1-2.
 Delmar, Hypnotist, Escapes: (Sellwood) Portland, Ore., 23-25; (Gresham) Gresham 28-30.
 Grady, John, 42ers: Lawton, Okla., 25-26; Chickasha 27-29.
 Lewis, H. Kay, & Hollywood Varieties: Basin, Wyo., 22; Gebo 23; Shoshoni 24; Dubois 25; Bages 27-28; Superior 29-30; Parson Oct. 1; Green River 2.
 Modern No. 8 Ark: Jamestown, N. Y., 20-23.
 Foxutawney, Pa., 24-28; Hollidaysburg 27-28; Bedford 29; Cumberland, Md., 30-Oct. 3.
 Morley, M. F., Magician: E. Portland, Me., 23-28; Boston, Mass., 29-30.
 Original Floating Theater: Centerville, Md., 20-25; Crumpler 27, Oct. 2.
 (See ROUTES on page 92)

Almost 10,000,000 Dead

In 1936 the Dead Letter Division of the U. S. Post Office Department handled an average of 27,000 undeliverable letters and parcels a day, or a total of 9,500,000 letters and 430,000 parcels for the year. Solution of problem would be for all mailers to:

- 1—Address and stamp mail carefully and accurately.
- 2—Tie and wrap parcels properly.
- 3—Always give a return address and send forwarding postage when notified.

De Queen Out For Robbins

Date advertised — press stopped and ad killed—Barney Bros. there

DE QUEEN, Ark., Sept. 18.—A threatened billposting war was averted here last week when Robbins Circus canceled an engagement for September 15 due to Barney Bros.' Circus being already billed for September 15. Robbins agent originally booked town for September 21, but when John D. Foss, agent for Barney Bros., arrived a few days later and scheduled performances for September 16, with tieup on newspaper and merchants' tickets, Robbins changed back to September 15.

Agent for Robbins show was back here September 8 and found Barney paper already up. Date on a big newspaper ad for Robbins was changed from the 21st to 15th, but after press started rolling agent decided to cancel De Queen entirely and ordered press stopped and ad killed.

De Queen Bee, weekly, and Daily Citizen, both published by same company, obtained nearly 100 per cent tieup with merchants on the Barney Bros.' date here. Double-page spread in both papers last week announced date.

Whitehead to Cole On the West Coast

NEW YORK, Sept. 18.—Accompanied by his wife and Harold Koenigsberg, assistant, Ralph Whitehead, executive secretary of the American Federation of Actors, departed September 16 for the Pacific Coast. Whitehead is scheduled to meet with Hugh Barnhart, Jess Adkins and Zack Terrell, of Cole Bros.' Circus, late in September to further discuss general working conditions and salary increases on the AFA-signed show.

Provided conditions existing on the show warrant it, Guy Magley and Dan Hurley, AFA organizers, will leave the show and return east at the conclusion of the September conference. Whether the union will attempt to organize another circus before the season closes was not revealed, but it is quite possible it will.

Whitehead also mentioned before leaving New York that he has been in touch with Carl Hathaway and S. W. Gumpertz, of the Ringling-Barnum show, regarding institution of certain changes in winter quarters' operation. The Whitehead party will probably visit the Big Show on the return trip from the Coast to negotiate for working-condition changes at the Sarasota and Peru plants this winter.

Cole Well Billed in L. A.

LOS ANGELES, Sept. 18.—The advance of Cole Bros.' Circus has done an outstanding job here, the show being well billed. Ora Parks, Allen Lester, Skinny Dawson, Bernie Head and Ray Dean, press agents, are on the job and the papers are giving the show a fine break.

Parks presents as publicity stunt tomorrow a dinner to managing editors and city editors of the local dailies, radio personages and notables of the screen. It will be in the circus dining tent.

Fays, Potts Join Vanderburg Bros.

BLOOMFIELD, Mo., Sept. 18.—Mr. and Mrs. Fay, concessioners, and Buzze Potts, who recently closed with Chase & Son Circus, joined Vanderburg Bros.' Circus here. Mr. and Mrs. Fred Hatfield and Dr. and Mrs. Moon were recent visitors.

Bonnie Jean Hall, daughter of Mrs. Frank E. Hall, of the show, left at Hayti, Mo., for Whitewater, Wis., her home, to enter school.

Two for Houston

HOUSTON, Sept. 18.—Cole Bros. is booked in Houston for October 14, billing town heavily. Ringling-Barnum is booked for October 4 and 5, but no paper up as yet.



SPITTING Tacks Extraordinary—Hagenbeck-Wallace Circus management was very proud of this piece of banner for its two-day stand in Memphis, Tenn., September 1 and 2. The whole job was "planted" by Ralph Williams, of The Memphis Commercial Appeal, which paper gave the picture a four-column nine-inch display. The tackers are Collins, Bidwell, Blackburn and Carr.

Cronin, Newman Honored

CHICAGO, Sept. 18.—A modern leather traveling bag, a token of the circus members' grateful esteem, was given J. D. Newman, general agent of the Al G. Barnes and Sells-Floto Combined Circus on Labor Day at Tulsa, Okla. Its presentation marks the few times circus performers and those not intimately connected with the advance have so expressed their appreciation.

The same day S. L. Cronin, general manager of the circus, was likewise honored.

K. C. Big for R-B

KANSAS CITY, Mo., Sept. 18.—Ringling Bros. and Barnum & Bailey Combined Circus completed a two-day engagement here September 7, playing to about 55,000 persons at two matinee and night performances.

Barnes' Banner Day at Tulsa, Okla.; Three Packed Houses

ANTHONY, Kan., Sept. 18.—The Al G. Barnes and Sells-Floto Combined Circus gave three performances at Tulsa, Okla., on Labor Day—two in the afternoon and the regular night show. It was the biggest day in the history of the Barnes show. Each performance was an overflowing straw house.

Business has been consistently heavy. The few towns where rain interfered have been scattered. A long season, well into November, is now planned.

Radio Station KVOO gave three broadcasts over its network from the lot, the first on Sunday morning of the arrival and lot activity; the second from dining department, and later a personal interview with Bert Nelson in the menagerie on the care, training and feeding of wild animals with the circus. The Tulsa World and Tulsa Tribune gave wonderful support with full-page spreads of the show.

At Enid show had a late arrival and continuous rain all day. Manager S. L. Cronin ordered plenty of straw, which was packed down in the low places, and finally after a cloud-burst it was necessary to lay poles and planks on the front of the lot to the front door.

From Enid the show moved to Clinton, Okla., and Mr. Cronin, after hearing of a washout on a road over which the show was to move, made a quick change of route and arrived in Clinton over another railroad. It was another day of continuous rain, long haul and a bad

Medrano in Paris Celebrating 40th Anniversary; Has Good Bill

PARIS, Sept. 13.—The Cirque Medrano, Paris indoor circus, is celebrating its 40th anniversary with a "Jubilee Season," which opened September 3. This season also marks the 10th year during which this circus has been under the direction of Jerome Medrano, son of the founder, and Mrs. Medrano.

Opening program carries no big "names" but is excellent entertainment. Outstanding hit is scored by the American acro dancer Marie Hollis, who show-stops with clever routine of acrobatic dancing and remarkable contortion bits. Reirsch Bros. score with good-double jockey number, climaxed by horse-to-horse somersault by one of the boys. Two Cromwells offer neat aerial act at extreme altitude with daring iron-jaw stunts. Morocco Boys click in medley of tap dancing and club juggling.

Bob Gillette offers amusing dance parodies and comedy gags. Frohn girls present trio of seals in usual juggling and balancing stunts. Three Sidneys, two cuties and a male, click with neat bike and one-wheeler routines. Jose Moeser puts two high-school horses thru their paces in pleasing fashion. Montal Ballet Girls on in two tame dance ensembles. Zed Troupe of Arab tumblers close the bill with whirlwind tumbling. Special attention has been given to clown alley with the Carroll Trio, ace

musicians and clever comics; Alex and Porto, top-notch funsters; Boulicot and Recorder, amusing patter artists, and Tony, lone clown all scoring solidly. Orchestra, under Paul Florenas, is also exceptionally good. M. Lesgardis remains as managing director of the house; Jean Coupain handles the publicity, and Loyal is ringmaster. Opening bill is drawing good houses.

The Bouglione Brothers reopen the Cirque d'Hiver on Friday with bill featuring big animal acts, the Althoff elephants and horses and the clowns Despard, Zavata and Pscardos. The Mandos Sisters, aerial novelty, are at the Casino de Paris. Geo and Mistral, musical clowns, are at the European, and Capri and Remo, acro-musical clowns, are at the Petit-Casino.

Downie Has Good Day at Durham

DURHAM, N. C., Sept. 18.—Downie Bros. Circus showed to good business here September 9, matinee being excellent and night house almost a sell-out. Equipment is up to the Sparks standard, tho the season has been a hard one, much rain having been encountered. Weather was ideal. To the writer, Harry Baugh, it was an imposing sight as the grand entry turned onto the hippodrome track to the strains of Rodney Harris' fine band. The costumes are beautiful and Mrs. Sparks has outdone herself this year in designing them.

The program is all that any circus lover could wish for. It is the best performance Manager Charles Sparks has had in several seasons.

The Reb Russell concert held about 80 per cent at each performance and gave excellent satisfaction. The side show, under management of W. E. Do-Barrie, did a nice business thru the day.

The cleanliness of this show, working-men, ushers, candy butchers, etc., brought forth much favorable comment from the people.

Among visitors were Sherwood Upchurch, of Raleigh; Mr. and Mrs. Karl Heritage, Jim Heritage and Pete Neese, of Burlington, and Mr. Foster.

H-W Advances Date at Macon

MACON, Ga., Sept. 18.—Hagenbeck-Wallace Circus date advanced here to September 23 by change of route. No. 1 car, in charge of J. M. Tyree, billed here nine days ahead of show date. Spot is well billed.

Show enters State at Bainbridge and jumps to Macon from Americus. Heads into Carolinas from here, playing only one other Georgia stand, Augusta, this trip.

Macon auspices will be the newly formed Police Relief Association.

Hickey With Chi Stadium

CHICAGO, Sept. 18.—Robert E. Hickey has resigned as press representative of the Hagenbeck-Wallace Circus to accept a position as publicity man for the Chicago Stadium. He returned to Chicago this week and left immediately for Detroit to handle publicity for the rodeo in that city, after which he returns to publicize the Stadium rodeo.

Shows in Southwest Arkansas

TEXARKANA, Ark.-Tex., Sept. 18.—Southwest Arkansas is getting a big circus play this month. Hagenbeck-Wallace played here September 8. Ringling-Barnum will be here September 21. Barney Bros.' Circus was at De Queen and Nashville, 40 miles away, on the 16th and 17th, respectively. Famous Robbins Circus is scheduled for other near-by towns during the month.

Vanderburg Incorporated

LITTLE ROCK, Ark., Sept. 18.—Among new charters for incorporations in Arkansas filed this week, with the secretary of state here was that of Vanderburg Bros. Shows, Inc., of Whitewater, Wis., which valued its Arkansas assets at \$2,000. Under papers filed Edward Bennett, of Little Rock, was named resident agent, and company reports that it operates circuses and menageries.

top, Herbie Weber, of the Weber Family, wire performers, is busy on plans for a high-wire act for next season. Will work with a net.

Much comment is expressed on the show being the only large circus to use so many elephants in harness, and the folks are out bright and early to witness the sight and stay on the streets late to watch the elephants pull the wagons in two and four-ups.

The date at Woodward, Okla., auspices of the Elks' Rodeo, was a huge success—two packed houses. Altho a parade was scheduled, it was canceled owing to late arrival, long haul and heavy rain. Many old-time rodeo contestants were on the lot and witnessed the performance, many of whom were friends of George Penny. He also was acquainted with the Indian tribes that attended the rodeo, many of whom were formerly with Hagenbeck-Wallace Circus and worked for his father, Bill Penny.

lot out on a hill, but two performances were given, altho matinee doors didn't open until 4:45.

Hal Silvers was visited by his wife and youngster for two days. Earl Graham, of the side-show department, was visited by his mother, Mrs. Jewel Graham, of Los Angeles, and sister, Mrs. Ethel Holstead, of Little Rock, Ark., at Joplin, Mo. Business at Alva, Okla., was very good. At Anthony, Kan., big matinee and very light night house. Wellington, Kan., was very good.

The side-show department has had birthday parties for Manager Duke Drunkenbrod, Virginia Butterfield and Frances O'Connor, armless wonder. It was announced that at the Amarillo stand Bessie Chandler will be extended a "real Scotch birthday party" by Agnes Wallace, of the Wallace Highlander Troupe. It will be attended by all the Scotch folk with the circus—Lu-Lucille, Gladys Dale, Barbara Harrison, Maurice Eugene, Earl Graham, Mrs. O'Connor, Frances O'Connor, Josephine (Serpentina), Duke Drunkenbrod, "Scotty" Noble, Roy Blake, Harry Chipman, Agnes Wallace and Bessie Chandler. The dinner will be all Scotch dishes.

Lillian Bush, dancer, joined side-show department at Alva, Okla. Edward J. Kelly took scenes around the show. He went to the Big Show at Oklahoma City. Billy Pape, of the Pape Troupe, has added five more feet to his perch rigging, which now touches the peaks of the big



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH
Secretary W. M. BUCKINGHAM
 716 Evans Bldg., Washington, D. C.
 (Conducted by WALTER HOENADEL, Editor "The White Tents," care Hohenedel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 18.—Bill Oweley, CFA, of Aberdeen, S. D., recently furnished a pair of lion cubs to the zoo at Wylie Park and in his last letter said: "We now have five real members in the CFA here—Johnny Haring, Bus Laird, W. C. (Bill) Allen, George Rennie and myself. Bill Allen was in Ringling Bros.' band in early '90s, also editor circus paper. He has first copy printed in 1894. He was Republican candidate for governor of South Dakota in 1934 and is president of *Dakota Farmer*, large farm paper. Haring and his wife are expert horsemen. Johnny is in the tire business, Bus Laird is a salesman and George Rennie in insurance business, also chairman Yuldez Shrine Indoor Circus committee. We are going to have a tent soon."

President Hildreth's endeavor to increase the membership thru the first president's campaign is beginning to show results. Quite a few cards were received by this office for new members too late to include in *White Tops*.

Mr. and Mrs. Stan Rogers are the parents of a boy born the last of July.

When Hagenbeck - Wallace showed Chattanooga, Tenn., W. B. Dycbe was up with the sun to meet the train. He writes: "I got up real early and went out to the runs. The show had all the splendor one could ever expect. I made several good pictures of the unloading and visited around among a number of circus people whom I knew and met several others. Chattanooga being Ernie White's home town, he was given a warm welcome. Show had them on straw at night."

Karl Kas Knecht, who had been at Hot Springs with a bad arm, returned home September 21.

Paul Hoy, Sheldon, Ia., has had a good circus season. He writes: "The first show seen was the Polack Bros. in Sioux City, Ia. Next was Atterbury show at George and Sheldon, Ia. Then to Sanborn to see Hall's Trained Wild Animal Circus; to Madison, Wis., to see the Big One. Was invited out to Sverre Braathen's for two parties. Then saw Cole Bros. in Sioux City, Ia., and wound up season at Fort Dodge to make my second trip to visit Ringling-Barnum."

Russell Completes Tour of the West

DALHART, Tex., Sept. 18.—Completing its initial tour of the West, Russell Bros. Circus played its last stand in Colorado September 12 at Lamar. A fair crowd in afternoon and night business light. Show entered Oklahoma at Boise City September 13.

Bob and Irene O'Hara joined at Canon City, Colo., and will remain for rest of season. Bob, who sustained a broken leg in a fall from a horse at winter quarters last April, is now able to get around with the aid of crutches. He will resume his duties as bannerman and superintendent of reserved seats within the next week.

Bird Millman, former star of the Ringling show; her mother and their house guest, Dainty Marie, who is also well known in the circus world, attended night performance at Canon City and renewed acquaintances with former fellow troupers, including Fred and Irene Ledgett, Tony and Florence Leland, Gabby DeKos, Frank B. Miller and Mr. and Mrs. Fred DeMarrs. Miss Millman furnished the idea and Dixie Wilson wrote the play for a new children's game, "Circus Cinderella," which is now being manufactured for the Christmas market. The game, a theatrical production of the circus, is intended to renew and stimulate interest in the sawdust ring. While in Canon City, Bill and Edna Antes were guests of Miss Millman and her mother at their ranch home just outside the city. The wire walker had her rigging erected in backyard and is practicing daily in preparation for her winter bookings in New York night clubs.

"Happy" and Marie Henry caught show at Price, Utah, and spent the day with the former's brother-in-law and sister, Al and Bertha Connors. "Happy" and Marie are presenting wire and aerial acts with Siebrand's Piccadilly Circus, which was exhibiting near Price. The most hazardous and one of longest moves of season was between Gunnison and Salida, Colo., where show's feet crossed the Continental Divide. Due to late arrival matinee performance in Salida was canceled. Harold Kyte, circus fan, visited at Yakima, Wash.

Tony Leland, producing clown, has added a comedy band number. The musicians are Shelby Jackson, trombone; Joe Furgeson, bass; Willard Nix, alto; Jack Crippen, bass drum; Fred DeMarrs, snare drum, and Gabby DeKos, cymbals. Ray Blankenship, general agent, visited show at Guymon, Okla., and Dalhart. Mr. and Mrs. Paul F. Hughes and family, of Seattle, Wash., were recent guests on show of "Punk" Ewing, of concession department. Lloyd Healy, candy butcher, left at Guymon for Dallas, where he is receiving medical treatment for his eyes, reports Bill Antes.

Crippled Children Attend R-B Show at Wichita

WICHITA, Kan., Sept. 18.—When Ringling-Barnum Circus was here, C. Q. Chandler, banker, saw to it that 300 crippled children were in the stands for the afternoon show. The children came here from nine different counties in south-central Kansas, chaperoned and aided by members of civic and social organizations.

They assembled at a schoolhouse near the grounds in Mathewson's lot, and were guests at a buffet luncheon given by the host. They were seated with Mr. Chandler in a section reserved for the party. Red armbands identified them on the grounds, and they were shown courtesies by circus folk.

Show had capacity for both afternoon and night, and officials reported good business at Salina.

Partial Inventory of Ringling Estate Filed

SARASOTA, Fla., Sept. 18.—A partial inventory was filed in the County Court here September 8 of the John Ringling estate by John North and Ida Ringling North, executors of the circus king's estate. No valuation was given, but an appraiser's report is to be filed later.

Part of the estate—the Ringling museum and home in Sarasota—was willed to the State of Florida, and was accepted by the Legislature with the provision that it be unencumbered by claims.

Beers-Barnes Biz Okeh

CINCINNATI, Sept. 18.—E. F. Day, of Long Branch, N. J., who spent several days on the Beers-Barnes Circus, states that after a very satisfactory tour of New York State, show went into Northern New Jersey, playing to fair business; then into Pennsylvania, where business was big at a number of stands; Maryland—opening of schools hurt matinees at a number of stands (night business being big); Virginia next, business being big. Show is on its return trip to Florida and will close late in November.

A new side-show top has been ordered Mervyn Ray Troupe is a recent addition to big show program. George R. Beers Jr. and Allen Mixon, clowns, both five years old, work in trampoline act.

Cole Show Again In Frisco, Oakland

FRESNO, Calif., Sept. 18.—The 19th week of Cole Bros.' Circus saw the show moving from the "city" to the East Bay district. To the uninitiated this means from San Francisco to Oakland, across the bay. These dates are the same as they were a year ago with only one day's difference. Last year the show was in San Francisco on Labor Day and this year it was in Oakland.

The lot used in Oakland is really not in Oakland, but in a village called Emeryville, altho as far as the eye can detect is all part of Oakland and billed as 45th and San Pablo streets.

Quite a few visitors were around in Oakland and San Francisco, including "Butch" Gregus and Bob Taber, W. V. Hill, electric railway executive and friend of the circus, spent quite a bit of time around the show during the dates in the Bay district.

Santa Rosa, Vallejo, Marysville, Stockton and Modesto finished out the week and show headed for the beautiful San Joaquin Valley.

Tribute to J. M. Randolph

ELK CITY, Okla., Sept. 18.—Tribute to the memory of an old trouper was paid here Sunday afternoon by members of Russell Bros. Circus when they visited the grave of J. M. Randolph at the Fair-lawn Cemetery. A big basket of flowers, with the ribbon bearing the inscription, "In Memory of an Old Troupier," was placed at the grave by Mr. and Mrs. Mike Kitzman, A. Adelman and others from the show.

Randolph, for many years in charge of advertising of the Sparks Circus, died here in 1929.

Tom Thumb Monument Cut Down to Almost Midget Size

BRIDGEPORT, Conn., Sept. 18.—The monument of the famous midget, General Tom Thumb, has been cut down to almost midget size in Mountain Grove cemetery here.

The memorial to the famed Hilliputian, originally 55 feet above surrounding graves, is now but 12 or 15 feet above the ground. A series of cracks on the supporting column threatened its collapse, necessitating cutting down the monument.

HARRY BAUGH is doing very nicely at the Washington Duke Hotel, Durham, N. C. He expects to go to a hospital soon for a slight operation.

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Under the Marquee

By CIRCUS SOLLY

HAGENBECK-WALLACE has been contracted for Durham, N. C., October 11.

DE QUEEN (Ark.) **DAILY CITIZEN** of September 10 carried an interesting circus story, written by Ralph B. Kite.

MA AND PA SHERMAN, who were with Lewis Bros.' Circus, have returned to Oneonta, N. Y.

TIGHE HALE, trombonist, has joined Sells-Sterling Circus. Says that show has a fine 15-piece band.

BEN HOLMES, with Dan Rice Circus, visited Rex M. Ingham and wife at Reidsville, N. C.

WALLACE BROS. Circus at Tifton, Ga., had fair matinee and capacity night house.

JAKE NEWMAN, of the Barnes Show, spent several days in and around Houston recently.

MANY BIG TOPS are now in the South and, according to reports, are doing very well.

SOUTH GEORGIA gave the Wallace Bros.' Circus some exceptionally fine business, it is reported. North and Middle Georgia spots were fair.

HALL'S ANIMAL CIRCUS, following its South Dakota stands, will head south. Charles R. Hall advises that show will be enlarged for next season.

J. W. HARTIGAN JR. attended the Main show at Uniontown, Pa., reporting nice performance and fair attendance.

BURT V. BARNES, trap drummer, who was with Lewis Bros.' Circus, is now with Henry Blank's Band on Howe Bros.' Circus.

DOWNIE BROS. CIRCUS will be playing about 50 miles from its winter quarters city, Macon, at Dublin September 22. Many Macon friends of show plan to visit.

FOUR KRESSELLS presented their aerial and comedy clown acrobatic acts at the Menville (Ia.) Fair for Williams and Lee.

MIGHTY HAAG CIRCUS, following conclusion of its Alexandria, Tenn., fair date, jumped into Western North Carolina. Reports are that the show is doing well on its return trip in that State.

F. L. KEY visited Hagenbeck-Wallace Circus at Monroe, La., and greatly enjoyed the performance. Good afternoon attendance and heavy turnout for night show.

ROSS SHUMAN, former circus drummer, has a beer parlor and lunchroom in his home town, Muncie, Ind., and would like to have any of the boys going thru there to look him up.

DENNIS STEVENS, tramp clown, closed with Dan Rice Circus in Whiteville, N. C., after a run of 23 weeks. Will present his acrobatic contortion act in night clubs and theaters this fall.

ELDON D'ORIO, drummer and xylophonist with L. Claude Myers' Band on Russell Bros.' Circus, is playing xylophone over radio stations throughout the show's territory.

DOC DECKER cards: "With cotton country looking good circus business should be okeh around Southeastern Missouri. Glad to see showfolk any time they come to Sikeston, Mo."

ERNIE WISWELL has two comedy Ford acts. Ernie is working a string of fairs and Mrs. Wiswell, assisted by Guy Purdy, carrying on with Walter L. Main Circus.

RALPH H. BLISS, of Al C. Hansen Shows, met bill crew of Howe Bros.' Circus and visited with Roy Roberts, with whom he worked on Sells-Sterling brigade. Reports well-billed show. Bliss was listed in roster of Howe show but remained with Hansen.

CLARENCE AUSKINGS, of Vanderburg show, spent September 12 in Jonesboro, Ark., with James Beach, of Famous Rob-

bins. Former reports good biz for his show in Arkansas.

ROSARDO, comedy aerial act, and La-Belle Carmen, aerial teeth turn, are in their 24th week with the American United Shows as free acts, with four more weeks to follow. They saw Russell Bros.' Circus in Oregon and report good show and courtesies.

CHUCK LANKFORD cards that he is enjoying a trip on West Coast and that Cole Bros. is doing excellent business. He had a surprise at Everett, Wash., when his stepson, F. J. McCarty, and wife, from Salt Lake City, came by at night.

DOWNIE BRIEFS—Clint Shufford and wife were entertained at Hickory, N. C., their home town. Belle Roberts was called home due to illness of her mother. Georgia Lund mourns the loss of her grandmother in Kansas. Jean Belasco is handling stories and arranging broadcasts ahead of show.

JULIE PETERSON, who fell from her rigging two years ago, had another operation on her foot. She thanks friends for writing. Had the act booked solid by Gus Sun office this season. Season will close middle of November. Miss Peterson has Jammie Graves working the act, but she will do it next year.

WHEN HAGENBECK-WALLACE was at Texarkana, Ark.-Tex., Mel Smith, executive with show, was close to his home town, Waldron, Ark., about 120 miles north. He had as special guests his cousin, E. B. Smith, wife and daughter, of De Queen, Ark. E. B. is editor of *The De Queen Bee* and *The De Queen Daily Citizen*.

RUBE EAGAN, rube comic, who was with Russell Bros.' Circus, is off the road this season, settling some business for his wife. He is making his home in Oakland, Calif. He is night policeman at *The Oakland Tribune* newspaper garage. The Eagans visited Cole Bros.' Circus when it was at Oakland and speaks highly of the performance.

GEORGIA NEWSPAPERS carried stories last week of cancellation of Downie Bros.' Circus date in Brunswick on recommendation of health officer. It is understood that no other Georgia cities plan such drastic action.

DAN PYNE and Cliff McDougall, with Tom Mix Circus, had all schools in Crawfordsville, Ind., out at 1 o'clock so that children could attend. Also had a 60-piece high-school band parade in downtown section at noon. Pyne is contracting press, McDougall is seven-day story man and Irish Horan is three-day story man.

IN ISSUE of September 11 it was stated that Mena, elephant owned by E. E. Coleman, is no longer with Jack Hoxie Circus, that she was dropped by show at Independence, Mo., because it "could not afford to keep her any longer," according to Coleman, who said he received a wire to that effect. Now comes George Marquis, press agent of show, who says: "The reason the Hoxie Circus could not afford to carry Mena was because the truck she came in was

too worn out to transport the heavy elephant. Mena was okeh, but truck was n. g."

WHEN ROYAL AMERICAN Shows were in Ironwood, Mich., Theodore Crosby Jr., who has a trained animal circus with the carnival, met his father, Dr. Theodore Crosby, a practicing physician, and entire week was spent in a happy reunion. Junior palled with his dad and younger brother, Archie, who took a keen interest in putting Susie-Q, Theodore's baby elephant, thru its paces.

TOM MIX CIRCUS, when it played Canton, O., recently, credited co-operation of the Stark County Agricultural Society with contributing to its successful engagement in that city. A week prior to the coming of the circus there a p-a. system in front of the grand stand flagged the show's two performances at the playgrounds.

DOC WADDELL, with Miller Bros.' Shows, infos: "Was Labor Day guest at Iola, Kan., at honor banquet by Mr. and Mrs. Ira Kelley, landlord and wife of the air-conditioned Hotel Kelley at Iola. To jog the memory of old-time circus folk, Ira and wife once trouper in the sawdust-spangle realm. Ira Kelley started his business career as candy butcher on the blues and on the varnished cars. His career reveals what can be done when balanced to wine, woman and song and outstands the truth, seldom believed by public, that there are many circus folk today big successes of the business world. The Kelleys own two Iola hotels, a large garage, the two movie buildings there and a line of homes and apartments. Son Harold is his chief aid, and son Floyd, once on vaudeville circuits as a boy singing phenomenon, operates the Hotel Oriental at Chanute, Kan."

Dressing Room Gossip

HAGENBECK-WALLACE—Hot weather creating demand for water. Keeps water wagon busy getting water for Paul Merkel and Freddie Freeman. Ted Merchant, dark horse for wrestling honors, challenging Eric Lawson for the title. Meeting this week should be a thriller. Circus All Stars, Hoot Gibson, captain; Ira Millette, manager, have played two town teams, losing to Memphis and Monroe, La., by identical scores, 1 to 0. Circus team much admired by opposing teams for its fine play. Bridge has taken the dressing room by storm, replacing pinochle and rummy. Chess just starting to make its appearance. Marco Sorcini, midget clown, has improved since his treatments in Baton Rouge.

Seen in dressing room: Art Borella hurrying in from his morning broadcast; Oscar Jordan making a new foot loop for a swinging ladder; Chris Cornalla bringing in chicken feed (not small change either); Jack Karoll fixing his high perch; Tien Gee, of the Young Kam Troupe, paying off bet of cigars to Tommy Waters; Freddie Freeman counting his travelers' checks; Billy Hammond whitening his big hat; Ernie White going to the woods with his cornet; Jole Martin hurriedly out of bath and into robe to answer Oscar Jordan's call—with tears in her eyes she announces she is going in to do muscle grinds.

The routine of the ballet troupe has been entirely changed. They are now all rigged out in Western costumes and big hats and doing a Western whoopee number. Mamie Smith (Ward) received a beautiful set of solid gold ear-

rings from the ballet girls. Jean Taylor has gained 10 pounds. Dorin Major, the famous "Cigaret Girl," was called home on account of an accident to her father. Roy Cronister is Terrell Jacobs' assistant now in place of Eddie Trees. Mr. and Mrs. Frank J. Walters, CPAs from Houston, Tex., motored to Shreveport and spent the week-end. They presented a dachshund to Dolly Jacobs. Governor Lash of Louisiana was a guest of Manager Howard Y. Bary and the show at Baton Rouge.

At Memphis, Tenn., the Claridge Hotel gave a party which was greatly enjoyed. The Roof Garden was thrown open to everyone. Joe Simon was on hand receiving and meeting many friends on the show. At Blytheville everyone got a kick out of the menu at the hotel there. Labor Day at Little Rock was a big day. Many of the showfolk motored to Hot Springs. Hoot Gibson was a guest of the attorney-general. Mel Smith was busy shaking hands with homefolks. Sugar Foot was on hand at El Dorado and spent the afternoon reminiscing with his old friend Henry Kyes, with whom he formerly trouped on the Coburn and Vogel minstrels. Jack Elliott has been transferred to another car. All the ballet girls miss him as Uncle Jack was their pet. H. B. Regal visited at Monroe, La. C. W. Finney is back on the show for a few days.

At Natchez, Miss., many friends of Hugh Hart were on hand and entertained by Billy Meinhart. Mrs. M. L. Clark and son were visitors at Monroe. Mrs. Barry's dog, "Bongo," and Fanny McCloskey's dog, "Scarey," are great pals. Slacks are much in evidence in the backyard and plenty of rehearsals going on for winter dates. Ira Millette is now having sherry and egg every morning, served by his trusty valet, Ernie White. Since the last long run Harold Ward is the new laundry man. Pinkie Hollis was the first one to tip him a dime. Grandma Jordan is out every day with her animal ballet and is doing nicely. Alicia Villa, Kathryn Clark and Betty Waters seem to have their dander up today—maybe it's just a climatic condition. I hope they bury the hatchet before a scalping takes place. No news on center ring this time, Joe; next week perhaps. **BETTY CASE.**

DOWNIE BROS.—George Eno celebrated his birthday anniversary recently with a fried chicken dinner in the cookhouse. The Flying Melzoras visited and presented George with a birthday cake with 25 candles. Dropped over to the side show to see them do the Big Apple dance. I found a large crowd from the padroom and they all enjoyed the dance. Isabelle Gilligan and Claudine Hodgini could hardly stand still. Albert White swinging with the band. Pauline Moore, Helen Tudor, Marlene Keck and Claudine Hodgini almost missed spec that evening when they spent too much time practicing in the dressing room. Marlene Shufford, on "Amber King," has introduced the dance in menage number. Carlos Carreon, I think, has the honor of having taught the first horse to do the dance.

Johnny Bossler is crying about the 25 cents he just lost. It was his week's spending. He holds the cigar-smoking championship around the show. Smoked 15 on Sunday. Ask Mickey Larkin if he paid for them. Danny Shaffer, dressing out of a suitcase and a half of rack, makes one think we had midgets in the dressing room. Dimpie Eno blew the arrows to the cookhouse the other day and wound up at the side-show's marquee. Charles Poplin spent the day on the lot at Tarboro with his wife, Jewel. Miss Johnson says he will be back on show in a few days. I wonder who put the sand in Harold Norris' makeup. Just noticed Herman Joseph on the lot visiting and still selling cigars.

"Do you remember" when Ella Harris did a wire and juggling act and sold the songs she sang in the concert? Karl Larkin had the Dell O'Dell Shows? Lee Smith played Lawyer Marks with the Lincoln Tom's show? Albert White was a dancer in the side show? Stuart Roberts was with the Six Flying Melzoras? Jack Skimin was a bartender in Detroit? Avery and Jessie Tudor were doing a hoofing act in vaudeville, and their daughter, Marlene, walked out on the stage one day with a flag in her hand? Bertie Hodgini wore short pants and was led around by his daddy's hand? Reb Russell took his college examinations before he was a cowboy? Roy Leonard was with P. J. Porter's "Thrashing Machine" show and took care of the light plants on Elmer Jones' show? (See **DRESSING ROOM** opposite page)



Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., Sept. 18.—The National Circus Saints and Sinners Club of America, Inc., will hold its ninth annual convention in Richmond September 30 and October 1. This is the week of the Virginia State Fair.

Charlie Somma, general manager of the Virginia State Fair Association, always arranges the very best entertainment for this convention. Last year select talent of the fair came to the John Marshall Hotel and put on one of the finest entertainments ever witnessed by our club.

The W. W. Workman Tent of Richmond is making elaborate plans to entertain the out-of-town members. Requests for reservations bid fair to make it one of

the largest conventions the organization has ever had.

The Circus Saints and Sinners Club of America, Inc., was organized in Richmond in November, 1928, and held its first annual convention in Richmond in October, 1929. It was chartered under the laws of the State of Virginia on March 17, 1930. The national headquarters and principal officers are located in Richmond. A great deal of work has been done thru the national organization in aiding aged and indigent circus folks.

Members of the club from every tent are urged to be present on this occasion.

CHES GOLDSTON,
National Secretary.

The Corral

By ROWDY WADDY

MILT HINKLE'S Texas Rangers were the grand-stand attraction at the opening of the 15th annual Doylestown (Pa.) Fair recently.

PERRY POWERS, of Bartlesville, Okla., has been busy this summer riding herd on dudes at the White Horse Ranch in Wevertown, N. Y.

A MAMMOTH RODEO fiesta will feature the closing celebration at Clementon Lake Park, Clementon, N. J. Rodeo is sponsored by local American Legion and Lions' Club chapters.

BOOTS TAYLOR, who was seriously injured while trick riding at the Ohio State Fair, Columbus, O., has recovered and is back in the saddle again as a feature of the Gus Sun Rodeo and Stampede, which is being managed by Harry Taylor.

TEX SHERMAN, popular press agent and rodeo commentator, has closed his season with the George A. Hamid office, of New York. Tex handled publicity for the recent Hamid rodeo in Boston and since then has been out on Hamid-booked fair dates.

MACK BARBOUR furnished the stock for the successfully conducted rodeo held in connection with the Multnomah County Fair at Gresham, Ore., recently. Featured performers included Montie Montana and his troupe of trained horses and Jess Kell, clown. A. H. Lee was secretary-manager of the event.

HERMAN LINDERS evened matters with a bronk at the annual Woodward (Okla.) Rodeo September 11. While Linders was awaiting his turn in the bronk-riding event a bronk fell upon him. Undaunted, he picked himself up and went right on to win the event by taming the bronco.

OFFICIALS of the newly augmented East Baton Rouge Parish Fair Association, backed this year with added Louisiana State University capital, promise to bring some of the best riders and ropers to Baton Rouge, La., this fall for the rodeo, which will be held in the new agricultural center of the university. Show will be under management of Verne Elliot and Eddie McCarty. Bucking horses will include Five Minutes to Midnight and Broken Box. Prizes will aggregate about \$8,000, with two-day contests for the five-day event. Homer Holcomb and his mule, Mae West, will also appear.

DON McCUE, advance agent for George V. Adams Rodeo Company, visited the corral desk last week while en route to Memphis from Van Wert, O., where the organization concluded a successful engagement at the Van Wert County Fair, although being rained out the last day. McCue reported that the show has played six fairs in the last two weeks to highly satisfactory business. Featured performers with the company, according to McCue, include Chip Morris and his educated high-school horse, Black Fox; Mary Keen, all-round cowgirl, and Shirley Lou Adams, 7-year-old trick rider. Show carries 100 head of stock and 65 people.

RESULTS of the recent Multnomah County Fair Rodeo at Gresham, Ore.: Bronk Riding—First day, Stub Bartelmy and Cecil Bedford split first and second; Jack Sherman and Jerry Ambler split third and fourth. Second day, Jerry Ambler, Stub Bartelmy, Cecil Bedford, Tom Bride. Third day, Jerry Ambler, Frank Wyman, Jack Sherman, Cecil Bedford. Finals, Jerry Ambler, Cecil Bedford, Jack Sherman, Floyd Roe. Bull Riding—First day, Tom Bride, Ralph Stanton, Don Thompson, J. Wilson. Second day, Felix Cooper, Don Thompson, Dave Hart, Jimmy Leonard. Third day, Felix Cooper, Tom Bride, Shorty Lee. Finals, Felix Cooper, Tom Bride. Don Thompson, Ralph Stanton. Bareback Riding—First day, Doug Bruce; Don Thompson, John Effie and Hugh McAdam split second, third and fourth. Second day, Fox O'Callahan; Don Thompson and Doug Bruce split second and third; High Greer. Third day, Doug Bruce, Don Thompson, Fox O'Callahan; John Effie and Ralph Stanton split fourth. Finals, Doug Bruce, Don Thompson, Fox O'Callahan, John Effie. Calf Roping—First day, Len Perkins and

Hugh Ridley split first and second; Charles Jones and Irby Mundy split third and fourth. Second day, Breezy Cox, Carl Shepard, Floyd Peters, Jack Skipworth. Third day, Ray Lewis, Hugh Ridley, Charles Jones, Carl Shepard. Finals, Floyd Peters, Carl Shepard, Breezy Cox, Ray Lewis. Steer Wrestling—First day, James Irwin, Ralph Stanton, Earl Dyer, Jack Wade. Second day, Jack Wade, Shanko Red, Dee Hinton, Dave Campbell. Third day, Dave Campbell, Frank Smith, James Irwin, Dee Hinton. Finals, Ralph Stanton, Frank Smith, Dee Hinton, James Irwin.

RECENT three-day rodeo held in connection with the Sheridan County Fair at Gordon, Neb., was run off with speed, precision and smoothness, according to Fred B. Fitch, secretary. Lem Carmin furnished all stock excepting roping calves, while Cecil Henley and Ed Herian were judges. Rube Nelson was adjudged the best all-round cowboy and awarded the \$100 special prize. Other results follow: Bronk Riding—First day, Leo Murray, Rube Nelson, Bob Boden, Al Wilkinson. Second day, Mel Stonehouse, Rube Nelson, Leo Murray, Jeff Lass. Third day, Bob Boden, Leo Murray, Rube Nelson, Frank Martz. Finals, Leo Murray, Rube Nelson, Jeff Lass, Bob Boden. Brahma Steer Riding—First day, Bob Boden, Walt Jones, Doc Foust; Al Wilkinson and Dick Hall split third. Second day, Walt Jones and Al Wilkinson split first and second; Ernie Abold. Third day, Walt Jones, Casey Davis, Ernie Abold. Finals, Walt Jones, Ernie Abold, Bob Boden. Bulldogging—First day, Gene Ross (9.6 seconds), Hugh Bennett (14.5), Rube Nelson (16), Ed Herian (16.3). Second day, Gene Ross (7.2), Joe Thompson (9.1), John Strachan (13), Hugh Bennett (14.1). Third day, Rube Nelson (10.5), Gene Ross (10.7), Billy Kingham (15.7), Hugh Bennett (16). Finals, Gene Ross (27 1/2 seconds on three steers), Hugh Bennett, Ed Herian, John Strachan. Calf Roping—First day, Gene Ross (15.5), Billy Kingham (17.6), Ed Herian (20), Joe Carman (20.2). Second day, Hugh Bennett (17.3), Billy Wilkinson (18.6), Jim Wilkinson (19.4), Ed Herian (19.5). Third day, Jim Wilkinson (16.2), Billy Wilkinson (18.4), Charles Bennett (19.9), Casey Davis (20.2). Finals, Jim Wilkinson (84.9), Jim Laycock (85), Hugh Bennett (85.5), Billy Wilkinson (87.5). Bareback Riding—First go 'round, Wayne Louks, Bob Boden, Levi Good Crow. Second go 'round, Doc Foust, Bob Boden, Loren Taylor and Casey Davis split third. Finals, Bob Boden, Loren Taylor and Wayne Louks.

Garden Preps for 12th Annual Rodeo

NEW YORK, Sept. 18.—Preparations for the 12th annual Madison Square Garden rodeo are rapidly nearing completion under the combined efforts of Everett Colburn, Harry Knight and Frank Moore. Last named being rodeo manager for the Garden. In an interview this week Moore, with headquarters at the big Eighth avenue arena, announced that he is expecting the usual number of contestants to report this year, between 175 and 200, and that prize money will be on a par if not more with Colonel W. T. Johnson's outlay in the past. Johnson, of course, is out of it this year, the reins having been taken over jointly by Colburn, Knight and the Garden. Individual entry fees will in all cases be added to every event as one means of developing the prize-money budget.

No fewer than 26 performances, 19 night shows and seven matinees will be presented this year. Annual free show for crippled children will be held at Bellevue Hospital.

Positions of managing director and arena director will be held down this year by Colburn, and Knight will be general assistant. Judges will include Carl Arnold, of Buckeye, Ariz.; Leo Murray, Ft. Worth, and Floyd Gale, Morris, Okla. First two named are newcomers to New York in that capacity, while Gale has officiated for Johnson for the last two years.

Business Big With R-B Show

PONCA CITY, Okla., Sept. 18.—Ringling-Barnum Circus played two-day stand in Ponca City, Mo., alongside of baseball field. Labor Day attendance was far greater than management anticipated. Show has had long runs and

a heat wave thru Kansas. To date the season has been a remarkable one. Attendance has been big and everything has been running in fine shape.

Around the lot: See Mike Carey, boss painter, relaxing. He guards the back exit. Jim Whalen, boss canvasman, calling roll. Joe Dan Miller, superintendent of sleepers, says there are no more birthday parties for him. Little Thy, of Doll family, has returned from hospital from Galesburg, Ill., with her doll sister, Daisy. Reports Tiny doing well. Mildred Millette, who fell in aerial act at Rockford, Ill., was released from hospital. Her arm is still in a cast. Ann Hamilton is in hospital for minor operation.

Harry Nelson, who had been ill for two weeks, is again in clown alley. Paul Jerome visited friends at St. Joseph, Mo., his old home town. The lodge of Elks there entertained Paul and the writer at luncheon at Rubidou Hotel. Paul Horumpo broadcast over Station KFPI, Salina, Kan., during performance and gave highlights of show. Press Agent Sam Stratton had commentator interview many of the performers. E. Snapper Ingram, city official of Los Angeles, was guest of Carl Hathaway in Kansas City and St. Joseph. Was en route to New York City to attend American Legion convention.

S. L. Cronin, manager of the Barnes show, and Buck Reger and wife saw performance and visited friends in Wichita. Butch Fredericks, veteran showman, was a visitor. Midway lunch car is broadcasting highlights and baseball games. Radios are getting to be a fad in all departments.

See Walter Gulce still snipe hunting with Judge Moser, of Dirty Dozen Club. Walter is still holding the sack. Moser reports that treasury of club is getting "fat"—all members are paid in full. Marco, midget clown, is carrying a plaster on his eye—the wrong street and no flashlight. Merle Evans had a big week, a sister and brother visiting him at Kansas City and a sister at Salina, Kan., his native State. Poldor is the AFA button agent and with every button takes one's picture. Last baseball game was between cookhouse batters and the All-Stars. John Yorio, manager of cookhouse team, claims that bases were loaded and a home run was smacked, winning game 8 to 6 instead of All-Stars, 6 to 4. Manager Bob Reynolds called the game, he claims, on account of darkness.

Roberta Yacopi wins the weekly baseball pool, Maschino the Parker fountain pen. Ed J. Keity is here to take pictures of entire personnel. A big Sunday turnout at Ponca City. Eddie Vaughan escorted Joe Miller Jr. and George Miller Jr., showing them all departments, and they met many friends. Major Gordon W. Lillie was seen in grand stand with friends. Col. Zack Miller and Junior and Mrs. J. C. Miller and family attended matinee. The writer was with Miller Bros.' 101 Ranch Show for many years. Colonel Miller reports his sugar plantation in Louisiana doing fine. A token in plaster Paris of the late Will Rogers was presented by Miller to the writer.

Fred Pickersl, manager of Ponca Theater, extended invitation to all at midnight show. Other visitors at Ponca City were Ley McFarland Robedeaux, Roy Jayne and Susie Paden, June Cole, Mrs. Mamie Burrows, Larry Beach, last named from Long Beach, Calif. JOE LEWIS.

DRESSING ROOM

(Continued from opposite page)
 belle Gilligan got kerosene on a fried chicken? Helen Tudor could not mount at all? Rodney Harris took his first music lesson as baritone player? Lena and Sue Eno cut their first teeth? Marlene Shufford was a stenographer in a bank? The sand pile was reserved for Frank Louthead in Kingston? Harold Hall worked for Kenneth Waite on the Fred Buchanan Show? Francis Weidner did her first swinging ladder? Jeanette Wallace did swinging perch on the Main Show? Dimpy Eno was on the Yankee Robinson Show? Mickey Lund was a pony punk and led them up Second avenue in New York City? Martha Principino did wire and worked in same act with Slat Beeson? Clyde Weidner and Jack Grizzel were buddies? Etta Carreon rode Major McKinley on the Jones & Wilson Show? Marshal Chapin was a little boy on the Christy Show? Tony Scala was with a teeterboard act? Johnny Bossler smoked his first cigar? Barney Lonsdorf got the name of Soldier on the John Robinson Show? Charles Katz ran the pit show on the old Sparks Show? Charles Sparks played drums and was in leaps? Harry Mack was a dramatic actor? Harry Miller was in the



Ringling-Barnum Circus had just completed a highly successful tour of California. Mrs. Al Ringling, of Baraboo, Wis., purchased the holdings of the Consumers' Company on the south side of Crystal Lake, summer resort, 15 miles north of Elgin, Ill. Transaction was said to have involved nearly \$600,000. An African lion with the Sparks Circus was shot September 8 by a Pennsylvania State policeman at the request of the show after the beast sustained paralysis of the hind legs and was unable to arise. Altho the Walter L. Main Circus smashed all precedents by playing the big cities in the Mohawk Valley during the middle of September it was enjoying a satisfactory tour.

John Robinson Circus' Labor Day engagement at Springfield, Mo., was an ideal stand with no opposition and two huge houses. Fred Guthrie, of the Guthrie Family, aerialists, was in a critical condition at his home in Cincinnati, suffering from a nervous breakdown and sciatic rheumatism. Boyerstown, Pa., proved a red one for Campbell Bros. Circus when it presented one matinee and two night performances to capacity houses. Shorty Rhodes returned to the Haag shows fully recovered after undergoing two operations at M. E. Hospital, Spencer, W. Va.

Various circus men estimated that Zack Terrell's holdings in the Sells-Floto Circus, of which he was manager, totaled \$75,000. Robert Stickney Jr. returned to Cincinnati after making a few fairs in Ontario with his dog and pony circus. During the Lucky Bill shows engagement at Oshling, Neb., a black leopard escaped. It was traced to a farm a few miles from town, where it was killed as it was about to spring onto a cow. The Famous Damm Brothers, with the Campbell, Bailey & Hutchinson Circus, were making 'em all sit up and take notice with their comedy acrobatic and ring act, finishing with a toe-to-toe catch.

wagon on the Campbell, Bailey & Hutchinson Show? Kinko tried to join our coffee klatch on the Wallace Show? Mickey O'Brien did loop walking and trapeze on the Haag Show? Bill Morgan played trombone with Al G. Field's Minstrels? EDDIE KECK.

BARNES-SELLS-FLOTO—Billie Ward, of Flying Artonys, entertained his aunts (both sisters of Earl Shipley); Mr. and Mrs. J. F. Jones, of Springfield, Mo., and Mr. and Mrs. Arthur Shadwell, of Joplin. At Wellington, Kan., Billie also entertained an uncle, Earl Shipley, a railroad man. At Anthony, Kan., prominent visitors came over from the Ringling show—Mr. and Mrs. Pat Valdo, Mrs. Fred Bradna and Mickey Graves. S. Burdett and Gus Kanerva, of Conroy Bros.' Circus, visited at night show in Anthony. Mr. and Mrs. Buck Reger, Earl Knudsen and Harry Chipman visited Conroy show, which played at matinee only at Harper, Kan.

Amerika Olvera received a fall from her balancing trapeze rigging at Anthony during afternoon performance and was rushed to hospital, where the doctors said she had a badly dislocated arm, several vertebrae out and would be laid up for couple of weeks. Turner, Jimmie and Babe Thomason had a visit with their homefolks at Magazine, Ark. Mike Garner, tramp clown, has done away with the "derby" and gone in for later fall hats. same are rather "ragged," but very becoming for his attire. The Cristiani Family are practicing every day between shows, getting in some new tricks for their riding and acrobatic acts, one being triple somersault from teeterboard to chair.

Buck Reger and wife, also Jack Tavlin, visited Ringling show at Wichita and Ponca City, Okla. At Anthony, Kan., lot was on the fairgrounds, a long way out, and the folks of the backyard spent the time between shows visiting and playing pinochle and rummy. Jimmie Johnson, of the front door, had a tooth extracted and it took the dentist a half hour to pull it, Harry Chipman assisting by holding his head and pulling with the doc.

A. C. Greets Fall Schedule

Amusement interests shift programs for conventions—Steel Pier ballys working

ATLANTIC CITY, Sept. 18.—This was readjustment and farewell week, with the resort settling down to a fall schedule to entertain thousands of convention delegates expected in the next couple of months. Because of warm weather life guards are being kept on beaches, while swimming pools are starting to take up the slack from beaches.

Closing of the Auditorium Ice Rink and Million-Dollar Pier was felt by concessioners at that end and many closed. Frank B. Hublin will keep going for conventions, as will Wolfe's Holy City exhibit, always a good bet for delegates. Doc Couney, who came back for Labor Day, will stay around to supervise close of his incubator exhibit. George Rudy has been resting up from his marathon business. George Miller closed his radio games for a couple of weeks and is taking his first real vacation in a long time. Johnny's toy shop is operating full blast. (See A. C. GREETS on page 65)

Brancatos' CNE Visit May Mean Kiddieland for K. C.

TORONTO, Sept. 18.—Fairlyland Park, Kansas City, Mo., probably will have an extensive Kiddieland next season as a result of a visit here of Victor and Mario Brancato, owners of the park; their brother-in-law, John Tumino, manager of Fairlyland Ballroom, and Mrs. Mario Brancato and two sons.

The party was invited to inspect Kiddieland in Froxeland, midway of the Canadian National Exhibition produced by J. W. (Patty) Conklin. Omer J. Kenyon, past season manager of Fairlyland Park, and here handling advance work for the Hamid-Morton Shrine Circus, recommended that they view the kiddie area here as his guests and it appears that they were greatly impressed by it.

The Brancato party left for Great Lakes Exposition, Cleveland, and then to visit several Eastern and Middle Western amusement parks. Mr. Kenyon, who succeeded Harry Duncan as Fairlyland manager last spring, said he would meet the Brancato brothers at the Chicago December convention of the National Association of Amusement Parks, Pools and Beaches, when plans for several new rides for the park will be completed.

Weather Hurts Walled Lake Close After Good Holidays

DETROIT, Sept. 18.—In Walled Lake (Mich.) Amusement Park, which closed for the season on Sunday, business over the week-end was low after an excellent Labor Day week-end.

Heavy rain on Friday killed that night's business, while cold weather following kept patronage at this lake spot down to the minimum.

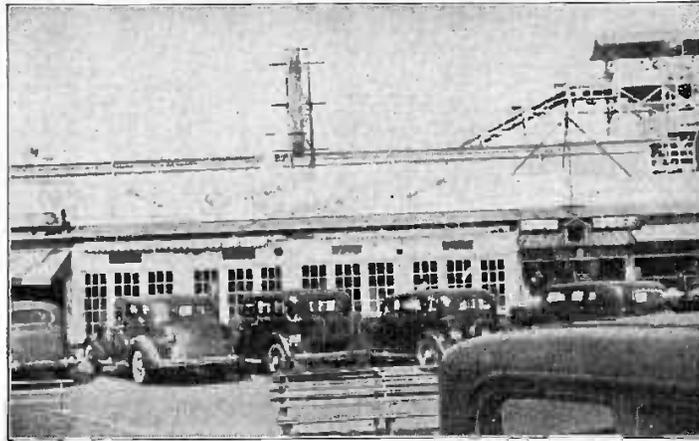
J. E. (Gene) Pearce, park manager, is planning to spend some time this fall hunting and fishing. Plans for major changes, that may involve extensive reconstruction or additions, are under consideration but no decision will be made for several weeks.

Little Fair Biz to Capitol

LINCOLN, Neb., Sept. 18.—With three times the business of 1936, Capitol Beach closed on September 12 for winter after staying open during State Fair week to get any play which might go that way, but it was light. Best paying were King's Ballroom and Art Rogers' skating rink. Rides did well and only the pool dropped back, due to bad weather in the swim season. It was the first free-gate year.

Parkers Go to California

WILD ROSE, Wis., Sept. 18.—Before E. E. Parker, proprietor of Silver Lake Resort, left with Mrs. Parker to spend the winter in their California home he reported that the season had been very successful, business having been better in all departments than for several years.



EXTERIOR VIEW OF ONE OF FREDDIE DITTMER'S two Tango games which he operated successfully this season at Old Orchard Beach, Me. It is equipped with modern lighting effects, upholstered chairs of rich red beside a counter of lemonwood, topped by black linoleum accentuated by silver striping, and has outside neon lights. Spot is managed by Joseph Rankine and sons, Bill and Joe Jr. Joe took the picture.

Pontchartrain Rolls Up a Record Season

NEW ORLEANS, Sept. 18.—Remaining open a week longer than in previous seasons, Pontchartrain Beach finished on Sunday with best season-end crowds in its history. Four consecutive days of bargain prices were in effect from Thursday which helped to attract biz, General Manager Harry Batt said. Sunday was Nickel Day.

Manager Batt said he expected to make no money on closing day but to cut prices as a means of expressing the beach's appreciation for a record season. He left to visit Eastern resorts for suggestions and ideas that may be useful in 1938.

With its closing, Pontchartrain Beach adds to its records for bathing safety, there being no drowning since 1929 despite huge crowds that have swarmed the resort. During the season free outdoor acts helped to draw crowds, Manager Batt said, and it is planned to expand such entertainment features.

COSHOCTON, O.—Dick Johns, veteran owner-manager of Lake Park here, is playing several major Eastern Ohio fairs with his penny arcade under canvas, moving on trucks. With Mrs. Johns he plans to go to California with their house trailer on December 1 for winter months.

Palisades Staff and Employees' Farewell May Become Tradition

By MARION CAHN

PALISADES PARK, N. J., Sept. 18.—Inaugurating what probably will become traditional staff and employees of Palisades Amusement Park staged their first annual farewell party on the night of September 9, the spot folding for the season on September 12 with the Rosenthal freres, Irving and Jack, reporting one of the biggest seasons for the resort.

Farewell shindig was in Anna Steinberg's Midway Restaurant, cleared for the park's closing and set up in banquet fashion. It was attended by all of the administrative staff and most of the boys and girls who worked in the playground. In charge of arrangements were Jack Blum, of the grocery stand; Little Sue, of the midway spot, and Al McKee.

Party was a fitting climax, with everybody very much on the gay side. Tariff was three bucks a head, which included dinner and drinks and, of course, dancing, music being by Teddy Luff and his ork. Teddy is grandson of "Pop" Luff, beloved Palisades caretaker, who has been in these parts longer than any of the others. And "Pop" was all abeam. "Blackie," of the bingo concession, handled the emcee assignment admirably. Solid period of entertainment was planned with park notables being introduced and asked to take bows. Among them were Jack and Irving Rosenthal, and the former thanked the folks for

Tudor Says Gas Mask Awaits Him in London

NEW YORK, Sept. 18.—Harry E. Tudor, who has been in this country since last March, sailed for Glasgow, Scotland, today on the Franconia. With Mrs. Tudor the well-known showman will spend about a year on the other side of the Atlantic. He has a writing contract lined up for the coming year, together with a series of broadcasts for British Broadcasting Company.

After closing a trusteeship of a will of a near relative in the Scottish city the Tudors will move to London, where, as he explained, "there's a gas mask (with my name on it) awaiting my arrival. Times certainly do change over there."

Winnepesaukah Biz Good

CHATTANOOGA, Tenn., Sept. 18.—A parachute jump into the lake and bicycle races on Sunday ended season's activities at Lake Winnepesaukah. Although weather was chilly a large crowd turned out for the chute jump, which climaxed a series of attempts by Orville Harris to land in the lake. Concessions did good business. Rain and cool weather for two weeks had slowed activities. With new concessions and rides Winnepesaukah, under management of Mrs. Minette Dixon, had one of its best seasons.

Basile, 15th Time In Olympic, Gets Gift From Friends

NEW YORK, Sept. 18.—Joe Basile, veteran band maestro in this part of the country, returned to Olympic Park, Newark, N. J., again last week to play his 15th consecutive end-of-season date there. Later his musicians and many friends tendered the popular leader a big birthday party in celebration of his 48th anniversary and during the evening presented him with a large and expensive diamond ring. Joe this week says he feels 10 years younger and a lot happier with the big crystal gracing his hand.

Speaking of his season thus far, Basile announced that 1937 has been his best in many a year. He has had about 22 weeks of work from the George A. Hamid office in fairs, parks and special events, and even at this early date winter is pretty well filled up.

First big indoor engagement on the Basile schedule is the Winter Sports Show, Madison Square Garden, where he will supply musical background with a 35-piece orchestra.

Blackpool's Luna Is To Be Rebuilt

BLACKPOOL, England, Sept. 11.—Luna Park, Blackpool, destroyed by fire on August 26, is to be rebuilt and probably will reopen before the season ends. Damage is estimated at about £20,000, according to *The World's Fair*.

"That figure," said J. H. Clegg, secretary of Blackpool Tower Company, owner of the property, "includes damage to the building and loss of about £10,000 in equipment." Front has been barricaded with wood blanks to keep out the public. Inside debris is being cleared.

In front the concessioners are carrying on as usual. Harry Kamiya, who, with his brother, Monzo, is lessee, said every effort was being made to place employees in their other attractions and concessions.

Enna Jettick Holiday Gate Down; Roseland Still Open

AUBURN, N. Y., Sept. 18.—Enna Jettick Park, foot of Owasco Lake, ended its season on September 7, a week earlier than last summer. Finale was a dance in the pavilion with Ted Lewis and 32 entertainers.

Chilly weather reduced expected attendance on Labor Day. With mercury in the 60s most of the day, 10,000 visited.

Roseland Park on Canandaigua will remain open with all attractions thru September.

Post-Season at Gauga, O.

GAUGA LAKE PARK, O., Sept. 18.—Gauga Lake Park will remain open on week-ends during September, said W. J. Kuhlman, manager, all rides to operate at half of regular admission. Billy Culliton and his band will play for dancing in the pavilion. Next month Manager Kuhlman plans to inspect riding devices and other attractions with a view to installation next season.

Penny Day Big at Buckeye

BUCKEYE LAKE, O., Sept. 18.—Annual Penny Day, a plan of management of Buckeye Lake Park, on September 12 eclipsed all previous like events, said A. M. Brown, manager. Record crowds jammed the midway all day. "It was a gesture of appreciation on part of the park management for the record patronage the past season," he said. Crystal Ballroom is operating on Saturdays and Sundays this month.

Rides Added in Savannah

SAVANNAH, Ga., Sept. 18.—R. T. Carlyle, owner-manager of Gold Star Ranch Park here, announced recent addition of a Whip and Merry-Go-Round and that installation of a Ferris Wheel and Miniature Railway is expected soon, making 12 rides. About 10,000 attended on September 5. A large dance pavilion is being erected to accommodate skaters at one end with an arena in center for wrestling and boxing.

The Pool Whirl

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

In Retrospect

Now that the outdoor swimming season has closed and all open-air pools, with exception of a few, are boarded up, it might be interesting to look back at the summer. As a general rule, reports indicate a definite tilt in receipts thru-out the country. There were, of course, many which fell behind last year's mark and there were others, like Fallsades (N. J.) Amusement Park tank, which did fully 50 per cent better than in 1936. Weather was much better than in previous years, in the East, at any rate. Surely, there many days of rain and one full week of nasty weather early in August, but all in all the breaks weren't half bad. As one pool man put it: "If every summer in the East from now on remains as good as this past one, I'll be satisfied."

But the summer wasn't all rosy for every tank in the East or thruout the country. Those near municipals felt the effects, some very badly. Open-air natoriums like Cascades twin tanks, Miramar, Olympia and others report bad biz traced especially to competitish offered by city tanks around them. The pool in Kenneywood Park, Pittsburgh, also reported that patronage could have been much better if it weren't for nearby municipals. Pools in New Jersey, across from New York City, like Pallsades, Arcola, Hackensack and others, did very well, having little opposition from municipal bathing facilities.

As if the many municipals recently opened thruout Greater New York weren't enough, the park department opened new swim arrangements at Riis (See POOL WHIRL on page 49)

Chi Riverview

Sunday saw the curtain fall on the park's 34th year, with everyone satisfied and management reporting best season since the heyday of the '20s. During the final three days concessioners put everything on the auction block, weighing down customers with anything they wanted at their own price. Gate held up right thru Sunday night and the weather man co-operated with clear, cool days.

From all reports most of the gang will return next spring, but now are busy disembarking for the road and warmer climes. S. W. Thomson, motordrome and monster show owner, will take these and several other attractions over a route of Southern fairs. Says business was very good and will look forward to next season at Riverview.

Another one of the boys fair bound is Charlie Engel, who will continue guessing weights on his own until next season and then hook up again here with congenial Lew Fruto and Lillian Robinson. John Kruto, erstwhile agent for The Billboard and owner of the break-a-plate, left for Chattanooga, where he joins Rubin & Cherry Exposition. Hoppy, the Frog Boy of the No. 1 show, goes back with Pete Kortez and the big side show on Beckmann & Grety Shows.

George Schmidt, park president, promises a rejuvenated setup next year and already has a crew busy reconditioning and nailing down for winter months. A much-increased budget will be fixed for the 35th season and several innovations installed, President Schmidt said.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Pleasant post-season weather is proving a boon to amusement biz and concessioners, with others around the resorts hoping to pocket a few extra dollars.

Around World's Fair quarters in Flushing one is likely to observe that work on the great exposition buildings is lacking in the color and quaintness that generally goes with show business. Perhaps the massiveness of the project has a lot to do with this point. One is inclined to associate a circus atmosphere with fairs, whether they be world fairs or those of the county. A stranger watching the cold exactness of engineers, construction foremen and workmen would be likely to guess the layout as a housing project or something similar. (See LONG ISLAND on page 49)

Showmanship

ATLANTIC CITY, Sept. 18.—Season's climaxing event, Showmen's Variety Jubilee, went boom right in the faces of the operators when Bette Cooper, 17, Hackettstown, N. J., who was crowned Miss America, took a run-out powder a few hours after the ceremony, leaving an embarrassed city reception committee, newspaper men and newsreel men waiting. The young blonde even failed to take her trophies with her and they were later sent by mail. Steel Pier, which did more advertising for the Jubilee than the Jubilee firm itself, was left holding the bag with a scheduled two-day appearance of Miss America. However, the pier showed excellent showmanship by booking a dazzling array of other beauties and everyone was satisfied.

American Recreational Equipment Association

By R. S. UZZELL

MONTREAL—Most Canadian fairs are over. Unfortunately infantile paralysis scored heavily against Toronto. We hear of a very large decrease in attendance due to this. Ottawa was more fortunate.

Quebec witnessed an increase over anything it has done for a few years. The best Labor Day in five years and yet it had some rain in the evening. On Friday, the last day, we had rain more than half of the day but got a fair run late in the evening. Frank Conklin could not leave with the Conklin Shows because of illness that took him to a hospital. The fair has a new courage now among its officials with the demonstration this year that the exposition has come back. This will assure some more improvements for 1938.

Better for Belmont

Belmont Park, Montreal, sang the swan song Labor Day night and it was well, because of cold weather the remainder of the week and cold continued rain for the week-end. Its admissions were about 87,000 more this year than last, while last year was 50,000 above 1935. So the tide has turned for this beautiful park in the metropolis of Canada. Except toward the close of the season unusual park weather was enjoyed thruout the season. It had more and larger picnics than in 1936 and has re-established itself with the people here (See RECREATIONAL on page 76)

COPENHAGEN—Tivoli Gardens, big amusement park in center of the city, and Bakken Park, in the suburb of Klampenborg, ended their seasons, both reporting excellent summer business.

PHILADELPHIA. — Two baby pronghorn antelopes are becoming acclimated in the zoo after an 1,800-mile airplane trip from Pitchfork, Wyo. Zoo bought them from Charles Belden's ranch. Antelopes were becoming extinct until the federal government took measures a few years ago to preserve them.

Coney Island, New York

By ROGER LITTLEFORD JR.

Not a bit unusual of late, rain, wind and cool weather again hit Coney Island when it really hurt—this time on Monday, September 13, scheduled opening day of historic, colorful and profitable Mardi Gras Week. Conditions were so inclement thruout the day that David J. Martin, president of Coney Island Carnival Company, and his staff decided to postpone initial activities until Tuesday. It was probably a wise move, even tho the skies ceased the dirty work in early evening.

So on Tuesday things really got going down in this neck of the woods before an immense crowd of confetti-throwing pleasure-seeking patrons. Despite a chill wind and beginning of Yom Kippur holiday, officials estimated attendance along Surf avenue at between 300,000 and 400,000. How they do it, this correspondent, for one, doesn't know. Mardi Gras throngs are probably the hardest in the world to attempt to estimate. Volunteer firemen from New York City, upper New

York State, New Jersey and near-by points paraded for about an hour and a half, the public swarmed all over the avenue, Bowery and Boardwalk, and every concessioner, showman and park man beamed happily as the biz rolled in. On Wednesday Mayor La Guardia witnessed the Safety Night parade from a position in Feltman's and received a big ovation from a crowd nearly as large as Tuesday's. Police, Order of Redmen, Woodmen of the World, and local life guards constituted the marchers. Luna and Steeplechase got plenty of patronage early in the week, altho big rides and pools, of course, did comparatively little. The Gras closed Saturday afternoon with the annual baby parade holding the spotlight, but that does not mean termination of the season this year. With the American Legion national convention in town, hundreds of thousands of out-of-towners are looking for fun, frolic and the unusual. Coney Island is remaining open for the boys, expecting to get its share of play.

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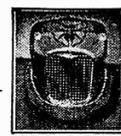
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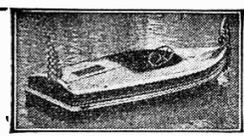
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Rodman Head in Bridgeport

BRIDGEPORT, Conn., Sept. 18.—Pleasure Beach Park here closed for the season this week with City Comptroller Perry W. Rodman officially designated manager of the park to work in co-operation with the board of park commissioners. A sub-manager will work under Mr. Rodman, who said work of repairing the beach drawbridge is under way. Electrical apparatus is being overhauled and new bridge equipment purchased. Mr. Rodman has ideas, not yet divulged, about reorganizing conduct of the park next season.

ANNUALS REACH NEW PEAKS

Minnesota Is Over 600,000 Mark, Topping 1936 Figures

State Fair has greatest attendance in its 78-year history.—profit is to insure completion of pretentious building program—grand-stand show and midway praised

ST. PAUL, Sept. 18.—For the second consecutive year Minnesota State Fair topped all attendance records on September 4-11 with 637,062, going above the 600,000 mark for the second time in its 78-year history. Previous mark in 1936 was 636,648. Officials had anticipated an attendance drop because of inclement weather that included two rainstorms. The 25-cent "Everybody Pays" policy, first inaugurated here several years ago, again prevailed. "For all-round excellence," said Secretary Raymond A. Lee, "the 1937 fair was the most successful in history. The fine showing is evidence of improved conditions in the Northwest.

"A profit this year, despite a 10 per cent increase in cost, practically insures completion of the building program and addition of several permanent improvements to the already improved facilities which will include next year a \$400,000 building program, including a new and enlarged 4-H clubhouse.

"Record sales were reported by machinery exhibitors as well as those in industrial divisions. Virtually all machinery on the grounds, valued at more than \$1,000,000, has been scheduled to be shipped directly to farmers. Total receipts cannot be determined until a check has been made of all moneys taken at outside gates, grand stand and horse show, from the sale of space and from rides and shows operating on a percentage basis."

A total of \$112,000 was taken in from grand stand afternoon and night performances, \$2,000 less than that for the eight-day period in 1936. The loss, fair officials indicated, was due to two rainy nights which held down attendance. Horse Show held on six nights, compared to four nights in previous years, showed net profit of \$13,000, having (See MINNESOTA IS OVER on page 47)

Rochester Expo Tops '36 Show

ROCHESTER, N. Y., Sept. 18.—Monroe County Fair and Rochester Exposition here on September 6-11 was a successful show, with larger attendance than last year and good weather except on Saturday, said Secretary and General Manager William B. Boothby, who added that no figures are available as yet.

Main gate was 35 cents and same general policy prevailed as in previous years. Exhibits were about the same in number as in 1936, but quality was better, Mr. Boothby said.

No charge was made for grand-stand shows and attendance there was larger than in past years. Included were Blanche McKenney Hunter-McKenney Hippodrome Attractions and four additional vaude acts. Slager Post American Legion Band furnished music all week. There were displays by Anatomelli Fireworks Company. De Luxe Shows of America were on the midway.

Utah Annual Draws 26,000; Hall's Company Has Midway

MANTI, Utah, Sept. 18.—Success attended the 20th annual Sanpete County Fair here on September 8-10 when about 26,000 attended, reports Doc Hall. Premiums amounted to \$3,000 and exhibit buildings and stock barns were filled to capacity. Seven running races were held daily. C. S. Shand is manager and Ellis Maylett secretary-treasurer.

Doc Hall's Amusement Company, with five rides, three shows and 28 concessions, was on the midway. Free acts in front of grand stand were Bunny Dryden, high wire; Lee and Christy U. LeRoy and Bus Carson, riders and ropers; roller skaters and a boy roper; Beverly Lyon, contortionist; Vivian and Maida, dance team. Team-pulling contests and Fanchon & Marco acts were presented at night.

Nickel Famine

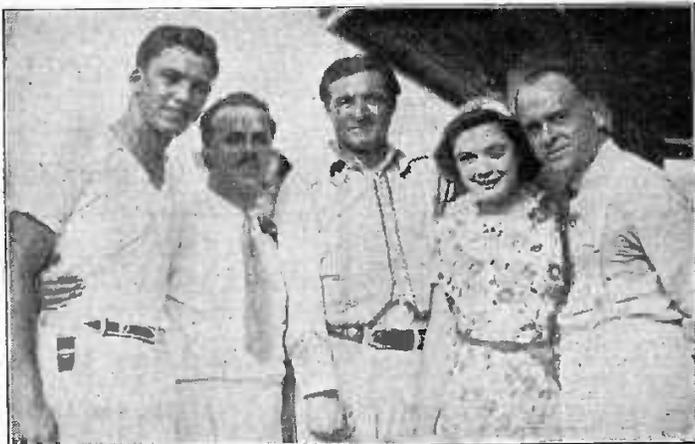
FREMONT, O., Sept. 18.—This city's unique money shortage was relieved by a special messenger's hasty trip to Toledo for 20,000 nickels. Banks here were forced to send for the nickels when concessioners at Sandusky County Fair declared they would have to suspend business unless banks took prompt action.

65,000 at Hastings, Mich.

HASTINGS, Mich., Sept. 18.—Barry County Fair here on September 7-11 drew 65,000. Secretary Winn Green reported, 10 per cent more than in 1936. This is the third year of revival of the fair, suspended five years during depression, and it has kept in the black consistently, as a reserve fund was carried thru. New grand stand and new layout of grounds are among plans, present grounds being crowded to capacity. Acts, booked thru Jack Dickstein, of the Gus Sun Agency, included eight instead of six as last year. Hudson Fireworks Company furnished displays. Gooding rides were in with about 60 independent concessioners. A feature of fair policy was daily giveaway of an auto.

La Crosse Total Up 27%

LA CROSSE, Wis., Sept. 18.—Final figures on Interstate Fair here on August 10-14 showed total receipts 27 per cent above those of the 1936 fair, said Secretary Joseph J. Frisch, who reported that fairgoers received the annual as the best that has been held here in years.



THIS HAPPY GROUP was snapped at the 1937 Canadian National Exhibition, Toronto. Left to right: George Hamid Jr.; George A. Hamid, who booked in grand-stand acts for the 16th time; Tom Mix, who, with his circus, featured midway attractions; Miss Zyne Hamid, daughter of the New York booker-producer, and H. J. Powell, manager of Lucky Teter and his Hell Drivers, who also appeared at the CNE.

Indiana Paid Gate Is 383,544; Other Records Are Shattered

High mark is made with rain on two days and cold on one—grand-stand show draws heavy attendances—Jones Exposition on midway has daily grosses ahead of '36

INDIANAPOLIS, Sept. 18.—Records were broken right and left by 85th annual Indiana State Fair here on September 5-10. All previous paid attendance marks, including the record established in 1936, were shattered by a total of 383,544 paid admissions. This surpassed by more than 17,500 the total of 366,061 registered last year. In all other departments the fair was ahead of previous ones. There were more exhibitors and premium list was largest in history. In the stock division a tent was put up to provide for all the entries. Grand Circuit racing was held on four afternoons. The all-time attendance mark was established in spite of rain on opening day, followed by cold on the second day. Officials said heavy rain on Friday, closing day, hurt chances of rolling up an even larger gain over last year, although Friday's paid attendance was only 3,000 less than last year when the day was fair.

Before the grand stand on opening Saturday night WLS National Barn Dance Troupe played to capacity. With the Barnes-Carruthers revue, Soaring High, in charge of Sam J. Levy, were (See INDIANA PAID on page 47)

Second Annual in Cadillac Has One-Day All-Time Mark

CADILLAC, Mich., Sept. 18.—An all-time attendance record for Northern District Fair here on September 7-10 and which was started 30 years ago was set on September 9 when grand stand and emergency bleachers were found inadequate. In 1936, despite three days of rain out of four, the management paid (See SECOND ANNUAL on page 47)

Biggest Gate At Syracuse

New mark of 271,594 tops record set in '23 — auto races go over till Sunday

SYRACUSE, Sept. 18.—New York State Fair here on September 5-12 had an all-time paid attendance record, despite a last-day postponement and sour ending. Total paid was 271,594, replacing a mark of 269,563, which had stood since 1923. After the close Commissioner of Agriculture Holton V. Noyes announced a change of name to State Exposition, eliminating word the "fair."

It was a good week for everyone, with concessions, midway and grand-stand show mopping up. Grand-stand night shows rolled up the highest total ever, but exact figures are not yet available. Only bad day was Saturday, when morning rain caused auto races to be postponed on what looked in advance like a sure 60,000 day.

New record figures, compared with old:

	1937	1923
Sunday	15,191	
Monday	70,131	73,939
Tuesday	25,122	21,577
Wednesday	36,895	42,801
Thursday	44,432	48,868
Friday	28,841	24,569
Saturday	38,961	45,065
Sunday	12,021	

Total 271,594 269,563

Mary Crash Gate

On Saturday, after a morning of light rain which cut the auto-race crowd to half the expected number, Commissioner Noyes, Director Albert Brown and Race Director Ira Vail called off races until Sunday, after a line of mounted State policemen had been placed in front of the grand stand. The sun was shining at about the time the announcement was made and the announcement apparently stirred up wrath because it provided rain checks for grand-stand patrons, but no refunds for thousands of standees, who were told they must pay again next day.

After a barrage of phone calls and a (See BIGGEST GATE on page 47)

Paris Expo Passes Mark of 15,000,000

PARIS, Sept. 13.—Promoters of Paris International Exposition based their expectations on an attendance of 20,000,000 for duration of the fair and it is now practically certain that this figure will be exceeded, as on September 6 total number of visitors since inauguration was 14,566,190.

Exposition will remain open until late November, and September and October, barring unfavorable weather, are good months, with chances that attendance will not diminish until mid-October. Sundays and Mondays are big days, attendance on September 5 being 319,094 and on September 6 325,698. To encourage repeat visits admission prices will be cut in half Wednesday and Thursday nights. Half-rate admission on Mondays, all day, has shown favorable results.

Sunday and Monday crowds in the exposition amusement park are so dense that it is difficult to circulate, rides, shows and refreshment stands doing good business. H. G. Traver, of the Cyclone ride, returned from a Baltic cruise, during which he looked over amusement parks in Russia and Scandinavian countries.

RALEIGH, N. C.—Washington County Agricultural Fair Association, Plymouth, N. C., received a charter from the secretary of state. Principals include P. E. Bateman, P. W. Brown, W. V. Hays and Dr. Claudius McGowan.

Paid Attendance in Michigan More Than Doubled Over '36

Rigid pay-gate policy and reduced admission fees are credited with much of success of Detroit fair—abolition of passes may be fixture—Hennies midway lauded

DETROIT, Sept. 18.—Final reports on Michigan State Fair, September 3-12, showed paid attendance more than double that for 1936 and a figure that probably sets an all-time paid record, 421,041. With admission reduced from 35 to 25 cents for adults and from 15 to 10 cents for children, gross figures were reported as \$98,616.60 on admissions alone, as compared with \$70,956 last year. Rigid pay-gate policy was given much credit for increased attendance and so was the reduction in gate admission. This year's figures included no automobile admissions, as only service cars were allowed on grounds. Inasmuch as paid figures include all admissions, including those of staff members and the press, for instance, they may fairly be compared with the estimated total attendance for 1936.

By this standard attendance this year showed a decrease of over 15 per cent, but this difference is probably entirely accounted for by repeat passes, with about 60 per cent of last year's attendance apparently represented by free admissions.

Coliseum Show Draws

Check by *The Billboard* correspondent from several angles indicates the substantial accuracy of these figures:

	1937	1936	1936
	paid admissions	paid admissions	total admissions
Friday	9,916	2,193	15,000
Sunday	83,585	29,659	30,000
Tuesday	104,818	75,677	125,000
Monday	32,862	17,437	40,000
Wednesday	41,400	16,401	35,000
Thursday	32,978	17,346	25,000
Friday	9,916	2,193	15,000
Saturday	36,977	14,938	60,000
Sunday	35,899	Free Day	60,000
	421,041	203,246	475,000

A feature of the record is the consistency of gain, with every single day showing an increase over the corresponding day last year. Weather, which had been fair during the first seven days, broke on Friday, with severe rain and wind during the day and rain in the evening, setting the lowest attendance figure. Saturday and Sunday were cold, but crowds picked up on Sunday and were in a good spending mood.

Coliseum show played to an estimated 300,000 in 30 performances, according to representatives of the Music Corporation of America, who booked the show. Beginning on Wednesday all shows were free, resulting in full houses on remaining nights and about 90 per cent houses at matinees. Grounds tended to be deserted during the Coliseum show, with most of the patrons probably seeing the show.

Tribute to Hennies Bros.' Shows on the midway was paid by the management, with the statement, "We are very much pleased with the way the Hennies Bros. conducted the midway."

For New Amphitheater

Abolition of all passes gave a minimum of difficulty and appears to have been favorably received by the great majority of those concerned. Farm exhibitors and some concession employees were reported dissatisfied, particularly when they had to pay several times in a day for re-admission to grounds, but no individual actually interviewed reported this attitude personally; on the contrary, executives and managers of practically every attraction on the grounds were pleased with the idea, which will probably be made permanent.

Ambitious plans for the future are being considered, with a new amphitheater to seat 15,000 already projected. New orchestra shell adjoining the Administration Building would probably be the stage of such a project. A winter fair and program of summer opera, presumably exchanging with St. Louis Municipal Opera, are under consideration, and J. J. Shubert, who produced *Opera Under the Stars* at Navin Field here two years ago for eight weeks, and Fortune Gallo, opera impresario, have contacted Manager Frank N. Isbey upon this project. At the Coliseum show Saturday night Manager Isbey brought Fred Schader, fair's director of publicity, to the stage and gave him 90 per cent of the credit for success of the fair.

Among plans announced by Manager Isbey are those for complete heating sys-

tem to allow a winter fair, probably in conjunction with the annual Automobile Show; barring of cookhouses or restaurants on grounds under canvas, restricting them to new locations in buildings, and construction of a State Historical Building.

Mexico Latest In Frisco Expo

Dutch East Indies are also going in—visitors pledge aid in getting exhibits

SAN FRANCISCO, Sept. 18.—Mexico this week accepted President Roosevelt's invitation to participate in the 1939 Golden Gate International Exposition here. Frederick B. Lyon, expo commissioner, cabled exposition headquarters that President Lazaro Cardenas had instructed the foreign minister, Eduard Hay, to communicate Mexico's acceptance to the Mexican embassy in Washington, D. C.

President Cardenas also commissioned the minister of national economy to draw up a plan for Mexican participation. Mr. Lyon to remain in Mexico City to aid in perfecting the plans. Mexico is the 18th nation to accept President Roosevelt's invitation. Others are Japan, Venezuela, Peru, Dominican Republic, Costa Rica, Panama, Nicaragua, Honduras, El Salvador, Guatemala, Cuba and Philippine Commonwealth.

That New Zealand would soon announce plans for being represented was foreseen when Robert Pirih, commissioner in Western America for New Zealand, cabled his government recommending that New Zealand have an exhibit to stress tourism and sports.

