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The Billboard

Vol. XLIX
No. 40

The World's Foremost Amusement Weekly

October 2,
1937

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G. L. EXPO HAS 3,518,740

Philly Cafes Open Anyway

Not scared by grand jury probe threat—news from Detroit and Texas

PHILADELPHIA, Sept. 25.—In spite of a grand jury investigation, jittery openings proceed according to schedule. Jack Lynch started a new season Wednesday at the Hotel Adelphia's Cafe Marguery. Talent lineup carried Bob Roitner, the Four Vespers, Simpson's Famous Marionettes, Theodore and Denesha, Nora Williams, Jean McCully and Gine, DeQuincy and Lewis. Charles Duffy Jr., after threatening to keep the Hotel Walton roof permanently dark, hastened an unshuttering Thursday, with George Libby producing the divertissement, highlighting Raye, Prince and Clark.

Benny the Bum's adds Enters and Borgla, La Mont, Dorman and MaBrie and Jeffrey Gill to augment the fall flourishings.

Ritz-Carlton and Philadelphia hotels still holding off, with openings reported to precede the holiday season, while the Ben Franklin and Bellevue-Stratford will reinstate music once the football season gets under way. Arcadia International House still carrying its summer lineup, with the fall splurge still unsettled.

Intimate haunts are holding up strong. (See PHILLY CAFES on page 91)

"Fowl" Play

NASHVILLE, Tenn., Sept. 25.—There were 30,000 people on the Tennessee State Fair grounds here last night and the world's champion hard luck chicken thief picked out Phil C. Travis, concession superintendent and acting secretary, as a customer for his loot.

Admitting that the chicken was stolen, he proved that it didn't come from the State Fair poultry show, so the minions of the law and Travis were lenient. He contended, however, that he gained admission on the strength of having the chicken which he was bringing to the fair.

When he learned the identity of his customer, the culprit remarked: "There are 30,000 people here tonight and I had to pick on you. Just my luck."

Cleveland Show Ends 1937 Run Of 121 Days; '36 Had 3,979,229

Period of 112 days last year saw practically no rain, but second season was hit by bad weather during fourth of operation—profit for majority of attractions

CLEVELAND, Sept. 27.—Great Lakes Exposition closed on Sunday at midnight with grand total attendance of 3,518,740. Final days showed Thursday, 19,753; Friday, 54,695; Saturday (rain), 27,754; Sunday, 81,359. Of the 121 days 32, or one-fourth, had rain. Attendance for the 112 days in 1936 was 3,979,229, with practically no rain from start to finish. Final services ended at Sherwin-Williams Radioland at 9:45 o'clock with speeches by General Director Lincoln G. Dickey, Mayor H. H. Burton, Board President W. T. Holliday, Board Chairman Dudley S. Blossom and U. S. Commissioner Nicholas Cherril.

Elwood T. Bailey, special days chief, presided, with Fred H. Eisfeldt and Frank Sherman announcing. Flag at the main gate was lowered by Company C, 11th U. S. Infantry, and presented by

Capt. Don Riley to Mr. Blossom. Taps sounded and President Holliday made the final close.

No disturbances of any importance marked the last hours. Crowds started to fade following final ceremonies and by midnight those who were left were centered in Streets of the World.

Director Dickey announces that the majority of concessions and attractions are out of the red and show a profit for the year. Special days and combination tickets since the extension after Labor Day did much to overcome rain at start of the season.

It is also announced that the Showmen's League benefit will net better than \$3,000 for the Cemetery Fund.

Frontier Fiesta Ends as Civic Ad; Ft. Worth Backers May Break Even

FORT WORTH, Tex., Sept. 27.—Frontier Fiesta closed Sunday night with no ceremonies after a final impromptu Casa Manana Jamboree. The Fiesta was not a financial success, but the main idea was to advertise the city, which it did, 14,000 stories and pictures on the show being printed in Texas papers alone.

Backers probably will break even after paying Billy Rose \$75,000 as producer and Paul Whiteman \$5,500 weekly thru the season. Grounds attendance during

the pay-gate period average 3,000 nightly, but upped to 6,000 with a free gate, 8,000 having been the average last year. The Centennial in 1936 ran three weeks longer than the Fiesta, accounting for some of the attendance difference.

Casa Manana Best Sellers Revue never clocked like the original revue in 1936. (See FRONTIER FIESTA on page 97)

Army of Legionnaires Proves Just a Headache to Showbiz

NEW YORK, Sept. 25.—City's police may make a show of loving the Legionnaires, but to showbiz the one-time soldiers proved a major disappointment. Came across with little coin for the entertainment purveyors and congregated along the Stem in such numbers as to put a crimp in the usual theater and nitery trade. The impresarios are sadder, wiser, no richer and view with great peace of mind the fact that Los Angeles will house the boys next year.

From the showbiz point of view, the lads from the stix had one great failing, viz., the ability to have a lot of fun by themselves, sans floor shows, cooch dancers and expensive night club wine lists. Took most of their liquor standing up at bars, proving that most of the

fodder for the entrepreneurs is home-grown—the moral being that the native, paradoxically, is the true hick and the gent from the hinterlands a pretty wily cove.

Hotels and restaurants, catering to the (See LEGIONNAIRES PROVES page 98)

Ala. State Fair Outlook Bright

400,000 gate seen—midway enlarged—RA Shows up Tenn. State Fair gross

BIRMINGHAM, Ala., Sept. 25.—Alabama State Fair has the greatest outlook in the history of its revival, according to indications two days prior to its opening, and Royal American Shows' officials expect to establish an all-time record, says Carl J. Sedlmayr, general manager, in a Birmingham Age-Herald news report tonight. Midway space has been extended 300 yards to accommodate added attractions being provided by the Sedlmayr and Velare brothers' organization.

Alabama State Fair reassumed an important place in national exposition circles four years ago when, after being inoperative for four years, its turnstiles rolled up an attendance in excess of 350,000. The second year dropped off 50,000, but an upward curve began again last year with attendance nearly matching that of the reopening event. F. T. Strieder, general manager, predicted in tonight's newspaper release that attendance would exceed 400,000. (See ALA. STATE FAIR on page 91)

IA Jurisdictional Claim Upsets Other AFL Unions

Coast statement of stagehand union claiming jurisdiction over all film workers, even actors, is figured as a slip—SAG and other Coast guilds protest violently

NEW YORK, Sept. 25.—Bombshell thrown into theatrical labor setup by the International Alliance of Theatrical Stage Employees, which recently announced its claim of jurisdiction over Hollywood studio workers, including actors, has thus far materialized in nothing stronger than words. One spokesman of the Associated Actors and Artistes of America, parent body of the Screen Actors' Guild, this week vouchsafed the opinion that a slip had been committed in the Coast announcement. This, if true, would quite logically account for the apparent illogicality of the IA move and the dearth of explanatory comment forthcoming from both the IA and the SAG.

Fact that SAG is well organized and has a 10-year contract with the pro- (See IA JURISDICTIONAL on page 97)

Hub Night Life On Full Speed

Clubs and hotels reopen rooms with last-year bands favored—renovations few

BOSTON, Sept. 25.—Hub night life entertainment is now in full force, with fall openings on a somewhat staggered schedule. Only two niteries have gone in for lavish redecoration and change. Tom Maren's Penthouse and Kitty Brande's Brown Derby. Rube Boden- (See HUB NIGHT FIRE on page 98)

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Hicks Help Int'l Casino's First Week 50 Grand Sans Full Revue

Wacky stage still k o's mammoth show—capacity dinner crowds but nsg midnight—Original Dixieland Band on 14th street—other N. Y. niteries opening

NEW YORK, Sept. 25.—The first week of the new International Casino grosses around \$50,000, despite the flop opening when the "Miracle Stage" failed to work and only fragments of the show were presented on the apron. Dinner shows packed them in all week, each drawing around 1,100 to 1,200, with the midnight shows getting half that crowd. Heavy business was done all week by the cocktail lounges and bar, with Legionnaires and tourists dropping in to sip and gape. Opening night last Friday drew 1,254 at \$12.50 per head, altho a good portion of the crowd was press and on the cuff. Dinner minimum is \$2.50 and no cover at any time whatsoever.

Business has been mostly curiosity trade, as the Casino has not "officially" opened its huge revue. The Sandrini-Charles show includes 20 Chester Hale Dancers, a Gertrude Hoffman troupe of 16 girls, a 12-girl house ballet, 32 show-girls, three full bands and a dozen specialty acts. It is the biggest night club here—or thruout the country—both in size and quantity of talent. Night club reporters have been asked to lay off reviews until the stage is in perfect order, which will be next week.

Spot represents an investment close to \$500,000. J. Beresin, of Philadelphia, paid \$30,000 for the checkroom, novelties, toilet and souvenir program concession, compared with the \$50,000 similar concession at the French Casino held by Abraham Ellis. The BMO Corporation (Louis J. Brecker, Joe Moss and George Olsen) operates the Casino.

Night club openings locally continue at an accelerated pace, particularly among spots off the beaten trails. Newest is Dan Cristies' Old New York, which will start business around October 1 on the ground floor of Christafano's Crystal Hall Museum, 14th street, under the management of Sam Karl. The Original Dixieland Jazz Band comes here from Billy Rose's Fort Worth show, to be on the program with Joseph E. Howard, Eddie Leonard and a line of girls. Billy Jackson is booking.

With much courage, the Havana-Madrid will venture forth in the close-quartered Broadway and 51st street district adjoining the Winter Garden. To assure an authentic Cuban and Spanish (See HICKS HELP on page 100)

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For More Exposition News

The Fairs-Expositions and the Parks-Resorts-Pools Departments include additional information on the Dallas and Cleveland expositions, the coming New York World's Fair and other important expositions using name bands and acts.

Rival P. A. Groups' Rift May Be Ironed

NEW YORK, Sept. 25.—Dickering by rival press agent groups for a charter from the International Alliance of Theatrical Stage Employees is expected to be ironed out at the American Federation of Labor convention in Denver October 4, according to Theodore Mitchell, spokesman for the Association of Agents, Treasurers and Managers. ATAM's rival, the New York Theatrical Press Representatives, is regarded by Mitchell as "a stall for a company union." Points out that the NYTPR, the comprising the cream of Broadway press agents, is up against an organization (ATAM) which has paid a per capita tax on about 500 members.

ATAM has held an AFL charter since 1928, claims it has been active in the field, and that in addition to paying a per capita tax on 500 members has an active membership of 400. Points to the Wagner Act as sustaining it in its contention that it is the true, representative bargaining agency for publicists.

FTP War Vet Show Postponed to Nov.

NEW YORK, Sept. 25.—Recently publicized statement by James M. Connolly, commander of the War Veterans of the Federal Theater, that "certain elements in key positions on the FTP have consistently fought efforts to bring to production three one-act plays originally announced for tomorrow at the Adelphi," has resulted in a backfire upon the commander and a general feeling of uneasiness among the vets. According to Gene Holloway, adjutant, and Wallace Roland Stark, deputy adjutant in the vets' FTP Association, Commander Connolly retracted his charges and for this the vets hope to institute dismissal charges Monday.

Stark and Holloway charge the WPA authorities with discrimination and attempts to demoralize the War Vets on the WPA, with the ultimate aim of pruning them off the project. During the last month, it is alleged, vets have been receiving notices of pay reductions, in some cases far below the security wage of \$23.86.

Vets claim they wanted to stage the Adelphi show to raise funds for the establishment of an employment bureau for needy members. About 300 war vets are on the FTP.

Show has been postponed until November.

Cotton Club's Show a Corker

New offering is socko—overshadows last one—Calloway carries lead

NEW YORK, Sept. 25.—The third edition of the Cotton Club's annual show opened last night and looks like the best yet. Bill Robinson isn't in it, having to rush back to Hollywood for another picture, but Cab Calloway carries the lead in dynamic fashion and scores another individual smash hit. Cab leads his 18 men in swell dance music and then paces the show, leading several numbers and dancing and handling comedy, as well as singing in virile baritone.

New show is faster, punchier and more colorful than the last one. The production lyrics and music by Benny Davis and J. Fred Coots are swell, with *I'm Always in the Mood for You* and *Harlem Bolero* shaping up as the catchiest tunes. The music successfully avoids the monotony which is so often inherent in typical Negro rhythms. Avis Andrews, doubling from the musical *Virginia*, does a nice job singing *Night Falls in Louisiana* and also *I'm Always in the Mood for You* with Calloway. Mae Johnson is given a terrific buildup, taking the lead femme role and doing comedy, singing (See COTTON CLUB'S on page 100)

Gloria Foy, Attention!

CINCINNATI, Sept. 25.—Frank A. Nance, coroner of Los Angeles County, Los Angeles, in a wire to *The Billboard* asks that Gloria Foy be notified that William Foy died there this week and that he is holding the remains. Nance also asks that Miss Foy furnish information for a death certificate and what disposition should be made of the body.

Washington, D. C., Hotels and Cafes Prepare for Good Season

WASHINGTON, Sept. 25.—Two new bands have been added to local clubs for the opening season. Paul Kain and boys from the West Coast play for the Wardman Park Hotel and Sonny Kendis brings his outfit from the Stork Club, New York, to the Raleigh Hotel Pall Mall Room.

The Shoreham Hotel opens the new Blue Room October 1 with Janette Hackett's unit show, *The DeLovelies*. Barnee will continue as conductor of Maxime Lowe's Orchestra.

The Raleigh will open the Pall Mall Room on September 30, with Sonny Kendis' tunes and Charles Wright and accordion as featured entertainment, a Chinese syndicate from Detroit has

taken over the former La Paree and will open it as the Bamboo Gardens under management of Henry Wong. Russ Cullen, a Meyer Davis unit, will furnish the music. Opening is set for September 28.

Pete MacLa's Heigh-Ho will open September 30 with his own music and Lulina and Lattanv, dance team. The Russian Troika will open the second week in October. No announcement of policy has been made.

Jimmie Santmyer and orchestra, after season at the Wardman Park, moved to the Maryland Club Gardens. Usual policy of four acts will prevail.

The Mayflower Hotel has Sidney and his orchestra turning out tunes. The Carlton Hotel will reopen its El Patio tigger and better than ever. Redecorations have improved the spot and management is dickering for a band and an act to entertain.

The Willard Hotel plans for the season call for \$500,000 spent to modernize the building. The Annapolis Hotel has just opened the Anchor Room for cocktails with a Johnny Slaughter trio and Evelyn Knight singing.

Flesh Booms In Chattanooga

Stageshows in 3 houses—legit roadshows booked—outlook best in years

CHATTANOOGA, Tenn., Sept. 25.—With stage attractions playing regularly at three houses and three outstanding road shows already booked to play here during the fall, Chattanooga can look forward to a record run of flesh entertainment.

Last week Otto Holland's *Gaiety Girl Frolics* moved in at the Bonita Theater for an indefinite stay. It commutes between Chattanooga and the Dowler-owned Bijou in Knoxville, switching when a show has ceased to draw in either city.

The Chattanooga Bijou, owned by the Wilby-Kincey chain, presented its second week-end of stage shows to good crowds. This second-run house will offer vaude Saturdays and Sundays so long as presentable shows are obtainable.

With *Ten Nights in a Barroom*, the Peruchi Players last week ended an all-summer engagement at the WDOD Playhouse, a stay that has packed 'em (See FLESH BOOMS on page 100)

Test Prospective Mgrs. For Worcester Aud

WORCESTER, Mass., Sept. 25.—Approximately 100 candidates took exams last week-end for the position of manager of Worcester's Municipal Memorial Auditorium. The huge edifice has been run without a permanent head for the past few years and has consistently finished the year in the red.

With a manager there is every likelihood that road shows will be booked there. Local social events and occasional conventions comprise about all the auditorium's business.

Among those who took the test was Robert Portie, veteran theater manager of this city and now head of the Plaza Theater.

Two More for Savannah

SAVANNAH, Ga., Sept. 25.—With the completion of two neighborhood theaters here within the next month Savannah's list of movie houses will reach 10, the largest in the city's history. Two modern buildings are now being constructed in the southern part of the city for use as movie and stage shows. Lucas & Jenkins, Inc., and F. G. Wels, manager of the Savannah Theater, Inc., are the builders. Stage and movie presentations are to be offered.

Chorus Equity Meeting

NEW YORK, Sept. 25.—First quarterly meeting of Chorus Equity Association will be held 2 p.m. Friday, October 1, at the Center Hotel, formerly the Elks Club, 108 West 43d street. Members are asked to show paid-up cards for admittance.

GEORGE M. COHAN
(This Week's Cover Subject)

GEORGE M. COHAN, who is returning at long last to his old love, musical comedy, in "I'd Rather Be Right," is beyond all cavil the most extraordinarily versatile individual ever connected with the American theater. Dubbed during his recent excursion into the field of the serious drama as "America's First Actor," he was recognized for more than a quarter of a century as the most popular and compellingly appealing musical comedy and light comedy star in the country. He is unquestionably one of the most successful playwrights now living. More than 50 musical comedies and plays have come from his pen and the percentage of hits among them has been extremely high. In addition he has been a singularly successful theatrical producer and a stage director of note. Last but not least it will be recalled that he has written the words and music of hundreds of tuneful and popular songs. Among them was the American soldiers' marching song which literally swept the world, "Over There." He is to play the President of the United States in "I'd Rather Be Right," which opens in Boston October 11 and goes into the Music Box Theater, New York, October 26.

Interchange Of Cards Up

Four A's to discuss new plan at meeting—ratification by groups needed

NEW YORK, Sept. 25.—Council of Actors' Equity meets Tuesday to mull over a plan for actual interchangeability of membership cards, problem which is agitating the Associated Actors and Artists of America. One Four A's official said that a workable plan has been made but refused to divulge details because all of the five important units of the Four A's have not yet given the official okay to the plan. Up to now Screen Actors' Guild, American Guild of Musical Artists and American Federation of Radio Artists have been most progressive in working out the idea.

One thing is certain, the scheme to be studied Tuesday by Equity does not include a central treasury. Basis will probably be the sliding scale of dues and division of moneys among the different divisions.

American Federation of Actors thus far has been kept in the dark regarding interchangeability negotiations. Ditto for the Burlesque Artists' Association.

Meeting of all units of the Four A's will not be necessary to ratify interchangeability. Okay of the individual units will suffice.

Council Reverses on FTP Charges Following Vote

NEW YORK, Sept. 25.—Council of Actors' Equity at its meeting Tuesday placed the mark of innocence upon all involved in the Federal Theater work "stoppage" last May.

Decision is an aftermath of the successful appeal of four plaintiffs at the recent quarterly meeting of AEA, during which the membership reversed the council. Action Tuesday was nothing more than a formal cleaning up of the matter.

Mordkin Ballet To Tour

NEW YORK, Sept. 25.—Mikhail Mordkin, former ballet master of the Imperial Ballet of Moscow, has started a trans-continental tour of the United States with his ballet group, opening in Burlington, Vt., September 28. From there the ballet will play single performances in important cities en route to the Pacific Coast, returning to New York in the winter for an engagement, following which it will resume touring thru the South as well as in Havana and possibly South America.

Philly Erlanger Schedule

PHILADELPHIA, Sept. 25.—With the books at the Chestnut and Forrest heavily stocked, Samuel F. Nixon-Nirdlinger makes known what his Erlanger holds in store. While dates are lacking, titles show a promising season. *Tobacco Road* is holding its own nicely, with Walter (See *PHILLY ERLANGER* on page 91)

PEORIA, ILL., CONTEST

Opens Oct. 6th

Contestants known to Lenny Paige, Hal Brown, Rajah Bergman, "Chick" Franklin, Joe "Pooch" Piccinilli, Johnnie Martin—come on if you have wardrobe and entertaining ability. Agitators not tolerated.

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Cackle

NEW YORK, Sept. 25.—Tricky exploitation gag for a new restaurant specializing in chicken dinners. Aged Negro sandwich man, with a rooster cooped up alongside him, has a placard reading: "This rooster's a widower. The hen's been eaten up, but she's in heaven now." And more in the same vein.

Two Up for Promising "Our Gang" Roles to Kids

HOLLYWOOD, Sept. 25.—Charging the two men are preying on mothers of talented children by illegally posing as representatives of their organization, Hal Roach studios yesterday asked the United States attorney-general in Washington to institute an investigation.

The complaint, filed by Victor Ford Collins, general counsel for the film company, named Melton Barker and William D. Patton who, it was asserted, have been operating in Texas and Oklahoma.

Recently several mothers arrived unannounced at the studio, officials said, and disclosed that their children had won contests which they had been informed entitled them to contracts with the famous Our Gang comedies. Investigation by the studio resulted in the disclosures of the asserted operations of the two promoters.

CIO Janitor Union Disbands in Wisconsin

MILWAUKEE, Sept. 25.—United Theatrical Workers' Union, claiming a membership of 200 janitors, ushers, doormen and cashiers, has dissolved, leaving the theater field here to AFL unions. The organization, which had signed contracts with 14 local neighborhood houses, decided upon this action because of failure to secure a charter from the national CIO, according to Gale Dexter, business agent.

Of the 70 houses in Milwaukee County, all but the 14 independent spots which had negotiated with the CIO union employ AFL workers. Projectionists in all of the city's houses are affiliated with the AFL.

It was declared that the failure of the national CIO to grant a charter to the local group is in line with the organization's policy to stay out of well-organized AFL fields.

Stagehands and Managers Agree on Two-Year Contract

NEW YORK, Sept. 27.—Stagehands' Local No. 1 and legitimate theater managers have agreed upon a two-year contract which will be retroactive to September 5 of this year, on which date the old one expired.

New agreement, which will end the pay cut of 1932, provides for upped salaries for department heads. Chief carpenters, prop men and electricians, heretofore getting \$75 weekly, will receive \$82.50. Curtain and flymen will be stepped up from \$54 to \$58, and stagehands, operators, grips and clearers from \$50 to \$54.

James Brennan, stagehands' union executive, said this morning that the local expects to settle soon the matter of restoring the 12½ per cent wage cut taken from the film theater circuits.

Detroit Janitors Sign

DETROIT, Sept. 25.—Ray Carroll, business agent of the Detroit Theater and Amusement Janitors' Association, reports signing of the first contract for this new union with David M. Idzal, director of the Fox Theater. Union broke into headlines a few weeks ago with its first public action in picketing the opening of the Cass Theater, legit house.

Gershwin Concert Planned

NEW YORK, Sept. 25.—A Gershwin memorial committee, made up of friends of the composer and chairmaned by I. A. Hirschman, is planning a memorial concert January 11 at the Metropolitan Opera House to raise funds with which to plant 10,000 trees in the Gershwin Memorial Forest to be located in Palestine on a hillside near the Gabilowitch Grove and within sight of the George Washington Forest.

Frisco Benefit for Chinese Refugees

SAN FRANCISCO, Sept. 25.—Headlined by Walter Huston, a host of stage actors at the Capitol Theater, burly house, presented a two-hour benefit show Tuesday night to aid stricken refugees in China. Show was sponsored by Dr. Margaret Chung. Backing came from all parts of San Francisco. Business leaders, labor unions and socialites joined in sponsoring the affair. Tickets sold for \$1.

The Embassy Club presented its entire floor show; Moana, Hawaiian dancer, and others came from the Royal Hawaiian Club. The Redwood Village was represented by Nina Valencia, Hungarian dancer, and Margery Smith, blues singer. The Bal Tabarin also donated some performers. Ray Copeland in a new skating act was a hit of the evening. The Golden Gate Theater designated its star acts of the week to appear at the show. Senator Murphy, Sid Chatton and Fred Scott, tenor, were on the bill.

The theater was donated for the evening by Herman Seligman, owner. His manager, Eddie Skolak, had some of the best Capitol acts in the show. Stage direction was in charge of Elmer Langmaid and George Ward. Stagehands, operators and musicians donated their services.

Sapiro Sues on Accusation

HOLLYWOOD, Sept. 25.—The Hollywood picture studio strike last summer was echoed today in a \$150,000 libel suit brought by Aaron Sapiro, attorney, against Harry Bridges, West Coast CIO director, and others.

According to Sapiro, he was falsely accused by Bridges and Codefendant J. P. Hentschel, chairman of a craftsmen's committee of the Los Angeles County screen studios, of "selling out the motion picture industry strikers to Louis B. Mayer, studio executive, for \$2,000."

Detroit Censors Rebuked For Political Bannings

DETROIT, Sept. 25.—Detroit film censorship suffered a second legal setback last week, following court order allowing showing of *Damaged Lives*, when Circuit Judge Robert M. Toms ruled that Censors Joseph Kollar and Charles W. Snyder must issue permits (See *DETROIT CENSORS* on page 91)

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A-1 Med. People in all lines for Halls; good Nostalgia Performers. Must chance for two weeks. Address
DOC MATT HARLAN, Walton, Ind.
CARTOONIST
2 Minute Crayon Sketches or Silhouette Artist to work during conventions Cleveland, October 3-7 and New Orleans, November 15-19. Answer quick, definite references, terms. BOX D-99, Coker The Billboard, Cincinnati, Ohio.

TERMS OF IRNA-AFM DEAL

Gross Revenue To Be Basis of Stations' Music Expenditures

Contract runs two and a half years, starting October 15—arbitration provided—annual station quota to be spent within nine months of year—stoppage protection

NEW YORK, Sept. 25.—Under revisions accepted by the AFM this week numerous changes have been made in the IRNA-AFM agreement. Canadian stations are now included, chain affiliates CKAC, CFCF, CFRE, CRCT, CKLW being among them. No interchange of program with Canada is permitted unless the Canadian station has a music agreement.

AFM has agreed further not to settle with unaffiliated independents at terms more advantageous to them than those given affiliated broadcasters. AFM also agreed that the limit on transcriptions made as given below pertaining to commercials to seven days instead of six. It also agreed that the stations signing also have the privilege of dance remotes and special event remotes with music. Broadcasters agreed not to charge overtime musicians' wages to their allocated quotas.

Much depends upon negotiations now on between AFM and the networks concerning increased employment of musicians in New York, Los Angeles and Chicago. If a deal is not consummated chains will not be able to transmit music until reaching an agreement. Network stations with AFM contracts will be allowed to broadcast locally, but those not signed go on the union's unfair list. Use of recordings made outside of the United States or Canada is to be further investigated.

Contract duration was changed from 2½ to 2 years. Thus the AFM and ASCAP contracts with broadcasters will come up for renewal at about the same time.

NEW YORK, Sept. 25.—While subsequent minor changes in a trade agreement drafted by Samuel R. Rosenbaum, prexy of WFIL, Philadelphia, were not divulged, sum and substance of the pact accepted by the International Council of the AFM remain as originally presented by the committee representing the Independent Radio Network Affiliates.

Serving as chairman of the special committee appointed by the IRNA advisory committee to negotiate for a settlement in the music impasse, Rosenbaum prepared a code to cover all stations except key city stations of NBC, CBS and Mutual and indies not affiliated with a national network.

Rosenbaum left for Washington yesterday to gather figures and statistics on gross revenues of the stations involved, to serve as basis for allocation among member stations the \$3,000,000 to be spent by this group for five music this year. Allocations will be made by the IRNA, subject to AFM approval. Quotas for part-time, limited hours and stations operating less than a year will be prorated in the final calculation. If the AFM is satisfied at the deadline date by the number of stations executing a music contract for increased employment the union will permit its members to play for originating key stations providing satisfactory assurance is given that the music will be transmitted only to those stations which have executed their obligations and to no station that has failed to enter into an agreement. If deadline date doesn't show enough station contracts to satisfy the AFM the union reserves the right to cancel all network privileges in such contracts and will refuse to permit its members to play at any station for transmission over a national network.

However, in such event the AFM will not interfere with local operation by any station which has entered into an agreement and will permit the station to transmit its music to any other local station in a regional network which has executed a satisfactory employment contract. Moreover, stations passing the deadline date without signing, and unless exempted, will be prohibited from receiving the benefit of services of AFM members either by network, records or transcriptions.

Term of Deal

With October 15 as the tentative deadline date, all trade agreements will run from that date and be in effect for two and a half years. Question of wage scale, hours of employment and local working conditions is left to individual musicians' locals to deal with the stations in their jurisdictions. In determining the allocated quota for station expenditure, which will be registered with the AFM, the quantity of service will be

determined on the gross amount, in no case to be less than amounts stations expended for music last year. Nor can the member musicians' locals demand more of the stations during the year's run of the contract unless a special concession had been granted at the onset with the understanding that the local could thereafter demand the full established scale.

In order to provide regular employment for the staff musicians the entire amount of the allocated figure must be spent during a period extending over and not less than nine months. Special exceptions are made for broadcasters in winter resorts, as in Miami, where the business season is less than nine months.

A staff musician is defined as "one who is paid at a weekly and not a single performance rate. Services for musicians employed as extra men or employed otherwise than to play musical instruments are not to be considered as services of staff musicians, and compensation paid for such services is not to be included in the expenditure of the allocated figure." All staff musicians must be members of the AFM, and, while the broadcasters may hire players of novelty instruments not coming under AFM jurisdiction, their fees are not to go toward the quota. If studio bands play for commercial shows and individual unions ask for a higher scale on commercials the full amount is to be credited to the quota.

Locals will provide the musicians to be employed thru a contracting member, but the broadcaster cannot ask for unusual instrumentation for the number of men to be employed. However, the broadcaster will determine the instrumentation and have full control of program material and the selection of music. If competent men are not available the station may hire musicians from another local. However, any complaint against the competency of a musician hired must be appealed to the local first and then to the national offices of the AFM.

Arbitration

While the AFM has agreed to let an arbitration board handle decisions stations deem unsatisfactory, under no circumstances will the question of competency of a musician be a question of arbitration. In firing a staff musician the notice must be at least four weeks. Changes in personnel do not alter the standing agreement.

Each station entering into an agreement receives for the duration of contract a clearance from the AFM for the use of recordings and electrical transcriptions as well as to receive regional and network programs. Stations otherwise, or those spending less than their set quota, are denied this

Circus Tieup

KNOXVILLE, Tenn., Sept. 25.—It was a "double-tieup" here when a WNOX salesman sold a local flour mill a broadcast of the Hagenbeck-Wallace Circus.

Bread firm, the circus and station all took a bow on the broadcast from the sawdust arena.

Heinz Test of Sketch To Bring Wider Spots

CLEVELAND, Sept. 25.—Adventures of Tommy Thatcher, Heinz show getting a test on WTAM, has caught on and sponsor is readying to spread it on other stations.

Another Heinz show being tested on various stations in scattered sections of the country will probably also go to a larger station list. It's for Heinz baby products.

privilege. Only those records and transcriptions made by manufacturers licensed for that purpose by the AFM may be used by the stations, and an announcement of mechanical reproduction must be clearly made to the listener in each usage. Records pilfered from the air are taboo, not to be used under any circumstances.

In the event that a sponsored program cannot be put on the air at the exact allotted time, a transcription may be made of the show, to be played no later than the sixth day counting from the day the transcription is made. In these cases the AFM must be notified as soon as the transcription is made and the record turned over to the AFM for the purpose of being destroyed. Stations may also make recordings or transcriptions for audition purposes or for filling in own library or for agency or client. Under no circumstances may it be used for sustaining or commercial purposes. Stations desiring to make their own transcriptions for either use must adhere to regulations prescribed for the record and e. t. manufacturers and be licensed by the AFM.

In changing hands the assignee must agree to carry out the unexpired contract. If any change in operation is due to the FCC or in event the station is forced off the air for any period of time by casualty or strike, the quota for the year shall be adjusted on a pro-rata basis. In any event, if the total music bill for the year falls short of the three million figure because of these forced changes of operation, the difference is to be added to the music bill for the following year. Quotas for the following year must be fixed by the IRNA not later than 30 days prior to the expiration of the existing contract.

Re Stoppage

No strike, stoppage or picketing shall be authorized by the AFM against any broadcaster during the period of the contract as long as the broadcasters are not in default under its provisions. However, when other labor difficulties at a station involve an affiliated AFL union the musicians may be yanked out in a sympathetic move. There is no immediate danger in a clause of the agreement that terminates the contract in the event that the National Labor Relations Board should recognize any other union than the AFM as representing musicians in the radio industry.

Subcommittee of the AFM's executive board is now mulling conditions under which AFM members will work at key stations on networks, specifically in Los Angeles, New York and Chicago. These stations are not included in the IRNA memo. Thus far negotiations have been strictly preliminary, with formal confabs slated to begin Monday.

Terms of contracts with transcription and record manufacturers have been set some time, but await settlement of the station problem for signature. Disc terms primarily provide for licensing, union shop and restriction of sale to broadcasters approved by the union.

NBC Flimsies Very Much That

Daily radio editors show scant enthusiasm for NBC's fancily printed blurbs

NEW YORK, Sept. 25.—Editorial microscope is being used to study reactions to National Broadcasting Company's new "Daily News Report" (press releases) and the medicos are beginning to opine that maybe the new handouts are still handouts, only on flimsy. Darling baby blue and pale red tissue releases are now being mailed to radio editors. These handouts print what NBC used to mimeo before.

Object of the new tissue sheets was to make such items more timely than they had been. NBC has been feeling out local eds and is also trying to get reaction from other editors before deciding definitely on the innovation.

General opinion is unfavorable toward the new setup. Squawks are not so much against the idea of later news items, but rather the physical and typographical manner of presenting the blurb treasures.

One objection has been to the fact that the material is printed on flimsies. These are difficult to edit, particularly when rewriting is necessary, and that kills the boys. Other complaints are that the type is too small and that sheets are tough to handle on paste-up jobs. Others object to the lack of space between items, as well as between lines. Number of items in a column has also been declared too great.

Sheets, which are the size of ordinary letterheads, are divided into three columns. This necessitates considerable clipping or pasting or rewriting before sending material to the composing room.

While New York newspaper offices are equipped with teletypes carrying NBC news and program changes, the new handouts are intended to facilitate radio news and programming on out-of-town papers as well as local gazettes.

Latest move was a change to flimsies the size of galley proofs.

Decision as to contents reserved.

WJAY Changes Call Letters

CLEVELAND, Sept. 25.—WJAY changes its call letters to WCLE tomorrow and starts to carry morning and afternoon shows of Mutual chain. Station, long the underdog of local stations, was taken over by WJAY last year and since that time has made rapid progress. WCLE is but one of three stations to switch affiliations today. WJAY, which has been carrying NBC's Blue chain, and some Mutual network offerings, WGAR, which has been carrying NBC Blue chain, turns to CBS programs. WTAM remains as usual except that it is preparing to move from its present quarters into a new home on Superior avenue. Along with WCLE, its Columbus affiliate, WHKO, has joined Mutual. WCLE will originate programs here for Coast-to-Coast broadcasting.

Benn Hall Takes Jump

NEW YORK, Sept. 25.—Benn Hall, assistant radio editor of *The Billboard*, and Helen Morgan, free-lance writer, were married here today at City Hall.

Prior to his connection with *The Billboard* Hall was on the Sunday staff of *The Times*. Miss Morgan has been a reporter and feature writer on *The San Francisco Examiner*, Universal Service's European staff, *The New York American*, *Post* and *World-Telegram*.

Cincy Stations Share Account

CINCINNATI, Sept. 25.—Lynn Cole will be the first sponsored artist heard over both WCKY, L. B. Wilson station, and WSAL, Crosley outlet. Program, originating in the Crosley studio, will be sponsored by Sloan's furriers.

FCC Bar Studies M'Ninch at Work

Quick disciplinary action against power commish attorney assumes import

WASHINGTON, Sept. 25.—Lawyers now practicing before the Federal Communications Commission have turned their eyes upon the Federal Power Commission to study the quick disciplinary action on C. Edward Paxson, counsel for the Associated Gas and Electric Company, for alleged derogatory remarks about the Power Commission. Paxson was given five days to show cause why he should not be barred from practice before the Power Commission because of a statement in which he said "... there is reason to believe that the decision of the commission would be adverse ... (in a proceeding against officials of the utility firm charged with violations of the Federal Power Act) regardless of the merits of the matter." Paxson filed a written answer Friday (24) which will be decided upon by the commission at a later date.

Since Power Commission Chairman McNinch will soon take over the reins at the Federal Communications Commission there has been a great amount of speculation whether radio lawyers will face stiffer rules than heretofore. Bar Association members believe that practicing lawyers have no moral right to comment upon pending cases but that regulations to govern their practice before various bodies should not be interpreted as limiting free speech.

Current charge of irregularities in practices of Paul M. Segal and George S. Smith made by F. C. Commissioners have caused local lawyers to ponder whether McNinch will bring over to the FCC the brand of discipline observed in the Power Commission. Importance of the coming hearing for Segal and Smith October 5 is being emphasized by the fact that FCC lawyers ordinarily in attendance at license hearings have been absent. It is reported that the legal staff of the FCC is combing commission files to secure further evidence to be used when these attorneys appear before the FCC.

Legit Name Use Flops for P. & G.

CHICAGO, Sept. 25.—There is underground rejoicing among the veteran radio dramatic artists here now that the Blackett-Sample-Hummert attempt to cash in with legit theater names in serial show leads resulted in failure. The agency late this summer imported Dorothy Gish and Harold Vermilyea, footlight notables, to replace radio talent in the leads of *The Couple Next Door*, a morning show sponsored by Procter & Gamble. Consensus of opinion was that the Gish-Vermilyea combination would attract more tuners-in and faster clearance of the P. & G. product from the neighboring grocery shelves.

Experiment was an unhappy one, however, the inexperience of the couple in radio resulting in faulty shows. Show's director complained of lack of co-operation, which finally caused the sponsor to call a halt.

Mike performers hope this will teach the program producers a lesson, even tho they reluctantly admit that the failure of the above experiment does not mean curtailment of radio employment for the legit ranks.

Art Samuels at WOR As Production Exec

NEW YORK, Sept. 25.—WOR has created a new title, executive producer, and has appointed Arthur H. (Art) Samuels to that post. Samuels will act as trouble shooter on sustaining shows as well as digging up new ideas for both sustaining and commercial spots.

A former newspaper and magazine editor, Samuels has written a number of songs and pictures, including *Poppy*, with W. C. Fields, and has also done music for Dutch Treat Club productions.

Sound Effects

PORTSMOUTH, O., Sept. 25.—Weirdest broadcast in this territory comes from WPAY. Used car sponsor puts a show on right on the lot. A salesman and announcer present a running-fire conversation and honk horns, slam car doors, turn on radios and start engines to show what swell '29 coupes are on sale. Station says "It sounds unpleasant" but reports it's selling cars.

UP's Geologist Football Guesser

NEW YORK, Sept. 25.—Football "ratings and predictions" by P. B. Williamson are being syndicated to stations by United Radio Shows, United Press radio affiliate. Two 15-minute stanzas weekly are being offered for a 13-week ride for Wednesdays and Fridays. Programs, consisting of mailed material, comprise comment and forecasts. Williamson will also pick an all-American and a "little" all-American team at the end of the season.

Williamson is a New Orleans geologist who has been columning for the last three years. United Feature Syndicate, also a UP group, sells the column to about 100 papers, including *The Mirror* locally.

Sale to stations of this feature by UP is an opening step in a campaign to sell other columnists and feature writers.

Line Costs Hurt Detroit Feeding

DETROIT, Sept. 25.—Line charges by the AT&T for broadcasts are cited here as the reason why Detroit shows up poorly in any report of stations originating national programs. Despite the talent available locally and the fact that probably the money volume of big-time users of the air is higher in Detroit than anywhere else except New York due to the automobile companies; shows starting from here are almost negligible. Only outstanding exception at present is the Ford Symphony program.

Charges are understood to be about \$200 for a single broadcast for line service by the telephone company. This figure evidently discourages steady shows from going on here. Sponsors feel they can get the same talent elsewhere without the line charge. One specific case, a program planned for a General Motors unit some time ago, was cited by Duane Sawyer, musical booker and producer. When the cost of the show was figured up it was decided to place the show in New York rather than locally.

Parker To Return For Chesterfield

NEW YORK, Sept. 25.—Frank Parker, tenor, who wound up a series on the Wednesday evening Chesterfield show, is reported as returning to that sponsor's banner shortly. Parker, according to info, will replace Alice Faye on the Friday evening show starring Miss Faye and Hal Kemp's Orchestra. Parker clicked on the Wednesday evening program with Andre Kostelanetz and his orchestra and would have continued except that the advertiser, Liggett & Myers Tobacco Company, had booked a series of guest stars.

Following the guest shots on the Wednesday show Chesterfield has booked Lawrence Tibbett for a 13-week run, starting in January. When Tibbett ends his series Parker will return to the Wednesday night show.

Newell-Emmett agency handles the account.

"Hawthorne House" Anni

SAN FRANCISCO, Sept. 25.—NBC's *Hawthorne House* goes on the air for its 100th time under sponsorship of the Wesson Oil and Snowdrift Company tomorrow (26). Olive West, Natalie Park and Pearl King Tanner, three of the original members of the cast, still retain important roles in the drama. Frank Provo and John Picard, who left for the East, have been replaced by Montgomery Mohun and Don Dudley. Others in the show are Bobbe Dean, Jeanne Cowan, Nancy Coleman and Eddie Firestone Jr.

Announcer Union Seeks Actor Members; Jurisdiction Clash

Guild of Radio Announcers organizes actors' chapter in answer to AFRA drive for announcers—AFRA action on negotiations pends solution of problem—confusion

NEW YORK, Sept. 25.—Clash between American Federation of Radio Artists and American Guild of Radio Announcers and Producers crystallized this week with announcement by AGRAP of the formation of an artists' free-lance chapter. Widening of the rift between the AFRA, AFL affiliate thru its Four A's connection, and the non-affiliated AGRAP, as predicted in *The Billboard* a month ago, is now an open fact, with such names as David Ross, Paul Douglas and Ted Husing going on the AGRAP roster. Opening of negotiations between AFRA and chains and

NBC Wax Service In 11 Countries

NEW YORK, Sept. 25.—NBC Thesaurus, transcription service maintained by the network, has signed within the past fortnight with station operators in two foreign countries and one in the Philippine Islands.

Deal was closed this week with the government of Guatemala for the NBC service to start on Station TGW in Guatemala City. Prior to that contracts had been signed with CB57, Santiago, Chile, and HJSAEF, Bogota, Colombia.

NBC now has its waxed productions in about 11 foreign countries in addition to Hawaii and Puerto Rico. Countries include Canada, New Zealand, Australia, Argentina, Panama, Switzerland, Brazil and an advertising firm in Johannesburg, South Africa. Station total is 215.

New Cincy Talent Firm

CINCINNATI, Sept. 25.—New talent office has been organized here by Richard H. Keech. Some 75 artists, including a 20-piece military band, political commentators, etc., are being groomed by Keech, who operates an advertising consultation firm in addition to the new booking office.

announcing a new service

"TRANSCRIPTION PREVIEW'S"

• The Billboard will shortly institute a new service feature in which transcribed programs and productions, before being generally released, will be reviewed. This is the first time such a service has been available to the broadcasting industry.

• Thus, stations will be better enabled to evaluate the program and merchandising qualities of available transcription material. Advertisers, local and national, likewise will be enabled to study transcribed material for use in local, regional or supplemental campaigns. Finally the great number of performers engaged in making transcriptions will be given the recognition they deserve.

"TRANSCRIPTION PREVIEW'S"

FOR TALENT • FOR STATIONS
FOR ADVERTISERS

Future List

Important Anniversaries, Etc., for Program Tieups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts.

In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

List published herewith is in advance by a month of any other similar compilation. In addition to offering possibilities of tieups, it gives program producers and station managers numerous dates that can be used as bases of special dramatizations, flashbacks on news dramatizations, etc.

All dates herewith are for November, 1937.

- Nov. 2. Election Day.
All Souls' Day.
Jenny Lind, prima donna, died 50 years ago.
- 3. President Roosevelt re-elected, one year ago.
- 4. Napoleon, President of French Republic, announced contemplated restoration of empire, 85 years ago.
Jakob Ludwig Felix Mendelssohn, composer, died 90 years ago.
Gatling patented machine gun, 75 years ago.
Site of New Haven, Conn., bought from Indians, 300 years ago.
- 5. Ida Tarbell's 80th birthday.
Woodrow Wilson elected President, 25 years ago.
Madison Square Garden Horse Show.
- 6. First American Missionary Church founded in China, 90 years ago.
Mt. Holyoke College founded by Mary Lyon, 100 years ago.
Thomas A. Edison patented an electric fan, 60 years ago.
- 7. Lenin founded Soviet government, 20 years ago.
Tammany overthrown by New York City Fusion party, 4 years ago.
French Senate proclaimed Napoleon III emperor, 85 years ago.
- 9. Turkey's right to remilitarize Dardanelles formally recognized last year.
- 11. Maude Adams' 65th birthday.
Armistice Day.
Hunting season opens on waterfowl, deer.
Italy's King, Victor Emmanuel, 67.
- 14. Baldwin re-elected for five years, 1935.
- 15. Richard Henry Dana (the elder), poet and essayist, born 150 years ago.
- 16. U. S. recognized Russia, 4 years ago.
- 17. Italy and Germany recognize Franco's Spanish government, 1 year ago.
- 20. AFL Convention.
Cardinal Hayes' 70th birthday.
Battle of Cambral began 20 years ago.
Thomas A. Edison patented an electric fan, 60 years ago.
- 25. Lope Felix de Vega, Spanish dramatist, born 375 years ago.
Andrew Carnegie born 100 years ago. (See below).
Thanksgiving.
- 26. Andrew Carnegie put most of his fortune in the Carnegie Foundation of N. Y., 25 years ago.
- 28. 15th anniversary of Josef Hoffmann's debut in America.
Metropolitan Opera Celebration.
- 29. Horace Greeley died 65 years ago.

Announcer Union Seeks Actor Members; Jurisdiction Clash

(Continued from page 7)

contracts. Guild also claims to have organized sound effect technicians in CBS and NBC, the latter already involved in bargaining negotiations.

The many radio artists joined AFRA subsequent to the formation of the AGRAP, latter regards this as explainable thru the AFL affiliate's connection with Actors' Equity. AGRAP, too, claims its own membership of radio artists has been increasing and hopes to bargain for them shortly. AFRA, currently tackling the announcer situation, may be beaten to the punch.

In addition to the cities mentioned, AGRAP is bargaining for WAAT, Jersey City, and WORC, Worcester, Mass. Claims it has completed organization at WPEN, Philly; WPBL, Syracuse, and expects to complete the job at 11 other stations soon.

First national convention of AGRAP is scheduled for October in New York.

SAN FRANCISCO, Sept. 25.—A substantial membership reported at the first meeting here this week of the San Francisco chapter of the American Federation of Radio Artists. A constitution was immediately drafted upon receipt of a charter from the New York headquarters.

John B. Hughes, KPRC newscaster and spokesman for the local group, said that a temporary organizing committee had been set up. He reported that the staffs of National Broadcasting Company and KJBS joined 100 per cent and that KSFO and KPRC were well represented.

More than 100 eligible for membership were on hand, with 65 becoming charter members. Meeting was attended by Jimmy Wallington and Carlton KaDell, who flew up from Hollywood.

MINNEAPOLIS, Sept. 25.—Radio operators in the Twin Cities are being organized by the Radio Section of Electrical Workers, Local 292. Union plans to present demands to station owners within the next few weeks.

OKLAHOMA CITY, Sept. 25.—Staffs of two Oklahoma stations have signed up with the CIO's American Communications Association. In Ponca City WBBZ technicians joined the industrial union, while the ACA also claims 100 per cent membership in KRMA.

At KRMA the ACA has spread out and enrolled announcers and continuity writers as well as technicians. Negotiations are now under way with the management.

Union is attempting to line up eight stations comprising the Oklahoma network.

Here's Another Item About Tele Coming Soon

HARRISON, N. J., Sept. 25.—Approaching reality of television is seen in the purchase of a block square site here by the Radio Corporation of America for erection of a television plant. While experimental equipment has been made at the Camden, N. J., factory, it was realized that large-scale manufacturing would necessitate another plant.

New building will cost between \$750,000 and \$1,000,000 and additional railroad sidings will be used. In a letter sent by F. H. Corregan, representing RCA, to town officials no mention was made of television, but local officeholders and RCA factory execs confirmed this report.

Air Briefs

New York By BENN HALL

TWO contracts were required for the Beatrice Fairfax show. Gold Dust signed one with the Hearst office for the use of the name, owned by Hearst. Contract number two was with Marie Manning, who actually does the advising.

If Amos 'n' Andy do that second guest show on the Packard Hour it will probably be the beginning of a string of guest air appearances to hypo interest in the black-face act. . . . American Tobacco and Lord & Thomas execs have been talking to Warners about an air show similar to the MGM-General Food; stanza, but will probably wait for reactions to the *Showboat* successor before deciding.

Yolande Langworth, who scripted the noted *Arabesque* series, signed by Radio Events for a writing assignment. . . . *Long Range*, Mutual show, bought by Republic for flickers. Fran Striker authors. . . . Dot Haas went to Washington over the week-end to look after the Al Pearce show. Nick Lucas off the show, which will now use guests. Morton Bowe first. . . . Louis K. Sidney to Coast to handle MGM radio show. . . . Rosalie Schutta new at WOR pressroom, replacing Laurette Peterson, now with Dave Elman. . . . WPA's *World Illusion* will go either CBS or NBC.

For some reason International News Service decided to kill the Ku Klux Klan

series it was feeding dailies and stations. Richard Brooks, who's doing a *KKK* expose broadcast on WNEW, and others squawked about the killing. Result: Series is again on the wire, minus any explanation for the attempted killing.

Dale Carnegie and the Emigrant National Bank-N. W. Ayer crowd having money trouble. The man who tells you how to make friends is trying to influence the bank to cough up more. Bids from chain sponsors have made him more money-minded. . . . Conrad Thibault, Jane Froman, Songsmiths Quartette, Don Voorhees' Ork, Eunice Howard, Basil Ruysdael and Del Sharbutt set for the Rexall *Magic Hour* five-day session.

Milton Lewis back at *Five Star Final*. Returned from Europe, where he wrote a play. . . . Willie Kinsbrunner, of WCWV, author of a song, *Gypsy Lullaby*. . . . Irving Finkle, of WNYC, doing a World Peaceways show on WNEW. . . . Mario Cozzi booked for the Boston Opera next week. . . . Prentice Winchell back from the International Tuna competition. . . . That "mystery" idea of B. Charles-Dean, of British-American Productions, almost set by a sponsor. . . . N. Y. radio exec has been going to a lady psychoanalyst for some time now. He woke up to find himself buying a car, jewelry, etc., for her. Now he wants to know whether he's getting psyched or what.

Capital Chatter

By EDGAR M. JONES

ARDE BULOVA came in by plane to see opening of John Golden's new show, *Susan and God*, starring Gertrude Lawrence. He returned by plane the next day. . . . Fred Shawn, program director for WRC, has returned from an emergency visit to his ailing father in Idaho. His desk was up to here with work to be done. . . . Harry Daniel's radio talks for the Commerce Department over CBS have become a best seller at the Government Printing Office. His coming program is expected to get bigger fan following because of better spot and increase in time from 15 minutes to half hour. . . . Edward B. Kimball, WMAL announcer, is transferring to KDYL in Salt Lake City, his home town. He started in radio over Columbia's KSL in 1936 and now goes back home to be program director of the NBC outlet. . . . Radio Joe Kaufman, local clothier, used up most of his 15-

minute broadcast time on Yom Kippur to personally deliver a philosophic speech on religious justice and toleration.

Arthur Godfrey, WJSV, will emcee a Red Cross program to be broadcast by all four local stations. NBC to pipe program to Mutual Station WOL and Columbia Station WJSV. . . . People's Drug Stores got a find from local NBC in Sam Jones, Negro. He ambled into Washington from Deep South lookin' for a place to practice his piano. His practice of swing was so good he was hired on the spot to do his stuff in one of their biggest drug stores. . . . John Dodge, commercial manager for WMAL, and Phebe Gale, publicity gal, are being missed from their posts. Dodge is under medical observation at Johns Hopkins for a few days, while Miss Gale is out with slight touch of ptomaine.

Chicago

By SAM HONIGBERG

JANET LOGAN, radio actress, and Jay Sims, announcer, will be in the market for a marriage license this fall. . . . Dr. H. J. Johnson, head of the local Board of Education, is interested in establishing a post of director of radio education here. . . . Added to NBC's production staff: Don Thompson, former production manager of WHO, Des Moines. . . . Look magazine auditioning talent

for a live show. . . . Jerry King, of Standard Radio, gave the local office the once over on his way from New York to Hollywood. . . . Frank Baker is a new WLS announcer. . . . Organizer Ralph Emerson now on the KOY, Phoenix, Ariz., pay roll, Howard Peterson succeeding him here at WLS. . . . Robert B. White, formerly with WOR, added to NBC's production department locally, succeeding Winthrop Orr.

From All Around

HIRAM HIGSBY, better known as Hiram, of the team Hiram and Henry, has joined the program staff of WMPB, and to date has had charge of station's *Mid-South Dinner Time* program. . . . C. Merwin Dobyns, president and general manager of KGER, Los Angeles, has returned to his desk after a vacation spent motoring in the Midwest, while brother, John A. Dobyns, is taking a late rest from his duties as commercial manager with a fishing trip to Canada. . . . Newest additions to WKRC's (Cincinnati) announcing staff are Allen Franklin and Robert Gels. Station's general manager, John McCormick, and sales manager Bill Williamson were in New York on business last week.

casts of the University of Tennessee this season both at home and abroad.

Biscuit Show for WMAQ

CHICAGO, Sept. 25.—Sawyer Biscuit Company has signed with NBC for five 15-minute shows every week over WMAQ, beginning October 4. Program will be built on the vox-pop idea and labeled *Studio Stooges*. Bob Hawk will emcee and ask the questions of people caught meandering around the studio.

NEW YORK, Sept. 25.—Two more Italian programs are being piped from WOY to WELI, New Haven, Conn. Pastene and Brioschi companies' are now being sent from New York to New Haven. Pastene uses an Italian news commentator, while Brioschi sponsors *Music in Many Moods*. J. Franklyn Viola placed both.

WROL, Knoxville, Tenn., has obtained the exclusive rights on all broad-

News Program Aids Theaters

SAN FRANCISCO, Sept. 25.—Example of the audience pull of news broadcasts is being illustrated in the current practice of five Imperial Valley theaters. Each theater has incorporated as a daily feature the Mutual-Don Lee Network broadcasts, *Views of the News*, by John B. Hughes, which early-arriving patrons may hear at 8:45 p.m., preceding the first film attraction at 7 p.m.

Complete broadcast, including the commercials (General Motors Acceptance Corporation), is presented. This is believed to be the first time a news broadcast has been offered as a regular theater attraction.

Among the theaters using the broadcasts are the United Artist and Valley theaters in El Centro and the Holtville Theater in Holtville, Calif. Deal was handled thru Campbell-Ewald Agency.

Roxy Theater, New York, had radio announcers doing news broadcasts from the stage recently without any commercial angle as used in California. Idea was discontinued a few months ago.

Set Jett on FCC Engineer Staff

WASHINGTON, Sept. 25.—Ewell K. Jett this week was appointed as acting chief engineer of the Federal Communications Commission to fill the vacancy caused by Commander T. A. M. Craven being elevated to a commissionership. Reports are current in Washington that Jett, whose navy record shows that he worked up to senior lieutenant from the ranks, will shortly become the chief engineer for the commission.

No action in this respect is expected until Commissioner McNinch assumes his new duties October 1 and has had a chance to become familiar with the radio problem. Likewise delayed is the filling of the vacancies in the commission's legal staff caused by the resignation of Carl F. Arnold and the accidental death of Elmer D. Hays. Two new assistant general counsels will be named to fill these vacancies. Frequently mentioned for one of these posts is James A. Kennedy, who is already on the commission legal staff.

WJSV Signs Announcer Amid Fancy Ceremonies

WASHINGTON, Sept. 25.—Two new mikes were added to local stations last week. Frank Burger will be announcing for WOL, starting Monday (27). Burger was formerly publicity director for WIS, Columbia, S. C. Columbia outlet WJSV has hired John Charles Dely Jr. to fill the vacancy caused by Shelton Young's six-month retirement because of ill health.

WJSV plans to broadcast the re-signing of Arch MacDonald's contract for another year. Station Manager Jess Willard, MacDonald and Clark Griffith, of the American baseball league, will be present with scratchy pens for microphone pickup. Altho MacDonald's present contract will not expire until next January, everybody concerned decided to extend the agreement another year. Congratulatory telegrams from sponsors who keep MacDonald busy will be broadcast. Program is set for Monday (27).

Arthur Godfrey, of WJSV, and radio editor Ernest D. McIver Jr. of *The Fredericksburg* (Va.) *Free Lance-Star* are roasting each other. Trouble started over a civic program broadcast by WJSV which featured Fredericksburg Chamber of Commerce secretary and McIver as interviewer. While program was on air Godfrey blew into the studio merrily whistling and rattling a handful of papers. For his pains he got a printed rebuke from McIver which said:

"Aside to Godfrey: Next time before you open a studio door take notice of the red ON THE AIR sign. Somebody might be in there doing their best to get a program over to a listening public. On your own program it wouldn't matter if some wag drove in your studio in a rattling Model T Ford, but otherwise people resent your interrupting their earnest efforts."

Next day Godfrey explained to Virginia fans via the air that McIver had been up to WJSV to publicize a dog show and that he (Godfrey) must have been whistling to the dogs. After all he could have come in whistling *Trees*.

WAX Host

PHILADELPHIA, Sept. 25.—The ultimate in cocktail partying was achieved last week for the gentlemen of the press when the Campbell Cereal Company wined and dined the by-liners at the swank Penn A. C. Feast was in honor of "Rube Appleberry," who begins selling the company's Malto-o-Meal via radio.

Culture Used To Sell Pickles

NEW YORK, Sept. 25.—Artists, professors, best seller authors, critics, foreign affairs authorities, more than 100 of them, have appeared on a morning show designed for the housewife. It's probably the most cultured morning stint on the air. And it's built to sell pickles for Heinz. Seldom that a housewife gets much in the way of a day-time sponsored show to elevate herself, but Heinz has been doing it since September 2, 1936.

Show, built by Maxon agency, has grown steadily. Frank Crumit and Julia Sanderson were recently added to the talent. Transient talent varies, but an attempt is made to keep to people who figure in the news, literary, theatrical, educational, etc. Lecture bureau and literary agents are scoured for possible one-time shots. Several speakers now sponsored are claimed to have secured their first big-time airing on the Heinz stanza.

Those who have guested include the following miscellany, among others: Grand Duchess Marie, Dorothea Brande, Maury Paul (Cholly Knickerbocker), Beatrice Fairfax, George E. Sokolsky, Fannie Hurst, Helen Menken, F. P. A. Sherwood Anderson, Rabbi Wise, Gretta Palmer, Carolyn Woods, Alexander Woolcott, Ruth St. Denis, Theodore Dreiser, Carl Carmer, John Mason Brown, Sophie Kerr, Sigmund Spaeth, Achmed Abdullah and Dale Carnegie.

All guests paid.

KSRO Gets Going

SANTA ROSA, Calif., Sept. 25.—KSRO, voice of the *Redwood Empire*, was dedicated last week. New studios are located on Mendocino avenue. E. L. Finley is owner; R. J. Bjorn, manager, and Andy Potter, program director. Dedicatory program was put on from the Santa Rosa High School Auditorium.

BOSTON, Sept. 25.—Kasper-Gordon Studios, creators and distributors of *Adventures in Christmas Tree Grove*, successful toy program for department stores, have arranged for the purchase of the half interest in the program owned by Merton & Price, Hollywood. Series contains 15 quarter-hour transcribed shows, with merchandising, produced in Hollywood.

Brooklyn Ball Club To Agitate For N. Y. Broadcasts Next Year

NEW YORK, Sept. 25.—Winter meetings of the major baseball leagues will give considerable time to discussing baseball broadcasts, with the National League meetings supposedly expecting an overdose of such talk. Point, according to info, will be brought up by the Brooklyn ball club, owners of which are expected to agitate for broadcasts of New York baseball games. With the exception of World Series games and opening games, there have been no New York broadcasts, there being a three-way agreement to that effect between the Giants, Brooklyn and Yankees.

Advertisers and agencies have made any number of attempts to break down this resistance, with no success to date. Closest deal came recently, it is said,

when a deal was almost consummated between Kellogg's cereals and the Dodgers. Ball team, however, wanted \$125,000 for the home games, with the advertiser mixing the figure as excessive, being willing to go to \$50,000. General Mills is now claimed to have a deal ready for signing if Brooklyn is successful in breaking down the resistance of the other two local teams. General Mills will not pay the \$125,000, it is said. There are 77 home games for the Dodgers but not 77 individual broadcasting days because of double-headers, rain, postponements, etc.

Chief argument to be advanced at the winter meetings by the Dodgers will be to show statistics of major league attendance this year. These figures, it is argued, show a considerable increase in the gate, with radio being credited. Another factor said to have boosted attendance is the merchandising effort put forth by certain advertisers using ball-game broadcasts. Kellogg's, for instance, does considerable exploitation and merchandising — sandlot games, dinners, etc.—in those cities where it has baseball deals.

Only Pittsburgh besides New York bans home-game broadcasts.

In connection with the World Series, chances of commercial sponsorship of the games look odd. Asking price for the rights alone is \$100,000, with none ready to get that up, plus the time costs.

WNEW Seeks To Get Undivided Audience

NEW YORK, Sept. 25.—Not broadcasting one special program of the Legion's activities is almost a record here, where the ex-doughboys dominated if not actually owned everything in sight. This was deliberate programming by WNEW, New York indie station, to get a so-called "undivided audience."

When a special event goes on a flock of local stations the Bulova station moves slowly before joining the parade. There are two reasons for this policy. One is that it feels that this audience is fairly well divided over the local stations and its share of fans would be small. Secondly, no matter what the special event is there is bound to be a group which will want other program material. This group is what WNEW terms "the undivided audience."

While the size of this audience varies and is still an algebraic "x," station feels it worth while to set traps for this unsatisfied group when all other stations are airing the same show.

An attempt is made to follow this out right down the line. On October 2 a jam session will start for swing cats at 11:30 to 12 noon Sunday, when most local stations are airing religious broadcasts. In the evening, when other outlets are apt to have lighter Sunday shows, WNEW will broadcast religious services.

A rebroadcast of President Roosevelt's recent speech was heard at 8:30 a.m. Station aimed this at those who were asleep when the actual talk was delivered but who rose early enough to hear the disc. In line with this policy, station has no children's programs. Feels that an occasional stint for the youngsters would chase away its regular adult audience and wouldn't attract enough sponsors using kid shows. Station goes in heavily for dance bands, live and recorded.

L. R. Amis Goes to Brooke, Smith, French & Dorrance

NEW YORK, Sept. 25.—Rapidly expanding business on the part of clients of Brooke, Smith, French & Dorrance, Inc., national advertising agency of New York and Detroit, has resulted in the appointment of Lewis R. Amis as director of radio, effective immediately.

Amis, who formerly was director of radio for Erwin, Wasey & Company, New York, will have charge of all radio work carried on for clients of both the New York and Detroit divisions of the agency.

I. Q.

LONGVIEW, Tex., Sept. 25.—Questions answered recently on KPRO's *Most Interesting Question of the Day*, morning program, included: "Just how strong is the Rock of Gibraltar?" and "What famous author produced his stories in the same manner as Henry Ford produces autos?" and "If there are 17,000 policemen in New York City, how many Canadian Mounted Police are there in Canada?"

GRACE & SCOTTY
WEAF Red - WJZ Blue
RADIO CITY
Coast to Coast
NBC ARTIST SERVICE
30 Rockefeller Plaza, N. Y.

LOIS BENNETT
Soprano—Featured Every Friday Evening,
9 P.M. WEAF — WALTZ TIME.
Management — BEN LIPSET
1350 Broadway, N. Y.

NATIONAL HILL BILLY
BAND CONTEST
CROSLY FIELD, CINCINNATI,
SUNDAY, OCTOBER 17.
\$1,000 IN CASH PRIZES.
Entry Blanks Obtained From
L. A. RIPLEY, Secy., Cuvier Press
Club, 34 Opera Place, Cincinnati, O.
No charge for entry. Bands must
represent a Radio Station.
Entries close October 10.

N. Y. Publicity Chart

NEW YORK, Sept. 25.—Figures showing comparative publicity breaks scored by New York City radio stations are again presented. Standings of the individual stations remain about the same, with WEAF continuing to run in the No. 2 spot after CBS's WABC. Folding of *The Brooklyn Times Union* and *The New York American* is reflected in the decrease of total publicity breaks gained, as shown in the grand totals for this year as against last year. These grand total figures cover only the four-week period listed, not the year to date.

Among the stations, WKQR, high fidelity station near the end of the dial, offers an interesting study in free space. Station, relying mainly on recordings of classical works for its program structure, aims at the upper crust of both the listening audience and advertisers.

Letter "F" indicates feature (best bet boxes, etc.) mentions. "C" indicates column breaks. Press-radio, stock market reports and dance music listings in best box listings not totaled.

	July 11-17		July 18-24		July 25-31		Aug. 1-7		1937	1936
	F.	C.	F.	C.	F.	C.	F.	C.		
WABC	206	57	192	46	201	81	216	66	1,065	1,361
WJZ	187	52	203	46	213	71	196	77	1,045	1,282
WEAF	160	40	183	42	158	78	169	59	867	1,341
WOR	75	25	67	23	80	48	72	46	436	562
WMCA	41	18	45	26	31	27	33	27	248	427
WHN	39	12	31	10	28	13	29	3	165	191
WNEW	26	5	21	3	23	12	17	6	112	203
WNYC	15	9	12	3	21	14	17	7	98	179
WINS	15	12	7	18	6	9	5	15	87	232
WQXR	15	8	13	7	16	8	11	5	83	*
WEVD	9	2	10	0	18	6	13	2	60	62
WBNX	0	2	0	0	0	2	0	0	24	25

*No records in 1936.