Dutch East Indies will also participate, it was announced this week by Dr. Henri Van Coenen Torchiana, consul-general at San Francisco for The Netherlands. Announcement that the Dutch colonies in the Pacific would be represented led exposition officials to believe that other European nations would follow the lead of The Netherlands. Dutch exhibit will be collected from Bali, Dutch Borneo, Sumatra, Java, Celebes, Timor and Netherlands New Guinea.

Impressed with swift progress on creation of the 1939 fair, a group of prominent men in various States this week pledged full co-operation. The visitors, guests of General William E. Gillmore, head of the department of governmental participation, were Senator Dennis Chavez, New Mexico; Congressman G. Jasper Bell, Missouri; and Congressman J. Burwood Daly, Pennsylvania.

Other Treasure Island visitors were Mayor M. B. Gessman, Columbus, O., who declared he would co-operate in urging Ohio to join other States exhibiting, and Congressman James G. Scruggs, Nevada.

Success for Avery Revue

NEW YORK, Sept. 18.—According to reports received from Gertrude Avery, her *Diamond Revue* is having a highly successful season playing Middle Western fairs for Barnes-Carruthers. With six more weeks of grand-stand dates to be played, Miss Avery is expecting one of the most profitable seasons of her career. Sets of the show were designed by Randolph Avery, lighting and construction are under supervision of Mike Chalkin and dance routines were created by George Pronath and Madeline Hart.

Here's Hoping!

By PAUL H. WADDILL
Secretary Moore County Agricultural Fair, Carthage, N. C.

From all indications a fairgrounds stretcher will have to be used at our fair this fall, and we have had no trouble in past years in getting capacity crowds at night. I am certain that I have discovered the secret of filling the midway in the afternoons. If it works I promise to tell all about it.

A great deal of unnecessary confusion could be avoided during fairs if more people were educated to read the premiums lists and rules and regulations each year.

Moore County Fair this year is offering cash premiums for readers of the premium book who find three misspelled words in it and for the best paper on *Why Is the Fair Constantly Improved?*

If the plan for packing the midways in afternoons is successful it will be given to fair boards after the fair, as well as results from the new system of getting people to read the premium list.

Amarillo Publicity Heavy

AMARILLO, Tex., Sept. 18.—Tri-State Fair here on September 20-25 is ready for its Crystal Celebration, with Al G. Barnes-Sells-Floto Circus giving afternoon and night performances throughout the week, Cowboy Band of Hardin-Simmons University in concerts after-noon and night before Bettler Bros. Rodeo and Ernie Young's *Passing Parade* night grand-stand show. On the midway will be Crowley's United Shows. Bands from the Panhandle, Eastern New Mexico and Western Oklahoma will come, accompanied by large delegations. Governors Allred of Texas and Tingley of New Mexico will be here. Publicity has been heavy, directed by Fred Post, Amarillo newspaper man, and O. L. (Ted) Taylor, secretary-manager.

ST. CLAIRSVILLE, O.—All attendance records for Belmont County Fair, September 9-11, were broken on Friday, when officials reported 12,000 persons on the grounds. Horse racing returned after a two-year absence. Total attendance was more than 25,000, said Secretary Carter Thornburg.

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SOUTH LOUISIANA STATE FAIR

DONALDSONVILLE, LA. 8—BIG DAYS AND NIGHTS—8. STARTS SUNDAY, OCTOBER 10, AND CLOSSES SUNDAY, OCTOBER 17.

WANT HIGH-CLASS MONEY-GETTING SHOWS WITH THEIR OWN OUTFITS. WILL BOOK Octopus, Ride-O, U-Drive-It Cars, Caterpillar, Pony Track and Kiddie Rides. CONCESSIONS—Will Place all Legitimate Concessions except Noveltyes. Address all communications

HARRY L. SMALL, (Fair) Jonesboro, La., this week; then Donaldsonville, La.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

It's Curtain On Sept. 26

Ohio Day will open finale on Sep. 24—two midway attractions are dark

CLEVELAND, Sept. 18.—Great Lakes Exposition will "positively close forever," as the slogan reads, on Sunday, September 26. All-Ohio Day has been proclaimed by Governor Davey as Friday, September 24, opening the three-day finale. All States offices and liquor stores will be closed. Schools thruout Ohio and fraternal organizations are urged to attend. Excursions are being arranged by railroad, bus and boat. Children under 12 will be admitted free; over 12 at half price.

Governor Davey and staff will be guests of honor. Dudley Blossom, chairman of the board of directors, and Mrs. Blossom will entertain them, board of directors and exposition officials at dinner at the Recess Club at 7:30. Following this the party will adjourn to the Aquacade for the 10 o'clock performance.

Yesterday started off what is hoped to be a big week-end after a rather quiet opening. Cold weather swept down the first three days of the week and soft-drink stands shut up shop most of the time. Friday was Constitution Day, with a municipal parade proceeding thru downtown and ending at the grounds. At 10 o'clock the Aquacade went into session with its benefit performance for the Showmen's League of America, continuing thru the night. Many parties were given by directors and other officials.

"Drunkard" Cast Leaves

On Thursday Come-to-Cleveland committee was honored with a luncheon at the Recess Club in recognition of efforts in behalf of the exposition. Executives and trustees attended and General Director Lincoln G. Dickey presented guests of honor with distinguished service medals. Same night saw a "Topper" contest, sponsored in conjunction with Loew's State Theater. Costumes were the order, with contest being decided at International Circle in the Streets of the World.

Two attractions along the midway are dark. Herman Pirschner closed his Show Boat following the engagement of Faith Bacon. Harry H. Hargrave and Ed Relcher closed *The Drunkard* Sunday night when there came a blow which tore the top so badly that patching was necessary. Carol Morgan, who played the half-wit sister, was due in Chicago to resume studies in school. Louis Morgan, who played the heavy, and Adele Lewis (Mrs. Morgan), who played the mother, urged that the show conclude. The Morgan family left for Chicago. Warren Piper, who heads the syndicate owning Crown of the Andes, showed a dark front this week, altho it was announced that the crown is still in Cleveland and that Mrs. Beatrice D'Orsey, his representative, was remaining for reopening on week-ends thruout remaining time.

Despite inclement weather 60,612 swelled crowds on Sunday, with 31,954 on Saturday. Gene and Glenn staged their circus, which had been advertised by them over radio thru the State and promoted by marathon programs with request numbers in response to donations. Next, Tommy Farr made his appearance amidst Welsh cheers. He was dined at the Recess Club and appeared in exhibition bouts at Radio-land and International Circle. Saturday, Federal Government Day, brought the Kiowa tribe of Indians as guests and speakers. Then there was Major General Henry Gibbons, quartermaster general of the United States Army, and Major General William E. Cole, of Fort Hayes,

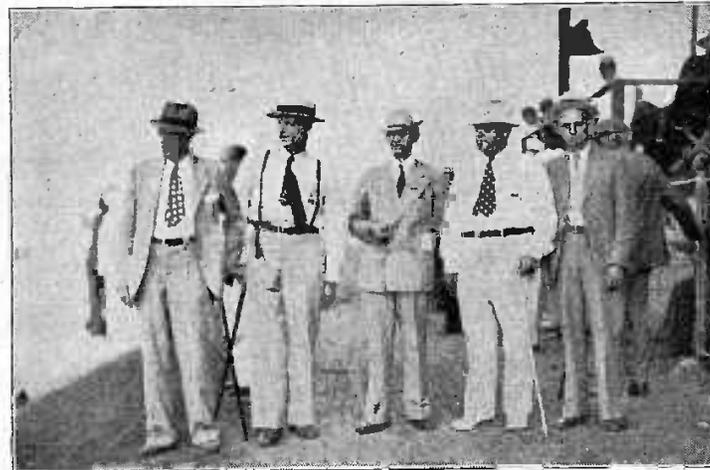
Attendances

Previously reported.....	3,010,986
Thursday, September 9.....	19,848
Friday, September 10.....	17,789
Saturday, September 11.....	31,954
Sunday, September 12.....	60,612
Monday, September 13.....	15,449
Tuesday, September 14.....	15,021
Wednesday, September 15.....	15,519
Total to date.....	3,187,178
Days to go.....	11

Columbus, Undersecretary of the Interior Charles West was another visitor. At noon Company C, 11th U. S. Infantry, under Capt. Don Riley, accorded a military salute to visiting dignitaries.

Weekly Totals Given

Figures on attendances thruout the season are interesting. Here are the consecutive weekly totals from the beginning until last week: 208,147, 134,045, 156,134, 163,893, 181,535, 224,474, 163,460, 193,799, 174,848, 204,128, 268,755, 215,292, 222,525, 202,853, 304,105. About 170,000 have attended the Tony Sarg Theater. Monday night, with the thermometer



LINED UP IN FRONT OF THE GRAND STAND at the 1937 Indiana State Fair, Indianapolis, this group comprises, left to right: Frank J. Claypool, Muncie, State Fair superintendent of speed, secretary of Muncie Fair and secretary of Indiana State Association of County and District Fairs; State Fair Manager Harry G. Templeton; Henry F. Schricker, lieutenant governor of Indiana; Levi Moore, State Fair publicity director, and K. E. Simmons, representative of The Billboard, Crawfordsville, Ind.

around shivering point the Aquacade staged its 274th performance. Matinee played to 707. First night show brought in 1,700, 900 witnessing the final show.

Question of what is going to happen when the exposition is razed still continues a bone of contention. Earl W. Brown, director of the Florida exhibit, has offered the city the entire exhibit, including the Manor House and Naturarium, minus furnishings. Fly in the ointment is that he wants a small fraction of the exhibit's salvage value.

"Had the fair ended on September 6, as planned, the exhibit would have been given to Cleveland gratis," Mr. Brown said. "However, with the extension it is necessary to have funds for us to continue, since our allotment is exhausted. A committee of five has been appointed by Park Director Hugo E. Varga to consider the offer."

It is suggested that the Manor House could be easily converted into a city conservatory by putting a glass dome in the reception room. Upstairs reception room, governor's lounge and executive offices could be used for park purposes. Meantime many concessioners about Streets of the World are making efforts to save at least a portion of the buildings as a beautifier for the

lake front, while Cleveland opera lovers hope to remove others to public parks as backgrounds for summer outdoor opera.

Dickey, Rose Partners

Thursday being the birthday anniversary of General Director Dickey, open house was held for him at the Recess Club from 2:30 until 4 o'clock and practically every exhibitor, official and concessioner was a visitor to wish him well. He was presented with a gold watch engraved with a tribute of respect and affection by associates in all classes of the exposition.

When the exposition ends Mr. Dickey and Billy Rose will form a partnership. "We are going together for the purpose of producing big things, such as the Aquacade," Mr. Dickey said. "We will continue our separate ways in other matters, but will join hands in the larger endeavors. The firm will be known as Aquacade, Inc. We will have offices in New York City and Cleveland. Plans further than that have not been completed, but offices will be opened immediately at conclusion of the exposition."

Rain Holds Down Charleston Annual

CHARLESTON, W. Va., Sept. 18.—Four days of rain put a damper on Great West Virginia Free Fair here, which closed on September 12 after an eight-day showing. Attendance fell from 313,711 last year to 280,080. Biggest crowd was on opening day, with 46,000, 21,000 less than on the 1936 opening day.

In spite of rain receipts were generally above those last year, indicating recovery of general business, said T. H.

Rutland Clicks In Record Gate

Labor and Grange Days top 1936 figures—bigger budget for 75-cent annual

RUTLAND, Vt., Sept. 18.—Starting with record attendance of 33,000 on Labor Day, the 92d annual Rutland Fair set a new gate high here on September 6-11. Tuesday, Grange Day, also exceeded last year's by several thousand. Estimates give total attendance at 185,000.

Ideal weather and improved conditions were big factors in increasing gate and grand-stand receipts, altho the 75-cent gate fee is highest in the State. Increased advertising and entertainment budgets also had noticeable effect.

Grand-stand attraction was George A. Hamid's *Revue of Tomorrow*, with the Gae Foster Girls, and the bill also included Dorothy Crocker, control dancer; Billy Wells and Four Fays, singers and acrobatic dancing; Orsola Arelli, singer, and Flying Otaris, aerialists. Lee Evans, as emcee, kept the revue well paced. Other acts included Helen Reynolds' Skaters, Six Lucky Boys, Francis Trio, Dr. Bernard's Elephants and Four Robeys. On Saturday Lucky Teter and his Hell Drivers were grand-stand attraction.

Harness racing on the first five days gained in favor. Auto races on Saturday again proved a good draw. Fire broke out in the grand stand Thursday afternoon shortly after Governor Aiken and party had been ushered to their box. Fire department from Rutland was called and damage was confined to one section of the stand, the blaze being extinguished with less than \$500 damage.

World of Mirth Shows on the midway reported a good week.

Missouri Signs For N. Y. Space

NEW YORK, Sept. 18.—Grover A. Whalen, president of New York World's Fair, returned from Europe this week confident that the 1939 event will have best of support internationally. No less than 15 foreign powers have signed for exhibit space on Flushing Meadows grounds. About 1,000,000 square feet of space is already designated for foreign displays and in all probability several more nations will be in the fold before long.

Missouri became the first State in the Union actually to sign for space, contracting for 20,000 square feet facing Rainbow avenue. Officials are saying that the State is planning to spend about \$250,000 on its building, exact character of which has not yet been determined.

Largest single exhibit contract to date became a reality on Wednesday when 94 Eastern railroads took 676,000 square feet for \$97,438. It is understood that the roads have promised an exhibit costing not less than \$1,500,000 and consisting of several extremely large railroad demonstrations. Building will be erected along lines of a roundhouse and will have panoramic displays of domestic and foreign railroad lines, their character and history of development.

at each performance.

Attendance records were shattered on Labor Day with more than 30,000, and succeeding days were well ahead of previous years. Midway included Gooding rides, in charge of Blaine Gooding, Doc Barnard's Hippodrome Animal Circus, Kelley's Mystery Animal Show, wax show, Peters' Freak Animal Show, ball game and pony track; Ray and Elmer Ebert, refreshments; Howard Peters, cookhouse; Lester Rodgers, peanuts, and Mr. and Mrs. E. R. Hume and Jack Mullane, with 30 concessions.

Charles Lentz, new board member, was director of the grand-stand show, which included Largs and Morgner, Cloyd Harrison; York, the magician; J. R. Malloy Circus Revue; El Rey Sisters, roller skaters; Jimmy Harrison, clown; Evelyn Sayers, trapeze; Jaydee the Great, high act, and fireworks. Secretary Ed S. Wilson, more than 25 years in his post, was assisted by his son, Addie, who handled pari-mutuels as well as many last-minute details.

88th Canton, O., Annual Results Best in History

CANTON, O., Sept. 18.—With attendance estimated at between 100,000 and 125,000, and receipts higher by more than \$2,000, 88th Stark County Fair here on September 6-10 eclipsed any previous annual. There was marked improvement in all departments, midway being by far the best, while the grand-stand show topped all previous ones, doing capacity

Pan-American Exposition Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Try To Open Road to Rio

Herzog is named receiver for show—rodeo-hullfight now managed by exposition

DALLAS, Sept. 18.—Efforts to open the Road to Rio may be completed in time for this week-end, it was thought after Walter M. Herzog, president of Road to Rio, Inc., was named receiver for the show by the federal district referee in bankruptcy. Mr. Herzog's appointment was made after E. McNeese, secretary of the show, filed a voluntary petition of bankruptcy. Stage acts were placed in rehearsal immediately after the appointment.

Road to Rio voluntarily failed to open on September 10 and bankruptcy proceedings followed a meeting between Herzog, exposition officials and showmen of the village. Road to Rio is successor of Streets of Paris, which was operated at A Century of Progress, Chicago, in 1933-'34 and was brought to Dallas in 1936 by a company with John McMahon in charge. Herzog became manager of Streets of Paris last summer and was associated with Edward Smith in remodeling the village into Road to Rio this year. A policy of elaborate stage shows was begun, but Road to Rio was apparently in direct competition with Pan-American Casino.

Brown Going on Trip

Altho closing of the Road to Rio was a blow to midway operators, a few shows reported improved business on the next few days. Nat D. Rodgers, of The Bowery, said the gate there had been improved by 50 per cent. The Rendezvous, restaurant operated by George Haley adjoining the Road to Rio, was closed but Haley did not announce whether he would reopen.

J. Ed Brown, manager of the Ripley show, said his resignation had been accepted and he prepared to make a short trip, to return in time for the Showmen's League benefit on September 27. Fred Davis, assistant to Brown, will assume management of the Odditorium. Brown will later leave on an extensive trip south and east before he assumes his new duties at San Pablo (Calif.) exposition.

Managed now by the exposition, Antonio Carrillo Mexican rodeo and bullfight show will end its engagement Sunday night. A. L. Vollmann, producer of Cavalcade of the Americas, assisted by Joe Brandon, has been placed in charge of the Mexican show. Altho the rodeo has been gradually building and management has continually brought in new stock to keep the bullfights alive, attendance has never been what it might be.

Amos 'N' Andy Coming

Grounds were treated to a rare display of color and pageantry Wednesday night when six participating Latin nations joined in annual independence day celebrations. Representatives of Mexico, Guatemala, Salvador, Honduras, Nicaragua and Costa Rica marched in a parade from Pan-American Casino to the Hall of State, where talks were made by Mexican Consul Adolfo G. Dominguez; Gerald Mann, representative of Governor Alford; Mayor George Sprague, Major R. J. Williamson and Frank McNeeny.

Amos 'n' Andy, of radio, will be main attraction this week-end. Brought in by retail and wholesale grocers' associations and restaurant operators' groups sponsoring Foods Industries Days on Saturday and Sunday, they will be supported by 100 radio artists in two free, night shows. Other features of Foods Days include giveaways in the Foods

Attendances

Previously reported	1,409,272
Wednesday, September 8	8,530
Thursday, September 9	8,953
Friday, September 10	9,888
Saturday, September 11	12,516
Sunday, September 12	11,301
Monday, September 13	7,117
Tuesday, September 14	7,561
Total	1,475,136

Building and Agricultural Building, which have been packed with exhibits, and a unique luncheon on Sunday in the Casino. Dishes of the menu will be brought in hot by airplane from a dozen cities of Texas. Bob Burns is scheduled for next week-end, with free shows in the Cotton Bowl Saturday and Sunday nights.

St. John Exhibition Hard Hit by Paralysis Situation

ST. JOHN, N. B., Sept. 18.—St. John Exhibition on September 4-11 will go farther into the red than any other edition of this annual in spite of good weather except on final day. The exhibition ran into the infantile paralysis scare, with the result that patronage was far below par. Altho paid attendance on Labor Day was about 18,000, patronage on other days was away down. Indications are that at the annual meeting the association must announce a deficit of about \$15,000.

Grand-stand business was about 25 per cent that of 1936. Gross paid gate admissions totaled about the same percentage of 1936 figures, paid admissions on one day dropping to 1,500. Business for midway concessioners was worst in history of the fair, said Ben Williams, who has provided the midway with his Ben Williams Shows for the past 17 years, and others.

Grand-stand show included *Revelations of 1937 Revue*, with Joe Termini, somnolent melodist; Silver, wonder horse; Wolandis, high wire; Emilio's Royal Doberman Pinschers; Mlle. Palmira, gymnast; Four Fantinos, trapeze, and Pallenberg's Bears, supplied by George A. Hamid, with Joseph Hughes as representative on grounds. Establishment of a 50-cent price for the grand stand was considered by some as a patronage deterrent. Stand seats over 2,000, but it was rarely more than half filled. At previous fairs grand-stand admission has been 25 cents. Admission to the grounds was 50 cents.

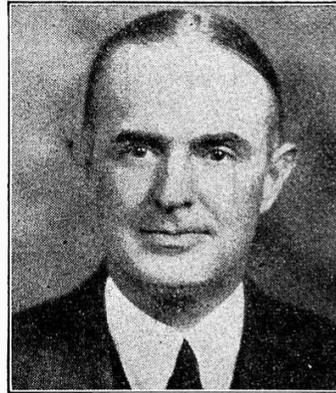
INDIANA PAID

(Continued from page 44)
Lander Dancers, Five Greys, Shavo Sherman, Elinore Perry, Bernhard Trio, Empire Male Octet, Anita La Pierre; team of Ross, Pierre and Sherman, and Bobby Jeanne, rocket girl. Capacity and near-capacity audiences were on hand every night except Friday. There were displays by the Illinois Fireworks Company.

On the midway, presented for the second consecutive year by Johnny J. Jones Exposition, E. Lawrence Phillips, general manager, said all daily grosses exceeded those of last year by large margins. A special feature on Sunday was Captain F. F. Frake, crashing an airplane into a house erected in center of the race track. Others on the Thrill Day card were Miss Jean DeLuca and Jimmy Sweet, putting cars thru death-defying stunts.

Clash With Police

Promotions included State-wide 4-H Club contests several weeks in advance and a contest to select winner for a musical scholarship to Indiana University School of Music. On July 3 150,000 half-price tickets to the fair were placed on sale over the State, supply being exhausted in two weeks, officials said. In the nightly society Horse Show in the Coliseum saddle and harness horses from all over the nation competed for \$18,550 in prize money, a new high mark. A \$250,000 horse barn, built this year, was



PAUL H. WADDILL, secretary of Moore County Fair, Carthage, N. C., thinks a "fairgrounds stretcher" may be needed for that annual this fall, as capacity night crowds have been the rule there in recent years. He is working on a plan which he believes will fill the midway during afternoons and, if successful, he promises to tell all about it.

dedicated Sunday afternoon by Governor Townsend.

Day by day attendance, with last year's figures: Saturday, 4-H Club Day, 1936, 17,562; 1937, 18,968. Sunday, War Veterans' Day, 1936, 34,781; 1937, 40,231. Monday, Labor Day, 1936, 110,431; 1937, 118,983. Tuesday, Governor's and Legislators' Day, 1936, 43,730; 1937, 45,441. Wednesday, Education and Children's Day, 1936, 71,373; 1937, 73,428. Thursday, Farmers' Day, 1936, 63,453; 1937, 70,231. Friday (rain), Indianapolis and Manufacturers' Day, 1936, 24,621; 1937, 21,262. This year again witnessed hostilities between fair officials and city police. Fair officials indicated that next year they will seek to have State police detailed to the grounds.

MINNESOTA IS OVER

(Continued from page 44)
The board, meeting after the fair, announced a \$1,000 premium to be awarded school exhibits in 1938. Funds for school exhibit premiums are among the first authorized each year, so that educational institutions may start planning displays as soon as the school term opens.

Thrill Day Big Draw

For first time in history of the fair more than 100,000 attended on one day, with exception of Labor Day, on Friday, September 10, to witness the Thrill Day program. Thousands had to stand in the infield to view the events. George Dockstader, who rode a four-door passenger automobile at 60 miles an hour, crashed into an 18-inch brick wall in front of the grand stand and was knocked out by flying brick, but regained consciousness in a few minutes. Capt. Bob Ward and company of 14 put on dare-devil motorcycle and automobile stunts. Last day saw Gus Schrader defeat Emory Collins, Canadian dirt-track champion, winning the American Championship Sweepstakes. Schrader's time in a 10-mile race was 6:52.2. Barnes-Carruthers' musical extravaganza, *State Fair Revue of 1937*, was the most colorful in recent years. Night show was combined with 20 aerial and acrobatic acts, featuring the Aztec Indian pole dance, new and different to Minnesotans. Harness races on two days were seen by about 20,000.

Displaying new features Royal American Shows presented the most colorful midway in history of the fair.

SECOND ANNUAL

(Continued from page 44)
all accounts in full. Since failure of the 1932 fair there had been no fairs until reorganization in 1936.

President T. O. Huckle gives newspaper advertising credit for the unprecedented two years, practically no other form of advertising being used. *The Cadillac Evening News* put out 20-page fair editions in 1936 and 1937 and page and half-page advertisements in regular editions, and every weekly paper in the three counties covered by the new directorship of more than 30 members was used for large advertisements.

P. R. Biebesheimer, county agricultural

Dayton, O., Pay Patrons on Rise

Montgomery County annual has 63,100—more space and new building planned

DAYTON, O., Sept. 18.—Montgomery County Fair here on September 6-9 had the biggest gate in its history, Labor Day bringing paid admissions of 32,363, against 26,145 last year, a record up to that time. The other days fell slightly below corresponding days last year, but the total was 63,100 against 58,148 in 1936. Auto and grand-stand totals remained about the same, grounds and stand being limited only by capacity.

Exhibit space in halls was taken to such an extent that it was necessary to erect tents for outside exhibits. A new feature was enlisting county bands for concerts, two appearing each day. Instead of making it a contest, a lump sum was divided among bands, the item being treated as part of county educational work.

Grand-stand program included horse show events, harness and running races and circus and vaude acts. Flying Lamars and Mills and Mills, high wire, remained thruout the fair. A revue, *Fascinations of 1937*, contracted for the first two days and nights, was replaced by Ben Hamid and his Arabs and Watkins Family Circus. These, as well as the few shows on the midway, were booked independently. Midway shows were Short's Ranchland Revue; Bonnie Jean, fat girl, and a local Miami Valley "What Is It?"

Rides included Merry-Go-Round, Midget Autos, Merry Mixup, Ferris Wheel, Ridee-O, Sky Rider and pony track. Midway shared heavily in spending. The weather was cool, concessioners did well.

The board considered a gate charge on Sunday preceding the fair and allowing rides to operate, but turned thumbs down on both at the last minute. Gate remained at 25 cents despite some talk of raising. Nearly 400 autos were turned away on Labor Day. Considerable vacant land owned by the city back of the grounds probably will be leased for auto space next year and there may also be a new exhibit building.

BIGGEST GATE

(Continued from page 44)
peep at early Sunday editions officials changed the announcement to what seemed to be considered an ambiguous one, that any who had paid in Saturday could come in Sunday free, altho no formula was given for patrons to identify themselves and general admissions carried no stubs. As a result on Sunday everyone who wished passed into the grounds free, without question, and only those paid who voluntarily stepped to windows and bought tickets, thus accounting for the small total of 12,021. Director Brown announced that next year rain checks will be attached to all Auto Race Day tickets. Billy Winn won the 100-mile race, setting a record of 1:08:34.71, with Jimmy Snyder second. Grand Circuit races drew fat crowds.

Biz Big on Midway

Rudy and Eva Kimiris, airplane aerial act, topped a crack show booked thru George A. Hamid. All acts clicked and included Honey Family, teeterboard; Tip Top Girls, tumblers; Mademoiselle Golda, slack wire; Flying Cronins; Ullaine Malloy, trapeze, and Jules and Clifton, comedy acrobats. For night shows Colonel Eskew's Rodeo was added and wowed 'em.

About \$750,000 in new construction, with federal aid, greeted visitors, including new horticultural building with enormous blue lagoon in front, farm machinery building, pure foods building, dog show and new wing on women's building.

Midway went good for six days. Max Gruber's World's Exposition Shows were augmented by numerous shows and rides.

JEFFERSON, Wis.—September 12, closing day of three-day Jefferson County Fair, chalked up 9,000 attendance, largest in history of the fair.

agent, is secretary of the fair, which was reorganized early in 1936, with more than 60 per cent of directors being subordinate or Pomona Grange officers and of other agricultural interests.

Fiesta Ends On Sept. 26

Sudden decision is made to close Fort Worth show before scheduled Oct. 16

FRONT WORTH, Tex., Sept. 18.—Frontier Fiesta will close on September 26, said James F. Pollock, general manager, on Wednesday. Original closing date was set for October 16. Given as reasons for the sudden decision were expiration of Paul Whiteman's contract on September 26 and prospect of early arrival of cold weather. A previous engagement prevents extension of Whiteman's contract.

Frontier Centennial show last year ran until November 14. All shows, Casa Manana Revue, Pioneer Palace Revue and Salici's Puppets, are to remain intact during the last week, it was said. A free gate went into effect on September 7, admission prior to then being 50 cents.

Altho Fiesta attendance has greatly increased since the free gate went into effect, many persons going in for the first time just look around and spend nothing. Last week-end was one of the best. Business at all shows has increased with the free gate as well as at the few concessions.

Bargain Books Out

Admission to Casa Manana has become more of a bargain for those who still hold general admission and Melody Lane tickets from the bargain books, 200,000 of which are said to be outstanding.

Since Melody Lane closed, schedule for three nightly performances of Salici puppets in Firefly Garden has been changed so there will still be an early show on grounds to 7 p.m., 8:45 p.m. and 10:30 p.m. During first week of the free gate Firefly Garden had one of the biggest increases in attendance, as compared with attendance before the free gate.

According to General Manager Pollock, filing of an accounting and injunction suit by Margaret Mitchell Marsh, author of *Gone With the Wind*, will not interfere in any manner with the Casa Manana Revue, which uses the book title for one of four sequences.

Rose Has Peep Show

Weekly Jamboree at Casa Manana, beginning on September 11, featured Mike Pingatore, banjoist with Paul Whiteman's Orchestra; California Varsity Eight, medley from *The Student Prince*; Original Dixieland Jazz Band, directed by Nick LaRocca, featured in Pioneer Palace; Everett Marshall; Harriet Hoctor, in new toe dance; Gomez and Winona; Cass, Mack and Topsy and a contest of hump dancers, inspired by Hinda Wassau's bump dance in Pioneer Palace Revue. Contestants were Bonnie Belle Roberts, Mary Lou Bentley, Marilyn Randalls and Dorothy Bigbee. Each nightly winner, judged by audience applause, got a \$5 prize from Paul Whiteman, who is back as emcee for the Jamborees.

Billy Rose opened How To Undress, peep show, in Fire Hall on Sunset Trail on September 11, with Paris Peggy, until recently at the Bowers at the Dallas Exposition, in charge and also talking on the front and inside. On opening night Hinda Wassau came from Pioneer Palace to do the act until the regular girls were ready. Girls are Floy Weeks and Jean Mason, who was bally girl at Nude Ranch here last year, and a Casa Manana dancer this year until last week. The girls show right and wrong way of disrobing. G. F. Coffin is in charge of the front at this spot, which is doing okeh.

George Keyes, connected with the Fiesta in various capacities, is now assistant stage manager at Casa Manana, taking the place of Arthur Barkow, who went to New York. Mr. and Mrs. G. F. Townsend, who installed their telescope (See FIESTA ENDS on page 61)

Fair Grounds

SAVANNAH, Ga. — Georgia-Carolina Fair, under auspices of Savannah Post, American Legion, is issuing 6,500 premium books in 20 counties of Georgia and 10 counties in South Carolina from which displays are expected for the second annual, said Charles Schweitzer, fair manager.

GREAT BARRINGTON, Mass. — Dick Collins, who has been appointed publicity director for 1937 Great Barrington Fair, reports there are already 74 horses in the stables, with more to come. About 25 daily and six weekly newspapers in a radius of 75 miles are giving good publicity. Art Lewis Shows will be on the midway and there will be a George A. Hamid grand-stand revue and acts. S. Russell Murray is manager and operator of the pari-mutuels.

RALEIGH, — North Carolina Colored State Fair this year in Raleigh will be under joint auspices of all Negro American Legion Posts in the State. Free acts, bathing beauty contest, public wedding and contests of Negro drum and bugle corps are scheduled. Congressman Mitchell, only Negro in Congress, will officially open the fair.

ATHENS, Tenn.—For the 1937 Twin County Fair here the association has contracted with the Terrell Shows for the midway. It is a revival of McMinn County Fair and promises to be a permanent organization, said Fair Manager Fred E. Wankan. Program includes contests, wedding, flower show, style show and agricultural, poultry, live-stock, school and community exhibits.

MALONE, N. Y. — Frank Robinson, treasurer of Franklin County Fair, said the 1937 annual showed increase in receipts in excess of \$3,000. Total receipts from gate and grand stand were \$14,724.67, with about \$9,000 credited to gate. Last year's receipts from these sources were \$11,708.25. Mr. Robinson estimated total receipts would exceed \$20,000.

MINERAL POINT, Wis. — Four-day Southwestern Wisconsin Fair, ending on Labor Day, drew about 15,000, reported to C. L. Winn, secretary, who said attendance was up to expectations.

LEIPZIG, Germany.—The 1937 Leipzig Fair ended its 1,978th session with marked increase in attendance and exhibitors. Generally greater activity in world trade was reflected by the attendance of more than 150,000 exhibitors and buyers from 74 countries. More than 6,000 buyers from foreign countries, in- (See FAIR GROUNDS on page 61)

Nebraska To Profit Despite Double Wallops of Paralysis and Drought

LINCOLN, Neb., Sept. 18.—Receiving a double wallop just before opening, Nebraska State Fair, September 5-10, was still able to weather the jolt and come out with enough money to have a little profit. Infantile paralysis, which clipped kid attendance to practically nothing, and drought were almost insurmountable obstacles.

Larger pari-mutuels and longest race card in history, 14 days, was a big aid, 10 per cent and the breaks meaning about \$20,000 or more from this department. The midway, with Beckmann & Gerety Shows, was humped to rise to the 1936 figure, but got within \$100 of it.

There were 77,489 paid admissions as against 84,112 a year ago, decrease of 6,623. Difference was largely made up due to main gate remaining at 50 cents all day rather than the old practice of dropping it to two bits at 6 p.m. Two days showed increases, Labor Day with 23,083 instead of 1936's 20,518, and Friday, final day, with 4,743 instead of 4,639. Children's Day went 5,000 below a year ago, when front pages were screaming the polio fright all over the State. Concentration in Omaha of the disease cut short *The Omaha Bee-News* plan to run a special train for underprivileged kids to the fair. Horse show took a dive and likewise the beauty pageant.

Bond Hangover Remains

This was the best grand-stand year in seven. But as far as the fair is con-

R. I. State Fair Has New Record

Governor promises support for Kingston annual—Manager Peckham advertiser

KINGSTON, R. I., Sept. 18. — With 10,000 on opening day, September 1, and from 20,000 to 25,000 on Labor Day, closing day, Rhode Island State Fair here set an all-time record. Rain on September 5 necessitated postponement of practically all features.

Governor Quinn, speaking on Governor's Day, said, "Perhaps the best thing for Rhode Island is to have only one State Fair," in promising the administration's co-operation in promotion of the fair in Kingston in future.

Trotting races on closing day resulted in \$6,644 passing thru pari-mutuels, largest total ever handled at the fairgrounds track. Manager A. N. Peckham put over an excellent advertising campaign, which included billboards, mailing of a complimentary ticket for opening day to every auto owner in the State and a big newspaper publicity campaign.

Grand-Stand Shows

RITA AND DUNN and Jaydee the Great were booked by C. A. Klein for Waynesburg (Pa.) Fair.

A. E. SELDEN, "The Stratosphere Man"; Warner Family and J. J. Evans' performing midget mules and high-school horses were at Medina (O.) County Fair, September 7-9.

AMONG acts booked by C. A. Klein for Dayton (Pa.) Fair, September 7-11, were Aerial Barrows, Flying Howards, Arnold's Barnyard Poilies and Lillian Stroch, aerialist.

ACTS at Manistee (Mich.) County Fair on September 15-17 were Frances Barth Trio, acrobats and trapeze; O'Neal and Lee, dancers; Al Tint, yodeler and mimic; Charlie Wilson, emcee and comedian, of WBBM.

HORSE Show is combined with Colburn & Sorenson's Rodeo at the 1937 Utah State Fair, Salt Lake City, acts including Mamie Francis, Jasbo Fulkerson, Carol Henry and Col. Frank Hafley and his dancing and jumping horses.

cerned it meant nothing in a financial way. Still millstoning about the neck of the board is the \$250,000 grand-stand debenture issue for its construction in 1929. As it is now, every penny paid to enter the stands goes to bondholders for interest, back interest and application on principal. Between 90,000 and 100,000 were in the stands.

Nearly 35,000 of these turned out to see the night show, Joe Greer-W. E. (Candy) Hammer Rodeo, booked by Barnes - Carruthers. Acts included Florescu, high pole; Merle's Macaws; Five Wonder Girls, featuring Phyllis Dave; Petroff's Bears; Novelle Brothers and Sally, impersonations and whistling, and Healy and Mack, wire and acrobatics. Jack Polk managed the grand-stand show.

Biggest Day for Stand

Auto races on Sunday did well, it being the biggest grand-stand day in history when nearly 14,000 tried to sit down to watch the thrill program but were spilled out onto the grand-stand front. It was Veterans' Day, and two governors, Cochran of Nebraska and LaFollette of Wisconsin, were on the speakers' stand. Concessioners were generally in a more jovial frame of mind, there seeming to be more money than a year ago. Rides suffered most, due to the kid shortage. Indications are that the fair will go one more year for the rodeo, may drop the horse show, retain the beauty pageants and may have a longer race meet in 1938.

Premium Facts

(Data collected from lists received by The Billboard)

TRENTON. — New Jersey State Fair, 50th Anniversary, September 26-October 2. 100 pages. Officers: George A. Hamid, president and managing director; Harry E. LaBrique, secretary-manager. Admissions: Adults, day, 50 cents; night, 25 cents; children, day or night, 25 cents; autos, free; grand stand, day or night, 50 cents; children 25 cents; reserves, 75 cents; bleachers, day, 35 cents; night, 25 cents; clubhouse, day or night, \$1; box seats, \$1.50. Attractions: George A. Hamid, grand-stand show; *Revue of Tomorrow*; Gae Foster Girls; Edwin Franko, Goldman and his band, night of September 26; Orsola Arelli; Eric the Great; Lucky Teter's Hell Drivers, September 26; Dr. Bernard's Elephants; harness, running and steeplechase races; auto races, October 2; Ohio Display fireworks. Midway: Cetlin & Wilson Shows.

MERIDIAN, Miss.—Mississippi Fair and Dairy Show, September 27-October 2. 112 pages. Officers: I. A. Rosenbaum, president; Clint Vinson, vice-president; Jack Breyer, treasurer; Hillman Taylor, secretary; Elizabeth Frost, assistant. Admissions: General, day or night, 15 cents; children on School Day till 5 p.m., 5 cents; autos, 10 cents; grand stand, day or night, 25 cents; bleachers, day, 25 cents; night, 25 cents; reserves, day, 25 cents; night, 40 cents. Attractions: Grand-stand show, Ernie Young's *Manhattan Revue*, Jordan Trio, Betty Reed, Flash Williams' Death Defiers, Wednesday and Saturday afternoons. Midway: Hennies Bros.' Shows.

BLYTEVILLE, Ark. — Mississippi County Fair, September 28-October 3. 88 pages. Officers: C. H. Wilson, president; Hale Jackson, vice-president; Jeff Roland, treasurer; J. Mell Brooks, secretary. Admissions: Adults, 25 cents; children, under 14, free; grand stand, 25 cents; children, over 12, 10 cents; reserves, 25 cents. Attractions: Grand-stand show; Deal-LaRose-Shute revue, *Parade of Elegance*; *WLS on Parade*, September 28; horse and mule races, fireworks.

RICHMOND—Virginia State Fair, 32d annual, September 27-October 2. 100 pages. Officers: T. Gilbert Wood, president; Henry S. Hotchkiss, vice-president and treasurer; Charles A. Somma, secretary and general manager; Clarence T. Riddick, assistant general manager. Admissions: Adults, 25 cents; children, 15 cents. Attractions: George A. Hamid grand-stand show, *Roxeyette Revue*, Cervone's Band, Les Klimis, George's Liberty Stallions, Moreen Troupe, Flying Otaris, Harold's Elephants, Will Morris and Bobby, Christy's Cavalcade of the Circus, Houston's High-School Horses, Three Olympic Girls, Helen Reynolds' Skaters, auto races, International fireworks. Midway: World of Mirth Shows.

TUPELO, Miss. — Mississippi-Alabama Fair and Dairy Show, 30th annual, October 4-9. 52 pages. Officers: O. B. Rogers, president; F. M. Laney, vice-president; Frank A. Henderson, secretary-manager. Admissions: Adults, day or night, 25 cents; children, under 12, 10 cents; grand stand, 25 cents; box seats, 50 cents. Attractions: Grand-stand show, Gertrude Avery's *Diamond Revue*, Aerial Butlers, Four De Libertos, Three Valentines, Randolph Avery Trio, Three Clovers, fireworks. Midway: Hennies Bros.' Shows.

TRENTON, Tenn. — Gibson County Fair, 82d annual, October 4-9. 46 pages. John R. Wade, manager. Admissions: General, 10 cents; auto parking, 15 cents. Attractions: Grand-stand show, Forked Lightning Ranch Rodeo. Midway: Dee Lang's Shows.

DARLINGTON, S. C. — Darlington County Fair, fourth annual, October 5-8. 48 pages. Officers: J. N. Kirven, president; E. E. Gandy, vice-president; Max Isaacsohn, secretary; J. D. Witcover, treasurer. Admissions: General, 25 cents; autos, 25 cents; Thursday, Football Day, adults, 50 cents; children, 25 cents 1 to 5 p.m. Free acts. Midway: Bantley's All-American Shows.

WINSTON-SALEM, N. C. — Winston-Salem and Forsyth County Fair, 38th annual, October 5-9. 76 pages. Officers: W. N. Reynolds, president; G. C. McNeil, secretary. Admissions: Adults, day or night, 50 cents; children, 10 to 16, 25 (See PREMIUM FACTS on page 61)

CARNIVAL WANTED

ORANGEBURG COUNTY COLORED FAIR

Orangeburg, S. C., for October 12, 13, 14, 15. Greatest cotton county in the South and the third largest crop in the county's history. Fair 12 years old, on its own grounds, one mile from post office.

W. C. LEWIS, Secy.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

SKATELAND, new Erie (Pa.) roller rink of the Wood-Dillon Company, opened to capacity on the night of September 9, and the more than 600 skaters were loud in praise of the newly equipped and decorated spot. Merrell A. Wood is active manager and the staff comprises attaches experienced in rink operation, Oc Zimmer, floor manager; Red Rhodes, East Liverpool, O., skate-room; Jerry Kershaw, Carl Mandow, floor assistants; Mrs. Hershel Rhodes, checking; Irene Wood, box office; Pete Dimling, doorman. Ralph Ware, secretary-treasurer of the Chicago Roller Skate Company, attended the opening. Rink is equipped with 500 pairs of Chicago skates. Winland Auditorium, East Liverpool, O., also operated by the Wood-Dillon Company, is being redecorated and otherwise prepared for reopening on October 1.

PREPARATIONS for a 21-day pro roller skating race in Hollywood are progressing under supervision of Barry McCormick Enterprises, Los Angeles, he reports. Stating that cash awards will total \$4,250, Impresario McCormick writes there also will be lap money for sprinters other than official sprints for points, that there will be no entry charge and that food, medical attention, lodging, training quarters and attendants and extra rollers and bearings will be furnished without cost to entrants. He adds that a rink being constructed is under supervision of Tom Rogan, long-distance roller speedster, who also is a motion picture director and will be in-charge of the race. Entries are in teams of three for the contest, scheduled to start at midnight on November 14, and no team member will be allowed to skate more than eight hours in one day. Entrants are to report not later than November 4.

SPINNING TOPS, roller-skating act on tour with Zorine and her Nudist Revue, current at Nine Mile House, Cincinnati, report that they will go to Cuba for engagements.

FOUR MACKS, American roller skaters, are at the National-Skala in Copenhagen.

JOHN (FISH) STATHAM, manager of the new Kramer Roof Garden, McComb, Miss., announced that the night club will feature two roller-skating sessions evenings except Sunday, with extra sessions

on Saturday. A hardwood floor has been laid on third floor of the Penney Building for the new club and rink. Harry Walker and 14-man ork play for dancing and skating.

GEORGE MAGNASARIAN is operating a rink in Oakley Park, near Commerce, Mich., for the first season. Altho planned as a summer rink, it is being kept open with fair business for early fall.

ORVILLE GODFREY closed the rink in Walled Lake (Mich.) Amusement Park and moved to his rink, Madison Gardens, Detroit, which he will manage until next spring.

RICHARD BAILEY, who operates a roller rink in Springfield Lake Park, south of Akron, O., abandoned the building which for years had been used for skating and shifted rink activities to the spacious pier ballroom on Springfield Lake. New equipment has been added and he plans to operate as long as weather will permit.

ED GOLDSCHMIDT reports that about 100 members of Ed's Waitz Club, Chicago, were guests at William Sefferino's Rollerrome, Cincinnati, and Edward J. Von Hagen's Cincinnati Norwood Roller Rink on September 4-6.

Some Notes From Philly

By E. M. MOOAR

If opening attendance in Philadelphia Arena is any criterion the season of 1937-'38 promises to equal, if not exceed, that of 1936-'37. All rinks visited have undergone many changes and color schemes have been lavished everywhere. It was also notable that attire and deportment of skaters have improved. Skating clubs have vied with one another in colorful jackets and these add to the rink decorations.

Rendezvous Rink, Chester, Pa., which opened last fall and continued thru summer, has had fair business. Manager Bill Holland, auto and skate speed demon, who is piloting the new venture, has distributed a tasty button emblem as well as a decorative sticker for skate boys.

Carman Rink, one of the Carey enterprises, reopened on September 9. During summer it underwent renovation and, owing to its long operation by the Careys and established business, will no doubt keep up its standard for drawing capacity. Attendance on opening night was said to be more than 600.

Circus Gardens, another Carey rink, reopened on September 16. Like Carman, this rink had complete overhauling and new lighting effects installed and many changes to better handle large crowds for which it is noted.

Ben Morey closed Riverview Beach Rink, Pennsville, N. J., on Labor Day with a capacity crowd after a very successful season. He contemplates a trip to Detroit and Chicago before starting on his YWCA and YMCA trade-school circuit, which he operates during winter thru several Eastern States.

Great Leopard Rink, Chester, Pa., which reopened on September 9 with 500 skaters, had been redecorated, color scheme being coronation blue and gold trimmings, with guard rails in aluminum. Floor, one of the best in the territory, has been sanded. The second season promises to surpass the first. Manager Jack Dalton, who also operates Olympia Rink, Lancaster, Pa., said the latter had an opening much better than in previous seasons. Mrs. Dalton, who has been visiting her mother in England all summer, sailed for America on September 10 and a letter states she was photographed with Cyril Beasall, Derby, Eng., and the manager of a Liverpool Rink. It is hoped that Mrs. Dalton has absorbed some of English skater dance steps and will be able to innovate them in the Chester rink.

Chez Vous Rink reopened on September 15 after a pre-opening to club members on September 12. Usual large attendance was in evidence. This spot underwent elaborate changes last season. Convention Hall Annex Rink, Camden, N. J., opened its second season on September 10. A new masonite floor has been laid and its success will be watched closely by rink men. Opening saw a goodly number of skaters.

Crystal Palace Rink reopened on September 8. Many changes have been made and decorative and lighting effects are elaborate. Charles Kelly, former owner of the rink and later with Circus Gardens and Chez Vous, is managing.

POOL WHIRL

(Continued from page 43)

Park, Brooklyn, and Orchard Beach in the Bronx. And, of course, Jones Beach presented its usual headache to Long Island and Coney Island pool men.

But with competition from the city and results shown by a majority of New York tanks, the one establishment in Gotham town that didn't seem to be affected was Joe Day's Castle Hill pool and beach in the Bronx. Biz there was as good as ever, with added patronage reported on many week-ends. The only two reasons that can be named for success of this tank in face of all obstacles are that it paid special attention to offering patrons everything that city tanks did and that it went to town more than ever on its exploitation.

Too many other commercial pools yelled "uncle" too soon. That this was unwise is apparent by success of pool men who did fight against municipal opposition. Well, there'll be another year and here's hoping there won't be a repetition of conditions or of activities or, rather, a lack of them.

From the discussion I have wandered into one might think that every tank did worse because of municipals, which isn't so. I merely laid stress upon tanks which failed to do biz this season, because it's always the weak brothers that need talking to.

Where They Go

Kennywood pool's (Pittsburgh) McSwigan goes to Europe for a jaunt now that the season is over. Riverside Cascades' (New York) Rose goes to Nashville, Tenn., for a vacation, while Jerome Cascades' (New York) Sedgwick goes to Syracuse to see his daughter. Jantzen pool's (Portland, Ore.) Huedepohl goes to a series of pool meetings, then back home to prepare for the national confabs in Chi. Playland's (Rye, N.Y.) Morris will spend the next few months working on the program for the NAAPPB convention.

Indoor Swim Competish

Indoor season for the current year is not very old. Still those in charge at Broadmore inclosed natatorium, Philadelphia, are arranging for a new swimming team to represent the tank next fall and winter. That tank has gone in for aquatic competition in a big way. Besides staging swim meets the pool has boasted its own team, equal to many collegiate squads, for which it has scheduled intra-pool contests.

Park Central tank, New York City, is trying to form a water polo team and announces that it will then concentrate on the swimming squad. Park Central's water polo team played local Y aggregations in the past and turned out a very good team.

Having a swim or water polo team is good for a pool, especially an indoor one, because it offers added publicity. While in a majority of cases so-called "ringers" are employed to represent the pool, for no owner wants a losing team, I think it would pay a pool owner to have a few teams so that he can have his regular pool patrons compete for positions. The idea might make for repeat business and certainly will create good will. This team, however, should not be pitted against first teams of other pools, but should swim against similar nonpros from other tanks. The plan has numerous possibilities and those interested should try it.

LONG ISLAND

(Continued from page 43)

for without the identity of people an enterprise is, bluntly, nothing more than sand and stone.

ROCKAWAY BEACH: Banking institutions here, if they are criterions, report the best summer biz in many seasons. Concessioners' deposits thermometered far over those of last year.

Berger's, eat and drink, always the last spot to hold forth on the Boardwalk. More than 15,000 were treated for cut

Wildwood, N. J.

By ORO

"I do not hesitate to say that our Boardwalk carnivals were closed for political purposes," charged Mayor Redding of North Wildwood in a post-season battle among city officials clearing up the summer's business that was characterized by police raidings of Boardwalk games and carnivals. President of Council Elmer Hewitt was also outspoken in his condemnation of action taken against carnivals sponsored by the resort's fire companies. "If it was illegal in 1937 it must have been illegal for the last 20 years." No answer to the charges was made by County Prosecutor Loveland, who banned carnivals from Cape May County and ordered the closing of concessioners' stands.

At a commission hearing in Wildwood proper Mayor Bradway banned the taking of action pictures by roaming photographers on the Boardwalk. Order reads that cameramen must remain in front of their business stands.

Battle of limiting concessioners will wage thruout the entire winter. One group, especially the realtors, contend that most of the Walk games are offensive to those who would rent cottages for the entire season or spend considerable time in hotels or apartments. They reason that the Boardwalk should have fewer and better attractions to get the kind of patronage necessary to make Wildwood a permanent resort, rather than a mere excursion beach.

On the other hand, it is pointed out that year-round residents own the Walk properties and rentals from the various concessioners enable them to keep going and pay city taxes. If an attempt is made to curb the number of concessioners Boardwalk owners threaten to drop their properties and dump them on the city for unpaid taxes.

CINCINNATI. — Because thoughtless Labor Day visitors tossed a ball into the hippo bayou, Zoo officials mourn the death of Maude II, \$4,000, three-ton hippopotamus that died on September 12 of intestinal strangulation. Maude began to choke and cough Tuesday, and by Thursday was in intense pain. When an unidentified person told Zoo officials a rag had been thrown into the bayou, they attempted to remove the object with purgatives, but the treatment failed. Post-mortem by Dr. Sol G. Stephan revealed the cause of her death. President James A. Reilly of the Zoo said hippo Zeke I died seven years ago from the same cause. Maude, first hippo to be born at the Zoo, was four years old. Mr. Reilly said the only means of protecting the animals, which are inclosed only by a moat and low wall, was by educating the public not to throw objects to them.

feet on beaches in the Rockaways during the season, a new record mark for this type of work, the most mishaps were of a mild nature. Jimmy Mangan, in charge of beach maintenance along the nine-mile water front here, is reported to be slated for something big at the World's Fair in Flushing.

Among the millions of promenaders on the six-mile Boardwalk this summer there were only three arrests for disorderly conduct, and, oddly enough, the same person was arrested on two occasions for extremity in joviality. Considering the mass of humanity that marched the wooden walk bent on release from their cares, three arrests for a season is rather Ripleyish.

LONG BEACH: Surfside Club, Long Island nitery, slowed to a standstill in biz after Labor Day. Boardwalk stores selling left-over standard-priced stock at less than cost for clearance, and is the competition yelling! Lido and Laurel theaters had excellent trade all summer. Perry Hillman already in the South after a successful season.



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Over 25 years. Get in the money with our Self-Locking Sectional Floor. It's a Sensation. Send 10 cents for information.
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No. 778

Hennies' SLA Show the Tops

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

Large Midway At Timonium

By STARR DeBELLE

**Carnival talent excellent—
President McCaffery speaks
—Isbey donates \$250**

DETROIT, Sept. 18.—A special mid-night benefit show for the Cemetery Fund of the Showmen's League of America was held Thursday night at the Michigan State Fair. The event, attended by about 700 persons, was given in the 16,000-seat Coliseum on the fairgrounds, which was donated for the evening, aside from costs of servicing, thru Frank N. Isbey, manager of the Michigan State Fair. Arrangements for use of the hall were made thru Fred Schader, who directed the regular Coliseum show at the fair.

The event itself was strictly in the hands of the Hennies Bros.' Shows staff (See HENNIES' SLA on page 52)

Infantile Paralysis Slumps St. John, N.B.

ST. JOHN, N. B., Can., Sept. 18.—The midway concessioners took a fearful licking, the worst in the history of the St. John Exhibition, from September 4 to 11. Ben Williams, who has provided the midway with his Ben Williams' Shows each year for the past 17 years, suffered a heavy loss. At the 1936 fair his profit was most satisfactory. The St. John Fair has always been his best stand. The rides, shows, wheels, games, refreshment and hot-dog concessions did very little business after Labor Day. Some of them had to shut up most of each day. Slump was due to infantile paralysis scare.

An Octopus was introduced on the midway for the first time. Among other rides were Merry-Go-Round, Ell Wheel, Loop-o-Plane, Tilt-a-Whirl, Loop-the-Loop, Chatroplane. Even the Merry-Go-Round felt the sting of adversity.

Mayor Lost Fight To Keep Carnivals Out; He Is Out!

RULEVILLE, Miss., Sept. 18.—Mayor A. L. Pentecost handed in his resignation as ruler of Ruleville following vote by his council to rescind long-standing city statute against exhibition of carnival shows in the community.

The question of allowing a carnival show in Ruleville under sponsorship of the American Legion Post was presented by petition signed by a large number of citizens. The mayor insisted that the rule remain intact but appeared to be fighting a lone hand and lost the decision.

En route aboard Gold Leaf Special. Upper Berth No. 12. Air-conditioned. Car No. 111.

Week ended September 11, 1937. Dear Red Onion: We are on our way. Destination unknown. Show heading east. This is Saturday and mile after mile has been covered. We have only stopped for water, supplies and to change crews and roads. The longest run ever made by any show train. Have crossed 15 States and are still going strong. If we don't get a "red one" at our destination we will probably winter there.

Labor Day was quietly observed in our staterooms and berths. Had to cancel our big celebration in the East due to the show being in the West. This rest a bit unusual. The bosses have never before recognized holidays or pay days. On the rest of the run so far everyone has been working. Three additional automobile baggage cars were hitched on the train. All with open-end doors that were soon removed. Steel plates were placed between to furnish a walk way from one to the other. All shop machineries were installed as well as our electric generators to furnish power for same.

For the past five days the building of wagons, fronts, new shows and other equipment has been in full sway. By the time we arrive at our unknown destination an entirely new midway will be ready for the American showgoers. All our wooden concessions have been thrown out of the doors and all steel concessions were built. Just another new Ballyhoo Bros.' innovation. A new cymbal has been purchased for the minstrel drum and new feathers have replaced the old ones on our fan dancer's

fans. No money has been spared on this run to make the Century of Profit Shows better and grander than ever before.

Men on swinging scaffolds repainted the entire train from one end to the other over night. The wagons were also painted and lettered at the same time. This perhaps the first time that a show train and wagons were painted over night. That is with the same title being used. Three shifts a day of eight hours each was a forced issue to get the big building campaign thru.

The bosses made an important announcement in the privilege car to an audience of some 300 showmen, stating that the show would winter in the Northland. "Our winter quarters in Florida," Pete Ballyhoo said, "is now being torn down and piece by piece is rapidly being mailed by parcel post to our new hibernating location." Jake Ballyhoo verified this and added: "Two shipments consisting of our camp stove, our letterheads and a box of dishes have already arrived."

Just heard the engine whistle, the train is slowing down and pulling on a siding. Perhaps we have arrived at our unknown destination. I can see Agent Len Trucklow standing on the depot platform. This must be it. Will tell you all about the big one next week.

MAJOR PRIVILEGE.

P.S.—En route again. Stayed there for six hours. Just stopped long enough to load on 75,000 feet of white pine lumber, 15,000 gallons of paint, 400 tons of steel, 300 kegs of nails, a half ton of bolts, 900 cases of light globes, 400 big reels of flexible neon and 10 boxes of hot-cake flour. We must yet be a long way out. M. P.

SLA Fund Show Set For Dallas Sept. 27

DALLAS, Sept. 18.—The second consecutive annual frolic of Showmen's League of America will be staged here at midnight September 27, when William J. Collins will entertain at the Show Boat with a special performance of *The Drunkard*, and acts will be played by an impressive list of stage, circus and radio stars. The date was chosen so employees of Ringling Bros. and Barnum & Bailey Circus may participate, as the circus will play near the exposition September 27 and 28.

Proceeds from the frolic will go to the Showmen's League Hospital and Cemetery Fund. Admissions will be \$1 each. Tickets were distributed Wednesday when the ticket committee met with

Collins. J. C. McCaffery, president of the league, wired Joe Rogers, vice-president, that he will be in Dallas for the frolic. Rogers left Friday by plane to attend the Showmen's League frolic at Cleveland, but will return for the local show.

Ticket committee members include Nat D. Rodgers, chairman; E. W. McConnell, George Black, Bill Rowley, Walter Herzog, George Haley, Sid Wolfe, Ralins Smith, O. Thornton, Charlie Maxwell, Lufe Levine, George D. Anderson, Rudy Illions, Joe Brandon, R. H. Schmoll, Barney Nathan, Carey Jones, Fred Davis, Johnny Neary, A. Morton Smith, Al Humpke, Al Irwin, Joe Trosey, Eddie Vaughn, T. R. Hickman, Denny Pugh, Ray Stinney, Texas Dobney and Frank Miller.

Rogers and Collins are now completing final plans for the frolic, and a full program of special acts will be announced early next week, together with personnel of all committees.

**Five days additional over
any previous meet—John
T. McCaslin in charge**

BALTIMORE, Sept. 18.—Easily the largest midway ever presented at the Timonium Fair, the tents and rides dismantled Thursday night, marking the conclusion of one of the most successful sessions in the history of the Maryland State Fair. The concessioners had an advantage of five days additional over any previous meet aside from the fact that the weather was also in their favor.

For the first time in history all concessions were booked independently, and the 217 on the midway represented twice the number of last year. The midway was under direction of John T. McCaslin, who also booked all concessions.

(See LARGE MIDWAY on page 53)

Max Gruberg's Show Beats Own Records

SYRACUSE, Sept. 18.—Topping any mark in the last 10 years, Max Gruberg's World Exposition Shows pulled out of here September 12 after one of the best weeks of its entire season, as it held down the New York State Fair midway for the seven-day exposition.

Shows could have cleaned up on an extra day, caused by auto race postponement, but had to leave for Lebanon, Tenn., missing a fat pay-off.

Milton M. Morris, Gruberg's manager, grinned happily as throngs milled about, spending freely, instead of merely walking around window-shopping as had happened in other years.

Motorcycle pit outdrew everything, but *Rainbow Revue* and *Harlem Follies* packed 'em in, too. Morris is still trying to figure why sex shows, which outdrew everything in other towns, failed to go over big here. It's first year there has been a slump in interest in that type of show noted here.

Hallock Leaves Miller

TULSA, Okla., Sept. 18.—Bob Hallock, who has been serving the Miller Bros.' Shows for six years during the past 10 years as general agent, resigned that position yesterday.

Hallock stated to a *The Billboard* reporter that his relations both social and business with Morris Miller have been most congenial and reason for leaving the show is that he desires to engage in the promotion of New Deal fairs on his own.



FROLEXLAND, THE 1937 MIDWAY INNOVATION OF THE CANADIAN NATIONAL EXHIBITION, TORONTO, sponsored by Elwood A. Hughes, general manager of the world's largest annual fair, and directed by J. W. (Patty) Conklin, the well-known Canadian showman. Left is a scene looking up the midway with shows lined up on each side of Frolexland avenue. Right is a view of Kiddieland taken from the roof of the Coliseum. Note the Speedway and Ride-O rides on the left, the novel illumination towers in foreground and the beach settees and umbrellas scattered throught this section. Photos were taken in the afternoon of Children's Day by Len Humphries International Photographers, Toronto.

Great Lakes Exposition Midway

CLEVELAND, Sept. 18.—Bill Hayes, who handles press credentials for Great Lakes Exposition and who made stooging for Hargrave & Reichler's *The Drunkard* his avocation, helped to wind up show in a blaze of glory Sunday night. Bill attended last three performances. At final show he invited himself on stage in barroom scene, induced audience to join him and produced quart of real stuff, which was consumed. Performance was hit-or-miss gagfest, with plenty of lipbing and riotous comedy. John D. Lipsey Jr., "The Greyhound Traveler," understudy for Hayes, was absent, but Al Flatfco, who stooges waiting on tables, was on hand.

Fred Towne Hall, leading man of *The Drunkard*, will go to Detroit and join stock burlesque Gladys Faubelle, who did daughter, and Ben Knapp, who served as emcee, have headed for Nebraska, then to Hollywood and film activities. Thursday saw departure of Lupe Velez for Hollywood to renew her affiliation with films. . . . Frazee Sisters have turned down an offer to join the Rose-Dickey "Show of Shows." Instead they are heading homeward to New York. . . . Gene Hoffman, who has worked inside *The Fountain of Youth*, will return to Chicago and probably enter radio work again. . . . John A. Maney has gone to Columbus to arrange for space there for Columbus Automobile Show, which Manager J. Hoyt Cummings is planning when exposition ends. . . . Others who will attend include Burk Brothers, with World Book Encyclopedia; Bert Roda, floroscopes, and Paul Trexler. They will return later for Cleveland Automobile Show.

W. T. Holliday, president of exposition board, threw a party for heads and executives at his Chardon country place. Eats, drinks, an orchestra and round and square dances were included. . . . One of the biggest parties on grounds this year was thrown this week at Herman Pinner's Alpine Village. There were 100 guests present at a stag given by R. J. Widdows, of Cleveland. . . . Other pitchmen attending Columbus and Cleveland shows are Roy Monson, auto photograph gallery; Walter Rappaport, Hunter, Trader and Trapper; Andy Mulford, pens, and Television Show from the Hall of Progress, Columbus.

Some late-hour scrambling ensued Wednesday when hour of Showmen's League benefit was changed from midnight to 10 o'clock. It became necessary to inform all ticket holders, so a broadside was mimeographed and mailed out to those who could be located. Newspaper announcements did rest. The result was most satisfactory.

Winterland notes: Evelyn Chandler and her husband, Bruce Mapes, will go to London to fill a 14 weeks' engagement. They sail October 11 and appear two weeks later at Show Box Theater. Following this they will go to Hollywood to make skating sequence in film starring Ginger Rogers and Fred Astaire. . . . Walter Arian will go to Toronto to take charge of Toronto Skating Club. Mrs. Arian, who was Edna Lynn Schaffer of Winterland Skating Ballet before their marriage this summer, will go with him. . . . Duke and Noble head for New York, where they will do their stuff at Hotel New Yorker. . . . Frances Johnson, who has been Arian's skating partner, will join up with Maribel Vinson's Ice Carnival, which goes on tour thru principal cities of country.

Pioneer Palace notes: Tom Patricola is expected back from New York tonight, where he has been making a movie short. Dot Dally, of chorus, is awaiting him and they will go to Fort Worth to join up with the Billy Rose show there. . . . Billy Hess, Swiss bell ringer, is another headed for Texas. . . . Lulu Bates will go to Pinehurst, N. C., where she is engaged to appear for season.

Vaudeville at International Circle of Streets of the World this week shows Roman and Le Moyné, novelty adagio; Stanley and Caplin, comedy duo; Harry Bardell, novelty juggler; Dena and Rosetta, ballroom dancers, and Willie Ride and Company, novelty cyclists. . . . Terry Turner, formerly publicity manager for Loew interests and now at head of his own advertising firm in New York, was a visitor this week. . . . Nick Gartman, of circulation department of *The Billboard*, was another visitor to grounds. . . . Doc Shean this week was

recipient of a postcard with Tom Kippur regards from Loisetta D'Armond, who was his secretary during the Belgium Exposition.

Tony Sarg Marionette notes: Robert Taylor, manager of Tony Sarg's Marionettes, will visit his home in Memphis, Tenn. . . . Dave Fritchard, Elsie Dvorak and Don George left company to go on tour for Tony. . . . They were joined by Ellen Mahar, "The Girl With the Golden Voice," and Jack Doran. . . . Replacements at exposition were Boyd Crane, Ruth Whisler and Richard Herzog.

The Drunkard notes: Hargrave & Reichler will take *The Drunkard* on tour. . . . Opening probably will be on roof of Hotel Gibson in Cincinnati. . . . Reichler will remain with show, while Hargrave will go to California to look after his interests. . . . From there he will take War Show to Miami. . . . *The Drunkard* will play thru, arriving eventually in Miami, when all will rejoice.

Principals will remain same as during exposition. . . . They want to stay: Art Temmesfeld, who runs Alt Heidelberg in Streets of the World, is planning to locate with a popular eating spot when exposition closes. One of his schemes is to take over Admiral Byrd's ship and convert it into a place where good food can be purchased at a moderate price. If this fails he will open somewhere in Cleveland.

Charlie Pool is planning to spot a Grapefruit Winery somewhere on Carnegie avenue in this city. His plan is to erect a building after general scheme of his present site, the more elaborate—circular, with palm-tree supports, palmetto roof, lighting and Hawaiian quartet. He will specialize in his wine and one or two dishes—frog legs or something similar. Several sites are being considered. Charlie has returned from Toledo and leaves shortly for Clermont, Fla., to inspect his reserve stock.

Fortunato's is another spot that will be moved to a permanent place. This probably will be somewhere on east side. Specialties will be Italian dishes out of the ordinary. Fortunato's has proved popular spot and good patronage should follow exposition.

Madam Rose, who has been mitt reading for Paul Trexler, will locate in tea-room in suburbs. Will specialize in luncheons and readings, with special service for private parties.

Special note: William Judkins Hewitt, "Red Onion" of *The Billboard* staff, attended expo Friday. Arriving for Showmen's League benefit in Aquacade, he was entertained by officials of exposition.

Barbara Dole, daughter of James Dole, Hawaiian pineapple king, was a visitor this week. Miss Dole came to Cleveland to join Play House group. . . . Corky Kelliam is one swimmer in Aquacade who has been able to weather cold days and not show it. Most of others, in-

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MARKS & FULLER, INC.
Dept. B-17 Rochester, N. Y., U. S. A.

cluding chorus girls, warm up by doing flip-flops on diving trampolines.

Lincoln G. Dickey was made a member of Kiowa tribe during celebration of Sunday. His tribal name is Chief Ton-Ale, pronounced toenail. It means Chief of the Big Waters. . . . Attired in eagle feathers from head to foot, Dickey accepted his honors in a slightly baffled manner.

Friday, when Showmen's League benefit was staged, was also Billy Rose Day. During performance he was presented with a silver cup by General Manager Dickey in recognition of services rendered during run of his shows at Aquacade and Pioneer Palace.

Faith Bacon lost her fans en route to Erie, Pa., following her exit from exposition. Somebody stole them. She danced without. . . . Aiding Gene and Glen in their circus week-end were Myron Roman's Radioland Orchestra, in band uniforms; Rainbow Quartet, dressed as clowns, and a crowd of supers, mostly girls, who dispersed as various animals of zoo under whip of Jake.

City Council Reduces Carnival Licenses Nearly One-Half

FORTSMOUTH, O., Sept. 18.—At a recent meeting of the city council here it was voted unanimously to reduce the weekly licenses for the appearance of Dason's World's Fair Shows during this month.

The reduction effected lowers the usual fee nearly one-half of that charged to carnivals on several previous occasions. The shows will be sponsored by the Veterans of Foreign Wars.

PITTSBURGH, Sept. 18.—Otto A. Zange, a young man who is well known in the show and carnival business around this district and who at present is dictator of Pittsburgh Moose Lodge No. 46, was chosen president of Western Pennsylvania Moose Association, which has a paid-up membership of 10,000.

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Canvas Treatment
Light Khaki Color, Water-Proofs Beyond a Doubt, Easily Applied.
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CAN PLACE
Sober, experienced Ridee-O Foreman, Must be reliable.
WORLD OF MIRTH SHOWS
Allentown, Pa., this week; Richmond, Va., next week.

MUSICIANS WANTED
Two Trombones, Alto Saxophone doubling Clarinet, Singer doubling Trombone or Sax. Others write L. CLAUDE MYERS, care RUSSELL BROS. CIRCUS, Hollis, Okla., September 23; Memphis, Tex., 24; Paducah, Tex., 26; Lubbock, Tex., 27 and 28.

"La Rambla" Midway Dallas Exposition

DALLAS, Sept. 18.—Ed Hungerford and Carl Langevin are due here Monday. They are expected to go into a huddle with A. L. Vollmann.

Paris Peggy Hahn has left *The Bowery* for the Fort Worth Frontier Fiesta. Bob Davis is now handling tickets at *The Bowery*, having left the Pennsylvania Railroad after 11 years of service. Ethel Young and A. C. Coggins, of the *Cavalcade* cast, were married Wednesday. They will live at Worland, Wyo.

Bob and Pearl LaThey, of Choats' Comedians, were visitors last week-end. Cynthia White, whose singing has pleased thousands this summer, has been in demand for radio programs.

Friends on the midway were downcast upon learning of the death last month of Fred Meyers at Chicago American Hospital. He was at the Fort Worth show last year. Rube Curtis is now on the front of the Mexican rodeo.

Al Painter was a visitor. Arthur Hopper underwent an operation in a local hospital, but friends report he is out again.

Ticket sales for the Showmen's League Frolic September 27 are going good, Chairman William J. Collins announced.

DETROIT, Sept. 18.—Red Acc and Johnny King, acrobatic team who have played night clubs here for several months, joined *Casa Madrid* show, managed by Mrs. Lillian Murray Sheppard, on Hennes Bros.' Shows while in Detroit.

GREENVILLE, Miss., Sept. 18.—Dick O'Brien, contracting agent for Greater Exposition Shows, in town recently to check up on details for local appearance of carnival under sponsorship of Odd Fellows' Fair this month, was in high spirits over the season's business.

No Shows or Concessions at Michigan State Fair Closed, Declares Censor

Detroit, September 10, 1937.

Editor The Billboard:

In your issue of September 11, which reached me on the 8th, I note that you give prominence on page 3 that I closed four concessions of the Hennes Bros.' Shows for gambling.

Such a statement is not a fact as I have not closed a single show or concession this year on the grounds of the Michigan State Fair.

My censorship must needs be rigorous and when the show concessions were erected I recommended that two of them be changed. This was before opening. The two concessions in question were of a kind that could be operated either legitimately or otherwise and I thought it best to have them changed but with no reflection upon Hennes Bros.' Shows.

It is only fair and just to state that the Hennes Shows are the finest we have ever had on the grounds of this fair as long as I have been here, which is many years. Not a single complaint has reached my office and the show hastens to co-operate in every way possible. Their concessions are all legitimate and are very beautifully decorated with huge stocks of fresh merchandise.

Trusting that you will correct the erroneous statement regarding closing of the concessions, I beg to remain

(Signed) LESTER POTTER,
State Fair Censor of Amusements.

EDITOR'S NOTE—Always aiming to be fair, we gladly give space to Censor Potter's objection and apologize to him and Hennes Bros. for any wrong done, but we do not feel that the censor has been entirely fair to us. The statement to which he objected did not say that he "closed four concessions of the Hennes Bros.' Shows for gambling." To quote it exactly: "Four concessions were closed on opening day by Lester Potter, former police censor, who was appointed to full charge by Manager Isbey, and a strict edict issued against gambling, exempting merchandise wheels." No reason was stated in the published item and not even the name of the show given. Because of the latter fact it was not known when handling our Detroit correspondent's story in Cincinnati whether the Hennes Bros. had the exclusive on concessions or if there were independents as well as those with the show.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 18.—It now appears that we shall in all probability be unable to plan any further visitations for the balance of the current season due to the fact that we launch our councilmanic campaign within the next few days.

In going over the record of visitations for the past season it appears that the number of visitations and the distance traveled will certainly equal and possibly surpass the record of 1936.

May we take this occasion and this means to thank a number of our interested members in wishing us well in connection with the forthcoming campaign.

Applications for public liability insurance coverage are still being accepted and since our last report a number of additional applications have been filed. We should strongly recommend all who are interested to file their applications immediately. It might be well for those who desire coverage for next year's season to file their applications at this time so that the coverage may be made available and effective as soon as the season opens next year.

Within the next few weeks we shall commence work upon our annual report and plans for the coming annual meeting of the association and we should appreciate it very much if our members would send us their suggestions as to such matters which they may wish included in the program for the several meetings of the association.

Los Angeles

LOS ANGELES, Sept. 18.—According to a survey conducted by the All-Year Clubs of Chambers of Commerce and local police departments in several Southern California cities, attendance at parks, beaches and other resorts over the Labor Day week-end exceeded that of any year on record. Saturday and Sunday preceding the holiday saw the attendance mark reach 400,000, while Labor Day crowds totaled 500,000. Survey also disclosed that the State also had 1,870,000 visitors from May 1 to September 1.

Several outdoor events which went over in grand style included the memorial to the late George Gershwin in the Hollywood Bowl. Over 20,000 witnessed the spectacle which had as special guest artists the Los Angeles Symphony Orchestra, Al Jolson, George Jessel, Lily Pons, Fred Astaire and the Hall-Johnson Choir. An estimated 100,000 persons attended the Fiesta at Santa Monica, Calif., under the Native Sons of the Golden West auspices. San Gabriel, Calif., Fiesta, with the United Shows on the midway, enjoyed the largest attendance in its history and all concessions reported satisfactory business.

Frank W. Babcock Shows played to swell business at Alpine and York streets here after having concluded a successful engagement at the Breakfast Club's Syrian Festival last week. Those making the San Gabriel Fiesta were E. Hainewinkel, Flo Appel, Whitey Olson, Dave Morris, George Simonds, Dan Stover, Ruth Power, Neal Eastman and Sol Grant. Week-end at Oceanside, Calif., Annual Fiesta was a good one for C. E. Steffen Shows. Joe Krug's Golden Gate Shows opened at Upland, Calif., Tuesday to good business. Joe is slowly recovering from a recent accident. J. R. Stehpon Shows are playing suburban spots.

Whitey Olsen and Flo Appel had concessions at Escondido, Calif. George Sackson, Jimmie Brown and Tommy Woo also made the spot. Ben Dobbert is visiting carnivals playing the North and Northwest. Ross R. Davis is looking over the Portland, Ore., district. Charley Walpert, who spent almost all of his time free-lancing this season, reports satisfactory business. Doc Hall is busy with several promotions and info that the Parowan, Utah, engagement promises to be a successful one.

Abner Kiene left for New York after spending three weeks in Rochester, Minn. Dick Wayne Barlow reports from Paducah, Ky., that he had a good day there recently and met Mel Smith, Dan Dix, Art Windecker, Curley Phillips, Art Borella. Ed Anato Hayes will go with

Eddie Fernandez to Honolulu. Jack E. Lewis is entertainment and exhibit director at the Oakland, Calif., Bay Cities Fair. Mr. and Mrs. Johnny Klein have returned from a trip to Grand Canyon, Boulder Dam and Lake Tahoe. Thomas J. Hughes is in the North visiting shows on which he has rides.

Elijah Picard, general agent for Hildebrand Shows, announced that after the organization closes in the North it will return to winter quarters at North Main street here.

Walter Sandell, well-known retired showman, is now in real estate business in Kingsbury, Calif. Ed N. Workman reports that the season at Balboa has been a successful one for himself and concessioners. Harry Fink is getting set on usual winter indoor promotions. Mildred Winslow is with Clark Greater Shows.

Bob Winslow is associated with the Federal Theater Projects here as assistant stage manager. Joe Metcalfe, with California Zoopark elephants, and Mel Koontz, with wrestling lion, are on movie location. Frank Mattison back from Warner Brothers' location in primitive California. Clark Greater Shows, which opened at Santa Barbara Monday to good business, will day and date Cole Bros.' Circus there. Frank Medore came in from Sacramento, Calif., and will make the Los Angeles County Fair at Pomona. Johnny Ward reports from Ocean Park that week-end crowds are holding up.

Ted Le Fors is doing free act and has concessions on the White City Shows. J. C. Crosby is successfully conducting a jewel store on Olvera street. Dick Hunter came up from San Diego for short visit. Billie McGrath left for San Francisco. Roy Draper has a cocktail parlor on Manchester avenue, Los Angeles. Doc Cunningham is working on an MGM outdoor show film.

Charles Davey, of Auckland, New Zealand, is looking over amusement devices here. M. B. Gentry was in town for a short visit and reported that he may locate at one of the beaches. J. W. Lowery and wife, of Philadelphia, are looking over prospects on the West Coast. Cal Godshell, of Victorville, Calif., in town en route from the Kingman (Ariz.) Rodeo to the ranch in San Bernardino County. Capt. W. D. Ament is making local night clubs with his newly framed ventriloquist act. Rajah Tagore, magic and illusions, is working fairs. John T. Backman and Will Z. Smith are making Oregon fairs and report good business.

Zack Hargis is associated with John Lobo at Venice Pier. Hugh Weir made the Escondido, Calif., event with country store and ball game. Earl and Lee Harvey are located at Silver Spray Pier, Long Beach, Calif. Pete Seabard reports a big 10 days at Butte, Mont., for his Piccadilly Circus. Monte Young's three units in the North and Northwest are reported to be doing an okeh business. Harry Taylor, chairman of the Pacific Coast Showmen's Association's 16th Annual Charity Banquet and Ball, announces the tickets will be offered for sale soon. New California Zoopark is drawing large Saturday and Sunday crowds. Roy Scott's aged parents are trying to locate him.

Mrs. Chet Bryant, who recently sustained an injury to her right eye and who is being treated by specialist to save the sight, shows little improvement.

Large Number of Street Fairs In France During September

PARIS, Sept. 14.—Exceptional number of big street fairs in France during September. Paris has two, one at the Place de la Nation and the other along the Boulevard Voltaire, both running two weeks. Other important street fairs are those at Lyons, August 27-September 26; Havre, September 4-20; Blois, August 22-September 19; Nimes, September 18-October 17; and Saint Cloud, September 5-26.

Annual Fall Amusement Fair at Lille, August 28-September 28, has a big midway, grouping 200 rides and attractions, including Figure 8 Coaster, Auto Speedway, Caterpillar, Toboggan, Autodrome, Whip, Auto Skooter ride and Miniature Railway. Shows include the big tent circus, Cirque Poutrier; Lemenny's vaudeville show, Cohen's vaudeville show, Hulin's Menagerie, Gallon's Zoo, Descendre's Menagerie, Negro Village, Marechaux's Serpents, Vandewalde's Menagerie, freak show, motorcycle wall, mechanical museum and coin machine arcade.

15 Years Ago

(From The Billboard Dated September 23, 1922)

While the McMahon Shows were en route from Wood River, Neb., to Lexington, Neb., one of the baggage cars caught fire from sparks from the locomotive and it, together with its contents, was destroyed. . . . Rubin & Cherry Exposition was furnishing the midway attractions at the Kentucky State Fair, Louisville. . . . World at Home Shows enjoyed a record-breaking first-day crowd at its engagement at the Allegheny County Fair, Covington, Va. . . . The Home-Coming Celebration at Jackson, Mo., proved a red spot for De Kreko Bros.' Shows. . . . Bob Burke, well-known carnival and fair concessioner, blew into Cincinnati from Miamisburg, O., where his several niftily framed and flashed concessions were playing a special event.

Excessive heat considerably knifed business for Brundage Shows at the Fairbury (Ill.) Fair. . . . Siegrist & Silbon Shows had just been contracted to furnish the midway attractions at the Fulton (Mo.) Fair and Home-Coming. . . . Veal Bros.' Shows arrived in Evansville, Ind., for their engagement under Exposition of Progress and Style Show Pageant auspices after concluding a successful 10-day stand at Terre Haute, Ind. . . . J. L. Cronin Shows began their list of fair dates with a successful engagement at Marlinton, W. Va. . . . Dominion Exposition Shows concluded a successful six-week tour of Western Canada fairs. . . . Dodson & Cherry Shows, playing a string of Pennsylvania fair dates, enjoyed their largest gross receipts of the season at Reading.

Capt. W. D. Ament's Big Mystery Show was playing independently at fairs after having completed a pleasant and profitable season of 22 weeks with the Foley & Burk Shows at the California State Fair, Sacramento, Calif. . . . Whitey Patterson, veteran talker, had just retired from show business after having spent 30 years in it, last six of which were spent with J. F. Murphy Shows. . . . Thelma Chester was doing magic and illusions on the Nat Reiss Shows, playing in Chicago. . . . Roy Ludington, formerly connected with circuses, arrived in Cincinnati, accompanied by his wife, to aid in preparation for the Wortham No. 1 show's appearance in the Queen City.

Philadelphia

PHILADELPHIA, Sept. 18.—Eighth Street Museum continues to do good business with the following attractions: Spot Wilson's Colored Revue; Patman, magician; Poses Plastique and Mystra illusion. Girls dancing in the annex are Lita Monos, Zoma, Alleta Treaty and May Coala.

George Dixon, well-known Pacific Coast talker, is making his initial bow here on the front of the Eighth Street Museum.

South Street Museum will open October 16 and not September 15 as was recently stated.

Mrs. Tom Hasson, who has been spending the summer in Atlantic City, will return soon and spend the winter looking after her husband's interests.

Endy Bros. Shows, favored with ideal weather, played to good business at the Pottsville Fair last week.

Home carnivals and block parties continue to do good business here.

Williams Burned in C-W Fire

READING, Pa., Sept. 18.—Pop Williams, watchman for Chet Dunn, concessioner, sustained severe burns about his face and arms in a fire which destroyed four concession booths on the Cetlin-Wilson Shows' midway at the Reading Fair early Tuesday morning. Three of the booths were the property of Dunn. Loss was estimated at \$2,500.