Program Reviews

EDST Unless Otherwise Indicated

"Feast of Ortolans"

Reviewed Monday, 9:30-10 p.m. Style—Play. Sustaining on WJZ (NBC network).

Much superior to the run of radio plays is Maxwell Anderson's *Feast of Ortolans*. It's a simple story, well told and played with polish and feeling. While it's an NBC contender against the *Lux Radio Theater* on CBS, its popular appeal will probably be limited. It's not highbrow or top hat, but it is superior to much of the stuff clogging the kilocycles as drama.

A group of French nobles, artists and intellectuals gather to feast, as they did each year. In that small company of 20 were Philippe of Orleans, Lafayette, Beaumarchais and others who toyed with the tantalizing idea of an impending revolution. A prophecy that this oncoming French Revolution would destroy them was easily laughed off by the sophisticates, but history knows better. It is doubtful if Anderson meant to imply any omens for members of the present intelligentsia, but what he has constructed is a well-turned job of radio playwrighting.

Dialog clearcut and good for radio. Full and rounded play acting gave life and vitality to what otherwise might have seemed a morbid half hour's discussion of executions.

Shakespeare and O'Neill and now Anderson. Judging from this production, Anderson tops the other gents as a script writer. Forthcoming radio plays from Anderson deserve consideration and attention from those seriously interested in intelligent radio drama. B. H.

Duke Melodrama

Reviewed Friday, 11:30-11:45 a.m. Style—Musical. Sponsor—Duke Power Company. Agency—J. Carson Brantley. Station—WBT (Charlotte).

This is a smooth-moving musical variety program with Margaret Chesick, soprano, as featured soloist. Miss Chesick trills one popular number and a semi-classic, or two popular songs, with a piano and xylophone accompaniment. Xylophonist Pete Martin, classed among the best, contributes one solo, switching from xylophone to vibraphone and then to cathedral chimes.

Program opens with instrumental pop number by pianist George Fraser, Martin and violinist Jane Bartlett. Announcer handles a one-minute commercial in middle of program breezily and adds a brief plug on fadeout. Show moves along fast, ending with Fraser, Martin and Bartlett in an instrumental pop medley. S. J.

"Carnival of Champions"

Reviewed Thursday, 8 p.m.-12:20 a.m. Style—Boxing matches. Sponsor—RCA Manufacturing Company. Agency—Lord & Thomas. Station—WJZ (NBC network).

Mike Jacobs, fight promoter, set a precedent in boxing when he gathered four world champions, each, of course, in a different weight division, matched them with various challengers, and ran the whole shebang as one show. Fights started before 8 p.m. and the last fight, that for the bantamweight title, wound up shortly after midnight. According to some of the fans who saw the fights, it was too much. According to the broadcasts, ditto and plus.

Broadcast was well handled and produced, in the main, by NBC. Announcers were Clem McCarthy, Sam Taub, Tom Manning, Bill Stern and newspaper man Sid Mercer. Comparisons are inevitable, and the decision, insofar as this reviewer—who admits that he couldn't listen to the whole program and dialed out occasionally—is that Sam Taub came in with the decision. Taub has long been among the more regrettable things about radio and sports to this reviewer, but his work on this occasion was head and shoulders above his previous broadcasts, mainly on WMCA and WHN. Evidently Taub has been taking dictation lessons. His pronunciation and delivery were formerly atrocious. Satisfactory now.

McCarthy, likewise, has improved. Much of the incoherence and rasping

which accompanied his previous fight descriptions were lacking. He took matters in his stride and delivered the best fight description he has done to date. Manning and Stern are experienced sports events mikes. Mercer, who did the blow by blow on the first championship match, Marcel Thill-Freddie Apostoli, failed to give much of an account of himself. Probably inexperience.

It still appears, however, that radio broadcasts of fights are both inept and unsatisfactory. If sports writers handled their copy as announcers do, sports will be dull to read; all fights would be excellent and unless one went to a fight it would be impossible to get an accurate picture of what happened. It still is difficult to tell what's the picture in the ring, getting the results by air.

RCA commercials were tagged in with the fight copy. A mention of a champ or a throbbed, for example, brought in the RCA comparison on the company's new receiving sets. It all seemed rather silly.

Meanwhile I still think Socker Coe the best fight broadcaster available. J. F.

"You Don't Say"

Reviewed Monday, 9-9:30 p.m. Style—Quiz. Sponsor—Barney's Clothes, Inc. Agency—Alvin Austin Company. Station—WMCA (New York).

This program is a blend of a spelling bee and a quiz, but it's not mixed with the proper amount of laughs to taste as it should. Contest is simple. Words are spelled out and it is up to the participants to pronounce them correctly and give proper definitions. Correct pronunciation means 100 points and another century goes for the right definition.

It's a daily stint with daily and weekly prizes. Watches each day and a weekly radio, while \$100 goes as grand prize. Various boros are represented by contestants and weekly and final shows will be a competition of local winners.

Idea is a good one, but more humor is needed. Opening show was a sustainer, with announcement that Barney's would sponsor, starting the next week. B. H.

"Complete Story Hour"

Reviewed Tuesday, 9:30-10 a.m. Style—Dramatic show. Sustaining on WJJD (Chicago).

One thing can be said for a program of this type: the listener doesn't have to retain a flock of facts in his noggin to pick up the threads of the story the next day. Each dramatization is complete in itself, running five days a week. Story caught was titled *The Infinitesimal Cycle*, narrative of a jealous hus-

band who doesn't trust his wife around his business partner, goes home on a premonition that all is not right, but finally sees the light in time to check himself from pumping a bullet in his head. Flashback at the beginning showed that friend husband had really intended suicide if wife was caught off her guard as he suspected.

John Conner, Robert Dyrenforth, Ethel Kuhn and Elaine Williams do the heavy work here and capably enough for the material at hand. Same foursome handles the leads for each opus. H. H.

"One-Act Theater"

Reviewed Sunday, 9-10 p.m. Style—Plays. Sustaining on WHN, New York.

Radio has had finer plays, more polished production and keener direction; but few local indie stations have offered as lively entertainment as this *Continental Radio One-Act Theater*. Hungarian director Eugene Endrey directed (See PROGRAM REVIEWS on page 100)

ACCOUNT PLANS

BEGINNING November 1, Pacquin Labs, New York, will advertise its hand cream via KYW, Philadelphia. Alman Taranto, thru William Estey, placing the account.

HOME FORUM, KYW, Philadelphia, participating stanza for fem dialers, gets two new products. Gartside Iron Rust Soap placed direct, and Jerrehian Bros. (rugs) thru Earle A. Buckley Organization, Philadelphia.

OLDSMOBILE MOTORS is sponsoring a series of nine broadcasts of all football games of Michigan State College, opening with Wayne University September 25. Program will go over WXYZ and eight stations of the Michigan Radio Network, with Howard Finch announcing.

NEW national and local biz placed on WNOX, Knoxville, includes: H. J. Heinz Company, Alka-Seltzer, Berman's Laboratories, Bulova Watch Company, Miller's Department Store, Louis' Steak House, Swan's Bakery, C. M. McClung, Justus & Company and Seven Up Bottling Company.

LOOK'S Streamline Revue is now on WCKY, Cincinnati, as a daily half-hour feature. Schwimmer & Scott, Chicago, placed.

NEW WHN business includes: New York State Bureau of Milk Publicity, Bernard Perfumer; Griffith Hughes, Inc.; St. Vincent's Home; Barney's Clothes, Inc.; and Western Grocers' Protective Association.

NEW CENTURY Beverage Company, San Francisco, thru Emert R. Ham, has bought 30 weekly spot announcements on KYA. Carter Medicine Company, thru Spot Broadcasting, New York, on KYA with six weekly one-minute transcriptions.

DICKERSON'S Shoes, thru Kelso-Norman Agency, San Francisco, on KYA, five minutes weekly for 13 weeks.

TRAVELING Publications, direct, 15 minutes daily on KYA for one year.

Press Stunt

NEW YORK, Sept. 25.—Celebration of "Eddie Cantor Week," October 24 to October 30, to be topped off with a banquet in honor of the performer, was engineered as a promotion stunt by his press agent, Bob Taplinger.

Both trade papers and the dailies made considerable to-do about the event.

Promotion Shorts

Atlantic Football Book is an attractive booklet listing "Atlantic football schedule" and pigskin data. Dates, games and stations are included in a compilation, but which is the front cover?

A "recorded dramatization" of *Listen* is being passed out to ad and business execs. *Listen*, which is an RCA magazine-within-a-magazine idea running as an ad in *Life*, offers a "back-stage glimpse at radio." On one side of an RCA-Victor red seal waxing is a Toscanini conducted ork; on the other, the NBC production. Sales plugs "appear" only on the first and fourth records. A description of the Hindenburg disaster and dramatization of Marconi's life are included on other discs in the series. *Time* magazine's show, *March of Time*, recently switched from CBS to NBC. *Time* owns *Life*.

Kasper-Gordon, of Boston, has issued a punchy yellow-and-black folder slanted to sell department store programs. *Adventures in Christmastree Grove* is a program designed for department store budgets, produced by this firm.

N. W. Ayer has arranged an elaborate campaign to promote the Intercollegiate football broadcasts for Atlantic Refining Company. Central theme is to make the filling station football headquarters for the local fans. Sales promotional material includes giveaways of the *Atlantic Football Forecast*, a traffic puller for the past two seasons; weekly contests on the relative standings of the playing teams, conducted last season; a football book, including the broadcast schedules; window stickers, banners, 24-sheet posters, large-space newspaper ads; courtesy ads for individual stations airing the games, metal pennants, felt badges in the form of footballs, sidewalk and driveway stencils, full page ads in college alumni bulletins, postcards for direct mail contact, window streamers and football-shaped balloons, all calling attention to the broadcasts and contests.

Atlantic dealers are being supplied with a football event folder, explaining in detail how to best make use of the football sales promotional material. In addition, contest is being planned among dealers for best displays on (See PROMOTIONAL SHORTS page 100)

Material

Protection Bureau

A Free Service for Readers

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

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

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

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Did you ever listen to *True Story's Court of Human Relations*? Ain't it horrible stuff?

In *For Men Only* Vitalls has a show well geared for masculine consumption. This WHN, New York, stanza warns ladies to dial out, saying it's something for hubby only. No stag stuff, naturally, but the hair restorer stint is slanted for the boys. Half hour caught had a process server who told all—including one of the tricks of his craft. *World-Telegram's* sport columnist Joe Williams gave pigskin hunches, while another sketch told all about that great hero—the expectant father. General Smedley Butler, fighting pacifist, guested and spoke heated but printable words against war. Moves at a nice clip.

It was a well-gaitedspiel and interview that columnist GEORGE FISCHER turned in as a Winchell pinch-hitter. Film gossip and an interview with Gloria Stuart served to substitute for the usual Winchell brew. Program lacked the staccato harshness which is Winchell's

trade-mark. The columnist is vacationing.

Tab FRANK PARKER as a vastly improved singer. Tenor's delivery, as well as his voice, is better than it has been before in any of his radio work and he's really doing excellent work. His voice has matured, for one thing, and no longer is as metallic as it once was. With ANDRE KOSTELANEZ last week on the Chesterfield show, Parker's handling of *Begin the Beguine* was a honey.

DOCTOR ROCKWELL made another of his visits to the RUDY VALLEE program last week and contributed almost nil. This is at considerable variance from his previous Vallee bookings, on which occasions his humor has been of considerable entertainment. This time Doc elected to have a situation laugh built out of GRAHAM MACNAMEE'S refusal to grace the opening of a night club operated by a friend of Rockwell. It wasn't funny, McGee.

Try Talkie Disc Hypo

Jessel waxing seen as effort to recreate vogue for non-musical, humorous platters

NEW YORK, Sept. 25.—George Jessel has waxed for Decca the famous telephone monolog with his mother. Disc, called *Hello, Mama*, will be released next month. Record is strictly a talking job, with no song or instrumental effects. In issuing this platter, Decca is playing a hunch that the times are again ripe for all-talking, humorous records.

For the past six or seven years recording companies have been laying off comedy records, altho 10 years ago all-talking discs were the largest sellers in many catalogs. Last big hit was *The Two Black Crows* (Columbia), which sold over a million. Previously *Cohen at the Telephone* (Okeh) had sold a million and a half. The famous laughing record, in which a yokel takes a cornet lesson to gales of shrill laughter, altho not strictly an all-talkie, is supposed to have kept Okeh in the black for years.

Most recent record sally into gagland was Victor's Ken Murray effort four months ago, which failed to burn up the adding machines, despite stooge Oswald (Oh, yeah). Record humor seems to require a peculiarly homely and almost corny quality so that it can be heard over and over again and still draw laughs. It's something Moran and Mack put in their lines when one of them said, "The early bird catches the worm," and his partner would drawl, "Well, who wants a worm anyhow?"

Since corny moth-eaten humor is such a radio staple, recorders feel maybe the public has been educated down to the level where they are ready for another *Cohen at the Telephone*. Pessimistic angle is that owners of phonographs have higher cultural level than radio bugs, and, since the all-talkies aren't suitable for coin machines, which use music, their only market is the home machine.

Recording Director Higgins of the American Record Company (Brunswick, Columbia, Vocalion) opines that a good humorous record may be just the thing needed to lift the disc industry up into the big money. "I certainly wish I could find the right talking record," he said.

Glen Gray Tops Lewis

STUEBENVILLE, O., Sept. 25.—Glen Gray's Band came within a few dollars of topping Ted Lewis' all-time Sunday record at the Capitol Theater last Sunday. The Capitol is presenting the units playing the Stanley, Pittsburgh, every Sunday, the entire troupe coming here by bus and returning the same night to that city. Three and four shows are offered each Sunday.

"Satch" Clicks in Savannah

SAVANNAH, Ga., Sept. 25.—Louis Armstrong and orchestra attracted a capacity crowd here Wednesday night at the City Auditorium. Presentation was a one-nighter sponsored by the Wondering Dream Club. This was Armstrong's second appearance here within a month. Both engagements drew well.

Johnny Green Brings Show to Fighter's Camp

NEW YORK, Sept. 25.—To help relieve lightweight Lou Ambers' tension before he boxed Pedro Montanez, Johnny Green, Select Music's professional manager, took a group of entertainers up to Ambers' training camp near Summit, N. J., Saturday. Among those who cheered up Ambers, Sixto Escobar, Apostoli, and sundry bored sportswriters were WOR Band Leader Benny Ross and a pick-up band of WOR musicians, songwriter and singer Bobby Wirth, and Warbler Gloria Whitney.

Green ought to know how boxers feel on the eve of a battle, because he fought professionally for 11 years and once tangled with Kid Chocolate.

Copyright Service

Attention is called to the copyright service maintained by *The Billboard*. Any question or problem concerning this subject will be answered for *The Billboard* readers by Arthur E. Garmaize, noted legal expert on copyright. Queries should be addressed to Garmaize in care of the New York office.

Victor Plugs Key Dance Recordings

CAMDEN, N. J., Sept. 25.—A promotional campaign to exploit sales of dance records and boost the stock of the recording bands is planned by Victor, previously confining activity in that direction to their concert Red Seal label.

A sharp rise in dance discs sales brought with it demands from dealers for more store displays. A giant record cardboard display will be issued each month.

Attractive head shots on the initial display sport the phiz of Guy Lombardo, Benny Goodman, Tommy Dorsey, Wayne King, Bunny Berigan, Paul Whiteman, Lionel Hampton, Fats Waller, Xavier Cugat, George Hamilton, Eddy Duchin and Hal Kemp.

Kayser-ARA Tieup

NEW YORK, Sept. 25.—Associated Radio Artists here has tied up with Joe Kayser, Chicago agent. Kayser will represent ARA in the Chicago area.

Is Tommy Dorsey Up to His Old Tricks?

NEW YORK, Sept. 25.—If anyone knows the whereabouts of Composer Michael Edwards, will he kindly communicate with Lyric-Writer Bud Green and/or Miller Music?

Edwards (if he really exists) wrote the music for Green's *Once in a While*, which Miller is publishing, but altho the ditty is beginning to get radio plugs, Green still hasn't met his collaborator and the Miller office hasn't seen hide nor hair of the mysterious Edwards.

"I've had plenty of screwy experiences since I've been in the music business, but," avows Green, "this is the craziest. You'd think a songwriter would want to take advantage of the glory of writing a hit song. I can't understand it."

History of the tune is interesting. Tommy Dorsey had been playing it for almost a year for the dancers (but not over the air) and it was then titled *Dancing With You*. Robbins heard the tune and bought it, but was busy with film commitments and Jack Bregman (Robbins) handed it over to Willie Horowitz (Miller). They're both MGM subsidiaries. Miller commissioned Bud Green to write the words, and he did it without ever meeting Edwards (who, Dorsey said, was the composer) even once.

Some people suspect Dorsey himself of being the composer. Dorsey has a peculiar sense of humor, and he recently startled musicians with an anonymous record called *Are All My Favorite Bands Playing, or Am I Dreaming?* Disc was a satire of sweet bands like Shep Fields and Guy Lombardo, and 48th street still hasn't stopped laughing. So Green wouldn't put it past Dorsey to be pulling another fast one.

Cotton Club Score Recorded Midwest Ballrooms Open Fall Season

NEW YORK, Sept. 25.—Mills Artists have made recordings of the Cotton Club show score by Cab Calloway. Tunes are *She's Tall, She's Tan, She's Terrific; I'm Always in the Mood for You; Go South, Young Man; Heigh-Ho, Romeo*. Calloway has also recorded *Mama, I Wanna Make Rhythm from the Republic pic Manhattan Merry-Go-Round*.

Mills is releasing the Onyx Hop, another novelty with a tricky lyric composed by Frank Newton, trumpet at the Onyx Club. Onyx Band recorded.

ARA's \$100,000 In First 4 Months

NEW YORK, Sept. 25.—Harry Moss's Associated Radio Artists has already grossed more than \$100,000 in band bookings in its four months of operation. Chief intake of the Moss office has been Fats Waller, who is under management of Philip Ponce, Inc., but who is under a touring contract to ARA.

Some of the ARA bookings involved Clyde McCoy, thru arrangement with Gus Edwards; Erskine Hawkins, Bob Sylvester, Julian Woodworth and Lee Elliott. Johnny Messner and Dick Dixon are playing local hotel spots and among the bands given outside engagements, altho not under ARA contract, this summer were Bob Crosby, Paul Tremaine, Jimmy Carr, Enoch Light, Ted Black, Charlie Strong, Carolina Ramblers and Joe Haymes.

ASCAP, in Good-Will Drive, Tells All on Music Sheets

Four more yarns to be printed on piano scores to present case for Society—desire for public favor a result of legislative attack and internal strife

NEW YORK, Sept. 25.—ASCAP's good-will campaign to counteract attacks by State Legislatures on its legality, entered its second stage with the reprinting of a circularized ASCAP "biography" on the outside back covers and inside front covers of all piano scores published during the months of August and September. According to a circular letter sent to all publisher members, the American Society of Composers, Authors and Publishers is planning to follow up this first story with a consecutive series of four others, setting forth the ASCAP angle. The second article is to appear on

New Music Outfits Incorporate in N. Y.

ALBANY, N. Y., Sept. 25.—The Whispering Rhythms Orchestra, Inc., of New York, a newly organized band, was granted a charter of incorporation. It has a capitalization of \$20,000. The promoters and stockholders are Morton Singer, Solomon M. Chester and Helen Mandelson, 45 John street, New York.

The Musical Mad Caps, Inc., also of New York, has been authorized by the State to provide musicians and entertainers, with a capital of 200 shares of stock. Its backers are Bernard J. Gardener, Arnold M. Goldstein and Emily Steinfeld, 521 Fifth avenue, New York.

sheet music published during October and November. Society provides electrotypes of full page setup, including picture of Victor Herbert, founder, and emblem.

ASCAP plug details the cause for the establishment of ASCAP, defines its duties and responsibilities, and justifies its position. Answering the self-proposed question, "What is ASCAP?" the organization's story answers:

"Proprietors of public amusement enterprises thruout the United States, such as theaters, dance halls, cabarets, restaurants, and similar establishments, universally and uniformly disregarded the law (Copyright Law) and defied the individual copyright owners to protect their rights. . . . When, in 1914, Victor Herbert and his associates organized the society, and announced its intention to enforce obedience to the law . . . powerful trade associations . . . declared their firm intention to contest in every possible manner the endeavor of the composers and authors to protect their rights granted them by law. . . . There ensued a long and bitter struggle between the society on the one hand and organized commercial users on the other. The users simply did not want to pay, but economic necessity made it imperative for the creators to collect. . . . At the inception of radio broadcasting, the broadcasters took the position that they would not pay for the right to use copyrighted musical works.

"The endeavor upon the part of the commercial users of music to so amend the Copyright Law as to whittle away the rights vested in composers and authors is constant and unending. . . . This society is the sole hope and refuge of the indigent, aged or ailing composer and author in our country. . . . The most practical way in which to encourage the composition of worth-while music, and thus enhance the culture of the nation, is to afford those persons who have the genius to create, reasonable assurance of comfortable living. . . . Composers and authors are human beings. They live, eat, occupy houses, have families and wear clothes. Our society seeks the most practical means of making it possible for them to live comfortably."

This barrage of propaganda supplements ASCAP's recent talks to tie up with the American Federation of Musicians, which is also having its troubles with broadcasters and the mechanized uses of music. Link with labor will automatically remove from society stigma of monopoly and charges of violating the Sherman Anti-Trust stipulations, which have been the bulk basis for legal stabs and unfriendly legislative moves thruout the country.

Society's troubles don't end there. Internal dissension over synchronization and recording rights has divided the house into groups of songwriters on the one hand, publishers on the other.

They Think of Everything

CAMDEN, N. J., Sept. 25.—In addition to the numerous outlets catered to by RCA-Victor as possible outlets for record consumption, the platter makers are now turning their attention to the funeral parlor trade.

Current release includes four sides cut by the Green Brothers, playing vibra-harp and chimes to the tune of *Beautiful Isle of Somewhere, Got'n' Home, Nearer My God to Thee* and *Face to Face*.

Publicity material to the record distributors advises that "these beautiful songs so expressively played by the Green Brothers are well suited for funeral parlor use."

AKRON, O., Sept. 25.—Lew Platt, managing director of the ballroom at Summit Beach Park here, is using MCA bands Thursday nights for a buildup for that night next season. MCA ace bands will come into this territory for the first time in several years. Platt already has offered Ace Brigade and Ralph Webster's orchestras to excellent Thursday night business. East Market Gardens, downtown dance place, has not yet opened for the fall season and the park pavilion so far has had everything its own way, according to Platt.

HILBERT, Wis., Sept. 25.—Remodeled and redecorated, Nitingale Ballroom staged its formal opening here recently with Tony Hill's Orchestra. Old-time dancing is offered Thursdays by Rube's Westerners.

11 Pubs Want More ASCAP\$

Ask higher rating—availability committee still looking for true rating method

NEW YORK, Sept. 25.—Quarterly meeting of the availability committee of the American Society of Composers, Authors and Publishers ended a two days' session yesterday with 11 publishing firms asking for readjustments. Included are Joe Morris, Joe Davis, Santly-Joy, Select, Sam Fox, E. B. Marks, New World, Bert Fisher, Melrose Brothers, Jerry Vogel, Southern Music and Ted Browne. Aforementioned, in protesting their ratings, presented additional facts for the availability committee to consider in compiling the ratings.

Last big squawk on availability occurred at the turn of the year, the system of dividing up the publisher money then being in use about one year. Fifty per cent of the melon cut was apportioned to "uses," or the points accredited to a tune for the number of performances received over the air; 20 per cent for seniority and 30 for availability, the latter roughly defined as the value and number of copyrights in the publisher's catalog. First two categories, "uses" and seniority, are mechanical and admit of scarcely any error thru the human element. Availability, however, is by no means a mathematical conception and has always brought forth protests from discontented publishers.

Appointment of a committee months ago to work out a more scientific method of determining pubs' ratings never resulted in anything concrete.

ASCAP Sues Cabarets

KANSAS CITY, Mo., Sept. 25.—American Society of Composers, Authors and Publishers filed suit last week in Federal Court for \$5,250 damages against five night clubs here for alleged infringement of copyrights of popular music.

The defendants and the respective amounts sought: Carl Mandacina and Noel Fields, proprietors of the Question Mark, \$1,250; Joseph F. Kelleher, proprietor of the Woodland Tavern, \$750; Bill Schwartzberg, proprietor of the Movie Chateau, \$750; Vincent Rock and Byron Barnhardt, proprietors of the Sand Rock Club, \$1,250; Thomas J. Metzger, proprietor of the State Line Tavern, \$1,250.

Philly Bands Set

PHILADELPHIA, Sept. 25.—Band placements in the nitery belt for the fall bring John Riccardi to the 21 Club, Doc Hyder back to the Ubangi, Len Parker at Streets of Paris, Al Prisco at the 31 Club and a renewal for Mack Davis at Benny the Bum's. In the roadhouse zone Marty Burton takes over at Overbrook Villa. And at the dance halls Oscar Smith shows at the Strand and Harry Broy at the Studio.

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:
ONCE IN A WHILE, published by Miller Music Company, New York.

Greater contribution to advancement of modern piano playing.

PIANO IMPROVISING

ART SHAW

This is a Masterpiece... for every teacher, student or professional player of popular music and the classics.

Price \$1.00

Order from your dealer or direct

FORSTER MUSIC PUBLISHER INC. 216 SO. WABASH AVE. CHICAGO

Music Items

Smart merchandising was the MILLS MUSIC release last week of a *Legion Song Book* timed to hit the 200,000 Legion visitors to New York. Walgreen's, Liggett's, Whalen's, Union News Company and the United Cigar Stores were selling the book and had their windows plastered with stickers.

This was the first time a song folio has been sold thru drug and cigar outlets and nation-wide distribution was assured. Folio carries two pages of house ads, in addition to war songs, official Legion State songs and five new ditties by Dave Goldberg, of Philadelphia. Goldberg, who is song marshal of the Pennsylvania Legion, came into the Mills office this summer with a proposition to publish his songs. Idea of a more general book seemed a natural, and the folio was run off in record time during August and carries a slick foreword written by Ira Steiner. Except for non-copyrighted material like *The Star-Spangled Banner*, volume consists strictly of Mills ditties like *Margie*, etc.

Altho folio has been on the stands only a week, it is rumored that sales already are in six figures. Credit for the swell promotion work done on this

job goes to Advertising and Publicity Man Steiner and Mack Stark, Mills general manager. Mills plans more folios geared for special events, to be sold thru retailers who don't ordinarily carry music. Idea is that such outlets will have to spot the songs because of current-interest pressure.

Still in the fire is the SCHUSTER-MILLER litigation with Harms over *Ole (and Old) King Cole*. *Ole King Cole* (SCHUSTER-MILLER) was title registered with MPPA on May 20, 1937. Subsequently *Old King Cole* (HARMS) turned up in *Varsity Show*. Since song titles cannot be copyrighted, and since HARMS isn't a member of MPPA, Schuster mouthpiece Arthur Fishbein is suing Warner Bros.' Holding Corporation on the grounds of unfair competition.

Outcome of the litigation is being watched with interest because title snarls are becoming an increasing nuisance. (CRAWFORD - EXCLUSIVE *Big Apple* Imbroglio is another, one.) MPPA's Title Registration Bureau, which is supposed to deter pubs from using a title already on file, is of no avail since certain key pubs are not in the association. Chief headache in such a mess belongs to Accurate Reporting Service, which has to keep track of conflicting tunes.

Ira Schuster (who helped write *Ole King Cole*) also tangled legally some years ago with the same group of pubs he's now suing. Then general manager and songwriter, he claimed a breach of contract. The case was settled out of court.

GEORGE M. COHAN laments the substitution of "jazz mad New York" for the kind of town this was "when New York was a wonderful town" in his new number, *When New York Was New York*, released this week by VOGEL MUSIC COMPANY, Inc., in its memory lane series.

W. C. HANDY, of Handy Bros. Music Company, Inc., has enlisted Andy Razaf and Russell Wooding for putting to song the sentiments embodied in the adage, "I'm Telling You in Front So You Won't Feel Hurt Behind," which is also title of new composition.

Offices of the Warner music subsidence were as quiet as a morgue Friday with everyone out tournament golfing at the Old Oaks Country Club, Purchase, N. Y. Among the big shots present were Major Warner and Rocco Vocco. So many were the contestants that a winner has not yet been declared, but songwriter Sammy Cahm feels confident he has won the consolation prize with his score of 154. He'll have plenty consolation, because the award is an expensive home-recording set.

Emery (Rainbow Room) Deutsch is writing a ditty entitled *Duchin, Dorsey and Deutsch*. . . . Decca's Jack Kapp is due back from the Coast next week. . . . Anthony Trini will have a Mutual wire when he goes into the Roseland in a few weeks. . . . Publisher JOE DAVIS is taking a filing at artist-management.

HOLLYWOOD SONGS will publish two tunes from Smith Bailley's forthcoming 20th-Fox film *Roll Along, Cowboy*. Now a singing cowboy, Bailley used to be an orchestra leader. . . . Shirley Temple's next will be *In Over Little Wooden Shoes*. It's from *Heidi*, Pollack and Mitchell wrote, and MOVIE-TONE is publishing.

CHAPPELL is publishing Cole Porter's latest score from MGM's *Rosalie*. Of the six songs, office feels it has a hit in *In the Still of the Night*.

To Zinn (Hickory Lodge) Arthur: Don't sell your song, *Maracas Swing*, too cheap. Altho JOE DAVIS is now willing to pay the price you asked a year ago, your tune is now worth more because a film company plans to star Leo Carrillo in a Mexican musical to have the title *Maracas Swing*, and it wants to feature your song. The producers approached Davis for the song, and he's kicking himself because he didn't buy it last year.

The latest Cahn-Chaplin song, *If It's the Last Thing I Do* (CRAWFORD), has already been recorded by Tommy Dorsey, Francis Langford, Art Shaw and the potent Guy Lombardo. Crawford also has a new French song, translated into *Why Do You Pass Me By?*

Dorothy Hicks, wife of Harry Link, production manager of IRVING BERLIN, who wrote out of *This World with Ken Darby*, has sold the tune to Berlin.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (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 17, thru Thursday, September 23; and also, for comparative purposes, from Friday, September 10, thru Thursday, September 16. 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, WNEW, 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. 17-23	Sept. 10-16
			Net. Ind.	Net. Ind.
1.	Roses in December (F)	Berlin	34	13
2.	That Old Feeling (F)	Feist	33	27
3.	Have You Got Any Castles, Baby? (F)	Harms	32	24
4.	Whispers in the Dark (F)	Famous	30	23
5.	Moon Got in My Eyes (F)	Select	27	19
6.	My Cabin of Dreams	Berlin	23	23
6.	Can I Forget You? (F)	Chappell	23	13
6.	So Many Memories	Shapiro, Bernstein	23	6
7.	Blossoms on Broadway (M)	Famous	22	5
8.	I Know Now (F)	Remick	20	18
8.	Yours and Mine (F)	Robbins	20	10
8.	One Rose	Shapiro, Bernstein	20	7
9.	Remember Me (F)	Witmark	19	21
9.	Me, Myself and I	Words & Music	19	19
10.	You Can't Stop Me From Dreaming	Remick	18	7
11.	First Time I Saw You	Santly-Joy	17	18
11.	Stop, You're Breaking My Heart (F)	Famous	17	13
11.	Moonlight on the Highway	Morris	17	2
12.	So Rare	Robbins	16	14
12.	Am I in Love? (F)	Witmark	16	9
13.	Afraid to Dream (F)	Miller	15	20
13.	Harbor Lights	Marlo	15	20
13.	Loveliness of You (F)	Miller	15	19
13.	Caravan	Exclusive	15	13
13.	Ebb Tide	Popular	15	3
14.	Stardust on the Moon	Marks	14	22
14.	Vieni, Vieni	Witmark	14	7
15.	Old King Cole (F)	Harms	13	10
16.	Satan Takes a Holiday	Lincoln	12	14
16.	You and I Know (M)	Robbins	12	9
16.	Smarty (F)	Popular	12	9
16.	I'm Feelin' Like a Million (F)	Robbins	12	6
16.	You've Got Something There (F)	Harms	12	5
17.	My Secret Love Affair (F)	Movie-Tone	11	11
17.	Moon at Sea	Mills	11	9
17.	In a Little Carolina Town	Crawford	11	8
18.	You Can't Have Everything (F)	Miller	10	9
18.	Lovely One (F)	Feist	10	7
18.	Josephine	Feist	10	3
19.	Heaven Help This Heart of Mine	Chappell	9	19
19.	It's the Natural Thing To Do (F)	Select	9	12
19.	Where or When? (M)	Chappell	9	9
19.	The Shag	Ager, Yellen	9	8
19.	Folks Who Live on the Hill (F)	Chappell	9	3
20.	If I Can Count on You	Ager, Yellen	8	13
20.	Big Apple	Crawford	8	8
20.	Posin' (M)	Chappell	8	7
20.	Am I Dreaming?	Davis	8	6
20.	All I Want To Do Is Dance (F)	Select	8	6
20.	Goodbye, Jonah (M)	Robbins	8	4
20.	Study in Brown	Lincoln	8	3
20.	Is It Love or Infatuation? (F)	Popular	8	3
21.	Love Is on the Air Tonight (F)	Harms	7	12
21.	We'll Ride the Tide Together	Paul-Pioneer	7	9
21.	You're My Desire	Mills	7	6
21.	Worried Over You	Donaldson	7	6
21.	Love Me	Red Star	7	4
21.	I Won't Take No for an Answer	Schuster-Miller	7	3
21.	An Old Flame Never Dies (M)	Robbins	7	2
21.	Make a Wish (F)	Feist	7	1
21.	Honeysuckle Rose	Santly-Joy	7	1
21.	Why Talk About Love? (F)	Hollywood	7	0
22.	Lady Is a Tramp (M)	Chappell	6	12
22.	On With the Dance (F)	Harms	6	9
22.	Something to Sing About (F)	Schirmer	6	6
22.	Dinah	Mills	6	4
22.	Cause My Baby Says It's So (F)	Remick	6	4
22.	Crying Mood	Davis	6	4
22.	Melancholy Baby	Morris	6	4
22.	Twilight in Turkey	Circle	6	2
22.	At a Little Country Tavern	Superior	6	1

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 26.