HUNTINGTON, Ind., Sept. 18.—Groves' Shows played here Labor Day, auspices Labor Day committee, and were located in Lake Clare Park. Weather was rainy and cold, attendance light and business bad.

Neb. State Fair Okeh for B. & G.

Gross is close to 1936 take —paralysis scare is hindering factor

LINCOLN, Neb., Sept. 18.—Beckmann & Gerety Shows, on the midway of the Nebraska State Fair here, grossed within a few dollars of their 1936 take. Shortage of children on the midway, due to the infantile paralysis scare, was the hindering factor.

Shows did well, however, according to Fred Beckmann, senior member of the firm. Help in a publicity way came when Florian Newbranch, of *The Omaha World-Herald*, sat in on Nancy Miller's *Gay Paree* show and obtained some pictures by E. Langevin, which were used in a front-page feature.

Five radio stations were on the grounds: WOW, Omaha; KOIL, Omaha; KFAR and KFAB, Lincoln, and KPNF, Shenandoah, Ia. Seven different midway broadcasts were arranged for the KOIL, KFAB and KFAR stations alone, two for WOW and one for KPNF. Walter Hale, press agent, went for some paid advertising in the local press, which leaned it his way on publicity.

HENNIES' SLA

(Continued from page 50)

for the most part, with excellent co-operation from other showfolk present. Tickets were sold on the grounds, newspaper publicity was secured thru Walter D. Nealand, publicity director of Hennies' organization, and the midway was closed down promptly to enable everyone remaining on the grounds to attend the performance.

Brief speeches were made opening the event by J. C. McCaffery, president, and J. C. Streibich, secretary, of the Showmen's League of America. Lieutenant Lester Potter, retired police censor, and now censor of amusements for the State Fair, also spoke. A special motion was carried, requesting the board of governors to make Potter an honorary life member of the league. Others introduced in the evening included Manager Isbey and Orville W. and Harry W. Hennies.

Entire program was produced by Mrs. Lillian Murray Sheppard, owner of the *Casa Madrid* and *Night in Paris* shows on the midway, assisted by Virginia Brown, of the same shows. Louis Gordon, of the Minstrel Show, acted as master of ceremonies.

Program was made up of following acts, from various Hennies midway shows: First half: *Casa Madrid* company, with Al Mercey and Swing-Time Band, who furnished music throat; Red Ace and Johnny King, acrobatic dancers; Mae Brett, blues singer; Hazel Martin, hula dancer; Bob Shollesberg, of Palace of Wonders show, comedy and violin number; Virginia Brown and Company, fan dance; Midget Revue; Minstrel Show, featuring Arthur Ray.

Second half: Monty Campbell, Bert McGinnis and Jean Harback in a novelty fan dance; Mae Brett, eccentric dancer; Virginia and Bammil Brown, two-headed baby; Bill Kemp, of Motordrome, monolog, and complete girl show by the ensemble.

Proceeds of the restaurant in the Coliseum building as well as the gate and candy butchers' proceeds and Kangaroo Court fines, all went to swell the benefit funds.

A feature of evening was "Kangaroo Court," at which a fine of \$100 was assessed against Manager Isbey, who generously turned over a check for \$250 instead.

Total proceeds of the evening from all sources amounted to \$1,702.70 for the Cemetery Fund, which is believed to set a national record for any SLA benefit held by any show.

Mrs. Daisy Hennies, mother of Orville W. and Harry W. Hennies, was a guest of honor and received an ovation when introduced. Robert L. Lohmar was chairman of the committee on arrangements; Harry W. and Orville W. Hennies handled the show (Orville was also emcee); Irving C. Ray and Denny Howard were in charge of finances; P. J. McLane and Jack Dondlinger were in charge of ticket sales. Every member of the Hennies Bros.' Shows co-operated in every way to make the benefit a deserved success.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 18.—Decorators are putting on the finishing touches to the rooms and everything will be in readiness when the meetings begin October 7. Membership drive is going along in great style. Total to date is 264, considerably ahead of last year, and it looks as tho club will top the 400 goal set by Chairman Jimmy Simpson. Applications received this week: Gene Berni and Harvey Miller, credited to Hennies Bros.' Shows; Louis J. Berger, Harry and Louis Wish, Moe Moss, Jack Owen, Ora A. Baker, Harry Stahl and Edward Cardon, credited to Morris Lipsky; Albert Bydairk, Barney Lamb, F. Percy Morency, Frank Bennett, Charles Lewis and Raymond C. Valentine, credited to Frank R. Conklin. Chickie Allen came thru with applications for Joseph Miles, Max Friedman, Ralph E. Green, Richard Morasco, Bert Smith, C. F. Parsons, Abraham Miller, Harry Bernstein, Henry E. Runge, Sam Fleischer, Richard Pronath, Joe C. Sweeney and Sam Beaty.

Frank R. Conklin writes that Art Lewis, of the Art Lewis Shows, is showing real interest in League affairs and the club may look forward for some real co-operation from him. Chairman Jimmy Simpson has added his name to the membership committee.

Harry and Orville Hennies write that they are grateful to Mr. Frank N. Isbey, general manager of the Michigan State Fair, and to Lieutenant Potter, fair censor, for their co-operation in the Cemetery Fund Show. League and its officers join them in this expression.

Card from Harry E. Paul advises that he and the family are resting at Lakewood, Mich. Mr. and Mrs. Lew Keller are entertaining relatives from Philadelphia. Julius Wagner has departed for points west. Max Brantman has returned and says he is thru with the road for the season. Frank Ehlenz visited.

President J. C. McCaffery and Secretary and Mrs. Joe Streibich were weekend visitors in Detroit, where they attended the Hennies Bros.' benefit show. Ned Torti also attended the show. Jack Wilson letters that Sol's Liberty Shows were to stage a benefit at Beaver Dam September 17. J. E. Malone, fair secretary, is engaged in arrangements for the show.

Brothers M. J. Doolan, Secretary Joe Streibich, Lew Keller and Mr. and Mrs. Bill Carsky journeyed from Chicago for the Cemetery Fund Show at Cleveland.

Welcome message was received from Dr. Max Thorek, who is attending the International Congress of Surgeons in Paris.

Jack Pritchard, William Young, Vince McCabe, Julius Wagner, Jack Benjamin and Harry Coddington visited during the week.

Vice-President Joe Rogers writes that the boys at Dallas will get in line with a Cemetery Fund Benefit September 27. Also asked for some applications.

League members who will be active in the big show at the Cleveland exposition are Lincoln G. Dickey, Almon R. Shaffer, Billy Rose, Joe Rogers, Lew Dufour, Frank D. Shean, A. L. Rossman, Cliff Wilson, Murray Goldberg, Harry Hargrave, Edward J. Reicher, J. Gilbert Noon, Samuel Brin, Walter Davis, Pete Macaulay, Herman Rudick, Harry Mazey,

Rodney C. Sutton, Warren B. Irons, Dan Burke, Louis Cucco, John Frisco, Fred N. Garneau, Floyd E. Gooding, Vic Horwitz, Danny Krassner, Jack Lydick, Harry Meldon, Charles Napolitano and Frank Zambreno. Rene J. Zouary, Peg Willin Humphrey and Frances Shean will act for the Auxiliary. Dues were received from Frank Ehlenz, Jack Wilson, A. D. Porter, William J. Coultry, Hadji Delgarlan, R. N. Adams, Earl Burke, Jack Dondlinger, J. M. Stone and Mark Graham.

Ladies' Auxiliary

The first fall meeting will be held October 7. Plans are being made for many social activities during the fall and winter.

President Frances Keller has returned from an enjoyable vacation in the East. She was accompanied by her sister-in-law, Mrs. Sam C. Taylor, and daughter, Vivian, and Emma Holtzman, who will be her guests for a week.

Treasurer Edith Streibich accompanied her husband on a trip to Detroit for a visit with the Hennies Bros.' Shows. She returned with the membership application of Mrs. Dorothy Hennies. Members are pleased with this valuable addition to their roster. Mrs. Streibich also enjoyed a pleasant visit with Mrs. Nah Rankine.

Late reports have not been received from Mrs. Alice Hill and Mrs. Charles G. Driver, who are still on the sick list.

Sister Elsie Miller reports that her husband, Robert, a member of the League, who recently met with a painful auto accident, is slowly recuperating at his home.

Ida Chase has returned from St. Paul, where she attended the burial of her brother.

Charley Goss Still "Going to Town"

ST. LOUIS, Sept. 18.—Charles T. Goss, of Standard Chevrolet Company, East St. Louis, continues to be "ace show motorizer" of America. To date his firm has delivered equipment in 20 States, New York, Pennsylvania, Ohio, Kentucky, Tennessee, Arkansas, Missouri, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Kansas, Texas, Indiana, Maryland, West Virginia, Florida and Nebraska. Since the first of the year Goss has driven over 45,000 miles visiting shows both en route and in winter quarters in 36 States.

Since August 1 alone Goss has delivered passenger cars and trucks to the following show people: Art Price, John R. Ward Shows, passenger; G. Abbott, concessioner, passenger; A. Kaufman, concessioner, passenger; Jack Kenyon, cookhouse operator, truck; W. J. (Whip) Castle, Castle United Shows, truck; E. R. Baker, concessioner, passenger; R. M. Harvey and Jack Hoxie, Jack Hoxie Circus, six trucks; Johnny Branson, Great Lakes Exposition, three trucks and semi-trailers; J. George Loos, Greater United Shows, truck and semi-trailer; C. J. Bammel, Johnny J. Jones Exposition, truck; Jack Compton, Hennies Bros.' Shows, passenger; C. Guimm, concessioner, passenger; John Sheesley Jr., Mighty Sheesley Shows, truck; M. Abuwens, Al G. Hodge Shows, sound truck; Ray Marsh Brydon, Dan Rice Circus, truck; Morris Miller, Miller Bros.' Shows, two trucks and semi-trailers; John Baillie, Mighty Sheesley Midway, truck; Joe Thie, Bullock Amusement Company, truck; Dewey Conway, Bullock Amusement Company, truck; Al Baysinger, Baysinger Shows, passenger; Ray Van Wert, Dee Lang Shows, truck; S. R. Martin, cookhouse operator, truck; E. S. (Teddy) Webb, Beckmann & Gerety Shows, truck; A. A. (Art) Coleman, concessioner, passenger; C. L. Spencer, C. L. Spencer Shows, truck; E. (Pete) Van Lith, C. L. Spencer Shows, passenger; Ray Dolan, concessioner, two trucks; Phil Little, cookhouse operator, truck; John Francis, Greater Exposition Shows, two trucks.

Orders have been taken for much additional equipment, which will be delivered during the next few weeks.

Gooding Units at Peru, Ind.

PERU, Ind., Sept. 18.—Gooding units were at Labor Day celebration here, being spotted five blocks on main business street, Broadway, under Trades Labor Council auspices. Estimated that 20,000 people crowded midway from 9 a.m. till midnight. Free acts were Virginia

MARKS SHOWS, Inc.

Want for Fayetteville, N. C., Fair Next Week and Following Bona-Fide Southern Fairs:

- Mt. Airy, N. C., October 4-9
- Rock Hill, S. C., October 11-16
- Wilmington, N. C., October 18-23
- Florence, S. C., October 25-30
- Athens, Georgia, November 1-6
- Greenwood, S. C., November 8-13

And Others Pending

Legitimate Concessions of all kinds, worth-while Shows, late Novel Rides; excellent opportunity for 8-Car Whip or Scooter.

JOHN H. MARKS, Lexington, North Carolina, this week; then as per route.

1st ANNUAL WEST KENTUCKY FAIR DAY AND NIGHT

PADUCAH, KY., SEPTEMBER 28 TO OCTOBER 1, 1937.

WANT Concessions of all kind, and you can positively operate. WANT Shows not conflicting, with or without own outfits. Will sell X on Custard, Diggers, Money Flash (Max Schaffer, come home), Scales, Kotton Candy, Candy Apples, Novelties, Lead Gallery, Fish Fry, Ball Games, etc. Space limited. This is not a promotion. Best crops in years. Plenty of money in McCracken County at this time. We have other fairs to follow. Route to interested parties. Fair and Celebration Committees, we have one open week in Tennessee or Mississippi. Come and look this show over.

AL G. HODGE SHOWS, INC.
Paris, Tenn., this week; then Paducah, Ky., Fair.

WANTED—SHOWS OF EVERY DESCRIPTION—WANTED

For Eight Weeks of Southern Fairs and Celebrations—The Best in the South. Special Inducements to a Side Show, Midget Show, Fat Show, Freak Animal Shows. WANT TO BUY Small Tilt-a-Whirl, Ferris Wheels, Baby Rides, or would consider a good Carnival infant.

ALSO WANT TO BUY TENTS OF ALL SIZES.
Write or Wire

PARK AMUSEMENT CO.

Logansport, La., this week; Oak Grove, La., week September 27.

Senior, aerialist; Watkins' animals, Rajah Arab acrobats and Lawrence, novelty entertainer. Rides, shows and concessions did big business. Chairman Claude McElheny stated that event would be repeated in 1938.

Minnie Shooting Galleries Prospering in Detroit

DETROIT, Sept. 18.—Detroit miniature shooting galleries are flourishing under the present regulation which allows prizes. Objection to prizes was taken by the police department several months ago, but an injunction was secured by George Cheney and Chris Youngjohn, operating the Crackshot Target Range, allowing them to continue to give prizes until the case is heard in Circuit Court. All ranges in the city have been operating under the protection of this injunction since without interference.

The number of new ranges, which were opening at the rate of one or two a week for a while last spring, has apparently reached a maximum, with no new ranges reported now for several weeks. While few if any have closed, the present surplus of such galleries is discouraging new operators from starting. Fifty or more are understood to be in operation from licenses, with practically all main streets of the city well covered with ranges at strategic locations—with dozens of them functioning along Woodward avenue, as many as three to a block. All checked to date appear to be doing a good steady business.

Blue Bonnet Shows for Madisonville, Tex., Fair

CINCINNATI, Sept. 18.—Blue Bonnet Shows, with Tommy Hunter as sole owner, have been contracted to play the Madisonville, Tex., Fair, beginning next week, according to Gambien and son, who have charge of the organization's paint department.

Show boasts a good lineup of future fair dates, altho it is a new one to the carnival field. Among those associated with Hunter, who has had many years' experience in the carnival field, are Tobe McFarland and Mr. and Mrs. Charles Piptkin.

LARGE MIDWAY—

(Continued from page 50)

With the breaking of all attendance

WANTED FOR Rison, Ark., Free Fair

Around the Square, September 30-October 1 and 2.

RIDES—SHOWS
Legitimate Concessions of All Kinds.
No Grift.

Address H. T. GRAY, Secy., Rison, Ark.

RED CIRCLE GUN CLUB CONCESSIONAIRES!

Why spend the money you made this summer Keep in action. Open up a Short Range Shooting Gallery in a store in any town and keep on earning money. This is the best money-getter on the market. Address RED CIRCLE GUN CLUB, 43 Hanover Street, Boston, Mass.

BINGO

FLASHERS
For Indoor Operation, Complete.
Price \$125.00
POP BAKER, 5161 Trumbull, Detroit, Mich.

records, the owners of the many rides, shows and games reported that business exceeded all expectations. The layout was exceptionally clever, while the multi-colored lights added the necessary effects.

The Hollywood Monkey Circus, owned by Earl Chambers, occupied the feature spot on the midway and showed to the greatest number of people. Mrs. Rinard's seven rides also placed high in receipts. Other shows on midway were the Sex Show, with D. Stack Hubbard as manager; Bill Smith's Ten-in-One, James Kirk's Illusion Show, Captain Martinez's Trained Animal Circus, Jail House Tolliver's Plantation, Prof. Rufus' Curiosity Show, Madame Hippie's Oriental Show and Cannonball Richard's Strong-Man Show.

The concessions were well placed and spaced on the midway. Free acts included May Collier as feature, performing a 110-foot high dive into a shallow tank; the Flying Sullivans; the Darwood Circus Trio, with Dorothy Darwood, and Prof. Jack and Company.

McCasin reported that the business of the midway was highly satisfactory and everything well conducted, since by booking them individually the controlled gambling games could be eliminated. McCasin added that he would again be in charge of the midway and bookings for next year. Exploitations held on different nights were the twins contest, public wedding, largest family contest and bathing beauty show.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Mr. Showman:
There is in it a fifty-fifty value;
You need the League and the League
needs you.

Du-Plex WHEELS

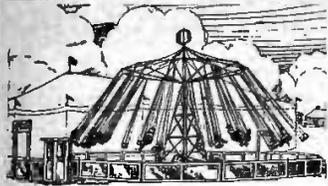
Mean bigger profits. W. J. HUNTS has just added another No. 6 to complete his Unit of Twin Wheels. We are very proud of them. It is his statement in a recent letter. Let us give you more facts and figures on the money-making ability of a Du-Plex Unit.



ELI BRIDGE COMPANY

Builders of Dependable Products,
800 Cass Avenue, Jacksonville, Ill.

THE NEW CHAIRPLANE



The Chairplane is a favored ride on the Midway, states F. J. Thal, of Tyrone, Pa. Erected and taken down in a short time. Light to transport and always excellent returns on the small capital invested. Write at once and we will tell you all about it.
SMITH & SMITH, Springville, Erie Co., N. Y.

WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry stock 12-16-20-24 and 30 numbers. Special Price

\$12.75

BINGO GAME

75-Player, complete, \$5.25. Includes Park.

Send for our new 1937 Catalogue, full of new Games, Dolls, Blinkyets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Comfets, Artificial Flowers, Novelties.

Send for Catalog No. 237. Heavy Convention Walking Canes. Dark Malacca Finish. Price Per Gross, \$21.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each.03
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Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Orbs, Gullie Boards, Planchettes.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
PACK OF 79 EGYPTIAN F. T. OAROS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO. Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

1937-38 Astro Forecasts and Guides.

Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES

198 S. Third Street, Columbus, O.

Now Low BUDDHA Prices

FREE DEVELOPER

Details for Stamp

S. BOWER

BELLE MEAD, N. J.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.

SCHORK & SCHAFFER.

Midway Confab

By THE MIXER

PURL SHIELDS—Where is your Colored Minstrel Show?

I DEAL SHOWS! But how are they dealt?

J. R. FREMONT: "What about indoor promotions this fall and winter?"

EVERYBODY in the carnival business wishes George F. Dorman well.

DR. HENRI CLAYTON—Why the long silence?

J. C. McCAFFERY is the only man Red Onion ever met who has his beef steaks cooked to order. He does that very thing.

R. C. McCARTER: Do you think you are kidding *The Billboard* about not having any questionable concessions?

AS THE old saying goes, "Go south for the winter and you will find it."—Soapy Glue.

MRS. JOHN CUNNINGHAM—What became of Cunningham's Exposition Shows?

J. W. HARTIGAN JR. letters from Morgantown, W. Va.: "Marine Exhibit (whale) played to swell business here."

C. F. ZEIGER—Let's have the dope on your "Gigantic Circus-Carnival" under one big top for season 1938.

atrical road show at end of carnival season. He knows that end of show business too.

IT IS reported that Art Lewis will play Florida this winter and that he has had a representative in that State all summer.

MODEL SHOWS! If we had some real model shows in the lesser brackets of carnivaldom things for them would be a little better and for all concerned.

IRONTON, O. charges \$100 per day as carnival licenses. The gate may not be locked to carnivals in that town but it comes pretty near being shut.

HARRY E. CRANDELL'S doctor told him to spend a few weeks in the mountains near Asheville, N. C., but Harry would not do it. He only stayed overnight.

FRANK WINGHELL lettered from Tampa: "Getting along fine in the hotel business, but sure do miss the carnival. Regards to Al Hartmann, Claude R. Ellis and Bill Sachs."

WILLIAM GLICK had the first Whip ride that ever appeared at the Canadian National Exhibition, Toronto, and with World at Home Shows for James T. Cyde.

WALTER D. NEALAND lettered from Chippewa Falls, Wis.: "Henries Bros. came, saw and conquered. I like them and my job; really wonderful people. There is no interference with my department."

LEM McDANIELS cards from Muncie, Ind.: "Jones Show is pretty well represented in this town. Saw Russell O'Brien, the chef, and Harlan James Evans, who is going to produce a musical comedy here."

CARNIVAL Social Security Secretary to colored minstrel performer: "How do you spell your name, Silas; your last name?" Silas: "I spells it just like the white folks who have the same last name as I do, dat's how I spells it!"

A FOUR-PAGE full newspaper size herald, captioned "Cetlin & Wilson Present the World on Parade," recently issued by L. C. (Ted) Miller, press agent for the shows, is something to talk about. Text and art are most interesting.

HONEST BURT—How fast did Honest Burt's Shows step so far this season? Last winter a lot of them were going to step all over themselves, other shows and the United States and Canada, but never got out of quarters.

MRS. GRANT SMITH (Sister Sue) is ill and confined to her bed at her home, Crooked Creek, Pa., RFD No. 1. The much-beloved little lady of the show world is not in need of anything, but would like to hear from her many friends.

OTIS SIEVER cards from Chattanooga, Tenn.: "Am now general superintendent Eric B. Hyde Shows. Like the show, the people, and the job." Few can equal Otis when it comes to acting as a physician to show trucks, rides and such.—Soapy Glue.

BIG MEN, meaning those with fine minds, always have a sense of proportion and appreciation. At any rate, those that I have met have.—Wadley Tif.

MRS. PAULINE LANNON letters from St. Louis: "While playing here with Miller & Archer Shows, mother, sister and brothers were with me all week. Mother was on the grounds every night and she appeared to enjoy the free acts the most."

JAMES NEELD says his concert band has never been with a carnival. Well, it is said to be a good band, so he had better look out that some big carnival manager does not grab him. Bands came back strong this season with carnivals.

BERT SWITHEBANK cards from Binghamton, N. Y., that he is not with the World of Mirth Shows now, also he had a good season. Also says he is playing night spots around Binghamton independent and has a lot of friends on WMS.

IN QUEBEC, Que., Can. is Montmorency Park. Alyne Morency writes from there that she wonders if the Morencys came after the park or the park after them. She also stated that the date at Quebec City started off like a "red one" for the Art Lewis Shows.

PAUL HEROLD, giant, carded from Battle Creek, Mich.: "Many freaks, working acts, girls, musicians, talkers and lecturers like to work for the office? Why? Nobody can run a show without money. Depending on sale of tricks and good luck is no go."

GLASS SHOW FRONTS with lights behind them and light towers of glass with the illuminating effects inside are coming. The plates of glass for these carnival features that are on the way should be ornamental like wood carvings.—Red Onion.

HARRY WITT returned to the riding device field with a late model Waltzer at the Canadian National Exhibition, To-



THIS GATHERING ARE MEMBERS OF THE LADIES CLUB of the C. F. Zeiger United Shows. Top row, left to right: Leota Student, Christina Duffy, Alice Shires, Eunice Olson, Lorraine Hughes, Rose Carter and Dot Phoenix. Second: Jean Monent, Doris Shallock, Irene Gibson, Lou Schaefer, Lee Decola, Pearl Schaefer and Georgie Augies. Third: Ester Stocclair, Nancy Swanburg, Sophia Stewart, Cleo LaJume, Doris Tullis, Lilian Schofield, Hilda Criger, Eddie Gonzales and Wilma Edwards. Fourth: Ruth Hitzel, Martha Rogers, Rita Brazier, Emma Montgomery, Marie LaDouz, Lee Sturm and Nellie Augies. Sitting: Clara Zeiger, Ruth Berry, Jessie Ybarra, Dolly Krupa and Rosemary Whittenack. Absent members: Rose Fisher, Ann Claman, Jeanie Baker, May Ward and Margeret Gunn. Photo was taken in Cheyenne, Wyo., August 12 following one of the weekly meetings and sent in by Clara Zeiger.

BERNEY SMUCKLER still believes in all-year-round operation. He will soon head his Royal Palm Shows, now in Illinois, in a Southern direction.

MR. AND MRS. MAX GRUBERG were visitors at *The Billboard* office last week en route from Syracuse, N. Y., to Lebanon, Tenn.

THE PRIDE that Carl J. Sedlmayr, Elmer and Curtis Velare take in the upkeep and presentation of the Royal American Shows is justified.

SAM J. LEVY says: "Showmen's League Silver Anniversary and Ball, Sherman Hotel, Chicago, December 1. Come one! Come all!"

DICK COLLINS letters from Montreal that the Art Lewis Shows are one among the many he has been with that look good in the daytime.

SAM LAWRENCE, C. E. Barfield, Berney Smuckler, John Marks, Art Lewis and Earl Reed: How many fairs have you in Florida?

FRANK J. LEE may land some the-

W. G. WADE—You wrote some time back that Bob Ackley, of the W. G. Wade Shows, had been ill, but you never reported if he had entirely recovered. How is he?

MIKE DOLAN, agent Modern Noah's Ark, letters from Hagerstown, Md.: "Saw a wonderful pageant at the celebration here; in fact, it was great. Business for midway not so hot."

T. A. WOLFE: Doc Waddell remembers when you were playing Dayton, O., and a bunch of showfolk had their pictures, along with yourself, taken on top of Jim Cox's skyscraper newspaper building. Think it was in 1923.

H. G. STARBUCK, secretary Buckeye State Shows, letters from Philadelphia, Miss.: "Joe Gallier sends best wishes to E. Walter Evans and A. C. Hartmann, and wishes they could have been here for the big watermelon cutting."

WHEN TRAILERITES stop over night at a tourist camp they are not supposed to take the potted plants away with them the next morning.—Thilla Fow Clothes.

POPCORN

GOLDEN—Jumbo (Dynamite), O-MI-JAP (hullless), White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "buttered" corn, frying popkorns, etc. Packed 10, 25 and 50-lb. bags. GLASSINE Cones (7 Colors), also Bags and Cartons for "buttered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1933).

BRADSHAW CO. 31 Jay Street, NEW YORK CITY.

ronto, this season. Harry is just as well known in South America and South Africa as he is in the United States and Canada. Well and favorably known, if you please.

MARIONETTES: Madam Jewell had a marionette show with Ferari Bros. and late Col. Francis Ferari. Just why some of the big carnivals do not take to marionette productions is not known. They are overlooking a big bet for a feature show for children, and adults like them too.

BOB LeBURN cards from Sikeston, Mo.: "Several carnivals passed thru here in one day going in every direction. Snapp Brothers, Zimdars, Spencer, Barker and Louis Isler shows all headed south. Visited Isler at Morehouse, Mo., and met several old friends, and among them was Fred Cullen, of Chicago, agent for Isler."

Hewitt on Vacation

Left Cincinnati last Friday to be gone until October 4. Took Red Onion, Soapy Glue, Tillie Few Clothes and Wadley Tif, my patients who have mental indignation, along. In consequence, their sayings will take a rest until the issue of October 18. While home celebrating 62d birthday will buy a grave; going to become a landowner. Will then go to New York to have a tooth pulled.—William Judkins Hewitt.

BOYD ROBERTS wires from Cleveland: "Wish to express my thanks for sympathy extended by many on the midway of the Great Lakes Exposition, Cleveland, following the recent death of my kid brother, and also a million thanks to those of the *Streets of the World* for the flowers sent."

B. H. NYE letters from Knoxville, Tenn.: "Need a Chaplin who can double as outside man or stick on a store. Some day some manager who calls a cotton patch a fair is going to have his nose popped by some concession operator who has made a long jump to get to it. There is a show on every ant hill in some sections."

TEN BONA FIDE fairs in Florida is about the limit. Royal American Shows have five real fairs in that State. Now how can five carnivals have 10 bona fide fairs each in the State of Florida? It cannot be done. Of course you heard of "Mr. Lee" in Florida?—Wadley Tif.

SHOW LETTER WRITERS and all other contributors to *The Billboard*: It will be appreciated by the editors of the various outdoor departments if you would be so kind as to typewrite and double space all copy. Modern news men do not pencil nor single space copy submitted to any publication. This latter style is not clubby!

JACK DADSWELL, general press representative Royal American Shows, says: "Here is an answer to that paragraph in Midway Confab. Jack Dadswell has turned to pictures because the entire world is going screwy about 'candid camera' shots and they have proved themselves the greatest punch for midway publicity ever attempted."

SPEAKING OF SHOWMEN: John T. Benson, who operates Benson's Animal Farm, Nashua, N. H., has no equal in his line and you may search the world over. Who ever thought that a man could establish an amusement center in the woods of New England and have people come from near and far to see what he has to offer, but they do by the hundreds of thousands annually.

BILLIE WINGERT cards from Gainesville, Ga.: "Chalkias Bros.' Odditorium closed with Snapp Shows at Portage, Wis., and jumped 1,200 miles to Chattanooga, Tenn., and joined Eric B. Hyde Shows and Aerial Circus, which features Charles Siegrist Troupe and Captain Cushing, high diver. Chalkias Brothers carry 26 people and feature 'Karlene' in the annex."

JACK EDWARDS, agent Greater United Shows, of which J. George Loos is the executive head, letters from Parsons, Kan.: "Eldorado, Kan., auspices VFW, downtown, and business was profitable. Emporia, Kan., American Legion auspices, with pay gate, and had good weather and business. Cherryvale, Kan., was Old Soldiers' Reunion Week with location in Logan Park, to good business. Good wishes to *The Billboard*."

ALL IN FAVOR of two ticket boxes in front of every carnival show say "I" Two ticket boxes balance the picture and dress up the front. Open or caged, makes no particular difference. Tell that ticket seller to button up his shirt collar and put on a tie.—Soapy Glue.

MERRY ROSE PERRY, fat girl, cards from Montpelier, O.: "Good business at Wauseon (O.) Fair, but it rained Friday. Playing independent and this the best season by far in years despite the bad luck we had at the beginning. It seems to be with us that a bad start is always a good ending. Boss Perry bought a new Chevrolet truck. We will hobnob in Florida this winter at Perry's estate. Good luck to *The Billboard*."

WILL WRIGHT, general manager Golden Gate Shows, letters from Reedley, Calif.: "Thanks to *The Billboard* for the boosts it has given the Cemetery Fund of the Pacific Coast Showmen's Association. Business continues good, altho this spot is not so good, due possibly to the fact that there have been four carnivals within a radius of 30 miles past three weeks. Regards to A. C. Hartmann."

MRS. CHRIS M. (JESSIE) SMITH letters from Chambersburg, Pa.: "Bill Hewitt: Do you remember how we used to sip tea together in Columbia, S. C., when the Smith Greater Shows wintered there 27 years ago. Recall that every time you would come out from the city to winter quarters you would say to me,



PALLY AND MRS. L. E. ROTH. The dog is a pal of Mrs. Roth and occupies the position of office watchman for the Blue Ribbon Shows, of which the lady is co-owner. He is a trained canine and is here shown in a pose of his own selection while the shows were at the fair at Logansport, Ind., recently.

"Jessie, let's have a cup of tea" and I would make the tea. Well, here we are, still living and fighting life's battles and guess we are needed here or else we would have been called long ago." Righto, Jessie! But will you now have an egg with your tea?

SHOWMEN and others: When you have business troubles with other showmen kindly do not impose upon *The Billboard* to act as umpire, referee, mentor or adjuster in such matters. *The Billboard* is a publication and does not have a department for the settling of disputes other than those that come within its scope as a publication.

IT IS MY opinion that there are too many "squatly" carnival show fronts in the business. They should be high, wide and handsome. Five good, big, meritorious shows on a midway is far better than 12 or more the majority of which have no entertainment value.—Soapy Glue.

STARR DeBELLE has talent for satire that should be developed in the political and public life field. When he decides to develop and apply this rare talent he has for satire we shall hear from him in a big way, not that he is not doing well now as observer and spokesman for Ballyhoo Bros. O. O. McIntyre says there is a big demand for satire in the newspaper and magazine field and that it demands a big price.

DICK COLLINS has been appointed

publicity director of the Great Barrington (Mass.) Fair, and will remain there on exploitation when the fair is over. He has taken William Norsworthy as a field man who will be in charge of the fair's billposting and lithographing. Great Barrington will get some real publicity and advertising and will have George A. Hamid's *Revelations of 1937*, the combined Art Lewis Shows.

CARNIVAL MANAGERS—In making fair bookings for season 1938 if you are to have any concessions have them all on the midway or none at all, so when concessions on independent midways are closed you cannot be blamed for the incident. If your concession manager cannot handle the concessions according to your office policy, legitimate or gaffed, get another concession manager.—Wadley Tif.

DEWEY PHILLIPS cards from Fort Smith, Ark., that he was formerly with J. E. Clayton, the fair promoter, who has promoted fairs in Mississippi, Louisiana and Arkansas. Dewey continues and relates that he is now doing advertising for a New Orleans brewing company and that someone is surely spilling the carnival Latin and if they doubt it they should read a recent issue of *Times*, weekly news magazine. He calls Alexandria, La., home.

CRAFTS' SHOWS issues a Children's Complimentary Ticket, with coupons of the attractions around the edges. This ticket is given to the newspaper that the shows intend to entertain newsboys. This kind of a ticket does certainly help to handle a swarm of news kids when they invade a midway. It is far better than huddling them together and give them a ride or let them see a show in a body, and it also prevents repeaters and ringers-in, who invariably kiss themselves in on a newsboys' party.

CHROMIUM PLATE FRONTS: Who first suggested the use of chromium plate as suitable for carnival show fronts and what show had the first "chromium front," either plain, embossed or corrugated? Let's get this right and give credit to the party or parties who first suggested or used chromium plate on a carnival. Kick in, designers and mechanics. Whoever it was, kindly send in your photograph.—Red Onion.

FAT GIRL SHOWS: Why not have one with at least six fat women inside, as fat girls never ballyhoo and neither should midgets. Midgets on the front give the show away for nothing at all. As to fat women, six in number in a fat girl show, Tom Rankine had one in the East many years ago for the late Lew Walker. The admission was 25 cents and the show mopped up at fairs. All the women worked, one sewed on a machine, another danced, one sang and played musical instruments and others did various stunts. One fat girl hardly makes a creditable fat girl show. This is not a knock.

ROCCO TRUPIANO, manager and operator Rock's Concessions, letters from St. John, N. B., Can.: "Now on seventh week with Ben Williams thru Maine and Canada. The show is bigger and better than ever. The feature ride this year is the Octopus, operated by Eunice



LOADS ON ONE SEMI-TRAILER. EYERLY AIRCRAFT CORP., SALEM, OREGON

EVANS MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds
FREE CATALOG
H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

BINGO GAME FOR SALE
40 Unit Skill Bingo, Complete with Chairs. Also, 22 POKER-ROLL SKILL TABLES with Chairs. Reasonable price and in good condition. MOE'S ENTERPRISES, 1001 Surf Ave., Coney Island, N. Y.

OCTOPUS
"World's Newest Ride Sensation."
Erected in 1 Hr., 29 Min., by Dyer's Shows, Lena, Ill. "New 'OCTOPUS' Ride arrived here June 29, and in exactly 1 Hr., 29 Min. after Foreman, Ellsworth, McAttee and his crew started unloading, the ride was in operation."
SALEM, OREGON
ABNER K. KLINE, Factory Representative.

BIG PYTHONS 12 to 18 Ft.
All Good Feeders — Immediate Shipment

18 Ft. Pythons, each....\$150.00	12 Ft. Pythons, each.....\$65.00
16 Ft. Pythons, each.... 125.00	10 Ft. Pythons, each..... 50.00
14 Ft. Pythons, each.... 100.00	6 to 9 Ft. Pythons, per ft. 4.00

Write for full list. We have in stock Chimpanzees, Rhesus Monkeys, other Monkeys of various species, including Ringtails, Baboons, etc. Bears, Porcupines, etc.
We have some fine Chimpanzees for feature attraction
HENRY TREFFLICH, 217 FULTON STREET, NEW YORK CITY

and Mildred Williams, Ben's two daughters. They are not only interested in rides and concessions but handle the office to perfection. Two frozen custard outfits are getting a good share of business. Both mounted on trucks and have all the latest equipment."

A CONCESSIONER writes from Marshall, Mich., that he is in jail for operating a concession owned by a carnival manager, and the carnival manager is letting him remain there pending the payment of a very elaborate sum of fine money. This party wants *The Billboard* to get him out of the hoosegow. *The Billboard* does not favor nor endorse the operation of questionable concessions, and further, *The Billboard* never put anyone in jail, so why should it be called upon to get people out who violate the law and decency. Some politicians rob the public, but that is no reason why they should be a part and parcel of the amusement business.

IT IS NOTED that some press agents have gone "hog wild" over radio and are neglecting some of their other duties in favor of the air waves. It seems that they want to be radio broadcasters instead of writers. Yes, it is easier to talk than to write. It is a strange complex some have that the minute they make a broadcast they are at once famous over the air. Beware of such vanity. Stick to your trade. There is so much babble going over the air now that listeners are becoming weary. Take yourself, for instance; there are only a few on the air that you care to listen to.

FRANCIS REED MADDEN letters from Detroit: "Spent six and a half years around grift shows before I found out it was not what it is cracked out to be. Not only here but in most towns I have been in Michigan this year have been tough on the rackets, or what have you. From my point of view Hennies Brothers have a fine show. I mean concessions that are on the up and up and got good play and gave out plenty of stock. Rides and shows did good even on Sunday, which was a very chilly day. Am in no way connected with Hennies Bros.' Shows but pitching at this time. Wife and myself going to Chicago and will head west to join a carnival."

MRS. F. A. SHORT letters from Carthage, O.: "F. A. Short closed his two shows with Howard Bros.' Shows after a very successful season and opened his new Western Revue to play fairs in Michigan and Ohio. It is titled *Short's Ranchland Revue* with everything Western, cowgirl chorus and cowboy band. Roster: Jimmie Elner Tilton, comic; Bob Westmore, straights; Lena Tuttle, comedienne; Mrs. Marie Short, ingenue and producer. Chorus: Peaches Kier, Moore Sisters, Sylvia Van and Helen Woods. Band: Bob Westmore, guitar; Buss Bischoff, banjo;

Frank Wells, violin and leader; Harry Morris, piano accordionist. Did very good at Dayton Fair."

RIDE ROSTER of the A. E. Gooding No. 2 unit, which is now playing the Carthage (O.) Fair. George Pence, manager. Mrs. George Pence, secretary. Mry-Go-Round. Charley O'Brien, foreman; James Blackwood, assistant; O. H. Brooks, tickets. Ferris Wheel, W. H. Harding, foreman; William Stone, tickets. Kiddie Auto Ride, Ivan Boner, foreman; Robert Brown, tickets. Kiddie Aeroplane, Jefferson Ingle, foreman; Willie Douglas, tickets. Octopus, David White, foreman; James Ross, John Foster and R. Arno, assistants; James O'Neil, tickets. Ride-O, Jess Taylor, foreman; Dave Temple, assistant; Charles Horner, clutch; Robert Baxter, tickets.

C. GUY DODSON, general manager Dodson's World's Fair Shows, letters from Hagerstown, Md.: "Following are just a few stray thoughts that have remained in my mind after reading a couple of weekly newspapers in this vicinity. Who first said them? I do not know, but it appears to me that they all hit the nail square on the head:



NANCY GRUBERG, 15, daughter of Mr. and Mrs. Max Gruberg, of Gruberg's World's Exposition Shows. She spent her vacation of eight weeks on the show and devoted her activities to assisting father and mother in the office and displayed great interest in show and ride percentages and flat rates for concessions. At first it was a puzzle to her but later she caught on and enjoyed her self assignment. Nancy is now back home in Philadelphia, where she has just entered her second year of high-school work and life.

We cannot be indifferent to the public's demand for better entertainment. . . . Don't tell an employee to be polite and courteous unless you are willing to set him a practical example. . . . Some people are so hopeful that it is a wonder

why they ever bother to work. . . . Most of life's discord comes from a chorus of people blowing their own horns.

SCRAPBOOKS—Press agents: Are you keeping a scrapbook of clippings of the season's newspaper hits. Let it be said that the work of the front-line press agents has been nothing less than phenomenal to date, and it might also be noted that many without reputations in this line have not done so bad either. They have put the carnival over with newspapers and magazines this season in an impressive manner never before achieved in the history of the carnival business. Yet many carnival owners and managers are wont to say, "What good is a press agent?" Press agents: If you are not keeping a scrapbook this season you will regret it in later years.

R. W. REED, of Orange State Shows, letters from Canton, Ga.: "During the engagement here a new dish for carnival cookhouses was brought to light. John Morrison, who has the Mickey Mouse concession on the show, asked Chef Lee Ward to scramble a box of sardines with an egg and to bake it on his griddle to make a sort of pancake for a sandwich. The concoction was so tasty that a number of the carnival folk began eating them and some of the public chimed in and so there was a great boom in the sardine and egg market. Morrison called it Irish Special, but Leo M. Blstany, who handles five languages, gave it the French application and dubbed the new sandwich Oeuf-Sardinia. So that it is now."

ADAM TESKA letters from Maryville, Mo.: "Dear Mixer: Noticed your writeup. We have been on the road for 21 years with some of the smallest and largest carnivals. Now in Missouri and business is good. I figure that anybody connected with show business knew what a Working World is, as I often see advertisements in *The Billboard* Working



THANOS PHILANDRAS PHILLION, physician in the service of the Greek Army. The young man is son of James Phillion, well-known carnival cookhouse owner and operator, who has been in America for many years. Photo taken in Athens, Greece.

World wanted!" Trust you will become better informed as to what kind of a show I have after reading my letterhead and handbill." Dear Adam: The Mixer is a dumb sort of a person and at times finds it hard to understand notes sent in such as the previous one sent in by you. However, he now understands that you have a model farm working world and from the picture it must be some pumpkins, squash, chickens, pigs and other products of the farm. Thank you for reading Midway Confab.—Red Onion.

MANTI, UTAH—DOC HALL kicks in with: Mrs. Jack Wortham says she positively has no tire trouble. . . . While watching Cole Bros.' Circus parade in Salt Lake City I heard a kid ask its mother why people did not have a circus every Sunday instead of church. . . . Pete Siebrand and Mickey McBride took a big 10-day celebration away from a new show. Wonder why they could not give a fellow a chance. . . . Mrs. Sam Jones has an apartment house in Salt Lake City, and she says it is better than the road, for at least a person knows where they will be tomorrow. Wish to thank her for nice chicken dinner. . . . A fair committee asked me what the title of my show was and I told him it had not been named, as it was only born

about three weeks ago. . . . Wonder who ever heard of a trouper getting lost. Well, that old trouper, Ted Metz, got lost last winter. If you do not believe it ask Mrs. Ted Metz.

HAVE YOU A FLAT CAR, BAGGAGE CAR OR MOTORIZED CARNIVAL? It seems that the most successful ones are distinctively Flat Car, Baggage Car or Motorized and move that way exclusively. It would seem logical and practical to be exclusively one of the three classifications, not nondescript as so many of the smaller ones are. Even with all this there are thousands of carnival people who travel via autos and trailers as a preference, but look at the revenue the flat car shows should get from those who say they are "with it." Many are "with it" but do not seem to want to be "for it." The problem of and method of transportation should be settled at the close of the present season and announcements made as to whether the show will be flat car, baggage car or motorized. Fair secretaries, exhibition managers and celebration committees really want to know how the show moves. It is a safe bet that *The Billboard* has received at least 500 letters during the past 12 months asking if certain shows are flat car, baggage car or motorized. Get with it.

Horse and Buggy Days!

Passing thru Woodruff, S. C., brings to mind an incident that perhaps has not been equaled in carnival annals. In the early 1900s the hand-crank black-top moving picture show was an important unit with many if not all carnival organizations and fairs. J. B. Morris' Fairyland (hand colored), W. H. Swanson's Red Dome and Jack Shield's Lunnette, with McKinley funeral pictures, were top-money attractions, but it remained for *The Great Train Robbery* (every show framed one) to cap them all.

At Woodruff's first fair the Smith Greater Shows pulled on the grounds in a driving rain and set up the then 10-car outfit. Rain every day kept the troupe dark until Friday afternoon, when James M. Benson decided that somebody must score in the rain, so he opened his *Great Train Robbery* and *Jessie James* show, packed the tent almost to suffocation at 15 cents, turned 'em out thru the side and in again to a full house. A third show netted a half house. Benson's three performances and the Ginny's \$80 or \$40 the same afternoon represented the gross receipts of the midway at Woodruff's first fair. CHRIS M. SMITH.

COUNTER GOSSIP at the Ebensburg (Pa.) Fair: Smiling Jimmy Sakoble sitting on his bird store counter giving the passers-by the bird. . . . Bill Kimmel putting the needles into Herman Weiner with the trailing conversation, "I have a better trailer than you now, Herman," said Bill, flashing four gold teeth. "How much did you pay for it?" asked Herman suspiciously, looking at his own \$1,500 job. "\$18," replied Bill, walking away to leave Herman wondering if he was being ribbed or not. . . . Manager John W. Wilson calling for a drink, much to everyone's surprise, only to find out that it was for a hot toddy to try to knock out a bad cold that Wilson has been having the past few days. . . . General Agent Harry Dunkel passing out the passes for the fair gate like they were \$1,000 bills. . . . George Hershburg wondering if carnival secretaries ever sleep after being up three days and three nights. Willis Johnson, of Illusion show fame, buying the press agent a pint of good likker. . . . (How come, Willis?) The expression on Mrs. Wilson's and Mrs. Cetlin's faces as they watch the throngs of people on the midway and their girl revue top on the ground from a recent storm being repaired. The girls thereby losing the big day. . . . Listening to Hershall Lander sing thru his sound truck "mike" while a record is playing and show people wondering if they should call Hershall, "Bing Crosby by Lander." . . . Charley Cohen looking with pride at his new Ride-O. . . . Chet Dunn looking with pride at his new Octopus. . . . May Hawkins mourning the loss of her son (away at school) and her husband (away with Fred Zschille). . . . Show people wondering why Starr DeBelle doesn't have the famous Ballyhoo Bros. play a forest and give the show dogs a break. . . . But here comes Toney Lewis with the mall and *The Billboards*; let's see if Red Onion is still making Soapy Glue speak a piece.—L. C. MILLER.

RAY MARSH BRYDON
Better give me route a few days ahead.
JIMMY MORRISSEY
5009 West Quincy, Chicago, Ill.

It Pays To Own A TILT-A-WHIRL
No Wonder Successful Ride Men Buy TILT-A-WHIRLS and More TILT-A-WHIRLS—
YEAR AFTER YEAR.
FOR PARTICULARS WRITE
SELLNER MFG. CO., Faribault, Minn.

FRUIT CONCENTRATES
You'll never know how good your ice-ball syrups and drinks can be made until you try GOLD MEDAL FRUIT CONCENTRATES. They have the real true fruit flavor, entirely different from the ordinary kind.
The biggest operators in the business use GOLD MEDAL CONCENTRATES. They know that by giving their customers a run for their money they can make more for themselves.
Write today for further particulars and special sample offer.
GOLD MEDAL PRODUCTS CO.
133 E. Pearl Street, Cincinnati, Ohio

Art Lewis Shows

Quebec, Ont., Can. Week ended September 11. Fair. Weather, ideal. Attendance, record breaking. Grand-stand attractions by George A. Hamid.

For third week in succession Art Lewis' Shows have taken a record count for Three Rivers, Sherbrooke and Quebec exhibitions and have enjoyed good weather. In conjunction with two shows, one ride and several concessions that were sent by Conklin Shows to augment carnival, midway was considerably augmented. Frank Conklin was of great assistance to Manager Art Lewis at last two fairs and his knowledge of conditions and surroundings doubtless had value to show. Press, in spite of absence of a press agent but under direction of Mrs. E. Percy Morency, who is pinch hitting for writer and doing it well, were liberal in their praise of organization. This fair finished Canadian tour of Lewis' shows.

DICK COLLINS.

Wallace Bros.' Shows

Union City, Tenn. Week ended September 11. Auspices, American Legion. Location, baseball park. Weather, warm and clear. Business, fair. Inclosed midway.

Longest move of season was made from Evansville, Ind., here, with three rivers crossed en route: Ohio at Henderson, Ky.; Cumberland and Tennessee near Paducah, Ky. Was repeat engagement at Union City. Had shown here last April but was rained out at that time. Show came in two days ahead of time on account of cancellation of Paducah. Kentucky license laws now rigidly enforced, making showing in that State prohibitive. Recent advertisement in *The Billboard* brought 57 telegrams in one day. Mr. and Mrs. Gus Litts joined with six concessions. Cecil Rice came on from Baraboo, Wis. Dorothy Tillotson arrived from Salisbury, Mo., for visit with her sister, Mrs. Frank Sparks. Mr. and Mrs. Sparks recently purchased housecar. Jack L. Oliver bought new auto at Evansville, Ind. Visitors: Mrs. Amelia Wallace and A. R. Wadley. Mrs. Wallace was en route to visit her mother at Murray, Ky., while Wadley was headed for Aberdeen, Miss. WALTER B. FOX.

West Coast Amusement Co.

Klamath Falls, Ore. September 1-6. Auspices, VFW. Weather and business, fair.

Second time this season show played here. Opening days of engagement being best, as last two days were holidays and nights became very cold. M. E. Arthur and his four midway shows did good business, as did riding devices. Concessioners, all of them, did fair. After summing it all up spot was about 60 per cent of first visit in July for show. Manager Krekos took his and Joe Zotter's No. 2 unit to Lakeview, Ore., and did nice three days' business at this rodeo. Carl Holt's revue held top honors for this engagement. Business is about 40 per cent ahead of last season to date. W. T. JESSUP.

Brown Novelty Shows

Jesup, Ga. Week ended September 4. Auspices, Community Council. Location, heart of business section. Weather, good and bad. Business, profitable when weather permitted.

Monday night opening good until rain at 9:30, but crowds remained for free acts. Gloom was cast over midway Saturday morning when death of Charles V. Beasley was announced. He was well known as agent, showman and concessioner and was assistant to Fred Vasche, owner of show. FRANK STARKEY.

Curl Greater Show

Gratts, O. August 30-September 5. Auspices, firemen. Location, streets. Weather, mostly fair. Business, bad.

Very good crowds but poor spending. Show played some close-by towns earlier in the season and this hurt business some. A dance hall at extreme end of midway attracted most of people with money and kept them from lingering in carnival section. John Whuttaker left with concessions to play fair. Manager W. S. Curl now owns a Dodge sedan. Weekly meeting of Goodfellows' Club met in girl-show top and was well attended. Majority of show personnel now members. Mrs. Curl recovered from

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

recent illness. Bertha Mae Edwards now on side show. Mr. and Mrs. Charles Halilban are on ball game for Mrs. Jo Curl. Rain Saturday night made it a tough job to tear down. L. E. COLLINS.

John R. Ward Shows

Monticello, Ill. Platt County Fair. August 30-September 4. Weather, fine. Business, just fair.

Show made truck move from St. Joseph, Ill., and was ready to go Saturday night. Sunday plenty of sight-seers but show did not open. However, lights were turned on. Everything opened Monday night a day ahead of fair. Natives did not overdo in spending all thru engagement. Riding devices had a fair week, shows just fair and concessions practically nothing, this includes eating stands. Gate fell way off on receipts from previous year. Only reason we can give is owing to fact that fair advanced admission price from 25 cents last year to 40 cents. Manager

iron-tongue fame, joined Joseph Stone's Ten-in-One. Raymond Ray and Ronnie O'Shane joined Sweda Elberg's motordrome. Clara Bow, late songstress of Barn Cafe, joined Max Williams Hill-billy Show. Emmy Clifford sent a hot-dog concession to Ellensburg Rodeo. Several members of Zeigler Shows visited. Mr. and Mrs. E. A. Singleton entertained officials at a dinner at their residence. John Hertl returned from trip to Silverton, Ore. Bob Clifford was confined two days with illness. Business in Yakima was nil in comparison with last year's receipts. Hazel Fisher and Verna Seeborg spent several days visiting relatives in Spokane. Mrs. John R. Castle entertained the Raconteur Club at local country club. Mr. and Mrs. Louis Scarcell spent week placing several rides at Oregon State Fair, Salem. Mel Rennick, of Claude Barie's *Hollywood Revue*, made a hit with his unusual act. Fern Chaney for third time became victorious in a battle against several local baseball champions. Highlights of "Show Within a Show" were amusing antics on part of Betty Coe, Fern Chaney, Burt Warren, Max Williams and Clara Bow. Viola Pickard departed to join her mother, Stella Cuzdek, on Monte Young Shows. Jerry Mackey was ill for three days but recovered. Bud Cross shipped a truck-load of pinball tables to his winter location in Wallace, Ida. He leased a store and will turn it into an amusement place. WALTON DE PELLATON.



WALTER A. WHITE, well-known and popular general manager of the Johnny J. Jones Exposition. His efforts materially aided the building up of this organization from a few cars, when he took command several years ago, to its present size and importance among the larger carnivals.

Ward of show is busy painting all fronts. Jack Connors, designer, and Ted Reed, master builder, with help of six workmen, are keeping new workshop humming on new truck that Ward equipped for them. Banner department is supervised by J. J. Logan. A smiling face is missed around midway, as Jeffe Jean, daughter of manager, left for her last year in Senior High School, Memphis, Tenn. Visitors: Mr. and Mrs. Peters, secretary of fair, St. Joseph, Ill.; Bill Wadsworth, formerly of Princess Olga Shows; Billy Mack, of Seven Macks, free attraction; Johnny Connors; Otis Hackett and wife and Charlie Goss, of East St. Louis, Ill. C. T. McClung, with his Monster Show, gets credit this week. According to gross receipts, he topped all shows on midway. A. R. WADLEY.

Hilderbrand's United Shows

Yakima, Wash. Five days ended September 4. Location, circus grounds. Auspices, LLL. Business and weather, fair.

The 700-mile trip from Kalspell, Mont., made in record time but sprinkled with several breakdowns. Journey thru three States over rough highways and mountainous detours was a feat of no small means considering size of show. A reception was tendered show officials at St. Ignatius, Mont., where Fairway Greater Shows were playing. Entire personnel of E. O. Douglas Greater Shows were visitors while showing in Toppenish, a few miles away. Several members of Selbrand's Piccadilly Circus visited. "Show Within a Show" for benefit of Sick and Relief Fund of Pacific Coast Showmen's Association was a triumphant success. Saturday night was a total loss on account of rain. Blanche Smith, of



ART LEWIS, executive head of the Art Lewis Shows and the Lewis Modern Midway Shows, two Eastern carnival units. He is rated as youthful, aggressive and resourceful and as the one who plans and directs all his operations in his chosen field and life's work.

Buckeye State Shows

Itta Bena, Miss. Community Fair. Week ended September 11. Auspices, Junior Chamber of Commerce. Location, fairgrounds. Weather, unsettled. Business, very good.

Large crowds out every night in spite of showers, rain injuring business one night. Itta Bena High School band, carrying State high honors, played on midway every night. High diver Capt. Ted Townsend free attraction. Mr. and Mrs. Ben G. Pontius and Mr. and Mrs. Billy Marvin joined cookhouse staff. Mr. and Mrs. Bill Luther Jr. joined with photo gallery. Mrs. Luis Odam, of bingo, and Mrs. Bill Hoyt spent several days at their homes. On sick list this week were Lorraine Gentsch, penny pitch, and Mrs. Pat Brown, long-range shooting gallery. ELOISE LOWRY.

Frisk Greater Shows

Hopkins, Minn. Hennepin County Free Fair. August 26-28.

New three-abreast Spillman Merry-Go-Round was here before fair opened. Visitors: Oswald Werdeman and family; Mr. and Mrs. Diemer, of Northfield; A. Ward, former trainmaster of Wolfe Shows; Mr. and Mrs. Fay Manneva, former ride superintendent of Wolfe Shows, and Mr. and Mrs. Henry Nord and family, of Minneapolis. E. O. Williams

and crew took old Merry-Go-Round to play some spots up in range country. Blackie Burns took over foremanship of new Merry-Go-Round. Boots McCarthy's Hawaiian Village top money. Athletic Arena second.

St. James, Minn. August 29-September 1. Weather, rain and clear. Business, fair.

Rain all of first day, Children's Day. Rest of engagement good. Rides and shows favored. Verne Stevens joined with cigaret shooting gallery. NEIL LANIGAN.

Cetlin & Wilson Shows

Ebensburg, Pa. Week ended September 11. Cambria County Fair. Weather, cold and rain. Business, fair.

Everything in readiness for a big Labor Day, but drizzling rain and cold curtailed both attendance and gross but a fair day's business was had by all. Continued cold Wednesday and Thursday; rain Friday and Saturday, with practically complete loss of Saturday. This is second time this show has played this fair, but neither time has it been able to see what gross could be had, as both times it has either been rained or frozen out. Visitors: Sam Russell, president of Lewistown (Pa.) Fair, and Carl Pickes, concession manager of York (Pa.) Fair; State Boxing Commissioner McCloskey and State Senator Haluski were guests of show during week. Mr. and Mrs. Harry Bentum were also seen on midway. George A. Hamid furnished all grand-stand attractions, with Milt Hinkle's Rodeo on Tuesday afternoon and night and Lucky Teeter on Friday afternoon as extra added attractions, with fireworks, nightly. Rain and cold put quite a few showfolk on sick list but none serious. Leo Carrell's chimpanzee, Susie, was taken down with pneumonia and not showing much improvement. Top ride Scooter, Octopus second and Ride-O third. Top show *Paradise Revue*, Speedy Merrill's Motordrome second and Doc Garfield's Hall of Science third. GEORGE HIRSHBERG.

Kaus United Shows

Charlottesville, Va. (No. 2 unit). Week ended September 11. Labor Day celebration. Business, fair. Five-cent gate.

Labor Day was spoiled, as was Tuesday, by continuous heavy rain day and night and not one attraction opened that day. Wednesday and balance of week hot. Excellent co-operation by local papers. Daily radio broadcasts proved effective.

WANTED!

Men To Cash In On These New Popcorn Machines



These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color, and motion that really get the business for you. All-electric, full cabinet size. Capacities: \$9.00 to \$18.00 per hour. Low down payments, easy terms.

Write for Catalog to **ADVANCE MFG. CO.** 6322 St. Louis Ave., ST. LOUIS, MO.

RIDES AT LIBERTY

8 Rides, weeks October 11 and 18. Also Whip for sale. Can be seen in operation. Price, \$1,200.00 cash. **WILL BUY Big Ell or Merry-Go-Round.**

HOWARD BROS. SHOWS.

Week September 20, Fair, Bellefontaine, O.; week September 27, Fair, Mt. Gilead, O.; week October 4, Fair, Ottawa, O.

Heth Bros. Southern Shows Want

Parker 2-Abreast M. G. R. Foreman, Grind Shows and Concessions. All replies, **MANAGER, Russellville, this week; Albertville, Sept. 27-Oct. 2; Oneonta, Oct. 4-6; all Alabama.**



MAKE \$50.00 A DAY ON CANDY FLOSS

More and more people are buying our Candy Floss Machines. **ONLY the Original Guaranteed Machines.** We also have the Double Heads. Get service and satisfaction. Write Today. **ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., Nashville, Tenn.**

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00?

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters. They are marked, or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. De- Lapboards, white cards, 3 1/4 x 1 1/4, Per 100, \$1.50. Stamping Bingo Cards on same, extra Per 100, \$1.50. Bingo Card Markers in sets of 100, \$1.50. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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advertising and attendance increased nightly after Tuesday. Saturday big for rides, shows. Concessions had a banner week. Joseph McAlvery, operator of four shows, now has a Studebaker car. Mrs. Ray McWethy has new bingo top. Saturday's 3-cent matinee proved successful. Wynne Howell is operating a cane rack. Leslie Coleman and Harold Thompson celebrated a double birthday party at country club. Jerry Thorne added electric chair and sword box in side show. Nadja, mentalist, makes good appearance in new gowns and getting repeaters. Nick Otlie new lot superintendent and Mrs. Otlie operates popcorn stand. Charlie Ward is head waiter in Pete Pullman's cookhouse. Several of No. 1 unit were visitors, including Doc Seiden, Joe-Ann and Lester Kern. BOBBY KORK.

Santa Fe Exposition Shows

Clayton, N. M. Week ended August 28. Location, downtown. Auspices, baseball club. Business, good.

First time a carnival played Clayton in 10 years. Rides top money, with shows coming very close. For first time in history of show business chief of police closed pop-corn concession. Emanuel Alfier arrived with three concessions. Bill Salisbury took over side show. A. C. Hesto, from old A. O. Hesto Shows, has cookhouse, also grocery country store. Ethiopian Midgets are still pride of midway.

Mangum, Okla. Week ended September 4. Location, rodeo grounds. Auspices, Chamber of Commerce. Business, very good.

Show got in on good time. Everything ready Wednesday, opening night of rodeo celebration. Midway packed every night. Shows and rides did capacity business. Concessions not much business. Secretary Wood very busy with Social Security and other business matters. Entire show personnel painting and fixing up. Thomas Gasper completed two more fronts. Chock Preskitt, advance man, arrived with two more contracts for fairs. Mr. and Mrs. S. Williams, owners of the Hyde Park Shows, were visitors. Mr. and Mrs. Lamont joined with two ball games and percentage. Lovey Preskitt, who has Hulu Show, finally topped Models of 1937. Steve Cooper, who runs pop corn, needs more help than he can get. THOMAS GASPER.

Strates Shows

Dunkirk, N. Y. Fair. Week ended September 10. Weather and business, fair.

All records for opening-day attendance at Chautauqua County Fair were broken by a 25 per cent increase of midway gross, all attractions doing good business. Two rides and four shows had to be left down for lack of space. Not much business was done after Labor Day opening. Children's Day, Friday, and another nice day's business was done. Children came early in morning and remained all day. General Agent Billy Breese returned to show after a two weeks' trip. Mrs. Breese returned to ancestral home, Augusta, Ga., to place Bill Jr. in school. Don Montgomery assumed management of Mystic India attraction for Doc Zander and many improvements have been made. Mrs. Maud Montgomery is ticket seller on Skooter ride. Latest white hope discovery to take crown away from Brown Bomber Joe Louis is Uncle Louis Strates. Uncle Louie declares that when he gets in proper condition he will be ready for all comers. He has engaged writer as publicity agent to blaze trail for his comeback for fistic honors. BEN H. VOORHEIS.

Goodman Wonder Show

Sioux Falls, S. D. Circus grounds. September 6-11, inclusive. Auspices, Junior Chamber of Commerce. Weather, good Labor Day. Business, good.

After a week of sweltering in Sioux City, Ia., on circus grounds Goodman Show took trail for Sioux Falls to open Labor Day and remain balance of week. Show arrived about 3 o'clock Sunday afternoon, despite the fact it was delayed for some time because of a derailment ahead of show train. Under a broiling sun, which is entirely seasonable here, train was unloaded and show on lot in less than three hours. Located on South Eighth street circus grounds, which is near heart of town, a goodly part of population turned out to give show of 1937 vintage once over. Satisfied by observation, multitude took in show Labor Day. It was early Tuesday morning when lights went out. Tuesday

broke with an overcast sky and showers oftener than occasional. This affected the Tuesday night crowd, in spite of fact lot was in excellent shape. Tuesday was Max Goodman's birthday. He received a deluge of wires and several presents. Many employees of show presented him with a loving cup. Not knowing what others were doing, staff did likewise, so two emblems of good will grace his desk in office wagon. BEVERLY WHITE.

Lewis Model Midway Shows

Gardner, Mass. Week ended September 11. Auspices, VFW. Weather, ideal. Five-cent gate. Two free acts. Business, very good.

Owing to railroad delays, show missed Labor Day opening. Tuesday attendance was big and business good. Shows and rides did business that kept up until close of engagement. Four Jacks and Art Henderson, high wire, were free acts. They were largely responsible for night crowds that thronged midway. Whip ride had best week of season. Ell Wheel also did big business. Altogether a most satisfactory week for Art Lewis' No. 2 unit. Organization is making many friends under management of William Gorman, assisted by Al Rogers as general superintendent. DICK COLLINS.

Gibson's Blue Ribbon Shows

Goshen, Ind. August 31-September 4. Auspices, Elkhart County Fair. Fairgrounds. Weather, hot. Business, very good.

Attendance at fair nearly doubled of 1936 and scored another red week for all people working under Blue Ribbon banner. Knowing how and doing it enabled Wallace Monrow, secretary, and assistants, Wilber Fiedeman and Irah M. Dawsman, to put the fair over the top. Manager L. E. Roth did so well he bought six new Graham semi-trailer trucks. To Oliver Eddy, chief mechanic, fell pleasure of driving new truck fleet to show lot. Seven new housecars were purchased in Goshen by Mr. and Mrs. Mike Rosen, Mr. and Mrs. Al Laird, Mr. and Mrs. Roy Woods, Harry Rubin, Thelma Brown, Gene Padgett and Neire Maslra. Jack Gallupo, manager of midway cafe, got so busy here with fair business he had to quit cooking spaghetti for troupe. New Patsy show of Mrs. L. E. Roth doing nice. It's a fish-bowl illusion. Visitors, besides Showmen's League officials, included Uncle Jim Terry, secretary of La Porte (Ind.) Fair, and his assistant, Ned Forti; Mr. and Mrs. Isaac Williams, Three Oaks, Mich., who were visiting their daughter, Mrs. Oliver Eddy. Marie Culp, Mrs. Roth's sister, is a carnivalite now. Thelma Brown left show for her home. Roy Woods' motordrome topped all shows. G. C. GOSSAGE.

L. J. Heth Shows

Princeton, Ind. Gibson County Fair. Week ended September 4. Weather, ideal. Business, very good.

Fair played to increase of 20 per cent over 1935, when this show played that date. Octopus top money thruout week. Ray Daly received new top from Fulton Bag and Cotton Mills. Daly added several features to strengthen his Cavalcade of Wonders, including Johnny Dunning, iron eyelids; Lady Vivian, novelty neon sword swallower; Shackles, hand cuffs; Dorothy Spencer, sword box; Tommie McGee, pin cushion; Dorothy Davies, mystery girl, in annex, and White Hollister, second ticket box. Rich Dolan and juggling girls getting over better than ever. Secretary Elmerhart of fair, association and his ever-tireless co-worker, Cliff Steele, proved themselves showmen in putting this fair over in a big way, breaking records over 1936. Visitors: Buddy Paddock, Mrs. J. Stippson and Dolly Dean, of Johnny J. Jones Exposition, and Crawford and John Francis, of Greater Exposition Shows; Sam Housner, en route to Michigan, and Doc Brodwick, general agent for John Francis. Mrs. Heth rebuilt and re-decorated her photo gallery and added two more concessions. Manager L. J. Heth made known to his staff that this year's tour of Indiana and Illinois fairs was above expectations. The writer celebrated his 33d birthday at a very quiet party in Vincennes, Ind., and received many gifts from personnel of show. JOE J. FONTANA.

Johnny J. Jones Exposition

Indianapolis, Ind., second week. Five days ended September 10. Indiana State Fair. Weather, rain Friday. Business for full engagement, excellent.

Midway for second year showed daily increase in grosses day by day with exception of Friday, closing day, when rain kept fairgoers away from both grounds and shows. A steady downpour lasting from early morning until noon and followed with intermittent showers up to 5 p.m. almost caused day to be lost entirely. Between showers small crowds came from under sheltering buildings, giving shows and rides a light day play. Before opening time at night grounds were covered with thick carpet of straw. A fair closing night crowd turned out and saved day. Labor Day midway gross showed a 20 per cent increase over last year's record-shattering gross and a 30 per cent increase over entire weekly gross of 1936. Again breaking all Indiana State Fair midway receipts. Shows and rides were laid out to good advantage, perhaps better than previous year. Every show front and ride had been freshly painted during four-day layoff, and with many new rides, lighting effects and canvas midway made a striking appearance. Zeke Shumway, with Hell Drivers, topped shows and four Ell Wheels topped rides.

Visitors: E. L. Richardson, secretary manager, and P. A. Hornbrook, vice-president of Calgary Exhibition and Stampede, Calgary, Alberta. Percy W. Abbott, general manager of Edmonton (Alberta) Exhibition. J. A. Warren, commissioner, Saskatoon (Saskatchewan) Exhibition. P. T. Strieder, general manager of Alabama and Florida State fairs; Earl J. Carel, manager Anderson (Ind.) Free Fair; Secretary and Mrs. Charles Williams, Anderson Free Fair; Earl H. Hanefeld, director of agriculture, Columbus, O.; E. E. Irwin, general manager Illinois State Fair; F. J. Claypool, secretary Muncie (Ind.) Fair; Gordon Taylor, vice-president of La Porte County Fair, and mother; J. A. Terry, secretary La Porte Fair; H. S. Cleveland, secretary manager, and Hal V. Brown, director of publicity, Kentucky State Fair. Governor Clifford M. Townsend and Lieutenant Governor Henry F. Schricker of Indiana; Dick Heller, Mr. and Mrs. Jimmy Beatty, Indianapolis; John O'Brien, P. T. Wayne, Ind.; Chief of Detectives Bush of Tampa; Mr. and Mrs. Alvin Fay, La Fayette, Ind.; Art Brels, general representative Theatre-Duffield; Sam J. Levy, Barnes-Carruthers; Mr. and Mrs. O. B. O'Fallon, Eugene Whitmore; Nat Green, The Billboard, and H. A. Atwell, Chicago; Mr. and Mrs. Claude R. Ellis, William Judkins Hewitt, department editors The Billboard, Cincinnati; E. W. Evans, business manager, and Dan Weber, of The Billboard, Cincinnati. STARR DE BELLE.

Orange State Shows

Austell, Ga. Week ended September 4. Auspices, American Legion. Business, very good despite three nights lost to rain.

Thursday, Friday and Saturday returns satisfied the personnel and management of show. Eddie Shaboo topped shows with Athletic Arena. He bought a Chevrolet truck and new sidewall and now presents an open-air arena 80 by 80 feet and it makes a good flash. Manager Leo M. Bistany left for Jacksonville, Fla., on business. Secretary Bill Dalton handled show end while he was away. New top was purchased for Paris Before Dawn. Pat Brady is in charge of this show and getting his share of take. Joe Potoma, scenic artist, finished painting up show and left for another job. Fair season started off all right. Prince Nelson, high wire and trapeze, is drawing good crowds nightly. Mrs. Bill Sims added a penny pitch along with her photo studio. R. W. REED.

Bantly's All-American Shows

Chambersburg, Pa. Week ended September 11. Auspices, VFW. Location, West Side showgrounds. Weather, rain. Business, light.

Change of movement from rail to truck, with company's motor equipment augmented by addition of 11 semis in order to make Labor Day date on time, was an unnecessary precaution. Show arrived Sunday morning in heaviest downpour of season, which continued thru Monday and most of week. Saturday, kiddie matinee and night, gave show only day's business worth mention. Good Fellows' Club had a big meeting due to a special request from Manager Bantly to be present to discuss many phases of future weeks. Harry Copping paid show

his weekly visit. Said that he and Susan would probably limit their visits to one a month instead of weekly while show is playing South. VFW committee on job every minute. Management decided to close engagement Saturday night instead of continuing thru Sunday and Monday, as originally scheduled.

Mr. and Mrs. Art Frazier came on show as visitors but remained as an adjunct to traffic department and will lift a considerable part of a load in traffic problems with his five trucks. Mettler's Family Band in practicing Dixie, Old Black Joe and Swanee River.

CHRIS M. SMITH.

Rubin & Cherry Exposition

New Castle, Pa. Five days ended Friday, September 10. Auspices, Trades and Labor Assembly. Location, heart of city. Weather, cold. Business, good Labor Day and pay days.

Due to late arrival from Buffalo, midway not ready until late Monday. Town packed with people for Labor Day parade and celebration, but most of them decided to go elsewhere, tho grounds filled at night.

Parade of labor delegations and floats got under way at 11 a.m., headed by Clyde Halstead and his Rubin & Cherry advertising car, with writer announcing midway opening and special events, public speaking and fireworks. Business light Tuesday and Wednesday due to historical pageant, which was to have been on exposition grounds but changed to high-school auditorium for lack of space. Herbert Pearls, general chairman, had his hands full because committee of young and inexperienced men did not give him full co-operation. However, New Castle is a good three-day town for a show this size. Richiardi, presenting "Chong Leen," ill in hospital, with Senorita Richiardi doing show very well and, as there are many Italians in this district, business was all right in New Castle. New Castle News, Youngstown Vindicator and all papers' reporters within radius of 80 miles visited personally and stories were used by them all.

Club Plantation topped midway. This attraction, under management of S. H. Dudley Jr., is a real night club show, featuring Three Streaks of Rhythm; Mary Johnson, "Queen of Piano"; Bullfrog Shorty, comedian; Willie Austin and band, Donald Van Epps and 10 colored dancing girls direct from Club Plantation, St. Louis. Jimmie and Gail Martinson, adagio dancers, and Ann Sherwood left to do night club work in Buffalo. Olive Ward made a trip to New York. White and Helen Campbell went to Rochester Fair. Diamond Kitty, under management E. V. McGarry, left at Buffalo for Atlantic City. En route to Memphis, writer was entertained royally at Indiana State Fair by E. Lawrence Phillips, manager; Walter A. White and Press Agent Starr DeBelle at main office of Johnny J. Jones Exposition. Ned Torti, of Wisconsin De Luxe, also present.

FRANK J. LEE.

Dee Lang Shows

Rasson, Minn. August 23-26. Auspices, Dodge County Fair. Location, fairgrounds. Weather and business, good.

Gar M. Keeg, of Conklin Shows, and O. A. Tinchler, secretary of Owatonna Fair, visitors. Fair association tried new idea to boost attendance by giving away several cars thruout fair. George Worl back with side show and recuperating from recent operation.

Preston, Minn. August 27-29. Auspices, Fillmore County Fair. Location, fairgrounds. Weather and business, good.

Opening-day receipts exceeded those of 1936. Attendance also greater than previous year. This fair also boosted attendance by giving away autos for first time. Little Coleen Mathies had birthday recently, receiving many presents from showfolk.

Cresco, Ia. August 30-September 3. Auspices, Howard County Fair. Location, fairgrounds. Weather and business, good.

Show receipts better than last year. Show arrived and set up one day in advance of fair opening. Merchant tickets effectively used. While show played here mother and baby rhesus monkeys heard call of wild, mistook Iowa corn fields for jungles and escaped to explore their depths. Mr. and Mrs. "Frank Buck" Meyer, Jack Meyer, assigned task of capturing them. Due to their many years' experience in hunting and training animals, fugitives soon captured and consigned to show. Irish McGee, manager of Athletic Arena, and his assistants, Ernie Hyden and Bill Forkum, have done a fair business this season.

CLAUDE R. NEWCOMB.

Dodson World's Fair Shows

Hagerstown, Md. Seven days ended Sunday, September 12. Auspices, National Antietam Commemoration Celebration. Location, fairgrounds. Free admission. Ten-cent gate to midway. Weather, mostly good. Business, excellent.

A chilly damp wind swept vicinity Labor Day, sun failed to shine, but show had most satisfactory business. All at their post promptly at noon when main entrance ticket sellers started off with a rush. A steady stream of men, women and children poured onto midway all afternoon and evening. Total attendance on day, reported by secretary, Vernon Korhn, 9,886. Balance of week warm and clear. Daily matinees well attended. Strong newspaper campaign helped considerably Kiddies' Nickel Day Saturday. Midway packed to capacity Saturday night and all day Sunday. Even with a smoothly operating executive staff, C. Guy Dodson put in hardest working day of his career. Moved all over lot helping and assisting on front entrance, rides, shows and attractions. Official opening well covered by local papers. Washington, Baltimore and Philadelphia papers assigned camera men and reporters to record Historical Pageant presented in front of grand stand. All visited the shows, resulting in good publicity breaks. Records for two consecutive days' attendance broken when 30,103 paid admissions passed thru gates. In absence of General Agent Mel G. Dodson, Harry Thomas lent valuable assistance to Manager Dodson and all members of staff. Milton Williamson, tractor driver, and Jess MacCormack, in charge of sound equipment, pressed into service as main entrance ticket sellers. Officials of show were swamped with requests from amateur photographers and autograph seekers for permission to get photographs and autographs of Zucchini, Four Jacks and Eagle Sisters, free acts. Permission was granted and performers consented. There were so many cameras in action it looked like a photographers' convention. Mr. and Mrs. Howard Piercy, members of concession row, returned after week's holiday. A surprise visitor to Mrs. Rose Marie Holiday, Skooter ticket seller, her son, Thomas, 13, appeared on lot unannounced. Their first meeting in a year. Came on from Philadelphia to spend Sunday and Monday. Tootsie Dugan, New York, sister of Mrs. Anna Leroy, Ridee-O ticket seller, spending week on show. Mrs. C. W. Yelton, daughter of J. George Roy, operator of Round-and-Round and Lollypop Ship, visited, accompanied by her two daughters, Doris and Irene. Gilbert Reichert, giant, returned to International Congress of Oddities. A delegation is being formed among members of Arthur E. Dodson American Legion Post No. 784 to attend Legion convention in New York this month. Joe Baker recently rejoined show. Visitors: Mr. and Mrs. Harold Bantly, Chris M. Smith, Joe Phelps, Bill Gordon, Tim Murphy, Larry Kenneth, Mr. and Mrs. Chester Raymond, Joan and Lois Warren, Margie D'Vorak, Henry Myerson, Fred Neilson, Larry Knowles, Ray C. Thompson, Bruce McNeill and Robert Howe.

DAVE CARROLL.

O. C. Buck Shows

Fonda, N. Y. Engagement ended Thursday, September 9. Fair. Weather, ideal. Business, good only on Labor Day.

Opening Sunday to light business. Labor Day came back strong, but that just about represented business for midway on Fonda fairgrounds, altho a fair crowd came out nightly. Considering State fair opposition, fair officials considered crowd and business as highly satisfactory. Fair continued thru Saturday, with auto races last day, but show left Friday morning account of long jump to North Carolinas. Max Gould, wife and daughter, who have had cookhouse on show five years, remaining north to catch Mineola Fair, also Harry Roebuck and his concessions. Mineola midway controlled by Buck. New recent arrivals on midway include E. C. (Humpy) Evans, with three concessions and penny arcade; Pete Thompson, with Rumba Show and Mickey Mouse Circus. W. H. (Bill) Jones paid show visit and contracted bingo for Southern tour. Contracts entered with Purl Shields to open at Mebane, N. C., with his Carolina Minstrels.

Notes: Larry Updegraff busy building two new fronts for shows joining south—Jack V. Lyles and E. F. McLendon ahead of shows. Wendell Kuntz's side show continues top money, with Jockey

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Roland's motordrome close second. Octoputs and Ridee-O continue tops among rides. Prof. and Madame Ray new additions. Hindu Charlie Johnson back again in charge of reptile exhibit. Al and Mary Crane joined with custard truck. First tour of the south for Buck.
 DICK TOLMAN.

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Imperial Shows
 Rock Falls, Ill. September 6-11. Auspices, Firemen's Annual Corn Festival. Weather, fair. Business, excellent.
 Truck move from Baraboo, Wis., made in record time. All shows and rides up and ready for opening Monday, Labor Day, at noon. Crowds started spending right after parade, which was held at noon. Everybody with show got their share of business for day. Business rest of week up to Friday was off, but Saturday was big day of week. Crowds came early and stayed until closing hour, patronizing everything on midway. Show closed promptly at midnight, which is a rule established here by town officials. Shows and rides were all down and loaded early Sunday morning and making run to New Bedford, Ill., for annual homecoming. Everybody with show is happy and quite a few new people joined here. Dave Tennyson is going south with his concessions. Edward Hock, owner and manager, is very

enthusiastic about future bookings, which is being handled by Robert Kobacker.
 JERRY WILSON.

Kaus United Shows
 Hatfield, Pa. Week ended September 11. Auspices, Montgomery County Fair Association. Weather and business, good.
 Rain dogged show to very opening of this fair. Tore down in rain at last fair, moved in rain and unloaded in rain. Labor Day morning broke cloudy but no rain. However, midway was soft and cut up as a consequence of thoro soaking it had had, but show was ready to operate at noon. By midafternoon a large crowd, largest of week, was on midway. Honors were pretty evenly divided on shows, with Tilt-A-Whirl continuing to be favorite ride. Visitors: Mr. and Mrs. William Benner, of Miami, corn-game operators, stopped on way to Allentown Fair. Great Spike Howard and wife, of Philadelphia, visited friends in Ten-in-One. "China Red" Delane

received a visit from his mother, who lives in Atlantic City. J. A. Grady, of Doylestown, and Maj. Allen, secretary of Flemington (N. J.) Fair, looked over show. Had a wedding this week. Bride was Virginia Swager, dancer in *Revelations of 1937*, and groom was Norman Warbick, ticket seller on Ten-in-One. Attendants were Mrs. Ethel Potts, owner of *Revelations*, and Johnnie Wright, from Ten-in-One. Wedding party slipped quietly away Thursday noon and ceremony took place in Lansdale, Pa. Doc Seiden has framed a new show, *La Belle Renee*. Very attractive front. Show welcomes back an old concessioner, Al Schneider, and his wife. Mrs. Schneider operates penny pitch and Senator supplies name pennants. H. M. Kirby framed another penny pitch. Mrs. Dick Traylor is all smiles. Cause is a grandson born to her daughter, Mrs. Duggan. Mesquite, Tex. LESTER KERN.

ager of show, who has a host of friends in Raleigh, was a very busy man at all times. Management of show was host to newsboys and Catholic Orphanage, but with help of Harold McCauley, secretary of show, and H. Doc Allen, general agent. They all had a real good time all round. Show left Raleigh on 15 semi-trailers and arrived in Bellhaven, N. C. okeh, where shows are playing under auspices of Town and School Board. Everything was ready to open on time Monday evening to a very good business.

T. E. DANIEL.

Marks Shows

Kingsport, Tenn. Five days ended September 10. Location, Highland Park lot, three miles out. No auspices. Weather, rain. Business, none.

Show ended its first invasion of Tennessee in a downpour. One night of ideal weather marked week and gate registered only 900 paid admissions on that night. Remainder of week a total loss. Show train did not reach Kingsport until 3 p.m. Monday. Lot was soft and it was late Tuesday before last of equipment was in place, but it made no difference, rain continued until Thursday,

when a hot sun partially dried lot and clear skies gave promise of a night's business that did not materialize.

C. Jack Shafer and Vernon Moore left at Galax, Va., to play Roanoke Fair. Mr. and Mrs. Frank McHugh joined Hurd's Museum of Oddities, he to lecture and she with her mental act. They celebrated their arrival by entertaining the Kingsport Kiwanis Club at its Friday luncheon. Fred Morris joined from Downie Bros.' Circus to take over Underworld, wax museum, and started some changes. Outstanding event of week was birth Saturday morning of a son to Mr. and Mrs. Buckland, mentalist. General Agent Robert R. Kline was with show all week. Mrs. Harry Biggs was ill in her hotel all week. Crickets Doyle adds charm to Mrs. Robert Kline's baseball emporium. T. A. Schultz handled *The Billboard* during absence of Jimmy Hester, while Percy Johnson added postmaster generalship to his duties as John H. Marks' chauffeur.

CARLETON COLLINS.

Golden State Shows

Modesto, Calif. Week ended September 12. Location, Hopkins Field. Still spot. Weather, warm. Business, fair.

This was second time this season that Modesto was played by this show and altho returns exceeded previous occasion by a wide margin, yet for some unknown reason attendance was only fair with corresponding receipts. Ideal location. One consoling feature, however, was an improvement in business done by concessions contrary to that of shows and rides.

During week show was honored by a visit from Mr. and Mrs. Harry Fink, retired show people of San Fernando, and old acquaintance renewed by Manager Will Wright and other troupers. Likewise on Sunday, when show played day and date with Cole Bros.' Circus here, friendly visits being paid on both sides. Real highlight here, however, was furnished by Mrs. Jewel Hobday with arrival of long-awaited stork. She was rushed by car to Fresno, where shortly a future side-show manager and owner made his first bally with a lusty squall. Little one weighed in at seven pounds. On following day all males were receivers of very good cigars from proud father, Bill Hobday. According to report, Bill Jr. has very red hair; also Mr. and Mrs. John Hobday are now called uncle and auntie, respectively.

JOHN H. HOBDAY.

E. J. C. Shows

Hudson, Ont. Labor Day Celebration. Auspices, Provincial Police. Location, baseball grounds. Weather, cool and clear. Business, good.

This municipally unorganized mining community in heart of gold fields of Northern Ontario turned out en masse to welcome coming of its first carnival show. Roads not good and difficulty was overcome, trucks arriving on time. Shortage of carnival help due to dysentery outbreak was offset by welcoming committee's aid. Hardly had a concession been set and stock arranged than customers crowded in. Rides barely set and inspected before they were packed and operating. Skill games received patronage. Professor Valjean, with illusions, reported excellent returns. Big Eli Wheel topped rides. Madeline Casey's string game ran second to Joe Carter's hoopla. Bossman E. J. Casey made trip to replenish stock. Steve Baboony and trailer lost encounter with sandboll coming over a patch of muskeg road and had almost vanished from sight before a caterpillar was sent to rescue. Travael by motorized shows in this section is beset by difficulties. Scarlet Brother Bailey's romance still progresses nicely. Mike Keyes, assistant on Merry Mixup, had misfortune, breaking his right leg when he slipped during battle of sandboll and is confined to Kenora Hospital in plaster. Jim Mager is acting as foreman on Big Eli Wheel, assisted by Ary Curtis and Mike Vigoray. Sid Whitechurch succeeded M. Stanley on one-six wheel. Curly O'Lecky replaced Bullmoose Kerslake, called back to railroad.

FRED L. PRESCOTT.

Ky. Shows and rides ready to operate when crowd started coming Labor Day morning at 11 o'clock. Credit is due Ride Superintendent Charles Staunko. Lee Dehnert claims season record in erecting Octopus. After trucks were spotted Octopus was hauling passengers in 1 hour and 28 minutes. Warren J. Bunts is dickering on a property in Florida for winter quarters. Ed Larkins and Billie Bunts came over in advance of show Saturday with their grab stand and did excellent business all Saturday night and Sunday. Goodman and Sutherland joined with a Monkey Loop ball game; also Ann Toni, two-headed baby, child of Marie and John Marconi, of Ohio, doing fine business. Octopus was top for rides and Twin Eli Wheels second. Side show topped shows, with *Dark Town Strutters* close second. Auspices gave splendid co-operation to writer in advance of show. Vilas Wells, president of Chamber of Commerce, and B. W. Hamilton, secretary and treasurer, personally took writer in every store in Appalachia, making him personally acquainted with each owner and operator. Harry C. Wallace, editor of *Appalachia Independent*, gave four columns on his front page of paper. *The Post*, Big Stone Gap, Va., thru Carl B. Knight, assistant editor, carried cuts and a two-column story. Mr. and Mrs. J. G. Frants, with iron horse and educational attraction, are doing good business. Appalachia was well decorated and lights in colors were strung across streets. Parades were presented Monday morning, then sporting events in ball park in afternoon, then Mardi Gras parade in evening, then street dance closing day with a display of fireworks from top of a high mountain.

EDWARD K. JOHNSON.

Miller Bros.' Shows

Chanute, Kan. Week ended September 11. Location, fairgrounds, three squares from business section. Auspices, Neosho County Fair Association. Fair admission and midway free. Weather, rain and cloudy. Business, bad.

Show came in downpour Sunday. Goodly number show fans watched parking and unloading. Showfolk, show trucks, South African pygmies, and Captain Lewis, rubber man in "Believe It or Not" stunts on specially constructed aerial, having appearance of oil-well derrick, super feature Labor Day street parade. Afternoon business Labor Day nil. Rained hard till 5 p.m. Sawdust, cinders and drainage gave comfortable walking that night. Tuesday races called off. More rain but midway took in sleeping, eating expenses. Midway thronged Wednesday, spenders absent. Thursday, largest attendance; pocketbooks not in evidence. Friday, drop in attendance, not much patronage. Saturday, sunshine, clear; business very light. *Daily Chronicle - Capital and Weekly News* delivered. Writer and 20 Miller Bros. people honored with banquet by Kelleys, Iola, Kan. Morris Miller dealing for "Jesse James" in flesh to head new-idea crime show. Late John Dillinger's father slated for manager. Jack Gallagher and wife, Peggy, directing artist models. Carl Schneelock, ticket box; George Hogseton, canvas boss; Jim Baldwin, Tut Watson and Bumper Tolliver, canvassmen. New midway offering: *Peppy Musical Comedy Maidens*, Billy Macon and wife, Jeane, managers; O. P. Giles, treasurer; Billy Bubbles, canvas boss; Pop Sands, Darlington Warner and Phil Carter, helpers. Irene's Dancing Girls joined; Mr. and Mrs. Ernie Ray managers. Dick Porter, tent boss; Barber Thomas, Jig Copeland and Mose Jacobs, aids. Loren Ritchie in concession row. Loyd Mathis with loudspeaker. Jack Lindsay with bingo, newcomer. Lyle Leach sports third growth teeth. Eddie Kilgore, ventriloquist, ill. Congratulatory message to Joe Baker. Princess Zaida going big in museum and at clubs. Ticket sellers Believe It or Not show, new costumes, Russian blouses outstanding. Carl-Carlotta, half and half, has new evening gowns. Prince Bend-Over-Alice and Princess de Borax. Cherokee Indians, added to Believe It or Not show. Al R. Rogers, special representative, resigned. DOC WADDELL.

Broadway Shows of America

Raleigh, N. C. September 6-11. Auspices, Spanish-American War Veterans. Weather, rain. Business, fair.

Everybody visited with old friends and had a good time. J. P. Dehnert, man-

**OPPORTUNITY
NEW JERSEY STATE FAIR**

7 Days - TRENTON - 7 Nights
Sunday, Sept. 26, to Saturday, Oct. 2

GEORGE A. HAMID, Director
Quick Action Required!

A Few Desirable Locations Available for High-Class Demonstrators in Merchants & Manufacturers Building. QUICK ACTION REQUIRED.

Eating and Drinking Stands—Ball Games — Photographers — Hi-Striker — Penny Pitch — General Refreshments — Respond Immediately.

Address HARRY E. LA BREQUE
Resident Manager, Fairgrounds.

**AT LIBERTY
WORLD'S MOST SENSATIONAL LIVING FREAK
MARSHALL, the BOY WITH TWO MOUTHS**

Exhibited This Season for the FIRST Time to Tremendous Gross Business.
Write or wire: DAVIO ROSEN, Mgr., 3780 Surf Ave., Coney Island, N. Y.
Phone: Mayflower 9-2178.

WANTED-GREAT FREDERICK FAIR-WANTED

FREDERICK, MD., OCTOBER 12, 13, 14, 15.
INDEPENDENT SHOWS — REASONABLE TERMS
BIG FREE ATTRACTIONS BY GEO. A. HAMID, INC.
Address LEE RANNEBERGER, Superintendent Concessions, Frederick, Md.

KAUS UNITED SHOWS -- 2

WANT FOR FARMVILLE, VA., FAIR, AND BALANCE OF SEASON—ALL FAIRS.
Novelties, Arcade, Photo Gallery, Lead Gallery. Only American Palmists write. Legitimate Concessions of all kinds. Pony Rides, U-Drive-It Cars, Octopus, Caterpillar and Ride-O. Shows with own outfits only. Fun House, Working World, Moukey Circus, Dromic, or any paying Attraction. Anything new or novel we can use. Address all communications to W. C. KAUS, General Manager.

BROWN NOVELTY SHOWS WANT

FOR SOPER TON, GA., September 20; SWAINSBORO, GA., September 27; HAZELHURST, GA., October 4; BUTLER, GA., October 11; CAMILLA, GA., October 18; ALL FAIRS.
Loop-o-Plane, Octopus, Tilt-a-Whirl, small Grind Shows, with or without outfits; Pop Corn, Cotton Candy, Bowling Alley, Ball Game, Huckleback, Pop-Em-In, Cane Rack, Knife Rack, String Game, or any legitimate Concession not conflicting with what we have. Wires or mail as per route.
F. Z. VASCHE, Manager.

SAM LAWRENCE SHOWS WANT

One more HIGH AERIAL ACT for CHERAW, S. C., WEEK SEPTEMBER 27, also one more SHOW of merit, any KIDDIE RIDE, PENNY ARCADE, FUN HOUSE, ALL STOCK CONCESSIONS FOR THE FOLLOWING FAIRS: CHERAW, CONWAY, CENTRAL, MULLINS, ALL S. C.; CARTHAGE, N. C., AND A LONG SEASON IN FLORIDA. No Racket. Act Quick. As per Route.
SAM LAWRENCE, Manager, Fuquay Springs, N. C., Fair, this week.

Crystal Exposition Shows

Appalachia, Va. Week ended September 11. Auspices, Chamber of Commerce and Kiwanis Club. Location, Island Showgrounds. Weather, rain Labor Day, balance of week clear. Business, Labor Day excellent, rest of week good. Shows made quick move from Jenkins,

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

St. Louis

ST. LOUIS, Sept. 18.—Mel H. Vaught, owner and general manager, and L. Clifton Kelley, general agent, of the State Fair Shows, spent several days here this week while on a special business mission.

The antique dealers of St. Louis will hold a hobby and antique show at the Coliseum from October 11 to 15. It will be known as the Great Southwest Hobby and Antique Exposition. Harry J. Walters is the managing director. Earl B. Enos, who for a number of years was in the outdoor show business and who is now operating the Enos Glass House in this city, will occupy four booths with exhibits of early American pattern glass.

L. S. (Larry) Hogan, general agent of the Beckmann & Gerety Shows, was here early this week making railroad contracts.

John Francis, Greater Exposition Shows, was in city for several days. He purchased some additional motor equipment from Charles T. Goss, of the Standard Chevrolet Company of East St. Louis.

Mr. and Mrs. Jimmie Byers, of Byers Greater Shows, were here on Wednesday on a buying trip.

Mr. and Mrs. Harry G. Corry passed thru St. Louis on Monday, en route from points east and north to Louisville, Ky., where Corry is operating several concessions. He was the possessor of a new Packard sedan, which he purchased several weeks ago in Buffalo, N. Y.

Mrs. Carl Byers, of Byers Bros.' Shows, spent several days in East St. Louis, the guest of Mr. and Mrs. Charles T. Goss.

Monday and Tuesday of this week saw the departure of the outdoor show people who played the Democratic Women of Missouri rally at Grand and LaCleve streets here from September 5 to 12. The event was handled by Johnny Toffel, general manager; Bob Hallock, director in charge; Harry Miller, business manager, and Terry Martin, advertising. The Miller & Archer Shows had the majority of rides and shows on the midway, with C. B. Dally, O. J. Bealy, Roy Lucas and Bryan Stevens operating independent rides also. Capt. Cliff Gregg, cannon act, and Taylor Brothers furnished the free attractions. Among those operating concessions were Cliff Jewel, Jack Wish, Ben Faust, Johnny Graves, Al James, Mickey Wilson, Chink Moore, Paul Flannigan, J. V. Archer, Johnny Delaport, Clarence (Butch) Duffy, Earl Connors, Johnny Johnson, C. Little, R. Leonard, Terry Martin, G. Yonker and Bryan Stevens.

Ideal Exposition Has Difficulties

NEW YORK, Sept. 18.—Some of the difficulties and hardships that can arise in the life of a carnival man were described in a letter this week from Larry Nathan, general agent for the Ideal Exposition Shows, Inc. From Charlotte, N. C., he scribes: "The week of September 6 we were in Staunton, Va., making a probable record-breaking jump of 600 miles from Watertown, N. Y., thru mountainous country thick with fog and a driving rain. Found the fairgrounds a river of mud and water and such a dismal sight one can imagine.

"But with the assistance of William Glock and everyone with the show we had things up and ready in 24 hours. Midway was established with great difficulty but only after using 24 tons of gravel, 40 bales of straw and 25 truckloads of wood shavings."

Nathan went on to say that the rides and array of shows were on as usual despite the hardships encountered over a period of several days. Four Queens of the Air, aerial act and free attraction with the show, performed as usual.

Gertrude P. Allen Secy. Of Ladies' Aux., HASC

KANSAS CITY, Mo., Sept. 18.—Mrs. Gertrude Parker Allen, chairman of the board of directors of the Ladies' Auxiliary of the Heart of America Showmen's Club, called a special meeting to elect a secretary, as the office was vacant due to the death of Etta Smith in May. Elizabeth Yearout was unanimously elected and will hold office until the election in December.

All members are urged to make a note of this and to send all correspondence

to the secretary at her address, 3024 Olive street, Kansas City.

Dues for 1938 are now payable and can be sent in at any time now and the new cards will be mailed promptly. Meetings will begin the first Friday in November in the Coates House clubroom and plans will go forward for the rummage sale and bazaar to be held during the winter.

FAIR GROUNDS

(Continued from page 48)
cluding the United States, visited the fair, as compared with 3,700 foreign buyers last fall. American participation has fully doubled.

NEW LONDON, O.—First fair held here in several years drew more than 15,000 on September 11 and 12. Ted Cunningham was in charge of arrangements, assisted by Postmaster O'Hara. Jolly's rides and Buck Moughlman's pit show were on the midway. All exhibit departments were filled. Plans are to hold next year's event on three instead of two days.

PAW PAW, Mich. — Michigan Grape Growers' Fair here closed a three-day street event on September 12 with two excellent days. Friday, due to rain, was bad for attendance. There were free acts from the Fox School and others, booked thru the Larkin office. George De Moss had three rides, with Vic Horowitz contracting for most of the 30 concessions. Fair was under the management of Secretary Clarence Brown.

PLAINWELL, Mich. — Plainwell Fair, sponsored several years by the American Legion Post, had a 20 per cent increase on September 8-11 in grosses over 1936, Secretary Homer Wade and President Elmer Wood reported. It returned to the old fairgrounds last year after being a street fair several years. This year it was given recognition as official muck crop show of the State by the department of agriculture. Attendance was about 12,000. Miller Amusement Company furnished rides and Twerdahl-Chase Company concessions. Free acts, booked thru Detroit office of Gus Sun Agency, included Fox Golden Melody Girls; Sandy McAun, ventriloquist; Lavoy Sisters, accordionists, and Mario Sisters.

PORTAGE, Wis.—Attendance at four-day Columbia County Fair, which closed on Labor Day, was almost 2,000 less than last year, said officials. Paid attendance was 5,889, with grand-stand admissions reported at 2,697.

DU QUOIN, Ill.—With a program of national championship Central States Racing Association-sanctioned auto races on final day of Du Quoin State Fair here on September 11, the annual closed with the largest crowd of the season. Grand stand was sold out two hours before opening race and President W. E. Hayes and Manager H. E. Strong were elated at interest shown. Jole Chitwood, Indian driver, dominated the races.

DETROIT.—Grand-stand record set in 1926 was broken at Ann Arbor Fair when the Henry H. Lueders unit show, with Charlie Collins as emcee, played to 3,800 on opening night. The four-day fair opened with WLS Barn Dance for one night. Lueders unit played to 10,000 in three successive nights. Gooding's rides were on the midway, with Streets of Paris shows and concessions booked independently.

PREMIUM FACTS

(Continued from page 48)
cents; grand stand, day or night, 50 cents; children, under 18, 25 cents; reserves, 50 cents. Attractions: George A. Hamid grand-stand show; revue, Revelations of 1937, Helen Reynolds' Skaters, Frank Cervone's Band, Three Erwingos, Jumbo, the Decardos; Lucky Teter's Hell Drivers, Saturday only; horse and pony races. Midway: World of Mirth Shows.

CINCINNATI, Sept. 18.—Housecars and trailers licensed in Georgia if used for sleeping purposes are not required to have maintenance tax tags, according to Lucien Jenkins, who operates a tourist park at Tifton, Ga. "I have had a number of inquiries regarding the new State maintenance tax tag asking if housecars and trailers are subject to same," Jenkins writes. "I have just been in touch with Mr. Patten, State tax inspector. Mr. Patten states he took the

"FIRST CHOICE OF TRAVEL-WISE TOURISTS" KOZY Coach



KOZY Coach
TRADE NAME REG. U. S. PAT. OFF.

Pick your trailer as you would a home. Every possible thing you need and want for grand living in a small way you'll find in the popular Kozy Coaches.

There's plenty of room to stretch out and be at ease. Living necessities are conveniently and compactly arranged. All kinds of luggage space is provided, full length

wardrobe, etc., and the beds are truly something to rave about. And now Kozy Coaches are built on an all-steel electrically welded chassis to prevent sagging, eliminate side-sway, assure quiet operation and perfect alignment.

Before you buy any coach see the Kozy. Send for brochure—"You're Ahead with a Kozy Coach Behind."

KOZY COACH CO. 409 E. MICHIGAN AVE., Kalamazoo, Mich.

"STAGE COACH" Goes Factory Direct

No Salesmen. No Dealers. No Jobbers. Now get a load of this: A 20-ft. De Luxe Coach with Large Open Range, factory built Ice Box, Oil Heater, Burner, Studio Couch, Pullman Beds and spacious Wardrobe, Lavatory, Private Dressing Rooms. All for \$225.00. Terms cash, or arrange your own finance. Do not write or wire, but come in and see this Coach.

STAGE COACH TRAILER CO., S. J. STANLEY, Gen. Mgr. 1703 Ironwood Drive, South Bend, Ind.

HALIFAX COUNTY FAIR, Weldon, N. C., Sept. 27th to Oct. 2nd, Inclusive

WANT WANT WANT
Rides-O. U-Drive Gas Cars, Kiddie Aeroplane, Shows that don't conflict. Organized Minstrel with Band. Good proposition to good Show. Have complete outfit for same: Penny Arcade, Legitimate Concessions of all kinds. No exclusives at our Fairs except Bingo. Will consider exclusive on Novelties. CAN USE Ride Help that is experienced. All address.

KAUS UNITED SHOWS, INC.
This Week, Lexington, Va.; Next Week, Weldon, N. C.

LAST CALL FOR BIG CUYAHOGA FALLS, O., CENTENNIAL

WEEK SEPTEMBER 27.
WANT Ball Games, Grind Stores and Stock Wheels. CAN USE one or two good Shows that don't conflict. Wire R. H. WADE, Smithfield, O., Fair Grounds.

FIESTA ENDS

(Continued from page 48)
on the midway across from Casa Manana on September 12, are doing well. With a free gate in effect, Turt Catering Company and Al Humke installed two wheel games on the midway across from Pioneer Palace. Carl Pittman and Albert Gatlin operate them, with Matt Graham in charge. One concession that has had much better business since the free gate is a novelty stand operated by Jimmy Amrose for Al Humke.

Wilson at Astor House
Jack Wilson, house manager at Pioneer Palace since the Fiesta opened, is now house manager at the Astor House, being replaced at Pioneer Palace by Orvin Katz, who was stage manager at Melody Lane. However, Carl P. Rauscher, manager of Firefly Garden, is pinching hitting at Pioneer Palace while Katz is recovering from pneumonia and measles.

Astor House, which opens one hour earlier since the free gate, has free dancing before 9 p.m. and after 2 a.m. Ten cents per dance is cost at other times. J. D. Wolkin, Lexington, Ky., stopped off to visit his brother, Bill Wolkin, and to take charge of Turt interests here.

HARRIS-TRAILERS, DISTRIBUTORS

Factory-Salesrooms, 623 S. Clay St., Troy, O.
Covered Wagon Trailers—New and Used Trailers. 1937 Four-Wheel Custom, slightly used, extra Cabinets, Awnings, \$1,250.

TILLEY SHOWS WANT

Shows with or without own outfits. Merchandise Concessions for ELGIN, ILL., week of September 27. Address Ottawa, Ill., this week.

along with Ben Koppel, while Bill went to Aransas Pass, Tex., on a week's fishing trip. J. D. is en route to Mexico. Everett Marshall, singer in Casa Manana Revue, was guest at a Rotary Club meeting in Mineral Wells last week, singing his songs of this year's revue and those of 1936. Art Frank, chin-whiskered dancer and pantomimist in Pioneer Palace Revue, was interviewed this week on the Fiesta Reporter program over WBAF here. Aaron G. Woody is new head chef at Casa Manana.

East gates at the Fiesta were reopened after one night to speed up entrance to grounds. Sid Walters, in charge of the pass gate for some time, is the only gate employee remaining at the blockhouses. Charles Lagadinos, who has had pop corn and peanut stand at the Flirting With Death free show and at Melody Lane when it was a free show, now has his stand in front of Firefly Garden.

Trailer Legislation

matter up at the capitol with Mr. McWhorter, chairman of the State Motor Vehicle Department, and Mr. McWhorter advised that no trailer or housecar is subject to this tag tax if used for sleeping purposes (living trailers or housecars), altho the State has passed a drivers' license law calling for \$1. I understand this goes into effect in the near future. License plates for housecars, living trailers and pleasure cars remain \$3, plus \$1 driver's license."

Pipestone Powwow Draws Big Crowds

PIPESTONE, Minn., Sept. 18.—Annual Powwow Celebration on Labor Day under city auspices as a good-will gesture drew substantially larger crowds than in previous years, said Secretary E. R. Trebon.

Five rides, 7 shows and 30 concessions, including those connected with the W. E. West Shows, did good business on the midway, with the Octopus ride getting top money, followed by the Miniature Train. Radio and vaude acts, booked thru WCCO's Artists' Bureau, were free attractions. Bostic's Orchestra furnished music for dancing.

Program included old settlers' reunion, speeches, band concerts, competitive events and a pet and industrial parade. Event was advertised by posters and advertisements in 12 newspapers.

RIDES-CONCESSIONS WANTED

FOR TWO-DAY

OATLE AND HORSE SHOW

Sponsored by Syracuse-Lake Wawasee Lions Club at Syracuse, Indiana, October 15-16.
Write MATT KATZER,
SYRACUSE, INDIANA.

Big Corn Carnival

SEPTEMBER 30-OCTOBER 1 AND 2
IN CHATSWORTH, ILL.

Wanted—Free Acts, Rides and Concessions.
Write HILKO J. REMMERS, Chatsworth, Ill.

Wanted Good Carnival

Also Thrill Acts for Celebration, October 21, 22 and 23, on Main Street,
Write R. L. GOFORTH, at Once, Kiowa, Kan.

WANTED CARNIVAL and STREET FAIR

FOR ONE WEEK IN MIDDLE OF OCTOBER
OR FIRST OF NOVEMBER.
DREW ATHLETIC ASSN.,
Orew, Missisippi

TAHLEQUAH FIRE DEPT. WANTS

CARNIVAL, SHOWS. Last week September or
Second Week October; September Date Preferred.
TAHLEQUAH, OKLAHOMA.

WANTED

FOR THE SOUTH'S BIGGEST CELEBRATION

LITTLE ROCK, ARK. — October 11 to 16

Six Big Days and Six Big Nights.

Sponsored by Young Men's Business Association and Overman Park Zoological Society.

Space still available for Demonstrators. Only legitimate demonstrations need apply.

Can place Food, Frozen Custard, Candy Apple, and what have you?

Goodman Wonder Show contracted for the Midway.

Have opening for additional high-class Free Acts. What have you to offer? Zacchini, if at liberty this date, please wire:

This is the first Big Celebration in six years.

Address all communications to WARREN WRIGHT, Young Business Men's Association, Little Rock, Ark.

WOOSTER BOOSTER CLUB

Wants Shows, Rides, Concessions and Free Acts
Another Big BOOSTER CLUB CARNIVAL

Downtown Wooster, Ohio, October 4 to 9

W. A. (DOC) KERR, Secretary, Box 232, Wooster, Ohio.

EXHIBITORS—CONCESSIONAIRES

We Have Space for Exhibits and Concessions of All Sorts.

CLEVELAND AUTOMOBILE SHOW

CLEVELAND PUBLIC AUDITORIUM, NOVEMBER 13-20, 1937.

CLEVELAND CONCESSION COMPANY

500 St. Clair Avenue, West,

CLEVELAND, OHIO.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25-27 Opera Place, Cincinnati, O.)

Big Array of Talent Is Lined Up For K. C. Jubilesta in Huge Aud

KANSAS CITY, Mo., Sept. 18.—Second annual Jubilesta opened in Municipal Auditorium on Friday with four separate shows under the same roof at the same time. Heading opening bill in main arena were Eddy Duchin and his orchestra; Gertrude Niesen, singer; Rufe Davis, hillbilly comedian, and the 32 Hollywood Dancing Girls. A new bill will move in on Sunday.

Sigmund Romberg operetta, *The Desert Song*, starring Bernice Claire and Guy Robertson and produced by Richard Berger, will play seven nights and one matinee in the Music Hall. Opening night crowd was good. In the basement *Ice Follies of 1937* drew well. Shipstad brothers, Bess Ehrhardt and other skating stars are featured and the show will run until the Jubilesta ends on September 25. Joseph and Salvatore Gauci, brothers, who built and own the miniature Holy Land exhibit, opened in the auditorium's Little Theater last Sunday, five days in advance of the Jubilesta. Other programs to be seen during the

Jubilesta, all in the main arena, are: Sunday, Wayne King's Orchestra, Frances Langford, Jack Haley, Pat O'Malley; Tip, Tap and Toe of George White's Scandals, and 32 Hollywood Dancing Girls; Monday, Isham Jones' Orchestra, Frances Langford, Rufe Davis, Georges and Jalna and Jack Waldron; Tuesday, Rubino and his violin, backed by a concert orchestra of 50 Kansas City Philharmonic musicians; Alec Templeton, English pianist, and crowning of Queen Jubilesta.

Wednesday and Thursday, Edgar Bergen and Charlie McCarthy, Buddy Rogers and his orchestra, 32 Hollywood Dancing Girls and Jack Waldron; Friday, *The Jubilesta Jubilee*, with 100 in cast, booked thru MCA; Isham Jones' Orchestra, Jack Waldron and 32 Hollywood Dancing Girls; Saturday, Jubilesta Jam Dance session, with a battle of bands between Benny Goodman's Camel Swing School Band and Isham Jones'.

No concessions are at the Jubilesta
(See BIG ARRAY on page 75)

Oliver Rides in Milan, Mo.

MILAN, Mo., Sept. 18.—Six-day city-sponsored Home-Coming Picnic and Fair ending on September 4 was attended by large crowds and had good weather, reports Chairman A. W. Herington. Five rides of Oliver Amusement Company, on the midway, did good business. Concession business was slow. A fund from donations was used for home economic and stock premium awards. Hilberg Company was free act.

Skerbeck Shows New London

NEW LONDON, Wis., Sept. 18.—Skerbeck Amusement Company and free acts were featured at a celebration here on September 4-6, reports General Secretary E. B. Wirth. Prizes were awarded nightly. Acts, booked thru William Schultz, were Quintuplets, trapeze; Kiddies, tumbling and Bink's Circus Revue. William Schwelde was emcee. Committee was Ben Schmidt, chairman; Art Warnecke, tickets; Walter Fredericks, parade; William Schwelde and Art Schmidt, entertainment; John Rosenberger and Jaber Soffa, finance.

Shorts

LINEUP of the George Barton Circus unit at Fort Black Jubilee Circus, Pittsburgh, included Andrews' Performing Bears; Will Brown, roping, juggling and baton spinning; Miss Margaritte, traps and web; Lindsey Gaynor Duo, knock-about and clown numbers; Chief Tom, wrestling bear; dog and pony acts.

BINK'S CIRCUS REVUE, managed by Jake Diech and George Bink, furnished trapeze, juggling and slack-wire acts at Markle (Ind.) Fall Festival on September 14-17. Others were Reckless Ross, acrobatic bicyclist, and Skating Smith. Weer's rides were on the midway.

CORN SHOW sponsored by American Legion Post and merchants will be held on streets of Ashley, O. Midway, free acts and contests will be featured.

ANNUAL PUMPKIN SHOW in Somers, O., will feature a midway, free acts and flower show.

A MIDWAY will be featured at annual Wooster (O.) Fall Festival and Exposition, sponsored by the Boosters' Club, of
(See SHORTS on page 75)

HELP This Department by Telling Committees About It.

Varied Program Is Given At Wharton, N. J., Doings

WHARTON, N. J., Sept. 18.—Martinez Circus, Princeton Shows and fireworks were featured at Old Home Week Celebration here on September 13-18 in connection with the 150th Anniversary of the Constitution of the United States and sponsored by the American Legion Post Drum Corps, said Director L. G. King.

Special days were held for civic and fraternal organizations and program included parade, merchants' exhibits and competitive drills between fire departments. Event was advertised by posters and a program in which advertising space was sold.

10,000 at Waterville, Minn.

WATERVILLE, Minn., Sept. 18.—About 10,000 attended the annual Fall Festival and Homecoming here on September 10-12, sponsored by Veterans of Foreign Wars Post, said Chairman Hiller C. Teff. Frisk Greater Shows, with 6 rides, 6 shows and 20 concessions, were on the midway for the second consecutive year and did good business. Free acts, booked by R. T. Worlein thru the Mabel O'Connell Agency, were changed daily, cost of which was defrayed by contributions from business men. Prizes were awarded for grain exhibits.

Crowd Big in Cromwell, Ind.

CROMWELL, Ind., Sept. 18.—A record crowd attended the 19th annual Labor Day Celebration here and profit of \$500, to be used for civic improvements, was shown, said Secretary Harry Hussey. Big business was done by 50 concessions, shows and Weer's four rides. Four Kressells were free act, and program included band concert, ball game and dances, afternoon and evening.

Gould's Spec in Iowa Spot

SIoux RAPIDS, Ia., Sept. 18.—Jay Gould's Million-Dollar Spectacle; his orchestra, which furnished music for dancing; balloon ascension and shows and rides and concessions were attractions at Tall Corn Days here, sponsored by the Commercial Club, and drew large crowds, said officials. Prize award was a trip to Radio City, New York.

WANTED

Rides, Concessions and Merry-Go-Round for 6TH HARVEST HOME FESTIVAL
Scottville, Mich., September 30-October 1.
Write, wire or phone J. F. READER, JR., Concession Chairman.

CLEAN SHOWS AND CONCESSIONS WANTED

OCTOBER 13, 14, 15 and 16, 1937

FIFTH ANNUAL HORSE SHOW
BRYAN, OHIO.

OR. GLEN BIGOLE, Secy. and Treas.
ROY HUENEFELD, Concession Mgr.

WANTED

FOR WEEK OF OCT. 10-16 FOR
OLD HOMECOMING WEEK, CALIFORNIA, PA.
Rides Only if Not With Concessions.
H. L. LEVY, General Chairman,
Old Home Week Committee.

Firemen's Fall Festival

TONTOGANY, O., SEPT. 29-30-OCT. 1-2
A Street Fair.
CAN USE Independent Shows, Rides and Concessions. Legitimate only.
E. P. BAYSON, Supt. Concessions.

WANTED

RIDES, SHOWS AND CONCESSIONS FOR
HOMECOMING
Junction City, O., Sept. 27 Till Oct. 3, 1937.
Write E. G. OLARK, Chairman.

WANTED

SHOWS, RIDES AND CONCESSIONS FOR
HOMECOMING
Sarcosie, Mo., October 8 and 9.
SARCOXIE COMMERCIAL CLUB,
NELSON BROWN

WANTED

SHOWS, RIDES, CONCESSIONS,
HOMECOMING
October 8, 7, 8, 9, Blue Mound, Ill.
R. B. UHL, Manager.

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A-1 ATTRACTIONS—STORE SHOWS, SENSATIONAL Features, make tremendous profits everywhere. Experience unnecessary. Permanent locations, travel. UNIVERSAL, 3238 S. State, Chicago.

A-1 SILVER POLISH—CLEANS AND RETAINS the polish, 35c; three cans \$1.00. **KLENZ POLISH MFG. CO.**, Box 243, Centralia, Wash.

AGENTS — STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago.

BE YOUR OWN BOSS! OPERATE USED-NEW Clothing Business from Store Home, Auto, 20%—300% profit. Everything furnished. Catalog free. **ROOSEVELT MERCANTILE, 550-AC Roosevelt, Chicago.**

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Dresses, etc. Sales Kit Free! Experience unnecessary. Write **NIMROD, Dept. 43, 4922-28 Lincoln Ave., Chicago.**

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today, no experience needed. Free samples. **"RALCO,"** 1305 Washington, Boston, Mass.

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CHRISTMAS BOX ASSORTMENTS — 21 HIGH Class Folders, sells for \$1.00. Sample box 35c; 100 boxes 25c each. **ARTFORM COMPANY, 1710 Undercliff Ave., New York.**

CHRISTMAS CARDS—CAN YOU SELL QUALITY? America's finest assortment. Big profits. Write for samples. **ROBINSON CARDS, 314 Orange, Clinton, Mass.**

EXPERIENCED SUBSCRIPTION MEN WANTED in all states; attractive combination National Magazines for Town and Country. Very liberal proposition. **PUBLISHER, 715 Shukert Bldg., Kansas City, Mo.**

FREE LITERATURE DESCRIBES HUNDREDS plans for making money locally or by mail. **GILBERT SUPPLY, 1107-B Broadway, New York.**

FREE—ONE DOZEN FLASHLIGHT BULBS WITH every dozen sold. All sizes. Guaranteed new, \$1.00 per doz. **MILNER BULB CO., 675 Ami St., Atlanta, Ga.**

HELP: PITCHMEN AND MEDICINE WORKERS — A fast natural, 300% break. We spot you on money locations. Stores this winter. See Kid Carrigan, Jake Fox or Joerg at 1869 N. Damen Ave., Chicago, Ill.

JAR TICKETS, 1440, 1836, 2052, 2280. LOW quantity prices. Put and Take. Series. Display and Seal Cards. 100 Different Games. **TOM THUMB, Dept. BBB, Nauvoo, Ill.**

MEXICAN HAND-MADE FEATHERED CHRIST-mas Cards. Gifts. Unusual, different; tremendous profits. Free particulars. Samples 10c stamps. **MARQUEZ, Apartado 1176-B, Mexico City.**

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NORTH POLE ANTI-FREEZE — PREVENTS frozen radiators; absolutely harmless; won't boil away; prevents rust; no alcohol. Make sell this product. Costs 15c a gallon. Sells \$1.50 and up. Now on the market under other trade names. Formula \$1.00. **NU-WAY SALES CO.,** Box 243, Hornell, N. Y.

PERFUME BUDS — COSTS 1c EACH; SELL 5c. Particulars free. Samples 10c. Agents, Streetmen, Demonstrators. **MISSION, 2328 W. Pico, Los Angeles.**

SALESMEN - AGENTS — BUY AT LOWEST Wholesale Prices. Send 25c for complete Buying Guide. **GRAY'S SERVICE, Dayton, Ky.**

SELL BY MAIL! PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Calendars. Big profits. Particulars free. **F. ELFCO, 438 N. Wells, Chicago.**

"WHAT AN ONION ONCE SAID TO A Potato" 10c; Mike's "Our Father," 15c. Address **THE EYE OPENER, 511 Richards Bldg., Cincinnati.**

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ANIMALS, BIRDS AND PETS

ACQUIRABLE—MONKEYS, BABOONS, CHIM-panzees, Kinkajous, Ocelots, Pythons, Boas, Anacondas, Parrots, Parakeets, Macaws, Animals, Reptiles. **LINDEMAN, 63 W. 11th St., New York.**

ALLIGATORS, SNAKES AND LIZARDS FROM Florida, Cuba, Central America. 12 assorted Small Snakes, \$3.00; 8 assorted Large Snakes, \$10.00. 14 Water Snakes, \$6.00. **ROSS ALLEN, Silver Springs, Fla.** Write via Ocala. oc2x

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas, Ringtail, Java and Rhesus Monkeys. Also Parrots. **SNAKE KING, Brownsville, Tex.** se25

BIG DEN'S ASSORTED SNAKES, \$10.00 UP. Dragons and Iguanas cheap; also Animals. Cash with order. **TEXAS SNAKE FARM, Brownsville, Tex.** se25x

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Guaranteed Mangy Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN, Dallas, Tex.** del8x

FRESH, FAT, ASSORTED SNAKES IN LARGE Dens, including 7-Foot Bulls, Rattlers, etc. Immediate delivery. **ELISON MITCHELL, Naturalist, St. Stephen, S. C.**

PLENTY HEALTHY SNAKES. ALL KINDS. Alligators, Armadillos, Cillas, Iguanas, Chameleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Lion Cubs, Peccaries, Coati-mundis, Rats, Mice, Owls, Macaws, Parakeets, Parrots. Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.** se25x

WANT YOUNG LIONS, PUMAS, ALL WILD animals and birds; small wheel cages, banners, palms, animal act props. **GEORGE J. KELLER, Bloomsburg, Pa.**

BUSINESS OPPORTUNITIES

MILLIONS JOBS! GET DOLLARS IN MAIL daily, like we do, for amazing employment information. Keep money; we fill your orders free. Stamp brings details. **CO-OPERATIVE SERVICE, Dept. H, 77 Swan, Buffalo, N. Y.**

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A PHONOGRAPH NEEDLE THAT GIVES a longer service at less cost than any other on the market. Write for free sample and price list. **SUN SALES COMPANY, 949 Lincoln Park Drive, Cincinnati, O.**

A REAL BARGAIN—ON 16 BOWLING BUMP-ers, floor samples and some only slightly used. Make us an offer or write immediately for prices to **THE MILLS AMUSEMENT CO., 486 19th St., Niagara Falls, N. Y.**

AAA-1 BARGAINS — USED FEW WEEKS. Golden Wheels, \$89.50; Caroms, \$57.50; Turf Champs, \$49.50; Preakness, \$75.00; Pad-dock, \$64.50; World Series, \$175.00; Pamco Palooka Sr., \$22.50; Billy Derby, Daily Races, Galloping Plugs, etc., \$15.00 each; Homestretch, 25% Deposit. Write us your needs. **MARKKEP, Cleveland, O.**

ABSOLUTELY GUARANTEED TO BE THE BEST buy in history: Mills Blue Fronts, \$42.50; Watling Rola Tops, \$27.50; Mills on Heads, \$17.50; Skyscrapers, \$17.50; Jennings Chiefs, \$52.50; Mills Lock Safe Stands, \$5.50. 1/3 deposit on quoted prices required. How many? **EAGLE VENDING CO., 205-7 Tampa St., Tampa, Fla.** se25x

ATTENTION—WILL BUY FOR CASH ALL styles of Arcade Equipment. Specify in typewritten letter exact quantity, style and price. **T. DEFERRAO, 415 Main St., Jacksonville, Fla.**

ATTENTION—WILL BUY FOR CASH ALL styles Arcade Equipment. Specify in typewritten letter exact quantity, style and price. **GERBER & CLASS, 914 Diversey Blvd., Chicago.** no13

BARGAIN—EIGHT LATE '36 MODEL ELECTRO Hoist Crane Machines, excellent condition, price, \$70.00 each. **CAPITOL NOVELTY COMPANY, 1506 W. First Ave., Columbus, O.**

BARGAINS IN FIRST-CLASS EQUIPMENT—Mills Blue Front Mystery Gold Award, all Mills heads, nickel, dime or quarter play, A-1 condition and appearance, \$42.50 each; Watling RolaTops, front venders mystery payout, gold award, \$35.00 each; Bally Rays Tracks, nickel play, used approximately 6 months, \$125.00 each. One-third with order. **FLORIDA AUTOMATIC MINT CO., 1243 Central Ave., St. Petersburg, Fla.** se25x

BARGAINS—1 PREAKNESS, TICKET MODEL, \$60.00; 2 Turf Champs, ticket model, \$40.00; 50 other tables such as Jumbos, Madcaps, etc. Make offer. **TRIANGLE NOVELTY CO., Parsons, Kan.**

BARGAINS—FIVE 14-FT. DE LUXE ROLL A Ball Alleys, only \$39.50 each. Call here personally. **ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y.** oc2

CASH FOR GROETCHEN'S COLUMBIA MILLS CTS if reasonable. Must allow inspection. **BOX C-338, care The Billboard, Cincinnati, O.**

CLOSEOUTS, RECONDITIONED MACHINES—One each Bally Bonus, Derby, Jumbo, Snappy, Daily Limit, Pamco Pinch Hitter, Flicker, McCoy, two each Multiples, Double Headers, \$18.00; eight Mills Railroads, four Pamco Hi-De-Hos, eight Western Previews, \$35.00; four Sky High, one Big Five, one Jennings Sportsman, five B Traffics, \$6.00; three Mills Phonographs, \$24.50; five Mills 5-cent Escalator Bells, \$43.00. All guaranteed first-class. 1/3 deposit, balance C.O.D. Refer to First Citizens Bank. **M. R. WILKIE, P. O. Box 1021, Fayetteville, N. C.**

ERIE DIGGERS, \$15.00; IRON CLAWS, CHEAP. K. O. Fighters, 700 Peanut Gum Venders; Cent-A-Smokes, \$4.50. **NATIONAL, 4242 Market, Philadelphia, Pa.** x

FEW PACE COMET 1c VENDERS LEFT. LIKE new. Will sell them for \$30.00 each with stands. **W. C. FAIRBANKS, Sioux Falls, S. D.**

FIRECRACKER, FIREBALL, BALLOT, \$12.50. Batter-Up, \$22.50; Duettes, \$7.50; Snacks, \$15.00. **COLUMBIAN VENDING CO., Parsons, Kan.** x

FOR SALE—2 RAY TRACKS IN GOOD WORK-ing order. 1 serial number over 3600 ticket. 1 3900, \$195.00 each; 1 Grand Prize Ticket used 3 weeks, \$65.00; 1 Tycoon, \$15.00; 1 Pacific Marksman, \$55.00. 1/3 deposit, balance C.O.D. **ALLAN S. SCHILL, 41 N. Brandywine, Schenectady, N. Y.**

FOR SALE—VERY LATEST ONE-BALL TABLES cheap. 10 Gottlieb Sports Parade and Daily Races, \$35.00 each; 17 Gottlieb Speed Kings, Miss America, Daily Feature, Football, Derby Daily Races, \$50.00 each; 17 Gottlieb, \$17.50; 2 Grabustaks, \$25.00; 1 Deauville, \$40.00; 3 Bonus, \$15.00 each; 1 Hi-De-Ho, \$25.00; 1 Jumbo, \$10.00; 10 Jennings Flickers, \$20.00; 10 5c practically new Jennings Grandstands, \$27.50; 1 Bally Favorite, 1 Bally Bells, used two days, \$140.00 each. All F.O.B. One-third deposit. **FRANCO NOVELTY COMPANY, Box 927, Montgomery, Ala.**

FOR SALE — PAMCO PARLAYS, \$20.00; Turf Champs, \$50.00; Alamo, \$20.00; Jumbo, \$15.00; Winner, \$55.00; Pacific Rosemont, \$75.00, like new; Radio Poker, \$50.00. Real bargains. Send one-third deposit with your order. **ONTARIO AMUSEMENT MACHINE CO., 15 Andrews St., Rochester, N. Y.**

FOR SALE—IN GOOD CONDITION, LIKE NEW. Used Bumper Novelty Tables, \$15.00 each. Must sell. Write or wire. **ROBERT EHRHARDT, 608 N. Market St., Shreveport, La.** oc2

FOUR WURLITZER PHONOGRAPHS—P-10, \$100.00 each; five Style P-12, \$120.00 each; two Seeburg Symphonolas, \$100.00 each; all in excellent condition; \$1,000.00 for the lot. **C. L. WHITEHEAD, 1205 Market St., Wilmington, N. C.** oc2x

HAVE FOR SALE—MILLS BLUE FRONTS, PACE Comets, Jennings Chiefs and Watlings Rola-A-Tops, in location now. Most all machines less than year old. Mills serials around four hundred thousand; Watling serials around seventy thousand; Jennings serials around one hundred twenty thousand. Have nickel, dime and quarter play in all of above. All mystery payout with vending attachment, twenty stop reels, all Mills Blue Fronts \$47.50; all Jennings \$45.00; all Watlings and Paces, \$40.00 each. Have three Mills Blue Fronts, half dollars, like new \$55.00 each; also three Paces Races, serials around two thousand, finest condition, \$160.00 each. 1/3 deposit required. Will ship same day order received, in original shipping cases. All above is fine equipment and none is rebuilt junk. References: Dun & Bradstreet or First State Bank, Eustis. **W. F. DUGGAN, Eustis, Fla.** oc2x

JAYHAWK TOY PACK—300 SMALL TOYS and charms, \$1.10, prepaid. Big stock charms at lowest prices. **COLUMBIAN VENDING CO., Parsons, Kan.**

MIKE MUNVES, 145 PARK ROW, NEW YORK, buys and sells Pin Games and Penny Arcade Machines. For Sale: 2 Happy Days at \$8.00 each. 4 Home Runs at \$13.00 each. 2 Live Wires at \$9.00 each. 2 Cross Lines at \$22.00 each. 2 Fire Crackers at \$12.00 each. 2 Boosters at \$15.00 each.

MILLS BLUE FRONT MYSTERY GOLD AWARD. All Mills Heads, Nickel or Dime Play; excellent condition and appearance, \$42.50 each. One-third deposit with order. **LUTHER GATE, 5100 St. Georges Ave., Baltimore, Md.** se25

MILLS BLUE FRONTS, JENNINGS CHIEFS, Watling RolaTops; like new; very reasonable. Come and see for yourself. **JOHN M. STUART, Paris, Ky.**

MILLS GOLF BALL VENDER DEMONSTRATOR, \$164.50. Wanted 100 Little Dukes, late fourteen-foot high score Bowling Games. **COLEMAN NOVELTY, Rockford, Ill.**

ONE-SHOT PAY TABLES—BALLY DERBY. Sunshine Derby, Western Races, Pamco Ballot, Galloping Plugs, Pamco Chase, Tycoon, \$25.00 each. Red Arrows, Put and Takes, Do or Don'ts, Rapid Fires, Plus and Minus, Stampedes, \$4.90 each. Fair Grounds, used three weeks, like new, \$150.00; Bang Tails, like new, \$249.50; Pace Races, serial numbers 4600 to 4708, \$275.00 each. New Double Safe Cabinets, hi-jack proof, weight 450 lbs., \$57.50 each. It will pay operators living near or around this vicinity to drop in and look over some of the equipment that we have. We also have quite a variety of weighted safe stands. **THE TARK NOVELTY CO., 1510 W. Tuscarawas St. Canton, O.** x

RECONDITIONED SHORT-RANGE RIFLE Ranges. Exceptionally well built; \$70 each. **JAMES FLAVIN, Lead, S. D.**

ROUTE OF TOM THUMB PEANUT MACHINES at a bargain price. Clearing \$100.00 monthly. Write us. **COLUMBIAN VENDING CO., Parsons, Kan.**

WANTED—PACIFIC'S TRIPLE SLOT, BOWL Type, Lite-A-Lines; Pacific's Palooka Senior, Six Slot; Pacific's Palooka Junior; Pacific's Bee Jay; Mills Ten Grand and O. T.; A. B. T. Wagon Wheels. **AMUSEMENT SUPPLY CO., 312 Carroll St., Elmira, N. Y.** oc16x

WANTED—USED BUCKLEY DIGGERS. STATE condition, model, serial number and price. Address **BOX C-303, care The Billboard, Cincinnati, O.** oc16

WE BUY AND SELL PIN GAMES, COUNTERS, Payouts and Slots. **CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn.** oc9

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY, 1824 East Main St., Rochester, N. Y.** oc23

WILL TRADE THREE BALLY ROLLS, FLYING Duck Radio Rifle, Home Run, Crossline and Firecracker for Motocops, Iron Claws or Diggers. **BALDRIDGE, 1935 Louise, Detroit, Mich.**

"5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** no20x

\$50.00 CASH PAID FOR LATE MILLS BLUE Fronts; \$30.00 for regular Gold Awards. State serials. **ROCKPORT NOVELTY CO., Rockport, Tex.** oc2

COSTUMES, UNIFORMS, WARDROBE

MESS JACKETS—ALL COLORS, \$2.00; SATEEN Curtain, 1 1/2 x 32, Blue, \$14.00; Flashy Band Coats, Green, \$2.00; Red Caps; Beautiful Velvet Cyske, \$125.00. **WALLACE, 2416 N. Halsted, Chicago.**

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.** trfx

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD, 4042 N. Keeler, Chicago.**

FOR SALE—SECOND-HAND GOODS

BALLROOM AND THEATER LIGHTING EQUIP-ment. Spotlights, Floodlights, Crystal Showers. **CAPITOL STAGE LIGHTING CO., 529 W. 45th St., New York, N. Y.** se25x

CORN POPPERS — PEERLESS, CHAMPION. Gasoline, all-electrics, Rotary Poppers. Heavy aluminum 12-quart popping kettles, caramel corn equipment. **NORTHSHORE CO., 1528 19th, Des Moines, Ia.** oc23x

FOR SALE—PENNY COUNTING MACHINE FOR \$35.00; new; worth \$60. **LANDOW, Keansburg, N. J.**

GIANT PUBLIC ADDRESS SYSTEM FOR RINK, large P. A. work. Highest quality reproduction. Real bargain. Free trial. **RAMONA MOODY,** Waldron, Ind.

MARKS & FULLER 4 FOR 10c OUTFIT COMPLETE, F.2.9 lens, \$90.00. BOX 691, El Paso, Tex.

PDCORN MACHINES, CRISPETTE, CARMEL-CRISP, Cheese Coat, Potato Chip Machines. **LONG EAKINS,** 1976 High St., Springfield, O. no6x

PORTABLE SKATING RINK—40x90 FT., COMPLETE except skates, \$1,150.00 cash. R.C.A. Sound System, Rink in Bloomington, Ill. **WARREN,** 1233 So. 4th, Pekin, Ill.

125 PAIR RICHARDSON SKATES—ASSORTED sizes, \$1.50 pair. Plenty of parts free. Good condition, big wheels. **TOM SMITH,** Minersville, Pa.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS — CRIME WAX SHOW, Two-Headed Baby, Giant Octopus, Illusions, Tents, Sidewalk, Mummies, Banners. **UNIVERSAL,** 3238 S. State, Chicago.

COMPLETE NEW BALL GAMES — BOTTLES, Cats, Dolls, Kids, Tenpins. Sturdy, flashy, attractive outfits. Accessories. **LSMANC,** 782 Marion, S. E., Atlanta, Ga. se25

EIGHT-BOAT EVANS VENETIAN SWING RIDE —Now at Great Lakes Exposition. What will you trade for it? Can use good house trailer. **GROVER KORTONIC,** 4353 Warner Rd., Cleveland, O.

FOR SALE—COMPLETE ANIMAL SHOW BANNER line with banners, 40 by 80 tent, two small trained mules, four trained bears, seven monkeys, five trained male lions, trucks, cages, 20-foot arena with props, address system. Everything in good condition. **BILL BAHNSSEN'S ANIMAL SHOW,** Hillsdale (Mich.) Fair, Loudonville (Ohio) Fair, Lancaster (Ohio) Fair.

LONG-RANGE MECHANICAL SHOOTING GALLERY, Mounted on Chevrolet Truck. One of the best in America. Booked on West's World's Wonder Shows. Complete, \$1,800.00. Address **CAYLOR HENDERSON,** Lumberton, N. C., this week.

TUMBLE BUG—FOUR-CAR RIDE, 80-FOOT diameter, excellent condition; now platforms, ramps and supports. Shown by appointment. Address Manager, **THE W. N. GATES CO.,** 1008 Keth Bldg., Cleveland, O.

\$275.00 STRIP PHOTO OUTFIT—COMPLETE and in perfect condition, all ready to work. \$100.00. **HASSAN,** Box 971, Parkersburg, W. Va. se25

HELP WANTED

CORNET, CLARINET, TROMBONE, WIRE OR write. Post. 22; Snyder, 23; Sweetwater, 24; Rotan, 25, all Texas. Wire, Write **J. G. KOFORN,** care Seal Bros. Circus.

FIRST SAXOPHONIST, TROMBONE AND other Young Musicians doubling vocals describing work, Southern territory, write details. **SOUTHEASTERN ORCHESTRA SERVICE,** Columbia, S. C.

GIRLS FOR POSING SHOW—SALARY \$18.00. All winter's work. Training given. Write full details. **JO GATTON,** Harris Shows, Owingsville, Ky.

MEDICINE SHOW PEOPLE—TEAMS, SINGLES, Comedians and Hillbilly Band write your lowest or come on. Salary sure. Positively out all winter Florida and Georgia. **SAGWAN INDIAN MEDICINE CO.,** Savannah, Ga.

TENDR SAX-CLARINET—MUST READ; OR- ganized band; minimum salary, percentage; liquor taboo. Join at once. **KERMIT MYHRE'S ORK.,** Devils Lake, N. D.

WANT DANCE MUSICIANS. HOT, SWEET, Swing. Scream on street. If Sing, Dance, Novelty, the better. **MAC'S MIRTH & MELDDY SHDW,** Hastings, Neb.

WANTED—SKATEMAN CAPABLE OF MAN- aging roller rink. **SHOLE'S,** Oakland Beach, R. I.

WANTED—SIX SKETCH TEAMS OR TRIOS for Talkie-Vaude Units: Week stands. **MAC'S MIRTH & MELDDY SHOWS,** Hastings, Neb.

WANTED—MAN OR WOMAN WITH CAR TO book Magician and Ventriloquist. Pay 25% of gross. **S. BARNES,** Hartland, Me.

WANTED QUICK—MED. TEAM. PLAY OWN music. All winter's work. Sure pay. Write or wire. **CHIEF GREY FOX,** Jerseyville, Ill.

WANTED—GIRL TUMBLER, EXPERIENCED, 100-115 lbs., with ability to stand on shoulders. State height, age, weight, salary wanted. **THREE ARNOLDS,** Billboard, Chicago.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1037-'38 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. **NELSON ENTERPRISES,** 198 South Third, Columbus, O. oc2

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. se25x

Show Family Album



THIS PICTURE of band members of the Norris & Rowe Circus was taken season of 1905. In the front row, left to right, are Homer Dean, James Morley, Jerry Donovan, Joe Von Wile, D. C. (Pop) Smith, leader; Ed Ray, T. P. Fallon, Henry Auerback, U. Verman and Joe Meehan. Second row: F. Hutcheson, Earl Ewing, Frank McStay, F. O. Stuckey, Cuy McReynolds, Fred Reed, Alfred Pozzo, J. C. Goetz and A. B. Hahn. Name of the musician on the end is unknown. Donovan is now leader of the Spokane, Wash., Moose Band.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group and photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

MAGIC TRICKS AT LOWER PRICES. SOUTH'S largest line. My famous "Book 1,000 Wonders" and "50 Magic Mysteries" postpaid 10c. Write today. You will be surprised. **LYLE DOUGLAS,** Station A-9, Dallas, Tex. x

MARIONETTES — MINIATURE PROPS AND Punch and Judy Figures. Professional European make. Will sacrifice. Write **WILL ALBRECHT,** 3125 Bedford St., Los Angeles, Calif. x

PINXY — VENTRILOQUIAL FIGURES, PUNCH & Judy Puppets and Marionettes. **PINXY,** 1313 North Wells St., Chicago, Ill. Illustrated Folder Free.

VENTRILOQUIST FIGURES — 24-PAGE IL- lustrated Catalog 10c. **FRANK MARSHALL,** 5518 S. Loomis, Chicago, Ill. oc9x

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new PhotoStrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY,** Terre Haute, Ind. se25

BARBECUES — INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.,** Columbus, O. se25

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators: Photo-Strip Junior, complete with lens, \$140; Rolls, 1 1/2 x 2 1/2, \$4.75. Sample assortment of Mounts, Mirrors, Frames, etc., \$1.00. Send for free catalog. **MARKS & FULLER, INC.,** Dept. BC-11, Rochester, N. Y. se25x

LOTS NEAR LAKE OF THE OZARKS AND RE- sorts, \$75; \$3 down, \$3 monthly. Free list and literature. **HUBBARD,** 240 Grossman Bldg., Kansas City, Kan. Jan1x

PHOTO TRAILER—18-FT. BUILT-IN STRIP Photo Outfit and Living Quarters. Delivery Oct. 10 at Ottawa, Ohio, Fair. See us at Adrian, Hillsdale, Mich., or Ottawa Fairs; \$485.00 buys everything. **MANNING STUDIOS,** 1775 South, Toledo, O.

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Rep- rints 2c, each; 100 or more 1c. **SUMMERS' STUDIO,** Unionville, Mo. oc9

ROLLS DEVELOPED—TWO BEAUTIFUL DOU- ble-weight professional enlargements and 8 guaranteed never-fade perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE,** La Crosse, Wis. x

TENTS — MAKERS OF ALL SIZES AND STYLES of Show and Carnival Tents. Write for our new illustrated fair price list. Buy from "Hoosier"—save money. Everything in Canvas. **HDDISER TARPULIN & CANVAS GOODS CO.,** Billboard Dept., P. O. Box 574, Indianapolis, Ind. oc2x

M. P. ACCESSORIES & FILMS

BIG ANNUAL CLEARANCE EVENT IS NOW on. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies; everything for the theater. Send for big Bargain Book. **CONSOLIDATED THEATRE SUPPLY CORP.,** 1600-B Broadway, New York. oc16x

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete. Limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.,** 1600-B Broadway, New York. oc16

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WESTERNS AND COMEDIES AVAILABLE. Professional Sound Equipment. Lowest prices quoted. Burwood Silent Projectors, \$12.50. Write. **ZENITH,** 308 W. 44th, New York.

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SALESMEN—35% COMMISSION PAID DAILY. Sell business stationery \$2.65 thousand. Also calendars, advertising specialties, etc., to Service Stations, Restaurants, Hotels, Garages, Taverns, Offices, etc. Business Cards, \$1.50 thousand. Free deals. Free Outfit. **WILLENS,** 2130 Glady's, Dept. VT, Chicago. x

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BEST CARNIVAL AND SIDE SHOW BANNERS on earth. Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. oc2

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SCHELL SCENIC STUDIO,** Columbus, O.

NEW PROCESS BANNERS—DYE DROPS, Scenery. More durable, brilliant, inexpensive. Save money. Send dimensions for lowest estimate. **ENKEBOLL STUDIOS,** Omaha, Neb.

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CARNIVAL TENT BARGAINS—"BIG TOP" drill, waterproofed khaki color, red trim, hand roped, 8-ft. wall. Used Labor Day only. 20x30, \$90.00; 20x40, \$115.00. **KERR CO.,** 1954 Grand, Chicago. oc16x

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1,000 BUSINESS CARDS, NEATLY PRINTED, only \$1.00; additional thousands 75c. All printing items at low prices. High class workmanship. Quick service. Free samples. Write **ATLAS BUSINESS CARD CO.,** Bedford Ave., Pittsburgh, Pa. se25x

WANTED TO BUY

WANTED TO BUY REASONABLE FOR CASH Ferris Wheel, Merry-Go-Round, Hurdy-Gurdy or Street Organ. **J. N. ROCKWOOD,** 244 28th Ave. N., Clinton, Ia.

WE BUY, SELL AND EXCHANGE SHOW Goods of every description. What have you? Customers waiting. **UNIVERSAL,** 3238 S. State, Chicago.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 250). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

AGENT—ALL QUALIFICA- tions. Have car. State best. **J. F. RAMSEY,** Wallis, Tex.

EXPERIENCED NITE CLUB MANAGER- Promoter; after Sept. 30th. One with new ideas who knows what it takes to pull them in. Can furnish organized entertaining Band, M. C. Hostess and Singing Waitresses. You must have the spot as I have the goods. Florida and South preferred. Will consider percentage proposition. Write **P. O. BOX 455, Monroe, Mich.**

AGENT—OVER 20 YEARS' EXPERIENCE. Know what to do and how to do it. Can handle anything. Prefer good road show or press on promotion. Good appearance, conscientious, capable, no booze. L. C. BAILEY, Neligh, Neb.

ADVANCE AGENT—22 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor, salary, reliable. BOX 300, Billboard, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE FOR THE COCKTAIL LOUNGE—Theater (as an act), hotel, club or a private affair, music that is really danceable and equally as entertaining. A new combination, a definite style and personality plus. Now completing 14 months at present location, but will accept a reasonable offer to go anywhere. If you have something worthwhile and desire details more complete, kindly write to BILL HAZARD, 36 Livingston Ave., Pittsfield, Mass.

KILTY BAND—NEWLY UNIFORMED, AVAILABLE for engagements. Can supply from 1 to 20 men. Fourteen-year record of top-notch performances; parades, picnics, golf clubs, conventions, theater and radio. For information and rates, write or call ROBERT H. SIM, 1139 E. 43d St., Chicago. Phone Oakland 1070.

AT LIBERTY—Six-Piece Dance Band; 3 Saxes, Trumpet, Piano and Drums. Radio and floor-show experience. Well organized, all young, free to travel. ORCHESTRA, 1103 Jerry Lind St., McKeesport, Pa. oc9

"EVERY MAN A FEATURE MAN"—11-piece Band free for location after October 9. Featuring 2 string bass, vocal trio, violins, flutes with brass, sax and clarinet quartet. Equipment: 2 P. A. systems, traveling bus, unlimited library, including dinner music. Two years' stage show experience, also floor show presentations. Two special arrangers. A young band with great variety. Write or call for request. Write BOX C-338, Billboard, Cincinnati, O. oc9

AT LIBERTY BILLPOSTERS

EXPERIENCED BILLPOSTER and Banner Man—Prefer tent shows, minstrels, stock company and carnivals. Will go anywhere. Salary only. WILLIS MOSS JOHNSON, Box 164, Union City, Tenn.

AT LIBERTY CIRCUS AND CARNIVAL

ELEPHANT MAN — THIRTY YEARS OLD. Strictly temperate, very neat appearance. Desires permanent employment. Willing to go anywhere. Address HARRY MYERS, care Geo. Tomes, 937 Rush St., Chicago, Ill. oc2

AT LIBERTY NOW—Chief Sugar Brown of the Otee Tribe of Indians from Oklahoma, nine family and seven of which perform with very beautiful, flashy outfits. Give the Indian dances all kinds and show and arrow act. Open for any good, reliable wild west, rodeos, circuses, fairs, carnivals and vaudeville. CHIEF SUGAR BROWN, Hinke No. 2 Wild West Rodeo, Billboard, Cincinnati, O. oc2

TRICK AND FANCY ROPE SPINNER and Fancy Hoop Roller, open for any good, reliable Rodeo and Western Unit, or anything in the Western Line. Good wardrobe, featuring dancing in two ropes at once. Been with the best. Professional, not amateur. At present playing fairs. JAMES B. HAWK, care Texas Ranger Rodeo, Covington, Va., Fair.

AT LIBERTY COLORED PEOPLE

UNION PIANO-ACCORDIONIST, Doubling to Piano for orchestra or stage. Writes Popular and Commercial Songs. At Liberty about November 1st. Now with R. B. Benjamin & Bailey Circus. (See circus route for town.) J. C. WOODARDS. oc9

AT LIBERTY MAGICIANS

CAN YOU USE A First-Class Magic Act? Strong, single Silent Act for nights, night clubs, etc. For M. change for two weeks if desired. Sober and reliable. Experience and ability. Rita. Write or wire HARRY HUNTINGER, Greentown, Ind.

AT LIBERTY MISCELLANEOUS

SCENIC ARTIST — THEATRICAL — MOVIE. Stock, Models, Sketches; Exposition Ideas Developed. Will Travel. DAYTON, Box 100, Station D, Brooklyn, N. Y. oc9

FEMALE TEACHER—Several years' experience on Stage. Writes position anywhere as Beginner's Ten Special, Stage Dancing, Children's Novelties Numbers. References. MARSHALL, 64 Barrow St., New York. oc25

AT LIBERTY M. P. OPERATORS

MOVION PICTURE OPERATOR—With De Luxe 1937 Sound Equipment. Three complete Talkie Programs. Here car. Go anywhere. Club Dates a specialty. BILL WILLIAMS, care Roxy Theatre, Remington, Ind. oc9

SLOW MOVING PICTURE CAMERAMAN will high-speed camera and regular movie outfit, now available over line for high-grade cinema work. First-class Graflex man. Travel anywhere. BOB BAUER, Summer Residence, Otis, Mass. oc9

AT LIBERTY MUSICIANS

ALTO SAX — SINGLE, 25 years old, non-union. Tone, read, modern but no take off or fake. LOUIS CAMPOS, 906 Royal St., New Orleans, La.

AT LIBERTY—A-1 SWING DRUMMER. Entertain and Sing. Write PAT KELSEY, 1718 S. Franklin St., Michigan City, Ind. oc9

AT LIBERTY—UNION MUSICIAN; YOUNG, reliable, experienced band and orchestra; read or fake. Have car; will travel. Play modern trumpet, euphonium, double voice. State full particulars. H. E. SUMMERS, 673 Ocean View Blvd., Pacific Grove, Calif. oc2

AT LIBERTY — DRUMMER; EXPERIENCED dance, club, etc. Swing, flash, entertain. JIMMY HIGGINS, Mt. Pleasant, Ia.

BANDMASTER-TEACHER-COMPOSER—Graduate famous Kneller Hall. Teach all instruments, all musical subjects. Would consider College, Military School, Music School, Municipal Band, Factory Band, Chain of Town Bands, Professional Band or Orchestra. Go anywhere America or Canada. Only first-class proposition considered. BANDMASTER, 832 Fifth St., Rensselaer, N. Y.

CLARINETIST—UNION. EXPERIENCED CONCERT Band and Orchestra. Teach, direct and arrange. CLARINETIST, Box C-337, care Billboard, Cincinnati, O.

CORNET PLAYER—JUST OFF NAME BAND. Good go, no panics. If you've got it, write, wire. If you haven't forget it. "COUNT," 2436 Washington St., Lincoln, Neb.

DRUMMER — PIT, STAGE, HOTEL, NIGHT Club. Absolutely dependable. Sight reader, swing, show builder. Wishes first-class connection. MUSICIAN, 307 Glen Lake, Toronto, Ont., Can. oc25

DRUMMER—SHOW AND DANCE EXPERIENCE. Young, Union; have car. Do some arranging. Write or wire: DRUMMER, 4 Union Ave., Danbury, Conn.

DRUMMER—SWING LYOPHONIST. YOUNG, modern. Read, fake, sing. Married, dependable. Thoroughly experienced dance club work. Join immediately. BUD KEYS, 312 Campbell, Portsmouth, O.

FIRST TRUMPET AND TROMBONE, BOTH Union; young and experienced. At liberty Sept. 23. MUSICIANS, 317 N. Fifth St., Steubenville, O.

GUITARIST — MODERN RHYTHM; EXPERIENCED in all combinations; read or jam; age 23; neat and reliable; Harmonica and Guitar Specialty. Write or wire AL ARVONE, 1006 W. Lackawanna Ave., Scranton, Pa. oc2

HARPIST—UNUSUALLY CAPABLE SOLOIST, featuring unique style of sweet swing; finest musical education, highest recommendations. Available for ensemble, dance, symphony, radio. At present, playing fairs. DAVID MALLORY, 531 South Fifth St., Paducah, Ky.

STRING BASS—YOUNG, RELIABLE, PREFER Location. Union. BUD HAWKINS, River Falls, Wis.

TENOR, CLARINET—UNION. JOIN RELIABLE related band, soon. Location South. Read, jam, etc. WM. BROWN, 205 E. Locust, Bloomington, Ill.

TROMBONE — DOUBLING ALTO, BARITONE Sax, Clarinet. Third Sax in "small band. Union. Location preferred. ED CARR, 110 Grand Blvd., Battle Creek, Mich.

VIOLINIST—DOUBLING STRING BASS, WRITE or wire BOX C-334, The Billboard, Cincinnati, O.

ACCORDIONIST—Double piano and sing. Good reader, young, appearance, sober and reliable, wants to join reliable Hill Billy Show or Orchestra. Do not misrepresent. T. FOLK, 3915 Benton St., N. Washington, D. C.

A-1 SOUSAPHONE PLAYER—Long experience in concert band, orchestra, radio and circus. Neat, sober and dependable. Location preferred. Have car. Bessie side line if necessary. Only reliable parties answer. Will join on wire. Write or wire. LOUIS KOMSKI, 26 Cooper St., P. O., Luzerne, Pringle, Pa. oc25

GIRL MUSICIANS, on two weeks' notice. A-1 lead trumpet, A-1 lead sax, doubling clarinet. Drummer. Experienced in stage and dance music. Union. Would like to stay together. JEAN ANN FARY, 3558 South Horne St., Chicago, Ill.

GUITARIST—Double on banjo, Young, neat, sober and reliable. Experienced night clubs and floor shows. Solid rhythm, read or fake, will travel, non-union; will join. No panics. JACK HOLMSTEN, 2383 W. 112th Place, Chicago, Ill.

MUSICIAN AND SHOEMAKER—A-1, to locate steady in small town. Married, honest and reliable. Am 28 years, experienced in all my lines. Play Trombone, Baritone, Bass, Alto; experienced as Band Director. LOUIS CONGEMI, 4088 Turner Ave., St. Louis, Mo.

PROFESSIONAL DRUMMER—Ten years' experience. Young, reliable. Not interested in Circus or Commercial. Experienced in stage and dance music. Ticket if far. Join immediately. Wire or write stating all. BEN PAVISH, 8782 Talman Ave., Bellaire, O. oc25

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn. oc25

BALLOONISTS AND AIR-Plan. Parachute Jumpers Extraordinary. Young boys and girls coached by old hands. Yes, we have Bat Man. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903. Coast-to-Coast Service. One outfit down South. oc25

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. oc23

BALLOON ASCENSIONS—For Parks, Fairs and Celebrations. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. oc25

BALLOONISTS — LADY OR Gentlemen Parachute Jumpers available for parks, fairs, etc. CONTINENTAL BALLOON CO., Sharonville, O. oc25

"TUMBLING ATWOODS"—Bozo, Raggedy Ann featuring Falling House. The Billboard, Cincinnati. oc2

BINK, KING OF THE SLACK WIRE—THREE Acts: Wire, Trapeze and Comedy Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis. oc2

CARMEN'S CIRCUS REVUE — 5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williams-ton, Mich. oc2

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. BOX C-223, board, Cincinnati.

SOME OPEN TIME—2 SEPARATE ACTS. FAST Double Juggling Act, Comedy Slack Wire Act with Diving Dog. EDDY & EDDY, Geneva, Del. Ivory, Stoughton, Mass. Phone 408-M. oc25

THE GREAT EUGENE—HIGH THRILLING POLE with Trapeze Act. Three different acts. Price and literature at your request. Address care The Billboard, Cincinnati, O. oc2

THE SENSATIONAL WOLTERS TRIO—AMERICA'S undisputed champion Novelty Balancers and Comedy Acrobats. Three distinct acts—two men, one lady. A real feature troupe on your program. Open for fairs, hotels, celebrations. Write, wire. Address Billboard, Chicago, Ill. oc27

AT LIBERTY—Mrs. Dean's Big Boy Skip & Co., for your fairs and celebrations. A real variety program for the family. Lettredge-Holdren & Deap Nebraska, Sand Hill Billies, Songs and Music; Mrs. Dean's Big Boy Skip, Comedy Old Maid and Old Man Singing and Doubling Acts; Married do a real bank. Slack Wire Wizard and Juggling Acts and Comedy Character Skill Dancing Acts. Write for full particulars at once to M. E. "SKIP" DEAN & CO., N. Newton, 2 E. S. "SKIP" DEAN, Box 25, R. 2, P. O. 27, or to our address, 2027 N. St., Lincoln, Neb.

CHAS. AUGUSTUS — High-class Trapeze Artist. Committees wanting a real feature novelty act that can be erected on your platform, get in touch with me. His complete flash outfit and do a real act. Literature, price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 802 Calhoun St., Port Wayne, Ind.

CHARLES LA CROIX (In Person) — Original "Landing" novelty Trapeze Act. A high-class platform free attraction, available for Fall Festivals, Celebrations, Fairs, etc. Also Indoor Events. Very attractive equipment. Special large modernized advertising posters free with outfit act, elaborately costumed. Price for act reasonable. Address CHARLES LA CROIX, 1804 S. Anthony Blvd., Ft. Wayne, Ind. Read recommendation from Columbus, Ga., and Central Indiana: "Columbus, Ga., (Dated) Sept. 6, 1937. To whom it concerns: Mr. Charles La Croix played our Big Labor Day Celebration this year at Columbus, Ga., and his services were entirely satisfactory. Mr. La Croix performed before a crowd estimated at twenty-five thousand persons and his act was received with tremendous applause. This man has a permission to reproduce this recommendation in any manner he sees fit. The recommendation is unsolicited. Signed, Columbus Central Labor Union of Columbus, Ga., G. Brown, Secy. and Treasurer."

DASHINGTON'S Dog and Monkey Circus, two distinct acts. There is no better for Fairs, Celebrations, Theatres. Go anywhere. Animal Acts please all. Moline, Ill.

FRED AND MARIE GUTHRIE — Four separate acts on one platform. Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1606 Race St., Cincinnati, O. oc25

JAYDEE THE GREAT—An amazing High Trapeze Novelties. A Gorilla-like Creature, gambols atop high 88-ft. pole displaying sensational aerial contortion with the crazy antics of a Simian. A novel attraction with laughs and thrills. Open for late falls. Week Sept. 20, Waynesburg, Pa. Fair. oc9

PAMAHASIK'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. JAMES H. HINKE for this attraction. Address GEO. ROBERTS, Manager, Pamahasia, 515 W. Erie, Philadelphia. Telephone RA 6086 5536.

AT LIBERTY

PIANO PLAYERS

AT LIBERTY—A-1 PIANOMAN; READ ANYTHING; fake, takeoff, arrange; can double vib. cut or no notice. Panics lay off. Ticket if far. Write EDDY BETTERLY, 212 So. Adams St., Green Bay, Wis. oc2

EXPERIENCED PIANIST—READ, FAKE, ETC.; Union all ones. BOX C-323, care Billboard, Cincinnati, O.

PIANIST — UNION, EXPERIENCED, WANTS reliable opening. Write details. RAYMOND DEMSEY, Franklinville, N. C. oc2

PIANIST—READ, FAKE, RHYTHM; YOUNG; reliable; no booze; recommendations furnished; join at once. HARRY L. STOMP, care Radio Station, Watertown, S. D.

VAUDEVILLE PIANIST FOR UNIT—REP. TAB, etc. Good appearance. CARL WHITE, Mecca Hall, Cleveland, O.

AT LIBERTY—Sight-reading rep Pianist, fake and transpose anything. Plenty references. Also 9-year-old Girl, does singing and dancing specialties and parts. Salary your limit. NELLIE HOGGINS LAYTON, care Western Union, Grand Island, Neb.

PIANIST—Union. Experienced Concert and Dance. Want location Theatre, Radio, Hotel, etc. Best references. People with good proposition write. State all. LARRY SCHEBEN, 519 Broadway, Little Rock, Ark.

PIANO OR CALLOPE—Experienced med., rep. circuit, carnival, musical. Read, fake, transpose. Sober, dependable. No imitations. References if desired. Circumstances necessitate request for transportation. Positively will not disappoint. Go anywhere. Write or wire eastern Union, stating reasonable, sure salary. Join immediately. JOB MAGGARD, Wadsworth, Kan.

AT LIBERTY

VAUDEVILLE ARTISTS

TIP TOE TAP SPECIALTY —WALLY PETERS, Van Wert, O.

SINGING, TALKING, MEDICINE COMEDIAN for Winter Show. White, Blackface Specialties, Acts? Yes. Salary, you name it. Ticket if far. Change two weeks. Join on wire. JOLLY BERT STEVENS, 181 E. Market St., Corning, N. Y.

AT LIBERTY—Novelty Act. Can grunt like a pig and hum a song together at one time—two songs at one time—as this was gifted to me. Over 21 years of act. EDDY'S appearance. Dances. Steady job grunting, humming songs. MISS LAURA ENGLE, 4004 W. Main St., Kalamazoo, Mich. Route 9.

AT LIBERTY—Tenor Singer, Female Impersonator, Kid Imitator, Harmonica Player, Comedian Imitator, Banjo, Sax, Clarinet, Guitar and Trombone. Salary \$15.00 per week and all "Ticket" test. MR. RICHARD DOOLAY, General Delivery, Summitville, Ind. oc2

AT LIBERTY OCTOBER 9—Team, med, rep, anything, anywhere, acts, bits, etc. Lady singles; Man, piano, have car. State salary. What have you got? AL AND WANDA VALE, Michigan City, Ind. oc2

AT LIBERTY—Lady Performer, singing, talking, dancing, specialties, change ten nights. A-1 in acts, reliable, dependable, middle aged. Can join at once; need ticket. Fit in any show, med, vaudeville or hall shows. MAAMI GUSTIE FLAMME, Gen. Del., Uniontown, Pa.

HILL BILLY BAND—3 pieces. Open for clubs and floor shows. Five-month engagement over Station WTRF, at Hollywood Restaurant, etc. Only reliable answer. EDDY MANDY, Billboard, 1504 Broadway, New York City.

PAMAHASIK'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahasia HINKE for this attraction. Address GEO. E. ROBERTS, Manager, Pamahasia's Studio, 515 W. Erie, Philadelphia. Telephone SA 6086 5536.

A. C. GREETS

(Continued from page 42) Collier's exhibit will stay open indefinitely. Shooting galleries will go all winter.

Concessioners Remain

On the upper Boardwalk Steel Pier continues the bright spot with its summer front and many ballys still working. This has given encouragement to concession and store operators in this district, who will keep going.

Sunday night Steel Pier Minstrels gave the last performance of the year. Ben Yost Singers, one of the highlights of the minstrels, took a couple of days to recuperate and plan winter routines before leaving for a string of vaude dates. Charley Boyden, comic of the minstrels, left for his home in Philly to rest before going into winter radio work there.

Harry Lucenay and Pete closed Sunday night and after a few days rest here Harry plans to hit for the Coast. Lobdell and his water circus will disband for winter while he goes back into real estate biz, and other members in other biz to re-form next summer for dates.

The Harry Hackney sailing boat will go to Miami for the winter. Pier's baby wild animal zoo will be wintered at Warren Buck's in Camden. Alexander, the magician, is building a couple of new tricks at the pier, after which he will leave for Southern dates, taking with him Leon, the midget, who has been working with him on the pier. Daddy Dave, who conducted the Children's Theater at the pier, has opened a dancing studio here.

Irving to Philly

At Million-Dollar Pier the first to leave were Doc Irving, Princess and Baby Yvonne, who returned to their Philly home for a few weeks' vacation. Joe Besser goes to New York to join a unit show. Power's elephants were shipped back to the New York Hip. Huber, the magician, is reorganizing his show for the road.

Production Manager Al Steinberg hung out a "Do Not Disturb" sign on his home for three days. General Manager C. A. Hill, after being taken suddenly ill just before Labor Day week-end, recuperated so as to be back for the final night. Daughter Betty piloted the pier in his absence.

1937 FAIR DATES

ALABAMA
Alexander City—East Ala. Fair Assn. Oct. 19-23. Lewis B. Dean.
Andalusia—Covington Co. Fair. Oct. 26-30. Thos. F. Littlejohn, mgr.

Americus—Sumter Co. Fair Assn. Oct. 18-24. O. P. Johnson.
Athens—American Legion Fair. Nov. 1-6. W. A. Hill, mgr.
Atlanta—Southwestern Fair Assn. Oct. 7-16. Virgil Meigs.

Hutchinson—Kansas State Fair. Sept. 18-24. S. M. Mitchell.
Kingman—Kingman Farmers' Fair Assn. Sept. 29-Oct. 1. W. R. Brown.
Kingman—Kingman Co. Fair Assn. Oct. 13-16. Arthur Goenner, Zenda, Kan.

White Hall—White Hall Fair. Sept. 22-25. H. Ross Almony.
MASSACHUSETTS
Acton—Acton Agr. Assn. Oct. 1-2. Albert F. Durkee, West Concord, Mass.

1937 FAIR DATES

ALABAMA
Alexander City—East Ala. Fair Assn. Oct. 19-23. Lewis B. Dean.
Andalusia—Covington Co. Fair. Oct. 26-30. Thos. F. Littlejohn, mgr.

ARIZONA
Douglas—Cochise Co. Fair Assn. Oct. 7-9. James H. Barrett.
ARKANSAS
Batesville—Independence Co. Fair Assn. Oct. 12-15. Ella Cass.
Camden—Fairview Community Fair. Oct. 15-16. C. J. Seymour.

CALIFORNIA
Anderson—27th District Agrl. Assn. Sept. 23-25. W. C. McCabe, mgr.
Caruthers—Caruthers District Fair Assn. Oct. 1-9. L. Walton.

FLORIDA
Chipley—Washington Co. Fair. Oct. 21-23. W. B. Wilber.
De Funiak Springs—Walton Co. Fair. Nov. 9-11. W. J. Stinson.

FRANCE
Paris—Paris International Expo. May 1-16.
GEORGIA
Adel—Cook Co. Legion Fair. Oct. 4-9. James T. Damper.

AMERICUS—Sumter Co. Fair Assn. Oct. 18-24. O. P. Johnson.
ATHENS—American Legion Fair. Nov. 1-6. W. A. (Bill) Hodgson.
ATLANTA—Southeastern Fair Assn. Oct. 7-16. Virgil Meigs.

IDAHO
Blackfoot—Eastern Idaho District Fair. Sept. 20-23. Eric Sundquist.
Salmon—Lemhi Co. Fair & Legion Rodeo. Oct. 1-3. Preston Thatcher.

ILLINOIS
Breese—Clinton Co. Agrl. Fair Assn. Sept. 23-29. F. Grunz.
Chicago—Internal Live-Stock Expo. Nov. 27-Dec. 4. B. H. Heide, Union Stock Yards, Chicago.