Reviews of Records

By M. H. ORODENKER

Victor

That the selling supremacy of the BENNY GOODMAN QUARTET will continue to top the listing is proved on the unwinding of their *Smiles and Liza* (25660). Their second Gershwin opus, this one does justice to both composer and the chamber music swingers, after an earlier letdown. The Roberts and Calahan opus is Goodman's good men at their bestest.

It takes GUY LOMBARDO to take a couplea cleffings from the flicker factories and give to them more than they've got. The Royal Canadians get playful with the novelty *My Swiss Hill Billy* and toot flowery for *Blossoms on Broadway* (25659). Brother Lebert blossoms forth as vocalist on the latter side, his quivering pipes a carbon of Carman.

TOMMY DORSEY subdues the swing urge for the sugary stuff, making sweet music with the Virginia score that gives *If You Were Someone Else* and *An Old Flame Never Dies* (25649), Edythe Wright and Jack Leonard splitting vocal assignments.

And for the tango twist in your twirling, XAVIER CUGAT drips with essence of old Spain for *Clavel Del Atré*. Label is split with a European recording by the English maestro BERT PIRMAN, who makes a poor match for Cugat with a tin pan alley tango *Don't Play With Fire* (25661).

When Arnold Johnson first acquainted us with the grand guitar strummings of TONY GATTUSO we entered our rave. And rightly, for the youngster was indeed a find. Duetting with JOHNNY CALL for the Larry Clinton tone poems, *A Study in Brown and Satan Takes a Holiday* (25662), the waxing shows neither guitarist to advantage. No one-finger flashes and the chord work is hardly eyebrow raising. Both pieces are well executed, but it's only a conventional cutting.

Decca

Some years back, before the Casa Lomanites started selling shares to each other, we tried to help some of their members figure out why, of all their super-colossal arrangements, the one winning greatest favor with Atlantic City's terp bounds was a corn special based on *St. Louis Blues*. At that time, and oft since, we take the stand that corn on the cob, while not digestible as the main course, makes an appetizing aperitif as a side-dish special. And that is exactly what FREDDIE FISHER will prove to you in their corny teasing with *Wabash Blues* and *I'm a Ding Dong Daddy* (1400). Out in the Minneapolis-St. Paul district the maestro is aptly monickered "Schnickel Fritz" and their classic corn husking stamps these six long underwears as "America's most unsophisticated band." Lads are headed for the Hollywood lots. And for an advance showing dig thru your files for the back cover in *The Billboard's* July 31 issue.

That the Casa Lomanites haven't forgotten their knack of rockin' the rhythms, GLEN GRAY gives the downbeats for *Let 'Er Go*, Pee Wee Hunt lettin' loose on the wordage, and the swing-inspired spiritual *Swing Low, Sweet Chariot* (1396).

Music for smooth gliding is out by WILL OSBORNE with *You've Got Something There* and *On With the Dance* (1394), Dorothy Rogers making her last

session with the band, taking leave of absence to prepare for Sir Stork.

WOODY HERMAN, sans the Dixieland rhythms, couples *Double or Nothing* and *Don't You Know or Don't You Care?* (1397) and the steel guitar of ROY SMECK. Donald King cutting in with the vocals, has easy pickings for *Moonlight on the Highway* and *Remember Me?* (1899).

Bluebird

RUDY VALLEE harks back to his "vagabond lover" days, remaking his pash piped *Deep Night* and the naive novelty *Kitty From Kansas City* (7140). SHEP FIELDS holds fast to his high ranking on this label, putting his stylization to work for four sides comprising *I Still Love To Kiss You Good-night*, *I'd Like To See Samoa of Samoa*, *In a Little Carolina Town*, *Worried Over You* (7139, 7142).

HOD WILLIAMS, in spite of a sax team whose tones fail to blend, makes for swingin' and swayin' with the medium-tempoed stomps labeled *Southland* and *Williams' Sophisticates* (7141). Latter side should be of special interest to Hudson-DeLange. While the platter makes no author credits, *Williams' Sophisticates* sounds enough like Will Hudson's *Sophisticated Swing* to be just that.

PLATTER PERSONALITIES — Be on the lookout for a Paul Whiteman repressing by Victor that gives Bix, Traumbauer and the Rhythm Boys when Bing Crosby tinkered with the hand cymbal. . . . Ben Pollack is cutting for Decca with a jam band, applying the barrelhouse to the col-litch tunes. . . . After refusing don kneé bitches and puffed wigs for Selznick-International, the Raymond Scott Quintet will be flicker factored after all at the 20th-Cent-Fox lot for the Eddie Cantor pix.

Casper Reardon will pluck his swing strings for a Universal director. . . . And to make swing's invasion of Hollywood complete, MGM has titled Fanny Brice's moon-pitcher *Swing Fever*. . . . Bud Freeman is credited with the vocal on *Are All My Favorite Bands Playing or Am I Dreaming?* . . . The Tommy Dorseyites promise to be back with more of these syncopated satures.

. . . now that Jimmy Dorsey has added septia June Richmond for the canarying, will B. G. raid Chick for Ella?

Brunswick

More delightful swing guttersals are forthcoming from ART SHAW with *Fee Fi Fo Fum* and *Chant* (7952). Latter side is a cannibalistic venture with the chording of *I'll Be Glad When You're Dead, You Rascal You* with plenty pagan pipings by Shaw to a tom tom accomp. Musical mate is scored grooving for a four-note lick.

The sugary dansapation of JAN GARBER is doubled with *Blossoms on Broadway* and *In a Little Carolina Town* (7950), Russell Brown matching the mood with the wordage. Swing pianist CLAUDE THORNHILL refines his techniq, fronting the orthodox instrumentation to produce a smooth coupling with *You and I Know* and *An Old Flame Never Dies* (7951), Barry McKlinley for the song selling. And for the rumba urge to surge the Spanish in you, ANTOBAL'S CUBANS give *In a Cuban Garden* and *They All Look Alike to Pancho* (7953). And they all sound alike to us.

Vocalion

The bary litting of TEMPO KING and the ivory tickling of Queenie Ada are sendlike for *All Over Nothing at All* and *Am I Dreaming?* (3871). SAMMY KAYE lends his stylization effectively for his trademark *Swing and Sway* and with the glee club going Don Redmanish for the backing on Tommy Ryan's pipage, *My Buddy* (3869).

ERSKINE HAWKINS gears his trumpet tooting high to embellish the stomp syncopating of his 'Bama State Collegians for *Red Cap*, Jimmy Mitchell giving story body to the depot ditty, and a sendoff for *I Found a New Baby* (3868).

LARRY FOTIN, South Jersey orchestra leader, has placed three swing stomps with LUZ BROTHERS, *Raggle-Taggie*, *The Wedding of Pocahontas* and *Oasis*.

Michigan Band Bookers Scared

Wary of small cafes—liable in case of short payoffs—gal bands at Chinese spots

DETROIT, Sept. 25.—Returns do not justify the risk assumed in booking bands in local night spots and beer gardens, band bookers report. Despite the fact that a band is likely to be set for an indefinite run once it makes a hit in a spot, the chances of having to make good contracted salaries still looks pretty big to the bookers, who are financially responsible for salaries if the management fails to pay off.

Duane Sawyer, booker and producer, announces a policy of booking no night spots, confining his bookings to special engagements.

Better class night spots come in a different category. They use the smaller name bands and are reliable enough.

All-girl bands for Chinese night spots are getting to be a trend in this town. Betty Bryden, just returned from a season of fairs with her girl band, opens this week at the Eastern Star, leading suburban Chinese spot. Miss Bryden has had her band here for past two seasons.

The Sophistocrats, another all-girl band produced by Miss Bryden, go in this week at the Chinese Tea Garden for a 12-week contract.

Shan Austin, of the Amusement Booking Service, placed Karl Holt and band, playing on the steamer *Detroit* on the Great Lakes for the past six years, in the Euclid Club, Bay City, Mich., this week for an indefinite engagement.

Coogan Unit Doing Well

NEW YORK, Sept. 25.—ORA's Jackie Coogan Band and stage show, which has been playing theaters, ballrooms, civic celebrations, hotel one-nighters and private entertainments, has been doing so well on the road that Coogan has postponed indefinitely his original intention to return to Hollywood next Friday.

ROBBINS will publish two songs from Eddie Cantor's newest pic, *Al Baba Goes to Town*, October 1. Tunes are *I've Got My Heart Set on You* and *Laugh Your Way Thru Life*.

Sheet-Music Leaders

(Week Ending September 25)

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

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

1. Harbor Lights (Marlo) (3)
2. My Cabin of Dreams (Berlin) (1)
3. Whispers in the Dark (Famous) (2)
4. That Old Feeling (Feist) (5)
5. So Rare (Robbins) (4)
6. Moon Got in My Eyes (Select) (8)
7. Have You Got Any Castles, Baby? (Harms) (9)
8. Remember Me (Witmark) (11)
9. Afraid to Dream (Miller) (6)
10. First Time I Saw You (Santly-Joy) (7)
11. Yours and Mine (Robbins) (12)
12. You Can't Stop Me From Dreaming (Remick)
13. Sailboat in the Moonlight (Crawford) (10)
14. I Know Now (Remick)
15. Josephine (Feist) (13)

PHONOGRAPH RECORD best sellers will be found on page 84.

Band Reviews

Mace Irish and Chanticleer Orchestra

(Reviewed at the Chanticleer Supper Club, Millburn, N. J.)

After playing with Red Nichols, Ozzie Nelson, Irving Conn. Will Osborne and other names, Mace Irish, composer of *Soft Soapin'*, has finally settled down with a band of his own.

Style comes under the usual smooth type of dansapation, but distinctive. Irish caters to a particular group of patrons who never went in for swing. Five fiddle and four sax arrangements make up the backbone of the band, with an electric guitar and a celeste subtly interwoven.

Bob Willms, featured vocalist, has a pleasant voice that goes well with this style of music. Willms is joined by Sam Dunkel and Jim McGarvey to form a trio.

Instrumentation: Harold Heuer, Sam Dunkel and Johnny Lefchick, saxes; Fred Blotti, Jim McGarvey and Joe Cardillo, violins; Archie Miller, piano and celeste; Bob Willms, electric guitar; Al Doscher, guitar; Harold Fuleihan, bass; Jim Celano, drums; Howard Fellers, trumpet, and Mace Irish, sax and clarinet. Heuer and Lefchick double at violins to give the five fiddle arrangements. Kern.

Anthony Trini and Orchestra

Reviewed at Brooklyn (N. Y.) Roseland Ballroom. Style—Swing dance band.

Instrumentation: Anthony Trini, leader, violin and vocals; Hy Small, first trumpet; Jack Chirillo, second trumpet; Rudy Novack, third trumpet; Irving Sontag, trombone; Nick Gusz, first sax; Harry Davis, second tenor; Joe di Maggio, third alto and clarinet; Joe Agora, fourth tenor; Buddy Kass, piano; George Howard, bass; Phil Sillman, drummer. Vocals by Billy White. Arrangements by Dick Rose and Freddie Norman.

About a year ago Trini disbanded his sweet band and formed this group of youngsters (nobody over 24) to play hot. Both in physical appearance and musicianship they leave a distinctly favorable impression. The sections are blended well. The band boasts at least three fairly good hot men with original ideas, and the arrangements are in excellent taste (alho often a fairly obvious echo of Fletcher Henderson's Goodman arrangements). Fronted by the good-looking Trini, the lads go to town with a "rest and energy" that keep the dancers on their toes and give listener a pleasing lift.

Band goes in for deft swingeroos of such standard hot tunes as *Honeysuckle Rose*, *Bugle-Call Rag*, *I Got Rhythm*. Don't play many pops, but swing 'em when they do. On slower tempos, Trini chimes in with some fiddling. White's excellent vocalizations on numbers like *That Old Feeling* and *My Cabin of Dreams* add the touch that makes feminine hearts throb a little faster.

Impressive on solo choruses were Rudy Novack (trumpet); Harry Davis (tenor) and Joe di Maggio (clarinet). Here are three youngsters who swing out in healthy fashion, with a clean attack and good intonation. They have listened to the hot masters, like Armstrong and Goodman, to good advantage. For example, di Maggio has obviously been inspired by Goodman, but he doesn't imitate. It's an encouraging sign. Instead of learning in the namby-pamby insipid school of days gone by, the younger musicians of today are beginning to look up to honest musicians. Trini goes into the New York Roseland soon for a 16-week engagement. Zolotow.

Chi Music Notes

CHICAGO, Sept. 25.—Willis Arthur, radio script writer, has just written *The Last Rider*, which will be aired by Eddie and Jimmy Dean over NBC.

Two new ones from the Donaldson, Douglas & Gumble catalog are *Worried Over You*, by Ed G. Nelson, Fred Rose and Steve Nelson, and *Getting Some Fun Out of Life*, by Joe Burke and Edgar Leslie.

Bobby Kroll is penning three new arrangements for Toni Lane, songstress now at the Colony Club here.

Freddy Martin and ork will feature a new novelty ditty labeled *Three Shiftless Skunks*. Arrangement by Terry Shand and Jimmie Eaton.

Guitar Tops String Sales and Accordion Leads Them All

PHILADELPHIA, Sept. 25.—While the accordion is conceded to be the fastest selling musical instrument, guitars are outselling all other stringed instruments two to one. Almost three times as many git-plunkers will be sold in the U. S. this year as in 1929 on the basis of sales to date, Herbert W. Weymann, of the Weymann Music Company here, estimates.

"In 1929," he said, "there were 162,764 guitars made in this country. In 1931, a depression year, the manufacture fell off to 150,308. Two years later, however, a tremendous swing to the guitar got under way and in 1935 there were 362,135 of the instruments made and sold. This year sales will run close to 450,000."

CAFE STAGES AN AID TO ACTS

Trend in Cafe Construction Invites More Novelty Turns

Stages, elevated platforms and floors, drapes, scrims and room for props displacing bare nitery floors—better productions and use of novelty turns now possible

NEW YORK, Sept. 25.—Bookers see in the current trend toward use of elevated platforms and stages, of curtains and of built-in exits and entrances in night clubs a greater opportunity for vaude acts that had hitherto been unable to make the grade. The conventional floor in front of a band stand has always been a hindrance to acts accustomed to working on a stage before drapes or a set and utilizing special lighting and facilities for quick costume changes. Certain novelty turns had found it utterly impossible to effectively do their acts on a bare floor and so close to patrons at tables. Locally the French Casino and the new International Casino use fully equipped stages and extra large aprons for their shows, enabling them to handle big production numbers and novelty acts requiring props, special scenery or special mechanical effects.

The Cotton Club and the Paradise Restaurant here also utilize raised platforms extending from small stages and also footlights and overheads. The Hollywood Restaurant lacks a raised floor, but uses a small stage for posing numbers and flash entrances.

The new Riviera at Fort Lee, N. J., is a good example of the trend in fully equipped new night clubs. It has a revolving stage and revolving band stands, as well as floor pinpoint lights and elaborate overhead spots. The American Music Hall uses a stage, while such spots as the Harlem Uproar House and Yumuri have installed floors that are raised a few inches to permit clearer visibility to table patrons.

As a result of this trend full acts can be used in these spots as well as short specialties. Another innovation that may develop into a trend is the use of scrim curtains in front of the band stand. Several local spots, including the Park Central's Coconut Grove, use the curtains, finding them a better background for the floor show than the usual orchestra in action. The curtain also gives an illusion of a stage show.

Magicians, for example, will profit from this trend. Many of them had found it impossible to work before a band stand. The cold entrances from the tables will be minimized, as will the desending effect of having performers in costume waiting around for their cue in full sight of patrons. It is also expected that better night club floors will enable floor show producers to achieve finer effects—something almost impossible nowadays in most night clubs.

Jim Bennett Producing

DETROIT, Sept. 25.—Jim Bennett, show producer at Coconut Palms, Eastwood Park, opens this week at the Commodore Club as producer with Ella Sears (Mrs. Bennett). The spot opened a week ago.

Bennett is negotiating to take over the Downtown Theater for use as a night club. The house has been closed for about three years.

Luckie Books Mounds

CHICAGO, Sept. 25.—Moe Luckie, of the Sligh & Tyrrell office here, reports booking the Mounds Country Club, St. Louis. States his initial attractions, currently there, include the Keller Sisters and Conso and Melba. For next two shows, each in for two weeks, acts booked in include Hazel Harman, the D'Vons; Niece, Florida and Lubow, and Ruth Brent.

Cafe Anglais, London

Emil Boreo is the principal attraction here. Doubling in vaude dates, he has a corking act made to measure for niteries. His *Parade of the Wooden Soldiers* is still an applause coaxing masterpiece.

Bert Firman and orchestra are a tuneful lineup with a good selection of numbers. Bert Ross.

Locals Nixed in KC Talent Famine

KANSAS CITY, Sept. 25.—Curt I. Thomas, of the Amy Cox Theatrical Enterprises, reports a dearth of good acts and bands for both night clubs and vaude. Catering only to clubs which take imported acts, Thomas has within past two weeks lined up 10 weeks of vaudeville and 12 weeks of night clubs.

Finding bands for the local jobs is almost impossible, says Thomas. Native talent has sliced its own throat cutting prices. Those who have offered to work for peanuts find it difficult now to get even an audition.

150,000 Showboat Attendance

NEW YORK, Sept. 25.—Kay Parsons, whose showboat season closed September 12, entertained 150,000 customers on her S. S. Bear Mountain since the inaugural trip up the Hudson June 16. Cap Parsons is taking a couple of weeks vacation in the country at present.

Books Rochester, Minn., Spot

ST. PAUL, Minn., Sept. 25.—Nick Goldie has the booking option for 40 consecutive weeks at the Valencia, Rochester, Minn., engaging Eastern acts for the spot, which has a seating capacity of 400 and a nine-piece swing band.

Large Show at Manoa, Pa.

MANOA, Pa., Sept. 25.—Jack Adcock's musicians, Emsee Frank Milton and Lynn Armstrong's Band, plus two shows nightly, now comprise the Manoa Inn's continuous fall entertainment policy.

Phil Gross Now Booker

NEW YORK, Sept. 25.—Phil Gross, former producer and recently director of the Jewish Theater of the Federal Theater Project here, has established his own booking office, with representatives in Philadelphia, Montreal and West New York, N. J.

AFA Signs Inter'l Casino and Hollywood to Closed-Shop Pacts

NEW YORK, Sept. 25.—The new International Casino and the Hollywood Restaurant are the latest big night clubs to sign closed-shop contracts here with the American Federation of Actors. The agreement provides for a \$40-a-week minimum per person per week and follows the AFA's notifying all local key night clubs that it will open negotiations covering floor-show talent this fall.

Negotiations have already been opened with Eddie Davis and Leon Enken, of Leon & Eddie's, with another talk slated for Monday. The AFA will also confer with Milton Adler, of the Paradise Restaurant, Wednesday. Talks with the French Casino have already been held.

AFA executive secretary Ralph Whitehead opened most of these negotiations, and chief organizer Harry R. Calkins

Hyde and Burrill, Artists

NEW YORK, Sept. 25.—Herman Hyde and his wife, Sally Burrill, who are a high spot in the current French Casino production of the *Filles Bergere* with their antics in the manipulation of mechanically tampered-with musical instruments, have the sublime hobby of painting.

Some time this month they will put on an exhibition 125 canvases taken from their summer home in Deerfield, Mass. The collection includes pictures of natives at the far ends of the earth such as the Zulus and Kaffirs and inhabitants of Majorca and Balearic Islands.

opened at the Biltmore Country Club, St. Louis.

JACKIE HELLER was out of the College Inn show for four days with a throat condition. ED BOERGER closed his booking office in Logansport, Ind., and now concentrating on local interests. AL ZIMMY vacationing in his home here after a 20-week engagement at the Biltmore Country Club, St. Louis. LEE MORSE to Denver to open an engagement at the Hollywood Club, Thursday. SENIA GAMSА booked Sherr Brothers, Litka Kadimova and Helene Carroll into the 26 Club, Milwaukee. Ann Suter a holdover there.

Here and There:

MILES AND KOVER, dance team, head the new show at Cincinnati's Arrowhead Inn. The Arrowettes, Mimi Roberts, the Three Variety Boys and Kathryn Rand round out the bill. MACK AND MACK, working for the Sun agency, are currently at the Rendezvous Villa, Youngstown, O. EDDY AND EDDY, ballroom dancers, on their way south from Portland, Ore., where they recently played 22 weeks at the Bal Tamarin, closed at Castle Farm, Cincinnati, last week. THE LENORA DEBS, Hazel Harmon and Jeanette and Kalen opened at the Lookout House, Covington, Ky., September 24. LANNY BRICE has finished a summer's run at Benton Harbor, Mich., and is now at the Moonlight Gardens, Springfield, Ill. ZIG AND ZAG have completed an 18-week engagement at Powell's night club, Antigo, Wis., and are set for an indefinite stay in the Badger Grill, Commercial Hotel, Eau Claire, Wis.

THE DUANOS closed a 10-week engagement at Agua Caliente, Old Mexico, and open an indefinite run at the Biltmore Bowl, Los Angeles, Thursday. The Albins, another dance team, are now in their fourth month in that spot. LESLIE SISTERS are sufficiently recovered from injuries suffered in an auto accident about a month ago to get back to work. JIM WHITERED is at the Grosvenor House Cabaret, London, handling George Hale Glamour Girls for an MCA circus show running six weeks from September 25. RICHARDS AND MONNETTE, in their fourth week at the Wisteria Gardens, Atlanta, report that good acts are needed thereabouts. TERRY AND WALKER go into Nixon's Cafe, Pittsburgh, September 27. WATKINS TWINS were booked by Ray Cooper for the Gataineau Country Club, Quebec. JEAN SARGENT replaced Sheila Barrett at the Mayfair Casino, Boston, September 29. GEORGE LIBBY is now producing shows at the Walton Hotel and the Arcadia, Philadelphia. CLUB RIO, Allentown, Pa., and Green Gables, Hazeltown, Pa., opened with new revues booked by the Bert Jones office, which placed Richards Adrian Trio and Kay Tolin at Club Esquire, Toronto; Ennis and Dawson at Wayside Inn, Springfield, Mass.; Ayleene at Summit Club, Uniontown, Pa., and Rene Lamar Trio at Fay's Theater, Providence. JOAN FARLEY and Eddie Hardesty (The Continentals) are holding on for a fourth week at the Oasis Room, Hotel Chittenden, Columbus, O. CAS FRANKLIN, single singing baritone, will be at the Chase Hotel, St. Louis, for two weeks starting October 8. HOWDY BURMEISTER is new pianist and arranger for Drexel Lamb at the Lido, Jackson, Mich. FORMER SINGLE Hal White and team of Dot and Jimmie Joye are now the trio, White Brothers and Dot, appearing currently at Grey-stone, Mansfield, O.

LEONARD JANS starts a three-month contract at the Cotton Club, New Orleans, October 1, having been at the Wagon Wheel, Houston, two months. EVELYN FAHRNEY, for two weeks at the Mayfair Casino, is a Fanchon & Marco placement, as is Motter and Davis, who open at same spot October 7. REGGIE LANGWORTHY is featured in an act with three clarinets and sleigh bells at the Faust, Peoria, Ill. MAZEL AND ZITA, with the Review Modernistic, contribute a Racketeer dance dedicated to Chicago.

Al Bouche Out of Casino Parisienne

CHICAGO, Sept. 25.—Albert Bouche, night club impresario, will not have any connection with the Casino Parisienne when it reopens some time next month. Current plans call for elaborate band and act shows. Under the lease held by the New York French Casino interests, the spot is taxed with a weekly rental of \$2,250 during the late fall and winter months.

Club Chatter

New York:

MONA MONTES, at El Chico, will dance with the Rochester Symphony Orchestra at a special performance shortly, with Jose Iturbe conducting. BOB BERRY ends his string of guest comedian appearances for an indefinite date with Harry Howard's *Hollywood Parade* unit. WILL WEBER bookings take in John Steele for the 5 o'clock Club, Baltimore, October 6; Andrew Sisters for Leon & Eddie's here immediately, Carroll Sisters for the El Dorado here October 1, Satch and Satchel and Jackie Maye for the Mirador here October 6. RUTH DENNING has recorded *I Need You and Love Me As I Love You* for Master. FRANK WALLACE and Trixie Lamae just finished at Club 26 and North, Milwaukee, for the Weber office.

Chicago:

CATHLYN MILLER, tapper, left for Hollywood on business. JACK LEONARD scheduled to open at Chez Maurice, Montreal, Friday. LOUISE MILLER, songstress, back from her three-week vacation she spent in her home town in Pennsylvania. BENNY FIELDS will headline the new Chez Paree show, beginning October 8. SID TOMACK and Rels Brothers, Kay LeBarre Trio and LeRoy and Sharp added to opening Royale Frolics bill. CARMEN MARIN, local vocalist,

and the AFA Council are carrying thru during his absence on the Coast.

When the American Music Hall re-opens in about 10 days it will again operate under an AFA agreement.

In all agreements up to now, the AFA is permitting performers to join and pay only the usual \$5 initiation fee, the \$1 Death Benefit Fund membership and \$1 a month dues. The AFA Council has postponed its intention to raise initiation fees to \$25 in all closed-shop night clubs and theaters.

CHICAGO, Sept. 25.—Local office of the American Federation of Actors has on file 10 cases against night spots and bookers charged by acts with nonpayment of salaries. Four hearings are set for next week, with the rest slated to be heard in October.

Flesh Hurt by Talent Dearth

RKO, Warner feel flesh prospects hopeless—decry lack of b.-o. attractions

NEW YORK, Sept. 25.—RKO and Warner, which had plans for giving flesh a better break this season, reveal that the situation is practically hopeless, considering the dearth of attractions, there being an abnormal scarcity of name acts and box-office units. The booking offices and theater-operating departments point out that it is difficult enough now to keep their present combo, houses supplied with suitable attractions, and to open other houses to flesh would make their plight more serious.

The major houses figured early in the season on being able to draw from the movie field for their name acts, but this source proved to be a big headache. Movie names were booked, but in the majority of the bookings there was always a last-minute cancellation when the acts were called back to the studios. The standard names in the field are insufficient to meet the demands, with the result that many keep repeating time and time again in the various houses.

The theaters expected a large supply of unit attractions this season, but they did not reckon with the cautiousness of the producers. Last season found many of the producers taking an awful licking with expensive shows, and this season the few that were daring enough to put on shows gambled to the extent of putting on only inexpensive shows. To meet this scarcity many of the theaters have resorted to using a permanent house line of girls and having a salaried producer stage shows every week.

Circuit bookers are being helped considerably by theater and division managers in an effort to line up box-office attractions. The attractions of definite box-office draw are few and far between, and the theaters are being compelled to make their shows attractions thru extensive advertising and high-pressure publicity.

Band bookings have been a life saver to the theaters this season, but this situation is spotty in view of the fact that in a great many towns the audiences are not attracted by bands.

Riviera Night Spots

NICE, Sept. 11.—Cannes and Juan-les-Pins competing strongly with Nice and Monte Carlo for summer tourist trade. High spot of the season was the *Little White Beds* charity show at the Palm Beach Casino, Cannes, week before last.

Among vaude acts appearing were George Hale's Glamour Girls, Gregory and Raymond, Hacker and Sidell, Harry Reso, Three Marcellos and Omanis, Fred Mele, leader of the Mogador Theater orchestra, jumped from Paris to direct the band at the show.

Larry Adler, Rebla and Lassister Brothers are at the Casino, Juan-les-Pins. Harris and Shore, dance duo, are at the Sporting d'Ete, Monte Carlo.

Crawford and Caskey and Cookie Faye are at the Sporting d'Ete, Monte Carlo. Estelle and Leroy, Frackson and the Norman Thomas Trio are at the Casino Municipal, Juan-les-Pins.

Wes Adams and Lisa, dance duo, are at the Gaiety Cabaret, Brussels.

Lottie Mayer to Europe

CHICAGO, Sept. 25.—Lottie Mayer and her Disappearing Water Ballet, under the management of Ken Warfield, are rehearsing here for the opening of their theater season, which starts at the Lyric, Indianapolis, October 1. The company has been engaged for appearances in Europe and will sail on the Europa December 15 to open a two-month engagement at the Scala, Berlin.

R-O'K Books Chi Casino

CHICAGO, Sept. 25.—Local Rockwell-O'Keefe Office will book the Congress Casino, Congress Hotel, when it reopens for the season October 21. Current plans call for heavy-nut floor bills and orchestras to compete with the neighboring Continental Room of the Stevens Hotel.

Anything Might Happen Now

CHICAGO, Sept. 25.—Paul Rosini, magician, is a generous fellow, judging by his magi schooling between shows during his recent engagement at the Hi Hat Club here.

Now the managers of the spot are doing card tricks for the patrons, the waiters are pulling mysterious gadgets from each other's pockets and the musicians turn up-and-coming Houdinis during intermission.

Parade Passes by Girl Song Trios

CHICAGO, Sept. 25.—Popularity of girl song trios is on the wane on the local horizon, with their box-office standing almost nil compared to their draw during the Boswell-Pickens days. Singles are holding down top spots now and are as much in demand as good trios were two and three years ago. There are almost no name trios making the night spot or theater rounds here and those on hand find it difficult to get steady bookings.

A checkup of the leading clubs indicates the marked preference for single warblers. Operators feel that they are the current trend in night floor bills, from both the show and customer angle. While a few of the better singers ask and get as much as a song trio, most of the gals are cheaper to employ and dress up the song department just as well.

Bookers blame radio for the short-lived trio careers.

Murray Rosen Adds Clubs

NEW YORK, Sept. 25.—Murray Rosen is now booking the Cavalier Club and Butler's Tap Room here, the Newark Miami Club, and the Club Rio, Allentown, Pa. Among his recent placements are Bongard and Dooley, Yvonne and Everette and Patsy Shaw, Crater Healy, Ann Bronte, Jackie Gleason, Mildred Roselle, another Rosen booking, will be held over indefinitely at the Cavalier Club.

NVA Club's New Quarters

NEW YORK, Sept. 25.—National Vaudeville Artists Club has leased new quarters in the Navex Building on West 46th street, moving in this Friday. Club recently elected new officers, comprising Louis Handin, president; Al Edwards, first vice-president; Ernie Van, second vice-president; Henry Chesterfield, secretary; William Marble, treasurer; Joe Verdi, William Held, Charles H. Preston, Mrs. George Primrose, Rose Crouch, Harry Brooks, Lester Rose and Joe McInerney, board members.

Brandt Chain Makes Headway On Plans for Flesh in N. Y.

Expected to start in two weeks—unions seem to be co-operative—circuits claim they will not follow suit—move by Brandts a break for showing acts

NEW YORK, Sept. 25.—Brandt Circuit will probably get started on their plan to bring flesh into this city in about two weeks, since Harry and Billy Brandt are making progress in their deals with the unions. Only possible hitch to prevent the flesh plans of the Brandts would have been excessive demands of the unions, but reports are that the unions are showing a co-operative spirit. Putting flesh into houses here will be a decided break for bookers, agents and performers alike, who are welcoming it as an opportunity

Bowers Basis of Fine's 25Gs Suit

CHICAGO, Sept. 25.—Unit producer Jack Fine filed a \$25,000 damage suit in New York against Cookie Bowers, the Shubert office and the William Morris agency, charging breach of contract.

According to Fine, Bowers signed with him to play his unit, which opened this week. Instead he remained in New York to accept a part in Shubert's *The Show Is On*. The revue is coming into the Grand Opera House here October 4 and, according to Fine's attorney, Henry Kalcheim, action may be taken to keep Bowers out of the show.

Terry Walker is now filling the unit spot originally slated for Bowers.

Stabile To Open Topper

CINCINNATI, Sept. 25.—Dick Stabile Orchestra has been engaged to play for the opening of the new Ciney ballroom. The Topper, located in Music Hall, which gets under way October 2. Stabile is in for two days. The Topper plans to carry out a name-band policy thruout the season.

Nan Elliott in New Office

CHICAGO, Sept. 25.—Nan Elliott, artists' representative, has established a new office in the Old Dearborn Bank Building at 203 N. Wabash. In addition to her other activities Miss Elliott is busy on radio contracts, having placed a number of acts on local and network programs for the new season.

CHICAGO, Sept. 25.—The second Nick Bolla-Sam Roberts unit, *Three Cheers for Rhythm*, breaks in around here October 9. Featured in the show will be Dorothy Blaine, singer, who returns from Detroit Friday for rehearsals.

Vaudeville Notes

ANN GREENWAY is going over to Europe, opening October 13 at the Cafe de Paree, London, on a four-week engagement. . . . Dave Apollon will start his season with his new unit October 21 for Paramount in New Haven, Conn., and the following week into Springfield, Mass. . . . Tip, Tap and Toe are doubling between the New York Paramount and the Cotton Club. . . . Stroud Twins have landed two weeks from Paramount, playing the Michigan, Detroit, October 15, and Metropolitan, Boston, November 18. . . . Show going into the Chicago, Chicago, will run for two weeks, the bill including Shea and Raymond, Lal Founs, Gloria Gilbert and Alec Templeton. . . . Tommy Dorsey and ork will probably follow the Jane Froman-Benny Meroff show into the New York Paramount.

HARRY KALCHEIM was in Chicago over the week-end to look over new units in that area. . . . Miles Ingalls now handling Ross, Pierre and Schuster in the East. . . . Eddie Conrad, comedian, is starting out anew this time in an act with Louise Miller, vocalist. . . . Sybil Roth, dancer, has gone to Chicago to join a vaude unit after a four-month West Coast tour.

FRED WARING and ork go into the Michigan, Detroit, October 27. . . . Dione and Duval are with the *Candid Camera Capers* unit. . . . Edison and Louise are now working in Europe on dates booked by Vic Oliver. They are current at the

Tivoli, Aberdeen, Scotland, and follow with the Empire, Kingston, London. . . . Arrvola Oxman closed with the Jess Lebonati Trio at the State-Lake, Chicago, and is now teamed with Bert Van Deven. Opened Saturday at the Orpheum, Winnipeg, under the billing of Van and Arrvola. . . . Abe Feinberg, now associated with Bert Jonas, has routed a couple of radio acts in theaters. The acts are the Horn and Hardart Kids and the Golden Crest Quartet.

BILLY CREEDON has been in Germany the last three months, booking dates for the Three Rays, Four O-Reds and the Three Dancing Dolls. . . . Benny Fields will play the Mayfair, Boston, week of September 29 before going into the Chez Paree, Chicago, October 8. Chez Paree show will also include Georges and Jana, Gracie Barrie, Sunny Rice and Dolly Arden. . . . Billy and Beverly Bemis closed at the Chez Paree, Chicago, October 7 and open the following day at the State-Lake Theater, that city, and then move to the Riverside, Milwaukee, for a week before heading back for the Coast. . . . Ted Lewis was in Chicago last week, lining up new specialties for his road show.

REX WEBER, ventriloquist-singer, sailed for Melbourne, Australia, last week for a 20-week tour of the Tivoli Circuit. Weber will also fill dates in China and Honolulu before returning to America. . . .

If the Brandts can make the proper deals, they intend putting combo policies into the Windsor, Bronx; Audubon, Manhattan, and the Flatbush and Halsey, Brooklyn. Policy will be stage band shows, with Lawrence Golde, of the William Morris office, slated to book the acts. The four houses are only figured as starters, as if the policy clicks the Brandts figure on making the same move in four other houses.

RKO and Loew are showing interest in the plan of the Brandt Circuit, but execs of the circuits claim they have no intention of following suit with flesh policies. The Brandt houses are in neighborhoods where Loew and RKO are situated, but the circuits feel that their giveaway and other promotional nights are sufficient to meet any flesh competition.

Real break afforded by this Brandt move will be for the showing of acts. Bookers at present are beefing constantly about the difficult time they have in catching acts, the present conditions requiring frequent jumps out of town from Philadelphia to as far west as Chicago. Bookers had some hopes that the killing of burlesque in the city and the switch of those houses to vaudeuse policies would be of some help in showing acts, but the houses did not resort to vaude talent as was expected.

Small-Town Houses Want Names in Units

CHICAGO, Sept. 25.—First news of locally produced units trekking back from the hinterlands is the cry for names as headliners of the flesh attractions. Managers claim that the show brings little extra cash into the box office unless it carries the drawing power of a name. Even the smaller towns, formerly content with any unit of 18 people and down, now want a comparative headliner served with their combination house dish.

The search for names here is not a new one. It was principally conducted, however, by the big-time producers who have the intention of playing the key-city acts. Second-stringers up until now did not go beyond the average act field for their road-show talent.

Princess, Nashville, Opens; Cushman Shows Start Oct.

NASHVILLE, Sept. 25.—Princess Theater opened its vaude season yesterday after a delay of several weeks occasioned by difficulties with the musicians' local, now adjusted. First bill includes Roscoe Ates and Barbara Ray, Musical Millers, Toy and Wing and Parker Brothers.

Vaude will be booked direct until October 15, when the Wilbur Cushman Circuit will start supplying the shows.

State-Lake Bargain Spot

CHICAGO, Sept. 25.—State-Lake Theater, local combo house, is now selling itself as the only bargain flesh spot in town, the competitive Oriental having upped its admission scale recently. Its high is 40 cents, or from 25 cents to 35 cents lower than that in any of the three other combination houses in the Loop.

Rubin With Curtis-Allen

NEW YORK, Sept. 25.—Marty Rubin has joined the Curtis-Allen Agency, specializing in night club placements. Just landed Walter Cosden and Agnes Melcoll, *Daily News* Harvest Moon winners, in the RKO film *Having Wonderful Time*. Team is currently at the Frolics Cafe.

Loew's State, New York

(Reviewed Thursday Evening, Sept. 23)

It is birthday week for the State, the house's 17th anniversary, with Manager Al Rosen going to town on building up the event. Opening day saw customers (the lucky ones) getting gifts, which were promoted thru tieups with merchants. However, for an event such as this the entertainment doesn't stack up so well. Picture is *Vogues of 1938*, while the vaude comprises four acts headed by Eric Madrigrera's Ork and Bert Frohman. The vaude is fair enough, but not up to the State standard. It runs 52 minutes. Business was good at this viewing.

Carr Brothers and Betty are familiar, but still a good opener. The usual window demonstrating opening, and then the brothers go into their burlesqued acrobatics and later straight hand-to-hand stunting. Between their acrobatics the girl in the act gives out with a nice bit of tapping.

Bert Frohman goes well in this early spot, and his appearance here not so long ago was remembered, judging from the entrance palming. He did his singing chores very well, being in good voice and selling them nicely. His numbers are arranged cleverly; he did three, topped off by *Glory of Love*, earning an encore.

Low Parker has gotten away from the Bob Hope routine and shapes up as a good comedy team. Has four acts, two on stage and two in the audience. Parker is a fine comedian, using a nice stock of gags, but the good work of the body of the act suffers at the finish, which is a bit about Catskill Mountain players. Latter is there, but needs tightening up. The assistants, especially the girl and the bald-headed stooge, help commendably.

Eric Madrigrera and ork close, too quiet a band turn for this house. Nice, tho, but this theater likes novelty and solid sending. There are 12 in the ork, heavy on the brass, and the music is made very listenable thru clever arrangements. Particularly interesting is *Star Dust*, which is an outstanding piece of arranging. For specialties, Baloma is but fair with South American guitar playing and singing, while Patricia Gilmore is a big hit with her vocals. She's cute looking and a sweet singer.

Sidney Harris.

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Vaudeville Reviews

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 24)

There's no substitute for talent and this bill, the best here in months, strengthens that fact. Despite minor discrepancies, the pennant-winning specialties as lined up on this well-woven program batter up home-run entertainment.

Dick and Dottie Remy, youthful acrobatic equilibrists, score with amazing tricks. Dick in particular has in stock some hand-clapping feats. While his sister is rather heavy to get by on personality, her lively work nets good response.

Murray and King, formerly with Nina Olivette, have added a blond miss, billed Roberta, to their act and followed with comedy and a knockabout routine that still carries the sting of the rehearsal stage. The girl is a good looker and a fitting participant. Boys should brush up on their comedy, however, particularly the off-color lines in the *I'm a Gentleman* ditty. Murray's Lewis and Eichman takeoffs are strong.

Steve Evans topped the show with his amiable impersonations of such characters as Pop-Eye, a Polish laborer out on a drunk and Bob Burns, Joe E. Brown, El Brendel and Mussolini. He stayed on for 18 minutes and held undivided attention almost immediately after his entrance. Works with admirable ease and produces results.

House line of girls frolic thru a *Feeling Like a Million* routine that is light and in keeping with the mood of the tune. Barr and Estes, eccentric dance team, went over as usual with their itchy underwear movements and hop-scotch footwork. Man has a laugh-provoking countenance and a flair for comedy.

Earl LaVere, accordion-playing and cigar-chewing funster, opened mildly but act managed to build into impressively responsive proportions with the song deliveries by his sweetly voiced partner, Helen Ware, and his tricky accompaniments on the squeeze box. His Scotch jokes get laughs, but the talk in the early portion of the turn can stand scissoring.

On screen another 20th Century-Fox musical, *Sing and Be Happy*. Business off opening afternoon.

Sam Honigberg.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Sept. 23)

Music Hall show this week is definitely on the arty side and needs the needle. Titled *Interludes*, business opens with a dainty piece by the ballet girls, closely followed by Marie Grimaldi, George Church and Carlos Peterson in a dance number. Routine done by the threesome has something of a carnival air about it, the men dressed as clowns who amorously pursue Miss Grimaldi, who trips daintly on her toes. Go off after solo stuff.

Jan Pierce and Viola Philo, together with the Glee Club, take over the mid-spot with an operatic tune. Well done, but received merely a perfunctory hand.

Anita Jakobi, acro-tap artist, gets the best individual hand. Does a beautiful turn showing grace, ability and showmanship in both tap and acro work. Routine is fast, well-conceived and leaves the audience wanting more.

Rockettes deliver one of the numbers recently performed by them at the International Dance Festival in Paris. It's a honey of a routine, showing the precise, neat footwork of the line at its best. Drew a big hand as usual.

Pic, *Lost Horizon* (Columbia). House just fair during supper show.

Paul Ackerman.

Stanley, Pittsburgh

(Reviewed Friday Evening, Sept. 24)

Horace Heidt and his Alemite Brigadiers flashed one of the most entertaining shows here in months. Unit coordination, precision mass movements, a sense of comedy, a confident leader and entertainers who in their own right are better than average, combine to rank the Brigadiers at the top of band diversification.

Band opened with *Bygones Call Rag*, followed by the Four Kings harmonizing on *We're Working Our Way Thru College*. Next, Alvino Rey weaned *Sweet*

Leilani from his singing guitar, and then with a Spanish guitar paved the way for *The Flight of the Bumblebee*, a field day for violin, sax and trumpet ensembles.

Bass Bob McCoy hit low notes on *Asleep in the Deep* (and showed himself a good comedian in subsequent unit numbers), followed by the toy band, wherein the 27 guys and gals on the stage evoked music from miniature instruments while the folks out front howled.

Only femme soloist with the aggregation, Yvonne King, asked *How Could a Good Little Girl Be Good?* with a sparkling delivery. Easy to look at, owner of a pleasing voice and contagious personality, she won a deservedly great hand.

Another unit novelty next, this time the Glee Club octet enlivening *Ole McDonald Had a Farm*, followed by two more hilarious harmonies on *John Brown's Baby Had a Cold Upon His Chest* and *Johnny Smoker*.

Near staple next, featuring stubby Jerry Bowne's singing of *I'm a Gypsy From Poughkeepsie*, supported by the three of the Four Kings, and a neat bit by one of the bandsmen, Frank de Vol dead-panned *Way Out West on West End Avenue* in a vein that might class him as a singing Charley Butterworth, with a dash of Arthur Treacher.

The band's only straight musical contribution was a medley of *Harbor Lights*, *Remember Me*, *Loveliness of You*, *Caravan* and *The First Time I Saw You*, the latter soloed by Tenor Larry Cotton.

And then Heidt announced 19-year-old Burton Pierce, tapper, and what a tapper. He's a pleasant looking lad and his style stamps him as a potential rival of Fred Astaire and Ray Bolger.

In a tieup with one of the local papers, Heidt next announced a band-guessing contest, the winners to get passes to his network broadcast from the Steel City Monday, and then proceeded to knock out 15 melody themes while the audience yelled back names of orks they thought the Brigadiers were imitating. A great stunt for audience participation, also tending toward the rowdy way of proving the band's versatility.

Windup was a mass version of *The Big Apple*, with the three girls and band boys tripping everything from *The Charleston to The Big Apple*.

Standees for the first show. Screen attraction, *The Life of the Party* (RKO).

Morton Frank.

Earle, Philadelphia

(Reviewed Friday Afternoon, Sept. 24)

Before radio spread names and attending fame, the staid stub-holders at the Fox Theater here were initiated to the rhythm rocking of a New York ballroom maestro who dished out hot jazz across the foos while others confined their efforts to the symphonic jazz. With worms turning and history repeating itself, Earle brings back the same ballroom maestro dishing out the hot jazz (now they call it swing) across the foos. And once again rocking the rhythm to the complete satisfaction of everyone concerned.

Except for the Gotham terp hound circles, Mal Hallett was an unknown quantity on his previous local appearance. With records, radio and the collegiate clans boosting his stock since then, Hallett fronts now with an advance build, evidenced by the strong hand accompanying the sheet's splitting.

For the first time, and it's about time, a swing band takes over the week's ceremonies and gives the town a swing concert. Even Duke Ellington and Jimmy Dorsey went sugary on em. There is no question on Philly's likings on that score. Mere mention of the name of Benny Goodman is enough to bring down the house, as Will Osborne found out recently.

Tooters dug their groove from scratch with a savory *Darktown Strutters' Ball*, drummer man took the spot to beat the suitcases torrid. Swing Diva Teddy Grace piped a hot hymnal and Pianist Frankie Carl knuckled the black and whites for get-ops on *I Got Rhythm*. House mikes were dead on all these efforts, but the standing-in-the-aisles crowd never minded, remaining enthusiastic over the little that did carry.

With mechanization in working order, Hallett made up for lost ground with a gut-bucket version of the *Coona Goo*, Teddy Grace making her coon-broting

count. Heavyweight Joe Cabanaro, who slaps the overgrown bull fiddle when not cutting capers with Hallett, scores heavily with his doghouse doings, bowing the finger-wrecking *Nola* and slapping furiously for the sake of *Dinah*. Tags a bit of clowning in singing *O Sole Mio*. Finale flasher dims the house lights to show up the luminous paints while the band goes Harlemaese musically. Teddy Grace adds more of her torch scorching and the boys make formations to indicate that there will be a hot time in the old town these nights.

Apart from Hallett's triumph, three show-stoppers enhance the proceedings. Johnny Perkins, band's soft-voiced youthful yodeler, sells himself completely for the push balladeering and has to beg off. Introduced as being discovered in the checkroom of a Chicago nitery, 17-year-old lad overcomes the human interest stuff usually reserved for Major Bowes and proves potent for the song selling.

The never-grow-tired routine of Shaw and Lee, whether it be their double talk, pantomimic gestures or eccentric hoofing, is still surefire to warm the hand palms of customers. Only fault to find was that the crowds couldn't get enough of them. In the least, a half dozen well-earned bows rated a speech-off.

Gloria Gilbert, making her first stage appearance since clicking in the *Vogues of 1938* flicker, repeats her sock specialty of whirlwind spinnings on her toes, living up to her billing as the "human top."

Show runs smoothly and swiftly, packing plenty of entertainment in the 50 minutes' running time. Silver sheet shows *Life of the Party* (RKO).

M. H. Orodener.

Oriental, Chicago

(Reviewed Friday Afternoon, Sept. 24)

An experiment that breathes with novel stage entertainment is the *Battle of Swing* waged here this week. Clyde McCoy and his Sugar Blues Orchestra and Earl (Father) Hines and his colored organization are sharing stage space with typical offerings that distinguish them individually and combine their efforts for the inevitable jam session windup.

While there are no stage-setting elaborations, the idea as tied in by Dick Ware, emcee, furnishes proper contest atmosphere. One ork remains in the dark when the other is working until the final number.

Clyde gets the first break to register on the backgrounded "Swing-o-Meter" with a fast swing number. Hines following with the *Nutcracker Song*, a sizzling tune. The McCoy department comes in for another showing, this time with vocal work, in which the harmonious Bennett Sisters stand out with a light arrangement of *St. Louis Blues*.

Son and Sonny, personality-plus tapping duo, start out with sock steps in favor of the Hines party and show-stop with challenges that are not far from terrific.

The McCoy boys follow with a novelty number, featuring the boss on a miniature trumpet tooting *Music Goes 'Round and Around*. Hines, next, with the *Posin'* number, originated in a local cafe, gets the musicians' camera-conscious for laughs that come in despite the age of the ditty.

Ida Mae James, colored vocalist, impressed with *Airaid To Dream* and *After You've Gone*, the latter supported by three of the boys.

Ross Wyss Jr., acrobatic comedian, was another sock specialty with his mis-handling the lanky June Magley. Brevity of act is in their favor, there being room for their surefire tricks only.

A fitting next-to-closing session is each organization's reputation builder, in the McCoy case it being a sweet music concoction on the trumpet, and with Hines the piano as the unfailing standby.

Tiger Rag, in the closing spot, gets a mauling once over on the combined instruments.

On screen Bette Davis in *That Certain Woman* (Warners). Business fair thru show opening day. Sam Honigberg.

Paramount, New York

(Reviewed Wednesday Evening, Sept. 22)

Paramount's second-run this week, playing *High, Wide and Handsome*, which had a two-a-day run at the near-by Astor. A definite two-week run, with hopes of stretching it into three. An act is being featured over the ork on this show, with the Yacht Club Boys getting the top billing and the Hudson-DeLange Ork next.



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It is a good show, running 48 minutes, and would have been better if the Yacht Clubbers didn't stretch their stay as they did. Biz was good at this show.

Yacht Club Boys close the show, taking 28 minutes to do it. That's a long stay for them, particularly when they do only three of their special songs. In between they clown with a lot of gab and also do a musical piece of biz. The overdoses of gab and the musical bit could be shelved for the better. When they bang away at their songs they are cinch show-stoppers, but with this routine they got about a third of the applause they usually get.

Will Hudson-Eddie DeLange Ork, with DeLange the leader, is a nice group, playing music that's grand to listen to, which isn't any mystery considering those swell arrangements that Hudson turns out. There are 14 in the ork, including DeLange, the instrumentation comprising piano, bass, drum, guitar, four saxes, three trumpets and two trombones. They are a

young and neat-looking outfit, with DeLange a personable leader who makes nice announcements. And, musically, they are a treat.

Not much for novelties, and instead a serious treatment of the music. Some of the boys get up for solo innings, which are good, but in general they stick to giving out with a corking brand of music. They get plenty hot, too, and good applause items are announcements of the numbers written by the standard bearers, and they wrote a lot of prominent pieces. Betty Allen is the band's vocalist, and she's a sweet singer. Her work brought huge response from the audience.

Tip, Tap and Toe, colored boys, are up near the opening for a grand start. Their style of hoofing catches on with an audience quickly, especially that center chap whose personality and sliding steps really makes the act. They are presented nicely and, as usual, they mop up big.

Sidney Harris.

Michigan Theater, Detroit

(Reviewed Friday Evening, Sept. 24)

A well-filled house greeted this shotgun program—which includes, besides the regular stage unit, *Vogues of 1938*, a color film unusually strong in fashions for the ladies, and Tommy Farr's "only theater appearance in America" to draw the men. The unusual combo worked, too. Usual overture and singfest were out.

Le Fons Troupe, Chinese acrobats; contortionists and plate-twirlers open. Three men and two girls have some extraordinary stuff that goes big.

Don and Shirley, the "Broadway Hillbillies," do harmony and comic versions of Western ballads. Eddle White does a comic ballad, *White Is Black*, with plenty of monolog in light vein. Keeps the crowd interested with new gags and winds up with one of his own mother songs.

Allen and Kent, mixed team, do a Rogers-Astaire number. They are light-footed and not noisy like most current tapsters. They bring on a middle-aged couple, evidently the parents, the man doing a 'buck and wing and the woman an extremely fast tap that got a big hand.

Tommy Farr got a generous reception in Joe Louis' home town. He tells a few gags, including some double-entendres with a dry Welsh humor. Most of the act is done as dialog, with Farr in a bathrobe. He has a pleasant stage mannerism, including a friendly smile. Eddle White acts as interlocutor. Farr strips to ring costume as the curtain rises. He does some rope skipping and then does a bit of shadow boxing. Clicked okeh.

H. F. Reeves.

**Houses Lift Ban as
Chi Schools Reopen**

CHICAGO, Sept. 25.—Child ban on schools and theaters here will be lifted Monday, according to Dr. Herman N. Bundesen, board of health prez, who delayed official opening of schools September 7 and required all theaters to hang out "adults only" shingles. For the last two weeks kids have been getting their book learning over the radio and in lesson outlines published in the dailies.

MARY STONE

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International Casino, N. Y.

Altho it actually opened a week ago Friday (September 17) this much-publicized biggest-cabaret-of-the-world still hasn't opened "officially."

The "Miracle Stage" hasn't yet performed its complete hocus-pocus and the Casino management is asking newspaper men to lay off on reviews until it is ready. It's a queer situation.

Despite its lame start (it's been "opening" since last spring) the Casino is already doing packed dinner business (1,200 approximate capacity) and has been getting around half that crowd for the midnight show. A third morning show has not been developed as yet. Since the minimum dinner is \$2.50 and since probably the average check is at least \$3 the house must have grossed around \$38,000 on dinners alone the first week. This is a terrific gross and indicates the Casino can easily do around \$60,000 a week if things pick up. Then there's the business coming from the spiral bar (accommodating 160 people), the Cosmopolitan Salon (seating 750) adjoining the Casino and on the same floor and the cocktail lounge on the ground floor.

The Joe Moss-Lou Brecker-George Olsen combo figure the spot can do an all-day business (lunch, cocktails and the bar). With the Casino now the flashiest looking cabaret in Times Square, its entire block-long front blazing with electric signs, it should have no trouble drawing enough curiosity trade to keep busy all day.

According to management spokesmen, the Casino has already cost close to \$500,000. This is a big nut to liquidate and the weekly grosses will have to be pretty steep to amortize this huge sum over a period of years.

Despite this outlook the spot should (See *International Casino* on page 21)

Voodoo Room, Pepper Pot, New York

Ralph Revilo, former Ziegfeld aid and now a booker and producer, has brought his troupe of Yanyego Voodoo Dancers into this historic Greenwich Village night club and is attempting to build the spot up as a slumming hideaway for the Park Avenue crowd.

Opening a new room adjoining the Pepper Pot and adding a \$1 cover charge to keep out the Village nonspenders, Revilo has a good chance to put this venture over. The new room has been transformed into an imitation jungle by Botanical Industries, Inc., and has a capacity of 160 to 200. The eight colored waiters double as singers, so that patrons can order a stretch of *Sweet Adeline* in the same breath as they ask for scotch and soda.

The Voodoo troupe, colored, which had such a successful run at the up town Le Mirage Club last year, includes five musicians (drums, maracas and three strings), a male song-and-dancer and a girl dancer. The band beats out its primitive rhythm while the lead dancer chants and cooches, with the girl coming on for torso waving. They offer a variety of rituals and native dances that are interesting mainly because they are so different. The drummer of the band does some spectacular work, incidentally. Roy Rector, young and handsome emcee, introduces and explains the voodoo dances. The Voodoo show is on twice a night.

Night Club Reviews

the rest of the time being filled by an all-colored show comprising Billy Haywood and Cliff Allen, a dynamic song-and-piano team; Miss Johnny Tonsil, red-hot rhythm singer, and Herb Brown Trio (piano, drums and guitar), which supplies zippy dance music.

Incidentally, Peter Mandell, former name band leader, and Clyde King, former singer, are head waiters here.

Joe Gallo (violinist) leads a good six-piece combo in the Pepper Pot's main room. David Green is doing publicity.

Paul Denis.

Cerutti's Le Mirage, N. Y.

This East 54th street night club is one of the neatest in town. Transformed into the Chez Josephine Baker a couple of years ago, it is now going along on its own, emphasizing quiet, ultra atmosphere.

Current show is weak, being the tail end of the summer policy. The official fall opening comes October 6 when Rafaelo Diaz and Reed Lawton come in as features.

Meanwhile there's a four-piece band, a dancer, a singer and a singer-pianist. Outstanding is Grace Morgan, petite and comely rehead at the piano, who sings those saucy ditties about amorous intentions and whatnot. Titles of her ditties speak for themselves: *What the Public Wants Is Debutantes, That's What Every Girl Should Know and I'm the Laziest Gal in Town*. Doesn't strain for singing effects, concentrating on personality delivery all the way.

Peggy LeBaron, attractive blonde formerly in musical comedy and making her local night club debut, made a poor impression. Her voice has flashes of quality, but it is not controlled at all. Tries to reach too high, for one thing. With voice training she might develop okeh. Pretty brunet Virginia McNaughton offered a couple of charming taps in slick costumes, holding attention easily.

Harry Horton, violinist, is backed by a piano, drums and accordion, the combination handling the dance and show music nicely. Horton's delicate violin solos are outstanding. The pianist does between-show solos, revealing an outstanding technique.

Floor entertainment is on twice after theater. Spot is a handsome room decorated in glistening silver, mirrors and murals by Sogata.

Ricardo is the friendly host and Harry Sobol is doing the publicity.

Paul Denis.

Radio City Rainbow Grill, New York

The new attraction here is the Eddy Rogers Orchestra, which followed the Cornellius Codolban Band Wednesday. Except for Pauline Alpert's replacing Helen Myers as solo pianist, the show is the same as when reviewed last.

The Rogers Band looks like the real thing. Practically unknown locally as a bandleader, Rogers is a former featured radio violinist. His real name is Edmund Ruggerio. Surrounding himself with nine competent men, Rogers leads the new orchestra thru liting waitzes and syrupy rhythms that are certainly pleasing to the ear and swell for dancing. Applause from dancing patrons after some of the smoother numbers was proof of that.

The three trumpets (Ted Fisher, Lou Belok and Bert LaMar) play in their hats to get clarinet effect, trombonist Charles Evans uses mutes, and the string bass (Joe Feinbloom) and drummer (Al Gentile) work subdued, swinging out rarely. Saxist Ken Schleicher doubles as a pleasing vocalist, while pianist Fulton McGrath is featured, revealing excellent finger work. Len Herman's accordion and Rogers' violin leading, with occasional tenor vocals, complete the orchestra. Rogers, a personable Latin, says he is emphasizing "pure, unadulterated melody." And with the trend away from swing he is on the right track.

Glover and LaMae are still here. Their "hour of instruction" has almost become an institution. The patrons love it, and an added inducement is the gift of two bottles of champagne and two dinner

checks to patrons proving the most apt pupils.

Manager John Roy is trying another showmanly stunt to keep his patrons in during between-show lulls. An RCA portable gramophone and a half dozen records are awarded to holder of a lucky number. Numbers are distributed to patrons at 10 and the winner is announced at 12:30—holding in most of the patrons as a result.

The Bonners, handsome singing pair, are winding up a long and successful run, while Miss Alpert, "whirlwind pianist," is impressing in her return engagement here.

The \$2 dinner is still a great bargain—the inspiring 65th floor view is worth that alone.

Maitre d'Hotel Joseph Moscatelli, handling both the Grill and the Room, is always on hand to make patrons comfortable. Edward Slay is doing the publicity.

Paul Denis.

Chez Paree, Chicago

Mike Fritzel and Joe Jacobson doctored their current bill with a trio of new acts topped by the celebrated Belle Baker. An artist of the first rank, this seasoned showman glorified the revue with songs that spun a heart-to-heart network between herself and the patrons. The mastery of her human-interest material seldom fails to hit the soft spot.

When caught on opening night she stayed on for some 23 minutes and was hand-clapped back for several encores. Did *Glory of Love, Ginsberg From Scotland Yard, Little Old Lady*, which is augmented with sock *Yiddische Mamma* lines; *Joe Berkowitz, the Baker; That Old Feeling* and had the crowded room join in with a chorus of *Let Me Call You Sweetheart*.

Jackie Beekman, a likable youngster, is the new emcee and he pitches in a spirited job. Gives a performer proper buildup and fills in between-act gaps with refreshing song gusto.

A fast opening number by the 18 line beauties ushers in Billy and Beverly Bemis, zestful dance team, in a *Swing High, Swing Low* tap frolic. Are equally as abundant in talent as they are in enthusiasm which dots their work. Their other struts in the show were similarly effective. Both highly personable, with the girl strikingly good-looking.

Alice Kavan's brief and lightning-speed Russian specialty is a winner. Makes a lovely appearance and is blessed with a pair of nimble feet that fairly spin in the spotlight.

Jimmy Savo and his merry pantomimic and vocal antics stamp him as a funny comedian but somewhat out of place in a night club. His sight comedy, in particular, carries more effect in a theater. He is clean thruout and is as playful as an overgrown kid.

The line is spotted midway and during finale time in a couple more colorfully dressed and tastefully staged production numbers. Both, maneuvered to popular tunes, accentuate their shapely bodies rather than talent.

Henry Busse and orchestra are now in their fourth month of their latest return engagement and look set for another season. Maurie Stein's Band fills in intermission time and takes over all musical duties Mondays when Busse's boys have their weekly union rest.

Minimum here is \$2.50 weekly and \$3.50 Saturdays and Sundays. Business continues good.

Sam Honigberg.

Beverly Hills Country Club, Southgate, Ky.

With the usual dull summer season out of the way, business here has perked noticeably the last several weeks and Beverly Hills faces its first fall and winter season with high hopes. While cooler weather has done much in pulling the spenders the last several weeks, credit is due Noah Schechter, Beverly's entertainment impresario, for aiding in the draw with the good floor offerings of recent weeks. Current layout carries three holdovers from the preceding bill—Cross and Dunn, Jack Gwynne and Company and the D'Irons—the first holdovers the club has had since it opened last spring.

Barney Rapp, ork leader, serves as emcee in the place of the regular introducer, out because of illness. With Ruby Wright, Rapp's canary, warbling *Posin'*, Sammy Rose's 18 Adorables give the show a good sendoff with a pleasing strut routine. Ruthie Barnes, diminutive tapper, clicks solidly with pedastlic tricks, her sharp taps and unusual routine bringing her a warm mitting.

Jack Gwynne, magician, made a grand impression with his slick tricks, his showmanly presentation being backed by a line of smart chatter. Gwynne veers from the ordinary in his routine, offering several morsels rarely presented on a floor, namely, the *Oriental Cabinet* and *The Substitution Trunk* tricks. Other nifties include *Came-to-Stik, Restored Umbrella* (with pigeon effect), a corking cut and restored rope trick and *The Birds in Napkin to Cage*. Gwynne gets splendid aid from his three assistants. Bowed to a slamb had.

Fitz and Cahill, limber-legged comedy dancers, offer an interesting session marked with some funny falls, fast and intricate stepping and sock competitive work. Encore with zany, rapid-fire terping, their finish nifty, winning them sound applause.

The versatile and talented Adorables, a grand set of lookers, are next with a doll novelty to the tune of *Oh, You Beautiful Doll*, sung by Ed Holly, of the Rapp Ork. The D'Irons are a graceful and personable pair of ballroomers with an unusual and pleasant style. Open with a classy waltz and encore with a fast strut routine, both of them attention compelling and nicely done. Forced back for another routine, their cute final exit bringing them prolonged applause.

Cross and Dunn, gifted with voice and a repertoire of unusual songs, breezed thru to a show-stop with a turn delightfully reminiscent of the good old vaude days. Boys have a flexible routine, but they register best with their corking comedy song novelties. Had a hard time getting away. The 16 Adorables close with a delightful routine to *Sweet Sue*.

Barney Rapp and his New Englanders, now in their 18th week here, continue as top favorites with the Beverly patrons, and Rapp's personal handling of the show music is still tops. Diners are slugged at \$2 and \$2.50, with the cuisine and service, and drinks, too, all that one could ask for.

Bill Sachs.

Cafe De Paris, London

Cafe de Paris opens its season with one entertainer, Morton Downey, and a band, Bert Ambrose and orchestra.

Downey, who is just thru playing a successful vaude tour, is good entertainment. Has excellent pipes and knows how to use them in a happy choice of numbers. They like him here and he has to sing from 10 to 12 numbers at each session.

Hal Hoffer officiates at the Ivories and turns in a swell assignment.

Ambrose and orchestra are second only to Jack Hylton's Band in popularity. Aggregation is okeh for accompaniments and dancing.

Bert Ross.