INDIANA
Auburn—De Kalb Co. Fair Assn. Sept. 28-Oct. 1. H. B. Hart.
Bluffton—Bluffton Free Street Fair Assn. Sept. 21-25. Carl Helms.

KANSAS
Abilene—Central Kan. Free Fair Assn. Sept. 27-Oct. 1. Ivan Roberson.
Auburn—Auburn Grange Fair. Oct. 1-2. J. A. Johnson.
Berrinton—Berrinton Grange Fair. Sept. 23-25. Frank Long.

KENTUCKY
Beech Grove—McLean Co. Agrl. & School Fair. Oct. 8-9. Coy M. Hibbard.
Carrollton—Carroll Co. Fair Assn. Oct. 12-15. Paul R. Williams.

LOUISIANA
Alexandria—Rapides Parish Fair. Oct. 7-9. B. W. Baker.
Arcadia—Bienville Parish Fair Assn. Oct. 19-20. E. Hester.

MISSISSIPPI
Brookhaven—Lincoln Co. Fair. Oct. 7-8. Sarah J. Craig.
Charleston—Tallahatchie Co. Free Fair. Sept. 28-Oct. 2. Jesse L. Burnett.

MISSOURI
Brown—Tri-State Fair. Oct. 6-9. Charles E. Aurora.
Birch Tree—Birch Tree Farmers' Fair. Sept. 23-25. W. L. Miller.
Caruthersville—American Legion Fair. Oct. 5-10. George Gray, gen. mgr.

NEBRASKA
Clay Center—Clay Co. Agrl. Soc. Sept. 20-25. H. H. Harvey.
Eustis—Frontier Co. Fair. Sept. 22-24. Ralph E. Lidgard, Stockville, Neb.

MASSACHUSETTS
Acton—Acton Agrl. Assn. Oct. 1-2. Albert P. Durkee, West Concord, Mass.
Cummington—Hillsdale Agrl. Soc. Sept. 28-29. Leon A. Stevens.

MICHIGAN
Adrian—Lenawee Co. Fair. Sept. 20-25. F. A. Bradish.
Allegan—Allegan Co. Agrl. Soc. Sept. 21-25. E. W. DeLano.

MINNESOTA
Farmington—Dakota Co. Agrl. Soc. Sept. 22-25. F. J. Grove.
Hutchinson—McLeod Co. Agrl. Assn. Sept. 20-23. Everett Oleson.

MISSOURI (cont.)
Columbus—Columbus Radium Fair. Week of Oct. 11. Henry C. Pratt.
Corinth—North Miss.-West Tenn. Fair & Dairy Show. Oct. 4-9. J. A. Darnaby, mgr.

MISSOURI (cont.)
Jackson—Hinds Co. Negro Fair. Oct. 18-23. H. H. Young.
Jackson—Mississippi State Fair. Oct. 11-16. Mabel L. Bire.
Kamb—Attala Co. Fair. Oct. 4-9. Nelson Siegrist.

MISSOURI (cont.)
New Albany—Union Co. Fair Assn. Sept. 23-24. Zack B. Whisenant.
Petala—Forrest Co. Fair Assn. Week of Oct. 25. Fred F. Wilson.
Tupelo—Miss.-Ala. Fair & Dairy Show. Oct. 4-9. F. A. Henderson.

NEW HAMPSHIRE
Center Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. Charles E. Hoyt.
Contoocook—Hopkinton Fair. Sept. 21-23. L. A. Nelson.
Rochester—Rochester Agrl. Assn. Sept. 28-Oct. 2. Ralph E. Came.

NEW JERSEY
Trenton—Trenton Fair. Sept. 28-Oct. 2. Harry E. LaBreaque.

NEW BRUNSWICK
 Albert—Albert Fair. Oct. 7-8. H. H. Tingley.
 Bathurst—Bathurst Fair. Oct. 6-8. Gordon
 Moody, W. Bathurst.
 Chatham—Chatham Exhn. Sept. 27-Oct. 1.
 H. B. McDonald.
 Elgin—Elgin Fair. Oct. 6. Chesley W.
 Steeves.
 Hopewell Hill—Hopewell Fair. Oct. 5. O. A.
 Milton, Riverside.
 Keswick—Keswick Fair. Sept. 28. Walter
 Inch. Mouth Keswick.
 Petticoe—Petticoe Fair. Oct. 5. Walter
 Douglas.
 Port Elgin—Port Elgin Fair. Sept. 29. C. C.
 Allen.
 South—Alley—S. Tilley Fair. Sept. 28-29. T.
 E. Walker.
 Woodstock—Woodstock Exhn. Sept. 20-25.
 R. W. Maxwell.

NOVA SCOTIA
 Bear River—Digby Co. Exhn. Sept. 23-24.
 Capt. K. R. Forrester.
 Halifax—N. S. Provincial Exhn. Sept. 27-Oct.
 2. E. Frank Lordly.
 Little Brook—Clare Exhn. Oct. 5-6. A. S.
 Comeau.
 Shelburne—Shelburne Co. Agrl. Soc. Sept.
 28-29. Leslie MacKay.
 Windsor—Windsor Exhn. Approx. Sept. 21-24.
 Thomas Aylward.
 Yarmouth—Yarmouth Co. Agrl. Soc. Sept.
 22-24. E. L. Crasby.

ONTARIO
 Aberfoyle—Aberfoyle Agrl. Soc. Oct. 5-6.
 Abingdon—Abingdon Agrl. Soc. Oct. 8-9.
 George Nichols, Caistor Center.
 Alisa Craig—North Middlesex Fair Assn. Sept.
 23-24. George C. G. Egan.
 Alliston—Alliston Agrl. Soc. Sept. 23-24.
 H. A. Murphy.
 Alvinston—Alvinston Agrl. Soc. Oct. 12-13.
 W. J. Weed.
 Ameliasburg—Ameliasburg Agrl. Soc. Sept.
 28-29.
 Arthur—Arthur Agrl. Soc. Sept. 28-29. G. L.
 Goulding.
 Ashworth—Stisted Agrl. Soc. Sept. 30. Jos.
 Demaine.
 Atwood—Elma Agrl. Soc. Sept. 24-25. E. H.
 Swing.
 Avonmore—Roxborough Agrl. Soc. Sept. 23-
 24. George E. Canham.
 Aylmer—Aylmer Agrl. Soc. Sept. 27-29. H.
 Ryckman.
 Aylton—Aylton Agrl. Soc. Oct. 1-2. J. W.
 Werner.
 Bar River—N. Shore Agrl. Soc. Sept. 29.
 Wm. Tuckett.
 Bayfield—Bayfield Agrl. Soc. Sept. 29-30.
 A. E. Irwin.
 Baysville—Baysville Agrl. Soc. Sept. 22-23.
 Mrs. R. Vanclleaf.
 Beaufort—North Renfrew Agrl. Soc. Sept.
 28-29. B. H. Brown.
 Beamsville—Clinton Agrl. Soc. Sept. 24-25.
 Fred Barrachou.
 Beaverton—N. Ont. Agrl. Soc. Sept. 24-25.
 D. O. Calder.
 Beeton—Beeton Agrl. Soc. Oct. 5-6. F. C.
 Pferson.
 Belmont—Belmont Agrl. Soc. Sept. 30. E. L.
 Taylor.
 Bobcaygeon—Verulam Agrl. Soc. Sept. 24-25.
 Thos. H. Henderson.
 Bonfield—Bonfield Agrl. Soc. Sept. 22. F.
 Gagne.
 Bradford—Bradford Agrl. Soc. Oct. 1-2.
 George G. Green.

Brampton—Peel Agrl. Soc. Sept. 28-29. Frank
 Kifito.
 Bridgen—Moore Agrl. Soc. Oct. 5. W. J.
 Manley.
 Brantford—E. Huron Agrl. Soc. Sept. 30-Oct. 1.
 Dan McTavish.
 Burk's Falls—Burk's Falls Agrl. Soc. Sept.
 23-24. Fred McTeafe.
 Caledonia—Caledonia Agrl. Soc. Sept. 30-
 Oct. 2. B. E. French.
 Cambridge—Seymour Agrl. Soc. Sept. 28-
 29. G. G. Stephens.
 Carp—Carp Agrl. Soc. Oct. 1-2. A. E.
 Cavanagh.
 Chatsworth—Holland Agrl. Soc. Oct. 7-8.
 A. D. McColeman.
 Cookstown—Cookstown Agrl. Soc. Oct. 7-8.
 T. J. Dawson.
 Cooksville—Cooksville Agrl. Soc. Oct. 1-2.
 J. J. Jamieson.
 Courtland—Middleton Agrl. Soc. Sept. 30.
 J. C. Burnett.
 Delaware—Delaware Agrl. Soc. Oct. 13. E. E.
 Ryckman.
 Demorestville—Demorestville Agrl. Soc. Oct.
 2. W. Rightmeyer, R. R. 8. Platon.
 Deseronto—Deseronto Agrl. Soc. Sept. 23-24.
 John H. Lang.
 Dorchester Station—Dorchester Agrl. Soc.
 Oct. 6. B. R. Barr.
 Drayton—Peel & Drayton Agrl. Soc. Sept. 23-
 24. R. P. Brandon.
 Drumbo—Drumbo Agrl. Soc. Sept. 28-29.
 Wilfred A. Cockburn.
 Dundas—Dundas Tps. Agrl. Soc. Sept. 28-
 29. Jas. Clelland.
 Dundalk—Proton Agrl. Soc. Sept. 28-29.
 A. D. McAllister.
 Dunsannon—Dunsannon Agrl. Soc. Oct. 7-8.
 E. Smith.
 Elmvale—Flos Agrl. Soc. Sept. 27-29. Thos.
 E. Smith.
 Embro—W. Zorra & Embro Agrl. Soc. Oct. 7.
 Dr. H. B. Atkinson.
 Fairground—Fairground Agrl. Soc. Oct. 5.
 Fenwick—Fenwick Agrl. Soc. Oct. 5-6. U.
 C. Reec.
 Feversham—Osprey Agrl. Soc. Oct. 6-7.
 George W. Ross, Maxwell.
 Florence—Florence Agrl. Soc. Sept. 29-30.
 F. S. Bodkin.
 Forest—Forest Agrl. Soc. Oct. 6-7. W. W.
 Kemp.
 Gall—S. Waterloo Agrl. Soc. Sept. 24-25. R.
 E. Cowan.
 Garden River—Garden River Agrl. Soc. Sept.
 22-23. T. Thibault.
 Glencoe—Moss & Ekfrid Agrl. Soc. Sept. 28-
 29. G. McTavish.
 Gooderham—Glamorgan Agrl. Soc. Sept. 29.
 Mrs. Lorne H. Hunter.
 Gore Bay—Gore Bay Agrl. Soc. Sept. 28-29.
 John W. Kinney.
 Gorrie—Gorrie Agrl. Soc. Oct. 1-2.
 Grand Valley—St. Luther Agrl. Soc. Sept. 24-
 25. W. R. Osg. 58 E. Washington st.
 Haliburton—Haliburton Agrl. Soc. Sept. 23.
 Chas. Neville.
 Harrison—W. Wellington Agrl. Soc. Sept.
 23-24. J. F. Young.
 Harrow—Colchester, South, Agrl. Soc. Sept.
 23-25. F. J. Martin.
 Hingiate—Orford Agrl. Soc. Oct. 8-9. Mer-
 ton S. Scott.
 Iderton—London Tp. Agrl. Soc. Sept. 29. E.
 Douglas.
 Ingersoll—Ingersoll Agrl. Soc. Sept. 30-Oct.
 1. George F. James.

Inverary—Storrington Agrl. Soc. Sept. 22.
 Frank Lindsay.
 Iron Bridge—Iron Bridge Agrl. Soc. Sept. 28-
 29. A. LaRone, Dean Lake.
 Jarvis—Jarvis Agrl. Soc. Sept. 22-23. George
 L. Miller.
 Kagawong—Billings Agrl. Soc. Sept. 30-Oct.
 1. Chas. Robertson, Ice Lake.
 Kilsyth—Kilsyth Agrl. Soc. Sept. 29-30.
 Ernest Fleming, R. R. 5. Tara.
 Kingston—Kingston & Frontenac Agrl. Soc.
 Sept. 21-24. G. H. Wilmot.
 Kirkton—Kirkton Agrl. Soc. Oct. 5-8. Amos
 Doupe.
 Lambeth—Westminster Agrl. Soc. Sept. 23.
 J. G. Angus, 177
 Langton—W. Walsingham Agrl. Soc. Oct. 2.
 C. W. Slaght.
 Leamington—Leamington Dist. Agrl. Soc.
 Sept. 27-Oct. 2. Miss E. Atkins.
 Listowel—Listowel Agrl. Soc. Sept. 22-23.
 James Clelland.
 Lucknow—Lucknow Agrl. Soc. Sept. 23-24.
 Jos. Agnew.
 McDonald's Corners—McDonald's Corners
 Agrl. Soc. Sept. 23-24. Walter Geddes.
 Maberly—Maberly Agrl. Soc. Sept. 28-29.
 Frank Bowers.
 Madoc—Madoc Agrl. Soc. Oct. 5-6. W. J.
 Hill.
 Magnetawan—Magnetawan Agrl. Soc. Sept.
 30-Oct. 1. O. A. Schade.
 Mantowaning—Mantowaning Agrl. Soc. Oct.
 1. S. Purdy.
 Markdale—Markdale Agrl. Soc. Sept. 30-Oct.
 1. T. S. Cooper.
 Markham—Markham Fair. Sept. 30-Oct. 2.
 R. H. Crosby.
 Marmora—Marmora Agrl. Soc. Oct. 19-20.
 Wm. W. Sabine.
 Meaford—Meaford & St. Vincent Agrl. Soc.
 Sept. 23-24. Thos. W. Findlay.
 Melbourne—Melbourne Agrl. Soc. Oct. 8. Al-
 lan McDougall.
 Middleville—Lanark Tp. Agrl. Soc. Sept. 29.
 Agnes Yull.
 Millbrook—Millbrook Agrl. Soc. Sept. 30-Oct.
 1. J. N. McGill.
 Milton—Halton Agrl. Soc. Sept. 24-25. A. L.
 McNabb.
 Mitchell—Fullarton Agrl. Soc. Sept. 28-29.
 Mrs. G. May.
 Moraviantown—Moraviantown Agrl. Soc. Oct.
 13-15. A. Tobias, R. R. 3. Thamesville.
 Mt. Brydges—Caradoc Agrl. Soc. Oct. 5.
 Thomas Green.
 Neustadt—Normanby Agrl. Soc. Sept. 24-25.
 J. H. Hens.
 Norwich—N. Norwich Agrl. Soc. Sept. 28-29.
 John McKee.
 Norwood—E. Peterboro Agrl. Soc. Oct. 12-13.
 R. A. Dean.
 Ohsweken—Ohsweken Agrl. Soc. Sept. 22-24.
 Reg. W. Hill.
 Owen Sound—Owen Sound Agrl. Soc. Oct.
 4-6. S. H. Buchanan.
 Paisley—Paisley Agrl. Soc. Sept. 28-29. W.
 T. Hopper.
 Palmerston—Palmerston Agrl. Soc. Sept. 27-
 28. Mrs. W. Messer.
 Parkhill—Parkhill Agrl. Soc. Sept. 24. J. H.
 Ewart.
 Perth—South Lanark Agrl. Soc. Sept. 24-25.
 W. J. Ewart.
 Port Elgin—N. Bruce Agrl. Soc. Sept. 30-
 Oct. 1. G. McLaren.
 Port Hope—Port Hope Agrl. Soc. Oct. 5-6.
 Mrs. H. Mitchell.

Powassan—Powassan Agrl. Soc. Sept. 28-29.
 W. G. Oldfield.
 Providence Bay—Providence Bay Agrl. Soc.
 Oct. 5-6. D. H. Kirk, Spring Bay.
 Ramora—Ramora Agrl. Soc. Sept. 29.
 Richmond—Carleton Co. Agrl. Soc. Sept. 23-
 25. George M. Stewart.
 Ridgetown—Howard Agrl. Soc. Oct. 5-7.
 J. D. Brilen.
 Rley—Kuron Tp. Agrl. Soc. Sept. 28-29. A.
 E. McLeay.
 Rockton—Rockton Agrl. Soc. Oct. 9-11. Wm.
 Y. Wood.
 St. Marys—S. Perth Agrl. Soc. Oct. 8-9. H.
 B. Mossip.
 St. Reserve—Agrl. Soc. Oct. 7-8. Clarence
 Platin.
 Saugen—Saugen Agrl. Soc. Oct. 4-5. Sidney
 Solomon, Chippewa Hill.
 Schomberg—Schomberg Agrl. Soc. Oct. 5-6.
 Mrs. Bessie Kerr.
 Seaforth—Seaforth Agrl. Soc. Sept. 23-24.
 Shelden—Shelden Agrl. Soc. Sept. 24. M.
 D. McCormick.
 Simcoe—Norfolk Co. Fair. Oct. 4-7. G. G.
 Smith.
 Smithville—Peninsular Central Agrl. Soc.
 Sept. 22-23. John E. Nacgarth.
 Spencerville—Spencerville Agrl. Soc. Sept. 28-
 29. A. I. Miller.
 St. Catharines—St. Catharines Agrl. Soc. Sept. 28.
 David H. Fillion.
 Strathroy—Strathroy Agrl. Soc. Sept. 30-Oct.
 2. Jno. N. Ratcliffe.
 Streetsville—Toronto Tp. Agrl. Soc. Oct. 8-9.
 F. A. Maas.
 Tara—Tara Agrl. Soc. Oct. 6-7. James F.
 Young.
 Teeswater—Teeswater Agrl. Soc. Oct. 5-6.
 Alex B. McKague.
 Theford—McCaquet Agrl. Soc. Sept. 28-29.
 J. O. Jamieson.
 Tiverton—Tiverton Agrl. Soc. Sept. 23-24. S.
 Cameron.
 Toronto—Broadview Y. M. C. A. Boys' Fair.
 Sept. 22-25.
 Tweed—Tweed Agrl. Soc. Sept. 23-24. S. R.
 Curry.
 Udon—Udon Agrl. Soc. Sept. 28.
 Underwood—Underwood Agrl. Soc. Oct. 1.
 Allan Hunter, R. R. 2. Tiverton.
 Wallaceburg—W. Elgin Agrl. Soc. Sept. 30-
 Oct. 1. S. Turville.
 Walters Falls—Walters Falls Agrl. Soc. Sept.
 28-29. H. V. Wales.
 Walkworth—Percy Tp. Agrl. Soc. Oct. 7-8.
 Dr. H. S. Allen.
 Wellandport—Monck Agrl. Soc. Sept. 28-29.
 Chas. Freure.
 Wilkesport—Wilkesport Agrl. Soc. Sept. 23.
 Windham Center—Windham Agrl. Soc. Sept.
 28-29. H. Diabro, Wages.
 Wingham—Turnberry Agrl. Soc. Sept. 29-30.
 H. L. Sherbrody.
 Woodstock—Woodstock Agrl. Soc. Aug. 28-29.
 F. M. Dewan.
 Wylie—Wooler Agrl. Soc. Sept. 30-Oct. 1.
 H. Wessels, R. R. 1. Trenton.
 Wyoming—Plympton & Wyoming Agrl. Soc.
 Sept. 30-Oct. 1. L. M. Hall.
 Zurich—Zurich Agrl. Soc. Sept. 27-28. E. F.
 Klapp.

QUEBEC
 Shawville—Pontiac Co. Agrl. Soc. Sept. 23-25.
 R. H. Hodgins.
 Trois-Rivieres—Agrl. Soc. Sept. 24. Mederte
 Pothier.

ARKANSAS
 Forrest City—Order of Odd Fellows. Oct. 25-
 26. R. S. Whitlock, Bentonville, Ark.
 Forrest City—Odd Fellows Encampment. Oct. 25-
 26. W. W. Fisher, 1811 Hickory st., Tex-
 arkana.
 Little Rock—F. & A. Masons. Nov. 16. W.
 Thomas.

CALIFORNIA
 Long Beach—Order of Scots. Nov. 10-13. A.
 B. English, 835 Locust ave.
 Oakland—State Assn. of Nurserymen. Sept.
 22-24. H. W. Kruckeberg, 340 S. San
 Pedro St., Los Angeles.
 Pasadena—State Elks Assn. Sept. 23-25. J.
 L. Kiah, 440 W. 4th St.
 Redding—State Firemen's Assn. Sept. 27-30.
 H. Strasser, 2404 3rd St., San Diego.
 San Francisco—21st Div. Assn. Sept. 24-26.
 A. G. Boss, 624 Market St.
 San Francisco—F. & A. Masons. Oct. 12-15.
 John Wheeler, Masonic Temple.
 San Francisco—State Fraternal Congress. Oct.
 29-30. E. Lisle, Los Angeles.
 Santa Maria—Odd Fellows Encampment. Oct.
 12-16. M. H. Ludlow, Box 469, San Fran-
 cisco.

COLORADO
 Denver—Amer. Fed. of Labor. Sept. 29-Oct.
 15. Frank Morrison, A. F. of L. Bldg.,
 Washington, D. C.
 Grand Junction—Order of Odd Fellows. Oct.
 19-21. L. A. Van Tiborg, 1751 Champa st.,
 Denver.
 Grand Junction—P. M. Odd Fellows. Oct. 19.
 R. G. Dempsey, 1940 10th ave., Greeley.

CONNECTICUT
 East Hartford—Odd Fellows Encampment.
 Oct. 10. W. A. Hutchinson, P. O. Drawer
 1689, New Haven, Conn.
 New Britain—State Grotto Assn. Oct. 1-2.
 D. L. Noir.
 Stamford—Junior Order. Sept. 25. J. Wel-
 lington, N. Franklin, Conn.
 West Haven—Knights of Pythias. Oct. 19. E.
 Aspinall, Plainville, Conn.

DELAWARE
 Camden—State Hort. Soc. Middle of Dec.
 T. F. Manns, Univ. of Del., Newark, Del.
 Wilmington—Knights of Pythias. Oct. 21. G.
 S. Souder.
 Wilmington—Order of Red Men. Oct. 27. E.
 McIntire.
 Wilmington—Order of Odd Fellows. Nov. 17.
 H. Downing.

DISTRICT OF COLUMBIA
 Washington—Junior Order. Second week in
 Nov. John Prender.

IDAHO
 Lewiston—P. of H., State Grange. Oct. 26-
 27. F. G. Harland, Caldwell, Ida.
 Wallace—Order of Odd Fellows. Oct. 18-21.
 F. F. Horne, Box 371, Caldwell, Ida.

ILLINOIS
 Chicago—Adv. Specialty Natl. Assn. Sept.
 27-29. R. M. Searle, 1426 G St., N. W.,
 Washington, D. C.

Chicago—Amer. Cosmeticians' Assn. Oct. 18-
 20. Miss Francis Martell, 112 W. Randolph
 st.
 Chicago—Natl. Tent & Awning Mfrs. Oct.
 18-14. Jas. F. McGregor, 224 Endicott Bldg.,
 St. Paul, Minn.
 Chicago—Internat'l Assn. Pairs & Expos.
 Nov. 30-Dec. 2. Ralph T. Hemphill, Okla-
 homa City, Okla.
 Chicago—National Assn. Amusement Parks.
 Nov. 29-Dec. 3. A. R. Hodge, Hotel Sher-
 man.
 Chicago—Showmen's League of Amer. Nov.
 28-Dec. 2. Joe Streiblich, 165 W. Madison st.
 Chicago—Amer. Farm Bureau Fed. Dec. 13-
 15. W. R. Osg, 58 E. Washington st.
 Peoria—Order of Red Men. Oct. 4-5. L.
 Haney, Herrin, Ill.
 Springfield—Knights of Pythias. Sept. 28-29.
 Allen Douglas, 618 S. 6th St.
 Springfield—Order of Odd Fellows. Oct. 19-20.
 T. E. Fields, 116 W. Monroe st.
 Springfield—Odd Fellows Encampment. Oct.
 18. H. James, 215 Volkman Bldg., Kan-
 kakee, Ill.
 Sycamore—P. of H., State Grange. Dec. 14-
 16. G. W. Kleckner, 321 Summer st., Rock-
 ford.
 Urbana—P. M. Odd Fellows. Oct. 3-5. F. L.
 Leyman, 674 Cass st., Joliet, Ill.

INDIANA
 Indianapolis—Order of Odd Fellows. Oct. 13-
 15. G. G. Long, 1208 I. O. O. F. Bldg.
 Indianapolis—Order of Red Men. Oct. 19.
 E. Harding.
 Logansport—P. of H., State Grange. Oct. 19-
 21. W. R. Grant, R. R. 3, Columbus, Ind.

IOWA
 Ames—State Hort. Soc. Nov. 16-18. R. S.
 Herrick, State House, Des Moines.
 Des Moines—Order of Odd Fellows. Oct. 20-
 22. W. A. Merriam, 615 Locust st.

Des Moines—Order of Red Men. Oct. 12-13.
 A. J. Danielson, Box 194.
 Manchester—P. of H. State Grange. Oct.
 12-13. L. Rafferty, Grinnell, Ia.

KANSAS
 El Dorado—Order of Odd Fellows. Oct. 12-14.
 W. J. Russell, 117 W. 6th ave., Topeka.
 Hutchinson—Farmers' Educ. & Co-Op. Union.
 Oct. 26-29. Pauline Cowger, Box 208, Sa-
 lina, Kan.
 Hutchinson—Order of Red Men. Oct. 5-6. O.
 A. Van Court, 444 W. 15th st., Horton, Kan.
 Manhattan—State Farm Bureau. Oct. 12-14.
 Mrs. J. K. Smith.
 Ottawa—P. of H., State Grange. Dec. 14-16.
 E. M. Ferris, Gage City, Kan.
 Pittsburg—State Hort. Soc. Dec. 9. G. Kin-
 kade, Topeka, Kan.

KENTUCKY
 Lexington—Order of Odd Fellows. Oct. 12.
 W. Davies.
 Louisville—R. & S. & R. A. Masons. Oct. 18-
 20. G. A. Holland, 509 Trust Bldg., Lexing-
 ton.
 Winchester—Knights of Pythias. Oct. 18-19.
 H. M. Ball, 2122 New Linden road, Newport,
 Ky.

LOUISIANA
 New Orleans—Junior Order. Oct. 28. H. Al-
 cantara.

MAINE
 Bangor—Order of Odd Fellows. Oct. 20. L.
 E. Leonard, 25A Forest ave., Portland.
 Bangor—Odd Fellows Encampment. Oct. 19.
 H. T. Stimson, 25A Forest ave., Port-
 land.
 Lewiston—P. of H., State Grange. Dec. 7-9.
 Mrs. N. L. Hascall, Auburn, Me.
 Portland—Order of Red Men. Oct. 1. E. B.
 Seal, 22 Waverly st.

MARYLAND
 Baltimore—R. A. Masons. Dec. 7. G. A.
 Etzel.

Westminster—P. of H., State Grange. Dec.
 7-8. E. F. Hoiter, Middletown, Md.

MASSACHUSETTS
 Boston—Order of Red Men. Oct. 19-29. O. A.
 Hayes.
 Boston—Veteran Odd Fellows Assn. Oct. 31.
 F. C. Mackintosh, 92 Worcester st.
 Boston—56th Artillery Veterans' Assn. Oct.
 14-16. A. J. Tuleja, 62 Bradwood st., Ros-
 lindle, Mass.
 Boston—N. E. Awning & Tent Mfrs. Assn.
 Nov. 15-16. H. J. Scantibury, 11 N. Wash-
 ington st.
 Worcester—State Farm Bureau Fed. Dec. 1-
 H. Russell, Waltham.
 Worcester—P. of H., State Grange. Dec. 14-
 18. E. H. Gilbert, North Easton, Mass.

MICHIGAN
 Alpena—P. of H., State Grange. Oct. 26-28.
 Mrs. M. E. Lovejoy, Perry, Mich.
 Battle Creek—Mich. Dist. Kiwanis Interna-
 tional. Oct. 6-7. E. W. Clement, 1015
 Lincoln ave., Ann Arbor.
 East Lansing—State Farm Bureau. Nov. 11.
 C. Brody.
 Grand Rapids—State Hort. Soc. Nov. 30-
 Dec. 2. H. D. Hootman, E. Lansing.
 Lansing—State Farm Equipment Assn. Nov.
 30-Dec. 1. S. E. Larsen, Grand Rapids.
 Pontiac—Order of Odd Fellows. Oct. 19-20.
 F. A. Rogers, Lansing, Mich.
 Pontiac—Order of Red Men. Oct. 14. W. J.
 Candeley, Holt, Mich.

MINNESOTA
 Anoka—P. of H., State Grange. Oct. 19-20.
 Miss M. E. Thompson, Lansing.
 Minneapolis—Knights of Pythias. Oct. 5-6.
 H. H. Schultz, 1227 Hennepin ave.

MISSOURI
 Joplin—Odd Fellows Encampment. Oct. 11.
 W. L. Long, Box 345.
 St. Louis—Outdoor Adv. Assn. of Amer. Oct.
 25-28. D. V. Daigneau, 165 W. Wacker
 Drive, Chicago.
 Springfield—Knights of Pythias. Oct. 12-13.
 Edwin Stinger, 3507 Pine st., St. Louis.

MONTANA
 Great Falls—Order of Odd Fellows. Oct. 18-
 21. R. W. Kemp, Box 1264, Missoula, Mont.

NEBRASKA
 Fremont—State Hort. Soc. Nov. 10-12.
 J. A. Danielson, 1306 N. St., Lincoln.
 Kearney—Order of Odd Fellows. Oct. 18-21.
 E. S. Davis, Box 367, North Platte, Neb.
 Lincoln—State Farm Bureau Fed. Oct. 29.
 E. T. Winker.
 Omaha—Masonic Bodies. Dec. 7-8. L. E.
 Smith, 401 Masonic Temple.

NEW HAMPSHIRE
 Claremont—Order of Red Men. Oct. 17. W.
 M. Thomas, 39 Pine st., Peterborough, N. H.
 Concord—Junior Order. Sept. 25. R. O.
 Robbins.
 Manchester—Knights Templar. Oct. 5. H.
 Cheney, Concord, N. H.
 Rochester—P. of H., State Grange. Dec. 14-
 15. J. A. Hammond, Laconia, N. H.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
 American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Liv-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

NEW JERSEY

Atlantic City—Junior Order. Oct. 13-14. R. C. Walker, First Mech. Natl. Bank Bldg., Trenton.

NEW YORK

Albion—Order of Odd Fellows. Oct. 11-12. L. A. Wright, 604 Hinkle st., Olovis, N. M.

NEW YORK

Albion—F. & A. Masons & Knights Templar. Oct. 18-22. A. A. Keen, Box 835.

NEW YORK

Asbury—State Groto Assn. Sept. 23-25. H. N. Smith, 313 City Hall, Syracuse.

NEW YORK

New York—Premium Adv. Assn. of Amer. Sept. 27-Oct. 1. Howard W. Dunk, 500 5th Ave.

NEW YORK

New York—American Dahlia Soc. Sept. 23-25. C. L. Ailing, 251 Court St., West Haven, Conn.

NEW YORK

New York—American Legion, Natl. Conv. Sept. 20-23. Frank E. Samuel, 777 N. Meridian St., Indianapolis, Ind.

NEW YORK

New York—U. S. Natl. Veterans. Sept. 21-25. R. O. Levell, Box 163, Newcastle, Ind.

NEW YORK

New York—Natl. Horse Show Assn. Nov. 3-10. Whitney Stone, 90 Broad st.

NEW YORK

New York—Amer. Poultry Assn. Oct. 29-Nov. 2. E. H. Campbell, Ft. Wayne, Ind.

NEW YORK

Syracuse—State Farm Equip. Fed. Nov. 1-5. S. Foster, Roberts Hall, Ithaca, N. Y.

NEW YORK

Syracuse—State Farm Equipment Dealers' Assn. Dec. 7-8. M. A. Johnson, Nanuet, N. Y.

NEW YORK

Syracuse—Soc. of Amer. Foresters. Dec. 16-18. H. E. Clepper, 825 Mills Bldg., Washington, D. C.

NORTH CAROLINA

Winston-Salem—State Florists' Assn. Oct. 13-14. R. E. Gruner, 612 S. Poplar st.

CINCINNATI

Cincinnati—Military Order of World War. Sept. 26-29. E. S. Bettelheim Jr., 1700 Eye st., N. W., Washington, D. C.

CINCINNATI

Cincinnati—Ind. Order of Foresters. Oct. 17-19. E. I. Nikodym, 5644 Broadway, Cleveland.

CINCINNATI

Cincinnati—Chrysanthemum Soc. of America. Nov. 12-14. A. H. Nehring, 300 Massachusetts ave., Boston.

CINCINNATI

Cincinnati—P. of H. State Grange. Dec. 14-15. John Cunningham, Rt. 1, Mt. Vernon, O.

CINCINNATI

Cleveland—F. & A. Masons. Oct. 20-21. S. Johnson, Masonic Temple, Cincinnati.

CINCINNATI

Cleveland—R. & S. Masons. Oct. 4-5. W. T. S. O'Hara, 503 Gardner Bldg., Toledo, O.

CINCINNATI

Columbus—State Groto Assn. Sept. 24. Wm. C. Schmidt, St. Peter.

CINCINNATI

Columbus—State Farm Bureau Fed. Nov. 1-3. M. D. Lincoln, 246 N. High st.

CINCINNATI

Dayton—Knights Templar. Oct. 13-14. W. E. Palmer, 308 Ohio Bldg., Akron, O.

CINCINNATI

Steubenville—Knights of Pythias. Sept. 27-28. E. Coriell, Bowling Green, O.

OKLAHOMA

Blackwell—P. of H. State Grange. Dec. 7-9. Myrtle Newland, 320 N. 8th st., Ponca City.

Rutland—P. of H. State Grange. Oct. 19-21. Mary E. Priest, Rutland, Vt.

VIRGINIA

Fredericksburg—Knights of Pythias. Oct. 12. C. Cabell, Norfolk, Va.

Richmond—R. & A. Masons. Oct. 26-27. J. M. Cliff, Masonic Temple.

Richmond—Un. of D. B. Rangers of Confederacy. Nov. 9-12. Mrs. T. F. Gorman, 318 Cherokee st., Bartlesville, Okla.

WASHINGTON

Vancouver—Knights of Pythias. Oct. 4. A. Metz, Olympia, Wash.

WEST VIRGINIA

Huntington—Order of Odd Fellows. Oct. 12. A. J. Wilkinson, Box 247.

Martinsburg—F. & A. Masons. Oct. 13. J. Carr, Williamson, W. Va.

WISCONSIN

Janesville—P. of H. State Grange. Dec. 7-9. Mrs. H. Marston, R. D. 6, Beloit, Wis.

Lancaster—P. M. Odd Fellows. Oct. 18-20. J. A. Fathers, 25 W. Milwaukee st., Janesville, Wis.

Milwaukee—Order of Odd Fellows, Grand Lodge. Sept. 20-25. J. E. Kroh, 16 W. Chase St., Baltimore, Md.

Milwaukee—Scottish Rite Masons, Supreme Council 33 deg. Sept. 27-30. Chas. H. Spilman, 1117 Statler Bldg., Boston, Mass.

CANADA

Brandon, Man.—Un. Farmers of Man. Oct. 20. W. R. Wood, Winnipeg.

Toronto, Ont.—United Farmers of Ont. Nov. 24-26. H. Rannan.

Coming Events

These dates are for a five-week period.

ALABAMA

McKenzie—McKenzie Fair. Oct. 15-16. Prof. Wood.

ARKANSAS

Springdale—American Legion Charity Carnival. Oct. 30. A. C. Dierich.

Shartart—Rice Carnival. Oct. 20-22. Neil Slifer.

CALIFORNIA

Colusa—Harvest Festival. Oct. 8-10. R. G. Power.

Oxnard—Harvest Festival. Oct. 29-30. L. J. Deemer.

San Francisco—Food Show & Home Appliance Expo. Oct. 9-16. F. A. Tissier, 525 Market st.

COLORADO

Center—Potato Show & Fair. Oct. 29-30. W. D. Sauder.

Haxton—Corn Festival. Oct. 13. M. M. Cooper.

CONNECTICUT

Hartford—County Food Fair. Sept. 26-Oct. 2. Frank Dubinsky, 206 State st.

Norwalk—Grotto Circus. Oct. 25-31. Frank Wirth.

GEORGIA

Waycross—Slash Pine Festival. Oct. 18-23. J. S. Elkins.

ILLINOIS

Blue Mound—American Legion Homecoming. Oct. 4-8. R. B. Dial.

Chicago—Food & Better Housekeeping Expo. Oct. 9-17. Felix Mendelssohn, 104 Auditorium Hotel.

Dixon—Fall Festival & Corn Show. Sept. 28-30. H. S. Beard.

Chicago—Fallowen Celebration. Oct. 29-30. Ray Hirst.

Griddy—Corn & Calt Show. Oct. 16-18. V. L. Andrews.

Lawrenceville—Halloween Celebration. Oct. 29-30. N. M. Lowmyer.

Milledgeville—Homecoming. Sept. 23. Lee Fredrick.

Pekin—Fall Festival & Street Fair. Sept. 29-Oct. 2. John Patterson.

Pineknobville—Halloween Celebration. Oct. 29-30. Dean Egan.

Tennessee—Merchants & Farmers' Picnic. Sept. 23-24. Homer Hixson.

Washington—Fall Festival & Homecoming. Sept. 23-25. R. L. Pacey.

INDIANA

Bedford—Hoster Hills Festival. Oct. 6-10. Bernice Coit Show. Oct. 8-9. Edward E. Litch.

Connersville—Merchants & Moose Lodge Celebration. Oct. 5-9. Fayette Co. Recorder.

Edinburg—Merchants Fall Festival. Oct. 14-16. Fred Z. Engle.

Hopewell—Homecoming Street Fair. Sept. 27-Oct. 2. Lloyd Norton.

Lagrange—County Corn Show. Oct. 4-9. Don D. Nelson.

Pierceton—American Legion & Merchants' Homecoming. Sept. 21-25. Henry E. Smeader.

IOWA

Belle Plaine—Fall Festival. Sept. 23. John R. Burrows.

Des Moines—Retail Grocers & Meat Dealers' Assn. Oct. 12-17. Elmer Potter, Savery Bldg.

Keokuk—Free Fall Celebration. Sept. 20-26. John C. Fry.

Marshalltown—Tall Corn Expo. Oct. 4-9.

KANSAS

Medicine Lodge—Indian Peace Treaty Pageant. Oct. 8-8. Filey MacGregor.

Minneapolis—Owasa Co. Horse Show. Sept. 23-24. Homer S. Foutz.

Pittsburg—Coal Festival. Sept. 27-Oct. 1. George B. Weeks.

Wellington—American Legion Carnival. Oct. 14-16. Frank Wright.

Wellington—Trade Show. Oct. 19-23. William Murphy.

LOUISIANA

New Orleans—Dairy Industries Expo. Oct. 21-27.

MARYLAND

Baltimore—Live-Stock Show. Oct. 4-8. W. R. Harvey.

MASSACHUSETTS

Boston—Garden Jungle Show. Oct. 4-11. Charles Gordon.

Pittsfield—Grotto Circus. Oct. 18-23. Robert S. Wood.

MICHIGAN

Pineconing—Homecoming & Agricultural Exhibition. Oct. 1-2. Victor Whittemore.

Scottsbluff—Harvest Festival. Sept. 30-Oct. 1. Fred Reader Jr.

MINNESOTA

Briceville—Harvest Festival. Sept. 23-24. Ben Gustafson.

Kenyon—Corn Show. Oct. 1-2. Lake City—Corn & Barley Festival. Oct. 7-9. D. L. Mills.

Wadena—Homecoming Celebration. Sept. 22-23. Business Men's Club.

MISSOURI

Dexter—Stoddard Co. Fall Festival & Agrl. Show. Sept. 27-Oct. 2. C. C. Miller.

Fulton—Street Fair. Sept. 29-Oct. 1. R. O. Baker.

Liberty—Clay Co. Products Show. Sept. 29-Oct. 2. R. J. Laughlin.

Louisiana—Corn & Apple Show. Oct. 20-27. L. W. Demoss.

Maryville—Hodaway Co. Fall Festival. Sept. 19-26. B. W. Mahan.

Pleasant Hill—Homecoming and Street Fair. Oct. 5-9. Wm. C. Knorrp.

St. Louis—National Horse Show. Sept. 27-Oct. 2. James W. Wellman Jr.

Sweet Springs—Fall Festival. Sept. 23-25. Harry W. Reineke.

NEBRASKA

Gothenburg—Harvest Festival. Sept. 30-Oct. 1. Eugene Laue.

Omaha—Food Show. Oct. 11-16. C. E. Stubbs.

Plattsmouth—King Korn Carnival. Sept. 22-25. Leslie Nell.

NEW YORK

New York—Premium Expo. Sept. 27-Oct. 1. Howard W. Dunk, 500 5th ave.

New York—Natl. Auto Show. Oct. 27-Nov. 3. A. Reeves, 388 Madison ave.

New York—National Business Show. Oct. 18-23. E. O. Tupper, 50 Church st.

Port Chester—National Marathon. Oct. 12. Thomas McMahon.

Port Chester—Centennial Celebration. Sept. 26-Oct. 3. Herman E. Alderman.

NORTH CAROLINA

Enfield—Fire Co. Fall Festival. Sept. 27-Oct. 2. Madison—Madison Fair and Flower Show. Sept. 21-25. Joe W. Garrett.

NORTH DAKOTA

Sharon—Fall Festival. Oct. 1. Booster Club.

Wabington—Barbecue Day. Oct. 9. A. R. Forman.

OHIO

Bettsville—Fire Dept. Homecoming. Sept. 23-25. Paul R. Steffans.

Radford—Pumpkin Show. Oct. 12-16. Everett Faun.

Byran—Horse Show. Oct. 13-16. Dr. Glen Biddle.

Cincinnati—Fall Festival. Oct. 15-16. Cuvier Club.

Columbus—National Dairy Show. Oct. 9-11. Waiter L. Bluck, Co. Agent.

Cuyahoga Falls—Anniversary Expo. Sept. 29-Oct. 2. Callinan, mgr.

Hillsboro—Fall Festival. Sept. 29-Oct. 2. C. H. Stevens.

Jackson—Apple Festival. Oct. 6-9. Leon M. Evans.

Lafayetteville—Street Fair. Sept. 20-25. C. D. Young.

Lisbon—Farmers' Fall Festival. Oct. 15-16. C. A. Bauer.

New Bremen—Commun Festival. Oct. 6-9. L. J. Laut.

Oak Harbor—Fair & Festival. Sept. 28-30. Orville—Free Street Fair. Sept. 29-Oct. 2. M. C. Heller.

Piquette—Fall Festival & Corn Show. Oct. 19-23. Arnold Miller.

St. Marys—Festival of the Lake. Oct. 12-16. Thomas Broad.

Salem—American Legion Fall Festival. Sept. 25-26. R. E. Zepherick.

Scioto Falls Festival. Oct. 5-7. E. J. Brobston.

Seaman—Homecoming & Street Fair. Sept. 22-25. T. J. O'Gorman, Buckeye Lake, O.

Shelby—Community Street Fair. Sept. 22-25. Toledo—Centennial Celebration. Sept. 17-25. Fred H. Wason.

Washington—Fayette Farm Festival. Oct. 5-9. George L. Gossard.

OREGON

Newberg—Farm Products Show. Oct. 14-16. George H. Layman.

PENNSYLVANIA

North East—Leon Steina Grape Carnival. Sept. 24-25. Harry B. Couse.

Falmington—25th Anniversary Celebration. Sept. 19-25. Ralph Cummings.

Philadelphia—Annual Lawn Fete. Sept. 17-25. Rev. Michals F. G. McMahon.

Philadelphia—Food Fair. Oct. 19-29. Elgen Rowe.

Philadelphia—Gift Show. Sept. 27-Oct. 1. George F. Little, 220 5th ave., New York.

SOUTH CAROLINA

Hartsville—Celebration. Oct. 18-23. D. L. Byrd.

SOUTH DAKOTA

Geddes—Harvest Festival. Sept. 24-25. Huron—Pow-Wow Days. Oct. 22-23.

Milbank—Farmers' Day. Oct. 1-2. Frank Boerger.

TENNESSEE

Dresden—Yam Festival. Sept. 22-24. James Chambers.

Dyersburg—Dyer Co. Fair & Stock Show. Oct. 4-9. Julia Walker.

TEXAS

Breckenridge—Stephens Co. Products Show. Oct. 8-9. Hunter M. Jones.

El Paso—Great Southwest Harvest Festival. Sept. 30-Oct. 3. Verne Newcombe, U. S. Vets. Hospital, Tucson, Ariz.

Gilmer—East Texas Jamboree. Oct. 21-23. Ed Goodch.

Houston—Oil World Expo. Oct. 11-10. E. C. Hanner, 414 Petroleum Bldg.

Mexia—Piesta de Mexia. Oct. 6-7. Jake Stubbs.

Tyler—Texas Rose Festival. Oct. 8-10. John Womble.

WEST VIRGINIA

Elkins—Mountain State Forest Festival. Oct. 7-9. C. W. Arbogast.

WISCONSIN

Wisconsin Rapids—Cranberry Harvest Festival. Sept. 24-26. E. W. Kerpel.

WYOMING

Basin—Bean Festival. Oct. 1-2. Bill Scott.

CANADA

Toronto, Ont.—Shrine Circus. Oct. 25-30. Hamid & Morton.

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA Pomona—Oct. 2-3. Jack Bradshaw Jr., 1814 S. Grand ave., Los Angeles.

San Mateo—Oct. 10. M. P. Rosenbaum, 22-24 Washington st., San Francisco.

Santa Ana—Oct. 16-17. Jack Bradshaw Jr., 1814 S. Grand ave., Los Angeles.

West Haven—Oct. 17. Miss G. G. Falmer, 211 Fountain st., New Haven, Conn.

Wilmington—Oct. 9. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

INDIANA Bass Lake—Oct. 16. R. S. Humm, 1218 Dauner Place, Aurora, Ill.

IOWA Ottumwa—Sept. 25-26. A. R. Bluhm, R. F. D. 2.

KANSAS Wichita—Oct. 1-2. George C. Spradling, 923 First Natl. Bk. Bldg.

MAINE Portland—Oct. 2. H. A. Davis, 280 Ray st.

MARYLAND St. Margarets—Oct. 17. Miss G. G. Falmer, 211 Chestnut st., Philadelphia, Pa.

MASSACHUSETTS Worcester—Oct. 23. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

MICHIGAN Detroit—Oct. 10. Forrest Ferman, 6044 Northlawn.

Hastings—Oct. 6. Virgil Bishop, 4020 S. Cedar st., Lansing.

MISSOURI Joplin—Sept. 28-29. Floyd B. Barrett, 127 Sergeant st.

St. Louis—Oct. 10. Joe Houston, 701 N. 22d st.

NEW JERSEY Newark—Oct. 24. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

NEW YORK Albany—Oct. 30. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

Buffalo—Oct. 2

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

Auto Heaters To Get Fall Boost

DETROIT, Sept. 18.—That premium merchandisers are planning to capitalize to the fullest extent on the timely appeal of the car heater for fall and winter sales is indicated by the orders being placed now with manufacturers. It is estimated that between 45 and 50 per cent of the automobiles in operation last winter were not equipped with efficient heaters, and this huge market has been greatly enlarged by new car sales since that time.

Car heaters have been popular as premium items ever since their introduction to this trade, but last year witnessed their successful adoption by salesboard operators. One of the most popular plans of distribution was the offer made by many new and used car dealers of a new car heater with the purchase of a car.

Whereas in former years there was a considerable demand for manifold-type heaters along with the better quality hot-water units, this year indications point to an almost 100 per cent demand for the latter type for premium uses. Engineering developments in the field have produced heaters that are not only more efficient than ever, but surpass in appearance anything ever before marketed.

Mdsrs. Satisfied With Fair Business

NEW YORK, Sept. 18.—Wholesale merchandisers here report that they are more than satisfied with the amount of business they have done to date with the fairs. As one of them aptly phrased it: "I don't have to look at the papers to know that the farmers are prosperous this year. I can easily tell that by the fact that my fair business is better this year than it has been since 1931."

According to reports, the fair business which comes thru the wholesale industry is profitable because it enables many houses to close out items which they sometimes have difficulty in getting off their shelves. Frequently carnival operators will get rid of a complete line of merchandise, which the wholesaler considers dead, altho the merchandise might be brand new in the spot where the operator puts it on display.

Expansion in Canadian Industrial Employment

OTTAWA, Can.—Industrial employment in Canada showed considerable expansion at the beginning of June, the gain exceeding that recorded at June 1 in any other year for which information is available. The payrolls of the co-operating employers rose from 1,011,800 at May 1 to 1,087,735, an increase of 75,935 persons, or 7.5 per cent in the month. On June 1 a year ago 9,690 firms were employing 963,513 workers.

Marked improvement was reported in manufacturing, especially in the food, lumber, pulp and paper, iron and steel, clay, glass and stone divisions. In the non-manufacturing industries there were important increases in logging, mining, communications, transportation, building, highway and railway construction and maintenance, services and trade.

The trend was decidedly upward in each of the five economic areas of the Dominion. Firms in Quebec and Ontario employed the greatest number of extra workers, while the percentage gains over the preceding month ranged from 6.5 in the Prairies to 10.1 in the Maritimes. The general situation was better than at June 1 in 1936, or in any of the last few years.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

CLEANINGS from a reporter's notebook: Take a day off and call on your wholesaler. Late summer stock sales are on and many exceptional values are being offered. Badminton sets are being displayed. This is the first year that they have had a real run, but you will hear more of them as the popularity of the game grows. Ping-Pong is running a close second and it will pay to stock the game with the fall season in the offing. There will be a demand for summer hats this winter in Southern resorts, so don't throw away what you have left for they will sell any time. Men's neckties are coming to the fore again. Neckties seem to be a seasonal article, altho no one seems to know why. Now that school has opened keep an eye on school merchandise. Present displays feature pen and pencil sets, bags, lunch boxes, instrument sets, magnifying glasses, etc.

Considering the price situation, operators are buying an unusually large quantity of cutlery. Carving sets are in demand, as well as complete kitchen sets. One operator says that he is doing well with a set of cutlery designed for picnic use. It should be a corker for road-side promotions. Cameras have had a boost and there is a distinct trend toward quality merchandise. In nickel-plated electrical ware, kitchen clocks, cocktail shakers, tableware, etc., the trend is to modern design. In these lines wholesalers are featuring items of good quality and seem to be having little trouble in selling them. Before making your winter purchases look around and see what the market has to offer, for many of the items have been restyled.

I have been informed that many parks and resort spots will remain open this year until cool weather sets in. Idea is to get as much out of a good season as it will bring. Small furniture articles are being seen in larger numbers. They make a good display and still can be had at comparatively low prices. When you look over furniture give a thought to rugs. Indian designs are becoming more popular and should be the rage next season. Watch Indian blankets, too.

Odds and Ends: Now is the time to think about your Halloween and early Christmas promotions. . . . What has become of the popular music promoters who used to sell sheet music and records from a truck? . . . New colors for spring are fuchsia red, violet, wine red, burnt red, strawberry, Malabar brown, beaten gold and wood moss. . . . Fashion experts say girls will be wearing anklet bracelets over their stockings. I counted five on Times Square recently. Looks like a good bet for jewelry workers.

At this writing New York pitchmen are getting ready for the influx of the American Legion, with everyone planning to give the ex-warriors a hearty welcome. Flags, walking sticks, novelties and souvenirs will be featured along the curb and at more permanent pitches. Leading practitioners are expected to move their pitches to midtown locations. More conservative souls, however, tell me that they intend staying right where they are, along lower Broadway, Nassau street and in the avenues. Trailer accommodations, which have been provided on the inside and outskirts of the city, should be good selling locations. Locations along outbound motor routes also should be good. Don't figure to do all your selling during the convention. Real rush generally comes during the days following the convention when the crowd starts sight-seeing.

Advertising and Writing

SEVERAL years before his death Arthur Brisbane, the famous editor and columnist, appeared upon invitation before the joint banquet of the Washington and Baltimore advertising clubs at the National Press Club, Washington, D. C., and gave his views on advertising and writing. The huge auditorium, scene of the banquet, was packed by members and prominent residents of both cities, including members of the Senate and House. He was given a standing ovation by the throng both when he started his talk and when he finished, and later his message was broadcast to the world by the International News Service.

He gave to the advertising world what he believed to be the five cardinal rules of good advertising. They are:

1. You must make people see it.
2. You must make people read it.
3. You must make people understand it.
4. You must make people want it.
5. You must make people believe it.

On the subject of writing he stated that simplicity is the entire art of writing.

"See things clearly," Brisbane said, "then describe them simply. In writing, first we must have an idea, then we must get that idea from our heads into the heads of others."

Mdsrs To Drive For Southern Biz

NEW YORK, Sept. 18.—Feeling that they passed up some profitable business in the Southland last fall and winter, many local merchandise houses are formulating plans to make a drive for business in that territory during the coming season.

Along with the fairs and carnivals which will hold forth in the South during the coming months, pitchmen will soon start their journey to the warmer climate. Some of the local bingo spots are planning to travel to Miami this winter in the hope of duplicating the fine business which many of them enjoyed around here during the summer.

With Southern hotel managers, chambers of commerce and other prophets predicting that the amount of winter vacationers will reach an all time high this season, many local wholesalers state that they are aiming to get as large a share as possible of the novelty, souvenir and prize business which will exist in the South this year.

Handler Joins Guggenheim

NEW YORK, Sept. 18.—Irving Handler, former vice-president of the American Merchandise Company here, has joined the firm of Karl Guggenheim, Inc., as secretary-treasurer. Handler is well known in the novelty, premium and giftware importing trade and is regarded as an expert buyer and merchandiser. He has a wide acquaintance in the Orient, particularly amongst Japanese manufacturers, and his entry into the Guggenheim firm is hailed by those in the trade as a good move both for Handler and Karl Guggenheim. Firm will broaden its line and go extensively into importations.

Nix Japanese Novelties

WOBURN, Mass., Sept. 18.—The 101st Infantry American Expeditionary Forces Veterans' Association went on record at its annual convention here last week as opposing the purchase of Japanese novelties. Organization embraces thousands of members thruout the States who with the passage of this resolution have been enjoined to boycott all Japanese novelties for sale in this country at either wholesale or retail prices.

Nation's Trade Holds Steady Pace for Week

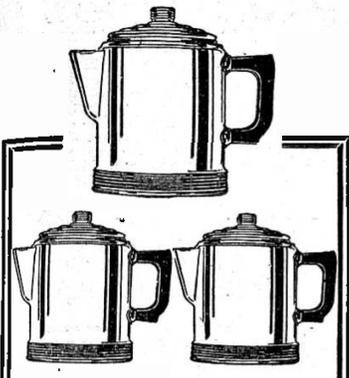
WASHINGTON.—"Retail trade took on a brighter hue following Labor Day and has given indications of improvement with the advancement of the fall season," the Department of Commerce reports following its survey of business conditions in 37 key cities.

While the upward trend immediately following the holiday was not pronounced, it was of sufficient proportions to impart substantial encouragement to trade observers. Wholesale markets showed signs of improvement, but had not as yet begun to reflect adequately the retail picture.

Business circles, scanning traditional weather vane for hints of fall business conditions, noted with satisfaction continued gains in demand for commercial loans.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.



NEW — MODERN

Percolators

for Prizes

They play and play again to win one of these flashy beauties. Percolators remain one of the most popular of all coffee-making devices. That is why a percolator is "tailor-made" for bingo, prize games, merchandise boards, etc.

Made of polished aluminum. Thermoplas non-burn handles. Available in 4, 6, 8 and 12-cup sizes.

Ask Your Jobber or Write.

We manufacture a complete line of Cooking Utensils and Gift Ware. If your jobber cannot supply you, write direct for bulletins and prices!

WEST BEND ALUMINUM COMPANY
Dept. 639, West Bend, Wis.

Burglar Alarm

Automatic Alarm Company has just introduced an inexpensive burglar alarm to the market. Alarm is plugged into the electric socket and wired to all doors, windows and other openings, and as the doors and windows are locked the alarm is automatically set. Any slight tampering sets off a special blank cartridge and forms a circuit ringing a loud bell, which continues to ring until shut off. Feature of the system is that anyone can easily install it, while the cost is low, making it available to the smallest store owner. It is also practical for chicken coops, farmhouses, granaries and warehouses. Company furnishes a salesman's sample completely wired for demonstration purposes.

New Scrub Brush

A scrub brush equipped with a swivel-action handle that does away with kneeling or bending is the latest item for direct-selling agents and demonstrators just introduced by the Pronto Manufacturing Company. Because the handle swings back and forth at any angle it is easy to get behind radiators and under refrigerators without stooping. There are no attachments and the item is simplicity in itself. Comes complete with brush, cloth and polishing pads.

Picnic Box

A new type of dinner box is the latest creation of the Metallic Novelty & Manufacturing Company, manufacturer of metal and wood novelties for prize and gift purposes. Substantially built of bright tin, it has three adjustable shelves which may be arranged for convenience. It is 12 inches high by 10 inches wide and 10 inches deep. Suitable for the pantry or for picnics and outings, it holds food enough for four people.

Ironcase Reel

Hailed as the greatest innovation in ironing since the advent of the electric iron, Mitchell Specialty Company's Ironcase Reel is said to eliminate burned electric cords and slowness in ironing caused by the cord being in the way. The brightly finished reel clamps onto any ironing board or table. Has six feet of cord with which to reach the nearest wall outlet, and another length of cord which automatically reels in and out with feather-weight tension as the user plies the iron up and down the board. Reel keeps cord from touching the laundry and the tension is said to be unnoticed in the use of the iron. A swivel mounting permits free movement in any direction. When not in use, reel may be lifted from the swivel. The many practical uses to which this handy item can be put in the home should make it a natural for pitch and prize users.

CARNIVAL NOVELTIES
WE DO SELL FOR LESS

- SWAGGER CANES, Gr. 50c — \$5.50
- SLUM — 100 Flashy Pieces for 5.95
- FUR MONKEYS, High Hat, 8 in. 4.25
- FLORAL CLOTH PARASOLS, Gr. 8.40
- CELL DOLLS, 5 in., Feather Dress. 4.80
- Serpentine Balloons, Gr. 3.80
- MECHANICAL TOYS, Doz. 1.95
- (Crawling Baby—Tumbling Clown—O You Do!)

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MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new fancy chromium case, leather strap in gift box. In lots of 3. Ea. \$3.95

Sample. 50c Extra. Send for Extra Money Making Catalog.

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GOOD Profit MAKERS for the FAIR SEASON!

High Hat Fur Monkeys

Plenty of Flash

- B38N82—8 in. high, 6.00 per gross
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make Warm Friends

WE HAVE A COMPLETE LINE IN STOCK FOR IMMEDIATE DELIVERY

Celluloid Dolls, Feather Dressed With High Hat

- B34N152—7 in. high, gro. 7.50
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- B34N158—12 in. high, gro. 21.00

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- B34N154—7 in. high, per gross 7.50
- B34N157—10 1/4 in. high, per gross 16.50
- B34N158—12 in. high, per gross 21.00

N. SHURE CO.

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\$24.00 Doz.

WINDOW BOXED

Beautiful Dolls attract business. This Doll is exceptionally large and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. No Catalog.

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SPECIAL WHILE THEY LAST 295

DYNAMIC SPEAKER RADIOS

In the following Colors: Black, Blue, Red, White, Green and Brown. State Color Wanted When Ordering.

\$5.45 Each. \$4.95 Each. Sample. Lots of 6.

Send 20% With Order, Bal. C. O. D., F. O. B. New York.

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Size: 4 1/2 x 16 x 7 3/4 x 3 1/2. Wgt. 6 Lbs. Packed COMPLETE—Nothing Else To Buy. Packed in Air Cushion Cartons:

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GENUINE FOX \$5.00 per 1000 \$45.00 per 1000

Sample, 10c. 25% Dep., Bal. C. O. D. Genuine giant size Fox Tails with two strong cords for tying to bicycle, esp. radiator hood, motorcycle, etc., and dandy first grade red, white and blue silk streamer. Fair workers, concessionaires and special events workers, premium users in all fields are stocking up now for a big profit season. SAME DAY SHIPMENT!

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New Stock—Just Arrived

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- B85 High Hat Fur Monks, 8 1/2 in. 3.75
- B86 High Hat Fur Monks, 8 in. 6.75
- B82 Gillette Style Blue Blades. Per 1,000 3.50
- Parade Cans, Balloon Tee-Tops, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Max Hats, all sizes; Min. Straw Hats, Bayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1937 CATALOG NOW READY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS

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WHILE THEY LAST! MEN'S WRIST WATCHES—Assorted Shapes; 10 1/2 Lines, 10K Rolled Gold Plates Case. 6 Jewels, Each. \$8.50 15 Jewels, Each. \$4.50 ELGIN or WALTHAM 70, 120 or Cotton Shape, in Ox. big profit. Lots, Each. \$2.75 Less than Doz. Lots, Ea. \$3.00 150, in Dozen Lots, Ea. \$3.50 ELGIN-WALTHAM MEN'S WRIST WATCHES—\$3.00 O Size, 7-Jewel, Each.

ELGIN & WALTHAM—12 3/4 O Size. Knife Edge. Thin Model Case, Black Enamel. \$4.00 7 Jewel. Same 15 Jewel, Ea. \$6.00. Chain to match 50c Ea. SPECIAL PRICES FOR QUANTITY USERS Sample 50c Extra. 25% Deposit, Balance C. O. D. Send for Catalog.

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LEVIN BROS. Terre Haute, Ind.

3 1/2c Each — ANY LETTERING PENNANTS ANY DESIGN — 3 1/2c Each

Assorted Colors, 1 1/2" long. Minimum quantity first order, 250.

Football Pennants for all Colleges, 24", 7 1/2c each.

1/2 Deposit With Order. AMCO EMBLEM CO., INC., 35 East 21st St., New York City.

YALE 1937 FOOTBALL PRICE LIST NOW READY

Send for Your FREE Copy Today

Lowest Prices

Send for our illustrated Catalog of Fair and Carnival Specials. EPSTEIN NOVELTY CO., Inc. 116 Park Row, New York City.

A PERMANENT WAVE IN EVERY HOME

Simple Safe Economical with

STARLET

EVERY WOMAN A PROSPECT

An Amazing New Discovery, With STARLET women can give themselves a perfect, lasting Permanent Wave in their own home—at extremely Low Cost. No Heat—No Electricity—No Machines—No Dryers. A sure-fire item for fast sales and large profits. Your Cost

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It Helps You, the Paper and Advertisers to Mention The Billboard.

BINGO!

'SCOREASE'

is making it Easy for Bingo Operators the Country over . . . Speeds up the game, increases attendance and lends additional fascination to the play.

Expert Operators have declared that we have introduced something decidedly new in Bingo.

—Player can play the game at ease, it being unnecessary to balance the card on the lap.

—Individual markers, once having been placed over the numbers, remain stationary until moved off again by the player, therefore no markers can fall off.

—Game can be played much faster; game can also be played outdoors—wind, etc., does not blow markers off.

—Permits greater number of players in a given space because use of tables is unnecessary and participant can play game standing up in case of overflow.

—SCOREASE Markers are easy to handle and distribute to players—no separate markers need be passed out.

—Space on reverse side of SCOREASE Marker can be sold to prospective advertisers.

—Reverse side of SCOREASE Marker can also be used for playing "Specials."

—SCOREASE Marker is strongly constructed of light weight durable steel and will stand up well under long and constant use, therefore is a money-saver for organizations using it.

They are sized to fit the regulation 7 1/4 x 5 1/2" Bingo Card. Send 50c today for a Sample and further information. Upon receipt of sample you will quickly see how we can increase your play and cut overhead an equipment.



SIZE: 7 1/4 x 5 1/2.

25¢

ca.
LOTS-10 to 1,000

Special Price in Larger Quantity.

SAMPLE 50¢

BY MAIL

ST. MARY'S RECTORY, Dumont, N. J.
August 25, 1937.

THE SCOREASE COMPANY,
1819 Broadway, New York City.

Gentlemen: We wish to advise that we have used your Bingo scoring frames during our Carnival, and will continue to use them at our weekly Bingo games.

There is no question in our mind but what the increased attendance we enjoyed at these games can be traced directly to the use of these devices. The convenience which they afford the player result in his greater enjoyment of the games, and cannot help but be reflected in an increased attendance.

We are only too happy to testify to the effectiveness of these frames, and offer ourselves as an example of their gratifying success in operation.

Cordially yours,
(Signed) JOHN D. GILLESPIE,
Chairman, St. Mary's Carnival Committee.

25% Deposit With Orders, Bal. C. O. D.

1819 BROADWAY **SCOREASE CO.** NEW YORK CITY

NOTES from SUPPLY HOUSES

Thomas S. De Pitta, who is marketing a new scoring device for bingo players, should be remembered by many vaudeville performers due to his long association with Arthur Hammerstein. De Pitta, or Scottie as he is best known, was a familiar figure around Hammerstein's Victoria Theater, Times Square, New York. When the bingo vogue first gained force Scottie conducted several large games for Elk lodges and it was this experience that gave him the idea of inventing a device which he has named Scorease. He states that the company he heads is meeting with considerable success and that bingo operators throughout the country are enthusiastic over his new device, which is ironing out many of the troublesome features that confront the bingo operator.

West Bend Aluminum Company has just issued a new catalog illustrating its 1937-'38 line of giftwares. Similar items are grouped together, making it convenient for buyers to locate the classification. The catalog features, in addition to the already popular line of aluminum, copper and chromium ware, several new items destined to become popular with users of prizes and premium awards. Catalog is available to members of the trade on request.

Fourth annual South Jersey electrical and radio exposition will open September 22 in Convention Hall, Camden, N. J. Expected to attract more than 20,000 persons, nearly 100 different exhibits of household electrical appliances are already listed by the Electrical League of South Jersey, sponsor of the event. As at last year's show RCA Manufacturing (See SUPPLY HOUSE on page 75)

MAGIC WINDOW CLEANERS

UNLIMITED QUANTITY IN STOCK. Immediate Shipment Guaranteed, 5 Inches Long (15c Retailer). Gross . . . \$7.50

Sample Prepaid 10c. DIXON PENCILS—5c Retailer. Gross . . . \$1.40

SLIP-ON ERASERS—(Fits on Pencil.) Gross . . . 32c

SEND FOR NEW PRICE LIST! JUST OFF THE PRESS!

25% Deposit With Orders, Bal. C. O. D.

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

GOING BIG AT THE FAIRS TIE-SCARF AND HANDKERCHIEF COMBINATION

No. 102—The Big 3 for Big Profits. Attractive good quality Tie with latest Woolle Scarf and large Men's Silk Handkerchief. Each set Color Matched. Packed set to individual gift box. You'll make big money with this.

No. 102
\$1.00 Sample Set,
\$9.00 Dozen Set.

TIE-TIE HOLDER and COLLAR PIN SETS

No. 101—Men's French Shape Ties complete with Tie Holder and Collar Pin. Large assortment of beautiful patterns. Each set packed in individual sliding box with cellophane window. You'll do a big business with these.

\$2.00 Sample Doz.
\$22.80 for 12 Dozen
25% With Order, Balance C. O. D.

CATALOG FREE No. 101.

CONTINENTAL MERCANTILE CO 414 B'WAY

NEW YORK, N. Y. DEPT. A

"HEALTH BOOK SALESMEN" BOYS, I Got It

A HEALTH BOOK THAT YOU CAN TALK
A HEALTH BOOK THAT SELLS, and
A HEALTH BOOK THAT REPEATS

RETAIL, 50c. Price to you in 100 Lots, \$10.00. F. G. B., Long Beach, California. No orders shipped without 1/2 Down Payment in Advance. Single Copy, 25c.

Address all communications to
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With Envelopes, packed in Attractive Boxes—Outstanding Designs

ASS'T No. 1—10 in Box. Doz. Boxes. \$1.05
Sample Box, Prepaid, 18c

ASS'T No. 2—18 in Box. Doz. Boxes. 1.75
Sample Box, Prepaid, 24c.

INSOLES—SPECIAL!!! DOZEN PAIR—ONLY 58c.

Exceptional Values in NOTIONS, BLADES, TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALESBOARDS, PREMIUMS, BALLROOMS. No substitution. Write for Free Catalog and Free Sample Case Order. 25% Deposit on C. O. D.

CHAMPION SPECIALTY CO., 814-H Central St., KANSAS CITY, MO.

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Send Today for Our NEW LOW WAR PRICE LIST and Information on Specials—Markers—BINGO Cages, etc.

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Regardless of What Price You Now Pay.

E. S. LOWE CO. INC.

"The Nation's Foremost Bingo Supply House."

698 SIXTH AVE. (Cor. 22d St., N.Y.)



69c

EACH

No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/4 x 1 1/2 in.

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\$6.50

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100,000

Sold Past Three Months to CARNIVALS, CONCESSIONS, PARKS and SALES BOARD OPERATORS.

Order Yours at Once.

\$17.95 Doz.
36 in. High.

\$7.80 Doz.
26 in. High.

1 Doz. to Case. 25% Deposit. Bal. C. O. D.

Also Dogs, Cats and Goats.

PERSIA MFG. CO. 416 N. Sangamon CHICAGO

SOMETHING NEW IN TIES

New Method Greater Values

Hercules Ties are manufactured by a new scientific method which assures durability and makes a machine-made Tie look like hand made. Gigantic line in all price ranges.

NEW CORD MOGADORS 3 Doz. Quantities and over at \$16.50 Gross. Woven Jacquards and Orleans

Worth more than \$2.00 doz. to you. Silk lined tipplings matched to color. Sample Dozen, \$1.50.

FREE!—3 Doz. PRESSING FORMS With Every 3 Dozen or More Tie Order Pressing Forms 10c Doz. (Without Ties)

SPECIAL CLOSEOUTS—WRITE, 25% With Order, Bal. C. O. D., F. O. B. N. Y. Catalog and Sample Swatches Free on Request.

HERCULES NECKWEAR MFG. COMPANY
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GENUINE FUR COATS

AT REAL BARGAIN PRICE \$11.75

BIG FLASH! NEVER EQUALED

Glossy, seal, dyed anony, pieced.

LATEST FANZY LINING

With Heavy Interlining for luxurious warmth. Sizes from 16 to 42. 25% Deposit, Balance C. O. D.

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ELECTRIC BULBS

Buy Direct From Manufacturer and Save Money. Write for Price List.

SUPREME LAMP CO.

13 Hudson St., New York, N. Y.



Slip-Not-Ties

New fall line silk-lined fast 50c rollers. Send for Sample Dozen, \$2.50 postpaid. Money refunded if not satisfied.

Free Catalogue

GILT-EDGE MFG. CO.
Original. Patented. 13 N. 13th St., Phila., Pa.

SPECIAL Elgin & Waltham Rebuilt Watches

7 to 15-1. Special \$2.25

16-Size, 7-J, \$3.00

Write for Special Catalog.

Tucker-Lowenthal, Inc.
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Cameo and Whitestones. Highest Grade Rhodium and Gold Finish. Send \$3 for 20 NEW Samples of popular styles.



OLYMPIC BEAD CO., 307 5th Ave., New York City. Also Showing Latest Styles in Crystal-Rainbow and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Bracelets and Items for Engraving.

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PLUNGERS SPECIAL \$21.00 PER GROSS

FREE: One Gross Boxes With Every Gross Order. 25¢ With Order, Bal. C.O.D. Send 25¢ for Sample. **GRODIN PEN CO.**, 136 Broadway, New York City.

Christmas Card Agents
Large profits easily earned selling new 21 Folder Assortment. Sells on sight for \$1.00. Other Holiday Assortments. Write for particulars.
DOROTHEA ANTEL, 226 W. 72nd St., New York, N. Y.

PLUNGER \$21.00 PER GROSS

Entirely new line of plunger pens and pencils. Quality merchandise. Quick sellers. Lifetime guarantee.
Immediate delivery of New Fall Models. Real low prices. 3 different samples \$50. Postpaid. Write for lowest jobber prices.
NATIONAL PEN CO., 210 W. 8th St., Kansas City, Mo.

The only Pen Just like a Banker, is another Banker. The Pen with the "Silverlike" Tip Point. **PLUNGERS — COMBINATIONS — SETS**

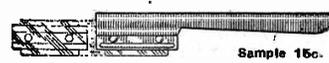


JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St. 784 Mission St., San Francisco, Calif.

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POULTRY TRIBUNE, Mount Morris, Ill.

No. 1 OUTFIT-2 in. STROP, \$12.00 per Gr.



RADIO STROPPER CO. SANDWICH, ILLINOIS



EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE
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ARGO PEN-PENCIL CO., Inc., 820 Broadway, NEW YORK CITY.

Big Profits!
Own your own business, stamping Key Checks, Social Security Tags, N a m e Plates. Sample, with name and address, 25 cents.
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PEN WORKERS!
CREAM OF THEM ALL!
Why Buy Milk When Cream Costs No More?
Generational New Pens Draw the Crowds. Sample Illustrated, 25¢. Write for Price List.
BENSON PEN CO., 348-Z Plymouth Bldg., Minneapolis, Minn.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

DOC BOWMAN whose med opery is playing Minnesota territory, received a swell bit of publicity recently when *The Minneapolis Journal* devoted an entire page of its argraveure section of the issue dated September 5 to the organization.

FAMOUS LAST WORDS: "I could have obtained more than he did if I had worked."

THERE ARE STILL THOSE who wonder why it is that the "natives" are becoming educated. To this we say: "Civilization and business ingenuity are constantly advancing—get next to yourselves, fellows."

TOM SIGOURNEY blasts from Lexington, Mo., under date of September 10 that that town wasn't any too good but expects things to be better in Fort Scott, Kan. He adds that he hasn't seen anyone resembling a pitchman in the last eight towns he has made. Tom's pipe also included the usual epigram. Here it is: "Nearly every lawsuit is either a matching of bank rolls or a contest of liars, the biggest liar or largest bank roll getting what is laughingly termed 'justice.'"

PITCHMEN'S SAYINGS: "If I ever get two grand I'm out of the business."—Herb Casper.

SAY, FELLOWS . . . keep yourselves informed on commercial and social advantages in each town you visit. And don't forget to give a bona fide boost to any towns that have it coming to them. Altho it is not generally known to the layman, big business men have gained gobs of needed information from traveling pitchmen and demonstrators.

W. D. COOPER scribes from Montrose, Miss., that that section has experienced 23 days of continual rain and the roads look like jelly. "Cotton crop," says W. D., "is poor and the natives in Dixie have no money. Cotton-mill towns are okeh but stay away from them, boys, if you don't wish to kill time."

D. RAY PHILLIPS and wife ink from Long Beach, Calif., that they will be returning soon after having spent an enjoyable three months in the California city.

THINGS WE NEVER HEAR: "Start right in to work as soon as you have picked out the corner which best suits your purpose."

WHO WAS IT . . . that remarked: "The trouble with some pitchmen we know is that they can't prove it?"

H. M. (DUKE) DOEBBER . . . comes thru from Topeka, Kan., with some notes on the Free Fair there under date of September 12. "Quite a number of knights of the tribes are making the fair here. Jam men include T. A. (Slim) Rhodes, S. B. Bills, Jerry Russell, Gus Wiener, LeRoy Crandell and Joe Morris. Louis Chapman and Eddie St. Mathews visited Sunday and cut up a few jackpots before leaving for Oklahoma spots. Bob Henley, Bus Roberston and I are working watches and blades. Doc James and Ray Eder are pitching medicine. Those working inside include Al Adams and Whitey Nelson, with juice extractors; Marion Robertson, anti-mist, and Joe Ackerman and Ray Marks, peelers. Dick Roberts, with collis and solder rad, is on his usual spot. Prospects look good for large crowds and some money for everybody."

TRIPOD OPININGS: Some pitchmen always talk about what they formerly did and what they can do instead of what they should do.

"RETURNED TO Columbus, O., to spend Labor Day weekend with my wife," pens Doc George M. Reed from the Ohio capital under date of September 5. "Have just concluded five weeks' work in the best chain stores in Springfield, Dayton and Hamilton, all in Ohio, and about the only thing I found to

be hot was the weather. At Dayton there were plenty of people, but they were the most hostile set I have ever attempted to work to. Reason for their attitude is that they have been burned up by the come along boys and wise guys who play everybody for a chump. Nine out of every 10 pitchmen and demonstrators are okeh and give the people something for their money, but some of the boys who don't seem to care can do more harm to the profession in one day than a clean worker can build up in a year. I noted Tom Kennedy's pipe in a recent issue wherein he reports having driven 1,400 miles and worked two towns in Pennsylvania. I, like Tom, believe we should organize, but as he says, it is almost impossible. Why not try to get together and aid instead of bucking each other? Hear that my friend Harry Beltz cleaned up with horn nuts this spring. Met William Rogers and Earl B. Wilson at Hamilton, O., last week. Would like to read pipes from Bert Hull, Wayne Garrison, Morris Davidson and Harry Weber. While in Hamilton I met Dr. Walter Jones, who is now an ordained minister and has a church near there. How many of the boys remember when he operated the Jones Medicine Company on Main street in Springfield, O.?"

IN ALMOST ALL . . . instances you'll find that the successful pitchman is adept at acclimating himself to the constant changes in general conditions and that he works accordingly.

IF YOU HAVE BEEN MISSING, make an appointment with yourself to do better.

NEEDLES LOWRING . . . who has been working needle threaders in the Queen City since last May to some good takes, visited the pipes desk recently. He advised that he has worked nearly every industrial establishment in Cincinnati and the item has just about been worked out. He said he plans to work the Rio Grande Valley, Mexico and South America as has been his custom for the last number of years and offers the following to any of the boys who contemplate working that territory. "In Southern Texas," says Lowring, "there is no free veterans' reader and licenses are high. Mexico has an \$8 head tax. You must obtain a card from any Mexican consul first. This card costs 50 cents and permits one to work for six months. If you are a veteran the head of the American Legion in Vera Cruz and Mexico City can fix the reader there. If you are not a veteran see the alcalde in any town. Chemical preparations, such as gummy, rad, etc., cannot be worked. Novelties, toys and jewelry, however, are permitted. I've been making this territory for 20 years and have yet to be molested. It is not necessary to speak Spanish fluently. Guatemala, Honduras and Nicaragua are good med spots, but it must be worked thru a local doctor. Magic tricks also go well. There's a ban against flukum workers, however. Good spots thru Southern Texas are the turning basin at Houston, Corpus Christi, beginning about October; Robstown, Kingsville and Alice. San Antonio and McAllen are n. g."

REMEMBER that a man's opinion is no bigger than the man before you begin criticizing a town and its citizens.

"JUST CONCLUDED . . . a wonderful week at the VFM National Convention here," pipes Harry Cory from Buffalo under date of September 3. "Sold everything but the electric light bulbs. I rented a 20x30 top, and Marvin South, my capable assistant, and I packed 'em in at every pitch. We both are highly elated over the business done. Have traded my Chevy for a new Packard and the wife and I are well pleased with the new job. We leave shortly for Detroit and then it'll be the Southland for us."

HUSTLERS' TIPS: You sheetwriters working the factory spots could enhance your takes and



OAK-HYTEX BALLOONS
The Oak line is noted for its unique and colorful creations in fancy balloons—and for quality.
It is superiority in these matters that makes Oak balloons better sellers.
Handle Oak and you'll make more money.
The Oak Rubber Co
Ravenna, Ohio.

GOGGLES
New all-round Safety and Sport Goggle. Constructed of special compound celluloid with oblenite trimmings, elastic headbands. Supplied in clear white, smoke and amber. Popular 59c seller. Price \$2.00 doz. \$22.50 gross.
MICROSCOPE
To read the Lord's Prayer on the head of a pin. To see the germs found in water. This sensational Fitch item is a world-wide seller at \$1.00, individually boxed, with complete instructions!
Dozen, \$3.00. Gross, \$38.00. One-third Deposit, Balance C. O. D. Send for Free Catalog.
New Era Optical Co., Optical Specialists
17 N. Wabash av. (Dept. BB), CHICAGO.

ROYAL PENS SELL FAST
WHY?
BEST QUALITY—LOWEST PRICES—Lifetime Guarantee.—Complete Line—Write **ADLER PEN AND PENCIL CO.** 395 Broadway, New York

963% PROFIT
Install Vending Machines in Taverns, Nite Spots, Dance Halls, etc. New machines cost you \$3.00. MONEY-BACK GUARANTEE.
KAPLAN
8-1619 S. Kostner, Chicago, Ill.

CHEWING GUM 22¢ BOX
RETAILS FOR \$1.00.
Each box holds 20 Full Size. 50 Packs of Factory Fresh Gum! Sassy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 60¢ for sample box (prepaid). **GREAT FIELDS FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS CORP.** 4th and Mt. Pleasant Ave., Newark, N. J.

Hit the **BULL'S EYE** for PROFITS with THE NEW **BULLET TOP Streamline NUPOINT COMBO, PLUNGER, LEVER PEN**
ONE PULL—IT'S FULL
\$24.00 per gross
Lifetime Guarantee
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The genuine Safety Grater with the triangular wire that really grates. Approved by Good House-keeping Institute.

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Featuring big values in
 • Whitestone Rings
 • Cameo Rings
 • Engraving Merchandise
 • Photo Jewelry

HARRY PAKULA & CO.
 5 No. Wabash Ave.
 CHICAGO, ILL.

JEWELRY FOR ENGRAVERS!

Newest, fastest selling Brooches, Bracelets, Lavalieres, Rings, Fobettes, etc. Send \$2.00 for Samples and Prices. NO CATALOG.