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Club Cosmos, Hollywood

Top night spot opening for the week was Club Cosmos, off Hollywood boulevard, starring Tempo King and his Kings of Tempo. Orchestra featured unusual swing arrangements of Honey-suckle Rose, Stardust and Old Man River and alternated with accordionist Ann Triola, sprightly Spanish lass.

Opening night's guests had Billy Gray, of Bergen and Gray, as emcee. Ella Logan, who offered *I Can't Give You Anything But Love* and *Sheik of Araby* in a style truly inimitable. Wally Vernon, comedian, followed with an indolent dance routine that was amusing. Chaz Chase ate lighted matches, cigarets, celophane, etc., with gusto.

The entire Swing Club, including Nan

Blakstone, the Four Squires, Frankie Gallagher and Dorothy Roberts and her Girls, also performed. Cully Richards, screen comic, performed a comedy routine, and Richards, Vernon and Gray brought down the house with a male "strip-tease."

Regular performers included Tempo King and orchestra, offering hot swing arrangements; Ann Triola and her accordion; Coco, comedian from England, whose antics were distinctly English music hall and most unfunny; Virginia Reese, from Schulberg's *Rosalie*, who sang pleasantly, and Georgie Jessel's niece, Lois Milford, who executed a somewhat technical tap routine to fair applause.

A good opening. Owners will doubtless lean heavily on guest talent for support. *David Arlen.*

Yacht Club, Chicago

This is a hard room for acts—talking turns, in particular—as late hour customers don't believe in paying attention and prefer to let loose on their own accord. The combination table and bar room is more than a miniature takeoff of a convention's banquet windup, and it takes nothing less than a miracle act to quiet the multitude.

The show, the biggest here in months, looks good on paper. It also has its points when spotlighted, but it takes concentration and imagination to find them amid the tipsy neighbors.

Jeanne Walker, good-looking and capable tap dancer, leads off with a couple of swiny numbers, made prominent with graceful turns and clear cut taps.

Ruth Petty, refreshing songstress with a thoroughly pleasing voice, did better than expected under the rowdy circumstances with *Oh' Baby*; *Serenade in the Night* and *St. Louis Blues*. Definitely an asset, both vocally and decoratively.

The Di Gatanos, dance team, strutted thru a waltz and fast musical comedy routine on this small stage and rate credit for some hand and arm tricks substituted for flashy foot work. Girl is graceful and man should develop more showmanship to give substance to the illusion they are trying to create.

The McCabes, two youngsters in their early teens, do spirited musical work on a banjo and accordion, augmented with a hillbilly bit and the girl impersonation of Bill Robinson while the boy banjos on at her side. The kids are out of place here, principally because of their youth.

Jules Oshing and Ben Lessy, funny piano team, were taxed in this setup. Managed to corner some attention, but most of their act was lost. Prominent, however, is Oshing's winning personality, and Lessy's naturally comical face which materially buttress the audience response. In the proper environment the boys will stack up a winning combination.

Ted Cooke and his Commodores have been held over, continuing to furnish both show and dance music. Cooke pitches in a creditable job, doubling with straightforward emceeing. The Highlights, strolling quartet, crowd the between-the-table space during intermissions, and Belva White, blond piano-playing warbler, fills in during the remaining lull moments.

A \$2.50 minimum at the tables. Reasonable prices at the bar. *Sam Honigberg.*

Dessert Roundup, Spokane

Doubling a night spot's patronage in five weeks is no mean trick. That's Arden Smith's score since returning to the old home town.

His success isn't achieved by using mirrors, altho the Roundup Room, in the basement of the Dessert Hotel, is conspicuous by its mirror decorative scheme. Arden has talent and plenty of experience, having worked fairly big time, including the Mon Paris, New York; London's Palladium, and Scala, Berlin.

Arden not only leads, plays and arranges for his Gentlemen of Rhythm, as his new band is called, but acts as emcee, entertains personally and digs up local talent for his show. He set a new all-time record recently. Outside talent used chiefly in the past.

Visited on Saturday night of the eighth week the spot was crowded to capacity of nearly 500. Floor show was good amateur, including Kay Campbell; Tapper; Joe Cox, singer, and the Tix Can Tune Twisters, trio of local radio youngsters who made mean rhythm with guitar, fiddle and combination wash-

board, auto horn and cowbell. Novelty band numbers were offered. Standing out was Arden's singing of *Annie's Cousin Fanny* to his own accompaniment.

Faterned after the original Dixieland Jazz Band the ork has but five members who play 12 instruments. They are Charles Donley, Ev Dallas, Myron Lewis and Reese Bennett.

One of most popular new features of the Roundups' new deal is the community sing twice weekly at midnight. The lead is carried around by means of a portable mike, the result always comical, if not always musical. *Wafford Conrad.*

885 Club, Chicago

Joe Miller's parlor room in the heart of Windy City's so-called art center continues to draw conventionites in profitable numbers. It's the intimacy of this neatly architected spot and the pop-price policy that help make it a favorite rendezvous for gallivanting visitors.

The entertainment department is lacking in spontaneity, however. Using only one act besides the usual musical combinations, it is foolish to present it in the accepted floor show manner. Some of the waiting customers sober enough to appreciate a show are naturally bound to be disappointed.

The lone act should be used in brief and frequent sessions, forgetting floor show routine. In this manner the patrons will be continually entertained and will not leave with the feeling that they have been promised a feature-length show and chased out with a one-reeler.

Present burden falls on the Tic Toc Girls, and they hardly fill their assignment. Something has happened to the act since its appearance at the Chez Paree. Their material is hackneyed and delivery rather flat. The blonde still handles the comedy, but has few punch lines to lend any sock to the turn. When caught they did *Hold Your Horses*, *I Want a Man* and an opera parody, the same numbers they had in stock a couple of years ago. They need material badly and suitable arrangements to balance with their personalities.

The Gondoliers, four-piece orchestra, tune up for the dance sessions. An average quartet. Johnnie Honnert makes a patient intermission pianist, pleasing the customers, inebriates and all.

Food is excellent and the drinks, they tell us, a bartender's accomplished art. *Sam Honigberg.*

Little Rathskeller, Phila.

If the talent scout gentry will lay low on the gigue watering for the nonce and do a bit of their Christopher Columbusing here, they'll find a couple hot items ready for merchandising. Max Kalodner, whose ground floor drug store outgrew the booths, had to overhaul his cellar to give the mid-town nitery belt a Little Rathskeller. And it is here one finds, for the second year, a funster whose very appearance on the floor is a signal for riotous fun.

Not a new hand at making their bellies rumble, it's Marty Bohn, of the burly Bohns. A madcap in his own right, Bohn bats out an endless stream of zanyisms that's sure-fire to hypo any intine spot. Borders a bit on the blue, which is exactly how this house likes its ribbing. But has enough on the ball to make a Sunday school session seem like a convention of Marx freres. His mastering the ceremonies is an inspired sampling of likable lunacy, adding an endless procession of brutish mimeries that makes him deserving of a high place among jesters.

Aiding and abetting is Nancy Lee (Mrs. Bohn), a buoyant personality whose verve on the song and dance pattern transcribes the pink-cheeked ingenue. Their take-off on the show's ballroom team, with Miss Lee spinning the jester, is a guaranty to cure anybody's disgruntled disposition.

Another item worthy of consideration is the hot hymnaling of Ruth Warren, a buxom blonde whose swing delivery is the swingology 52d street cats howl for. In fact, a pocket edition of Mildred Bailey. While her pipes are not as mellow, she unleashes the attack of a Holliday and the lift aura of a Fitzgerald. Whips the swing tomes to a pulp to make your lips water, if your category is catlike.

Marrone and Gallo show as a well-groomed ballroom twosome, timbre better suited for the class spots than these blendings. Gal is a locker and sweet *(See NIGHT CLUB on page 21)*

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Orchestra Notes

CAB CALLOWAY, having returned from a summer tour of theaters and about settled in the Cotton Club, New York, has spent some spare moments also recording the latest scores of Benny Davis and Fred Coots as they were written for the current Cotton Club show. The released ones are *She's Tall, She's Tan, She's Terrific; I'm Always in the Mood for You* and *Go South, Young Man*.

DEAN HUDSON, who has been busy one-nighting around the South, will go into the Cavalier Hotel, Virginia Beach, Va., for 10 days and will follow up with a week's engagement at the North Carolina State Fair, Wilson, N. C., to October 9.

EDGAR (BLUE RHYTHM) HAYES has been booked, under the management of Harold F. Oxley, Inc., for 30 one-night dates every day from September 11 thru October 10 on an itinerary which will route Hayes eastward from Indiana to New York.

HERBIE KAY'S BAND is working in the Paramount film, *Thrill of a Lifetime*.

CASS HAGEN is making his first New York appearance in eight years at the Club El Dorado. He's fronting Peter Kara's Band.

H. HENRY has concluded his third consecutive season at Intemann's, Saugerties, N. Y., for a six-week booking at The Dells, Kingston, N. Y., starting October 1.

GRIFF MORRIS will be at the Pad-dock Club, Wheeling, W. Va., for the next five weeks, featuring Eddie Red Evans.

MIKE RILEY, upon the conclusion of his two-week engagement at the Wagon Wheel, Nashville, will head for the Chez Maurice, Dallas.

GLEN GRAY and his Casa Loma Or-chestra will go into Hotel New Yorker, New York, October 8 for local first ap-pearance since a Coast-to-Coast tour. Set by Rockwell-O'Keefe.

JO TYLER has been selected to con-duct the newly organized Pittsburgh Policeman and Fireman's Band.

VAL GARVIN has drawn a record at-tendance at The Orchards, Pittsburgh, on this third return engagement in three months.

SID DICKLER'S BAND is going thru a reorganization, during which time, how-ever, it is also keeping to its one-nighting.

RAY HUMMEL, who played to a capacity crowd of 3,500 after the over-flow had been turned away at the Sante Fe Fiesta last week, has resorted to de-luxe trailer traveling for economy of time and conservation of energy. Saves time of moving in and out of hotels and speeds up jumps between engagements, reports the Hummel indorsement.

DOMINIC RUOCCO, member of Local 802, will hereafter be known as Lesse Layne.

"OHET" BROWNEAGLE changed from Deauville to Miami to play at the Merry-Go-Round. Gwen Williams is featured vocalist.

FRANK NEWTON, trumpeter, has writ-ten the ditty *The Onyx Hop*, and his band, the Uptown Serenaders, has put his version on Variety Records.

HUDSON-DE LANGE will be starred in Paramount's *Big Apple*. Song version as offered by John Redmond and Lee David will be used.

EDDY ROGERS will have an NBC wire at the Rainbow Grill, Radio City. He opened for Consolidated September 28. DON BESTOR will go into the Nor-mandie, Boston, October 22.

HAROLD NAGEL'S contract at the Hotel Pierre, New York, has been re-newed.

CARL (DEACON) MOORE'S date at the New Penn Club, opening October 8, will be tied up with KDKA, an NBC wire.

MARTHA PERRY, former flower girl at the French Casino, New York, is now vocalist for Lou Breesse's Band at that club as a result of an out-of-politeness audition.

GEORGE EDMUND, who has been with the Cafe Loyale, New York, for two years, is using his spot to plug Irving Siegel's *Montana Moon*.

JOHNNY HAUSER, formerly Paul Whiteman's Sultan of Scat, now airs his own band over NBC from the Mayfair Casino, Cleveland.

BRYCE LAVIGNE went to the Hotel Saranac, Saranac Lake, N. Y., for a two-week engagement about a year ago and

is still there. Dick Willis, comedian, is with Lavigne's outfit.

BOB SYLVESTER and band, featuring Olga Vernon, opened Saturday (25) for three weeks at the Seven Gables Inn, Milford, Conn. Booking by Harry Moss, New York. Band also has signed with Master and Variety Records.

LOU BREESE, musical director of the French Casino, New York, has lined up the Barbasol commercial program to begin next month.

JOE RYNES BAND will follow Russ Morgan's outfit into the French Casino, New York, October 15.

MAREK WEBER, Austrian violinist and conductor, whose Victor recordings made him internationally known, is settling down in this country, having applied for citizenship papers. He makes his American radio debut September 28 over the NBC Blue network, set thru CRA and NBC.

CLYDE McCOY has been set for a string of one-nighters by Gus Edwards thru CRA and goes into the Palomar, Los Angeles, after this tour.

GEORGE STOLL is going to direct a picture for Emanuel Cohen's Major Pro-ductions.

ROCKWELL-O'KEEFE is now handling 33 bands and other dozen attractions.

ERSKINE HAWKINS, Jay Faggen's hot band at the Harlem Uproar House, New York, is being set for club dates thru Harry Moss.

FOUR INKSPOTS, colored combo, open October 2 for a four-week date at the Bennett Hotel, Binghamton, thru CRA.

HAROLD STERN'S BAND has opened the New Kenmore Hotel, Albany, N. Y., fall season.

SAMMY COHEN unit opens its Mid-west tour October 7 in Chicago, with CRA laying out the dates.

ROCKWELL-O'KEEFE, New York, is now booking the Chase Hotel, St. Louis, exclusively.

SOUTH JERSEY Electrical Show at Camden, N. J., Convention Hall has the music of J. AN SAVITT'S Top Hatters, Le Roy Wilson and Jim Fettes, set by the United Orchestra Service, Philadelphia.

JOHN WEBER'S Round-Up, Penn-sauken, N. J., has been refurbished as the Cafe Metropole, with BERNIE BERLE coming in to make the music.

GUITARIST MILT SIGMOND'S Conti-nental Trio, including the bass and fiddle of Barney Devine and Bill Adler, join Joe Landy's pianology at the Bala Inn, Bala, Pa.

JACK GRIFFIN at the Little Rath-s-keller, Philadelphia, for the second year.

NEWCOMERS TO the dance remote parade aired nightly by WDAS from Phi-ladelphia's Harlem spots are JIMMY SAX, wired from the Lennox Cafe, and the Strand Ballroom's OSCAR SMITH.

DICK WIRTH and his four-piece band have succeeded the Four Dictators at the Rose Bowl, Chicago.

SOL TURNER'S five-piece Balahika Orchestra opened the season at The Yar, Chicago, for Col. W. W. Yaschenko.

ROGER PRYOR closes at Edgewater Beach Hotel, Chicago, October 15 and opens the next day at the Gibson Hotel, (See ORCHESTRA NOTES opposite page)

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Reviews of Acts

Mary Stone

Reviewed at Chicago Theater, Chicago. Style—Soubret. Setting—Front of line. Time—Four minutes.

A shapely soubret with average ability who has been working the Chicago night spots for quite a while. Has an attractive face and makes a nice showing in front of a girl line. Her singing is nothing to rave about, but is passable in dressing a routine combo house production number. In this spot she fronted a Big Apple routine and worked with refreshing enthusiasm. Hon.

Cappy Barra Swing Harmonicas

Reviewed at Palace Theater, Chicago. Style—Musical. Setting—In one. Time—Ten minutes.

An entertaining harmonica act, listing seven men and one doubling with a good tenor voice. Minimize comedy, but stand out with swing versions of pop tunes agreeably digestible. Their arrangements are compact, each bar best suited on their particular instruments. Open with a special song plugging harmonica music, their tenor following with *I Know Now* in straight and swing style. Exit with a good version of *Tiger Rag* and encore with the *Flight of the Bumblebee*. Three bows. Hon.

Troy and Lynne

Reviewed at State-Lake Theater, Chicago. Style—Dancing. Setting—Front of band. Time—Six minutes.

Charles Troy and Carol Lynne, neat and youthful dancers, have a refreshing novelty with their legomania work. Their wooden-leg unison routine to well-arranged music earned them show-stopping applause. Open with two numbers to popular music and close with a hilarious version of *The Shag*. Were called back for a speech and could have easily stayed on for an encore. Hon.

Ben Yost's Varsity Co-Eds

Reviewed at State-Lake Theater, Chicago. Style—Singing. Setting—Front of band. Time—Nine minutes.

Presented on the same order as Yost's male choral groups, this sextet of females is comparatively not as impressive due to generally inferior voices and lack of showmanship required for variety. Outstanding voice is a soprano which tops the others in most of the selections. Do a moody *One Alone* and a medley of college tunes which does not have the aggressive spirit found in male ensembles. Hon.

Dorothy Duval

Reviewed in Olympic Room, Fountain Square Hotel, Cincinnati. Style—Strolling and singing accordionist. Setting—Cafe floor.

This Latin-looking lass not only wheedles a good-quality effort from the squeeze-box but sells her musical and vocal offerings in showmanly manner in her rounds of the tables and the bar. Has a good appearance, a likable personality and a way with the customers that pleases.

Her vast repertoire runs the gamut from the classical to the up-to-date, with a set of special and hilarious lyrics for the more sophisticated. Has a pleasing voice and warbles in no less than a half dozen languages. An unusually quick ear, enabling her to follow a customer's hummed tune in an excellent fake, is a valuable asset. W. J. S.

Nick Long Jr.

Reviewed at Rosy Theater, New York. Style—Dancing. Setting—Special. Time—Indefinite.

Nick Long Jr. has enough versatility to enable him to score at most of the better entertainment spots, both niteries and de luxers. Is also an old hand in musicals and more recently took a fling at pictures. When last given an act review, in 1931, Long was teamed with Shirley Richards and worked with a four-piece septa band. In late engagements at the

Roxy, however, Long's routines have been worked in as part of the stage show. In his last appearance here he appeared both as a single and coupled with Nadine Gae, displaying in all cases a fluid, expert technique.

Best turn is done with Miss Gae and is an interpretation of different old-time dances, including Charleston, Black Bottom and others. Medley has pace, color and rhythm. Long also does a chatter bit with the Roxy line. Clicks easily. P. A.

Variety Gambol

Reviewed at Palace Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Six minutes.

Four youthful men and three girls, spotted as an opener here, with ballet, acrobatics and spring mat work. Have some fetching tricks on hand, but are not grouped properly to build the act to a steady climax. Rerouting would add speed to the turn and net a heavier response. In the lineup are Estelle, Walter and Stanley Hardy, Nick Zano, Olgo Hladky, Natalie Ortoso and Johnny Bones. Hon.

Glancz and Bellak

Reviewed at Chicago Theater, Chicago. Style—Table tennis. Setting—In two. Special. Time—Eight minutes.

Table tennis has been exploited long enough to make an exciting attraction on a variety bill. The customers by this time, however, are expecting showmanly handling of the game to build up interest and entertainment. While these two men are expert players, they are handicapped because of undeveloped stage technique. Their stoic faces are of no help, either. Also need a more alert referee to handle their 21-point game to capitalize on their thrilling plays. Hon.

ORCHESTRA NOTES

(Continued from opposite page)

Cincinnati, for two weeks. Succeeding engagements include two to three weeks at the Hotel Baker, Dallas, and an indefinite run at the Palomar, San Francisco. Vocalist is Lanie Truesdale.

HENRI LISHON and orchestra follow Barry Walker's outfit into the Stork Club, Chicago, around October 4.

JACK WARDLAW has placed his latest song, *Every Time I Look at You I Fall in Love*, with Bob Miller, Inc., New York.

PAUL CORNELIUS and orchestra, consisting of Joe Dowling, Don Turner, Joe Benson, George Seldon, Pat Green, Melvin Sharrer, Carp Olhuis, Earl English, Goop Farnum and Bob Riley, have completed a tour of Nebraska, Iowa, Kansas and South Dakota.

HAL MORGAN'S Orchestra has been booked into the Kit Kat Klub, Des Moines, by United Music.

JAN GARBBER and band open the Florentine Room of the Gibson Hotel, Cincinnati, September 30.

INTERNATIONAL CASINO

(Continued from page 18)

have the best wishes of all show business, as it represents the night club field reaching its peak. Following on the success of the French Casino enterprises (which undoubtedly inspired the backers of this spot) the International Casino's magnitude is another marker on the road of the cabaret field to "big business" status—meaning large investment, mass patronage, popular prices, above-board tactics.

The initial show, *Bravo*, was conceived and produced by Pierre Sandrini, from the Bal Tabarin, and Jacques Charles, from the Moulin Rouge, both in Paris. It has enough of that Continental flavor to be different. It is definitely not as Frenchy or daring as the French Casino show, but it manages to combine enough sumptuous pageantry with sock specialties to round out a memorable evening's entertainment. The first half runs 50 minutes and is quite dull, due to overemphasis on girls and pageantry. The second half, however, comes thru and saves the evening. It runs 70 minutes and is packed with punchy specialties and gorgeous production numbers. No doubt when the mechanical gadgets are all running perfectly and full effects are achieved the show ought

to be tiptop—especially if the first half is jacked up.

Show opens with a *Sweepstakes Winner's Dream*, which has the girls in filmy nighties and some near-nudes posing in whirling globes suspended from the ceiling just above the apron. This gets the revue off to an eyebrow-lifting start. A mannikin parade is the next big number, and the Gaudsmith Brothers and their queer French poodles follow as the first real sock specialty—scoring a solid hit. *A Harmony* number, featuring the International Ballet in some pretty fancy choreography impresses. *The Sun's Glory*, featuring a troupe of the choice beauties in stunning costumes, closes the first half.

The second half gets off well, with an adagio team in glittering gilded nude bodies and drawing a huge hand. An attempt at talk comedy by Vera Trotsky and Leonce, who divide the emcee honors thruout the show, doesn't get far in the next number, but the Chester Hale girls get a chance to do some swell precision dancing. Juggler Bobby May is on next and steals the show with his applause-getting balancing, juggling and comedy effects. A French *Can Can* follows May's show-stop and the girls show plenty of intriguing undies and full-hose legs.

The next show-stop comes from the Calligary Brothers, playing a couple of amiable stews who get into funny shapes and situations. Did three encores, all swell stuff, but weakened themselves by offering too much.

The show closed with *A Night at the Circus*, in which the producers let their Gallic imagination run riot a bit. As in most of the other production numbers, the costumes were daring in cut, design and color combinations and hide just enough to be doubly provocative. Four ravishing beauties on huge prop horses and nude (except for skimpy trunks) vitalize the scene, with Chrysis De La Grange adding another punch with her spectacular posing and balancing high up on a rope.

Yascha Bunchuk, leading 16 men, handles the complicated score for the show excellently and also contributes good dance music later. His is a solid, balanced orchestra. Basil Fomeen (accordionist) leads his eight men thru excellent easy-for-dancing rhythms, three of the boys forming a pleasing vocal group.

Olsen's Band—but without Olsen on the stand—comes thru with first-rate dance music, an electric steel guitar adding distinction to the careful arrangements and a pretty girl vocalist also helping with pleasant singing.

The Olsen Band is doing a weekly half-hour broadcast from the Casino over WNEW. The opening night festivities were also aired by WNEW.

The excellent costumes are credited to Berthe, New York, and Zanel, Paris, with shoes by LaRay and scenery executed by Ilio. Revolving stage and mechanical effects by Bruckner & Mitchell, Inc. Entire place designed by Thomas B. Lamb and Nicholas H. Weiss.

Publicity campaign by Karl Bernstein. Paul Dents.

NIGHT CLUB

(Continued from page 19)

on the spins. Well routine melody of ballroomatics to give that touch of completeness to nitery divertimento. However, room's layout makes their appreciation the privilege of ringsiders only. And on that score it is impossible to evaluate the efforts of Betty Scott, who adds to the proceedings with an acro turn and a fan dance.

A five-piece combo, getting their downbeats from Jack Griffin, drummer and vocalist, beat out some potent dance incentives. Also turning in a bang-up job for the show's musical backup.

Two shows nightly during the after theater hours, room opening after dark. Prices in the pop range, a buck minimum on special evenings. M. H. Orosenker.

Mayfair Casino, Cleveland

After several months of closing for repairs, Mayfair Casino, in the Playhouse

Square district, opened Friday (24) with a newly built Hawaiian Garden in the foyer, a new Fanchon & Marco revue on the stage and Jack Osterman toplining.

Osterman is featured thruout as a singing emcee. His main number is a vocal impersonation of singers, ranging from Joe Howard and Eddie Leonard to Bennie Fields. Freddie Gray Jr. is the show's best novelty. Gray is a mental wizard, featuring writing upside down and backwards and similar feats. Gay Foster leads an excellent troupe of pretty girls thru a colorful dance number with black and white silk shawls. Also they balance themselves nicely atop large balls.

Harry Propper, who has popped in and out of the Casino since it first started across the street, is out again. George Pomerantz, well known in New York circles, is now managing spot. Jerry Hauser's Orchestra plays for revue and dancing. Fred Helkel's Troubadours continue in the lobby cocktail lounge. Foyer has been done over with plenty of Hawaiian atmosphere and promises to be popular spot. Casino goes on Fanchon & Marco Time for the present at least, as it did at the end of last season. H. R. Hoyt.

Old Town Room, Sherman Hotel, Chicago

Those who like their entertainment "corny" find the Old Town Room exactly to their liking. The combo amateur and professional shows offered Saturday nights attract capacity crowds who whoop it up to a fare-you-well.

Adjoining the College Inn, the room attracts an entirely different clientele—people who like to feel sophisticated but don't care to spend more than \$1 a copy, which is the Old Town Room minimum.

Al Trace and his Six Silly Symphonists hold forth as both musicians and entertainers, with Marty Bloom emceeing and doubling at the piano.

There is dancing by the Frances Allis line of eight girls; singing by Beverly Shaw, an amateur show grad of excellent voice; song and dance numbers by selected amateurs, and warbling of old favorites by Mike, the singing waiter. Then Trace and his boys, in Bowery make-up, do various comedy numbers, climaxing with a burlesque melodrama, *Lady Guendolyn's Secret*. Between times there is community singing, the emcee usually inveigling someone from the audience to warble into the mike.

The audience is vociferous, but so are the entertainers, so it's even Stephen; everybody has a heck of a good time, and Manager Courtnell's girls are kept busy serving drinks and sandwiches to use up that \$1 minimum. Nat Green.

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AFA Gets New Rules in N. Y.

Better conditions for performers in ex-burly spots—in effect immediately

NEW YORK, Sept. 25.—American Federation of Actors has succeeded in getting several changes in working conditions in its agreement with the local operators of ex-burly houses now using vaudeville policies. Change of working conditions was brought about Tuesday afternoon at the Eltinge Theater, with Max Rudnick acting for the theaters and Harry R. Calkins and Sid Williams representing the AFA.

Five new conditions have been worked out for performers. They are: limiting rehearsals to 10 hours weekly, with no one rehearsal period longer than four hours; performers are to report at theaters no earlier than 12:15 for a 12:45 curtain; a two-hour supper period is to be arranged for performers; the final curtain is to descend no later than 11:15, except on midnight shows when 2:15 a.m. is the deadline, and contracts for performers must be executed prior to the opening.

The new conditions went into effect immediately, altho they are subject to the final approval of the AFA Council.

A Bark, No Bite

NEW YORK, Sept. 25.—In an effort to attract the Legionnaires most of the ex-burlesque houses had their barkers goin' to town to pull the war vets in. With the lid off on practically everything in town, one house barked "Genuine Minsky burlesque. And when I say burlesque I mean burlesque." Even that didn't help much at the box offices as there was a bigger show in the streets during the Legion convention.

Chorus Equity's Oxford Beef

NEW YORK, Sept. 25.—Chorus Equity this week requested arbitration of a salary dispute between 10 of its members and the management of the Oxford Theater, Brooklyn. Claim is for \$250, a week's salary. Chorus Equity holds that under the new contract, in which the former burly spots are under jurisdiction of American Federation of Actors, a stipulation provides that one week's notice is necessary before closing. Oxford is understood to have neglected to comply.

Avenue, Detroit, Cast

DETROIT, Sept. 25.—Addition of new faces at the Avenue Theater has brought almost an entirely new cast to the house. Latest additions include Jack O'Malley, Jimmie Rose, Elaine Sparks, Joan Cornell, Neva Chapin and Bee Baxter. Business at the Avenue has taken a serious slump in the last two weeks.

King Switches From Moulin Rouge to Follies on Coast

OAKLAND, Calif., Sept. 25.—A. L. King has closed his Moulin Rouge Theater here and is now running burly at the Follies Theater, formerly the Orpheum, which was dark for about 12 years. House was completely remodeled and is the only stage show spot in town. Policy is three-a-day with Saturday midnighters. B. F. Straehle is resident manager.

Present cast at the Follies includes Jimmy Dugan, Jack Romig, Hermie Rose, Andy Anderson, Johnny Watson, George Moore, Louise Kellar, Ginger Britton, Kitty Ellis, Dot Farley, Gladys Faye, Baron and Tanya and a line of 12 girls. Paul Locke is producer, with Walter Johansson, ork leader.

Burch To Open Canton

CANTON, O., Sept. 25.—Bob Burch will again open burly stock at the Grand Opera House here, figuring on starting October 1. He claims to have signed for union stagehands and musicians, and policy calls for shows nightly, matinee on Wednesday, Saturday and Sunday and a midnight show on Saturday. Cast will include Rance and Gordon, Charles (Blimbo) Davis, I. B. Hamp and Gertie Beck.

Milwaukee Drops Prices

MILWAUKEE, Sept. 25.—The recently reopened Empress, formerly the Gayety, has dropped its admission top from 55 to 35 cents. Low figure remains at 25 cents to 1 p.m. House is operating continuous shows with burlesque and flickers.

U-Notes

By UNO

ROZO BAUGH is at the Empress, Milwaukee, where Mel Copeland is manager.

JERRI SARGENT and Diane Burton are featured at the Lucky Eleven Club, Baltimore.

DINA CARDI, doubling in the front line and in dancing specialties at the Republic, New York, in the new Gus Schilling and Betty Rowland produced ensembles.

DOLORES WEEKS, Loye Astrid, Scratch Wallace, Jack Sobol, Bob Rogers, Harry Landers and 12 Jack Montgomeryites constitute the personnel at the People's, New York, recently changed from black to white shows. Loretta Martin added September 24.

EVELINE DAILEY, of the former dancing Dalley Twins, now front-lining in the Wilner shows.

SALLY WALKER, who has been working out of show biz in her home town, Cincinnati, all summer, has joined the chorus with Jolies Begere on the Indie Circuit.

MILLE JEANNE (Jeanne Gilbert), who has just concluded a six-week engagement at the Capitol, San Francisco, is now posing for Peter Flynn, well-known Frisco artist. Jeanne's likeness will grace the various ads heralding the San Francisco Golden Gate Exposition. She also got a nice break with several pictures in the October issue of *Gay Book*, West Coast publication.

LIBERTY THEATER, San Francisco, recently closed for alterations, is slated to resume shortly with burlesque under the management of Sid Goldtree and Harry Farros.

JOHNNY MICCIO, manager of the People's, New York, laid up because of an auto accident up-State September 20. Car overturned and 23 stitches were necessary to close up a cut on Miccio's face.

BOB ALDA and Tess Noel replaced Jimmie DePalma, Barbara Doane and Alyce at the Oriental, New York, last week. Jean and Gloria left the week before for the Mirador nitery near by.

JACQUELINE JOYCE (Dyna Dell) rehearsing this time as an ork leader of a 15-piece male unit, which she plans to launch shortly under direction of Saxl Holtsworth for hotels and niteries.

PHIL SILVERS, comic, left the Irving, New York, last week to do Warner shorts. Frank Penney replaced.

LEA PERRIN, Rita Grande and Marie Mario new Stanley Woolf-booked principals at the Club Nomad, Atlantic City.

NED CRANE back to stage managing at the ORPHEUM, New York.

JOYCE BREAZZELLE, dancer at the Eltinge, New York, tried to be her own corn amputator and is now suffering from a bad toe on her left foot. Also suffered the loss of a watch, stolen from her dressing room last week.

RUBY STATION, showgirl, last on the First Circuit, planned from New York September 14 to Majova Desert, Calif., where a brother, a prospector, struck gold. Plans to open a tavern there.

JIMMIE WALTERS and Viola Spaeth and McAllister and Fields opened September 24 at the Eltinge, New York, relieving Jack Kramer, Artie Lloyd, Jackie Michaels and Bubbles Yvonne, Valley (See U-NOTES on opposite page)

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Reviews

Gayety, Cincinnati

(Reviewed Tuesday Evening, Sept. 21)

This layout packs a fair measure of talent, but hackneyed comedy material, sameness in production and a lagging tempo shunt it into the average show class. Highlighted on the comedy end are the veterans Bozo Snyder and Joe Yule, branded by past performances as capable funny men, but, as seems to be the trouble with most burly comics, they're sadly in need of newer material.

Snyder covorts to fair returns with the familiar *Now's Your Chance*, *The Drum Major* and *It Was My Fault*, the first two of which he did here last season, while the drum-beating stand-by was presented here two weeks ago by Jack Greenman. Yule does as well as the lines will permit with the shoddy *It's a Man* and the cacky *The Gold Nugget*. Both comics receive excellent pacing by Joe Forte and Her-

man Ferber, respectively, with the latter also warbling in strong voice in several spots in the show.

Blond Mary Woods sings fair with the aid of the mike, works okeh in the scenes and contributes a curtailed strip in standard fashion. Lorrie Lamont, weak on the talk stuff, filled the feature dance spot in capable manner. Carnova pleased with her interpretive dance efforts in two production numbers, but could do a little cutting to avert slowing the proceedings. Bobbie Lee sings okeh, but needs more polish in her various dance specialty efforts. The fem contingent, as a whole, could be benefited by a dash of speed, pepper and youth.

Uele Radliffe contributes a jazzy tap session, followed by a well-executed rope-skipping routine to good returns. Herman Ferber is at his best on the song end in the lengthy *Music in the Air* number, handling the role in dramatic fashion. Inez Marvin gives help with fair fiddle and vocal efforts.

One of the most refreshing items in the show is the work of the chorus, one of the most versatile bevy of fems to pound the boards here in a long time. Girls mingle acro, pyramiding and group singing in their routines and, judging from the spirit in which they trip thru their merry-merrys, the show is paying salaries, scenery and wardrobe as good. Art McJeller is company manager.

Bill Sachs.

Old Howard, Boston

(Reviewed Wednesday Afternoon, September 22)

Well-balanced 125-minute *Puss-Puss* Girls show, with Charmaine as added attraction, registered good midweek biz today.

Production sets and costumes are okeh. Youthful line (16) has looks and shape, but it should be more awake to teamwork. The chorines, however, are above average.

Comedians Max Fuhrman and George Murray look solid and material is dished out in good stead. Their audience entree, wherein they work a concessions gag, brings the laughs.

Bob Bates, straight man, is excellent. Straight work by Alma Malben is commendable, and her business in the *At Home Abroad* sequence with Fuhrman is particularly convincing. Al Kilbride is a good-looking tenor with facile pipes.

Lee Segal has a concession on solo and production warbling and specialty numbers. (See REVIEWS on page 29)

Briefs

GURSTON AND RAYMOND ALLEN came into New York from their Casino, Toronto, last week for a visit of several days. . . . Bobby Faye and Irma Vogele left New York Friday midnight for the Coast, where they will open October 2 at the Capitol, San Francisco, on a 12-week booking arranged by Milt Schuster.

CHICAGO BRIEFS: Arthur Clamage, Detroit and Cincinnati operator, and William Collins, manager of the Capitol, Toledo, and National, Louisville, were business visitors here. . . . Peaches goes to the Garrick, St. Louis, for two weeks, opening October 2. . . . Mary Sundt now at the Gayety, Minneapolis. . . . Jack Kane closed the Park in Erie, Pa., after a four-week run with stock. . . . Fritz Wick closes at the 608 Club here Thursday to open the following day at the Gayety, Cincinnati, for a week. Then to the Avenue, Detroit. . . . Zorita will be the opening feature attraction at Bobby Burch's Grand Opera House, Canton, O., when it opens Friday. . . . Harry Hirsch, manager Gayety, Minneapolis, leaving for Los Angeles to look after his wrestler, Bronko Nagurski. . . . Leo Stevens now producing at the National, Louisville.

Ghorus Girls Wanted PALACE THEATER

Buffalo, N. Y.
Going in Stock October 10

REHEARSALS OCT. 4th

Wire at Once
DEWEY MICHAELS, Palace Theater,
Buffalo, N. Y.

"Something To Sing About"

(GRAND NATIONAL)

Running time, 90 minutes. Release date, September 3. Produced by Zion Myers. Screen play by Austin Parker...

Grand National has laid another egg, and it's a pity that Cagney had to be sitting under the yolkoo goo. A dynamic, talented, versatile performer, Cagney has been getting a number one horsing around from the producers since his memorable gangster in Public Enemy.

Cagney plays a hooper and orchestra leader who accepts a Hollywood bid but gets disgruntled with the peculiar studio tactics (symbolism, Mr. Alpersen?) and heads for the South Seas with his former band vocalist. On his return to the Coast he finds his picture has become a sensation, but the studio wants him to keep his marriage secret since they're trying to build him up into a national heart-throb.

None of the Schertzingers tunes are headed for popularity, except for Right or Wrong, which may get some plugs if the contact men are very persuasive. Production numbers are unoriginal and unimpressive, but camera, editing and directing are slick enough.

Face of the film is too elephantine for metropolitan houses, but pic should do all right in the sticks.

Maurice Zolotow.

"Make a Wish"

(RKO)

Time, 76 minutes. Release date, August 27. Based on a story by Gertrude Berg. Screen play by Gertrude Berg, Bernard Schubert and Earle Snell. Music by Oscar Straus, lyrics by Louis Alter and Paul F. Webster. Directed by Kurt Neumann. Cast: Bobby Breen, Basil Rathbone, Marion Claire, Henry Armetta, Ralph Forbes, Leon Errol, Billy Lee, Donald Meek and others. Reviewed at the Rivoli, New York.

Songs, a camp full of prize specimens of boyhood, the woods of Maine and a touch of the fantastic have been gently jostled into this airy musical which never attains the extremities of any dramatic emotions, but which is refreshing for its mildness of means and purpose. Even Mr. Mays, the story's nearest approach to villainy, does no one any harm. His only transgressions are his practical and methodical nature of an industrialist, his housing an exaggerated estimate of his importance and his reluctance to relax among simple, music-loving souls.

Bobby Breen, just another kid at an elite camp, becomes palsy-walsy with Rathbone, a composer whose home adjoins the camp. Of course it's Bobby's singing which first attracts Rathbone. Then they share poetic inspirations embodied in letters from Bobby's mother, a soprano who was retiring in concession to her suitor, Mr. Mays. So imbued is Rathbone with her charms that in no time and with little effort he knocks off the first two acts of a whiz-bang operetta. His attentions, plus his offer of the lead role to her,irk Mays to the point where he breaks up the week-end

party, and by removing the boy and lady out of the reach of Rathbone, hopes to gain his selfish ends.

Meanwhile an unfaithful manservant loses Rathbone's concluding act and plots with two other half-wit composers to substitute their own incongruous creations. As the producer is about to give up in despair, for to his troubles add the fact that Rathbone can't be located, Bobby and his mother come on to sing and play the original third act which had been confided to them. Bobby's mother, Marion Claire, yields to her career, and in so doing assures Rathbone's success, draws him out of hiding and gives the show a happy ending.

Make a Wish and My Campfire Dreams are two of the ingratiating tunes with which Bobby and Miss Claire entertain. But that isn't all to the show. There are enough other attractions to keep the picture from becoming too sentimental and too much Bobby Breen. It's to the good for the Cantor find and for the b.-o. draw.

Sylvia Weiss.

"Forty Naughty Girls"

(RKO)

Time, 62 minutes. Release date, September 24. Screen play by John Grey, from a story by Stuart Palmer. Directed by Edward Clive. Cast: James Gleason, Zasu Pitts, Marjorie Lord, George Shelley, Joan Woodbury and others. Reviewed at the Rivoli, New York.

The novelty lacking both in story sequence and in the behavior of Miss Pitts and her fellow detective, James Gleason, is something one doesn't expect to find in this series of murder mysteries designed to keep Pitts and Gleason on jobs. Staleness oozes from every flash on the screen, for the plot has been routed along prescriptions of formula D. But for a' that it's a mystery; Zasu is expectedly inane, and Gleason blunders along consistently. There's a lucrative market for the dime novels and mystery pulps. The same audience will pay to see this nowhere-near-Conan-Doyle entertainment.

As unreeled under the misnomer, Forty Naughty Girls (they are hard-working chorines with a sense of honor and modesty), formula D arranges to have a press agent murdered during the premiere of the musical. Fortunately, the inestimable detectives are among the cash customers. On the job for a solution, it is Gleason's lot to draw hasty conclusions, be misled by the smooth-tongued manager and incorrectly accuse the prop man. By this time there is a second murder committed within the theater. The author-leading man is the stiff, shot fatally at the same time his estranged wife pops at him with a fake for the play's sake. Zasu finds a clue in the perfume on the murdered p. a., and then puts on the dog, sniffing everything and everyone. When she gets tired waving her arms and tripping over people the round-robin concludes with the denouement-guilt for the slick manager.

Sylvia Weiss.

"Charlie Chan on Broadway"

(20TH-FOX)

Running time, 64 minutes. Release date, October 22. Screen play by Charles Belden and Jerry Cady, from a story by Art Arthur, Robert Ellis and Helen Logan. Directed by Eugene Forde. Cast: Warner Oland, Keye Luke, Joan Marsh, J. Edward Bromberg, Douglas Fowley, Harold Huber, Donald Woods, Louise Henry, Joan Woodbury and others. Reviewed at the Central, New York.

The Charlie Chan whodunits are already settling into the globe-trotting propensities of the old Frank Meriwell novelettes, which were the eager-eyed relaxation of many a misspent childhood. There was Frank Meriwell in Fardale, Frank Meriwell in Yale, Frank Meriwell in Europe, etc. This reporter left the series before Meriwell got married, but understands he had a son who now carries on in the heroic Meriwellian tradition. All this is relevant because Chan has a son too, said son being a little dumb; but he seems to be learning from pic to pic.

The Chans, pater and offspring, are now on Broadway, and this is one of the fastest and smoothest of the series. It's an interest holder with topflight performances all around and legit's J. Edward Bromberg handing in a sock performance, altho cast in a bit part. Bromberg almost steals the film from the slant-eyed Swedish Charlie. A gal who has the Astorian habit of keeping a dairy full of dynamite is

bumped off in a night club on candid camera night. Crime is solved by means of the amateur pictures. Identity of killer turns out to be a genuine surprise. Very little love interest for the ladies, but Chan Jr.'s misadventures in detackatinging supply some laughs. Was a good idea casting Harold Huber, normally a gunman or night club hanger-on, in the role of the inspector. The best way of killing Hollywood's typing habits is to actually reverse types, like Victor Moore playing for the tears instead of the laughs in Make Way for Tomorrow or Bob Montgomery menacing in Night Must Fall. Such a change of heart always has an astringent and livening effect on an audience doped by seeing always the same faces assume the same personalities. And, moreover, such a change has an invigorating effect on the actor also. In this case Huber plays his part in an unusually lively and energetic fashion.

On the whole a better than average Class B'er and rates upper position in the nabes.

Maurice Zolotow.

"The Big City"

(MGM)

Time, 79 minutes. Release date, September 3. Story by Norman Krasna. Screen play by Dore Schary and Hugo Butler. Directed by Frank Borzage. Cast: Luise Rainer, Spencer Tracy, Charles Grapewin, Janet Beecher, Eddie Quillan, Victor Varconi, Oscar O'Shea, Helen Troy, William Demarest, John Arledge and others. Reviewed at the Capitol, New York.

Cast of City comprises some top names, but pic is very weak for a de luxe house. No element in the production is particularly good or bad, the single unusual aspect being the coupling of ace talent with a script of no more than meager meller dimensions.

Situations all stem from a war among rival taxicab factions. Rainer and Tracy, playing a married couple, get tangled up in court proceedings when the girl's brother is murdered by rough-neck cabmen. Conniving government officials, trying to make a case for the district attorney's office, try to have the wife deported when they find she has six weeks to go before obtaining final citizenship papers. Ultimate solution of the murder is closely followed by a wild battle between the rival cab groups. Among those taking pot shots at luckless gentry are ex-pugs, notably Jack Dempsey, Jimmy McLarnin, George Godfrey, etc.

Rainer and Tracy okeh, but wasting time.

Paul Ackerman.

"On Such a Night"

(PARAMOUNT)

Time, 71 minutes. Release date, August 27. Produced by Emanuel Cohen. Screen play by Doris Malloy and William Lipman, from an original story by Morley F. Casaday, S. S. Field and John D. Klorer. Cast: Karen Morley, Grant Richards, Roscoe Karns, Alan Mowbray, Millie Monti, Eduardo Ciannelli, Robert McWade, John Wray, Esther Dale. Reviewed at the Criterion, New York.

To see Eduardo Ciannelli leer and hear him snarl this reviewer would gladly walk one city block—which is one block more than he'd walk for any other menace, except possibly Peter Lorre. And to hear Alan Mowbray suavely spout high-sounding nonsense while he flutters his fingers about and steals Kentucky mint juleps from under the noses of Negro servants I would willingly trudge any distance. They are, if you know what Woolcott means, strictly heart-

cockle warmers. Being in this film, they give it an air of class and professional smoothness.

Otherwise this is just an average meller, which crawls at times, but won't disgrace any dual bill. Background is the recent flood, and newsreel shots of Old Man River are cut into the tale of an escaped criminal trying to prove his innocence. Flood angle may warrant upper billing in the flood areas.

Karen Morley is the only front draw here, altho her performance is a rude imitation of Greta Garbo, even to the Queen Christina haircut. Juvenile Grant Richards (a new face) opposite Garbo Morley is still feeling his oats. But there is Alan Mowbray to say: "Always at your service, madame." And then the sweeping bow and the twinkle in his eye.

Maurice Zolotow.

"100 Men and a Girl"

(UNIVERSAL)

Time, 84 minutes. Release date September 12. Story by Hans Kraly. Screen play by Charles Kenyon, Bruce Manning and James Mulhauser. Lyrics and music by Sam Coslow, Alfred G. Robyn, Thomas T. Railey. Directed by Henry Koster. Cast: Deanna Durbin, Leopold Stokowski, Adolphe Menjou, Mischa Auer, Alice Brady, Eugene Pallette, Billy Gilbert, Alma Kruger, Jack Smart, Jed Prouty, Jack Mulhall and others. Reviewed at the Roxy, New York.

Universal's latest is a somewhat unusual musical in that classical music prevails rather than a pop score. Leopold Stokowski directs, Deanna Durbin warbles and the plot exudes a gentle odor. This last condition is the trouble with most musicals and Universal has tripped over the same old bunion. Stokowski, tho, in addition to having a terrific name value, is nicely written into the script so that his role develops into a character rather than a novelty. Noted conductor gives the pic plenty of curiosity value and this, together with the phenomenon of the child exhibiting a beautifully mature voice, should hype the b. o. for good pickings.

Yarn presents the plight of unemployed musicians. Deanna, daughter of one of them, organizes an orchestra of these unfortunates, and before 84 minutes are over Stokowski directs them and a gent with lots of cash sponsors the show over the radio. Dialog not so hot, tho comedy by Eugene Pallette and Mischa Auer is okeh. Ork's renditions of Liszt's Second Hungarian Rhapsody and other pieces excellent.

Paul Ackerman.

U-NOTES

(Continued from opposite page)

and Lee, specialty act, closed September 23.

HELENE 'DEAU VIRRE, booked by Murray Rosen, moved into the Sky Club, Wilkes-Barre, Pa., September 20.

LUCILLE WRAY, formerly Lois Wray, dancer; Slaty Taylor, Ina Thomas and Lew Petel opened for the Wilners at the 42d Street Apollo, New York, September 17; also Jimmie Calvo, tenor. Connie Fanslau and Dudley Douglas joined September 24.

MARGO MEREDITH, Irma Vooledge and Bunny Wayne spotted by Donna Davis at the Red Ram Inn, Mountaintop, Pa., September 17, and Mandy Kay, Harry Ryan, Ben Chasen and Caroline Frieza at the Nut Club, Shickshinny, Pa. Other recent Davis placements, Olive May and Ruleana for the Partisan Belles, Hirst show.

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Chi "Women" Cast Called Second-Rate

CHICAGO, Sept. 25. — Max Gordon brought in a second-rate company for his production of *The Women* at the Erlanger here. The players try their best, it seems, to ruin the sharp and witty lines which instill life into Clare Booth's hellcats, but fortunately do not quite succeed.

The ingenious characterizations of so-called Park avenue types manage to penetrate the gross exaggerations of their portrayals and furnish an entertaining if somewhat uncomfortable experience as a company of gossip women openly discuss the object of their affection—man.

Heading the local cast are Lois Wilson, of the movies; Laura Plerpont, June Havoc, Virginia Barnelle, Doris Packer, Mary Leone, Emily Ross, Dorrit Kelton, Emily Smiley and Maude Carleton. It may be due to lack of preparation that most of the leads are unconvincing in their characters and oversell their lines. The minor parts, strangely, garner all the acting honors.

Jo Meizner's settings are impressive and quite adaptable to the fast pace of the play. *Sam Honigberg.*

Salem Gets FTP Season

BOSTON, Sept. 25. — Jon B. Mack, Massachusetts State Director of the Federal Theater, announced this week that negotiations have been concluded for the project to continue at the Empire Theater, Salem, for a fall and winter season, beginning October 27. This is the result of an apparently successful summer season concluded there September 4 after eight weeks of stock, with weekly play change.

Opening attraction will be *Boy Meets Girl*, the George Abbott comedy which ran for two months at the Plymouth Theater here last season, and returned for a repeat engagement.

Prices 25, 35 and 55 cents, and a change of bill weekly.

No Chi FTP Head Yet

CHICAGO, Sept. 25.—Harry Minturn, reported as the new head of the local Federal Theater Project, states that he has been appointed only chairman of a board of directors in charge of local activities during the absence of George Kondolf, former chief here, now holding a similar capacity in New York. Minturn adds that a formal appointment of Kondolf's successor in this area will be made during the latter's forthcoming trip here.

"Show" Opens Chi GOH

CHICAGO, Sept. 25.—Grand Opera House here will be reopened by the Shubert office October 4 with an indefinite engagement of *The Show Is On*, the first musical of the season. Heading the cast will be Willie and Eugene Howard, King and York, "Cookie" Bowers and Terry Lawler, among others. Reopening of house will give the city four legit theaters operating with professional attractions.

Chorus Equity Notes

Don't forget the first quarterly meeting of the members of the Chorus Equity Association and don't forget the place. The meeting will be held Friday, October 1, at 2 in the afternoon at the Center Hotel, 108 West 43d street, New York. As our meetings in the past have for many years been held at the headquarters of the Chorus Equity Association it is possible that some of our members may make a mistake in the address. The meeting is open to all members of the association in good standing to November 1, 1937.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Jane, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Caroline Russ.

Forty-eight new members joined the (See CHORUS EQUITY on page 29)

BROADWAY RUNS

Performances to September 25, inclusive.

Dramatic	Opened	Perf.
Blow Ya Winds (46th St.)	Sept. 23...	4
Brother Rat (Biltmore)	Dec. 16...	330
George and Margaret (Morosco)	Sept. 22...	6
Having Wonderful Time (Lyceum)	Sept. 19...	351
King Richard II (return) (St. James)	Sept. 15...	14
Lady Has a Heart (Longacre)	Sept. 25...	1
Room Service (Cort)	May 19...	150
Tobacco Road (Forest)	Dec. 4...	33,128
You Can't Take It With You (Booth)	Dec. 14...	331
Women, The (Barrmore)	Dec. 26...	316
Yes, My Darling Daughter (Playhouse)	Feb. 9...	261
Musical Comedy		
Rates In Arms (Shubert)	Apr. 19...	191
Show Is On, The (return) (Winter Garden)	Sept. 18...	9
Virginia (Center)	Sept. 2...	28

Philly FTP Plans Musical

PHILADELPHIA, Sept. 25.—Its first serious attempt at dramaturgy, *The Eagles Young*, failing to cause any ripples, Pennsylvania Federal Theater Project is now centering its attention on a tune show, their Drexel Hill playhouse lighting up again with a musical revue, *Hits and Bits of 1937*. *Jericho*, product of the Negro units, is still shopping around for a center-city house for the showing, but no takers after the Locust had a sorry time of it last year with *It Can't Happen Here*.

PHYLLIS STOHL, formerly with the South Shore Players at Cohasset, Mass., will instruct in play production at the Erskine School, Boston, this season.

Denver FTP Starts Season

DENVER, Sept. 25.—With plans calling for the production of several of Bernard Shaw and Eugene O'Neill plays, in addition to three Denver premieres, the Denver Federal Theater Project opened September 23 with *Warrior's Husband*. The theater has changed from a bi-monthly to a monthly basis because popular demand forced several extended runs last winter.

Two of the plays to premiere are being written locally. Mary Coyle Chase, author of *Me Third*, shown first here last year and taken to New York as *Now You've Done It*, has written a new play, and Alberta Pike, *News* critic, is writing a newspaper yarn titled *Sugar*. See *How They Run*, social drama, will also get a Denver premiere.

According to Director Michael Andrew Slane, more than 75,000 persons saw the 14 plays presented last winter. Plays are being presented on Thursday, Friday, Saturday and Sunday nights, with admissions at 25 and 40 cents.

"Victoria" Smashes Record

NEW HAVEN, Conn., Sept. 25.—Gilbert Miller's *Victoria Regina*, by Laurence Housman, starring Helen Hayes, broke all records at the Shubert Theater at three performances last Friday and Saturday. Capacity crowds saw the two evening and one matinee performances. It was tops for a dramatic show at \$3 top evenings and \$2.50 top matinee.

BAND BOX PLAYERS, Suffield, Conn., closed the season with *Our Neighbors*. Mary Ann Dentler directed most of the players' summer productions.

From Out Front

By EUGENE BURR

It seems to be about time that this column bowed in sincere if anticipatory gratitude to the Mercury Theater, an organization that has taken over the small and broken-down Comedy on 41st street and announced a repertory of classical dramas. This column's attitude toward repertory hardly needs restatement—the only fly in the Mercury ointment being the fact that, like most so-called repertory companies that announce themselves in these degenerate days, it won't present repertory at all. It will run each of its shows for a month or so.



EUGENE BURR

But at least it will change shows, whether business warrants continued runs or not. And at least they'll be the right sort of shows. The schedule, part of it definite and part still tentative, includes *Julius Caesar*, *The Duchess of Malfi*, *The Shoemaker's Holiday*, *Heartbreak House* and *King John*. That's something for a harried reviewer to look forward to.

And the company won't be the sort that you might expect in a classical revival group playing in a passe theater. Orson Welles, who has this and that to do with the management, will be in it, and others in the *Caesar* cast include such proven Thespians as Martin Gabel and Eric Wolcott. Also, there have been rumors of negotiations with Aline MacMahon tending toward her appearance in three of the Mercury's plays. That would bring unmixed joy to this corner; Miss MacMahon is one of our finest, most charming and most talented performers, and she has been buried for far too long under the gold-tinted celluloid of Hollywood.

Mr. Welles himself—albeit I can't dither as much over his acting ability as most of the boys—has shown himself possessed of the right theatrical spirit. Last season he was chiefly responsible for the much-discussed WPA revival of *The Tragical History of Dr. Faustus*, the Christopher Marlowe drama that is still the most beautiful play ever written in English. It is true that he cut the running time down to a meager hour and a half—which is sacrilege, horrible and damned—but at least he was responsible for a production of *Faustus*, no matter how short, no matter how mannered its type of presentation.

It is to be hoped that the revivals at the Mercury will keep the spirit of the originals, however, without cutting too much and without insisting upon mannered presentations. The old plays may just as well be left on library shelves if they are brought therefrom simply to serve as springboards for agile somersaults of a directorial ego.

In any case, the Mercury offers hope and interest. If such a ringer as a theatrical columnist may be permitted a suggestion, may I respectfully request that, either this season or next or whenever the Mercury has a bit of free time, it consider doing Dryden's lovely and powerful *All for Love*; or, *The World Well Lost*. It rates not very far behind *Dr. Faustus* in beauty of language, and it happens to concern itself with the Antony and Cleopatra story that, in its very inferior Shakespearean version, is to be presented on Broadway this season with that eminent public figure, Miss Tallulah Bankhead, in the leading role. It would be interesting, if the Mercury could possibly manage to present *All for Love* this year, to compare the two. It would be doubly interesting if the MacMahon rumors should turn out to be true and Miss MacMahon could be prevailed upon to play Cleopatra. Miss MacMahon, you see, has real beauty and true glamour; in addition, she is eminently possessed of that very rare theatrical commodity, genuine and all-encompassing ability. Contrasts, of course, invidious as they proverbially are, would be of tremendous interest, and it would be nice to know that one Cleopatra at least would be beautifully played. Comparisons or no, Miss MacMahon's would be a memorable performance.

At any rate, it's worth thinking about. And even if *All for Love* doesn't get on the Mercury's schedule, the Mercury is also worth thinking about. And waiting for. A reporter who must abashedly admit that he likes great and beautiful plays far more than smart and timely plays sincerely thanks the Mercury. He thanks it for its schedule now—even if later things should so turn out that he is unable to thank it for anything else.

Stage Whispers

The most tragic news of the week is, of course, the untimely death of Osgood Perkins, one of our finest performers, after the opening performance of John Golden's production of *Susan and God* in Washington, where it was playing its tryout. Miss Gertrude Lawrence, star of the show, was so affected by Perkins' death that she couldn't play the matinee the following afternoon; the show, however, went on in the evening, with Paul McGrath, who had played another part, substituting for Perkins with great ability, and with Douglas Gilmore, implicated in Sam Harris' road tour of *Stage Door*, lent by Harris to fill in for a week in the *Susan and God* cast in McGrath's original role. Golden, meanwhile, has contacted both Walter Huston and Kenneth Thomson to take over the Perkins role. Huston admitted the possibility of his taking it early in the week; Thomson, who is secretary of the Screen Actors' Guild, arrived from the Coast this week on a motor trip. The whole thing will have been decided by the time this gets itself into print. The *Susan and God* tryout tour meanwhile will go on as usual, with Baltimore the next stand. The Broadway opening, at current writing, will remain as is.

Also a bit tragic—but only to some people, and in a very different way—was the announcement that the estate of the late Abraham L. Erlanger, in litigation for years, amounted to minus \$1,897,599. A State transfer tax application listed deductions of \$3,298,415 against gross assets of \$1,400,816. That kills the long-held hopes of Mrs. Charlotte Fixel (now Mrs. Benjamin D. Abrahams, wife of a clothing manufacturer), who, in a long-drawn-out and acrimonious legal battle, had herself established as Erlanger's common-law wife, with rights to half the estate. During the Fixel trial Max D. Steuer, her attorney, figured the estate would total about \$75,000,000, while Isidor J. Kresel, attorney for the Erlanger interests, more cautiously indicated that a full and official appraisal might give Mr. Steuer the surprise of his life. Mrs. Fixel thus finds herself heir to minus almost \$2,000,000. Erlanger's divorced wife, Mrs. Adelaide Louise Erlanger, was listed among the preferred creditors of the estate.

Virginia, the mammoth debut of the Rockefeller interests into show business, which received lukewarm notices and lukewarm patronage, is still getting itself fixed up; Harry Wagstaff Gribble is now working with Owen Davis, co-author, on script revisions, aiming to add more comedy, which the show sadly needs. . . . The big spectacle is now 40 minutes shorter than it was on its opening—all of which changing, malcontents murmur, would have been done before rather than after the opening if the show had been governed less by Big Business and more by show business. . . . Edward Eliscu has completed a new comedy about a Polish football player from Notre Dame who returns to the family farm in New England; he calls it *Lakefront*. . . . Helen Hayes and *Victoria Regina* did \$23,679 in Hartford and New Haven the half week ending last Saturday, which shouldn't bring any tears to Gilbert Miller's eyes; the Boston advance for the show was \$45,000.

Detroit FTP Changes

DETROIT, Sept. 25. — A Courtney White is to appear in the role of Faustus in the production of *The Tragical History of Doctor Faustus*, scheduled to be presented by the Detroit Federal Theater the afternoon and evening of October 8 in the auditorium of Cass Technical High School. Members of the former cast who are to return to New York are Robert Lowes, who is replaced by White, and Virginia Barrie and John Watkins. Alma Brock, Louise Gerard Huntington and Theodora Mumford Peck, New Yorkers, will remain with the local cast.

Detroit Federal Theater cast now established in new location, the Ionic Temple, 6061 Grand River avenue, where rehearsals are in progress for *Chalk Dust*, *A Touch of Brimstone* and *Anna Christie*.

PAUL C. ANGLIM, well known in New England dramatic circles, is arranging a tour for Cornelia Skinner in her monologs.

New Plays on Broadway

Reviewed by Eugene Burr

46TH STREET

Beginning Thursday Evening, Sept. 23, 1937
BLOW YE WINDS

A comedy by Valentine Davies, starring Henry Fonda and featuring Doris Dalton. Staged by Arthur Hopkins. Settings by Cirker & Robbins. Presented by Arthur Hopkins. Settings built by William Kellam.

Tom King.....James Doody
Hayden Chase.....Henry Fonda
Captain Terry.....Harry Herman
George Cosden.....Albert Hayes
Amy Baker.....Linda Lee Hill
Joseph Allison.....Blaine Corder
Christine Lawrence.....Doris Dalton
Benjamin Lessing.....Blair Davies
Otto Hardt.....Edgar Barrier
Mary Doran.....Helen Murdoch
Ruth Lessing.....Mary Rockwell
John McKnight.....Edgar Stehli
An Elevator Man.....James Clairton

ACT I—Scene 1: The Borealis—a Friday Afternoon in Late Autumn. Scene 2: Same—the Following Sunday Evening. Scene 3: Same—the Next Morning. ACT II—Scene 1: Christine Lawrence's Apartment—an Evening About Three Weeks Later. Scene 2: Same—Late Afternoon in the Following January. Scene 3: Same—Early Evening in April. ACT III—Scene 1: Same as Act II—an Evening in August. Scene 2: The Borealis—the Following Saturday Evening.

One of the ill winds that they speak of—you know, the kind that blows nobody any good—must have suggested the title of Valentine Davies' *Blow Ye Winds*, which Arthur Hopkins brought to the 46th Street Theater Thursday night. For *Blow Ye Winds* is hardly calculated to distribute benefits to anybody concerned. Starting out as a gentle zephyr, by the start of its second act it dies away to a complete calm, and not all the puffing of Aeolus and Mr. Hopkins can do anything with it after that. It lies becalmed in its own ineptitude, along with those customers who don't manage to travel out of the theater under their own steam.

What there is of plot is modeled so carefully after the boy meets girl, boy loses girl, boy gets girl formula of the Spewacks and the films that it seems almost an anachronistic case-example from *Boy Meets Girl*. Hayden Chase after graduating from Dartmouth followed the sea, finally settling down to life in the Borealis, his own 45-foot boat, taking out fishing parties and being happy. But into his happiness comes Christine Lawrence, a female Ph.D. with a yen toward social service. They fall in love, and in a really charming first act Hayden takes her out on the boat, runs aground on a convenient sandbar and manages to spend the night in the ardors of impassioned love. But Christine thinks a career is important and Hayden thinks that only happiness is important, thereby proving his unfitness for this modern, serious-minded, up-and-coming world. Nonetheless, he takes a job in town in order to be near Christine, who refuses to give up her own career, and finally they get themselves married.

But it doesn't work. Hayden is unhappy, and can't see the sense in being unhappy simply in order to make a mark in the world that seems much nicer without any marks on it at all. Chris sacrifices a job she wants in order to stay with Hayden, and the lad, seeing that they are both going to make themselves unhappy, each for the other, goes off to his first love, the Borealis. Chris falls back into the comforting arms of a convenient young doctor, who waits around for her endlessly, in the manner of second leads in mediocre plays.

But when Chris goes out to the Borealis and Hayden to see about a divorce, they discover that they really do love each other after all, a discovery they make with disheartening regularity throughout the evening. So they clinch and get together again. Curtain.

Despite a first act that definitely has a pastel flavor and a quiet charm, it's all pretty pointless. The titular wind resolutely refuses to heed the titular command, and a whole lot of trouble would have been spared Mr. Hopkins, the actors and the audience if Mr. Davies, the author, had left his couple suspended on their sandbar at the end of the first act. He never really gets them any further than that anyhow.

Henry Fonda, who left Broadway with a reputation as a promising juvenile, returns from Hollywood to prove that the

promise devastatingly failed to materialize. If he'd never been to Hollywood he might still be a promising juvenile, but as things stand, he's just another picture player who can't act. His aimless underplaying does manage to give effect to several really amusing lines in the first act, but after that he appears a rather nice boy unhappily wandering around on a very strange and slightly annoying stage.

Doris Dalton, who plays Chris, has turned in some excellent jobs in the past, but in this one she falls down dimly. Stiff and completely unconvincing, she recites her lines in an unsure monotone that sounds like the efforts of the third-place winner in the Four B recitation contest. None of the others manage to help much, except Edgar Stehli as an incidental sociologist. Mr. Stehli, a fine actor, does an excellent job and almost manages to inject life for a brief while into the stagnating script.

Blow Ye Winds was originally scheduled to open Tuesday, but was postponed because of the American Legion parade. That was a mistake. Echoes of the parade outside might have lent a faint hint of life to the becalmed proceedings inside the 46th Street Theater.

MOROSCO

Beginning Wednesday Evening, Sept. 22, 1937
GEORGE AND MARGARET

A comedy by Gerald Savory. Director uncredited. Settings designed by Geoffrey Nares, with executive uncredited. Presented by John C. Wilson.

Cladye.....Moya Nugent
Malcolm.....Morland Graham
Alice.....Irene Browne
Dudley.....Arthur Macrae
Frankie.....Rosalyn Boulter
Claude.....Richard Warner
Roger.....Alan Webb
Beer.....Cladye Henson

The Action of the Play Takes Place in the Garth-Bander's House in Hampstead, London.

ACT I—The Dining Room. (In the Morning.) ACT II—The Drawing Room. (A Fortnight Later.) ACT III—The Same as Act II. (The Following Morning.)