Send for Descriptive Circular on the New Model
DIAMONDPOINT ENGRAVING MACHINES.
MOORE'S ELECTROGRAVER CO.
 Manufacturers of Jewelry Novelties and Engraving Equipment,
 651 SOUTH STATE STREET. CHICAGO, ILL

Here's the Best BLADE BUYS

In the Country
 ALL BLADES PACKED 5 TO A BOX, CELLOPHANED

DOUBLE EDGE BLADES
 Style 1—VARIOUS BRANDS... 25
 (1,000 lots) 100 Blades
 Style 2—VARIOUS BRANDS... 32 1/2
 (1,000 lots) 100 Blades
 Style 3—VARIOUS BRANDS... 42 1/2
 such as OLYMPIC, 20TH CENTURY, R57, CHAMPION, OLYMPIC, etc. (1,000 lots) 100 Blades
 SINGER BLADES, 1937 Model, while they last, 100 Blades... 50
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Pitchdom Five Years Ago

The Stevenses, mentalists and popular in pitch stores in the big cities, were garnering some big dough in Albany, N. Y. . . . Jack Dorsey, pitchman of the old school, scored heavily at the Canton (N. Y.) Fair Labor Day. . . . Doc Miller inford that he had quit Coney Island until next March unless something as big as a tidal wave happened along the beach to attract his attention. . . . Among the pitch fraternity carrying on in St. Louis to good takes were Dr. Jack Killott, Harry (Razor) Riley, Dr. Alfred Burke, Dr. Sage, Dr. Carruthers, Charlie Lorenzen and Mr. and Mrs. Mack Botsford. . . . Harvey Durand was going over in a big way with the Phillipson Comedy Company at Batesville, Ind. . . . Chief Lighthawk and daughter, of the Lighthawk Medicine Company, blew into Cincinnati to sign acts and transact business before returning to the show at Greensburg, Ind. . . . All farmers on the Western front were broke, reported Frank Davis, who was working Le Mars, Ia. . . . After two years of doing auctions on linen and rugs Frank Schlick went back to the old English high pitch. . . . J. C. Carswell sold so many water flowers at the Ottawa (Ont.) Fair that the city dads were considering abolishing the fire department. . . . Probably the most successful runs on razor hones had been in progress in Cincinnati for three weeks. Edgar Smith and Orator Reed were putting it over in a local chain store. . . . Baltimore was proving a red one for Ray Herbers. . . . Edgar V. Davignon was working to fair business in New Bedford, Mass., with his crystal sharpener. . . . Charles H. Oakley, specialty man, was in Lexington, Ky., convalescing after a serious illness. . . . W. F. Smith, former sheetworker, was managing a hotel in Tampa, Fla. . . . Ray Snyder blew into Dayton, O., en route to the South after playing the New England States for some time to good takes. . . . Wheeler-Louis Comedians closed their road season at Cleveland, Ark., to poor business. . . . Larry Velour and Bill Vreeland were reported to be making some huge passouts at Coney Island. . . . That's all.

A SUCCESSFUL pitchman likes his work better than "I."

A. B. HIBLER . . . the post-pitchman, scribes from Oakland, Calif., under date of September 7: "Labor Day was an off-day on the corner here, so I witnessed the parade on the main stem. According to the press, the marchers numbered 100,000. From what I saw of the parade and conditions since coming to the West Coast, it's evident to me that all professions but the pitchmen's are organized. Why the pitchmen's profession is the least approved of and appreciated is beyond my comprehension. No industry could be a success without salesmen behind it. They're the life of all institutions and should be encouraged instead of discouraged. If consumption is the source of prosperity, how can a manufacturer consume if salesmen are prevented from disposing of their products? So, as Frank Libby and Tom Kennedy have stated in recent issues, how long will it take for a pitchman to get his rights or will it ever be accomplished, especially thru his own efforts? Tom said he covered 1,400 miles in a week in Pennsylvania and only found two open towns. Without exaggerating, I believe I've covered over 10,000 miles in the last year and haven't felt welcome in a single town. It's a fine condition when it is a crime for one to try to make an honest living, especially in the richest and most civilized country on the face of the globe. The majority of us deserve some credit for being able to carry on and keep off relief, especially under such conditions. I could write a book on this question and give iron-clad proof of rank persecutions of the pitchman. But what's the use when money rules the day?"

THE PIPES COLUMN is a necessity to every pitchman who has the ambition to get ahead.

RAY HERBERS . . . tells from Zanesville, O., under date of September 9: "Plan to work Cambridge, O., tomorrow; Wheeling, W. Va., Saturday, and then jump into Baltimore before venturing south. George Oremann, fountain pen wiz, and Doc H. A. Williams were doing okeh in Chicago. William (Kentucky) Lee has become legal adjuster for Clark street in the Windy City, and Benny's Tailor Shop has become the meeting place for all troupers."

MEMORIES: Remember when Mary Ragan, of the famous pitch twins, made Cookeville, Tenn., and environs and obtained permission to make her sex book pitch off the judge's bench after adjournment of the court? And when she finally induced the county authorities to grant permission to the exponents of the tripes and keister fraternity to make their talks in the corridor of the courthouses when weather conditions prohibited outdoor pitching? In addition to Mary there were as many as five of the gather-tho-gelt boys lined up in one courthouse and that condition prevailed until someone talked too loud and the privilege was revoked. But those were the good old days.

JOE WILSON . . . med worker, pens from Steubenville, O., that he saw these two oldtimers of the jam pitch, Harry Malers and Morris Kahnroff, working there to some good takes. He adds that they are the best jam workers he has ever seen.

C. DAHL . . . who has been writing sheet for some time. Inks from Pierce, Ida., that he will start out with a key check layout soon.

MICHIGAN STATE FAIR . . . at Detroit drew a select crowd of pitchmen for 10 days, closing September 12. Restrictions this year were greater than ever. Medicine men were given contracts only in cases where reputable sponsors vouched for their business methods. Among those on the grounds were Frank Urban, Speedy Rose and Yoda, medicine; Horrigan and Brophy and Chick and Dorothy, mentalists, and Golstein Boys, whistles. Last named were taken on the stage of the Coliseum

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Sensational! Free Offer!

Sloane's Nu-Foot Powder—A shampoo for tired, aching, burning, perspiring feet. SENSATIONAL demonstration on hands turns 80% of top. Sell one for 25c, give other free. Man working solo recently took \$170 in one day. Man working solo took \$400 in 3 days. Hot #11 key. Sloane's Corn and Callus Remover—an iodized liquid in soft new package. FREE—With each double gross you get, absolutely FREE, 1 dozen jars Sloane's Athletes Foot Ointment, wholesale price \$1.50 doz., a quick 50c seller. 50% deposit on all orders.

DOUBLE GROSS \$9.00
 (One Gross of Each)
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 SLOANE PRODS., Inc., 143 W. 41 St., N. Y. C.

Complete split & worker free. Sample 25c. ALL SWELL NEW PAK-AGES.

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 Bracelet with Lord's Prayer, 3/8c Each. Also Lord's Prayer on a Copper at 90c a 100. We buy and sell Penny Crushing Machines. They set on a Paper Easel. 25% with order, balance C. O. D.
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for a special act during the show. Business was reported fair by Rose, who already has his contract for next year's fair. The medicine men in particular succeeded in drawing good crowds for their lectures.

REPORTS EMANATING

from Southern Georgia indicate that the Connie & Dalby Med Show is still getting its share of business in that neck of the woods. Organization will remain open until Christmas and then go into winter quarters at Tifton, Ga. Show is reported to have enjoyed good business in Illinois this summer.

RICTON

"Barnum of the sticks," Inks from Cross Anchor, S. C., that his organization has concluded six weeks of three-night stands in the cotton mill towns in that neck of the woods to lousy business after having mopped up in Tennessee. This marked the first time the show has appeared in South Carolina, and Ricton infers that he will leave the territory soon, never to return.

JAMES (KID) CARRIGAN

is in Chicago after spending a 10-day vacation at the State fair, Indianapolis, and Dayton and Columbus, O. Writing from the Windy City, he says: "Saw a few pitchers working on High street in Columbus. Chicago is closed. The only place one can work is Maxwell street and a sneak pitch. I'm still holding forth at the store on State street. I'd advise the boys not to come here to work."

WISHING, without effort, for something you need and desire is not unlike reaching for the moon.

FAMILIAR PITCH TALKS

permeated the surroundings last week as Old Gas Bill wended his way along the midway and in and out of the various exhibition buildings at the Hamilton County Fair, Cincinnati. Included among the fraternity there was George Haney, rad worker, who obtained plenty of the lucre with a swell demonstration. James Jennings and Tommy Burns Jr., worked

to some good takes with pennants. George Hess topped 'em all, however, with a good candy layout, while Glenn Reeves captured his share of the folding dough with peelers. Frank X. Murphy represented the sheet boys and was well remunerated for his efforts.

CHARLEY COURTEAUX

is reported to be garnering plenty of dough with glass cutters and sharpeners in one of Detroit's chain stores.

TONY MEZZACAPPA

had the ex on the novelties at the Hamilton County Fair, Cincinnati, last week, and worked to an okeh business.

"PLENTY OF RAIN

in this territory," cracks Bob Posey from Okalona, Miss., under date of September 9. "This neck of the woods isn't as good for me as it has been in the past. I got 'absolutely 'eppis' at the Clarksdale Cotton Festival and I worked out of the back of a car between the girl show and athletic show. Upped it after two days and conditions may get better when the rain slackens. Would like to read pipes from the Louisiana corn belt."

"I'm STILL

in the jam pitch business and will always be until something better shows up," lines Salem Bedonie from Somerset, Pa., under date of September 15. "Have been with the Walter L. Main Circus since it opened in Montgomery, Ala., and hope to stay with it until closing day. After that I'll head for Chicago to spend the winter. In all the States we played this summer Maine and Connecticut were the best for me. Kentucky was good in the spring, as were Pennsylvania, New Hampshire and Vermont in August. Organization is headed for Dixie, where it will stay until about December 10. Saw Bob Noel in West Chester, Pa., and found him to be a credit to the profession. Next State on our schedule is West Virginia and from reports it should prove a good one. Would like to read pipes from L. Chapman. Come on, boys, pipe in. Let's hear from you."

JERRY RUSSELL

letters from Topeka that while making the fair there he sighted the following: Le Roy Crandall, Slim Rhodes and Bill Mills, jam store; Joe Ackerman, Harry Belt, Doc James, Ray Eder and Johnny Voght, med. "All the boys," continues Jerry, "seemed to be doing okeh, despite little business during the early part of the week. Gus Weiner and I are going into the cotton belt from here."

GEORGE BEDONIE JR.

brother of Salem, jam pitch artist, is now associated with a labor paper in Birmingham.

SUPPLY HOUSE

(Continued from page 72) Company has engaged the entire stage of the Convention Hall to show an extensive array of radio sets and other items turned out at the plant here.

The Eveready Company has brought a new catalog off the press which presents a complete assortment of Evercarrt gift items of lustrous, non-tarnishable chrome. Book is profusely illustrated and includes the new tid-bit servers and bread boats, recent additions to the line.

BIG ARRAY

(Continued from page 62) this year, nor is there an industrial exposition as in 1936. Overhead and advance cost are underwritten by downtown business men, several of whom comprise executive committee of Kansas City Fall Festival Association, sponsor of the Jubilesta. Expenses will be met virtually solely by gate receipts. An infantile paralysis scare may tend to keep juvenile patronage down.

Festival association realized \$9,000 profit from the first venture last year and it expects to top it this fall. Newspapers and rural press in a 500-mile trade area have boosted the Jubilesta on front pages for seven weeks and radio stations for months have publicized it. Blevins Davis, who assisted NBC with Coronation broadcasts from London, is in charge of publicity.

Ruth Warrick, 21-year-old University of Kansas City student, was sent on a tour of towns and cities in the Midwestern section as Miss Jubilesta, speaking at meetings of clubs and civic organizations. George W. Catts, festival secretary, said

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Per 100. Carded 12 on Oard.

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Genuine **RABBIT FEET** **\$3.00** Without Key Chains Per 100

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YOUR AD ON O.P. If you order 5,000 or over your ad will be printed on top and around cap. No additional cost. Special Prices for quantity users.

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1/3 Deposit With Order, Balance C. O. D.

J. E. BREWER, (Sole Manufacturer)
230 W. 28th St., NEW YORK, N. Y.

last year's mark of 180,000 paid admissions will be broken by at least 20,000 if the infantile paralysis situation is quieted soon enough.

SHORTS

(Continued from page 62) which Jack Flood is president and W. A. (Doc) Kerr secretary. Proceeds go to civic organizations.

FOR BENEFIT of new mission building fund of Church of Christ the King, Westcott's Western Rodeo was sponsored in an afternoon and night performance in Deer Park, Haddonfield, N. J. Rodeo included Sergeant Kelly, Ray Hinkson, Charles Alexander, Jack Westcott, Beattie Brothers and riders from Weber's Sunset Ranch and Sleeter's Ranch.

OFFICIALS of the City Club, sponsor of third annual Chillicothe (O.) Fall Festival, announced appointment of Theodore E. Schmidt as general chairman and that a midway and free acts will furnish entertainment.

WOOSTER (O.) BOOSTER CLUB plans a street fair this fall, featuring midway, free acts and contests.

HARRY LaMAR, flying trapeze, was booked by Al Martin for French-American Legion Field Day in Lowell, Mass.

SPRINGFIELD (MASS.) ELKS plan to stage a six-day circus soon, giving two shows nightly. There will be a midway and 10 acts, booked by Al Martin.

TEN ACTS, including chorus and band, were presented by C. A. Klein as free attractions at Andover (O.) Fall Festival on streets, ending on September 11.

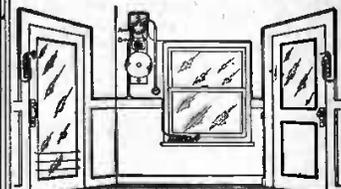
HEADING Gallipolis (O.) Fall Festival committees are John C. McNealey, H. W. Walter, Dr. C. E. Holzer, City Manager John Gwinn, Judge W. R. White and Stanley Evans.

R. H. WADE SHOWS will be on midway of Cuyahoga Falls (O.) 125th Anniversary Exposition, sponsored by the Board of Trade, announced L. J. Callinan.

IN AN EFFORT to determine whether there is sufficient interest to make a revival of a county fair profitable, Clark County (O.) Fall Festival will be held in

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Texas is open to square shooters on the old reliable. Drops are best in years. You all know the protection I give. Write

E. HUFF
P. O. Box 221, Temple, Tex., for Creds.

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Springfield, said Managing Director L. A. Tarpley. Event is being designed especially for farmers and will feature agricultural displays. Vaude will be presented nightly.

Hartmann's Broadcast

NEWSPAPERS in several small Mississippi towns are very bitter against carnivals. The crusade took root when one of these shows played



A. C. HARTMANN

Carrollton a few weeks ago and "pulled stuff" that caused Editor William D. Neal of The Carrollton Conservative to wax hot. After learning of this several other Mississippi editors, including Littleton Upshur, of Greenwood, and Curtis Mullen, of Oxford, joined with Editor Neal in the crusade. All of this has been revealed in a recent issue of The Webster County Progress, Eupora, Miss., under the scare heading of "The Carnies Are Coming!" Quoted in the article is a letter "received by a magazine editor from a carnie friend after an interesting date in a small Mississippi city." The aim of the "carnie friend" apparently was to contradict newspaper reports and tell what actually happened on the show he was with when it played a certain Mississippi town, as witness the first paragraph of the letter:

"The papers down in Mississippi had it all wrong about the hey rube in —ville, and I thought somebody ought to know the truth."

The letter refers to Mammoth Shows, Inc., and teems with vernacular in describing the things around a show where heat is in abundance. If there is a Mammoth Shows, Inc., we have never heard of it, and we are therefore inclined to believe that the letter was fictitious for the purpose of doing harm to carnivals, altho Joe Galler, manager of the Buckeye State Shows, informs that the data in the letter was furnished by a party known to him.

Joe says that many county papers reprinted the article and in conse-

quence the shows that are clean and aboveboard in their dealings with the public and committees are suffering. "In fact, this little city here (Eupora)," continues Joe, "had been closed by just such an organization a number of years ago and there has been no show since. Only by hard work on the part of the management and with references from committees and others in towns played previously in the State have the city authorities consented to have another show and then only in connection with the fair. I know that you have been fighting for clean shows for ever so long, and I want you to know that we are for you in this and will co-operate with you and your publication in any way possible, as it is my earnest desire to see the business put on a high plane."

Will the shows whose midways and methods of operation are a detriment to the business ever see the light? And to "carnie friend" we vote a lead medal with the word "Boob" inscribed thereon for biting the hand that feeds him and making the road tough for the clean showman.

† † †

IN SOME sections of Georgia there were only five days in August on which no rain fell. Sections of other Southern States, such as Louisiana, Alabama, Mississippi, Arkansas, Texas and West Tennessee, have also suffered from excessive rains. The boll weevil, too, has been playing havoc with cotton.

Georgia's Commissioner of Agriculture, Columbus Roberts, said the damage to cotton is expected to be noted in quality, with a reduction in the estimated number of bales. J. E. McDonald, Texas Commissioner of Agriculture, said the showers brought deterioration of the staple in some sections of his State.

This damage will probably be reflected in the receipts of shows in that territory this fall and winter.

† † †

IN CONTRAST to the circus situation in Granite Falls and several other Minnesota towns where Chase & Son Circus is charged with failure to make refunds after cancellation, thereby stirring up merchants and newspapers, Frank Kindler, CFA No. 160, of St. Cloud, Minn., cites an instance concerning Al G. Barnes-Sells-Floto Circus.

"August 6 this circus showed St. Cloud, Minn.," writes Kindler, "and city officials, business men and public in general agreed that never had they done business with a better bunch of gentlemen both ahead of the show and back. The show, under the able management of S. L. Cronin, did a remarkable business and was asked to come back at any time desired. This is the kind of comment we Circus Fans deeply appreciate. There IS a difference!"

† † †

IT'S stooping pretty low when a billing crew on a large circus in encountering a small circus along its route resorts to paper covering, telling storekeepers to tear down bills on the claim that the small show is not coming because of changing route, and having bills of the large show substituted. These tactics are reminders of our days in school when young kids had to do what the older ones demanded or else.

† † †

MESSAGES from his friends in the circus world in response to the appeal on his behalf in this pillar a couple of weeks ago have resulted in Linard Jones, better known as "The Little Colonel," brightening up. That word comes from Tracy Hager, of Altoona, Fla., who has taken a great interest in the youngster confined in the Harry-Anna Home at Umatilla, Fla.

"I'll say you did some good," writes Tracy. "I was at the home last Saturday and found the Colonel in a happier frame of mind and the nurses avowing that he was better. Twenty-seven letters, two telegrams, a record of a telephone call from Frank V. Baldwin Jr. and several gifts. About

10 of the letters came from new friends.

"The Colonel receives the best of attention in the home and the nurses and attendants do everything possible for his comfort. For two or three weeks things looked rather dark for him, I was told, but certain phases of his condition have improved.

"You folks around The Billboard have done many times more for this unfortunate chap than I, and it sort of makes my face red to see my name in print in connection with the affairs of the Colonel. I am not a social worker or preacher, nor connected in any way with Harry-Anna Home. Divide all credit for the Colonel's happiness among you who deserve it. I'm tickled just to be privileged to look on while a lot of real folk work wonders for a helpless kid who, in turn, has taught me as well as others a real lesson in the art of living."

"The Little Colonel" is truly grateful for the messages received and he has asked us, thru Tracy, to pass the word on to his circus friends. It is impossible for either him or Tracy to answer, and for that reason we use this means of passing the youngster's thanks on to those who have remembered him. We know, too, that he would appreciate additional messages. Incidentally, Dr. Edward James Irvine has sent us the following beautiful acrostic on "The Little Colonel":

MASTER LINARD JONES (The Little Colonel)

Loved by circus folks and others,
In our hearts to stay,
The "Little Colonel" we hold dear,
Tho from him we be far away;
Like a son or brother,
Endeared to us is he always.

Come, "Little Colonel," cheer up,
Or else we'll feel gloomy, too;
Lots of us look to your leadership
Out onto heaven's camp grounds blue;
No one can lead us like you can,
Everybody wants you to smile,
Like a brave little soldier-man.

Brooklyn Biz Good For WPA Show

NEW YORK, Sept. 18.—The WPA Federal Theater Project's circus closed the second of its week-end dates in Brooklyn September 11. Show was sponsored by the Brooklyn Bureau of Charities and will play one more week under that organization. Biz has been good.

Burns O'Sullivan, general contracting agent, who was called back by project officials to revamp both the show and *Savage Africa* spectacle, now has everything running smoothly and is the daily recipient of congratulations from various Federal Theater officials. Arrangements have been made to include the members of the Circus Fans' Association on the mailing list for the weekly circus bulletin sent to newspapers.

Show will close its outdoor season in Flushing October 9 and will reopen indoors October 18. Joe Wall, superintendent of property department, is a busy man these days filling out requisitions for material he'll need for indoor dates, reports Wendell J. Goodwin.

Show for Lincoln Fair?

LINCOLN, Neb., Sept. 18.—Failure of the horse show as an attraction at the State Fair this year has started talk again of spotting a circus on the grounds during the regular ag show. Show would be played in the Coliseum and might make a stand for the full week, altho the present thought is for four days, starting with Children's Day, which is always on Tuesday following Labor Day.

LESTER RODGERS, peanut concessioner with Cole Bros. Circus, who went east recently to make his several Eastern Ohio fairs and celebrations, reports Labor Day was big biggest day in recent years, with trucks and crews at both the Stark County Fair, Canton, O., and the Mahoning County Fair at Canfield, O. Rodgers, at the two spots, had more than 50 men working the fairs. He plans to rejoin the Cole show, where he also has a truck and crew, after completing his string of fairs late next month.

Notes From Europe

PARIS, Sept. 13.—Annual Fall Amusement Fair at Lille entire month of September responsible for circus and tent-show boom. Besides the big top of the Cirque Poutier at the fairgrounds, the Cirque Campeone is playing indoor date in Lille at the Hippodrome with a bill including Frederico, iron jaw; Miss Luano, trapeze; Aito, equilibrist; Mariwads, teeterboard tumblers; Seven Chinese Lucky Girls, acrobats; Margaret Jardys, trapeze; Barto-Dario and Kirch, clowns; 13 Egyptians, Arab tumblers; Carre horses, 16 Campeone Girls and an aquatic spec. Tent shows at the fairgrounds are the menageries of Hullin, Vandewalde, Gallon, Descendre and Marechaux, and the vaude shows of Lemenny and Cohen.

The big Cirque Amar is playing 10 days' stand at Lyons.

Elimar, wire walker; Golden Wonders, contortionists, and the Two Favoritas, equilibrists, are at the Palais d'Eté in Brussels, while the Reverhos wire walkers, and the Galagurs, aerial, are at the Empire. The Erwings, aerial, are at the Stadtgarten in Stuttgart.

RECREATIONAL

(Continued from page 43)

as a going concern. Patrons who saw it early helped to spread the news that it is a real place again and caused many to come back who had not seen the park for several seasons.

Picnics were so well pleased that about all of them will return in 1938 in augmented numbers. Nothing succeeds like success. It was new money and renewed effort that turned the trick. High-grade acts were no small factor in spreading satisfaction and good will. The big picnics were not a return of picnics previously created and allowed to lapse, but were picnics created by sheer force of personal solicitation and salesmanship.

After Picnic Biz

It was hard, constant and persistent effort to reverse decisions not to try a picnic. No one who has not done the trick can realize the effort required in selling a large industrial organization a picnic which has never even thought of such a venture. And then to nurse it along and get nearly 100 per cent attendance requires patience, and grit of the first order.

All of this in a city not yet largely picnic-minded cannot be at all compared to a city in the States which has the third generation now attending picnics established by their grandparents or by politicians who in the new political set-up turned them over bodily to an amusement park.

About five years is a conservative estimate of the time required to produce substantial results in a community which must be led all the way from the beginning. But it is worth the effort to obtain a profitable picnic which makes the otherwise dull day equal to the best day of the year. Once obtained the management cannot rest on its laurels but must work incessantly to hold its worth-while picnics.

"Deliver the Goods"

Like a hotel, restaurant or dry-goods store, we must deliver the goods. When a picnic committee delivers your proposal to its organization and gets the favorable decision it does not want to be let down but expects you to come thru with all promises. And when you do it and a little more the foundation has been well laid for a renewal of the contract for the following year. Departed is the time for waiting on patrons to come to a park voluntarily. We must solicit them if we succeed. While they expect something new, often an old favorite in new dress and setting will answer, and frequently with amazing results.

Were it not for duty and exchange between the States and Canada this would be a bonanza for American manufacturers of amusement equipment.

Most park managers have dropped out of sight for a much-deserved rest after closing, so few plans for 1938 are yet ready for release.

CANTON, O.—City board of control awarded a contract for installation of a heating plant in Nimsilla Park Zoo buildings. Carl Weiss, zoo superintendent, said contract calls for completion within 30 days, project to cost about \$3,500.

WANTED FREE ACTS EAST ALABAMA FAIR

OCTOBER 19 TO 23

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West Point, Miss., 23; Eupora, 24.

THE HARFORD COUNTY FAIR

BEL AIR, MD., OCTOBER 13 TO 16.

Harness Racing and Large Exhibits.
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Phone 494. GLADDEN DAVIS, Secy. Phone 489.

Notes From the Crossroads

By NAT GREEN

THRILL DAYS at fairs have come to the front during the last few years and have proved to be wonderful attendance stimulators. It has become the practice to pick what usually is an off day to present the thrill-day attractions, and the result



NAT GREEN

has been to make the day one of the biggest of the entire week. At the Minnesota State Fair Thrill Day drew more than 100,000 people to the grounds on Friday, the first time in the history of the fair that the 100,000 mark had been reached on any day except Labor Day. At Des Moines and Indianapolis the thrill programs brought record Sunday crowds. The thing that is now worrying fair secretaries and booking agents is how long the present programs can hold their thrill for the public. With airplane crashes, auto crashes, board-wall crashes, rollovers and what not, it would seem that the ultimate in thrills has been reached. Without doubt their popularity will continue for several years, for there still will be tens of thousands of fair patrons who have not seen them. But eventually the public will call for something new and different. And they'll get it. New daredevils will arise or the present ones will figure out new ways of risking their necks to amuse the public.

The newest note in novelty was brought to the free-act field this season by the Aztec Indians, who present a ceremonial dance atop a 95-foot pole, then launch off into space at the end of ropes and slowly circle to earth. It is cleverly presented and holds the grand-stand audience spellbound during the time it is on. It would seem to us that there is room for more novelty acts—not necessarily daring, but out of the ordinary and having as their central theme some idea that is both unique and entertaining. There is still a place for the old stand-bys, but especially for the larger fairs better and better acts are in demand. It would well repay acts of outstanding merit to properly exploit themselves.

Earl Kurtz played in luck at Indianapolis when on Saturday night he not only collected rain insurance but presented the National Barn Dance from WLS to a packed grand stand. . . . J. F. Rodabaugh, of Baker-Lockwood, in Chicago on business, reported that his company has had one of the most prosperous seasons in years. . . . "Bill" Hayes, press courtesies chief at the Great Lakes Exposition, Cleveland, writes that he is going to take at least a brief vacation in Chicago following the close of the exposition. . . . It wouldn't be surprising to see New York or San Francisco grab Bill for '39, for he's done a swell job and is immensely popular. . . . In spite of the fact that Harry Illions put in a lot of time on the iron work of the gorgeous new entrance to the Royal American Shows, he has not neglected the Illions rides on the same show. . . . They always present a spick and span appearance and have been getting their share of business. . . . C. W. Finney, on the advance of Hagenbeck-Wallace, is expected back in Chi soon. . . . Incidentally, C. W. celebrated a birthday September 13. . . . What one?—well, anyway, Clint is still the Beau Brummell of the circus world, with "Front Page" Harry Bert as his only rival. . . . R. C. (Bob) Fryal, Escanaba, Mich., secretary, was a visitor to the Minnesota State Fair, but said we'd have to wait until the December meeting to hear those Swedish stories. . . . Also noticed on the grounds at Minnesota were Jack Warren, of Saskatoon, and Messrs. Mullen, Corey, Smith and Dietz, of Iowa. . . . Jack Duffield had an experience at the Minnesota Fair he hopes won't be repeated. . . . A couple of stick-up guys stopped the cab in which he

was returning to Minneapolis. . . . Jack had the presence of mind to slip a \$400 pay roll between the seat cushions and got off with the loss of \$17. . . . What worried Jack most was the nervous trigger finger of one of the holdup men. . . . Agnes Doss in Chi rounding up talent for the Circus Night Club, which Bert Doss operates at Bloomington, Ill. . . . There's talk of a sponsored circus in the Coliseum, Chi, this fall.

McClellan Has Good Biz at Greenville

GREENVILLE, Miss., Sept. 18.—Coming at the close of the wettest spell seen for many years in the Delta country, the McClellan Shows pitched tents on U. S. Highway 80 Sunday for a week under sponsorship of the local post of the American Legion and has since enjoyed cool, dry weather and a fine attendance. The shows have eight rides and eight shows, with the minstrel unit winning high praise here.

Rowdy Waddy Says

AN ESTIMATED 9,000 attended the highly successful three-day Cowboy Days Rodeo in Evanston, Wyo., September 4-6, despite continual rain the first day, which necessitated cancellation of the Brahma Steer Riding contest. Last two days were ideal, however, and capacity crowds prevailed. Evanston went "Western" during the event, which featured keen competition. To the Cowboy Days committee, Rob Rowley, rodeo manager, and Jack Dew, who furnished the stock and directed the arena, went the lion's share of credit for the fast and colorful program presented. Contracted performers included Gene Creed, woman bronk rider; G. L. Ramsay troupe of trick riders and ropers, and Tin Horn Hank Keenan, clown. Results: Bronk Riding—First go 'round, Alvin Gordon; Floyd Stillings and John Jordon split second and third, Gale Anderson. Second go 'round, Floyd Stillings and Bill Slevers split first and second; Buck Peterson, Ross Meeks and John Jordon split third, fourth and fifth. Finals, Floyd Stillings; Bill Slevers and Alvin Gordon split second and third, Buck Peterson. Calf Roping—First day, Glen Wadsworth, Lee Simon, Ross Meeks, Melvin Cropper. Second day, Bill Eaton, Henry Snively, Harry Hart, Holloway Grace. Third day, Harry Hart, King Merritt, Bill Eaton Vern Meeks. Finals, Bill Eaton, Harry Hart, Henry Snively, King Merritt. Bulldogging—First day, Howard McCrorey, Shorty Creed, Slats Jacobs, Bill Truan. Second day, Shorty Creed, Slats Jacobs, Howard McCrorey, Dugan Smith. Third day, Slats Jacobs, Howard McCrorey, Harry Hart, Shorty Creed. Finals, Howard McCrorey, Shorty Creed, Slats Jacobs, Bill Truan. Brahma Steer Riding—First go 'round, Ned Ferraro, Andy Gibson, Alvin Gordon, Slats Jacobs. Second go 'round, Alvin Gordon, Andy Gibson, Hugh Sandall, Lee Moore. Finals, Al Gordon, Andy Gibson; Lee

★ ART LEWIS SHOWS, INC. ★

(The Show That is Making Carnival History.)

WANTED for GREAT BARRINGTON FAIR, Week SEPTEMBER 27 and a Long Route of Fairs in the South, Including a Circuit of Florida Fairs.

Monkey Circus, Mickey Mouse and any Show capable of getting money that does not conflict. Legitimate Concessions of all kinds. COOKHOUSE that will cater to show folks. Need two good competent, reliable and responsible Promoters to assist our Mr. Jack Purcell at our Florida Fairs, to start work immediately.

Address ART LEWIS, General Manager,
Week September 20, Farmington, Me. — Week September 27, Great Barrington, Mass.

Timonium Fair Gets Best Gate

Concession space doubled with off-color games barred —grand-stand record

BALTIMORE, Sept. 18. — The 59th Timonium Fair on September 5-16 set some new records. It was the first time that the Maryland State Fair and Agricultural Society annual fair longer than seven days. All attendance records were broken, with more than 125,000 paying the admission fee of 50 cents, an increase of 30,000 over last year. It was the first time the fair opened on Sunday prior to Labor Day.

Labor Day attendance was 40,000, largest single day in Timonium history. Exhibits were greater in number and higher in quality, with \$60,000 offered in premiums, considerably in excess of last year. More than \$50,000 had been spent for extensive improvements, including a new cattle judging pavilion and enlargement of horticulture hall.

With fair weather grand-stand attendance was largest to date. During the nine days of running horse racing more than 70,000 viewed the contests. Altho grand-stand admission remained at 50 cents attendance was up 15,000. Acts booked by John T. McCaslin were May Collier, high dive; Flying Sullivans; Darwood Circus Trio, with Dorothy Darwood, contortionist, and Professor Jack and Company, cloud swing.

Midway, also under management of McCaslin, reported good business. Twice as much concession space was sold this year and the 217 concessions were booked independently by McCaslin. No controlled games were permitted.

Secretary M. L. Daiger, occupying that post since 1914, reported the annual satisfactory from all angles, adding that the fair is a non-profit institution with all profits going back into improvements and premiums.

Moore and Hugh Sandall split third and fourth. Boys' Cow Riding—First day, Dee Peterson, James Brown. Second day, James Brown, Tom Spencer. Third day, Tom Spencer, James Brown. Finals, James Brown.

Hennies Bros.' Gross at Detroit 50 Per Cent Ahead of Last Year

DETROIT, Sept. 18.—With paid attendance at Michigan State Fair doubling that of last year, altho the increase in total attendance was less due to the no-pass rule, Hennies Bros.' Shows, thru R. L. Lohmar, general agent, reported business for their rides and shows as 50 per cent over last year. This business also exceeded all past records of the fair, Lohmar said.

Concessions did a good business most of the week, with their concentration in a narrow extension of the midway from the Coliseum proving a good idea. Cold winds were largely kept out of this section by the crowds, while the open midway housing rides and shows was more windswept on several nights. Sunday evening, for instance, the concessions had a nice crowd, while the larger open midway was nearly deserted until the Coliseum show closed. After that the concession alley was packed, while there were about 1,000 persons on the larger midway, all eagerly following one bally after another. On other parts of the grounds, however, independent concessions were closing early.

The Hennies brothers expressed themselves to the show management as more than satisfied with the pay gate idea.

This rule, placed in effect also on the midway attractions, was said to have saved the shows some \$3,000, probably offsetting the extra cost of gate admissions for the carnival attaches themselves. Since it was necessary to refuse midway passes to the many people who felt entitled to ask for them, the result was a cash saving to the operators. If the request had some reasonable ground it was necessary to offer the change for the attractions sought to the individual, who usually preferred to decline the change and pay his own way in.

"This is one of the most pleasant fair engagements we have ever played," Lohmar told *The Billboard*. "Everyone in any way concerned co-operated with us 100 per cent. The State Highway Department, for instance, laid and repaired roads."

Among fair and midway visitors not previously reported were Robert P. Buckley, secretary Bad Axe, Mich., Fair; Andy Adams, Hillsdale, Mich., Fair, and Emmett J. Wandle, Brooklyn, Mich.

Only accident reported happened early Friday evening when a strong wind blew down the Monkeyland Show and one arch on the midway.

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Printed on seven different colors of stock, size 3 1/4 x 5 1/2". Can be played without markers. May be marked with pencil or punched and then discarded. Every card numbered and extra serial number for check-up. Stocked in seven colors.

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Assorted Colors for All Leading Wheels

WANTED FOR MUSEUM

Out all winter, Unborn or anything suitable for Annex, fifty-fifty, Magician to Lecture that Sells, one more good Freak to Feature.

JOHN T. REA, Mgr., Side Show, Allegan, Mich., 20th to 25th, Cuyahoga Falls, O., week of 27th.

MOULTON CO. FAIR

Moulton, Ala.

One week commencing Monday, Sept. 27th. Wanted: Concessions, Games, Eating and Drink Stands, Novelties. Big crops, plenty of money. For space write or wire

FRANK LEE, Concession Manager.

WANTED

Cowboys, Cowgirls, Indians, Wild West Acts of all kinds, Small Band, Boss Cansman. Will let concessions. Show opens Union City, Tenn., September 28. All winter South. No collect wires. Address

M. D. DOUGLASS, Mgr., Union City, Tenn.

CLOSING OUT SOUND EQUIPMENT

Mikes, Speakers, Amplifiers, Tubes, etc. We are moving to larger quarters and will sacrifice entire stock. Bargain Bids! Free.

MILES REPRODUCER CO.

812 Broadway, New York City.

CUMBERLAND VALLEY SHOWS WANTS for five straight fairs—Fayetteville, Jonesboro, Carrollton, LaFayette, Summerville, All Georgia Fairs. Leopards or any other ride that doesn't conflict. Shows with or without outfit. All Legitimate Concessions. Prices reasonable. I want to buy moneyed fairs get in touch with me. Address all mail to ELLIS WINTON, Mgr., Manchester, Tenn. (Fair), this week; Fayetteville, Ga., next week.

2 REAL SPOTS

Franklin, O., Mardi Gras, September 27-October 7, Brookville, O., Fall Festival, October 9-13. Can place Legitimate Concessions, Side Show Attractions, Penny Arcade, Girls for Girl Show, American Palmist, Wire or come on. W. S. GURL SHOWS, this week St. Paris, O.

National Show Co., Inc.

Operating WALTER L. MAIN CIRCUS

Has disposed of its interest and leased title to Wm. Norton Jr. balance season of 1937 only. Not responsible for obligations.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Out in the Open



by Roger Littleford Jr.

We Ramble

EASTERN fairs and parks; in fact, all branches of outdoor show business, have been hit hard of late by Old Man Weather. Just about the time the industry was beginning to overcome that spring setback and counted heavily on early September to bring things up to normal, rain and chill winds put the damper on in general. . . . Regardless of what a few might tell you, park men on the Eastern seaboard have not had the big year they anticipated; fairs for one reason or other are not breaking as many records as predicted, and with the exception of a very few, carnivals are not any better off than they were at this time last year.



R. S. Littleford Jr.

Of course, a break in weather conditions during the next four weeks should materially aid the fairs-to-be and the concessioners and carnivals that will play them. In the case of the latter, four or five big weeks would help them get well.

Brockton (Mass.) Fair hit the news-reels last week and a valuable piece of promotion it was. Lucky Teter, the auto-driving dare-devil, predominated, more than half the footage being devoted to his thrill-dispensing feats. . . . Harry E. Tudor, well-known showman, who has spent the season at John T. Benson's Wild Animal Farm in New Hampshire, embarked for bonny Scotland last week, where he will attend to family affairs before moving on to London and a couple of writing and broadcasting contracts awaiting him there. But we will see him back in America ere long, if you know Harry. . . . C. W. (Chick) Starkweather, Spillman Engineering exec, says his firm will spring a few surprises for the ride boys this winter. Will introduce them at the Chicago conventions.

They're saying Lloyds of London will

give you 8 to 5 that the New York World's Fair of 1939 will be a flopper. The reason—danger of war in Europe and its effect on our economic position, even tho the U. S. may not actually be engaged. Sounds like piffle to this corner, but, of course, the big London house will take wagers on almost anything. . . . That was a magnificent diamond ring friends and associates presented Joe Basile, the bandman, last week. Joe, who practically plays papa to more than 100 musicians over in Newark, N. J., should be, and is, proud of the expensive gift. . . . That was H. C. Brenner, publicity and promotion director of Dunkirk (N. Y.) Fair, entering the Bond Building one day last week. . . . R. S. Uzzell, New York amusement device impresario, expected back from Belmont Park, Montreal, around the 20th. . . . Understand the Witt show has hit its stride again in South America.

PLACES we would like to be, but won't. . . . At the Eastern States Exposition, Springfield, Mass., this week. It's one of the classiest agricultural fiestas in the East. . . . With almost any circus playing thru Texas. The Lone Star territory never was so full of money, they say. . . . With the fair secretary when, after thinking he is getting a good grand-stand show, it doesn't show up. . . . At Fort Worth and Cleveland when city fathers are digging deep to pay off Showman Billy Rose. . . . Listening to some of the screw attraction ideas being presented at the World's Fair offices.

They're telling a swell yarn around New York. Seems that J. E. Moberg, the New Jersey independent concessioner, conducts a private midway each September for members of the wealthy Hollywood Golf Club in Deal, N. J. Date is but for a single afternoon and night and this year the Hamilton Producing Company was called in with two of its older rides, a Merry-Go-Round and Ferris Wheel. Hamilton outfit admittedly expected a bloomer, but imagine their surprise when the two rides did absolutely capacity biz for 12 hours straight—at two bits and 50 cents a head. Seems that the society folk go for the carnival idea in a big way, with the aid of a certain amount of alcoholic refreshment.

The Circus

(Editorial in The Daily Town Talk, Alexandria, La., September 10)

Tomorrow the fountain of perpetual youth comes to town. If it isn't in the form outlined in the mind's eye of Ponce de Leon and other time-honored searchers for something that might be found somewhere to give life-renewing qualities to the aging, it is the nearest approach that has ever been discovered or made by man—the circus. And this fact is testified to by all the history, folklore and tradition of the world.

The most ancient records give accounts of circuses in some form, and mythology says they began in the time of Romulus. Later came the forum, the Circus Maximus and the Coliseum. Down thru the dark ages they were wandering bands of acrobats and contortionists with an occasional strange animal. About the time of the Declaration of Independence the circus began to be progressive and enlarged its scope of entertainment. Tents were adopted. The circus moved from town to town. Transportation was by means of wagons over crude and little-traveled roads and trails. When the performers left one date they never knew when the next would be played. Advance notice of the coming of a circus was unknown. If history be true, George Washington was the original circus fan, as he is said to have attended all that exhibited in his time.

Then came the railroads and advertising. The circus knew where and when it would play its next date. The advertising car was sent ahead to advise the populace when and what could be seen—the circus, as it is now known, was born.

The circus is a mighty business institution that combines money, brains and hard work. Of the three the brains and hard work are the most important. Men with the brains and energy sufficient to successfully operate a circus are born, not made, and there is no eight-hours-a-day five-days-a-week program with a circus. Consider for a moment the vast amount of work that must be done in a 24-hour period of the life of a circus. Roughly and in brief, a city of tents must be put up and taken down, a thousand to two thousand people must be fed, more live stock than may be found on a Texas ranch are to be cared for, hundreds of wild animals must be protected, thousands of visitors must be guarded from accident and injury, there must be two glittering performances, with more actors than on a movie lot and more stage room than could be afforded by all the "opera" houses ever built in Louisiana. A circus performance is so large and so varied that it could not be encompassed in a movie shot. To top it all off, this vast aggregation of men, women, animals and material must be removed from 100 to 300 miles every day of its life. Compare the troubles and difficulties of moving household goods from one residence to another in the same town with what circus employees must go thru every day. A few years ago the Secretary of War detailed a number of United States army officers to travel with a circus for a season to learn how so much work could be accomplished. The proverbial busy bee does not enter the comparison when it comes to considering the industry and activity of a circus.

Contrary to the belief of some persons who have not investigated the question, a circus brings more money or causes more money to be brought to the town where it exhibits than any other class of entertainment, and all this old stereotype phrase about the show taking all the money out of the country is all bunk. A circus is always a drawing advertisement for the town where it shows.

Now to the fountain of youth—there has never been an entertainment devised that will roll back the years of time, banish troubles and cares or return boyhood's happy days as can a circus—go out to the "lot" tomorrow and see it all. A better investment cannot be made.

(The Hagenbeck-Wallace Circus appeared in Alexandria September 11. Hunter Jarreau, great friend of circuses, wrote the editorial.)

Dexter Fellows Tent Tattles

(CSCCA)

By FRED PITZER

NEW YORK, Sept. 18.—We must quote again from that interesting letter received from S. R. Van Wyck under date of September 11. "The Codona tragedy was most lamentable. I always enjoyed his triple somersault, but you will remember that Eddie Silbon did a triple 20 years ago. In fact, he taught the knock of it to Alfredo when he was with the Silbon-Siegrist Troupe in his earlier years. I see Eddie Silbon and his wife quite frequently, as they are retired and live near me in Oakland. Eddie was a wonder in his day and for 30 years they were with Barnum & Bailey. And Bailey, Eddie cannot praise him enough. He tells me that once Bailey left a note that he wanted to see him. When he came into the room Bailey informed him that he was going to give him a raise of \$75 because he thought his great work warranted it. That was appreciation of real talent. Eddie never asked for the raise or stated to anyone that he was dissatisfied with the money he was getting. But it was the way Bailey had of measuring the worth of a genius in any one of his departments."

Talking about triples, Van, I'll wager my new fall coat against a new winter coat that Antoinette Concello can do a triple any time she feels like it.

F. Darius Benham, founder of the Dexter Fellows Tent, lodges a complaint and we think heed should be paid to it. "I think there should be a better check-up on so-called circus men," he writes, "who have jobs but haven't the car-fare to reach them. Recently a James Brady called on F. D. and explained that he had been ill, but a job was waiting for him with the Eddy Bros.' Circus, and if he had the railroad fare he could ride the show at Leighton, etc. Freddie, sympathetic at all times, told Brady that he would telegraph to the Eddy show and if things were as represented he would see that he got his railroad accommodations." "Call back this afternoon," Darius stated. Brady never came

back. Perhaps he knew the answer. Circuses should co-operate with those who telegraph them in matters of this kind and help defeat this form of acquiring money under false pretenses.

Letter From Burt Wilson

Nice letter from Burt L. Wilson in which he infers that his collection of circus heralds, route books, etc., is growing very rapidly. Burt is an ardent circus fan and he'll scent a circus miles off and make it if he has to travel by auto, bicycle or roller skates. And that brings up this thought: Why don't those fellows who keep young by collecting circus material organize. Say, Circle of Circustana. They could swap duplicate material, tell the other fellow where important stuff can be purchased if it is beyond his own pocketbook, appraise what they do collect, stabilize prices and do other things that hobbyists love to do, even having their own exhibitions or having a corner in other hobby shows. It's only a thought: you worry about it.

A very important executive committee meeting was held at the Hotel Lexington September 15. It was the first of the season. New committees were appointed and it was announced that Mike Jacobs would be the Fall Guy. Various new methods for the coming luncheons were discussed and many ideas adopted, all of which will be disclosed in the course of the coming weeks. In view of the fact that the Variety Club has named its club paper *The Barker*, it was decided to carry on under the cognomen of *Short Hauls*. The first issue, which will consist of four pages, will be issued October 1. It is expected that every fighter of note will attend the Jacobs luncheon and it is expected that such members as Gene Tunney, Jack Dempsey and others will take part.

Seils-Sterling Briefs

TECUMSEH, Neb., Sept. 18.—King Balle, side-show manager of Seils-Sterling Circus, bought a Ford V-8 and Robert Stanley a Pontiac coupe. The Hodgins have a new Stutz trailer.

A farewell party was held for Shirley Linderman and Betty Heller, who returned to school at Sheboygan, Wis. Ionn Webber and Arvin Snyder also returned to their homes for school.

The Manitowoc troupe returned to their home at Manitowoc, Wis. While in Michigan City Fred K. Leonard visited Arthur Ashby, former musician. Verna Linderman is at her home at Streator, Ill., recuperating from a nervous breakdown.

Mr. Donahue, postmaster, formerly a troupier, and wife visited at Belle Plaine, Ia. At Carroll, Ia., Robert and Mrs. Atterbury and sister, Mary, also Robert Atterbury Sr., were visitors.

Buddy Wedin, midget, who was injured in a fall at opening in Springfield, Mo., visited at Harlan, Ia., on way to his home in Iron Mountain, Mich., after spending 17 weeks at Baptist Hospital in Springfield. Kit Carson entertained his family from Champion, Neb., at Nebraska City.

Joplin Jottings

JOPLIN, Mo., Sept. 18.—The first circus in this section this season was Howe Bros., playing Galena, Kan. Had nice day's business.

Jack Hoxie Circus came into this section from the North and played Neosho, Mo., Left State at Monett and went into Arkansas.

The Barnes show was in Joplin September 3 and had three-quarter house in afternoon and full house at night. The writer, Paul F. Van Pool, entertained Theo. Forstall, Duke Drukenbrod, Sherman Cowen, Harry Levy and Mark Kirkendall in the old basement.

Karl K. Knecht and wife came thru Joplin last week and spent some time with Karl's sister, Klara, with the Barnes show. They then went to Hot Springs, Ark.

Ralph Miller was in Joplin this week, making arrangements for Seils-Sterling to show here October 3. Will break in the old Airport lot.

The Romig-Rooney troupe of riders left Seal Bros.' Circus at Greensburg, Kan., also the Whipping Smiths. Seal show playing two days ahead of Russell Bros. in Borger and Wellington, Tex.

TOL TEETER, former circus owner, is now residing in Houston, Tex. He has plans under way for a new movie theater.

GREAT SUTTON SHOWS

Want for balance of season, Corn Game, \$40.00 per week. Can place Loop-O-Planes, Octopus and Shows of any kind. Clean Concessions always welcome.

We have 7 Rides, 7 Shows, 25 Concessions and Band. Got the best spots in South. Poplar Bluff, Mo., Sept. 20-25; Dexter, Mo., Free Fair, Sept. 27 to Oct. 2.

F. M. SUTTON, Poplar Bluff, Mo.

O. G. BUCK EXPOSITIONS WANT

COLORED MUSICIANS. Salary out of office. Jim Thomas, Specks, Cornet; McDonald, Tye answer. Also Grasshopper and Stock. Can place Concessions, all kinds, including Cook House. Rutherfordton, this week; Roxboro, N. C., next. All Fairs until Armistice.

HAZEL ROCCO FORD

WANTS capable Readers to John Richmond, Va., September 27, for seven good Fairs. World of Mirch Shows route. Also 14 Florida Fairs. Those I know given preference. Wire or join me Allentown, Pa., Fairgrounds, September 21-25. Eddie Buxbaum, Vera Kimball wire me. Important.

DYER'S GREATER SHOWS A LOTTA HOOPY

WANT any Show of merit, nonconducting. Good opportunity for Minaret, with own outfit. Muzzer open. Ride Help. Man for Hit Miss and other Concession Agents. Tennessee, Ill., Celebration this week; Potts Camp and Ripley, Miss., Free Fairs follow.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Sept. 18.—Forty-seven members attended Monday night's meeting despite the most torrid weather for years here. First Vice-President Dr. Ralph E. Smith presided. Ross R. Davis was the only other officer present. News of Chick Bell's death was received with deep regret.

Communications: Hilderbrand United Shows lettered, inclosing a check for \$210 as their response to the "show within a show idea." A vote of thanks was recorded to shows' personnel and specially O. H. Hilderbrand, Everett Coe, Walt de Pellaton and Claude A. Barle, who was the producing genius of what is reported to have been a knock-out show. Letter also carried applications for new members and dues from members. Theo Forstall, of Barnes-Sells-Floto Circus, lettered with inclosures for dues from members on that show. He also stated that Dr. George W. T. Boyd was putting forth great effort to get a list of new members, but was handicapped due to the fact that show is almost 100 per cent PCSA. Frank Forrest sent a newsy letter and 1938 dues. Austin King, of Ringling-Barnum Circus, lettered with several inclosures. Floyd King, general agent of Cole Bros.' Circus, extending an invitation from Messrs. Adkins and Terrell to the club members to attend the show September 20. Doc Zeiger wired request to rush application blanks. Billy Farmer, of the Tom Mix Circus, came thru with news and an appreciated check. Jack E. Lewis informed that he has been named director of entertainment and exhibits for the Bay Cities Fair at Oakland, Calif. C. F. De Zeiger mailed check for members' dues.

Anyone knowing the whereabouts of James W. Moore, formerly on the Marine Hippodrome, please advise his mother, Mrs. C. B. Morris, 86 Walnut street, Coldwater, Mich.

Doc Hall writes that his Utah promotions are clicking. Abner Kilne sent a note and inclosure. Dick Wayne Barlow writes of a hurried auto trip, visiting shows near by. Ross Ogilvie is still sojourning in the North. J. H. Christensen lettered and inclosed new members' dues, his dues and Cemetery Fund drive books.

President Will Wright inked his gratification of members' hearty response to the Cemetery Fund drive. Tickets for the 16th annual Charity Banquet and Ball will be ready soon. Ted Le Fors, with the White City Shows, was given a vote of thanks for the fine work he has been doing for the organization.

New members: Sam Abbott, credited to Chet Bryant and Jack Bigelow. Vance La June, Mack Shafer, Timmy Claman and Emil Swanberg, credited to C. F. Zeiger and H. J. Brazier. Frank Yaglia, credited to J. H. Christensen. M. E. Hemingway, Maurice Eugene and Anthony Simon, credited to Dr. George W. T. Boyd. Burt Warren, David Shannon, Alfred S. Keenan, Kenyon Taylor, Roland W. Richards, W. Rey Eunyne and Walter Charles Foster, credited to Fred Stewart and Walt de Pellaton. M. E. Comeaux, credited to Frank Henion. J. C. Crosby, credited to Pat Armstrong and Steve Henry. Arthur G. Helnickel, credited to Hal Compton.

Johnny Klein received a vote of thanks for the work done in having a case made for the organization standard. It was displayed for the first time at this meeting.

Discussion with regard to the disinterring and reburial of the late Al G. Barnes' remains resulted in Doc Cunningham, Bones Hartzell and John Millner suggesting that the matter should

be first submitted to the board of cemetery trustees. Ed Nagle took up the matter again of the by-laws which the club passed last winter. Particularly objectionable to Nagle is the authority vested in the board of governors.

John Klein has appointed his assistants for handling the entertainment that club gives for Cole Bros.' Circus. Weekly award went to Frank Henion. Lunch and refreshments were enjoyed after adjournment.

Ladies' Auxiliary

All officers were present when Monday night's meeting was called to order. Inez Walsh, first vice-president, has just returned from an enjoyable vacation. Ruby Kirkendall spent the last two weeks visiting with Peggy Forstall at the latter's summer home.

No meeting will be held next Monday, as the men's club and this one have been invited to be the guests of the Cole Bros.' Circus that night.

Ruth Fonser has been reinstated. Victoria Greatorex, new member, is sponsored by Opall Manley. A new rostrum has been added to the clubroom. Coffee, cake and sandwiches were the refreshments served.

Members present were Peggy Forstall, Ruby Kirkendall, Inez Walsh, Frances Klein, Jennie Rawlins, Tillie Palmatier, Pearl Jones, Stella Lynton, Ruth Fonser, Opal Manley, Mabel Bennett, Etta Hayden, Ada Mae Moore, Blossom Robinson, Regina Fink, Alfreda Avalon, Vera Genac, Barbara Downey, Virginia Schaller, Gladys Grant; Babe Sherman, guest of Ada Moore, and Minnie Fisher.

Notes From Denmark

COPENHAGEN, Sept. 13.—Maximo, ace wire walker, who recently played a command performance for the king of Denmark, has been held over for the closing bill at the Circus Schumann, which ends its season Sunday. Others on the final bill are Oscar's Elephant Revue; Manetti and Rhum, clowns; Two Swansons, hand-to-hand; Stanwick Brothers, aerial; Sobbot's pigs; Otto, Hugo and Ann, comedy dance; Tribolo and Smiles, eccentrics; Elviras, jugglers, and Rafnistas, acrobats.

The Kubanis, acrobats, and the Oskuas, hand-to-hand balancers, are at Lodberg's Variety Theater.

STANLEY F. DAWSON sends following from Cole Bros.—"Just when we thought we had missed him Col. Eddy showed up at Oakland and Vallejo. Ed Burk and Butch Geagus were on hand at Oakland, also Red Ball. 'Sailor' Regan visited at Tacoma and the Silbons, Eddie and wife and sister-in-law, Mrs. MacOwen, renewed old friendships of the dressing room at Oakland. Mr. Miller, circus fan, took Judge Palmer and a few friends on a ride over the Oakland-Frisco Bridge. Tod Wheeler, attorney, and party visited show at San Francisco as guests of Mr. Adkins. The Rotary Club of Vallejo gave a luncheon in honor of Messrs. Adkins and Terrell. Mr. Murden and the writer represented the show and Miss Rodgers, Otto Griebling and Happy Kellum furnished the entertainment. Bill, the crow, mascot of the ticket sellers, last faux pas was to eat all carbon paper belonging to the writer. Bob Courtney and Billy Cronin have become intense students of horticulture as well as landscape gardening. Jack McCloskey will take advantage of our Los Angeles engagement to visit his Pasadena relatives. Sid Ayles was called back east again on account of his wife's illness. Ken Maynard has promised the boys an ox roast on the Diamond K Ranch during Los Angeles engagement. Baby Nelson has indelibly stamped himself as the Beau Brummell of the organization. Maynard, at Stockton, rode the Pony Express. Along with a crowded house of paid customers he had every one with show as an audience. Let Ken tell the rest of it. Butch Burkhardt tore his clothing in the rush to see the finish. Skinny Dawson, no relation to me, is startling the West Coast defenders with a green hat creation. Nick Carter is now wearing a five-gallon hat. Henry Brown was entertaining us the other night with stories of the time he went to Australia with Sells Bros.' Circus. Billy May, of the band, was on that trip. Shorty, of the Arabs, and Shorty, of the Lowery Band, are seen in a nightly huddle. Are they organizing a Shorty association? Joe Short is heart broken over the fact that he was just 1/32d of an inch too tall to become a member of the International Midgets' Alliance."

GREAT DANBURY FAIR

OCTOBER 2 TO 9
NINE DAYS—TWO SATURDAYS AND SUNDAY
SATURDAY, OCTOBER 2, CHILDREN'S DAY.
WANT few more first-class Shows. Nothing too big for this Fair, as we cater to largest crowd in the East. Address
GEORGE W. TRAYER, Danbury Fair, Danbury, Conn.

NOTICE NOTICE NOTICE

ATLANTA CENTENNIAL AND SOUTHEASTERN FAIR
TEN DAYS, COMMENCING OCTOBER 7—TWO CHILDREN'S DAYS
We have for sale, exclusive Frozen Custard, Popcorn and Peanuts, Candy Floss, including exhibit buildings; Snow Balls.
Write or wire
RUBIN & CHERRY EXPOSITION
Chattanooga, Tenn., this week; Knoxville, Tenn., week following.

SMITH'S GREATER ATLANTIC SHOWS

WANTS for a circuit of 10 bona-fide Southern "FAIRS," Concessions of all kinds: Cook House, Frozen Custard, Mug Joint, Diggers, in fact, all Concessions are open. Would like to book a Flat Ride, Whip or Caterpillar preferred. Good opening for Loop-o-Plane. Selma, N. C., this week, Western Wake County Fair next week, Apex, N. C., with Richmond County Fair, Hamlet, N. C.; Cheraw, S. C.; York, S. C.; Jefferson, S. C.; Dillon, S. C.; Loris, S. C.; Sumter, S. C., and Brunson, S. C., with others pending. K. F. Smith Jr. wants Tattoo Artist and Punch and Judy for Wonderland Side Show. Annie Lee Smith wants Musicians for Minstrel Show. Hamdi Ben wants Girls, long season.
ALL ADDRESS BROWNIE SMITH, SELMA, N. C.
P. S. — Ride Help Wanted; Also Some Good Show People.

WANT WANT WANT CALIFORNIA STATE FIREMEN'S CONVENTION REDDING, CALIF.

6—Days September 27-October 2 Nights—6
Will book Shows and Rides that don't conflict. Concessions all open. No X. This show will stay out till Xmas. Wire; don't write. Ashland, Ore., week September 20.
Gen. Agt. HARRY L. GORDON. C. F. COREY, Mgr., White City Shows, Inc.

THE R. H. WORK SHOWS

Wanted for Montgomery County-Free Fair, Troy, N. C., September 27th to October 2d and balance of season. Rides: Octopus, Caterpillar, Whip, Loop and Kiddie Rides. Shows: Any good clean show that caters to ladies and children. Have beautiful framed Platform Show, would like good attraction for same. Concessions all open except Bingo. No X and positively no grift. Address all mail and wires to Siler City, N. C., this week, then Troy, N. C. Show stays out until middle of November. R. H. WORK.

MODEL SHOWS, INC.

Wants for following Fair Route:
POLK COUNTY FAIR, Rockmart, Ga., this week; then
CARROLL COUNTY FAIR AND TURKEY TROT, Villa Rica, Ga.
NEWTON COUNTY FAIR, Covington, Ga.
WASHINGTON CO. FAIR, Sandersville, Ga.
MIDDLE GEORGIA FAIR, Milledgeville, Ga.
PULASKI COUNTY FAIR, Hawkinsville, Ga.
CRISP COUNTY FAIR, Cordale, Ga. Also ARMISTICE CELEBRATION.
SHOWS—Mechanical City, Monkey Circus, Big Snake. CONCESSIONS—Bowling Alley and Grind Stores, Colored Cornet and Trombone Band. Salary from office. Ball Game Agents, Loop-o-Plane Foreman, Man to take charge of U-Drive-it Autos. Homer Evans answer. Dancers and Posers for Girl Show. Wire or come on as per route. DICK HARRIS, Manager.

L. J. HETH SHOWS, INC.

WANT FOR FOLLOWING FAIRS:
Organized Minstrel Show or Performers and Musicians. Have complete outfit. Girl Show with or without outfit. Geek Show or any other Attraction of merit. One more High Aerial Free Act. Following Fairs: JASPER, ALA., this week; SCOTTSBORO, week September 27; GUNTERSVILLE, ALA., week October 2; SYLACAUGA, ALA., week October 11; GRENVILLE, ALA., week October 18; AMERICUS, GA., week October 25; CUPERTON, GA., week November 1; EUPAULIA, ALA., week November 8; MONTGOMERY, ALA., week November 15. Out till Christmas.

MODERNISTIC SHOWS, INC.

TAZEWELL COUNTY FAIR, TAZEWELL, VA.
WANT Shows not conflicting with Ten-in-One, Minstrel and Animal.
WANT Rides not conflicting with Loop-o-Plane, Ferris Wheel, Merry-Go-Round, Whip, Chair-o-Plane and Caterpillar. Will book No. 12 Flat to twin with ours. Good proposition for Octopus, Ride-o or Tilt-a-Whirl. WANT Attractions for Ten-in-One, or will consider turning complete outfit over to responsible party who has some Working Acts. Have complete outfit with Panel Front for respectable Girl Show Man. Legitimate Concessions of all kinds come on. American Palmist, no Gyps. No weak. Tobacco Growers' Exposition, Abingdon, Va.
R. O. McCARTER, General Manager; CHAS. H. SUTTON, Business Manager.

WANT CONCESSIONS AND SHOWS

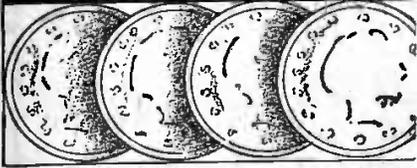
Of all kinds. Ride Foreman and Help for all Rides. Following Fairs, out all winter: Hemp, N. C., September 27 to October 2; Bedford, Va., 4 to 8; Amherst, 11 to 16; Littleton, N. C., 18 to 23; Elberton, Ga., 25 to 30. Address Per Route. Fairs wanting Midway Attractions write WARSAW, VA., this week.

HELLER'S ACME SHOWS

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

\$1.00 WILL BRING YOU 50 DIFFERENT
Samples of RED-HOT ITEMS, such as BRAND NEW SERIES OF CARTOON BOOKS, HOT NOVELTIES, Funny Jokes, Clever TRICKS, etc. and our new complete "Special Catalogue" most complete of its kind. CATALOGUE alone 25c. And we will refund same with your first order.
T. PAYNE, 25 Cardinal Place, NEW YORK.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

LIQUOR

Some of the problems of the liquor industry and of the coin-operated machine industry are shared in common. There is also a similarity in the objectives of public good will and of legal control that face both industries.



WALTER W. HURD

All three divisions of the coin machine industry have shared gratefully in the return of legal liquor to the country. The amusement games trade naturally shared in an increase in the number of locations where games could be placed and also in the gayer spirit which beverages bring about. The nut vending machines felt a decided increase in business immediately upon the return of beer and the business in nut venders is still maintaining a higher peak than for many years preceding repeal.

Automatic phonographs profited most from the opening of places where drinks are sold. Much of the credit for the revival of automatic music may be accredited to the opening of taverns and other places catering to a thirsty public. There is a natural affinity between music and drink and automatic phonographs in their highly improved form were here to supply the public with good music. Thus the phonograph business has grown so rapidly that people in the business often ask themselves how it has all come about.

To some extent it may be said that what concerns the liquor industry also concerns the coin machine trade.

The pros and cons of liquor have come prominently into the public press recently upon the publication of a bulletin by the Federal Bureau of Investigation with an authoritative report on the number of crimes committed in the United States. Such a report is worthy of careful study by all citizens as well as those who are directly concerned in the relation of liquor to law violations.

When the Federal Bureau of Investigation issued its report on crime the Distilled Spirits Institute made a thorough study of the report and made a report for publication to show that crime has actually decreased in the United States since 1933, or since repeal.

The Distilled Spirits Institute is a research and public relations organization maintained by the distillers of America. The distillers being able to finance such an institute on a high plane, it will naturally come to play an important part in American life. Its staff is busy collecting information from all sources on the evils resulting from drink as well as facts for defending liquor against public attacks. While the Institute will naturally be partial to liquor in all respects, at the same time competent and scholarly men are being used to gather and utilize material relating to the liquor trade. The primary purpose, of course, is to maintain public good will for the liquor industry as far as possible.

The Anti-Saloon League, pioneer organization opposed to legalized liquor, immediately made public a story to contradict the findings and opinions of the Institute. Which in-

dicates that there will always be a lot of argument about crime and the pros and cons of the relation of liquor to crime.

Members of the coin machine industry should study the report issued by the Distilled Spirits Institute because it represents the best authority to speak in defense of liquor. The report is based on the findings of the federal government and hence is an interesting study. Statistics from the report have been widely published in newspapers and magazines and many editorials and articles on the subject will appear.

Majority opinion will be that, after the prohibition experiment, liquor must be allowed under some form of legal control. Friends of liquor will readily admit that a very definite system of control must always be maintained to prevent well-known evils from becoming widespread. The whole question of what is the proper way to control the liquor trade is still a matter of experiment. The federal report on crime certainly indicates that liquor control since repeal has not let the country rush headlong into crime as some predicted.

While the liquor trade recognizes the necessity of legal control, the amusement games trade also recognizes there must be some form of legal control for the successful operation of games. The liquor trade is organized to help develop plans of legal control and also to create public opinion in favor of such plans. The coin machine trade has not been able to make headway in agreeing on proper laws or in cultivating public good will.

Laws relating to coin-operated machines, like laws relating to liquor, are still a matter of experiment and should be considered by all citizens with an open mind.

Many States have vested the immediate job of regulating liquor in a State liquor board or commission. In some States these boards have ruled adversely against coin-operated games in locations where liquor is sold. The tendency is to condemn these boards, but the coin machine trade should remember that the members of such boards are between at least a half dozen different fires. Their position is not an easy one and experience has shown that where the full cooperation of operators is given them they are willing to help work out a solution to prevent public complaints.

The coin machine industry as a whole is not able to finance an organized public program as the liquor trade is able to do. But the coin machine trade can study the efforts of the liquor people to improve the standards of their business by self-improvement and also to enlist the support of the public in defending legalized liquor. It is a big job the liquor people have before them, for their industry or factions within it tend to get out of bounds just as in the coin machine trade and bring down the wrath of the public upon the entire industry. Operators who place machines in locations where liquor is sold should be willing to take extra precautions in avoiding complaints of any kind. If officials make stringent rules the operator at least should try to keep them.

The success of the liquor trade in maintaining high standards and in keeping the public good will means a lot to the coin machine industry.



Leaving all other Payout Tables "standing at the post" KEENEY'S HANDICAPPER

**The finest Payout Table
built by any factory to date**

1-BALL, HOLE TYPE PLAY BOARD

**Players just can't get away from those new
"Handicapper" and "Parlay" features**

... that is, if player gets enough shots thru either of the two "Handicapper" runways on the playing field to completely illuminate the word, Handicapper, on the backboard, he then collects from \$2 to \$4 in the way of an Added Purse.

Or if he gets enough shots thru the "Parlay" runway to completely illuminate the word, Parlay, also on the backboard, then every horse automatically becomes a potential winner.

These letters in words, Handicapper and Parlay, light up successively, and stay illuminated from play to play, and from player to player, until an Added Purse or All-Winners award is issued. That's why players "just can't leave" this game while a few of those letters in Handicapper and Parlay are already lighted.

Mystery Coin Chute setting up 1 to 7 horses on Selection Panel with each coin.

Variable Odds from 2 to 1 up to 40 to 1.

Purse, Show, Place and Win Sections on Hole Type Playing Field.

Now stocked and featured
by Keeney Distributors

J. H. KEENEY & CO.

"The House that Jack Built"

2001 CALUMET AVE. • CHICAGO, ILL.

Coin Game Center of the World

*\$75⁰⁰ and \$100⁰⁰ a DAY being
played thru this Coin Chute.*

**FIVE WEEKS OF
LOCATION TESTS**
proved HANDICAPPER
would outearn any pay-
out table ever made.

- 1-ball
- odds-changing
- hole type play board
- deluxe style cabinet, 25 x 50"
- 6 coin showing escalator chute
- Check separator standard. Also in Ticket models.

KEENEY'S TRACK TIME — *The console game others are trying to imitate!*

4 "B" SPECIALS

ELECTRO "21" (Gottlieb)	\$22.50
HOME RUN	17.50
MERCURY	45.00
BREAKNESS (TKL)	25.00
RICOCHET	20.00
RUNNING WILD	22.50
SCOREBOARD	18.00
SKIPPER	20.00
SENSATION OF 1937	30.00
PADDOCK (TKL)	65.00

Terms 1/3 Deposit, Balance C.O.D.
SEND FOR PRICE LIST No. 246.

BESSER NOVELTY CO.
3020 Olive St. St. Louis, Mo.

**New Member Added
To M & D Staff**

CHICAGO, Sept. 18.—Morris & Davidson, advertising agency well known to the coin machine field, today announced the appointment of H. Kingston, of Liverpool, England, as a member of the staff.

Kingston comes to Morris & Davidson with an extensive background in advertising and merchandising both here and abroad. Prior to his association with Morris & Davidson Kingston was a member of the advertising staff of one of the world's greatest department stores.

Kingston is a former Northwestern University man and was a member of the

publication staff of the Central YMCA College, Chicago. His diversified experience in all branches of advertising is expected to prove of extreme value to his new connection. In addition to copy-writing duties, Kingston will oversee production and public relations.

Veatch With U-Need-a-Pak

ST. LOUIS, Sept. 18.—Delbert E. Veatch, who for the last several years has been with the Wai-Bil Novelty Company, this city, is now with the U-Need-a-Pak Sales, Inc., distributor for the Middle West for U-Need-a-Pak Cigaret Vending Machines. Albert Price is manager of U-Need-a-Pak Sales, Inc., and since opening offices here the firm has done a splendid business. Veatch will travel eight States.

truly amazing
VANAK
SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write

A. DALGIN CO.
4311-13 Ravenswood Ave., Chicago.

NEW POK-er-Bok

PAYS \$6.00 MORE PROFIT

AVERAGE OPERATOR'S PROFIT WAS \$28.00--NOW \$34.00 SAME LOW COST TO YOU!

A BIGGER MONEY-MAKER than ever before! New LOW-COST POK-er-Bok Jar Ossia NOW pay operator average profit of \$34.00 a deal. At NO extra cost to you, 120 MORE Tamper-Proof Tickets have been added. Only one deal a day can bring in \$1,020.00 profit first month.

NEW TAKE & PROFIT-Payout Same!
 2160 Tickets @ 5c.....\$108.00
 Average Payout..... 74.00
 Average Profit Per Deal.....\$ 34.00



BIG PROFITS

QUICK THINKING OPERATORS—ACT NOW!
 START NOW. Get New POK-er-Bok on every location. "Red Hot" right now! Send TODAY for complete details. Attractive, big profit operator and distributor discounts.

Dept. BB-9A
WERTS NOVELTY CO., INC. MUNCIE, IND.

SENSATIONAL SELLER
 127 Prizes to \$10.00 each



AMERICAN SALES CORPORATION

950 WRIGHTWOOD AVE., CHICAGO, ILL.

OPERATORS!

OUR Extended Credit Plan puts the odds in your favor... You'll ring the bell every time. Take our tip, and when our game is in your location, you are the winner. YOU CAN'T GO WRONG!

Lee D. Jones

WRITE FOR CREDIT!

P.S.—We get our dope straight from the feed-box.

Coin Devices Draw Crowds

Jobber's display at Michigan State Fair proves good advertising plan

DETROIT, Sept. 18.—Coin machines took new significance at the Michigan State Fair here last week in the use of coin-operated turnstiles at the gate for the first time. Controlled to operate for a quarter, except for the gates used for admitting children at a dime, the devices offered a rigid protection against gate crashers, and, incidentally, allowed the adoption of a "no pass" policy by the fair for the first time.

The turnstiles proved successful, also some difficulty was experienced Sunday when the problem was to get the large amount of change around to the gates fast enough. The difficulty here was caused by the fact that the crowd was about four times that of the preceding year for the same day and the management was not quite prepared to handle such a rush—it was later necessary to tear down part of the fence as an additional exit when the crowd became too great.

On the fairgrounds proper coin machines were in frequent evidence. One of the unusual commercial exhibits in the Electrical Building was that of See-Con, Inc. The company, manufacturer of See-Dice and a distributor for Seeburg phonographs, displayed three models in the booth. Exhibit was in charge of Leslie Baldwin.

principles," he went on, "but the design is completely in harmony with futuristic ideas. Backboard, playing field and even the cabinet itself are designed to give an impression of what architecture will be like many years hence. The action on the playing field is entirely different. A small number of bumper springs have been combined with silver flash contacts to provide a scoring action that is highly fascinating. The silver flash contacts, when contacted by a ball, score 400 to 800 points, according to the contact over which the ball rolls. Bumper springs register 100 points each time contacted. This feature, registering large numbers in swift succession, holds an unusually strong appeal for high-score skill players.

"As further evidence of Genco originality," concluded Gensberg, "we have added a special time-saving device for operators which eliminates location arguments. Thru this device all winning scores are recorded on a special counter and by turning the new Genco contact switch the operator can conveniently adjust the counter to begin registering at any one of 10 different high scores. Both the silver flash contacts and the counter are standard equipment on Silver Flash."

Exhibit Promises Many Surprises

CHICAGO, Sept. 18.—With the Long-champ console machine climbing to new sales peaks, Perc Smith, veteran executive of the Exhibit Supply Company, said that demand for the machine was expected to continue for several months yet. "Enthusiastic reports come in daily from distributors who gather the news from operators in their territory," he said. The firm will continue to develop new console ideas and expects this type of machine to be a big factor in the fall upswing of the industry.

Novelty games and counter machines are also being brought to completion in the Exhibit laboratory, according to Smith. "We expect to spring some surprises soon that will be like a bombshell in the industry. We will contribute our share to spreading prosperity in the industry. Our experimental workers have been busy for a long time and we plan to have new features that will make money for the operator.

"If operators just realized how many new ideas we have under way, and how much they will mean to them in building up patronage on locations, they would know that we have mighty confidence in the future of the trade," Smith added.

Ops Like Silver Flash's Modernism

CHICAGO, Sept. 18.—Operators who are on their toes are going to town these days with our new creation, Silver Flash," says David Gensberg, official of Genco, Inc. "They are taking advantage of publicity which isn't costing them anything and is national in its effects. We have given the operating industry the game of tomorrow in our Silver Flash, and the acceptance of the game by the pin game fans has been a definite approval of our judgment."

"Not only is the play new and much in advance of present-day playing prin-



ARE YOU WORKING THE \$15.00 Nationally Advertised

PACKARD

Lifetime Lektro-Shaver
SALESCARD OPERATORS AGENTS-DISTRIBUTORS
 are making **BIG MONEY** giving this shaver **AWAY FREE**

The Most Sensational Salecard Item backed by a **GIGANTIC ADVERTISING CAMPAIGN**

Send for FREE Sample of our NEW Salecard and Full Particulars TODAY.
LLOYD'S DISTRIBUTING CO. Successors to **PACKARD DIST. CO.**
 521 Fifth Avenue, New York City.

Priced Low
BIG PROFIT SPREAD
 Quick Action

SPORT FOR THE SPORTSMAN

PROFITS FOR YOU!

SPORTSMAN

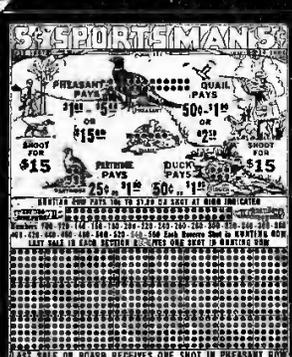
No. 717 600 Holes
 Takes in.....\$30.00
 Average Payout.... 13.35
 Average Gross Profit\$16.65

A New Thin Harlich Jackpot Board That Is Sweeping the Country.

Write for Details

HARLICH MFG. CO., CHICAGO.

1401-1417 W. Jackson Blvd ILLINOIS.



Slug Visible Slotted Coin Counter

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and-tubing coins is the answer. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.80 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

10 PENNIES
 THE ACCURATE COIN-COUNTER COMPANY

Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes. Write for Big Lot Prices. Accurate Coin Counter Co., Patton, Pennsylvania

Well and High Water—

WON'T STOP SMART OPERATORS FROM 'PHONING, CALLING OR WIRING TO SEE THE NEW BALLY-GAMES AT

ROYAL DISTRIBUTORS, INC.

54 ELIZABETH AVE., (Tel: Bigelow 8-0626) NEWARK, N. J.



ARCHIE LA BEAU, well-known Twin Cities distributor, recently took his family on a vacation trip that included Chicago and while visiting the Rock-Ola plant the family group was snapped. Left to right: Archie LaBeau, Constance, Lorraine, Virginia, Arthur, Mrs. La Beau and George. Truly a fine-looking group.

This Old name

EXHIBIT SUPPLY CO.

ESTABLISHED 1901

Guarantees Quality

'Precision Built'.. to assure perfect performance at all times,— is typical of the workmanship in all... Exhibit Products.

There can be no comparison with Quality Products. Order Exhibits' interest free attractions from your jobber.

OFFICE and FACTORY
4222-30 W. LAKE ST. CHICAGO

New Supply Mfr. Enters Coin Field

CHICAGO, Sept. 18.—H. E. Johnson, one of the pioneer sales executives in the introduction of electrical specialties on coin-operated machines, has entered the manufacturing field, producing a line of power pak units for pin games and other machines. Johnson's firm will be known as the Electro-Converter Company, with plant and offices located at 910 W. Van Buren street here.

Back in the days when games were mostly battery operated Johnson represented one of the best known battery companies. Besides handling batteries and power pak equipment, he also represented other allied lines. As a result of these activities Johnson enjoys a wide acquaintance among manufacturers and engineers.

To assist him in his new enterprise Johnson has surrounded himself with a staff of competent executives, including E. J. Glennon, who for several years has been an important figure in the production of coin machines and electrical equipment. He was formerly with the Jefferson Electric Company and at one time with Fairbanks-Morse. Thord B. Steffanson is treasurer of the company, and chief engineer is Leigh McMichael, formerly associated with P. R. Mallory & Company, Indianapolis, in charge of rectifier development and production.

The new Electro-Converter power unit is a recent development designed by Ed Glennon and based upon his years of experience in the transformer and converter fields. It is built along modernistic lines, and because of a special color process will be known as "the pak with the green base." In commenting on the new pak, Johnson stated: "We are making every effort to provide a high-grade power unit and we have no intentions of merchandising it on a price basis. We want to give the operator a dependable long-life power pack which is heat resistant and will perform well under all kinds of climatic conditions. We have been in production for several weeks and some of the best known games have been equipped with our units. Many of the operators around the country are rebuilding old games with the unit, too," he concluded.

word handicapper on the backboard, then the player collects an added purse of from \$2 to \$4 when the word has been completely illuminated.

"The parlay feature operates in much the same manner," Becker concluded, "with shots thru the parlay runway on the playing field successively illuminating letters in the word parlay on backboard. When all of these are lighted all horses become potential winners on that play. Lighted letters in both handicapper and parlay panels remain lit from play to play, and from player to player until some player 'hits' these two award features."

Distributors Touting Keeney Handicapper

CHICAGO, Sept. 18.—In spite of the fact that distributors are having to spend much of their time distributing the new Keeney automatic game, Handicapper, J. H. (Jack) Keeney, president of the firm, reports that many of them have found time to send in enthusiastic comments on the game. "Judging by the reports that have reached my desk," he stated, "sales are reaching boom proportions everywhere."

Ray Becker, Keeney sales manager, describes the play principle of the new game as follows: "With the insertion of a nickel in the six-coin visible coin chute, one or more horse numbers light up on the backboard selection panel showing what horses will pay on that play. The backboard odds panel also flickers back and forth, coming to rest on some one set of odds ranging from 2 to 1 to 40 to 1.

"If the player gets his ball into one of the holes in the purse, show, place or win selections of the scenic playing field, and if the hole matches some horse shown in the selection panel, the player is awarded according to odds shown for that position on that play. But if the player gets enough shots thru either of the two added purse runways on the playing field which with each such shot successively light another letter in the

TAKE AN OPERATOR'S WORD FOR IT!



Here's one operator's report, selected at random from countless others like it:

"MY REEL SPOT took in \$32.00 the first day on location, \$38.00 the second day and \$40.00 the third day—"

And two weeks later the same operator reported?

"My REEL SPOT is still taking in \$30.00 to \$40.00 every day—"

Ask ANYONE who operates REEL SPOT!

ORDER YOUR REEL SPOTS NOW!

H. G. PAYNE

312 Broadway, Nashville, Tenn.



The ZEPHYR PLAYS FAST

No. 1200-ZEP (Zephyr)
(Size of Board 8 1/2 x 12 1/2 Inch.)

TAKE-IN:
1200 HOLES
400 FREE

LESS
800 AT 50.....\$40.00

PAYOUT:
2.....\$5.00
1.....1.00
4......50
16......25

TOTAL PAYOUT.....19.00

PROFIT.....\$22.00
Price \$2.18 Plus 10% U.S. Tax

WRITE FOR CATALOG—STATE YOUR BUSINESS
GARDNER & CO., 2309 Archer Ave. Chicago, Ill.

EXPERIENCED COIN MACHINE SALESMAN

Good opportunity for right man with a following in coin machine field, Experience with cigarette or music machines desirable. Our product is well established and has met with wide acceptance all over the United States and Canada. Continuous trade advertising has made it well known among operators. If you can supply good references and have had some promotional experience, write us at once. Proper man can earn \$10,000 to \$15,000 per year on this proposition.

BOX D-96, care The Billboard, Cincinnati, O.

REAL BARGAINS

GUARANTEED RECONDITIONED LATE MODELS

Golden Wheels.....\$89.50	Royal Races.....\$39.50	Bally Caroms.....\$49.50
Bally Proakness.....59.50	Keeney Ten Strike.....19.50	Keeney Santa Anita.....39.50
Pamco Heavy Weights.....39.50	Bally Blue Bird.....19.50	Bally Skipper.....19.50
Bally Challenger.....19.50	Bally Round Up.....9.50	Pamco Leatherstocks.....9.50
Sunshine Baseball.....9.50	Golden Harvest.....9.50	Pamco Parlay.....9.50
Pinch Hitter.....9.50	Prospector.....7.50	Bally All Star.....9.50
Multi-Play.....9.50	Bally Sky High.....7.50	Bally Bonus.....7.50
Baffle Balls.....7.50		Vanak Coin Boxes.....4.95

CERTIFIED DEPOSIT WITH ORDER — IMMEDIATE DELIVERY.
BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WIS.

WANTED — WANTED

USED AUTOMATIC PAYOUTS

BEST PRICES PAID. WRITE FOR PRICES TODAY.

AVON NOVELTY SALES CO., 5907 EUCLID AVE., CLEVELAND, OHIO.

FOR FASTER-GREATER PROFITS NOVELTY GAME OPERATORS ARE URGING
CHICO DERBY

Advertise in The Billboard—You'll Be Satisfied With Results.



PART OF THE CROWD AT THE McCALL NOVELTY COMPANY party, St. Louis, September 8 and 9. A. McCall is owner and M. R. James general manager of the firm. Attendance reached the 1,500 mark.

Sir Samuel Joseph Lauds Rockola

CHICAGO, Sept. 18.—Sir Samuel Joseph, of London, recently spent a day at the Rock-Ola factories. After a tour thru the various departments, in which phonographs, games and furniture are manufactured, Sir Joseph was enthusiastic in his comments of the modern equipment and well-organized production methods.

Coming from Sir Joseph such comment is not idle chatter, for in London he is the owner of four large woodworking plants, three of which produce a diversified line of furniture and cabinet equipment for boats and yachts, the other being a supply plant to the three, producing all the required ply wood and built-up stock.

In a detailed study of handling and fabrication methods with George Graf, general works manager at Rock-Ola, Sir Joseph was particularly pleased with the vast production schedule maintained on such high quality work and in this connection gave careful study to the workmen's incentive system. The finishing department also drew spirited comment. Here again speed was the interesting factor. Rock-Ola gives its products the finest finish known, and such finishing is accomplished in a much shorter time than is possible in many other plants.

Not the least interesting was the power plant, where large generators develop sufficient power and light for the equivalent requirements of a city of 25,000 population. Messrs. Rockola and Graf were impressed with Sir Joseph's keen insight into all the minute details of manufacture and were gratified with his intense interest in the function of the plant, being conscious of the fact that Sir Joseph is recognized as operating the most modern plants in England.

Beattie Manages Interstate Firm

DETROIT, Sept. 18.—Interstate Amusement Machine Company, operated by Charles L. Cooke, has a new manager in the person of M. H. Beattie, who replaces Joseph Howard. Beattie is justifiably entitled to the record as the biggest man in the business—he stands six feet eight inches tall.

"Conditions in the music machine field are good," Cooke said. "There are many new operators in the field. Many experienced operators have taken to the music department as they have encountered the uncertainty of operation in other types of coin machine lines."

Interstate Company is steadily buying new machines and has rapidly become one of the largest music operators in this territory.



Eastern Ops Okeh New Symphonolas

CHICAGO, Sept. 18.—Returning from a hurried Eastern visit, H. T. Roberts, sales manager for the J. P. Seeburg Corporation, expressed amazement at the enthusiasm with which the new Seeburg Symphonolas, Royale and Rex, were received by Eastern music men. "We prophesied a tremendous success for the Royale and Rex, yet it appears that our optimism was extremely mild in the face of the records being set by our instruments," stated Roberts. "Thruout the East the demand for Seeburg machines is growing by leaps and bounds."

"Eastern music operators," Roberts went on, "are completely sold on the features of the new Royale and Rex. They tell me that they have found in them the entire to practically every location they desire. They say that the impression made on location owners and patrons alike by the beauty of the instruments is made even stronger by their actual performance."

Detailing the features selected as the

Ham Raack, who operates at Bay City, Mich.

Rock-Ola also continues to hold up the record for music-machine sales in Flint, Mich. The capacity of that comparatively small town to absorb many new machines week after week is a bit amazing to Detroit operators and jobbers. Clarence O. Leitch, Irving E. Johnson and Murel E. Meredith all added to their routes this week, while the prize goes to George J. Miller, who took four new machines. All were the Imperial model.

B. J. Marshall, distributor of Rock-Ola phonographs, reported two customers this week who ordered 25 phonos each. They were Oscar McLaughlin, of Port Huron, and Samuel Rosenthal, of the General Novelty and Amusement Company, Detroit.

New England

BOSTON, Sept. 18.—Atlas Coin Machine Company, owned and operated by Louis and Barney Blatt, has elaborated its Washington street store by constructing a private office, the placement

New England district manager of the Wurlitzer Company.

Ida Shapiro, secretary to Ben Palastrant, of the Supreme Amusement Company of New England, Inc., recently announced engagement to Philip Kalck, associated with his father, Samuel, in the General Show Case Company, Boston.

New England distributors and operators who attended the Wurlitzer Century Club convention at Buffalo are still talking of the affair. Ben Palastrant, of Supreme Amusement Company, took a side trip to the Cleveland Exposition and made a survey of conditions in the coin machine business in that section. He was on the road 10 days. Others who made the Wurlitzer party included Arthur Sturgis, Automatic Distributors, Inc., Jamaica Plain, Mass.; Al Dolins and wife, Hyannis, Mass.; Al and George Navickas, Bristol, Conn.; Mr. and Mrs. Charles E. Foote, Jamaica Plain; Mr. and Mrs. John A. McIlhenny, Mr. and Mrs. Wilford P. Hamel, Concord, N. H.; Joe Greene and Leo Fox, of the Hub Automatic Sales, Boston, and M. A. Melvin, oldest operator in years of service and age as a Wurlitzer man. His traveling companion was his daughter, Maude. They come from Bangor, Me.

Cyrus L. Jacobs, Cambridge, Mass., head of the Interstate Merchandising Company in August of 1935 read an ad in *The Billboard* of the Norris Manufacturing Company, Columbus, O. At the time he was an agent in the back-number magazine business. A letter to the Norris outfit got him selling their Masters in this district. Now operating Masters, in addition to Rock-Ola scales, etc., is dominating his time, with the back-number business secondary. He is now a Wurlitzer machine prospect, according to Ben Palastrant.

Mr. and Mrs. Murray Hersch are back in Boston for a visit after an absence of a year. Hersch, before settling in Cleveland, was formerly a general coin machine operator in Boston.

Joe Greene and Leo Fox are synonymous with the Hub Automatic Sales, but Joe Greene is moving into Boston from Baltimore concurrent with the expansion of HAS. Greene's son will be here to assist his father and Fox.

Al Dolins, Hyannis (Mass.) operator, expects to ring up 50 more Seeburg music boxes from the Brothers Blatt over at Atlas Coin Machine Company.

Charles E. (Ranny) Foote, Jamaica Plain (Mass.) operator, has obtained his 300th Wurlitzer phono. Foote's organization is proving that relatives don't get in the hair. He's got his wife, father,



ESPECIALLY WELCOME AT THE ROYAL ARK ASSOCIATION of saloon keepers' outing, held recently at Jefferson Beach, Detroit, was Harry Graham (left), of the Marquette Music Company, and his Wurlitzer phonograph, which furnished continuous music for the all-day fun fest.

most notable by operators on the Eastern seaboard, Roberts said: "Of especial importance to music men in the East is the Lumalite Grille, together with the illuminated component parts of the Seeburg cabinets. They have found the cabinets a potent selling force and they have proved to their great satisfaction the fact that Seeburg instruments provide them with extraordinary opportunities to further stabilize profitable operating."

of a display stage and the addition of Herbert Ellis as secretary.

Betty Lakin, blond bookkeeper of Dave and Mike Bond's enterprising Trimount Coin Machine Company, vacationed recently, but was washed out by rain. It is unlikely that the Brothers Bond will give Betty a raincheck.

Louis Levine, successful operator in these parts, has moved his wife and two children from their Brookline, Mass., home to spend a couple of weeks at Point of Pines.

Detroit

DETROIT, Sept. 18.—Sales of music machines in Detroit area continue to grow, according to reports this week, with a nice lineup of customers for Wurlitzer phonographs. Among those reported to have purchased machines were W. D. Oliver and Charles Cole, partners; Frank D. Noble, George Manos, Edward Grohowski, M. L. Farrar, Horace V. Barbee and Andrew H. Banks. All of them are established operators who have had routes for some time.

Rock-Ola music machine sales continue to show a substantial increase in the territory, reports indicate. Among the established customers who came back for more this week were Henry W. Schmidt, East Side operator, and Wil-

It's this way: Lillian Bloom, secretariat of the Trimount Coin Machine Company, lives in Revere, Mass. On August 29 she took the vows for better or for worse to Jerry Gordon, school teacher of Billerica, Mass. Jerry, however, is a Lynn, Mass., native. They were hitched in Boston. They are living in Billerica. Rather than spend money on a home the newlyweds have decided to invest their bank balance in an automobile so that she can commute from Billerica to Boston for her daily stenographic duties at Trimount.

Mr. and Mrs. George E. Kline, of Philadelphia, and daughter, Gertrude, are the guests of John A. McIlhenny,

Sheet-Music Leaders

(Week Ending September 18)

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

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

1. My Cabin of Dreams (Berlin) (2)
2. Whispers in the Dark (Famous) (1)
3. Harbor Lights (Marlo) (3)
4. So Rare (Robbins) (4)
5. That Old Feeling (Faist) (9)
6. Afraid to Dream (Miller) (10)
7. First Time I Saw You (Santley-Joy) (5)
8. Moon Got in My Eyes (Select) (15)
9. Have You Got Any Castles, Baby? (Harms) (11)
10. Sailboat in the Moonlight (Crawford) (6)
11. Remember Me (Wilmark)
12. Yours and Mine (Robbins)
13. Josephine (Faist) (14)
14. It Looks Like Rain (Morris) (7)
15. Loveliness of You (Miller) (13)

PERMO POINT

STANDARD DOUBLE RIB

The Only Long-Life Phonograph Needle with the Patented Elliptical Point. Provides High Fidelity Reproduction—Longer Record Life—2,000 Perfect Plays—True Volume Output.

Endorsed by All Leading Manufacturers and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP.
6416 Ravenswood Ave. Chicago, Ill.

FOR SALE

84-Record Gabel Enamelled, Size 4 1/2" High, 3 1/2" Wide, and 1 1/2" Deep. Selective amplified, reconditioned and guaranteed. \$38.00 Each, in Lots of 5; add \$9.00 Each if crating is necessary. A good way to use up old records. Limited quantity.

National Coin Machine Exchange
8137 Tryon Lane, Toledo, O.

two brothers and others working incessantly to keep his machines in proper working condition so that profits won't be stymied for a moment. When Foote isn't busy himself making the location rounds or minding around his office he's out on his motor boat. He owns a Chrysler Chris-Craft speed boat that speaks Wurlitzer profits well invested.

Ben Palastrant, top man of the Supreme Amusement Company of New England, and John A. McIlhenny, Wurlitzer New England district agent, are burning up the wires and mails to North Tonawanda, N. Y., these days begging for more machines. These lads dislike being bawled out by operators for lack of machines, so they are trying to obtain a flexible arrangement for quick shipments between North Tonawanda and the Hub.

Herbert Ellis, of Swampscott, Mass., new secretary at the Atlas Coin Machine Company, is proving an affable lad and a worker who is always on his toes.

Washington street coin machine distributors are sprucing up with huge vivid signs, replete with company name and product. These include the Atlas Coin Machine Company, Supreme Amusement Company of New England and Westbrook, Inc. From Dover street the signs stand out, despite the shadows cast by the elevated structure. Moreover, the Hub's large coin district can be seen at one glance from the Dover street elevated station.

"Seeburg's Royale and Rex machines are bringing in good business in the few weeks the Atlas Coin Machine Company has had them on display," says Louis Blatt. "The machines have resulted in greater response than any other Seeburg product displayed heretofore, and that's no idle boast. It is a question whether we will be able to get deliveries for our customers. Royale machines are going into all the new Howard Johnson and Dutchland Farms roadside ice cream and restaurant stands thruout New England. It is likely that these fast-growing roadside spots will shortly put into operation hundreds of the machines."

Fort Worth

FORT WORTH, Sept. 18.—Helen Savage has just returned from a two weeks' vacation trip which took her to Memphis for a week's visit with her mother and on to the Windy City for a few days. The reason so little was seen of Helen on the trip was because she was on a vacation . . . believe it or not.

S. L. Stanley, big chief of the Automatic Company, Memphis and Fort Worth, was in Chicago last week on a business trip. Let's hope he didn't pull Jim Buckley off that well-known wagon.

Fort Worth has been flooded with members of the Texas coin machine industry recently. Wilbur Smith, of Brownwood; Messrs. Martin and Alexander, of Lampasas; John Champion, of Brownwood, and Clayburn Lindley, of San Angelo, were Western visitors, and

Jimmy Trout, of Gainesville; S. E. Queen, of Temple; Clyde Garrett, of Dallas, and Davis and Parker, of Corsicana, represented the Eastern and Central section.

Red Johnson, member of the operating firm of Johnson & Son, is the latest to leave the Kingdom of Bachelorhood for a fair lady. The lady is Vera Caperton, of Arlington, Tex. They were married September 4 and will make their home in Fort Worth after a honeymoon trip to Galveston.

Johnny Wilson is still fishing. . . . The fresh pine air odor around the Automatic office is some of Eddie Gaylord's Ozone wafting thru the blades of one of his fans. . . . Babe Frankrich, attractive young sister of the Frankrich boys, is reported to be getting ready to march down that well-known aisle. . . . Everybody is glad to see Mac McCaleb back after a long stretch in bed with a broken back received in a car accident last fall. . . . Nick Nigro is pretty well satisfied with the earnings of his new phono route. . . . Ruth Porter, of the Electro Ball office, and Naomi Sears, of the Automatic office, are two good reasons why operators like to visit those offices.

New Orleans

NEW ORLEANS, Sept. 18.—For years the South has been fighting weevils and borers that have caused heavy losses to cotton and cane. Now Louisiana operators have been forced to fight pests nicknamed "borers," the two-legged variety who pry oyster knives or other sharp-edged instruments into the top molding of the pin tables and make openings large enough to pass thru clock-spring wire and rob these tables of thousands of dollars.

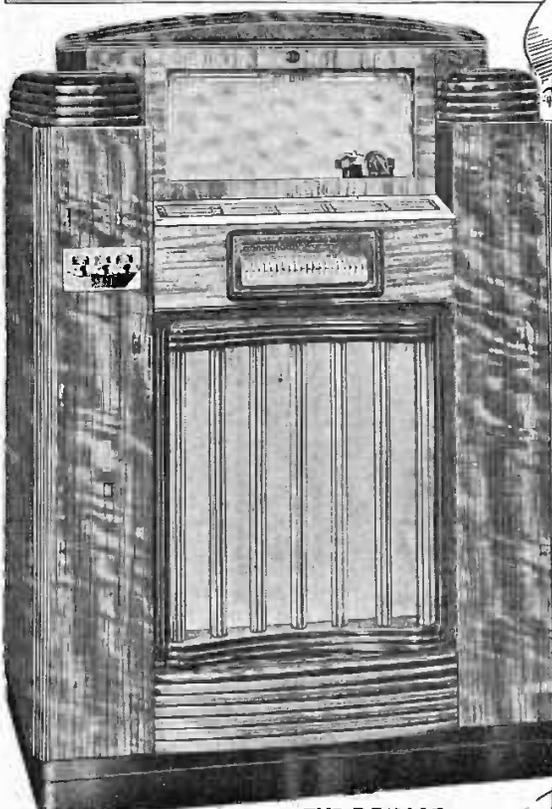
A group of "outsiders" are charged with the debut of this racketeering. They have since been caught in the act and four men and two girls were found to make up the gang. The latter duo were placed in jail for two weeks and then told to get out of town, and the four fellows were sent rapidly on their way by a secret party. However, they left behind them amateurs whose work, crude as it is, is too often successful. Operators have been forced to place long two-inch bars of steel or brass along the edges of the molding as a protection.

Louisiana operators are making a strong plea with machine manufacturers to give them this needed protection on all future machines.

Bill Bowers, of the Standard Novelty Company, has announced his coming marriage October 3 to Frances Castagnetta, daughter of a prominent local Italian merchant.

F. P. (Buster) Clesl, of the Great Southern Novelty Company, gives credit to the beautiful music played all day in his office for the romantic atmosphere that permeates it. Two secretaries in three months have stepped out of Clesl's office to march up the middle aisle. Clesl says he'll take no more chances and has hired the wife of his service. (See NEW ORLEANS next page)

ON ALL LOCATIONS SEEBURG SYMPHONOLAS



RESTAURANTS



TAVERNS



HOTELS



NITE CLUBS

THE ROYALE

EARN 300% MORE PROFIT!

● Compare the new 20-Record Illuminated Multi-Selector Seeburg Symphonolas, Royale and Rex, with other automatic phonographs. You will understand why these super Seeburg models earn 300% more . . . why they get the best locations . . . why successful operators are capitalizing on the "plus value" that only Seeburg offers!

J. P. SEEBURG CORPORATION
1500 DAYTON ST., CHICAGO, ILL.

Fine Musical Instruments
Since 1902.



TWO PROMINENT OPERATORS of Wurlitzer phonographs in the Southeast are J. L. Jones, of Hickory, N. C., pictured on the left, and L. F. Cox, of the Cox Vending Machine Company, Salisbury, N. C.

20 RECORD SYMPHONOLAS

Automatic Phonographs in 1891

By PHIL G. MUTH

To the Editor—Going back over old files this week, I discovered a story on the fading pages of *The Daily Picayune* of June 26, 1891, which I think might make a fine yarn for the oldtimers in the coin-machine business.

In those years New Orleans, I believe, was the third or fourth largest city in the country and *The Daily Picayune* was noted for its accuracy and dependability. That is the main reason why I feel a bit certain that the facts are true and therefore enlightening as well as humorous. It is at least interesting to see what a metropolitan newspaper of those days thought of the rising coin-machine business. You will note that *The Daily Picayune* thought highly of the new ideas, and in one place the story remarks that the "new" coin-operated phonograph could not be praised too highly.

The article I am submitting is word for word as written, including mistakes as compared with modern phrasing and all. Hope you will find this little yarn of use.—PHIL G. MUTH, New Orleans.

On June 26, 1891, the government at Washington was worried by the silver crisis and threatened to stop minting silver coins; Parnell had finally married Mrs. O'Shea in London and Paris was suffering from the inroads of the Prussian Army into France. It was on this same day that *The Daily Picayune*, New Orleans newspaper, carried the following story on the influx of the newly invented coin phonograph:

"There is one characteristic of the

American people which distinguishes them from all others. That is, the eagerness with which they welcome anything bearing with impress of originality. Year or two since everyone cultivated scientific electricity or made a fad of aerial navigation. Just at present the affections of the local public seem to be evenly balanced between Mexican music and the phonograph slot machine.

"Everyone is familiar with the appearance of a slot machine and with the manner in which it is operated. The history of the slot machine is like the history of Troy, lost in the midst of remote antiquity. It is said that slot machines were known to the inhabitants of Italy long before the dawn of the Christian era. If so, it is somewhat startling to fancy Julius Caesar or Marc Anthony dropping an 'as' into the slot of a marble box and receiving therefrom a globlet of clear cold ice water.

"At all events the first specimens of the slot machine introduced into New Orleans were brought here by the Crescent Hall on Canal street. They were two in number and gave a realistic presentation of a race between a Dexter and a Goldsmith maid. That machine has since disappeared, but others of different devices and for different purposes have multiplied.

"Most of the slot machines now used in the United States are manufactured in New Jersey or New York. They are made in an infinite variety of shapes and sizes and applied to all conceivable purposes.

"There are machines which tell you every event of your future or answer any question you may choose to put to it by means of playing cards ingeniously arranged and operated by springs in such a manner as always to prophesy the most delightful of fates. There are others which will weigh you, print the exact weight and the date upon a bit of pasteboard, deliver it to you and execute 'Little Annie Rooney' or some other classic during the whole operation. There are machines which contain a fully equipped race track and in which a nickel causes three gayly dressed jockeys to start off on a frantic race along an endless belt.

"A good deal of amusement might be extracted from the last mentioned invention by betting on the horse which at the end of the race will stop before a given point. This hint may prove valuable to all those who do not wish to frequent poolrooms and race courses and yet are fond of the pleasures of the turf.

"Then there are innumerable machines into which one may drop a cent

and secure a glass of ice water, a cigar, a piece of chewing gum, a slab of chocolate, an almond lozenge, an insurance policy, a glimpse at a photographic collection or anything else in reason of slot-machine capacity.

"Every variety enumerated above is represented in New Orleans by one or more specimens, in shops throughout the city, anywhere between the Barracks and Southport. Many of them are under control of the Louisiana Printing Scale Company, but the majority were furnished free of costs to dealers as an advertisement of firms in the North. So far as can be learned they are each and all a success and net their proprietors considerable sums.

"But the latest and most ingenious contrivance for catching the spare nickels of the public is the slot machine in which a phonograph constitutes the attraction. The honor of inventing the phonograph belongs to Edison, of course, but the introduction of it into New Orleans is due exclusively to the Louisiana Phonograph Company.

"The phonograph slot machine, which has now become so familiar to the public, was first thought of two years ago by an ingenious resident of San Francisco. But Messrs. T. and H. R. Connington were the inventors of the one now in operation in this city. The machine is really a masterpiece on ingenuity and deserving a much more extended notice than it is possible to give here.

"Many devices, some good, some bad and many indifferent, have been arranged by which a coin coming in contact with a delicate mechanism would set the phonograph in operation. The one invented by the Messrs. Connington differs from all others, in that it is strictly automatic and of a marvelous simplicity.

"One of these machines put into operation here within the last three months is admittedly the banner machine of the United States, the amount of money which it earns being well in excess of the others.

"The phonograph slot machine is just now occupying so prominent a place that some explanation of its mechanism may be of interest.

"A coin entering a slot penetrates to and falls upon a trigger which puts the phonograph into connection with an electric motor. When the phonogram has been traversed over its entire length and its contents rendered audible, an arm raises the carriage into position and it is drawn back to its starting point by means of a thread attached to the

shaft of a wheel set in motion by contact with that of the motor.

"A statement has been circulated to the effect that any use of the phonograph is liable to prove injurious to the ears. This assertion is true only in that contagious skin diseases might possibly be communicated from one person to another by means of tubes which are inserted into the ears when listening to the instrument. This danger may be obviated by a little care. If the tips of the rubber tubes be cleaned with a pocket handkerchief before use there need be no apprehension.

"The slot machine has but one determined enemy and that is the small boy who puts leaden slugs into the instrument instead of the legitimate money. One New Orleans merchant had recently an interesting experience with this young scamp.

"This gentleman distributed 25 slot machines in various sections of the city to sell his goods. In a short time he found his investment a very profitable one, for, altho he secured large quantities of excellent lead, its value by no means equaled that of the selling articles with which his machine had been filled.

"Notwithstanding this drawback the slot machine has a great future before it, not only in this city but in every part of the country. May it not be expected that, before many days shall have elapsed, a machine will appear bearing upon its front this legend:

"Drop a nickel in the slot
And then pull out a house and lot."

NEW ORLEANS

(Continued from preceding page)
director for his new secretary. She is Mrs. Ernest Petrowsky.

Assessments for State privilege taxes on approximately 800 slot machines operating in Mississippi have been filed by the State tax collector with county collectors this week. The total amount being sought is approximately \$170,000. State assessment on slots for 1937, the State office announced, would be \$50 on one-cent machines, \$100 on 5-centers, \$150 on dime machines and \$200 on those taking 25 cents and up.

Two new coin machines have been placed on location in the Sport Center, downtown playland, this week. They are Keeney's Hot Tip and Exhibit Supply's Track Meet. Both machines are attracting big attention, according to Manager Jack Sheehan.

AUTOMATIC PHONO. NEEDLES

Repointed. Additional up to 1,000 to 2,000 Plays, 10c Each, Send Dozen for Trial Offer of \$4.00.

OPERATORS SERVICE SUPPLY

802 S. Main St., or P. O. Box 51, South Bend, Ind.



This one will be even bigger than "The Man on the Flying Trapeze"

B-7078

THE OLD SOW SONG

With Her Head Tucked Underneath Her Arm

A shower of nickels! Rudy Vallee is now an exclusive Blue Bird artist, and his first offering is full of laughs and unbeatable rhythm, it'll keep your machines playing!... Get this record now!



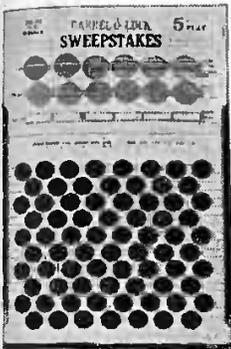
IT PAYS TO USE BLUE BIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J. A Service of Radio Corporation of America

Five Best Record Sellers for Week Ended Sept. 20

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7104 — "The Big Apple" and "Shades of Hades." Hod Williams Orchestra.	7946 — "Little Heaven of the Seven Seas" and "Intoxicating Rhythm." Horace Heidt Alemitte Brigadiers.	1375 — "The Moon Got in My Eyes" and "Smarty." Bing Crosby.	131 — "Caravan" and "Azure." Duke Ellington Orchestra.	631 — "Big Apple" and "Song of the Samovar." Clyde Lucas California Dons.	25652 — "The Big Apple," Tommy Dorsey Clambake Seven, and "Fractious Fingering." Fats Waller and his Rhythm.	3608 — "September in the Rain" and "Maria." Rhythm Wreckers.
2	B7099 — "The Moon Got in My Eyes" and "All You Want to Do is Dance." Shep Fields Rippling Rhythm Orchestra.	7940 — "Remember Me" and "You're My Desire." Teddy Wilson Orchestra.	1376 — "It's the Natural Thing to Do" and "All You Want to Do is Dance." Bing Crosby.	136 — "Dinner Music for a Pack of Hungry Cannibals" and "Reckless Night on Board an Ocean Liner." Raymond Scott Quintet.	617 — "Can I Forget You?" and "All You Want to Do is Dance." Billy Kyle Swing Club Band.	25658 — "Confession" and "Drum S'tomp." Lionel Hampton Orchestra.	3657 — "You Can't Have Everything" and "Tin Roof Blues." Louis Prima New Orleans Gang.
3	B7157 — "Josephine" and "Cee! But It's Great to Meet a Friend." Ozzie Nelson Orchestra.	7935 — "That Old Feeling" and "Born to Love." Jan Garber Orchestra.	1383 — "Remember Me" and "Am I in Love?" Will Osborne Orchestra.	103 — "The Maid's Night Off" and "Sophisticated Swing." Hudson-DeLange Orchestra.	623 — "Remember Me?" and "Am I in Love?" George Hall Orchestra.	25627 — "Afraid to Dream" and "Roil 'Em." Benny Goodman Orchestra.	3644 — "Breezin' Along With the Breeze" and "I Wish I Could Shimmy Like My Sister, Kate." Hoosier-Hot Shots.
4	B7078 — "The Old Sow Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7924 — "Can I Forget You?" and "The Things I Want." Jan Garber Orchestra.	1400 — "Wabash Blues" and "I'm a Ding Dong Daddy." Freddie Fisher Orchestra.	137 — "All God's Chillun Got Rhythm" and "Alabama Home." Duke Ellington Orchestra.	620 — "I Know Now" and "That Old Feeling." Midge Williams Jazz Jesters.	25657 — "Night and Day" and "Smoke Gets in Your Eyes." Tommy Dorsey Orchestra.	3669 — "Swing and Sway" and "My Buddy." Swing and Sway with Sammy Kaye.
5	B7139 — "I Still Love to Kiss You Goodnight" and "I'd Like to See Samoa of Samoa." Shep Fields Rippling Rhythm Orchestra.	7929 — "Roses in December" and "Let's Have Another Cigaret." Jan Garber Orchestra.	1401 — "Josephine" and "The Big Apple." Frank Froeba Orchestra.	108 — "Twilight in Turkey" and "Minuet in Jazz." Raymond Scott Quintet.	621 — "Have You Got Any Castles, Baby?" and "You've Got Something There." Dolly Dawn Dawn Patrol.	25667 — "Sweet Varsity Sue" and "Why Talk About Love?" Bunny Berigan Orchestra.	3615 — "If You Should Ever Leave" and "Heaven Help This Heart of Mine." Mildred Bailey Orchestra.

Operators! SWEEP IN THE CASH WITH SWEEPSTAKES



The Greatest Jar Deal of All.

3 Jack Pots

A Proven Hit

Designed for Operators by Operators Who Know



MADE IN 5c OR 10c PLAYS
Takes in 2,280 Tickets @ 5c...\$114.00
Average Payout..... 71.40

AVERAGE PROFIT.....\$ 42.80
Takes in 2,280 Tickets @ 10c...\$228.00
Average Payout..... 168.05

AVERAGE PROFIT.....\$ 59.95
Winners From 50c to \$25.00
Sample Deal \$5.00. 25% Deposit with Order.
Write for Special Quantity Discounts.
Order From Your Local Distributor or
Globe Novelty Co.
715 E. Adams St., SPRINGFIELD, ILL.

Faulty Definition on Slot Hurts Pinball Biz in Iowa

Judge suggests that new State law does not properly define slot machines—operators' association plans to appeal—legislator states intent of the law

DES MOINES, Sept. 18.—An anti-slot machine law that does not define what is a slot machine apparently was responsible for the action of District Judge Frank S. Shankland here in declining a petition for a permanent injunction plea of the Automatic Merchandisers' Association of Iowa to protect pinball games in the State from seizure under the new State law which went into effect July 1. The AMA obtained a temporary restraining order and then made a plea for a permanent decree. The attorney-general's office, which initiated a State-wide move against pinball games, awaited the final decision, which was rendered September 14. The court suggested that since the law did not define a slot machine a higher court should pass on the case.

Attorneys for the operators' association later served notice that the case would be appealed to the Iowa Supreme Court.

In his decision Judge Shankland said: "In my opinion the pinball game is a slot machine and is not exempted from the provisions of the law. Whether or not these machines are exempted from the provisions of the State law is a question to be determined in another forum. From the evidence submitted by both sides, it appears that there are a large number of pinball slot machines differing in some respects, but constructed upon the same general plan and all operating in the State. It is admitted by the plaintiff association that certain types of slot pinball machines are gambling devices, while other types are not. It is not necessary to go into that question except to say that the legislature has outlawed every type of slot machine, whether used for gambling or not. It is not for the court to say whether the legislative amendment was a good law or a bad law..."

The court said the constitutionality of the law had not been questioned in the injunction suit by evidence or argument. Also that a judge "sitting on a bench in Polk County shall not undertake to direct the activities of the peace officers in the entire State."

The case was the first test of the State law which was amended by the last Legislature, defining slot machines as gambling devices. Slot machines under the new law are apparently subject to confiscation without evidence that the machines were being used for gambling. On July 3 the operators' association obtained the temporary injunction to protect the pinball machines belonging to members of their association, involving approximately 3,000 games. The association petitioned only for skill games having no payoff. Five table games were introduced in court during the hearings for permanent injunction. The State introduced three games having payouts, while the AMA introduced two novelty games.

Operators in commenting on the decision said it was plainly a case in which the new law did not clearly define a slot machine. Some said that apparently any kind of a game or machine with a coin slot could be declared a gambling device without any evidence of gambling.

Coney Announces Revised See-Dice

DETROIT, Sept. 18.—"The See-Dice game is being completely redesigned and simplified so that it will be more acceptable for a counter game," Donald A. Coney, manager of See-Con, Inc., said this week. "With changes in the manufacturing plans, costs can be reduced and the product will be manufactured right under our supervision in Detroit. It will be ready for the market during October, according to present plans."

Coney has just returned from Northern Michigan, where he spent several days, with orders for 44 new Seeburg machines. He planned to cover Southern Michigan this week.

Fred Kosecki, Seeburg credit manager, was expected in town the end of this week on a good-will tour, on which he planned to meet a number of the new operators in this territory.

"Seeburg deliveries are now coming thru at the rate of about 25 a week, and orders are still coming in so fast on the new models that it will take eight weeks to get caught up with them," Coney stated.

During the hearings A. C. Sweetman, testifying for the operators, insisted in all his statements to the court that the coin mechanisms on the machines were coin chutes and not coin slots. This was an interesting factor in the trial and indicated the difficulty which operators face in getting clear definitions of machines and mechanisms into laws that may be enacted.

Probably the most important testimony given in favor of the pinball operators was the statements of Representative Leo A. Hoegh, of Chariton, author of the House amendment which became a part of the State law. Hoegh, a lawyer, testified that he offered his substitute for the original anti-slot machine bill because there were rumors the whole bill would be dropped unless pinball games were exempted.

"It was my purpose," Hoegh said, "to exempt pinball machines that contained no element of chance for pecuniary gain."

"What do you mean by pecuniary gain?" the court asked.

"Without a payoff," Hoegh answered.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award. Built for 1c-5c-10c-25c Play Made Only By

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Guaranteed Like New

- Gottlieb's Foto-Finish...\$99.50
- Bally's Classic..... 99.50
- Bally's Golden Wheel... 89.50
- Bally's Carom..... 47.50
- Western's Air Derby... 52.50
- Western's Winner.... 49.50
- Chicago Coin Paddock. 49.50
- Pacific's Heavy Weight. 37.50
- Pacific's Royal Races... 37.50
- Pacific's Hi De Ho... 22.50
- Bally's Skipper..... 22.50
- Bally's Bumper..... 15.00

Write for a Complete List of New and Used Games

1/3 Deposit With Order, Balance C. O. D.

Ponser Brings Back New Games

NEW YORK, Sept. 18.—Returning from a week's stay in Chicago, George Ponser, head of the firm bearing his name, brought back with him the latest games released by manufacturers in the coin machine center. Among the new games now on display at his offices are the Genco Silver Flash, Chicago Coin's Chico Races and the Daval Derby and Reel Spot counter games. Other machines are on their way, Ponser stated.

"This looks like one of the best fall seasons in years for us," Ponser stated. "Of course, this opinion might be a bit premature, but the interest being shown in new equipment is an indication that sales are going to jump and operating profits are going to hit the top."

"The new games I viewed in Chicago are both clever and beautiful," he went on. "Into them have been built the latest ideas and mechanical excellence which are the fruits of long years of experience. They are certain to help operators earn bigger profits. We have arranged for quantity orders and speedy deliveries on all the latest games put out by the manufacturers whom we represent."

A. C. Novelty Has New Console Bell

DETROIT, Sept. 18.—Completion of a new console model Multi-Bell and beginning of a fall sales promotional campaign are keeping both production and sales at the A. C. Novelty Company at a constant higher level. G. W. Rapin, general sales manager, reported this week. New model will be ready for the market soon and has been viewed with enthusiasm by operators who have visited the plant.

Harry Knup, designing engineer of the company, has left for a business trip thru the Southern territory in the interests of the organization.



GEORGE JENKINS (left), sales manager of Bally Manufacturing Company, and H. C. Wilckens, of Scott, Adickes & Company, London, discuss overseas shipments of 1937 Atrway novelty games.

SHORT RANGE SHOOTING GALLERIES

Operators order now for Fall and Winter the only 100% perfect Shooting Gallery sold complete with gun and enough shells and targets to more than pay the original cost. Immediate delivery \$155.00. One-third deposit with all orders.

L. H. HOOKER NOVELTY CO.
ARNOLDS PARK, IOWA

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OVER 20 TASTY AND ATTRACTIVE HARD SHELL CONFECTIONS FOR YOUR SELECTION

(Fill in Coupon for Price List.)

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Gentlemen:
Please send me full particulars and samples of your Hard Shell Candies.

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BUILD A PROFITABLE AND PERMANENT BUSINESS WITH THE NEW

STANDARD CIGARETTE VENDORS... 8 COLUMNS — 200 PACKS

PRICE \$45.00 COMPLETE

Terms: 1/3 Deposit With Order, Balance C. O. D. Rush Your Order Now, Immediate Deliveries.

Standard-Sales-Mfg. Co.
138 W. CENTRAL PARKWAY,
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TWENTY-FIVE ROWE Aristocrat Cigarette Machines

Good condition. The lot can be purchased at \$92.50 each with stand; lots of one or more \$85.00 each with stand. F. O. B. Baltimore, Md. STANDARD SALES COMPANY, 1722 N. Charles St., Baltimore, Md.

LUCKY CHARMS

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Attractive Items at Very Low Prices.

LAWRENCE M. WEISBERG & Co.
Transportation Building
Los Angeles and 7th St., Los Angeles, Calif.



Have a Wonderful Business of Your Own

A Route of RAZOR BLADE VENDERS. One hundred will give you a big income with a small investment. Machines, \$1.50 in 100 Lots. The best blades to be had at 2 1/2¢ per package of 5 blades. Sample Machine and 30 blades, \$3.00. Postage Paid.

LITTLE NUT VENDOR CO.,
Lansing, Mich.

AUTOMATIC PIN GAMES

LATONIA (New)	\$117.50
AIR RACES	75.00
POP-HEM	75.00
SWING TIME	75.00
BALLY BONUS	39.50
BALLY DERBY	17.50
JUMBO (Ticket)	12.50
JUMBO (Plain)	10.00
VELVET	10.00

GUARANTEED—READY TO PLACE ON LOCATIONS.

1/3 Deposit Required With Orders.

W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.



Revision of Display Rule

Revenue department holds operator responsible in easier stacking rule

WASHINGTON, Sept. 18.—Internal revenue collectors and members of the vending machine industry are being advised by Commissioner Guy T. Helvering that the 1934 regulations for vending machines have been revised in respect to the use of tobacco products in vending machines. The machines must be approved by the commissioner before their use is authorized and a working model or photographs must be submitted which will show that construction conforms to requirements. The revised text of internal revenue regulations, Article 163 of Regulations No. 8, is as follows:

"Vending Machines — Vending machines may be used for vending only tobacco products which have been properly packed and stamped by the manufacturers of such products. The tobacco products may be vended either in such packages or indirectly from such packages as put up by the manufacturer and approved by the commissioner of internal revenue as provided for in Article 109.

"(a) Machines for vending a tobacco product directly from a statutory package must have the glass panels so placed that the internal revenue stamp, together with the required caution notice and marks or brands, are plainly visible. The mechanism for delivery must provide for practically a direct feed of the article from the original stamped package. All of the stamp must remain on the package until the contents are sold, when the emptied package shall be removed immediately and the package and the stamp thereon utterly destroyed. No such emptied package may again be used for a tobacco product under severe penalties imposed by law.

"(b) In respect to machines designed to vend only full and unbroken original stamped statutory packages or tobacco products, responsibility for strict compliance with the internal revenue laws and regulations governing the sale of tobacco products will rest with the persons who sell or offer to sell tobacco products by means of vending machines,

and such persons shall be liable to the penalties prescribed by law for having in possession and selling or offering for sale tobacco products not properly packed and stamped."

The issuance of the revised regulation is unofficially explained as an effort to comply with trade practice in filling machines with cigarettes. Although operators were required by law to stack cigarette packages so that the revenue stamp was visible, few observed the regulation and instead reversed the packages so that the customer could see the brand name. Removal of stacking regulations leaves the practice optional to the operator, but responsibility for proper packaging and legal use of revenue stamps rests with the operator.

Detroit

DETROIT, Sept. 18.—Dynamic Vending Company, operated by George Koosis, is concentrating on cigaret machine operation, Koosis said this week. The firm formerly had routes of pin games, venders and music machines. The cigaret venders offer a more stable field of investment than almost any other type of machine, Koosis believes, after experience with several types. While there is a temporary slump now, this is merely the aftermath of the summer seasonal drop in trade, and he is looking forward to improved business this fall.

Closing down of automobile plants in this territory has meant a temporary slump in production plans for the American Dispensing Company, Manager Russell Anger said this week. The preparation of new 1938 models by the company will mean a big increase in business, however, as soon as the plants reopen. Demands for the company's product, a soap dispensing machine, are expected to increase rapidly in volume at that time when a fall sales campaign will be made.

Thomas Agney, Detroit vending operator, has been adding to his route with new cigaret venders from National Venders, Inc.

According to reports, Flint continues to be about the liveliest city in Michigan, outside of the local territory, in the vending machine field. Flint has for a good many months had a reputation for a large volume of activity in the music-machine end of the industry, but the vending machine development appears to be a more recent event. Latest operator reported is George Petredes, who



THE DANIEL BROTHERS, shown in their executive offices in Johannesburg, South Africa, report that they are looking forward to record sales with Western Equipment's two new one-ball automatic console pin games, Paddle and Program.

is now operating National Venders' cigaret machines.

Sam Liebers, well-known Detroit operator, was suffering this week from a severe cold. His younger brother was also reported indisposed from the change in the weather.

Epcos Locks Guard Operators' Profits

DETROIT, Sept. 18.—In discussing the value of proper pin game protection with a group of visiting jobbers, distributors and dealers, A. B. Chereton, president of the Electrical Products Company, made several statements which are of interest to all members of the coin machine industry. "The operator must compare the cash boxes in his coin-operated equipment to a safety deposit box in a bank vault," he stated. "His livelihood depends on how well the receipts are guarded. Should the protection be inadequate, the operator might just as well leave the door off his machine entirely. Every operator has a right to expect the best protection for his coin-operated machines just as he expects and receives protection for his money when he deposits it in the bank.

"In order to give operators that complete protection," Chereton went on, "the Epcos Bell Lock was made available a short time ago to all operators. The locks are not new, except to operators in general, because they have been in use for about seven years and during that time have been thoroughly tested and approved by leading manufacturers of coin machines.

"Every feature of the Epcos Bell Lock is the finest in its class," he concluded. "Tumblers, keys, all component parts are built of the finest materials and tooling with exacting precision. They are so made that duplication of keys is practically impossible, and the lock itself is pick-proof. Since we have been making these locks available on private serials to operators, hundreds of columns have replaced with Epcos. These men are now enjoying a new type of fast, speedy service because they are capable of servicing a greater number of machines with a small number of keys. This is possible by using all locks of the same serial in Epcos Bell Lock sets."

Employees Await Fitzgibbons' Return

NEW YORK, Sept. 18.—Employees in the offices of Fitzgibbons Distributors, Inc., are reported to be anxiously awaiting the return of their genial head, John A. Fitzgibbons, who is spending some time at the Bally Manufacturing Company factory, Chicago. According to Bill McDonald, vice-president of the organization, Fitz is expected to return within a few days bearing interesting information of the new games which Bally will introduce to the trade this fall.

At the present time McDonald reports that the firm is doing a great selling job on the new Bally Airway, which is one of the outstanding hit games in this territory. Shipments of the game arranged by Fitz in Chicago are coming in every day. As a result McDonald revealed that the firm has had no difficulty in meeting delivery schedules on this latest Bally success.

Fitz Lads to Basket Ball

NEW YORK, Sept. 18.—Bally Bullets, baseball team representing John A. Fitzgibbons, just concluded a successful season. The Fitzgibbons bunch now has formed a basket-ball team. Although football is the current sport, the Fitz boys are too busy to do any extensive practicing and therefore are passing this sport up. The basket-ball team will not get into action until some time later, but it is anxious to hear from teams in the surrounding territory, particularly coin machine outfits. Bill McDonald is acting as booking agent.



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Also Table Size Venders.

Self-Serv Mfg. Co.
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IT'S POPMATIC

that **PAYS . . . and PAYS**
The **FIRST and BEST** Automatic Popcorn Vendor

● Build yourself a steady, profitable, legitimate business with POPMATIC - the new automatic popcorn vending machine! Locations pay as high as \$42.00 per week - you can depend upon on average of 40% net profit. The novelty of POPMATIC attracts crowds. A nickel in the slot - a flurry of golden grains behind the glass - the pull of a lever, and presto! you serve yourself a sack brimming full of hot, tasty popcorn "better than mother makes!"

Simplicity - Positive Operation

POPMATIC's operation is simplicity itself - no motor, no rheostat, no thermostat, no costly "out of service" delays. The entire mechanism is before your eyes, within easy reach of your hands. 250 sacks between refills.

- **EYE-APPEAL** - - - Slim, modernistic cabinet of beautiful chromium and wrinkle-finished baked enamel, 62 inches high. 1 1/2 feet wide - fits easily into 1/2 the space of an ordinary popcorn machine.
- **TASTE APPEAL** - - - The patented process by which the corn is popped assures large, tender grains of a delightful flavor. One taste calls for more - and each operation draws a crowd!

FLUFFY GOLDEN CORN in ONE Minute Plus



"85 seconds from nickel to sack!" POPMATIC's performance is as quick as that - before the customer's mouth has time to water!

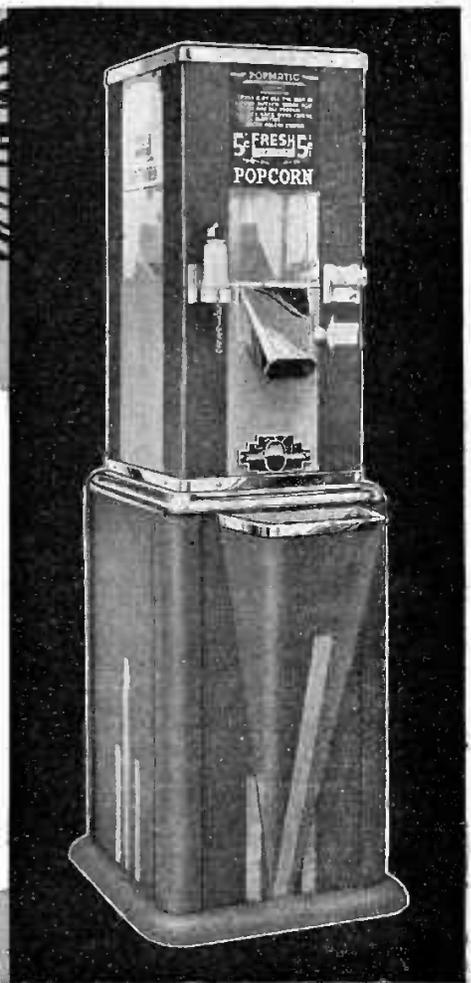
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ST. LOUIS, MISSOURI



New Cigaret Score On Bally Airway

CHICAGO, Sept. 18.—Additional territory is said to have been opened recently to novelty operation as a result of a new-type cigaret skill-award system originated by Bally Manufacturing Company, officials of the firm state.

"The new cigaret sales stimulator cards have been used with great success on the 1937 Airway machine," explained Jim Buckley, Bally's general sales manager, "and has resulted in opening a lot of territory where cigaret awards are favored. In addition to the regular score cards we now furnish with each Airway machine a cigaret insert, showing reproductions of popular brands of cigarets in the actual colors of the packages. This is installed in the backboard and the various brands light up as the player shows more and more skill in hitting the bumpers. The insert makes a good flash on the backboard and has

invariably stimulated play. A score card printed in full colors is also furnished, showing various awards corresponding to the cigarets which light up.

"The 1937 Airway boom is still going strong," Buckley concluded. "Even with extra shifts the factory is behind on orders and leading distributors expect Airway to be a best seller for several months to come."

Capitol Appoints Distributors

NEW YORK, Sept. 18.—Upon the receipt of numerous requests from thru-out the country for quantity prices on Right or Else, new pin game manufactured by Pacent Novelty Manufacturing Company, Capitol Automatic Music Company, New York, national distributor, has selected distributors thru-out the country. Right or Else features an unusual playing board and is exceptionally low priced. All details of distribution and sale of the games are in the hands of Al Blendow, Capitol sales manager.



SCENE AT GRAND OPENING of Maufflower Novelty Company's enlarged quarters at 1507 University avenue, St. Paul.

REEL-SPOT

"The Greatest Counter Game Ever Built"

IMMEDIATE DELIVERY-DON'T DELAY
Players love it and actually lose with a grin! Rush your order now

\$29⁷⁵
TAX-PAID

TERMS—1/2 Deposit with Order. Balance C. O. D.
OHIO SPECIALTY COMPANY
713 E. BROADWAY, LOUISVILLE, KY.



LADY LUCK

1200 Hole Form 4190

Takes In \$40.00
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Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS
Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



CLOSEOUT OF 100 RECONDITIONED GAMES

PREVIEW \$29.50	ROYAL RACES \$19.50	BEAT 'EM \$22.50
WINNER 29.50	MAZUMA 19.50	TOP 'EM 22.50
AIR RACES 29.50	SPOTLITE 19.50	LITE-A-PAIR 22.50
DAILY RACES 10.00	TRIPLE REEL 19.50	SKILL ROLL 20.00
HIALEAH 10.00	TEN STRIKE 15.00	CENTER SMASH 20.00

1/3 DEPOSIT WITH ALL ORDERS.

MOUNT ROYAL NOVELTY CO.

23 W. MOUNT ROYAL AVENUE,

BALTIMORE, MD.

The Last "Word" in Your Letter to Advertisers, "Billboard".



"PONSER ENDORSED"

"REEL SPOT is the one counter game it gives me the greatest pleasure to endorse as a really big, steady and mechanically perfect moneymaker for our friends in NEW YORK, NEW JERSEY and CONNECTICUT!"

"Get any doubts about REEL SPOT off your chest—ORDER A SAMPLE TODAY on 7 DAYS' FREE TRIAL GUARANTEE!"

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 11-15 EAST RUNYON ST., NEWARK, N. J. (Bigelow 3-6272)
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EXCLUSIVE DISTRIBUTOR FOR NEW YORK NEW JERSEY AND CONNECTICUT

REEL SPOT ONLY

\$29⁷⁵
TAX PAID

Joe Calcutt's SMASH SALE of SLOTS-PHONOGRAPHS-PAY TABLES



GUARANTEED RECONDITIONED

SLOTS

ALL SERIALS OVER 362,000

All Guaranteed Perfect Shape—Blue Fronts supplied. Either With or Without Gold Award. War Eagles with Mystery Payout \$4.50 up. In ordering specify if want Bell or Vender. If Blue Fronts, whether with or without Gold Award, and if War Eagles, whether with Mystery or Regular Payout.



Mills Blue Front Mystery Bell

ONE-BALL AUTOMATICS

- 21 Bally Golden Wheels . . . \$92.50
 - 25 Bally Caroms . . . 58.50
 - 11 Jennings DeLuxe Sportsman . 77.50
 - 20 Western Previews . . . 42.50
 - 12 Western Winners . . . 57.50
 - 7 Stoner Air Races . . . 49.50
 - 3 Daval Hit and Run
 - 7 Daval Triple Reel
 - 5 Pamco Hit De-Mo
 - 10 Mills Railroads
 - 3 Bally All Stars
 - 4 Bally Belmonts
 - 2 Bally Multiple
 - 2 Bally Hissah
 - 3 Bally Bonus
 - 3 Jennings Daily Limits
 - 4 Mills Double Headers
 - 2 Finch Hit De-Mo
 - 2 Bally Snappy
 - 21 "B" Traffics
 - 2 Sportsman
 - 4 Bally Sky High
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- (All of Above Games Can Be Supplied With or Without Check Separator. In Ordering Specify Which wanted.)

\$36.50

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RECONDITIONED PHONOGRAPHS

- 57 Mills De-Re-Mi Phonographs . \$157.50
- 39 Mills DeLuxe Dance Masters . 109.50
- 27 Mills Regular Dance Masters . 89.50
- 17 Mills Triple Slot Troubadours . \$49.50
- 7 Mills Model 801 Selector Phonographs . 39.50

If Interested in Phonographs of Other Types, Write for Complete List.

TERMS: 1/3 Cash or Certified Deposit with Order, Balance Shipped C. O. D., F. O. B. Fayetteville, N. C.

THE VENDING MACHINE CO.
 205-15 Franklin St., Fayetteville, N. C.
 Cable Address "COINSLOTS"

Gold Seal's New Jar Deal Attracts

CHICAGO, Sept. 18.—After a long and successful run on its fishing-reel sales-card deals during the spring, summer and fall, Gold Seal Novelty Company reports splendid reactions from the many operators who are now using the new King Midas jar deals.

The new jar deal is described as being extremely easy to operate. All the player has to do is pay 5 cents per sale and then dip into the jar for the coveted tickets, each of which bears a concealed number. Should the number drawn out of the jar correspond with any of the 156 winning numbers appearing on the King Midas jar label, awards are made that keep them coming back for more. There are also 12 master awards obtainable with certain tickets, and these tickets give the player an opportunity to obtain as high as \$10 on the King Midas jackpot card, which also accompanies the deal.

Company claims to have perfected the King Midas jar deal thru careful study and analysis of those elements that attract and hold the play.

Chico Derby Scores Hit With Operators

CHICAGO, Sept. 18.—Hardly had the ink dried on the first announcement of the release of the new Chicago Coin game, Chico Derby, than the offices of the firm were swamped with demands or quantities of the game, according to officials. It was stated that the unusual construction and playing principle of the game has captured the imagination of operators.

"Fortunately," said Sam Wolberg, official of Chicago Coin, "distributors had been supplied with quantities of the game prior to its announcement and, altho the operators' demands were not entirely satisfied at once, shipments have been going forward to catch up with the many back orders. "It only goes to show you that the

manufacturer who thinks in terms of the players' desires is the manufacturer whose game will be accepted both by the player and by operators," continued Wolberg. "In designing Chico Derby we brought into play all the originality of our engineers, plus all of the experience we have had with our past successes. A previous survey we have made indicated that not only was something new needed in the coin machine field but that something new had to maintain a perfect balance of skill, animation and chance. Skill to challenge the players, animation to give them a run for their money and chance to pique their interest. Chico Derby offers all this, as has been proved by location tests and by the unusual earnings reported by operators."



J. H. (HEBE) RUTTER, that likable guy who runs the Advance Automatic Sales Company, Salt Lake City, has just joined the ranks of happily married coin machine men. Congratulations from his many friends in the industry have been pouring in from all over the country. "Hebe" is doing a great job of distributing Rock-Ola phonographs.

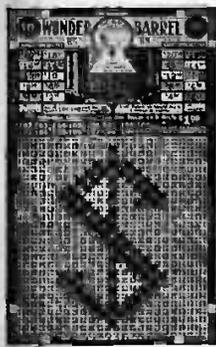
DEAL WITH CARL — ALWAYS A SQUARE DEAL

MISSOURI AND KANSAS DISTRIBUTOR FOR "BALLY MANUFACTURING CO." FEATURING "RACING FORMS," "TREASER," "FAIR GROUND," "SPRINTS."

CLOSE OUTS — LIKE NEW

Bally Breakneck . . . \$59.50	Winner . . . \$50.00	Monte Carlo (New) . . . \$25.00
Turf Champs (Ticket) . 42.50	Policy . . . 25.00	World Series . . . 175.00
Challengers . . . 15.00	Pamco Tout . . . 14.00	Evans Roll-Exte . . . 50.00
Golden Harvest (Tic.) . 12.00	Pamco Balls . . . 20.00	Double Header . . . 10.00
Prospector . . . 10.00	Galloping Plug . . . 15.00	Pearl Harbor . . . 10.00
Jumbo . . . 10.00	Pamco Parlay . . . 12.00	Bally Booster . . . 16.50
Multiple . . . 18.00	Tycoon . . . 15.00	Bally Bumper . . . 18.00
Bally Darry . . . 4.00	Mills McCoy . . . 12.00	Rak-Em . . . 17.50
All Stars . . . 12.00	Credit . . . 14.00	Bolo . . . 10.00
Belmont . . . 20.00	Peerless . . . 12.00	RAY GUNS.
Daval Hit 'N Run (New) . 75.00	Stampede . . . 10.00	Jungle Dodger . . . \$ 39.50
Rambler . . . 12.00	Gold Rush . . . 7.00	Shoot-A-Lite . . . 50.00
Coron . . . 49.50	Queen Mary . . . 15.00	Eagle Eye . . . 110.00
Mills Post Time . . . 49.50	De Luxe 48 . . . 11.00	Ray-O-Lite . . . 75.00
Bally Natural . . . 12.50	Ace . . . 3.00	Steel Stars . . . 1.50
One Better . . . 20.00	Exhibit Road . . . 12.00	Safe Stands . . . 5.00

TICKET MODELS, \$3.00 Extra. Jobbers Write Me for Prices.
 MILLS WAR EAGLES, 10-Stop, \$35.00; MILLS WAR EAGLES, 20-Stops, \$42.50; MILLS 40 MYSTERY, \$50.00.
 ONE-THIRD CERTIFIED DEPOSIT—INSTANT DELIVERY.
UNITED AMUSEMENT COMPANY, 3410-16 Main St., Kansas City, Mo.



FOLLOWING OUR SENSATIONAL SUCCESS DURING THE PAST SUMMER WITH BARREL BOARDS WE BRING YOU "WONDER BARREL," AN OUTSTANDING CONTRIBUTION TO THE LINE OF THIN BARREL BOARDS.

WONDER BARRELL! 80% TO PLAYER. — Tip-Style Tickets. Plenty of Winners, Large and Small. Made in Both 5c and 10c Deals. Big Profits in Fast Turnover. A THIN BOARD, Popularly Priced!

10c Deal Takes In: 2800 @ 100 = \$280.00
 Pays Out (av.) \$44.50

Profit (av.) \$88.50
 5c Deal Takes In: 2800 @ 50 = \$145.00
 Pays Out (av.) 70.75

Profit (av.) \$44.25
 Thin Board With Easels, Celluloid Protector Over Jackpots.
 Write for Copy of Superior's Scoops—only Salesboard Trade Paper

SUPERIOR PRODUCTS, Inc.,
 DEPT. CHICAGO, 14 N. Peoria St.



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



JOE CALCUTT

Joe Calcutt OFFERS REEL·SPOT ON 10 DAYS FREE TRIAL MONEY BACK

**BIG TRADE
VALUE**

GUARANTEE

READ WHAT JOE SAYS ...

**ON DAVAL'S
PENNY PACK
OR REEL "21"
On PURCHASE Of
REEL SPOT!**

Write today how many you have to trade! We trade one against one! We will quote prices immediately!

"Operators—REEL SPOT is the biggest money-maker at a low price in the industry today! Earnings as high as \$30.00 per day for an investment of only \$29.75 puts REEL SPOT far ahead of any game built! And mechanically—REEL SPOT CAN TAKE IT!

"We want you to get started with this sensational money-maker TODAY! And to make this immediately possible we offer you FREE 10 DAYS' TRIAL MONEY-BACK GUARANTEE! Rush your order today for INSTANT DELIVERY!"

Joe Calcutt



REEL·SPOT

ONLY \$29.75 TAX PAID

1/3 Certified Check or Cash Deposit with your order. We ship Balance C. O. D. F. O. B. Fayetteville, N. C.

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET · FAYETTEVILLE, N.C. "Cable Address: COINSLOTS"

PONSER SPECIAL
Used Machines All Reconditioned and Guaranteed!

20 Galloping Dominos
15 Bang Tails
10 Roletto Jr. **\$164.50**

All Late Serial Models F. O. B. N. Y.

1/3 Deposit, Balance C. O. D.
GEORGE PONSER CO.
31 WEST 60TH ST.,
NEW YORK
Tel.: Circle 6-6651.

GATE TAKE RECORD
(Continued from page 3)

Sun Agency, was presented by Barker Bros. Circus with Bill Blomberg as emcee. On the bill were Barker's Dogs and Ponies; Three Comedy Conrads; Arabian Horse, Dixie Prince; Blomberg's Alaskan huskies, on the track; Wells Brothers, horizontal bars; comedy mule; Flying Rockets, aerialists; Walter Comer and His Gang, local exhibition rodeo, and Red Sells, who crowned the stand. Smitie's Band, Cincy institution in the third generation, again played acts and concerts. Excellent harness racing was featured, with an exceptional array of entries. Society Horse Show events were staged daily before the grand stand. Exhibits were declared by officials the best ever displayed.

A. E. Gooding rides, in charge of George Pence, Merry-Go-Round, Ferris Wheel, Kiddie ride, Ride-O and Octopus, were on the midway. Three shows from a Gooding unit, Buck Bernard's Hippodrome and Jack Winters' Zaza, snake show, and Death Valley; Floyd Short's Ranchland Revue and George White's Wild Rose show did fair business. Westlake's ruby glass, Howze's waffles and Mr. and Mrs. Charles Monjar's 15 game concessions, all for many years annual visitors, had midway locations.

\$2000

FROM NOW UNTIL CHRISTMAS
WITH AN ORIGINAL INVESTMENT OF \$2.00

Solicitors Who Have a Large Following Among Organizations, Hospitals, Factories, Stores, Restaurants and Tap Rooms.

NOTHING TO SELL

EMBASSY COMPANY 2043 Chestnut St., Philadelphia, Pa.

WILL TRADE

Tom Mix Radio Rifle, slightly used, in A-1 mechanical condition and appearance. Legal everywhere, for 6 Pages Races 1937 model or Mills Cherry Bells and Mills Bonus.

HYMEN KANTOR,
Clarksdale, Miss.

McMAHON SHOWS

WANT good, clean Shows and a few Concessions. American Palmistry, Shooting Gallery, Novelties, Dart Gallery, Stump Store. No trick of any kind. For Council Bluffs, Ia., the Biggest Fall Festival in Southern Iowa, uptown, in City Park, September 27 to October 3. Twenty Bands and the best of Free Acts. Six Big Days. Route: September 29 to September 25, Denison, Ia.; week of September 27, Council Bluffs, Ia.

WANTED TO JOIN AT ONCE

For long season of Fairs: Merry-Go-Round; Octopus, Loon-o-Plane. Any Show of merit with own equipment. Will place few more Legitimate Stock Concessions.

JOHN B. DAVIS,
SOUTHERN STATES SHOWS
Sylvester, Ga., this week; Tifton next. All Fairs P.S.—Can use one more Free Act if priced right.

WANTED BY BRAZOS VALLEY FREE FAIR

WACO, TEXAS, OCTOBER 13-24
COTTON PALACE GROUNDS

WANT all Concessions except Games. Good locations in buildings and grounds open.

SPURS WHOLESALE CATALOG

4000 ITEMS FREE WHOLESALE CATALOG

Hot off the press Shows and 4,000 world-wide Bargains. 256 Pgs. of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

SPURS CO.,
9-37 Erie St.,
Lo Center, Minn.

WANTED for Annual Fall Festival

On the streets, Mt. Vernon, Ind. Sponsored by Chamber of Commerce, September 29 to October 2. Want 40 Legitimate Concessions. You can get well here, boys: a real one sure. Address **LOUIS T. RILEY, Cloverport, Ky.** "Free" County Fair this week. P.S.—Frank Kingman wants Bingo Help. Bill Reese wire me.

CONCESSIONS WANTED

MONROE, LA., FAIR, SEPTEMBER 28 TO OCTOBER 3

FOR INDEPENDENT MIDWAY. Stock Wheels, Cookhouses, Snow, Ice Cream, Novelties or any other Stock Concessions. Bingo sold.

For space wire or write SUPT. CONCESSIONS, MONROE FAIR ASSN., Monroe, La.

T. J. TIDWELL SHOWS
FAIRS—WANT SHOWS OF ALL KINDS—FAIRS

FOR THE FOLLOWING FAIRS:

Ada, Okla., Fair, September 20 to 25. Abilene, Tex., Fair, October 4 to 9.
Lubbock, Tex., Fair, Sept. 27 to Oct 2. Ballinger, Tex., Fair, October 11 to 16.

Wire T. J. TIDWELL SHOWS.

ATTENTION *Beacon* **ATTENTION**

**CORN GAMES
GRIND STORES
SALESBOARDS**

Blankets
make Warm Friends

**AUCTIONEERS
PITCHMEN
PREMIUMS**

HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

**Gerber & Glass
Make Trip East.**

CHICAGO, Sept. 18.—Paul (Potash) Gerber and Max (Parlmutter) Glass, of the Gerber & Glass distributing firm here, attended the grand party given by the J. & J. Novelty Company in Detroit today.

While adding their genial humor to the crowd of merrymaking operators in Detroit, they also took a glance at the latest in cars in the Motor City. They postponed a call on Henry and Edsel Ford, they said, until a later date.

Gerber and Glass left Detroit for New York late tonight to attend the funeral services of Harry Wolcher, which will be held in New York tomorrow. Wolcher died in Portland, Ore., of a ruptured appendix September 13.

ROUTES

(Continued from page 37)

Otto, Bert, Med. Show: McClellandtown, Pa., 20-25.
Rincon: Show: Cross Anchor, S. C., 20-22; Greenville 23-25; Canon, Ga., 27-29; Homer 30-Oct. 1.

REPERTOIRE

Baxter-Leonard Players: Traveler's Rest, S. C., 20-25.
Billey's Comedians, Billy Wehle's: Columbia, Mo., 23; Jefferson City 23; Sedalia 24; Clinton 25; Springfield 27.
Bryant Showboat: Ironton, O., 22.
Ginnivan, Norma, Dramatic Co.: Centerville, O., 20-25.
Richey Co.: Norfolk, Va., 21-25; (State Fair) Richmond 28-Oct. 2.
Rotnour Players: Wild Rose, Wis., 20-23.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Atlanta, Ga.
All-American: Duncan, Okla.
American United: Rupert, Ida.
American: (Fair) Clayton, N. C.; (Fair) Louisville 27-Oct.
Anderson-Grader: Concordia, Kan.; Eldorado 27-Oct. 2.
Atlantic Expo: Clarksville, Va.; Lawrenceville 27-Oct. 2.
Atlas: Chillicothe, Ill.
B. & B. Madison, N. C.; (Fair) Mocksville 27-Oct. 2.
Bantley's All-American: (Fair) Gaffney, S. C.; (Fair) Reidsville, N. C., 27-Oct. 2.
Barfield's Cosmopolitan: (Fair) Bowdon, Ga.; (Fair) Sparta 27-Oct. 2.
Barker: Haytk, Mo.
Barkoot Bros.: Gladwin, Mich., 21-25.
Baysinger, Al: Earl, Ark.
Beckmann & Gerety: (Fair) Hutchinson, Kan.
Beech, H.: (Fair) Jackson, Tenn.; (Fair) Dixon 27-Oct. 2.
Blue Light: Rowland, N. C.; (Fair) Mocksville 27-Oct. 2.
Blue Ribbon: Murfreesboro, Tenn.
Broadway Shows of Amer.: Warsaw, N. C.; (Fair) Babylon 27-Oct. 2.
Brown Novelty: (Fair) Spertown, Ga.; (Fair) Swainsboro 27-Oct. 2.
Buck, O. C., Expo.: (Fair) Rutherfordton, N. C.; (Fair) Roxboro 27-Oct. 2.
Buckeye State: (Fair) Drew, Miss.; (Fair) Monticello 27-Oct. 2.
Buffalo Bazaar Co.: Syracuse, N. Y.
Bullock Am. Co.: (Fair) Fincastle, Va.; W. Jefferson, N. C., 27-Oct. 2.
Burdick's All-Texas: (Fair) Lagrange, Tex.
Burke, Harry: (Fair) Fort Allen, La.
Byers & Kennerly: Mo.
Central State: Franklin, Neb., 22-25.
Cetlin & Wilson: Plainfield, N. J.; (Fair) Trenton 27-Oct. 2.
Coleman Bros.: (Fair) Centocook, N. H.
Colley, J. R.: (Fair) Potosi, Mo.
Conklin's: Kitchener, Ont., Can., 20-23; (Fair) Galb 24-25; (Fair) Leamington 27-Oct. 2.
Crescent Am. Co.: Newton, N. C.
Crowley's United: (Fair) Amarillo, Tex.
Crystal Expo.: (Fair) Sevierville, Tenn.; (Fair) Woodruff, S. C., 25-Oct. 2.
Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Fayetteville, Ga., 27-Oct. 2.
Cunningham's Expo.: Waynesburg, Pa., 20-24.
Curl, W. S.: St. Paris, O.; Franklin 27-Oct. 2.
De Luxe Shows of Amer.: (Fair) Durham, N. C.; (Fair) Concord 27-Oct. 2.
Dixie Belle Attrs.: (Fair) Cloverport, Ky., 23-25.
Dixie Expo.: (Fair) Booneville, Miss.; (Fair) Pontotoc 27-Oct. 2.
Dixie Model: (Fair) Madison, N. C.
Dodson's World's Fair: Portsmouth, O.
Dudley, D. S.: (Fair) Mottson, Tex.; (Fair) Muleshoe 27-Oct. 2.
Dyer's Greater: Tennessee, Ill., 20-24; Potts Camp, Miss., 27-Oct. 2.
Edwards, J. R.: (Fair) Elyria, O.
Elite Expo.: (Fair) Minneapolis, Minn.
Eudy Bros.: (Fair) Spring Hope, N. C.
Evangeline: (Fair) Seneca, Mo.
Fairly-Martone: Keokuk, Ia.; Fulton, Mo., 27-Oct. 2.
Florida Sunshine: Harrison, O.
Frick Greater: Hutchinson, Minn., 20-24; Montgomery 25-26; Kenyon Oct. 1-2.
Gibbs, W. A.: Great Bend, Kan.; Cottonwood Falls 27-Oct. 2.
Gold Medal: Florence, Ala., 20-24.
Golden State: Visalia, Calif., 21-26; Merced 27-Oct. 2.
Goodman's Wonder: Council Bluffs, Ia.
Grady, Kellie: Belmont, Miss.; (Fair) Lexington, Ala., 27-Oct. 2.
Great Superior: Lepanto, Ark.; (Fair) Tyrone 27-Oct. 2.

(See ROUTES on page 94)

**ANNOUNCING
Temporary Headquarters
ATLAS NOVELTY CO.**

(Florida Branch)

**McAllister Hotel
Miami Florida**

Permanent Offices and Warehouse to be announced in next week's Issue of The Billboard.

Large Stocks of Novelty Games on hand.
See ATLAS Before Buying.

**Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO**

**WANTED
FREAKS AND WORKING ACTS**
For New Side Show, playing Fairs and Celebrations until Thanksgiving, then all winter's work in museum. Billy Wingert, Walter and Lola Leyva, Hario and Mario, Fire Eaters, Sword Swallowers of all other good acts wire.
SID CRANE
Care SNAPP GREATER SHOWS, Pine Bluff, Ark., this week; Monroe, La. (Fair), September 28 to October 3.

ISLER SHOWS WANT
Cooks and other Concessions. Boxer for Athletic Show, Minstrel Performers. Also other Shows with own outfits and transportation. For Sale Whip, Mizzip. Will book small Merry-Go-Round, Loop-o-Plane and other Rides. Also Kid-ride Rides. Out all winter. Imboden, Ark., September 20-25; Piggott, Ark., September 27 to October 2. All fairs.

WANTED SHOWS
With own outfits. Girl Show, Concessions that work for stock. Also Free Attraction that is sensational for Dubois, Ia., in heart of city. Aspires five fire companies. Big Fall Celebration Jubilee two Saturdays, September 25-October 2. **RAJAH YOGI**, Hotel Logan, Dubois, Pa.

WANT
Sobor and reliable Boss Convoysman to take care of new top, 100x200 ft. Permanent for winter. Reply with reference.
JOHN R. WARD
Hotel Jefferson, Peoria, Ill.

Southern Exposition Shows Want
For nine fairs: Ferris Wheel, Loop-o-Plane or any Flat Ride, Shows of all kind. Concessions all open. Good proposition to Bingo or Cookhouse. All who were with this show write, wire or come on. Ashland, Va., this week; Louisiana, Va. Apple Harvest Festival next week. **FRANK DIKERSON**, Mgr.

READING'S UNITED SHOWS
Shows Wanted—Snake, Side Show, Fat, any Show of merit except Athletic Show and Minstrel. Low per cent. Waynesboro, Tenn., Fair this week; Bolivar, Tenn., Fair next. **W. J. WILLIAMS**, Mgr.

Want Immediately
For Tent Rep Specialty People, doubling Orchestra or Parts. State salary.
HAVERSTOCK TENT SHOW, Kingsfisher, Okla.

PITCHMEN
The sensation of the season. More essential than a toothbrush. The Pitchmen's Acc. Sample Free.
BETTER SIGHT VIBRATOR, 601 American Radiator Bldg., Detroit, Mich.
DISTRIBUTORS WANTED
To handle the most complete line of Comic SPICY Xmas Cards, Folders, Red Hot, Spicy and Funny Gifts and Holiday Joke Items.
BIG PROFITS, FAST SALES.
Cards range from 2.00 per 100 and up. Now on the press, our NEW XMAS SPECIAL CATALOGUE, 32 pages of MONEY GETTERS (Send 25c for it), we will refund same with first order. **NO FREE**, Or send 2.00 for 80 samples of Cards, Folders, Comic Gifts, etc., and Catalogue.
MAGNOTRIX NOV. CORP., 138 Park Row, N. Y.

TRENTON, N. J., STATE FAIR

SEVEN DAYS—OPENING SUNDAY, SEPT. 26

Can place one Bingo Stand, and all Games open. Opal Miller, come on. Address, this week, Plainfield, N. J., or JACK WILSON at Trenton Fair Grounds.

CETLIN & WILSON SHOWS

WANTED FOR SAPULPA, OKLA., WEEK SEPT. 27

And seven other big shots, including Southwest's biggest Armistice Celebration on Streets and two big Arkansas Fairs.

WANT Kiddie Auto, Flat Ride, Grind Shows with or without equipment, Organized Minstrel, Side Show, Jack Orr and Bill Reece, wire. Concessions of all kinds. Good opening for Digger and Popcorn. Room and Smitty, wire. Want Scenic Artist. Paul Beckley, come on.

NOTICE, Fair Secretaries and Committees—Have Exhibit Tops and Acts for Fairs. Get in touch with us. All address

TOFFEL'S MODERN MIDWAY SHOWS
Sapulpa, Okla. Wire; don't write. Pay yours, I pay mine.

REYNOLDS & WELLS UNITED SHOWS

Can place first-class Cook House, Lead Gallery, Bowling Alley or any non-conflicting Concessions that will work for stock. Can place late model Loop-o-Plane, Shows, Grind or Bally Shows of all kind. Wanted—Man to take over Girl Show and have not less than three or more Dancers. Have one of the finest framed Girl Shows on the road. We are now letting out Concessions Space for Eldorado, Ark., October 19 to 23, Arkansas' biggest fair. People joining now given preference. Lebanon, Mo., Jubilee, this week; then as per route.

GREAT SUPERIOR SHOW WANTS

FOR SEVEN STREET FAIRS AND CELEBRATIONS IN THE ARKANSAS DELTA, WHERE THERE IS PLENTY COTTON AND MONEY.

Shows, Big Snake, Illusion, Mator Drama, Musicians and Performers for one of the best Minstrel Shows on the road. WANTS legitimate Concessions of all kinds. Absolutely no racket. Lepanto, Ark., Cotton Festival, this week; Tyrone, Ark., Street Fair, week September 27. CAN PLACE Loop-o-Plane.

MANCHESTER, VERMONT, FAIR

SEPTEMBER 30 TO OCTOBER 2. THREE GREAT DAYS, THREE GALA NIGHTS. TWENTY-FIVE-CENT GATE.

WANT legitimate Concessions only. Grifters positively cannot work here. Exclusive sold on Beacon. CAN USE high-class Girl Show. Doc Anderson come on. Space \$1.50 per foot on the line. No exceptions to anybody.

KING REID, Manchester Center, Vt.

PAN AMERICAN SHOWS WANT SHOWS

Furnish outfits for Hula, Geek and Single etc. Want Talker and Musicians for Colored Minstrel, Acts for Side Show. Want Concessions of all kinds, also Wheel Agents for Rogers, Ark., Home Coming next week, with eight more weeks of Celebrations to follow. Address Monett, Mo., this week.

The B & B Shows

Davie County Fair, Mocksville, N. C., September 27 to October 2, then Fairs until second week in November. Want Shows, Riding Devices and all kinds of Concessions. Address all wires and communications to FRED C. BOSWELL, Mgr., this week Madison, N. C., then as per route.

DIVORCES

(Continued from page 33)
tion WKRC, Cincinnati, in Reno September 10.

Mary Phillips, actress, from Humphrey Bogart, screen leading man, August 12 in Hollywood.

Late Deaths

(The following items were received at press time. More details in the next issue.)

DOLL—Anthony H. Raymond (Ray), 36, songwriter, in Holy Family Hospital, New York, September 17 after an illness of three weeks.

FAGAN—Allan H., 47, actor and manager, of a heart attack September 17 at his home in New York.

GANTVOORT—Herman L., 50, theatrical producer, September 17 in Post-Graduate Hospital, New York.

**DICKSON, TENN., FAIR, WEEK SEPT. 28
PORTLAND, ALA., FAIR, WEEK OCT. 3**

CANTON, MISS., COLORED FAIR, WEEK OCT. 11, followed by four other good Fairs in Mississippi with Winter Show to follow in Louisiana. WANT Shows with own outfit, 30%. WANT Cookhouse to join October 3, \$60; privilege in meal tickets; cash deposit required. WANT Ferris Wheel Foreman for balance of fairs and all winter work. One with Concession preferred. Also can place Stock Concession. No grift.

F. H. BEE SHOW, INC., Jackson, Tenn., Fair, this week; or come on to Dickson, Tenn.

DIXIE EXPOSITION SHOWS WANT

For 8 more Mississippi Fairs. Good crops, plenty of money. Cook House, \$60; privilege in tickets. Have 8 Rides, 10 Shows and 40 Concessions. Must be first-class Cook House. Want Octopus and Kiddie Rides, except Kiddie Autos. Musicians and Performers; salary and percentage from office. All winter's work in Mobile, Ala. Want Grind Shows and Stock Concessions. Booneville, Miss., Fair this week; Pontotoc, next week. Address C. D. SCOTT.

STANLEY BROS. SHOWS WANT

LAWRENCEVILLE TOBACCO FESTIVAL, SEPTEMBER 27 TO OCTOBER 2, AND FIFTEEN FAIRS AND CELEBRATIONS IN NORTH CAROLINA, SOUTH CAROLINA AND FLORIDA, INCLUDING HOMESTEAD, COCONUT GROVE, MIAMI, PALM BEACH, DAYTONA AND FERNANDINA.

Cook House and Concessions of all kinds. Shows with or without own outfits. WANT Merry-Co-Round and other Rides for No. 2 Show. CAN PLACE White Uniformed Band and one more Feature Free Act. Bob White WANTS Girls. Nell Cook wire. Address STANLEY BROS. SHOWS, Clarksville, Va., this week; Lawrenceville, Va., week Sept. 27.

CAROLINA TIDEWATER FAIR

MURFREESBORO, N. C., WEEK SEPTEMBER 27

Want Caterpillar, Tilt-a-Whirl, Octopus or any Flat Ride, also Kiddie Ride, Organized Minstrel Show; have outfit. Shows of all kinds. Placé Concessions of all kinds. All fairs until Thanksgiving. Need Promoters.

WORLD OF FUN SHOWS

Windsor, N. C., this week. N. P. ROLAND, Mgr.

BANTLY'S ALL AMERICAN SHOWS

Southern fair season opened with the third best day of the season. All this week Gaffney, S. C.; next week Rainsville, N. C., Annual County Fair. Want Wheels, Ham and Bacon, Toys, Groceries, Grind Joints, including Fish Pond, String Game, Lead Gallery, Ball Games, Short Range Gallery, Novelties. Place neat Grind Show that caters to ladies and children. Novel attractions wanted. Write or wire BANTLY'S ALL-AMERICAN SHOWS.

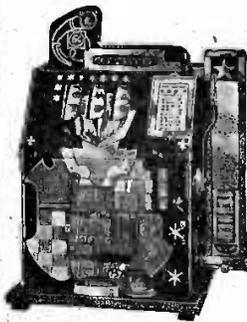
BROADWAY SHOWS OF AMERICA

Can Place 1 or 2 Shows. Also Acts for Side Show. Concessions: Erie Digger, Photo Gallery and Concessions of all kinds. Zebulon, N. C., Five County Fair, week September 27; Sanford, N. C., Tobacco Festival, week October 4. Want help in all departments. Also Ride Man. Warsaw, Ky., this week.

HAVE CATERPILLAR FOR SALE—CASH

All mail and wires as per route.

FINAL PRICE SLASH MILLS BLUE FRONTS AND OTHERS



"Used less than 7 Weeks." All checked, oiled, polished, ready to operate. Hundreds to select from. STOCK UP NOW FOR FALL PLAY!

- 10c MILLS Blue Front. Light Sides, Gold Award, Side Vender. Serials above 391000\$49.50
- 5c MILLS Blue Front. Light Sides, Gold Award, Side Vender. Serials above 369000\$54.50
- 5c MILLS Blue Front. Light Sides, Latest Model, Single JP, Side Vender, Like New. Serials above 391000\$64.50
- 5c or 25c MILLS Roman Head. Golden Mystery Bell. Serials above 300000\$44.50
- 5c, 10c or 25c MILLS Escalator. F. O. K. Regular, No. 288843. \$27.50
- 5c and 10c JENNINGS Victoria Escalator. 110016 Up\$24.50
- 5c JENNINGS Chief. Mystery Bell. Serials above 119000....\$54.50

FINAL ON PIN GAMES

RECONDITIONED. READY TO OPERATE

- Boo-Hoo. Texas Tax Paid..\$49.50
- Hi-De-Ho. Automatic. Texas Tax Paid.\$17.50
- Winner. Texas Tax Paid...\$49.50
- Round Up. Texas Tax Paid..\$17.50
- Carom. Texas Tax Paid...\$49.50
- Big Shot. Texas Tax Paid..\$12.50
- Big Shot. No Tax Paid... 8.50
- Bally Derby. Texas Tax Paid.\$22.50
- Bally Derby. No Tax Paid... 17.50
- Challenger. Texas Tax Paid.\$24.50
- Challenger. No Tax Paid... 17.50
- Derby Day. Texas Tax Paid..\$49.50
- Derby Day. No Tax Paid... 39.50
- Turf Champ. Comb. Ticket or Cash. No Tax. \$45.00
- Turf Champ. Texas Tax Paid 52.50
- Multiple. Texas Tax Paid..\$17.50
- Multiple. No Tax Paid... 10.00
- Snappy. Texas Tax Paid...\$19.50
- Preakness. Texas Tax Paid..\$69.50
- Blue Bird. Texas Tax Paid..\$24.50
- Pamco Parlay. Texas Tax Pd.\$19.50
- Pamco Parlay. No Tax Paid. 14.50
- Daily Races. Mystery. No tax\$24.50

Prices F. O. B. Dallas—1/3 Cash With Order, Bal. C. O. D.

ELECTRO BALL CO., Inc., 1200 Camp, DALLAS

IDEAL EXPOSITION SHOWS, Inc.

Can place all Concessions, Wheels, Grind Stores, Soft Drinks, Palmistry and Grab Joints. Will also sell exclusive on Novelities and Guess-Your-Weight Scales. Can also use Talkers and Ride Help.

Week Sept. 27, Asheboro, N. C., Fair | Week Oct. 18, So. Boston, Va., Fair
Week Oct. 4, Burlington, N. C., Fair | Week Oct. 25, Statesville, N. C., Fair
Week Oct. 11, Dunn, N. C., Fair

Write or wire WM. CLICK, Mgr., week Sept. 20, Raleigh, North Carolina.

STRATES SHOWS CORP. WANT MOTORDROME RIDERS

Top salary paid by office. Clearfield, Pa., this week; Bloomsburg and York to follow. Then South.

Write or wire JAMES E. STRATES, as per route.

NOW BOOKING FREE ACTS

GREENVILLE COUNTY FAIR FOR OCTOBER 25 THRU 30

GREENVILLE COUNTY FAIR ASSN. C. A. HERLONG, SECY. GREENVILLE, S. C.

CLOSE OUTS FOR QUICK SALE!

200 MILLS WAR EAGLES
 SERIAL 365,000 TO 420,000 — ESCALATOR BELLS
 DOUBLE JACK—5c-10c-25c.....\$45.00
 SINGLE JACK—5c-10c-25c..... 49.50
ALL LITE CABINETS — LOOK LIKE NEW
100% GUARANTEE

PHONOGRAPH SPECIALS

100 DANCE MASTERS—NATURAL CAB.....\$ 99.50
 50 DO RE MI—1936..... 139.50
 50 ROCK-OLA — 1936..... 139.50
 20 WURLITZER P-12 — 1935..... 124.50
 100 STEWART McGUIRE 7-COL. CIGARETTE MACHINES..... 69.50

1 BALL CLOSEOUTS

BALLY CAROM.....\$54.50
 WESTERN PREVIEW..... 44.50
 BALLY SKIPPER..... 24.50
 PACES RACES (25c Play), Sample..... 29.50
 (Walnut Floor Samples, Serial 5030, 5031)

1/3 Deposit, Balance C. O. D.

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO, ILL.

Capitol Works With Cupid

NEW YORK, Sept. 18.—Capitol Automatic Music Company, New York, which a few weeks ago announced a free trip to Bermuda, reports that a few humorous incidents have occurred which might wind up in years to come with the firm shouldering many headaches.

It seems that an operator engaged to be married in the near future is being forced to buy a marriage license so that he can take advantage of Capitol's Bermuda trip as a honeymoon. The operator made the necessary purchase of 13 music machines and received a free ticket. His girl friend, being informed of the vacation trip, immediately put the pressure on the operator. The operator called Al Blendow on the phone and asked if it would be okeh to take a woman along with the gang. Blendow, being a gallant gentleman and super salesman, sold the operator 12 more machines, which permits the buyer two free tickets.

Blendow, in commenting on the couple, says: "Perhaps we ought to call this the Capitol Honeymoon Cruise and have all the single operators get married and the married operators take their wives with them on the trip for a second honeymoon."

ROUTES

(Continued from page 92)

Great Sutton: Poplar Bluff, Mo.; (Fair) Dexter 27-Oct. 2.
 Greater Expo.: Water Valley, Miss.; Greenville 27-Oct. 2.
 Greater United: Seminole, Okla.; (Fair) McKinney, Tex., 27-Oct. 2.
 Groves: Oakland City, Ind.
 Gruberg's World Expo.: Grenada, Miss.
 Hames Bill: Tyler, Tex.
 Happyland: (Fair) Allegan, Mich.
 Harris: Owingsville, Ky., 22-25.
 Heller's Acme: Warsaw, Va.; (Fair) Hemp, N. C., 27-Oct. 2.
 Hennessey Bros.: (Fair) Laurel, Miss.
 Henry, Lew: Benson, N. C.
 Heitz, L. J.: (Fair) Jasper, Ala.; (Fair) Scottsboro 27-Oct. 2.
 Heth Bros.: Southern: Russellville, Ala.; Albertville 27-Oct. 2.
 Hilderbrand's United: (Fair) Grants Pass, Ore., 22-25.
 Hodge: Al G. Paris, Tenn.; (Fair) Paducah, Ky., 27-Oct. 2.
 Honest Bert's: Cuba, Ill.
 Howard Bros.: (Fair) Bellefontaine, O.; (Fair) Mt. Gilred 27-Oct. 2.
 Hughey Bros.: Golden, Ill.
 Hurst, Bob: (Fair) Jefferson, Tex., 22-25; (Fair) Linden 27-Oct. 2.
 Hyde, Eric B.: Athens, Ga.; Thomaston 27-Oct. 2.
 Hyde Park: Maysville, Okla.
 Imperial: Colfax, Ill.
 Isler: (Fair) Imboden, Ark.; (Fair) Piggott, Ark.
 Jones, Johnny J.: Expo.: (Fair) Salisbury, N. C.
 K. G. Am. Co.: (Fair) Edina, Mo.
 Kaus United: Lexington, Va.; (Fair) Weldon, N. C., 27-Oct. 2.
 Kaus United, No. 2: (Fair) Blackstone, Va.
 Keystone: (Fair) Asheville, N. C.; (Fair) Murphy 28-Oct. 2.
 Lued, J.: Manhattan, Kan.
 Lang's, Dec. Famous: (Fair) Fulton, Ky.; (Fair) Lexington, Tenn., 27-Oct. 2.
 Large & Lane: (Fair) Magee, Miss.
 Lawrence, Sam: (Fair) Fuquay Springs, N. C.
 Lewis, Art: (Fair) Farmington, Me.; (Fair) Great Barrington, Mass., 27-Oct. 2.
 Liberty National: (Fair) Whiteville, Tenn.; (Fair) Rutherford 27-Oct. 2.
 McCallan: (Fair) Charleston, Miss.
 McKee Am. Co.: (Fair) Atlanta, Kan., 22-25; Tulsa, Okla., 27-Oct. 2.
 McMahon: Denison, Ia.; Council Bluffs 27-Oct. 2.
 M. B. Am. Co.: (Fair) Ava, Mo.
 Marks: (Fair) Lexington, N. C.; (Fair) Fayetteville 27-Oct. 2.
 Midwest: Burlington, Colo.
 Miller Bros. & Toffel: Bartlesville, Okla., 25-Oct. 2.
 Miller Amusements: (Fair) Jonesboro, La.; (Fair) Alexandria 27-Oct. 2.
 Miner Model No. 2: Columbia, Pa.
 Miner Model No. 2: Balakewood, Pa.
 Model: (Fair) Rockmart, Ga.; (Fair) Villa Rica 27-Oct. 2.
 Modernistic: (Fair) Tazewell, Va.; (Fair) Abingdon, Va., 27-Oct. 2.
 Nail, C. W.: (Fair) Joseph, La.
 Nichols, J.: Expo.: (Fair) Rome, Ga.; (Fair) Newnan 27-Oct. 2.
 Pan-American: Monett, Mo.
 Park Am. Co.: Logansport, La.; Oak Grove 27-Oct. 2.
 Patrick: Spirit Lake, Ida., 20-26.
 Pearson: Clinton, Ill.
 Peetle's Expo.: (Fair) Martinsville, Va.; (Fair) Martinsburg 27-Oct. 2.
 Poille & Kenosian: Battle Creek, Mich., 20-26.
 Reading's United: Waynesboro, Tenn.
 Reynolds & Welling: Lebanon, Mo.
 Rogers Greater: (Fair) Dresden, Tenn.
 Rogers & Powell: Louise, Miss.
 Royal Amusement Co.: (Fair) Tillar, Ark.; (Fair) Parkdale 27-Oct. 2.
 Royal American: (Fair) Nashville, Tenn.; (Fair) Birmingham, Ala., 27-Oct. 2.
 Royal Palm: Roodhouse, Ill.; (Fair) Moulton, Ala., 27-Oct. 2.
 Rubin & Cherry: Chattanooga, Tenn.; Knoxville 27-Oct. 2.
 Santa Fe: Fawcett, Okla.
 Sheesley Midway: (Fair) Lynchburg, Va.
 Shugart, Doc: (Fair) Perkins, Okla., 20-23.
 Siebrand's: Floche, Nev.
 Silver State: Littlefield, Tex.; El Paso 30-Oct. 3.

BEACON BLANKETS AND SHAWLS



BIG STOCKS ON HAND FOR IMMEDIATE DELIVERY



THE NEWEST FEATHER DRESSED CELLULOID DOLLS — ALL SIZES — FOR SCALES AND BALL GAMES

OUR BIG 1937 CATALOG



EVERYTHING THAT'S NEW AT LOWEST PRICES

Send for it TODAY!

GELLMAN BROS 119 No. 4th St. MINNEAPOLIS, MINN

WANT CIRCUS ACTS

Girls to Ride Menage, double Ladders; Iron Jaw, etc. Producing Clown, Band Leader. Long season. All Animal Acts booked. Saunders Perdue answer.

D. J. MORGAN,

St. Louis Hotel, Three Rivers, Quebec, Can.

LEW HENRY WANTS

For Halifax County First Annual Colored Fair, Weldon, N. C., week October 4th; Ahsoskie, N. C.; Suffolk, Va., and Henderson, N. C., to follow. Concessions of all kinds except Bingo; Shows and organized Minstrel. Rides: Loop-o-Planos or Flat Rides. E. Vick wire. Address LEW HENRY, Benson, N. C., this week.

ROYAL AMUSEMENT CO.

Wants Merry-Go-Round and Ferris Wheel for five of the best fairs in Arkansas and Louisiana. Will sell "X" on Corn Game for these fairs and long season to follow. Wire J. E. CLAYTON, Mgr., Tillar, Ark., this week; then Parkdale, Ark.

HUGHEY BROS. SHOWS

Wants Shows with or without outfits. No Girl Show carried.
 Want Cookhouse and few Stock Concessions. Long season. Address Cobden, Ill., this week; then into Missouri.

Elane's Exposition Shows

Can place Rides not conflicting with Wheel, Plans and Ponties. Shows of all kinds. Have several long for same. Concessions of all kinds. This show never closes. Write or wire JOHN GEDDIE, Mgr., Kuyser, W. Va., this week; Orange, Va., next week.

Sims Greater: Stratford, Ont., Can., 20-22.
 Six J. Harry, Attrs.: Stamping Ground, Ky., 21-25.
 Smith's Greater Atlantic: (Fair) Selma, N. C.; (Fair) Apex 27-Oct. 2.
 Snapp Greater: Fine Bluff, Ark.; (Fair) Monroe, La., 28-Oct. 3.
 Sol's Liberty: Mt. Pleasant, Ia.; (Fair) Blytheville, Ark., 28-Oct. 2.
 Southern Expo.: Ashland, Va.; Louisa 27-Oct. 2.
 Southern States: (Fair) Sylvester, Ga.; (Fair) Tifton 27-Oct. 2.
 Sparks, J. F.: Alliance, O.
 Spencer, C. L.: Clarendon, Ark.
 Stanley Bros.: Clarksville, Va.; Lawrenceville 27-Oct. 2.
 State Fair: (Fair) Tulsa, Okla.; (Fair) Ennis, Tex., 27-Oct. 2.
 Stoneman's Playland: Gainesboro, Tenn.; (Fair) Celina 28-Oct. 2.
 Strates: (Fair) Clearfield, Pa.; (Fair) Bloomburg 27-Oct. 2.
 Sutton: Poplar Bluff, Mo.



CANDY 1c a BOX

Four pieces of nutty Chewing Candy wrapped with paraffin paper, in assorted bright colored boxes, 10c imprinted on end of box, packed in cartons. Cash with Order. Sample Box, for 5c in stamps.



WE HAVE A FULL LINE OF PRIZES TO MAKE UP YOUR OWN PRIZE PACKAGES.
 TWO-TONE CANES, Gross.....\$ 7.50
 WHITE MAPLE PARADE CANES..... 16.50
 PARADE CANES, Heavy, Assorted Dark and Light, with Bands, Gross..... 18.50
 BAMBOO PARADE CANES, Gross..... 9.00
 BAMBEO CANES, Light Weight, Gro. \$ 4.80
 BAMBEO PENNANT CANES, Assorted Colors, Hundred..... .80
 CHINA HEAD CANES, Assorted Handles, Gross..... 7.50
 Write for our new Fall List of NOVELTIES. We carry a Most Complete Line of all Concession Merchandise. New Catalog on October 10. Cane Terms: Half Cash with Order, Balance C. O. D. ORDER FROM THIS AD.

MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

CANDY MENI Use Nationally Known High Quality Candies. PRICED LOW!

Dolly Yorden Chocolates

Over-size Boxes—Flashy Labels—Colored Cellophane Wraps—Specials in 10-15-20-25-30-40 and 50c boxes, and in-between sizes and prices. Samples at wholesale prices by parcel post.
IMPORTANT! The big fair season is on. Johnson Candies will help you to get repeat business. Send 25c today for 3 sample boxes and be sure to state your requirements.
 WM. C. JOHNSON CANDY CO., Cincinnati, O. (Since 1912.)

WANTED-- JOHNSON COUNTY FAIR

SMITHFIELD, N. C., WEEK OCTOBER 4.
 Independent Shows, Rides, Concessions all open. Answer **ENDY BROTHERS SHOWS**
 Spring Hope, N. C., Fair, this week.

BARFIELD'S COSMOPOLITAN SHOWS

NOW STARTING ON A CIRCUIT OF SPLENDID GEORGIA FAIRS.
 WANT, to join at once, two more Shows, especially Grind and Mechanical Shows. Also Loop-o-Plane. Good opening for legitimate Grind Stock Concessions. Want Colored Performers and Musicians. Salary allowed Band. Opening for one more capable, sober Special Agent and one more Free Act. Something extraordinary. Address Bowdon, Ga., Fair, this week; Sparta, Ga., Fair, next week. P. S.—Especially want Strip Photo Studio, Popcorn and Crab Concessions.

AROUND *the* WORLD

\$74⁵⁰
TAX INCLUDED

STONER Corporation
AURORA, ILL.

DOLLYAN

Package Contains Sugar Rolled Dates and Assorted Jellies. Bright Combination Colored Box, Cellophane Wrapped. We regard this number as the Class of all Summer Numbers. Packed 100 to Carton.

\$4.00 Per Carton

25% Deposit with All Orders. Balance C.O.D. Send for Free ILLUSTRATED 1937 CATALOG.

MARVEL CANDY CO., Inc.
101-103 Wooster St., New York City.

CHEST OF FUN

JAR DEAL with Double JACK POT

Making History in Jar Deal Profits. 1920 Tickets with 37 Winners. Flashy Seal Card with 30 Seals on one side and Double Jack Pot with 15 Seals each on back. Average Profit \$25.00. A Stop Holder for Operators. Sample Outfit, including Tickets, Seal Card and Fancy Jar Label, \$3.30. Dozen sets, \$33.00. Special prices to jobbers. Also Tips, Jack Pots and 2, 3 and 4-Way Baseball Combinations.

BARNES PRINTING CO.
New Paris, Ohio.

WICHITA STREET FAIR

OCTOBER 18-23

Want Street Carnival with Open-Air Acts. Play percentage auspices of Olive Club. Write O. F. SULLIVAN, 728 W. Douglas Ave., Wichita, Kan.

WANTED FOR CASH

Frozen Custard Machine, continual flow, new model, no icing. Want Pony Ride complete. For Sale—Kiddie Auto Ride and two nice Monkeys and Band Organ.

I. E. RICH, BAINBRIDGE, GA.

Swisher, H. C.: Kinsaid, Kan.
Tassell, Barney: (Fair) Harrisonburg, Va.
Texas Kidd: (Fair) Floydada, Tex.; (Fair) Morton 27-Oct. 2.
Texas Longhorn: Crockett, Tex.; (Fair) Nacogdoches 27-Oct. 2.
Tidwell, T. J.: (Fair) Ada, Okla.; (Fair) Lubbock, Tex., 27-Oct. 2.
Tilley: Ottawa, Ill.; Elgin 27-Oct. 2.
Tip Top: Latta, S. C.
U. S. Greater: Hominy, Okla.
Valley: (Fair) New Braunfels, Tex.; (Fair) Bellville 27-Oct. 2.
Wade, R. H.: Smithfield, O.; Cuyahoga Falls 27-Oct. 2.
Wallace Bros.: (Fair) Aberdeen, Miss.; (Fair) Starkville 27-Oct. 2.
Ward, John R.: (Fair) Malden, Mo.; (Fair) Halesboro 27-Oct. 2.
West Bros.: Columbia, Mo.
West Coast Am. Co.: Susanville, Calif., 22-27; Reno, Nev., 29-Oct. 5.
West, W. E., Motorized: (Fair) Picher, Okla.; (Fair) Moine, Kan., 27-Oct. 2.
Western State: Iowa Park, Tex.
West's World's Wonder: (Fair) Lumberton, N. C.; (Fair) Rocky Mount 27-Oct. 2.
Weydt Am. Co.: (Fair) Viroqua, Wis., 21-24.
White City: Ashland, Ore.; Redding, Calif., 27-Oct. 2.
Williams, Ben: Woodstock, N. B., Can., 20-24.
Wilson Am. Co.: Kirkwood, Ill.
Work, R. H.: Siler City, N. C.; (Fair) Troy, N. C., 27-Oct. 2.
World of Fun: (Fair) Windsor, N. C.; (Fair) Marietta 27-Oct. 2.
World of Mirth: (Fair) Allentown, Pa.; (Fair) Richmond, Va., 27-Oct. 2.
Yellowstone: (Fair) Boham, Tex.
Zeiger, C. F., United: Albuquerque, N. M., 25-Oct. 2.
Zimdars, Greater: (Fair) Memphis, Tenn.; (Fair) Clarksdale, Miss., 27-Oct. 2.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: (Fair) Amarillo, Tex., 20-25; Childress 26; Wichita Falls 27; Duncan, Okla., 28; Chekasha 29; Hobart 30; Lawton Oct. 1; Altus 2.
Beers-Barnes: Hertford, N. C., 23; Edenton 24; Bethel 25; Plymouth 27.
Cole Bros.: Los Angeles, Calif., 20-23.
Fort Peck Rodeo: Kinderhook, Ill., 20-25.
Hall's Animal: Raymond, S. D., 21; Hazel 22; (Fair) Clear Lake 23-24; Watertown 25.
Main, Walter L.: Clifton Forge, Va., 22; Rockymount 23.
Mix, Tom: Crawfordsville, Ind., 21; Danville, Ill., 22; Decatur 23; Springfield 24; Pittsfield 25; Quincy 26.
Moon Bros.: Pontotoc, Miss., 22; West Point 23; Europa 24.
Polack Bros.: (Memorial Aud.) Bismarck, N. D., 22-28; (City Aud.) Rapid City, S. D., 30-Oct. 6.
Ringling Bros. and Barnum & Bailey: Texarkana, Ark., 21; Shreveport, La., 22; Longview, Tex., 23; Corsicana 24; Greenville 25; Gainesville 26; Dallas 27-28; Ft. Worth 29; Waco 30; Austin Oct. 1; San Antonio 2.
Seal Bros.: Post, Tex., 22; Snyder 23.

IMMEDIATE DELIVERY!
STONER'S
AROUND THE WORLD
IT'S A SENSATION! ORDER YOURS NOW!

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

D. ROBBINS & CO. 1141-B DEKALB AV. BROOKLYN, N.Y.

2 in 1 Vendor Vends Over 20 Different Items. Steady Money Maker.

MILLER BROS. SHOWS

Want General Agent capable holding spots, also one sober Special Agent. Want one more Flat Ride, can use Octopus. Shows: Place several Shows, furnish complete outfits. Can use good Minstrel or good Girl Review. Place Motordrome, Fun House or Big Snake. Concessions: Place all Legitimate Concessions. Good opening for all Concessions. Want Sensational Free Act for balance of season.

Wanted for Miller's Congress Living Wonders, Best Freaks, Attractions for my Traveling Museum. Largest Traveling Show of its kind. Opening November 11th. "Yes, Red Onion, we will travel."

Fair Secretaries in Texas and Oklahoma we have two open weeks. Address **MILLER BROS.' SHOWS**, Bartlesville, Okla.

MILLER AMUSEMENTS

Wanted Shows with own outfits, 35% for Alexandria (La.) Big Free Street Fair, week September 27th; New Roads (La.) Free Fair and McComb (Miss.) Free Fair, Covington (La.) Fair, week October 4th; Franklinton and Donaldsonville Fairs, week October 10th. Place any Legitimate Concessions for above Fairs. Place Ride Men at all times. Operating over Thirty Rides at present time. Have for sale two Number 12 Ell Wheels. All communications to **RALPH R. MILLER, Mgr.**, Jonesboro (La.) Fair, this week.

Additional Routes

(Received too late for classification)

Almond, Jethro, Show: Lane, S. C., 20-25.
Crowfly Show: Boston, Ga., 20-25.
Daniel, Magician: Cedar Springs, Mich., 22-23; Remus 24-25; St. Louis 27; Mt. Pleasant 28.
Duke Art Co.: (McVan's Night Club) Buffalo 20-Oct. 2.
LaVerne Show: Onekama, Mich., 20-25.
LeVant Show: Alton, Mo., 20-25.
McNally Variety Show: Johnsonville, N. Y., 20-25.
Rippel Show: Buffalo Station, Va., 20-25.
Sophistocrats, The, & Joe Tinker Jr.: (Dudley House) Salamanca, N. Y., 20-25.

POPCORN

SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.
16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

\$1000.00 IN CASH

will be GIVEN AWAY
FREE TO OPERATORS

in Pacific's
DOMINOLE Console
CONTEST

*Ask your distributor . . . or
write for full details direct*

PACIFIC MFG. CORPORATION 4223 LAKE STREET * CHICAGO
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CARL TRIPPE Price Plus Guaranteed Satisfaction *Always! A SQUARE DEAL WITH IDEAL*

HOUSE-CLEANING SALE OF USED MACHINES

ALL GUARANTEED A-1 CONDITION—READY TO OPERATE

AUTOMATICS	
Bally Bonus	\$ 12.50
Beat Em	25.00
Big Shot	7.50
Booster (Keoney)	12.50
Carom	49.50
Challenger (Cash)	15.00
Challenger (Ticket)	17.50
Callente	12.50
Daily Limit	8.50
Double Wonder	21.50
Fair Grounds	102.50
Fence Buster	35.00
Golden Wheel	92.50
Gold Rush	8.50
Grub Stakes	19.50
Grand Champion	15.00
Heavyweight	41.50
Hialeah (Cash)	10.00
Hialeah (Ticket)	12.50
Jumbo	8.00
Mazuma	\$ 31.50
Multiple	17.50
Parlous	10.00
Preakness	65.00
Put 'n' Take	8.00
Rocket	6.00
Royal Races	42.50
Rover	59.50
Sky High	9.00
Sportsmen (10 Ball)	7.50
Sportsman De Luxe (1 Ball)	65.00
Sunshine Derby	12.00
Skipper	19.50
Top Row	12.50
Turf Champs	49.50
Ray's Track, Serial 2573	167.50
Ray's Track, Serial 2401	157.50
Pace's Races, Serial 640	99.50
Pace's Races, Serial 1891	150.00
Pace's Races, Serial 2552	185.00

NOVELTY GAMES	
Ball Fan	\$ 4.00
Bally Bumper	12.50
Bally Booster	17.50
Ball Fan (1937)	17.50
Big Shot	3.00
Crossline	24.50
Crisis—Elite	3.00
Cannon Fire	4.00
Cyclone	3.00
Five Kick	11.50
Five & Ten	3.00
Flying Traps	4.00
Flying Colors	3.00
Fisley	3.00
Firecracker	22.50
Gateway (10 Ball Ticket)	5.00
Great Guns (Ball Reg.)	8.00
Han Ball (Bumper)	8.50
Home Run	16.50
Home Stretch	45.00
Hockey (International)	\$29.50
Kings	3.00
Lights Out	6.50
Madcap	6.50
Mercury	41.50
Play Ball (Exhibit Ticket)	4.00
Replay	19.50
Rebound	20.00
Rebound	3.00
Skipper	19.50
Scream	3.00
Scrimmage	3.00
Short Sox	5.00
Signal, Sr.	3.00
Spot Lite	4.00
Sink or Swim	4.00
Thriller	3.00
Try-a-Lite	3.00
Wizard	15.00

COUNTER GAMES	
Boat It	\$ 5.00
Bally Baby	8.50
Club Vender (Auto. 1c)	27.50
Columbia (Cigarette 1c)	27.50
Columbia (Double J. P.)	31.50
Chicago Club House	3.50
Cent-a-Smoke	8.50
Cent-a-Pak	6.50
Clearing House	4.75
Deuces Wild	2.50
Dice-Matic	8.50
Dixie Dominoes	11.50
Electric Shocker	3.50
Five Jacks (ABT)	8.50
Four Jacks (Floids)	5.00
Gem (Clg. Divider)	6.00
Half Mile	5.50
Horse	3.00
Horse Shoes	4.00
Hold & Draw	3.50
High Tension	3.00
Flying Colors Jr.	2.00
Make '21' (Exhibit)	3.00
New Era Vender	2.50
Nugget	\$ 7.50
Penny Anto.	2.50
Penny Draw	2.50
Penny Smoke	7.50
Puritan Vender	6.50
Puritan Vender (J. P.)	7.50
Poker (Draw)	3.25
Reel "21"	4.50
Races	3.50
Reel Dice	5.00
Sum Fun	7.50
Sweat Music (For Phone)	16.00
Tavern (Beer)	7.50
Target (New Style ABT)	25.00
Ticketta	2.50
Til-Tat-Too	4.50
Tri-o-Pak	9.00
Twenty-One (Old Style)	3.00
Twenty-One (New Style)	6.00
Win-a-Smoke	6.00
Zephyr (1c)	10.00
SPECIAL	
Rotaries (Escalator)	\$75.00

Terms: 1/3 Deposit With Orders, Balance C. O. D. State method of shipment preferred. Cable Address: "Idealco."

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS 1-10.

GREATEST SALESBOARD DEAL IN HISTORY

TREASURE CHEST



Consists of two fine quality Indestructible Pearl Necklaces, one Single Strand Necklace for afternoon wear and one Three Strand Necklace for evening wear, both strung on crown shape rhinestone clasps set with 42 fine quality, brilliant rhinestones; in beautiful Treasure Chest together with 30-hole SALESBOARD.

\$2.00

Takes in \$6.99—Your PROFIT on each Deal, \$4.99.

Take advantage of this sensational offer.

SEND \$2.25 FOR SAMPLE DEAL.

Write for Quantity Prices and Territory. — 25% Deposit, Balance C. O. D.

TRANS-PACIFIC IMPORT CO., 893 Broadway, New York City

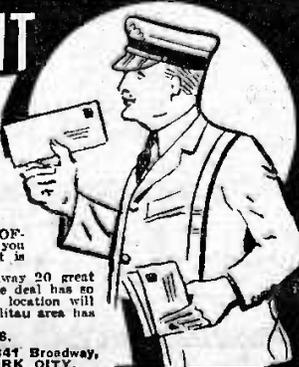
UP TO **\$25 A DAY PROFIT**

WITH THE NEW AMERICAN
20 GIFT SALESBOARD DEAL
NO CLOSED TERRITORIES
100% LEGAL EVERYWHERE

THE GREATEST-FASTEST-SURE-FIRE DEAL EVER OFFERED. Fool-proof. Will make more money than anything you have ever worked. And you can work it anywhere, for it is 100% legal.

The Giftcard is small—turns over very fast and gives away 20 great items. Every purchaser gets something for his money. The deal has so many REMARKABLE FEATURES that even the poorest location will prove to be a gold mine. An intensive test in the metropolitan area has already proven this.

SEND FOR FREE GIFTBOARD AND DETAILS.
AMERICAN NOVELTY CO., Dept. B-1, 1841 Broadway, NEW YORK CITY.



Coin Machine Exports in 1937

Promise To Set High Record

WASHINGTON, Sept. 18.—Exports of coin-operated machines have been maintaining approximately the same total values for the last three years, but a decided increase is noted in this year's foreign sales, according to figures at the Bureau of Foreign and Domestic Commerce. The figures did not include exports of weighing scales or musical instruments.

Our best customers for the mechanical gadgets are France, the United Kingdom and Canada, with Australia, British India and Netherlands buying amounts greatly in excess of the average. The smallest sale for 1936 was made with Austria, which bought a mechanical game of chance, altho the Commerce Bureau calls this type of merchandise "other coin-operated machines." The bureau experts do not analyze the export record for the cause and effect, but from the figures there can be determined that commodity vending machines are more and more engaging the interests of foreign buyers.

In 1934 the total value of exports amounted to \$1,478,090, a falling off noted in 1935, with a total \$1,407,318, and a further decrease in 1936 at \$1,329,500, but for the first six months of 1937 foreign sales amounting to over \$1,500,000 gave indication that a new record may be set. Up to May each succeeding month showed a substantial increase which is as follows: January, \$99,682; February, \$122,683; March, \$298,772; April, \$354,871, and May, \$409,481, while June slid off to \$248,756.

Classified as "other coin-operated machines" are pinball games, other amusement machines and gambling devices. This group leads the vending machines both in number of units sold to foreign markets and in value, but vending machines each year are obtaining a larger portion of total sales.

The latest figures available which are broken down for sales to each country is

in 1936 and these show that South American customers bought over \$28,000 worth of American-made coin machines. Argentina and Brazil, by far the biggest buyers in the Southern Continent, show a distinct preference for merchandise vending machines. Argentina imported from the United States 240 vending machines valued at \$11,033, while 103 units of other machines amounted to \$2,834. Brazil in the same period bought 106 vending units at \$12,038 and only 10 other units amounting to \$518. Total sales to each of the South American nations are as follows: Argentina, \$13,867; Brazil, \$12,556; Colombia, \$634; Ecuador, \$497; Peru, \$419; Uruguay, \$165, and Venezuela, \$117. Canada bought 3,574 vending machines valued at \$117,652 and 6,219 other devices valued at \$225,304, making a total of \$342,956.

Among the American mechanical items to attract attention of foreign markets is the coin-operated photographic booth and inquiries received by the Bureau of Foreign and Domestic Commerce were answered with complete information of various makes in this country. Phonographs have not met with great success in foreign markets because of radio and competition from live musicians who are numerous and are cheap to hire. About the only prospects seem to be amusement parks or the bars frequented by American or European tourists who like to dance. Nearly all nations impose heavy custom duties on coin machines and some absolutely prohibit importation of gambling machines, but nevertheless numerous American-made devices are to be found in various centers of these countries.

Jack Rose, salesman for Stewart & McGuire, left New York September 5 to cover his territory. Rose travels from Washington, D. C. to the State of Washington, covering the South, Southwest and the West Coast, a total of 22 States

NEW!

LIBERTY BELL WITH Slant Top

Hundreds of operators already know Liberty Bell—thousands of players have enthusiastically played it—millions of nickels have already passed through Liberty Bell coin chutes.

Now this popular and profitable machine is offered in a new and interesting slant top style (see illustration). The slant top increases visibility—more players can see its flashing, dancing lights. No increase in price.

Your choice of playing fields—Liberty Bell with fruit symbols or Derby Day with race horse symbols.

CASH PRICE **\$145.00** **PLUS TAX**

O. D. JENNINGS AND COMPANY
4312 WEST LAKE STREET • CHICAGO, ILLINOIS



JENNINGS LIBERTY BELL
THE POPULAR PRICED CONSOLE

Pinball Story

(Editor's note: While Iowa newspapers were featuring headlines of the injunction proceedings on pinball games at Des Moines, the following human interest story appeared in The Des Moines Register September 10, 1937.)

WATERLOO, Ia. — Harry D. Clarke, Waterloo evangelist and one time song master for Billy Sunday, Thursday night answered the rumor that he had taken \$10,000 from a gambler to build his tabernacle.

Clarke told his congregation that the money for his tabernacle had been lent him by A. C. Sweetman, Waterloo, vice-president of the Iowa Automatic Mer-

chandising Association. Sweetman and his association at present are seeking an injunction at Des Moines to restrain peace officers from seizing the association's pinball machines throughout Iowa.

Clarke said: "Now this gambling story that is around town. When I came to Waterloo I went to several Christians for money.

"The Christians said: 'If you can get 50 men to sign your note we'll let you have it at 12 per cent.'

"Then I was introduced to A. C. Sweetman. He said he wanted to build something out of respect to his mother. He gave me \$2,500 for our first tabernacle. When it was declared a fire hazard Sweetman loaned me \$8,500 more for the present structure.

"He never wanted me to sign any papers. Later when we built the second tabernacle I demanded that Sweetman get on the inside to protect himself.

"I wanted him to be one of our corporation. He said he would become a member only if I were president. So I made Sweetman vice-president and my brother secretary-treasurer.

"I have been paying back that money out of the envelopes you give me. Sweetman doesn't even ask for it. He knows it is for the Lord.

"Now you know where your money goes. I have only drawn a salary of \$125 in a year and a half. If you do not want to give me your envelopes let me know."

The congregation voiced audible willingness to continue giving Clarke the money envelopes.

"The money Sweetman loaned us was money he made in the electrical business in 1925, 1926 and 1927. That was before he was connected with the pinball business.

"But even if it were pinball money, consider the minister in a church. He sends an usher up the aisle. If a gambler dropped a \$10,000 bill in the box the minister would raise his hands over the money at the pulpit and say, 'Bless this and multiply it,' the gambler's 10,000 bucks and all."

Location Causes Ops Much Worry

DETROIT, Sept. 18.—A new warning on pinball games was issued last week by the State Liquor Control Commission to all operators. Reports of gambling on pin games in defiance of the recent understanding reached with the commission thru the Skill Game Operators' Association were confirmed at a hearing of a beer garden proprietor. Under the agreement reached recently novelty games were allowed to remain in licensed taverns, but must not be used for gambling.

A police officer testified that he was given 10 cents as a cash award in the beer garden concerned. The operator who owned the machine was at the hearing and, while he was not on trial, the chairman of the commission rebuked him by saying: "Don't you know you're getting all the operators into trouble? Our next ruling will be against all machines."

It was also reported during the past week that pleas on behalf of private clubs for the return of slot machines had divided the commission evenly and that the final decision would be squarely up to Governor Murphy, who is ill in a hospital at Ann Arbor.

A decision in favor of the petition by the governor would also permit the return of payout games, it was generally assumed by coinmen here.

MONARCH
THAT'S THE NAME
REMEMBER IT FOR EVERY GAME

Guaranteed O.K.

RECONDITIONED PAYOUT TABLES

All Stars	\$15.50	Rodeo	\$ 8.50
Bonus	13.50	Rambler	62.50
Carom	32.50	Royal Races	62.50
Credit	15.50	Skinner	27.50
Centermesh	32.50	Snappy	17.50
Electric Derby	22.50	Stop & Go	9.50
Electric Eye	17.50	Sky High	47.50
Hi De Ho	29.50	Turf Champs	12.50
Parlay Sr.	14.50	Ten Strike	32.50
Preakness	67.50	Winner	57.50

NOVELTY GAMES

BIG GAME	\$3.95	Each of 3	\$10.50
BEAMLITE			
ANGELITE			
SCORE-A-LITE			

THREE-IN-LINE

KINGS OF TURF	\$5.50
PAR GOLF	7.50
CRISS CROSS	12.50

COUNTER GAMES

Real Dice	\$ 2.50	21 Vendor	\$5.50
Daval Races	7.50	New Deal	6.50
Double Deck	12.50	Real "21"	6.50

SPECIALS

1 Hi De Ho	\$14.50
Bally	\$17.50
Bumper	\$17.50

Mundreds of other games at bargain prices. Ready for immediate shipment. Write for latest prices. 1/3 Deposit with Order, Balance C.O.D.

MONARCH COIN MACHINE CO.
1737 BELMONT AVE
CHICAGO, ILL.



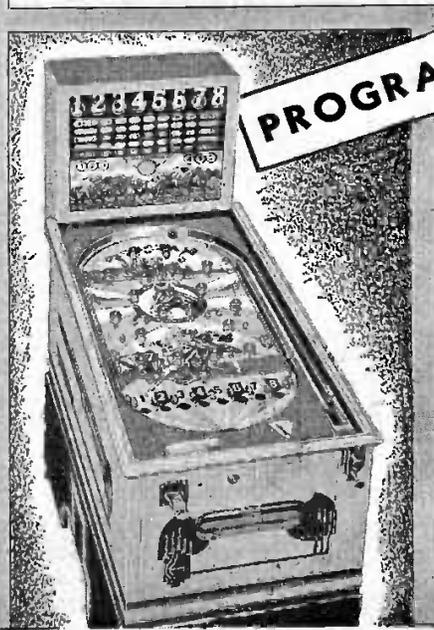
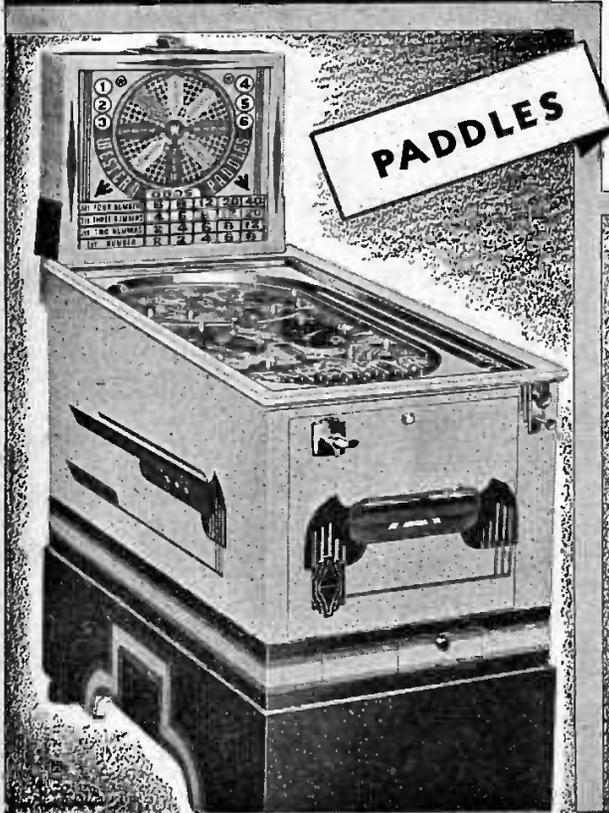
A. GUARNERA in front of Mills Novelty Company display at the Paris International Exposition.

CHICO DERBY
IS STEALING ALL THE NOVELTY
GAME PLAY ON ALL LOCATIONS!

2 NEW WESTERN HITS!

Offering You 6 Times the Earnings WITH THE 6 WAY MULTIPLE PLAY! (6 NICKELS PER GAME)

New type console cabinet 1-shot games, which offer the greatest profits ever before realized on any type of locations. Paddles pays on 1, 2, 3 or 4 numbers—Program pays on Win, Place, Show and 4th Place. \$12 top payout, the biggest ever offered!



ODDS CHANGE FOR EACH COIN AND PAYOUT MULTIPLIED BY NUMBER OF COINS PLAYED

★ PADDLES

Paddle Wheel revolves in lights upon insertion of coin. From 1 to 6 remain lighted. By matching the 1st, the first 2, the first 3 or all 4 numbers with corresponding holes on the playing field, the awards as shown on the variable odds commutator are paid.

★ PROGRAM

A drastically new bumper type deluxe console. From 1 to 8 selections appear upon insertion of coin. Ball must make 10 hits on bumpers and fall into hole which corresponds to one of the selections lighted. Winning position changes with every strike of the bumper.

BOTH GAMES \$194.50 \$10 extra for ticket model

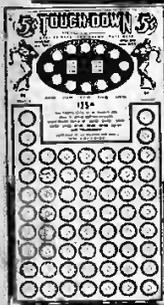
Also Available in Single Chute Models at \$169.50

Immediate delivery through authorized Western Distributors

WESTERN EQUIPMENT & SUPPLY COMPANY

925 WEST NORTH AVENUE, CHICAGO, ILL.

ATTENTION OPERATORS



CASH IN ON THE FOOTBALL SEASON!
2280 Tickets—
Take In \$114.00
Aver. Pay Out . 74.00
Aver. PROFIT \$ 40.00

SAMPLE DEAL \$5.45

Write For Quantity Prices



★ Many Other Deals

Muncie Novelty Co.
306 N. Mulberry St.
Muncie, Ind.

Paris Ops After a Ruling To Legalize Skill Games

Operators hopeful for skill games, as slots are withdrawn —Parliament meets soon—trade agrees that greed caused violations and resultant game oustings

PARIS, Sept. 18.—Distributors and operators of skill games and diggers at this writing are hopeful that a new government ruling will permit the operation of their machines, following the banning of slot machines and payout games by the emergency cabinet September 1. Operators of skill games were busy recently in making plans to place their machines in all locations where slots and payouts had formerly been. The ban on all types of payout machines came largely as a result of recent police investigations in which it was found that gangsters were trying to force operators to pay protection. Experienced operators admit that the climax came as the result of a long list of growing evils and greed. The ban is severe, including even the popular French Bussoz wall machines, which for countless years have paid out tokens of small value redeemable in drinks.

Probably in no other country have operators profited so well within the time that payout machines were permitted by the government to operate. Liberal regulations permitted nearly all types of such machines to be operated openly. The importation of American machines reached boom proportions. It was the intention of the government in granting permission to operate machines with merchandise prizes to boost the sale of home merchandise, but apparently officials were convinced that the original purpose had not been achieved.

Experienced operators began to warn against growing evils several months ago. They say now that greedy operators failed to heed the warnings and either openly violated the government regulations or side-stepped them thru some ruse that violated the spirit if not the letter of the law.

Parliament convenes again late this month, but at this time it is not known what effect the government's experience with the recent happenings will have on future policy.

new four-story building will be just about as complete as is to be found. We intend to stock our display room with the latest and best of machines and to maintain our service on the highest plane possible."

Schlesinger's new headquarters are located in the heart of town. Large parking space has also been provided. Concurrent with this expansion it was announced that the firm will also go into the export field in a big way. More employees are being added to the personnel to take care of the business which this new department is expected to do.

It appears that Schlesinger has left nothing undone to make his new quarters outstanding, for he reports that he is even installing a trophy barroom for the relaxation and entertainment of his customers. In this room he intends to hang pictures of the leading members of the industry around a bar that will be the last word in modernistic effects.

Schlesinger Opens Enlarged Quarters

POUGHKEEPSIE, N. Y., Sept. 18.—Al Schlesinger, president of the Square Amusement Company, this city, has just moved offices from 335 Mill street to 88-90 Main street, where he has taken over a four-story building which he boasts is the largest quarters in the State used solely for the purpose of distributing games to operators. The building is now being redecorated, it is reported, and by the time improvements are completed Schlesinger expects to have one of the most modern buildings in the business.

"For many years we have been working hard to give operators the best service and co-operation to be found," Schlesinger said. "With the industry continuing to grow and with machines becoming more and more complicated, we found that we needed more room for the operators to meet, for the large stock of machines that we carry on hand and for the repair department that is so necessary today to give the operator the service he needs. We believe that our



MRS. ART NAGEL, Avon Novelty Sales Company, Cleveland, and daughter.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

The New Jennings SILVER CENTURY

- ★ **NEW MODERN STREAM-LINE DESIGN**
Smart, up-to-date, and a real standout
- ★ **NEW GLEAMING CHROMIUM FINISH**
Smooth surface—no "dust-catcher" curlycuts
- ★ **NEW "EASY-TO-CLEAN" SMOOTH SURFACE**
Appeals to tidy locations—one wipe and it's clean
- ★ **NEW "POSITIVE-STOP" REELS—NO BOUNCE**
New type star wheel locks reels in positive stop
- ★ **NEW HEAVY-DUTY LIFETIME CLOCK**
Redesigned, improved and virtually everlasting
- ★ **NEW SMOOTH OPERATING PERFECTION**
A revelation in "trouble-proof" operation



Greatest
JACKPOT BELL
EVER MADE

Write, Wire or Phone—Sample on 10 day trial.

O. D. JENNINGS & COMPANY
4312 West Lake Street, Chicago

Harry Wolcher

PORTLAND, Ore., Sept. 20.—Harry Wolcher, partner with his brother in the Advance Automatic Sales Company here and widely known to the coin machine industry, died at the Good Samaritan Hospital here at 3:50 p.m. September 13. Mrs. Wolcher and his brother, Lou Wolcher, were with him when the end came. He was 38 years old and is survived by his wife, Mary; his mother, Mrs. Rose Wolcher; three sisters, Sophie, Sadie and Anna, and two brothers, Louis and Edward.

Harry was taken ill September 9 and rushed to the hospital with a ruptured appendix. His brother, Lou, was in Chicago at the time, but upon notice of Harry's illness rushed back to Portland by plane. Harry seemed to be improving

nically during the week-end, but took a turn for the worse Monday morning. His wife and brother were called to the hospital and remained with him until the end.

Many expressions of sympathy came to the family when news of Harry's death was learned. He was widely known on the West Coast, and manufacturers in Chicago, where Harry frequently visited, sent messages of sympathy.

Funeral services were held at the Park West Memorial Chapel, 115 West 79th street, New York, yesterday. His wife and brother accompanied the remains to New York for burial.

Atlas To Open Florida Office

CHICAGO, Sept. 18.—Morrie Ginsburg, of Atlas Novelty Company, this week revealed that his brother, Eddie, had left for Miami to open new offices for the firm. This will be the company's second branch office and it comes as a result of the insistence of many Southern and Southeastern ops who have previously sampled the firm's personal service, Morrie reports. Eddie Ginsburg was decided upon to head the Miami branch, inasmuch as his travels have brought him in contact with many operators in the Southern States.

"Temporary headquarters will be established at the McAllister Hotel in Miami, where operators may be served immediately until our permanent headquarters are ready for occupation," Morrie said. "Eddie has arranged for immediate shipment of all types of games so that there will be no delay in deliveries. He plans to have the latest games on display at all times. We have made special arrangements to rush all shipments from here to Miami. In addition to modern display rooms, modern shops will take care of maintenance. We intend to do everything possible to show operators and jobbers in Dixie just what our 'personal service' means."

Before leaving here Eddie revealed that he plans to have representatives traveling thruout Florida to keep local operators supplied with the latest equipment.



HARRY WOLCHER

MILLS BLUE FRONT SLOTS, 5c, 10c and 25c, Light Cabinets, Serials over 360,000
 5c JENNINGS CHIEFS \$59.50
 5c & 10c WATLING ROLATORS 49.50
 JENNINGS CENTURY 29.50
 JENNINGS VICTORIA 15.00
 5c WATLING GOOSENECKS, G.A. 32.50
 1c WATLING GOOSENECKS, Selective Heads, Practically New 27.50
 1c PACES BATAMS, Selective Heads, Perfect 20.00

We are crowded for room. What is your bid for any or all of the following: 6 Sunshine Derbys, 1 Bally Round Up, 1 Top Roll, 1 Peerless, 1 Bonus, 15 Jumbos, 4 Aces, 7 Prospectors, 1 Red Sails, 4 Bally Derbys, 1 Flying High, 4 Pamco Parlays, 2 Pamco Chase, 1 Galloping Plug, 1 Pamco Ballot, 1 Leatherneck, 1 Multiplio, 35 Paces Races. Cash Payout, Mechanically Perfect, Serials to 3700, 30 to 1 Payout.

1/3 Certified Deposit, Balance C. O. D. Reference, First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY

Corner 13th Street and 11th Avenue,

HICKORY, N. C.

McALL NOVELTY CO.

CLOSE-OUTS ON AUTOMATICS

GUARANTEED MECHANICALLY PERFECT

Daily Races (Mystery) \$27.50	Sunshine Baseball \$12.50	Peerless Flying Turf \$12.50
Fence Buster 19.50	Wheel of Fortune 12.50	Big Casino 15.00
Challenger 22.50	Golden Harvest 5.00	Sunshine Derby 10.00
Liberty Bells 1.50	Sportsman "A" 5.00	Leatherneck 5.00
Rex Bally Bonus 49.50	Skill Roll "Luxe" 52.50	Stampede 5.00
Gold Award 7.50	Pamco Palooka, Sr. 12.50	Put 'n Take 10.00
Prospector 5.00	Pamco Double Score 7.50	Double Header 7.50
	Stop and Go 14.50	Sky High 27.50
	Air Derby 49.50	Grand Prize 49.50
		Carom Light-A-Pair 15.00

1/3 Deposit, Balance C. O. D. OUR COMPLETE PRICE LIST No. A-101. Telephone: Jefferson 1644.

SEND TODAY FOR CABLE ADDRESS: **McAllco.**

CHICO DERBY IS BEING FEATURED BY ALL LEADING JOBBERS AND DISTRIBUTORS

When Writing to Advertisers Mention The Billboard.

FREE 7 DAYS TRIAL

ON THE GREATEST COUNTER GAME EVER BUILT!

OPERATE REEL SPOT FOR 7 FULL DAYS AND IF YOU ARE NOT FULLY SOLD ON THIS MACHINE FOR ANY REASON WE WILL REFUND YOUR ENTIRE AMOUNT OF \$29.75. YOU TAKE NO CHANCES WITH REEL SPOT!
WIRE YOUR ORDER NOW!
 (ENCLOSE 1/3 DEPOSIT)



GERBER & GLASS
 914 DIVERSEY · CHICAGO

OPERATORS PRICE
\$29.75
 TAX PAID



ARCHIE LA BEAU

Prices Sacrificed for Space

Mazuma	\$ 59.50	Ray Cuns	\$ 45.00 up
Royal Races	\$47.50 & 39.50	DeLuxe Bell (New)	139.50
Multiple Daily Races	20.00	Used Slots, Mills, Jennings, Watling, Callie, Pace, Single and Double Jacks	15.00 up
Sportsman Deluxe	79.50		
Paces Races	\$145.00 to 300.00		
Fascinator	50.00		
Bally Roll	75.00		

WRITE FOR PRICES ON NEW AND OTHER USED GAMES.

La Beau Novelty Sales Co

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

Gensburg Showing New Game in East

NEW YORK, Sept. 18.—Sam Gensburg, of Chicago Coin Manufacturing Company, arrived in town this week with his firm's new game, Chico Races. While uncrating the game at the firm's Eastern distributor, the George Ponser Company, Gensburg revealed that no one had seen the game in this territory and that the trip was made solely to unveil the game here.

Gensburg stated that he believed the game had all the earmarks of being a hit, because it is based on the fundamental appeal of race-horse games coupled with a new play action. After pointing out the many features of the game to the assembled operators Gensburg hopped back to Chicago, taking with him a large order from Ponser.



REX ELECTRIC BELL

PENNY PLAY ONLY.
 The Smallest Automatic Payout Machine Built. Standard Bell mechanism. Full 20-Stop, 5-in. Bell Racks—Fruit or Cigarette. Pays out 5, 10, 15, 20 and 2F.
 SAMPLE, \$39.50; (LOTS OF 5) \$37.50.
 1/3 Deposit, Balance C. O. D.
REX NOVELTY COMPANY
 1010 George Street. Chicago.



75 WINNERS 75

ON THIS LUCKY BILL FOLD DEAL

10 Genuine Leather Bill Folds with Zipper containing \$1.00 to \$5.00 Trade Award Certificates, also pay out 15 50c Trade Awards and 50 15c packages of Cigarettes for open numbers and sectional pay outs, Making 75 Winners. Total Pay Out \$37.00, WITH 1500-HOLE 5c SALESBOARD, TAKES IN \$75.00.

PROFIT \$38.00

B97—Sample .. \$5.95 6 Lots, Each .. \$5.75
 25% Deposit with Order, Balance C. O. D.
 Send for Our New Catalog Full of New Assortments, Salesboards and Counter Machines, and Save Money.

Lee-Moore & Co., 180-182 W. Adams St., Chicago

McCall Has Gala Opening

ST. LOUIS, Sept. 18.—Wednesday and Thursday of last week the McCall Novelty Company played host to 1,500 operators on the occasion of the grand opening of its new headquarters at 3157 Locust street. On both days the place was packed and jammed and all visitors were impressed with the beautiful new headquarters.

A. McCall, owner, and M. E. (Ray) James general manager, proved excellent hosts. Most of the manufacturers donated games which were given as prizes Thursday night at a big drawing. The elaborate barroom upstairs was the most popular hangout for the visitors. Night club performers, furnished by the Joseph Erber Entertainment Bureau, entertained, the feature performers being Irene Holloman, Leah Nash, Milton Adler, Lorraine and Harriet Larzelere and Rose Kent.

Among the manufacturers' representatives present were Leo J. Kelly, Exhibit Supply Company; Karl Klein,

Goetchen Tool Manufacturing Company; John Chrest, Bally Manufacturing Company; Hugh Burras, Western Equipment & Supply Company; Dave Gensburg, Genco, Inc.; Phil Kohler, Gardner & Company, and others. Beautiful baskets of flowers were received from many manufacturers, distributors and jobbers thruout the country.
 Nineteen prizes were given, with the winning operators being Walter Bowman, Fred Pollnow, Jack Brombach, Walter Koch, O. K. Kreif, Leo Biederman, Earl Williams, George Sarros, Al Haneklau, Mickey Seltzer, Ben Spasser, Harry Siegel, Harry Ogile, C. J. Burger, Orles Ancersax, Shores Marcusse, A. E. Miller, Slava Zitta and John Beckman.

WURLITZER P-12 Perfect Condition \$119.50

SINGLE—\$124.50.

Lots of 10

ROCK-OLA Late 1936 Model \$139.50

USED BUMPER GAMES

USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.
BABE KAUFMAN, Inc. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.



ELECTROPAK (AC)
Equipped:
TICKET MODEL EXTRA
5c or 25c PLAY
OPTIONAL

DERBY

THE CLASS OF THE INDUSTRY!

Console

ARISTOCRAT OF ALL CONSOLE GAMES!

NEW FEATURES!
NEW IDEAS!
NEW EARNING POWER!

Absolutely the greatest achievement of modern engineering skill! Combines the finest features of outstanding pay-outs and consoles with sensational NEW ideas, in a perfect Masterpiece of Beauty and Play Appeal!

DERBY CONSOLE has EVERYTHING—furious action—seductive beauty! Massive de Luxe genuine Walnut Cabinet! Silver-etched, multi-colored plate glass field! Spinner-Light playing action! Mystic 3rd Dimensional Back Panel! Mystery Single Slot (selects Field, Daily Double or 1 to 9 horses!) Odds from 4-1 to 40-1! Daily Double and Field pay 40-1!

New, ingenious, highly simplified mechanism assures absolute dependability! Tested and proven on locations

that amazed operators with its miraculous performance! It's the game to turn your top spots into gold mines!

- ★ **MAMMOTH CONSOLE** de Luxe Cabinet, 20" deep, 38" long, 55" high. Genuine Walnut, chrome trim. Disappearing handles for transporting.
- ★ **SPINNER-LIGHT** playing action.
- ★ **CYCLE ARRESTER**, absolutely prevents cycling; foils sharpshooter systems.
- ★ **MYSTIC 3RD DIMENSIONAL BACK PANEL**.
- ★ **ADJUSTABLE AWARDS**, Automatic electrical control.
- ★ **HAMMOND ELECTRIC CLOCK**, 6-Way Fuse and scores of other super-features!

IMMEDIATE DELIVERY

COMING!
DERBY CONSOLE
WITH MULTIPLE 9-COIN HEAD

See Your Distributor or Write for Prices!

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST. CHICAGO, ILL.

Jennings Salesman Lauds Liberty Bell

CHICAGO, Sept. 18.—It's part of a salesman's creed to be enthusiastic, but when a salesman is given something that he really likes, that's a natural-born winner and that's doubly popular, then his enthusiasm knows no bounds, according to Bert Perkins, sales manager of O. D. Jennings & Company. Such is said to have been the case with Fred Andersen, who represents the Jennings firm in Illinois and Missouri, when he made one of his periodic visits to the

factory last week.

"Everybody in my territory is voting for Liberty Bell," stated Andersen. "It's fast, reliable and low priced. I tell the story of this number to every new prospect that I meet and the old sales crew is certainly zooming upwards."

"We believe that the Jennings field organization is one of the finest in existence," stated Perkins. "Direct factory representatives are maintained in practically all sections of the country so that direct contact is had with operators, jobbers and distributors. Our plan is one of co-operation with our customers and this arrangement of direct factory representatives enables them to keep in close touch with new developments and new trends in the operating field."

OPERATORS!

For Fast Turnover "Reach for the Moon," Proven the Best Yet! Start Now, Watch Your Profits Grow With This Master Jar Deal. Extra Added "Jack Pot" Feature, the Greatest Popular Selling Point Ever Used. Pays From 50c to \$5.00! Seal Prizes Pay From \$1.00 to \$25.00.

Takes in 2520 Tickets @ 5c ... \$126.00
Average Pay out ... 74.77

AVERAGE PROFIT \$ 51.23

119 Winners.

Territories Open!

Write Now!

Sample Deal
\$6.00

25% Deposit With Order. Write for Quantity Price.

NATIONAL PRODUCTS COMPANY

2480 Grand Ave., KANSAS CITY, MD.



JACK LEVIN, Mercury Automatic Sales, Wheeling, W. Va., shown with Mrs. Levin; daughter, Phyllis Hope, 6, and son, Marvin Lee, eight months old.

FALL SPECIALS

BRAND NEW, SLIGHTLY USED

AND FLOOR SAMPLES — SUBJECT TO PRIOR SALE

1 ROSEMONT, 5c and 25c	\$100.00	4 DAILY RACES, Like New	\$19.50
1 EXHIBITS RACES, 5c BU	150.00	1 SKY HIGH, C.P., Like New	8.00
4 PHANTOMS, Used 10 Days	55.00	1 PAMCO CHASE, Like New	15.00
3 AIR RACES	40.00	1 EXCEL	8.00
2 POST TIME, Like New	52.50	1 BANK NIGHT	8.00
2 PAMCO RACES, BU	100.00	2 GOLDEN WHEELS	85.00
4 FOTO FINISH, Used 4 Days	100.00	1 BABY GRAND, 5c Play	15.00
4 BARONS	42.50	15 A.B.T. TARGETS, 1c, Perfect	16.50
1 ROYAL RACE	30.00	2 CLEARING HOUSE	3.50
1 PINCH HITTER	12.50	2 PENNY SMDKES	4.50
8 HIT DE MO	19.50	2 ZEPHYRS	8.50
3 SKIPPERS	25.00	1 REEL DICE	5.00
1 PREVIEW, Used 10 Days	35.00	2 PENNY PACK	8.00
2 PROSPECTORS	8.00	1 HIGH STAKES, Like New	6.50

SPECIAL—3 Moto Scoots, Brand New, Latest Model, in Original Crates, \$65.00 Each.

We have all new machines available for delivery, such as Racing Forms, Paces Races, Galloping Dominos, Mills Flasher and Clocker, Pacific Dominole and others.

All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list.
MOSELEY VENDING MACHINE EX. Inc., 800 BROAD ST., Richmond, Va.
DAY PHONE 3-4511. NIGHT PHONE 5-5328.



GOAL KICK

A Money-Maker for the approaching Football Season. A 1,000-Hole Step-Up Board. Colorful—Attractive—Inviting.

FOOTBALL contains Tickets from 10c to \$2.00.
30 YARD LINE contains Tickets from 50c to \$2.50.
50 YARD LINE contains Tickets from \$1.00 to \$5.00.
GOAL KICK contains Tickets from \$5.00 to \$20.00.

TAKES IN \$50.00
AVERAGE PAY OUT 24.34

Price \$2.54 each Plus 10% Tax
GLOBE PRINTING CO., 1023 Race Street, Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SILVER FLASH

Read ↓

BUMPERS ADD 100 POINTS TO TOTAL SCORE -- ROLL OVER SWITCHES ADD 400 TO 800 POINTS!

Starting a new trend in high score, 5 ball novelty games. A clever combination of bumpers and "silver flash" switches. Skillful arrangement carries player's interest right down to the bottom of the board.

THE GAME OF TOMORROW Today!

\$74⁵⁰

F. O. B. FACTORY CHICAGO



↑ Veeder award recorder may be set to begin count of winning games at any of several scores. **STANDARD EQUIPMENT!**

Genco, Inc.

2621 N. ASHLAND AVE.

CHICAGO, ILL



ROYAL FLUSH
Selective Draw Poker Machine With Plenty of Suspense and Surprises. **32⁵⁰**
BALL GUM 15c a Box (100 Pieces) \$12.00. Case Lots (100 Boxes) 1/3 DEPOSIT, BALANCE C. O. D.



GINGER 36⁵⁰
Master Built Automatic Cigarette Token Payout Machine. 1c and 5c Play.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



READY FOR DELIVERY FROM SICKING ON 7 DAYS FREE TRIAL GUARANTEE

REEL SPOT IS THE PERFECT, BIGGEST, STEADIEST, MONEY-MAKING COUNTER GAME EVER BUILT! DON'T DELAY! A DAY WASTED MEANS LOSING BIG PROFITS! RUSH YOUR ORDER NOW! (Enclose 1/3 Deposit, Balance C. O. D.)

BALL GUM 15c a Box (100 Pieces) Case Lots (100 Boxes), \$12.00.
MINTS 10c a Box (100 Pieces) Case (1,000 Rolls) \$6.50.

\$29⁷⁵
TAX PAID.



SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

Dominole Contest Catches Ops' Fancy

CHICAGO, Sept. 18.—Early returns on Pacific's Dominole Console Contest recently announced to the operator and distributor trade are said to indicate the contest idea has stirred the sporting blood of hundreds of coin machine men in every territory. The 32 awards, which total \$1,000 in cash, to be given away to winning contestants have naturally attracted many operators. On word from Clifford Bowman, Pacific sales manager, operators are hurrying to make application to their distributors and are filling in the necessary simple forms which permit them to go on record as having an opportunity to get a slice of the coveted award.

Correspondence received from operators is said to indicate that wives, sons and daughters of operators are urging them to test their ability for describing the Dominole console game under the terms of the contest. The Dominole console game is described as being one of the finest pieces of console equipment the Pacific organization has turned out in the history of its business. "So good, in fact," says Cliff Bowman, "that the company elected to use the contest idea in order to induce every operator in America to see and play the Dominole console game." He says further that it is not necessary for an operator to order a single game to qualify for entry in the contest and that any operator, whether a Pacific operator or otherwise, can cop the top award or perhaps one of the other 31 amounts that Pacific is going to pay to the winning coinmen.

Bowman indicates that distributors are already sending in operators' entries.

He states that an equal opportunity will exist for everybody, whether they are located in a large or small town or even if they file their entry by mail. The judges are three men who are known to the industry but not actively engaged in the manufacture, sale or operation of games. The requirements for competing in the Dominole contest are said to be so simple that it will take only five minutes of an operator's time to fulfill the easy rules, and that the chief requirement is to see and play the Dominole console game either at a distributor's showroom or out on location where the game is installed.

S. A. Fans Like Western Payouts

CHICAGO, Sept. 18.—The upswing in popularity of automatic payout tables in foreign countries is evidenced by the heavy demand for Western Equipment & Supply Company games in South Africa, says Hugh Burras, Western's sales manager.

"Daniel Brothers, our distributors in Johannesburg, South Africa, have been placing unusually heavy orders for our late games, Air Derby, Pikes Peak, Program and Paddles," Burras stated. "Orders that began with a transoceanic telephone call some weeks ago have been coming in with astonishing regularity. Officials of the firm advise us that out of all the payout games offered to them Paddles and Program have found the greatest acceptance among pin-game fans in South Africa. The utter simplicity of their performance and construction makes them especially valuable to importers since they require so little service."

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co. Exhibit Supply Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Thank You for Mentioning The Billboard.

Evans' DE-LUXE PAYOUTS
Unequaled
FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



GALLOPING DOMINOS
Fascinating Dice Payout

BANGTAILS
Superb Horse Race Payout

ROLLETTO JR.
Automatic Roulette Payout

Ticket Payout Models
Check Payout Models
CONCEALED PAYOUT DRAWER
or OPEN CUP Optional.

H. C. EVANS & CO.
1522-28 W. Adams St., - Chicago, Ill.

5c or 25c Play

All Models

EVANS' FINANCIAL RESPONSIBILITY!

Buy from a financially responsible firm! Don't take chances on getting stuck with orphan machines! EVANS' 45 years of reliability and financial strength is your protection!

"CAVEAT EMPTOR!"

THIS famous Latin warning in plain English means: "BUYER, BEWARE!" It's the best ticket in the world to paste in your hat when you think of buying a console game that is a low-priced "bargain." Remember, YOU TAKE ALL THE RISK!

But it's a warning that you DON'T need when you buy a gen-

**YOUR PROTECTION!
MONEY-BACK
GUARANTEE**

If for any reason you are dissatisfied with any EVANS Game, return it within 10 days from date of delivery, and your money will be refunded!

uine EVANS game! Their marvelous 12 months' record of perfect performance is your protection! The famous EVANS name is your security! Judged by their performance and earnings, EVANS games are by far the biggest and safest bargains you can buy!

OUT SOON!
BONUS
★ ★ ★ ★
WONDER GAMES
of the INDUSTRY
KEENO

Scooping everything! As far ahead of present games as was GALLOPING DOMINOS when first introduced:

JOBBER: Rush Your Orders for Sample Machines!

H. C. EVANS & CO.
1522-28 W. Adams St.,
Chicago, Ill.

**Daval Presents
New Counter Game**

CHICAGO, Sept. 18.—In the midst of top-speed production on the Reel Spot counter game, Daval Manufacturing Company announces that production has also begun on another counter game which the firm claims will be the perfect companion to Reel Spot. "We have called the new game Daval Derby," reports Al Douglas, Daval president. "It is a lay-down type of counter game that has proved popular with operators throughout the country. The game is an eight-coin race-track game which can be played by eight players at the same time. The game provides the thrilling excitement of larger and much more expensive race-track games but possesses the additional advantage of being small in size. Eight miniature horses race around a circular track and stop at win, place and show odds, ranging from

2 to 1 to 40 to 1."

Douglas pointed out that the game is modernly designed in a grained wood case with chrome railings. One of the features is the four-way play coin slot which takes any coin from a penny to a quarter. "The game is sturdily constructed and is mechanically precision built in the well-known Daval tradition," Douglas maintained. "We have presented the game because of widespread demand for a counter game of the lay-down type. The game seems to go over big on locations because it doesn't overshadow other articles on a counter. To further enhance the profit opportunities for the operators of Daval Derby we have provided eight coin slots as well as eight individually numbered horses so that the spinning of the horses round the track keeps the suspense up until the last second. What's more, the odds are big enough to invite constant repeat play. We expect big things from this new game," he concluded, "and judging by the opinions of many distributors who have seen the game we won't be disappointed."

**Celebrate New
Mayflower Home**

ST. PAUL, Sept. 18.—Among the important and enjoyable coin machine events in the Northwest was the grand opening of the Mayflower Novelty Company here September 9. Herman Paster is head of the progressive distributing firm and presided as the host to great operators and customers who came from all parts of the State.

The affair lasted all day and into the wee hours of the next morning. The need for larger quarters had been felt for a long time and at last Paster realized his ambition and invited his friends and customers in to enjoy a celebration. New quarters are at 1507 University avenue.

Paster says that business has been good and is improving steadily. "With our improved facilities we expect to give better service than ever to operators," Paster says. "We will have the best machines on the market to meet their demands."



E. O. (GENE) BAKER, traveling ambassador of the Automatic Coin Machine Company, Springfield, Mass., tries out Western's new Program game in Chicago.

**HERE'S A SALES DEAL
WITH REAL PULL!**

Everybody Goes for TRADING POST Because Everybody Draws a Prize.



THERE'S NO BLANKS

130 Pull Tabs on front of carton, numbered on back of each Tab to correspond to numbers on 130 sealed Packages of Merchandise in back of carton gives everyone a Prize for their money.

Deal Takes in .. \$13.00

No. BP 30 Per Deal \$6.60

N. SHURE CO.
200 W. Adams St.
CHICAGO

Tom Thumb Jar of Joy

In Sets of 1440, 1836, 2052 and 2280 Tickets. Winners individually coded for each set. Sample set, 2280—12 each, 190 combinations, 101 to 120, with assortment of labels so you can choose your own payout. Express paid, \$3.00. Write for details 100 Jar Games.

TOM THUMB, Dept. 99 Nauvoo, Ill.

No Closed Territory with this Profit Maker

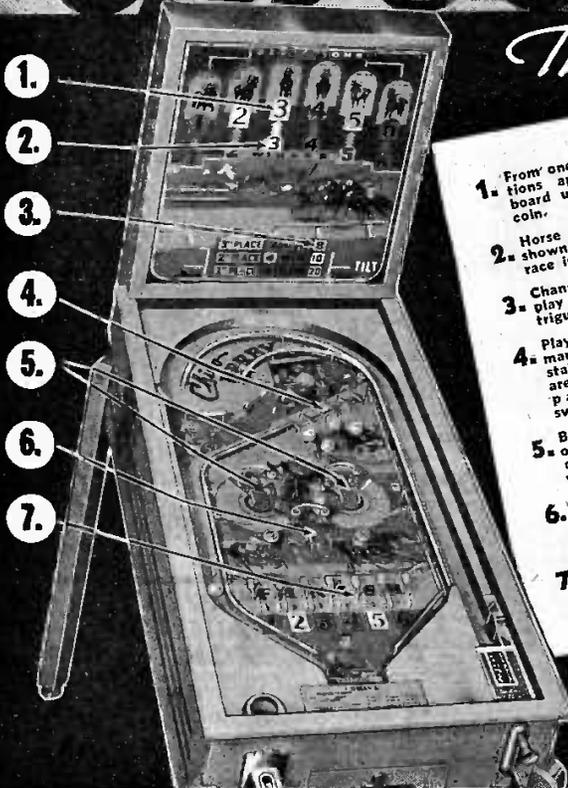
Sell and operate Trading Post, the 100% legal neighborhood deal. Amusing, fascinating, a riot of fun. Sells out fast in all locations. 130 prizes of great variety. Takes in \$13.00. Resells to dealers at \$9.75. Hgt. 24". Wght. approx. 18 lbs. Order No. B16. Packed two in carton. Each \$8.60

25% Deposit on C. O. D. Orders.
Ask for Our Big New Catalog 371, containing 164 pages of Novelties, Jewelry and Premiums.

JOSEPH HAGN CO.
"The World's Bargain House."
317-225 W. Madison St., Chicago, Ill.

CHICO DERBY

The Greatest Novelty Game Playing Idea In Years!



1. From one to three selections appear on back-board upon insertion of coin.
2. Horse winning race is shown in lites as soon as race is over.
3. Changing odds with every play adds to the intriguing appeal.
4. Player tries to line up as many balls in starter stall as possible. These are released when ball passes over starter switch.
5. Ball passing over 1st place or 2nd place awards those odds if horse selected wins.
6. All selections lit up on board if this switch is passed over, giving player a positive winner.
7. The first ball to pass over the finish line is the winner. There are six winning stalls.

BIGGER, FASTER PROFITS WITH A 15 TO 20 SECONDS PLAY

Two or three times as fast in play as the average novelty game—two or three times the profit! Never, yes, never, have you seen a game so fascinating, so dynamic, so appealing as Chico Derby. Operators just can't get enough of it. Chico Derbys are stealing the play even from pay tables. Sounds ridiculous, but it's really so.

ORDER TODAY!
\$74.50
 F. O. B. Factory

FASTEST SELLING GAME IN YEARS

Never before in our history have we been so swamped with orders. What is the answer? We leave it to you. It must be the game operators have waited for.

CHICAGO COIN MACHINE MANUFACTURING CO.

1725 W. DIVERSEY BLVD., CHICAGO

GEORGE PONSER, Distributor for New York, New Jersey and Connecticut.

ATTENTION!

• IN TERRITORIES WHERE NO AWARDS MAY BE ALLOWED, WE WILL EQUIP CHICO DERBY WITH A PENNY COIN CHUTE IF YOU SO DESIRE. CHICO DERBY, BECAUSE OF ITS FAST 15 TO 20 SECONDS PER GAME PLAY, WILL EARN BIG MONEY EVEN WITH A PENNY PLAY. CHICO DERBY—FOR STILL FASTER PLAY CAN BE INSTANTLY CONVERTED TO A 2, 3 OR 4 BALL GAME BY THE INSERTION OF A FEW NAILS ON THE BOARD.

→ CHICO DERBY ←
 THE NEW NOVELTY GAME SENSATION!
 CHICAGO COIN MACHINE MANUFACTURING CO.
 1725 DIVERSEY CHICAGO

Ask Photo of Revised Models

DETROIT, Sept. 18.—With 10,200 pin game licenses issued this year, the Detroit Police Department reported this week that new applications for individual machine licenses are coming in at the rate of six or seven a day, which is probably an all-time low. Greatest drop, the report indicated, is in licenses for new models. Applications on new models formerly came in at the rate of 15 a week. No distributor has applied for a license on a new model in the last six weeks, it was stated. New models are first presented to the department for approval before being distributed in the territory under the license plan.

Distributors stated that a few who violate the regulations established by the Liquor Control Commission cause such a degree of uncertainty that they are unwilling to invest in new models at the present time. A change recently made as to the approval of new models requires that if a change in the original model is made by the manufacturer a photograph of the revised machine is required for the record. An illustration from the manufacturer's advertising may be used.

Another Tall Story?

CHICAGO, Sept. 18.—Is there a catch to Ray Becker's story of a 31-pound muskie catch or was it really a catch? Ray Becker, back from a short vacation in the North woods, finds his fishing prowess doubted by his colleagues at the Keeney plant. Mel Binks, Keeney chief engineer, argues that since Becker could never even catch the third ace, how could he snare a fish in the Primo Carnera class? Oscar Muenzer, Keeney p. a., has wagered a special 10 per cent discount that the Keeney sales manager's 31-pound fish will turn out to be a 31-pound bluff. Stakes now being held by bet-holder

GIVE AWAY PRICES!

- 1/3 Deposit With Order, Balance C. O. D.
 - Jumbos
 - Sunshine Baseball
 - Stop and Go
 - Pamco Bells
 - Big Casino
 - Sunshine Derby
 - Multi-Play
 - Repeater
 - Gold Award
- \$5 EACH**
- Every Game Reconditioned!
- Sky High
 - Skill Roll
 - Bally Round-Up
 - Red Sails
 - Bally All Stars
 - Pamco Parlay
- \$7 EACH**
- RUSH YOUR ORDERS NOW**
- Previews \$39.00
 - Seeburg Selectophone... \$57.00
 - Caroms \$47.00
 - Hi-De-Ho (cash) \$19.00
 - Challenger \$17.00
 - Pamco Tout \$17.00
 - Fence Buster \$12.00
 - Blue Birds \$12.00
 - Saratoga \$12.00

MILWAUKEE COIN MACHINE CO.
 3725 W. CENTER ST., MILWAUKEE, WIS.

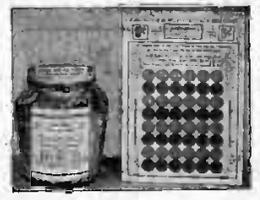
KING MIDAS JAR DEAL

STAPLE AS SUGARI SMALL INVESTMENT IN SAMPLE BRINGS BIG RETURNS!

Going strong after 18 months' continuous play. Don't order any Jar Deal until you see KING MIDAS' exclusive fool-proof features. 5c play. Takes in \$114.00; average profit, \$52.00. Jobbers and operators write quick or wire for confidential quantity prices.

\$5.65

GOLD SEAL NOVELTY CO.,



510 N. DEARBORN ST., CHICAGO.

Calcutt Starts Fall Sale Early

FAYETTEVILLE, N. C., Sept. 18.—Joe Calcutt, president of the Vending Machine Company of this city, claims he has stolen a march on many of the leading distributors by starting his fall special sales two weeks ahead of anyone else. According to reports, Calcutt is featuring about 1,500 machines in a great bargain closeout, and he believes that he will be rid of them within a few weeks.

"This is going to be an early season, for operators are anxious to get themselves set for the coming fall and winter months," Calcutt stated. "Many of the manufacturers have just started to ship in new games, so we are staging this mammoth clean-up event to enable operators to get off to a flying start."

Calcutt also stated that he has just put in a large stock of all the new products of the Mills Novelty Company. "I went overboard on Mills products this season," he stated, "and I intend to keep a complete stock of these products on hand thruout the season."

Jack Keeney total \$5.85 and a quart of Scotch. Becker claims the prize beauty is being mounted for display purposes and that the finny specimen will soon grace his office wall. The general consensus of thought on the subject is, "Well, we'll see..."

THIS IS THE GREAT CLOCKER!

The Great Clocker! A modern payout table to help you capture *all* the payout business in your territory. Clocker has everything the player has been asking for: suspenseful action, unexpected thrills, a real chance for accomplishment, and juicy rewards. There's no such thing as a disappointing play on Clocker; every five cents produces a nickel's worth of excitement, of fun, of hope and elation. *Clocker is the first pay table ever made that doesn't let the player down.* No such thing as despair or discouragement—just as the play is apparently ended, Clocker regularly picks up the ball and starts the whole process all over again. Rich in payout—considering encouragement, thrills, accomplishment, as payout. Practical in actual payout, having unfailing frequency and Large Rewards always possible. It's a practical table to operate, simply because control is always in the operator's hands. It's a great table for starting new territory for the skill a player can use on Clocker can be instantly demonstrated. The whole country is talking about Mills sudden dominance in the table business. We are willing to stake our whole table reputation on Clocker, Clocker the Great, Clocker the Supreme! It will be the *ONE* and *ONLY* table in your territory for many months to come.



See those seven horses? When you push your nickel in the slot, from one to seven of those horses light up. Maybe only one. Any one. Maybe two, three, or four. Maybe all seven. It varies, but averages about three selections per nickel. At the same time the odds changer posts up new odds for Win, Place, and Show. The player reaches Show Position by getting seven or more Kicks, Place 14 or over, and Win 24 or over. The new circular kickers give a type of action never before equalled on a payout table, and guarantee a variety never before possible. There are seven holes, corresponding to the Seven Selections and if the ball goes in the hole numbered the same as selection, the player gets the odds earned by the number of Kicks he has piled up. Players often get plenty of kicks but fail to match selections, or they match selections without getting enough Kicks. The table is drenched with "Come-on," it's almost impossible for a human being to tear himself away once he starts playing. That's why the Great Clocker, in its first major engagements in typical locations, has piled up earnings of \$10, \$20, and even \$30 in a single day! Continuation of these sensational earnings is assured by Clocker's great variety — no two games are alike. Get on this fine payout table right away!

\$16950

F. O. B. CHICAGO

See It on Your
Jobber's Floor!

MILLS NOVELTY COMPANY
4100 FULLERTON AVENUE, CHICAGO, ILL.

Bally's 1937 AIRWAY



5-BALL
Novelty Play

\$74⁵⁰

F. O. B. CHICAGO

**WITH BUMPERS THAT LIGHT UP!
ROTATION LINE-UP SKILL APPEAL!
HIGH SCORE APPEAL! LAST BALL SUSPENSE!**

Bally's 1937 AIRWAY has everything! ILLUMINATED BUMPERS! GIANT BUMPERS! DOUBLE ACTION BUMPERS! Rotation Line-up SKILL APPEAL and PROGRESSIVE AWARD SUSPENSE! A fascinating AMUSEMENT game . . . a perfect SKILL-AWARD machine . . . and at the same time ideal for COMPETITIVE PLAY! The ODDS CHANGE by skill . . . and new SCORE BOOSTER feature has all the thrills of WIN-PLACE-SHOW idea of popular payout games!

No wonder 1937 AIRWAY operators are reporting even bigger collections than on Bumper! ACT QUICK to get your share of the biggest novelty profits in years. Order 1937 AIRWAY today!

**HURRY! FACTORY SWAMPED WITH ORDERS!
SEE YOUR FAVORITE JOBBER TODAY!**

TEASER



● Not "just another" console . . . but a really NEW and DIFFERENT idea . . . FAST, FASCINATING and a sensational MONEY-MAKER. A guaranteed trouble-proof machine in a cabinet of matchless beauty! Red or green? You take your choice and select your color by pressing button. PLAY FREE AS LONG AS YOU KEEP ON WINNING and by smart selections player may obtain SEVEN SUCCESSIVE PAYOUTS each game awards increasing as the score climbs higher . . . up to a juicy \$2.00 top! See TEASER at your Jobber . . . or WRITE FOR DETAILS AND PRICES!



NUGGET

COIN-OPERATED SALESBORD

A gold mine in 6 SQUARE INCH COUNTER SPACE! Operates like 1,000-hole board. Has 3 SPINNING REELS, flashy 5-color front. Adjustable, cheat-proof, guaranteed trouble-proof mechanism. ONLY \$19.75, F. O. B. Chicago. Proven by thousands on location from Coast to Coast. Get started with NUGGET now!

WRITE FOR FULL-COLOR CIRCULAR ON NUGGET, SUM-FUN AND OTHER BALLY COUNTER GAMES

FAIRGROUNDS

EARNs MONEY 4 TIMES FASTER!

In busy spots 4 players each deposit a coin . . . and each player collects listed odds on a winner. But you don't need 4 players to get 4 NICKELS PER GAME. ONE PLAYER CAN FEED 4 NICKELS into the chute and receive \$2.00 on a 50-cent winner! Game operates on 1, 2, 3 or 4 nickels and automatically MULTIPLES EVERY PAYOUT BY NUMBER OF COINS PLAYED, up to a juicy \$8.00 top! Collection records too sensational to print. . . . Write for confidential reports.

WRITE FOR PRICE



Bally

MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



ROCK-OLA

Imperial 20

MORE QUARTERS and DIMES with the IMPERIAL

PERFECT, TROUBLE FREE MECHANISM

TWENTY RECORD SELECTION INCREASES PLAY

TRUE-TONE FIDELITY ENDORSED BY LEADING MUSICIANS

UNSURPASSED CABINET BEAUTY

● The Rock-Ola IMPERIAL 20 is today the leading coin-operated phonograph of the industry—logically so—because it offers both operators and locations increased cashbox receipts. It is a proven fact that 20 record selection in-

creases the play—you can get those extra dollars with the IMPERIAL 20. Proven superiority of tone quality and operating mechanism plus de luxe cabinet beauty offer the most satisfactory and profitable operating opportunity.

Write

for a new full color illustration of the IMPERIAL 20!

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEOZIE AVENUE, CHICAGO, ILLINOIS, U. S. A.



Canadian Distributor
P and H COIN MACHINE COMPANY
287 VICTORIA STREET, TORONTO, CANADA

“THE reception given the Wurlitzer Model 616-A by the operators of automatic music has been more than gratifying. Orders on hand prove that we were right in bringing out at this time a model featuring illumination and color. It is nice to know that our efforts to give operators the most up-to-the-minute phonograph are so greatly appreciated. After all...there is more to doing business



than just making money and we strive at all times to put into Wurlitzer Automatic Phonographs every advantage and improvement to enable the Wurlitzer operator to get and hold the best locations. You can always count on Wurlitzer to keep you well out in front.”



**WURLITZER AUTOMATIC PHONOGRAPH
MODEL 616-A**

THE RUDOLPH WURLITZER COMPANY, Dept. F-94
North Tonawanda, New York

Please let me know if there is room for another Wurlitzer Phonograph Operator in my locality.

Name _____

Street _____

City _____ State _____

VICE-PRESIDENT, THE RUDOLPH WURLITZER CO.