The dramatic season has been uncomfortably late in starting this year—which is hardly news at this point. But there is news of a sort in the fact that when it finally did decide to get itself going it had to be opened by visitors from England. The native lads and (as Mr. Willie Howard calls them in *The Show Is On*) lassies had the dubious lead-off honors snatched from under their noses by the excellent English company brought here by Mr. John C. Wilson, a London manager, to perform in Gerald Savory's *George and Margaret*, which opened Wednesday night at the Morosco Theater. At that, the play was so exceedingly slight that you can hardly say that the season is really open.

For *George and Margaret*, following on the heels of a couple of musicals and a return engagement, belongs in the dramatic class only by benefit of what is politely known as the doubt. It is a thitledown trifle retelling the unimportant woes of an English family that wistfully tries to be as mad as the American Vanderhoffs and Sycamores in *You Can't Take It With You*, across the street. It manages to be thoroughly amusing in its insistent surface way, but that's all. It has no meat in it; you look in vain for even a mouthful of lemon custard beneath its crisp and attractive meringue.

It's all about the Garth-Banders, a middle-class family living in Hampstead. Papa, taking a second-handed tip from Grandpa Vanderhoff, goes around longing to pay a much-postponed visit to the British Museum. Mama, taking a tip from every mad-family play that's been produced in the last 10 years, goes around trying to appear like Alice Brady in one of her weaker celluloid moments. Elder son Claude, an architect who perpetrates rows of middle-class villas, is a Scoutmaster and is discovered leaving the room of the parlor-maid at midnight. Younger son Dudley is a musician with a penchant for making thoro'ly amusing wisecracks. Daughter Frankie is a modern girl who flies around calling what Dudley rather annoyingly

"you knows" with this and that likely lad.

Claude, covering himself with honor and stuffiness, decided to marry the housemaid because she is sensible and healthy, much to mama's horror. Frankie falls desperately in love with the young composer whom Dudley introduces as a house guest, and he with her. They can't manage to stammer out their love, however, until well into the third act—evidently because Mr. Savory, the author, realizes that a three-act play has to have, by hook or crook, an act in the middle. That's all there is of what may euphemistically be referred to as plot.

The dialog, however, is constantly bright and constantly amusing—neither sophisticated (as the Smart Young Things would prefer) nor truly clever, but simply bright and amusing. There are, therefore, plenty of good humored laughs—so many of them, in fact, that one vainly wishes Mr. Savory had provided something more in the way of a play for them to depend on.

Mr. Wilson's imported cast, led by Miss Irene Browne, is excellent. Miss Browne herself, although she goes overboard in a satirical hysteria scene at the end of the second act (evidently in desperate determination to make something happen), offers a highlighted and amusing burlesque. Morland Graham scores quietly and splendidly as papa. Rosalyn Boulter, as Frankie, turns out to be a charming, lovely and talented ingenue. Richard Warner is a thoro'ly amusing Claude. Arthur Macrae performs the amazing feat of almost walking off with the play from under the noses of the leading performers in the comparatively minor role of Dudley. And there is a hilarious third-act pantomime from Gladys Henson, cast as an incidental buffoon. Alan Webb, a gentleman who looks startlingly like Jimmy Walker, is inexplicably cast as the juvenile love interest.

It's all amusing enough—but it leaves one wondering whether we can truthfully say that the season has got under way.

WINTER GARDEN

Beginning Saturday Evening, Sept. 18, 1937
THE SHOW IS ON

(Return engagement—limited)

A revue with music and lyrics by Vernon Duke and Ted Fetter, Carmichael and Adams, Dietz and Schwartz, George and Ira Gershwin, Harburg and Arlen, Herman Hupfeld, Irwin and Zeno and Rodgers and Hart. Sketches by David Freedman and Moss Hart. Production conceived and staged by Vincente Minnelli. Dances staged by Robert Alton. Sketches directed by Edward Clark Lilley. Costumes and scenery designed by Vincente Minnelli. Costumes executed by Veronica Stage Costumes, Lanzilotti's Eastern Costume Company and Brooks Costume Company. Scenery constructed by Nolan Brothers and painted by Van Ackerman Service Studios. Stage directed by Frederick De Cordova. Orchestration by Gordon Jenkins, Russell Bennett and Hans Spialek. Orchestra conducted by Lucien Baren. Presented by the Messrs. Shubert.

PRINCIPALS—Willie and Eugene Howard, Chic York and Rose King, Charles (Cookie) Bowers, John McCauley, Jack Good, Terry Lawlor, Lyda Sue Leeds, Marcella Swanson, Demetrius Vilan, Mildred Webb, Roy Cropper, Dave Mallen, Ruth Scheim, John Englert.

GIRLS—Marion Allen, Gloria Arden, Muriel Baker, Hazel Bollinger, Letitia Bregg, June Burdette, Mary Ann Carr, Ruth Dennis, June Clifford Grey, Wendy Greene, Pearl Harris, Vivian Howe, Barbara Hunter, Jerric Koban, Gertrude Medwin, Jean Moorhead, Della Muir, Marion Murray, Polly Rose, Clare Scott, Laurie Shevlin, Peggy Thomas, Edith Wallace.

CONTINENTALS—John Edwards, Robert Herring, Arnold Lenhart, Gifford Nash, Paul Owen, Richard Satterfield.

DANCERS—Gene Ashley, James Babbitt, Jack Barratt, Kenneth Bestock, Edwin Browne, Hugh Ellsworth, Robert Pitts, Mischa Pompanov, Harry Rogue, Frank Thompson.

CHILDREN—Evelyn and Warren Mills.

It's almost beginning to seem as tho I ought to be elected an honorary member of *The Show Is On* cast. This, at least, is the third time that I've seen the revue and written about it afterwards—and it's a significant fact that there was still plenty of entertainment value, even for me, in this final viewing. The only thing wrong with the return engagement that started at the Winter Garden last Saturday night is the advertising

copy, which lists new material among the added attractions. There's a hint of new material in the special stuff brought in by new principals, but it's so small that it hardly counts. Why get the public sore by trying to fool it—particularly when you happen to be selling a show that rates a couple of viewings as it stands.

Anyhow, the Messrs. Shubert brought their big girl-and-gag extravaganza back to town for a few weeks before sending it out on the road. It was a wise move, partly because the American Legion Convention could be counted on to bring golden shekels rolling into the Shubert till, and partly because it gives the new members of the cast a chance to work into their parts before being judged by chip-on-the-shoulder hinterlanders.

Altho the material is still about the same as it was when the show opened last Christmas, the only remaining members of the original cast are the chorus youngsters. Some of the substitutions were made last summer and others have just been made.

As I remarked when the summer cast went in, Mr. Willie Howard has taken over the duties of Mr. Bert Lahr with signal success, being even funnier than Mr. Lahr in the various assignments. The famous *Woodman* number is still the funniest thing this side of Mat-teawan for my money, and Mr. Howard proves again that he's rapidly becoming my favorite comedian, bar none. I again enter a plea, however, that his (tho' Verdi's) immortal quartet from *Rigoletto* be fitted somehow into the running time.

Fitting into the assignments formerly held by Miss Beatrice Lillie is Miss Rose King, a topnotch comedienne. Potentially (this is treason, so make the most of it) Miss King could be even funnier than Miss Lillie—but someone has evidently told her to ape Miss Lillie as much as possible, and the result leaves plenty to be desired. Miss King has her own brand of humor, and it ought to be allowed full play. Maybe it will be when the show takes to the road—and when it is the results should be devastating. Miss King's husband and partner, Chic York, is also in the show, confined to a few bits. That's criminal waste of a grand performer.

Demetrius Vilan, who tried to fill Paul Haakon's shoes doing the dancing chores during the summer, is still trying to fill them, doing an entirely adequate but in no way comparable job. Miss Jean Sargent, an unhappy replacement in the singing assignments, is now out, the spot being filled by Miss Terry Lawlor, a red-headed coonshtouter from night clubs. No one could ever accuse Miss Lawlor of having a voice, but she might be passingly effective in her deep-throated howling if she remembered she's now on a stage rather than a night club floor.

Miss Mitzl Mayfair and Mrs. Charles Waters, that delightful song-and-dance duo, have been replaced by Jack Good, a personable lad who's going to go places, and Lyda Sue Leeds, an acrobatic dancer. John McCauley does surprisingly well with a number of Reginald Gardner's bits, and Cookie Bowers, of vaudeville fame, has been added to the show to entertain the customers with his impressions of a lady escaping from a girdle. Roy Cropper, of Gilbert and Sullivan fame, has been added to do some real singing in several musical interludes, and a couple of amateur winners of a dance contest inject youthful verve into one of the chorus numbers.

Mr. Vincente Minnelli's production is still as eye-filling and as breath-taking as ever. All in all, it's still a good show, and the road won't have any reason to complain.

(48th Anniversary)

Alviene SCHOOL OF THEATRE

Courses in Acting, Teaching, Directing, Personal Development and Culture.
DRAMA — SPEECH — VOCAL DANCE — MUSICAL COMEDY
Graduates: Fred Astaire, John Bryan, Una Merkel, Leo Tracy, Louise Latimer, Etc.
3 in 1 Course—Stage, Screen, Radio—A solid foundation in the technical essentials of acting in conjunction with professional stock theatre training while learning.
Students appear in full length plays, a week in each, acquiring experience necessary to qualify for professional engagements.
Write T. BELL, Secretary, 68 West 35 St., N. Y.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

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

FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

Thru Sugar's Domino



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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

GREAT MARQUIS COMPANY opens in the Deep South September 27, with a route thru the cotton belt and citrus country to follow. A Reo Speedwagon semi-trailer will be used in hauling the Marquis equipment, and a sedan will transport the company. Show is piloted by Harry Conn; second man, Bennie Goldman. Stage company is headed by Madeline Starrett (Mrs. Marquis), principal assistant.

CARLTON SHARPE, manipulator, recently jumped from Gary, Ind., to Jacksonville, Fla., to open with the *Park Avenue Revue*. Show is booked thru Florida, Georgia and the Carolinas.

MYSTERIOUS LAWRENCE, during the recent Percy Abbott magic get-together at Colon, Mich., purchased a number of illusions to add to his show. Among them was *The Chinese Chopper*.

HENRY HAVILAND, the paper-tearing magish, is currently playing club dates in and around Philadelphia.

WILFRIED BECKMAN, Montreal magician, now touring the province of Quebec under the direction of James Ross, of the Myron-Mendelsohn Agency, will invade the United States late in October to play a string of dates for the Joe White office, Providence. He is playing clubs and theaters with a new turn labeled *Tricks of the Trade*. Beckman carries one fem assist.

AL SAAL, Toledo sleight-of-hand artist, recently began his new season after taking it easy during the hot months. He made a lake trip to the Soo the other week and while there bumped into Jimmy Kater Thompson, who has served all season as magician of ceremony on the Steamer South American, and Gene Gordon, who worked in the same capacity on the Steamer North American. Saal recently played seven days for Chevrolet Motors and several dates at the Commodore Perry Hotel, Toledo. He is building a new shadowgraph lamp and a new screen and has added several new shadows to his act.

JON TOY is presenting his *Study in Silks* at the Club Morocco, Philadelphia night club.

THIPPS, comedy illusionist, is at the Petit-Casino in Paris.

STEENS, illusionist, is at the Cirque Poutrier in Lille, France. De Rocroy, illusionist, is at the Circus Campeone in the same city.

WILLIAM ALVATA, illusionist, is at the Palais d'Ete in Brussels, Belgium.

DEL BREECE began a two-week stay at the Royal Palm Club, Miami, September 18, from where he journeyed to the Mayflower Hotel, Jacksonville, Fla., for an indefinite return engagement. Breece also has been playing a number of Paramount theaters in that area. He reports that a recent engagement at the Capital Theater, Atlanta, was made more enjoyable by the sociability of the local magic lads.

AL DELAGE AND COMPANY, after winding up their current engagement at the 10-40 Club, Detroit, will jump into Pennsylvania to join Faith Bacon's *Great Lakes Exposition Revue* for a tour of Warner houses.

C. THOMAS MAGRUM opened his season at Alexandria, Va., recently with an hour's program for schools. He also has framed a 30-minute routine for clubs. J. Lawrence Magrum has the advance and is reported to have young Tom booked until the first of the year.

DOLORES DU SHANE, fem vent artist, after a week at the Blue Moon Club, Toledo, O., opened last week at Martin's Tavern, Lima, O.

LIEUT. ORA A. MARTIN, U. S. N. (retired), set sail September 25 from New York on the Empress of Britain for a two-year tour around the world with his new magic acts. In the past

Lieutenant Martin, who is father of Heloise, the Drake University lass whose showers became public mention, billed himself as Nitram Aro, his name spelled backwards. The tour will take the magician to France first, whence he plans to cross Europe and Africa, going to Iraq, the South Sea Islands and the most distant of points.

MAURICE RAYMOND is slated to open a seven-day engagement at the Minneapolis Lyceum this week under auspices of the Parent-Teacher Association.

BROWN'S LOOP Magic Store, Minneapolis, is no more. Brown is now specializing in 16 mm. film and equipment and is out of the magic sales angle for keeps.

HANK GORDIEN and his Television Show enjoyed a good season with Dee Lang carnival.

MYRHE, Scandinavian magician, has invaded South Dakota and is reported to be "going to town" there.

JIMMY DAWSON, the Hoosier magician, and his variety show are said to have done well under canvas during the past summer.

NINTH ANNUAL STATE Convention of the IBM Rings will be held at the Philadelphia Hotel, Philadelphia, Friday and Saturday, October 15 and 16. A \$3 registration fee will cover all events, including a banquet, evening show and a farewell party. Harry Otto will have charge of the show.

JACK AND ANN GWYNNE were hosts to Harry Blackstone and LePaul and members of their company at a party thrown at the Gwynne apartment in Cincinnati Tuesday night of last week. Festivities wound up at 8 a. m. Wednesday, with Ann knocking out ham and eggs for 22 people. The Gwynnes are in their fourth week at Beverly Hills Country Club, just across the river from Cincinnati; Blackstone is current at the Taft, Cincinnati, and LePaul has just concluded a fortnight's stand at Arrowhead Inn, near the Queen City.

J. ELDER BLACKLEDGE, Indianapolis magician, writes from Leland, Leelanau County, Mich., his summer home, under date of September 22: "I have been following your efforts for a joint convention in Cincinnati next year. It seems to me it would be stupid if it isn't done. We are putting things to bed for the winter up here after a swell summer and will go south next week."

W. C. (DORNY) DORNFIELD breezed into Cincinnati early last Saturday (25) to appear that night in a show at the Gibson Hotel for the Frigidare Corporation. He remained over Sunday to swap yarns with Jack Gwynne and Blackstone, currently appearing in town.

BLACKSTONE and his two able advance representatives, Ed Milne and Tommy Thompson, were visitors at the magic desk last Saturday morning. Blackstone, who opened a week's engagement at the Taft, Cincinnati, Friday (24), came into town early Tuesday and spent three days visiting and entertaining at the various institutions and local civic organizations. His advance publicity and tieup advertising in the newspapers was among the heaviest ever given a magician in Cincinnati.

JAY PALMER AND DOREEN presented their drinks-from-the-kettle mystery at Castle Farm, Cincinnati, last Friday, Saturday and Sunday (24-26), booked by Jack Middleton, Cincy agent.

HARRY HUNSINGER, who recently concluded his second season with the Sharpsteen Comedy Company in Michigan, played the Wonder Bar, Cincinnati, last week, booked by Ernie Creech, of the Gus Sun office. He is current this week at Murray's Grill, Richmond, Ind., also set by Creech. Harry was a visitor at the magic desk last Saturday.



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 RADIO

STROUD TWINS (Claude and Clarence)—Slick talk comedians, veterans of vaude, now appearing at the Radio City Rainbow Room, New York, where they are wowing sophisticated audiences. Since their talent is their delivery, they ought to do well on the air.

film. Also rates a radio try, and should record well, too.

TONI LANE—talented up-and-coming songstress, brimful of mirth and showmanship, who with proper handling will amount to more than a mere possibility. Has a very likable personality, is youthful and makes a strikingly attractive appearance. Is loaded with song-selling goods, and has a winning way of peddling them. Should fit handily into any musical film.

For FILMS

SOCARRAS AND MAGIC FLUTE ORCHESTRA—six-piece band now at the Harlem Uproar House, New York, with flute leading, specializing in tango and rumba music. With flute dominating, the interesting combo goes thru lively rhythms and produces distinctive music. Would be an excellent novelty in a musical

NANCY NOLAND—singer now at Hotel White, New York. Has done radio work, in addition to playing class hotel spots. Strictly a personality singer who gives special song-and-talk numbers so much life thru expressive voice and face that she impresses definitely as a good light comedienne bet for films. Should do well on recordings, too.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

BYRON GOSH posts that he is playing his annual return engagements with his Seldom-Fed Minstrels thru West Virginia. Gosh recently visited with "Hi-Brown" Bobby Burns on the Walter Main Circus, for which Burns has been handling the press all season.

THOMAS K. HEATH, premier blackface comedian, born in Philadelphia August 11, 1853; joined James McIntyre as partner in act in 1874 at San Antonio, remaining with him until the death of McIntyre recently. Organized McIntyre & Heath's Minstrels in 1887, which appeared at Tony Pastor's Theater, New York, the following year, the team making a pronounced hit. In 1881 they again took out their own minstrel, and in 1886 Spencer, McIntyre & Heath toured with their own minstrel. They were with Lew Dockstader's company in 1891. Their Georgia Minstrel act was first produced at the Gaiety Theater, Brooklyn, in 1894. Subsequently they appeared in many acts, all of which were successful, and they are said to have received the largest salary of any blackface team in the history of the theater.

LIVING IN THE MEMORIES of minstrelsy, the 80-year-old widow of Frank Dumont muses from her Philadelphia home: "I don't know what would become of me if it weren't for the sweet memories of those days and all the dear boys who worked to make such a splendid success of Dumont's Minstrels. But they've gone now. (Dumont died in 1918.) Only two or three come around. Charley Boyden, Joe Murphy and Evans, who used to be our business manager. The others? Well, there was Eddie Cassidy. You remember his *Little Bif of Green* song and his white suit and the grace of him? Ah, Eddie was a Brummell with the ladies. Then there were Hughey Dougherty and Vic Richards, Andrew Mack, Weber and Fields, William Henry Rice and Eddie Foy. Eddie, I remember, always wanted to do Hamlet and would recite it by the kilometer in this very house when Frank had him up to dinner. The nearest he ever got to it was when he played a musical show for the Shuberts called *Mr. Hamlet of Broadway*. Rice was the greatest female impersonator in show business. He did a burlesque of Sarah Bernhardt once entitled *Sarah Heartburn*. Mme. Bernhardt saw it and had to stuff a handkerchief in her mouth to keep from having hysterics." Her fondest memories are enshrined around the bit when Frank Dumont proudly

rolled onto the stage in a chariot for his satire on *Ben-Hur*, during which Hughey Dougherty did his "nutmeg-grater" dance.

PROF. WALTER BROWN LEONARD writes from Ghens Falls, N. Y., under date of September 20: "I read in *The Billboard* that Mrs. Frank Dumont has turned over to Joe Murphy her husband's scrapbook. This is no doubt very interesting, but what we need and need badly is the history of blackface minstrelsy from 1911. In that year Edward LeRoy Rice published his fine book, *Monarchs of Minstrelsy*, and the same year M. B. Leavitt published his splendid work, *50 Years in Theatrical Management*. I was pained to read of two of my good friends passing—Mrs. Jessica Ray Filkins and Otto Yeager. The former's husband, Ernest C. Filkins, I knew many years ago in his native town of Attica, N. Y., where I was teaching an orchestra. He was lessee and manager of Richard & Pringle's Minstrels for several seasons. Many of the old-time minstrels will remember genial Otto Yeager. He had trouped with the best for many seasons. Can anyone inform who were the well-known minstrel men who were with the Forepaugh & Sells Circus when the show was wrecked near Ellenburg, N. Y., September 8, 1897?"



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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 188 City Terrace, Sydney, N.S.W., Australia. Office of THE BILLBOARD.

Tab Tattles

By BILL SACHS

JACK G. VAN, whose *Broadway Brevities* is currently playing Ohio and Indiana theaters for the Gus Sun office, this week enters a Rochester, N. Y., hospital for treatment for a kidney ailment. He will be there for several months. In a visit to the tab desk in Cincy last week Jack advised that he will launch an all-Spanish troupe, *Viva Rumba*, October 16, and that he has plans for an all-girl unit to open a little later on. Van says he has an offer of 21 weeks in Panama for the *Rumba* Company. . . . Enjoyed a visit from two more old tabsters early last week—Bob Conn, dancing b. f., and Glenn Mason, woodpile artist, both with the Jack G. Van *Brevities*. The latter, who is managing the company during Van's absence, will spring shortly with a new xylophone which he built while vacationing at his home in Falconer, N. Y., the past summer. . . . Others with the Van *Brevities* troupe are Lou Henri, mistress of ceremonies; the Gerard Trio, Shorty Sutton and Partner, Mrs. Jack G. Van and Bob Dixon and his Louisiana Footwarmers Ork.

KATHERINE PURTELL WATSON, wife of Charles Clifford Watson, former owner of Clifford's *Manhattan Revue* and Watson's *Rhapsody in Blue*, in a visit to the home office of *The Billboard* in Cincinnati Tuesday of last week reported that she had filed suit for divorce in Kansas City, Mo., September 15, and that she has quit show business for the time being to travel the Midwest and East for a cosmetic concern. She was en route to New York, where she will make her headquarters until February. . . . Jerry Phillips spent a few hours in Cincinnati Tuesday of last week en route from Minneapolis to the bedside of her mother, who is gravely ill at her home in Virginia. . . . Chuck Morrison and Diane King, of tabs and burly, are taking a brief rest in Grand Rapids, Mich., before beginning the new season. . . . Ray Comrie is working on the Federal Theater Project in Grand Rapids, Mich.

TOMMY HANLON was forced by poor business to close his 15-people tab which had been holding forth at the Rialto Theater, Grand Rapids, Mich. In the personnel were Hanlon, Nellie Clark, Billy Crook, Max Du Vol, Billy Roe, Maxine Fields, Ora Ackley, Skippy Smith and a line of eight girls. House, formerly the Superba, is managed by George (Pop) Nichols. . . . Maurice (Lefty) and Anna Levine are parked in a Cincinnati trailer lot with their home on wheels after winding up the season with the George Bishop Tent Show in Maryland. . . . The Grantay Trio—Kitty Marloe, Lew Green and Fay Goodwin—are playing night spots in and around Indianapolis after winding up their fourth season with the Hoosier Comedy Company, where they presented their magic, juggling, music and cartooning. . . . Dallas D. McLean, "one-man band," recently completed his contract with Ripley at the Pan-American Auditorium, Dallas, and has returned to his ranch near Austin, Tex., where he says they at least pen up the bull at night.

"SEABEE" HAYWORTH and "Rambling Jack" Ritchie have combined to form the Hayworth-Ritchie Attractions and plan to launch two units, a circle troupe and a stock show, the coming season. First of the units, *Blue Ridge Mountaineers and Gals*, is slated to open October 7 at the James Theater, Newport News, Va. The veteran Claude (Kid) Long will agent the show. . . . Leroy Snyder, emcee-comedian, breezed into Cincy last Wednesday (22) from Georgia, where he played several club dates for Ernie Creech, of the Sun office. . . . Cliff Cochran, veteran tab and burly funny man, who has worked in practically every capacity that the Cincinnati Federal Theater Project has to offer, is now serving as assistant director with that group.

REVIEWS

(Continued from page 22)

bers. Her vocal apparatus rates even and tapping is quite adequate. Whistle bit to *Turn Off the Moon* okeh. Best scenes are *Trouble in a Schoolroom*, *Elmer's Night Out*, in a *Movie Studio* and the click inebriate work by

Nona Martin and Murray in *In a Gay '90s Cafe*.

Besides two altogether-too-short appearances of Charmaine on the dancing end, Nona Martin, red-headed volcanic dancer, tore the boys loose for splendid applause with her hot style of dancing. She's got it and she gives it.

Frank Palmer and Erminia Forrester team up for adagio, waltz and apache dancing. Duo does one of the best apache stunts any stage in Boston has boarded. Forrester also warbles *My Man* as an intro. Good pipes.

Lou Duthers and Jean Carroll offer tap specialties. Good-looking team is okeh as a flash act, but if their talents are boosted with some good challenge work or original bits, they'll be clicks.

Joe Beasley plays the xylophone during the show's olio and bongs the musical slabs to audience satisfaction. Fuhrman and Murray team to do a *Song and Dance Man* act.

With several changes and embellishments, the show can work the circuit without any hitches. Next week the show lays off due to Newark being canceled. Sidney J. Patne.

Star, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Sept. 22)

There's a mild return to nudity apparent in this *Parisian Fiverts* show, but it's held way down. There's plenty of comedy and while it's stuff that's seen lots of service, the handling put several bits over nicely. This wheel show played to fair biz when caught, with but few Legionnaires to account for the attendance. And payees topped recent local snows caught.

Comedy and men principals actually headed the show. Max Coleman, Al Golden, Irving Karo and Diana Logan, Frances McAvoy, Karen Jardane, Sunny Lovett plus a mixed hoofing duo, Daniels and Daye, put over this *Hirst* show in fair order. The anti-peeling edict has, of course, taken away much of the draw of a none-too-lavish routine show and novelty was sadly needed to give it some zip.

While scenes were somewhat limited in scope and there appeared to be an over-use of stairs, one or two ensemble scenes took a mitting. *The Bells*, with the line of 12 kids in green-trimmed black outfits, and a mildly sensual *Temptations* dance stood out. A Dutch boy and girl scene was put over in fair order, but needed more novelty sock to really mean anything. Practically all scenes called for tableaux using the line plus the six showgirls with bared breasts.

Only a few lookers and plenty who should have been pensioned off after the Armistice. Such veterans as Max Coleman and Al Golden still have something to show, but would benefit with fresher material. The magic, cafe and war bits all took their share of laughs, but to a mild degree. Musical chores were handled by Mike Loran's six-piece band, which boasts more individuality than similar small outfits playing ex-burly spots. Irving Karo and the gals also went thru the vocal paces with *Temptations*, *It Looks Like Rain in Cherry Blossom Lane* and *It's Gonna Be You* in ordinary style.

Some day some burlesque producer is going to discover that comical songs, sung by males or females, can get an audience in the "come again" mood and inject comedy this way. Too much of the sentimental stuff doesn't go, particularly when better deliveries can be heard over the air. Daniels and Daye, mixed dance team, contributed two numbers, one with both dressed as drunks and another calling for some high stepping. Souse routine was easily the better and the blond lass and darker partner took a nice hand for their hoofing. Bern Hall.

MARGO ROSE, new dancer from the Coast, was forced to leave the Clover, Baltimore, three days after September 19 opening because of a broken leg.

Endurance Shows

Pughe Show Ends After 1,272 Hours

KANSAS CITY, Mo., Sept. 25.—Derby Show of 1937, under the management of George W. Pughe, which opened here July 29 in a mammoth tent, closed last Sunday night after running day and night for 1,272 hours. Two couples were on the floor at the finish. Winning contestants were Tillie Sweet and George Bernstein. Runner-ups were Ruthie Carroll and Phil Rainey. Prize money of \$1,000 was paid in the presence of 3,500 customers the closing night.

Jimmie Brittoner left with his mother and grandmother for Louisville. Les McCollom departed for his home in the East, Kenny Nidel and Davy Ackerman went to Minneapolis, Wells Sloninger and Jackle Sells went to Chicago to join the Seltzer show, Frankie Jensen and Eddie Piott departed for Minnesota, Edna Knowles and Whitey Maddox went home to St. Louis and Ruth Carrol and Bill Willis departed for Chicago.

Members of the show resting at the Coates House here include George Bernstein, Leona Barton, Duffy Tarrantino, Tillie Sweet and Frankie Little. Manager George W. Pughe is also here, but has announced no plans for the future.

WILLIAM (RED) GARRISON pencils from Miami that he has given up the endurance field for the time being and is now working for the morning paper there, *The Miami Herald*.

INQUIRIES HAVE BEEN received recently on Bob Turner, Irene Carter, Jack Kearns, Rookie Lewis, Duke Jessup, Jack Freeman, H. I. Smart, J. W. Leouyer,

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CHORUS EQUITY

(Continued from page 24)

Chorus Equity in the past week. Chorus Equity is requesting its first arbitration under the agreements signed recently with various vaudeville houses. This case grows out of the contention of members of the Chorus Equity that the Oxford Theater closed without giving notice as provided in the agreement.

Our members are again warned not to sign contracts unless they thoroughly understand the contract they are signing; if you sign first and ask the aid of your association second your association is placed in a very difficult position in its efforts to help you. It is true that Chorus Equity's contract is a standard contract and the one you will be expected to sign. However, of necessity, since we do not print contracts for each engagement, there are certain blanks which should be filled in this contract before you sign, such as the name of the production for which you sign, the date of opening, the salary, etc. As a matter of fact the chief reason for signing the contract is to establish just these points, since the management is bound to live up to the working conditions established in the contract.

Recently several of our members complained that they had signed a Chorus Equity contract for a production but that the salary to be paid was not stated in the contract. There is very little the Chorus Equity can do about this since the contract is signed. The minimum salary established by Chorus Equity is printed in the body of the contract. The management holds the signed contract. The association can insist that the management fill in the salary, but since the contract is signed and since the members made no arrangement about salary other than the minimum the management may then simply write in the minimum salary.

Chorus Equity goes a long way toward protecting its membership against themselves, but there is a limit to the possibility of such protection. If you are in doubt about anything don't sign first and ask afterward.

Members who are unable to pay dues should protect themselves by applying at the association's headquarters for an extension of time. On failing to do this the member is assessed 25 cents a month. We would prefer that you called in person for such extensions, as we feel that the request made by such members must be made because they are out of employment and therefore such members should also be in touch with Chorus Equity's employment bureau. However, if you are unable to call you may make your request in writing.

DOROTHY BRYANT,
Executive Secretary.

STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of March 3, 1933, of The Billboard, published weekly at Cincinnati, O., for October 1, 1937. State of Ohio, County of Hamilton, ss.

Before me, a notary in and for the State and County aforesaid, personally appeared E. W. Evans, who having been duly sworn according to law, deposes and says that he is the Business Manager of The Billboard, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio. Editors: A. C. Hartmann, Cincinnati, Ohio and E. E. Sugarman, New York City, N. Y. Managing Editor, E. W. Evans, Cincinnati, Ohio. Business Managers: E. S. Littleford and E. W. Evans, Cincinnati, Ohio.

2. That the owners are: The Billboard Publishing Co., a corporation, 25 Opera Place, Cincinnati, Ohio. Stockholders owning 1% or more stock: Mrs. Marjorie D. Littleford, Fort Thomas, Kentucky; R. S. Littleford, Sr., Trustee; I. M. McHenry, Fort Thomas, Kentucky; Frank G. Kohl, 266 Carrel St., Cincinnati, Ohio.

3. That the known bondholders, mortgages and other security holders owning or holding 1% or more of the total amount of bonds, mortgages or other securities are: None.

E. W. EVANS, Business Manager.
Sworn to and subscribed before me this 18th day of September, 1937.

(Seal)

Notary Public, Hamilton County, Ohio.
(My commission expires June 24, 1938.)

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 572, Cincinnati, O.

Chicago.
I have been "in magic," as we say, for the past 25 years as dealer, writer, performer and 100 per cent devotee. I ran my first magic advertisement in *The Billboard* in 1914 and I want you to know that the idea of merging the IBM and the SAM for a joint convention in Cincinnati in 1938 is a splendid one and I do hope that the national presidents of both these fine bodies are farsighted enough to see the good outcome that would result from such a conclave. The open letter in *The Forum* of September 13 to John Davison, IBM's president, shows clearly the dealer's side of the question. I appeal to all members of both organizations who approve of this merger to write to the national presidents of their respective clubs, asking them to get together and move the dates for one grand combine.

Favors Appeal To Magic Heads for Combo Meet

DON J. (DOC) LONERGAN.

Spokane, Wash.
When a young man I trouped for a few years with circuses and carnivals. I never attained any great degree of importance, but have always been interested in the men and women who furnish the thrills that only great circus artists can give. Whenever a circus, large or small, comes within 300 miles of where I happen to be I take my 10 employees to the show. Why do some shows fail to publish routes? My business carries me all over the country. Recently when driving thru Ellensburg, Wash., I noticed billing for one of the largest motorized shows. It had shown Ellensburg the day before. Unfortunately I was too far away to catch the billing until I went thru the town. Had I known the show was playing that day in Ellensburg I certainly would have made the jump of 250 miles a day sooner and caught the show. Every time I take my staff to see a circus it means an outlay of from \$25 to \$50. It seems to me that such a sum would help pay overhead for any show. Here are some of the men with whom I was associated in circus and carnival business: Major Gordon W. Lillie, Col. W. F. Cody, George Smith, Major Burke, Bow Robinson, Gordon Calvit, Adolph Seeman, Bud Jarvis, Clarence Wortham, Dave Morris, Bill Moseley, Davey Cohn, Noble C. Fairly, Billy Bozzell, Charlie Kilpatrick, Tom Wolfe, Con T. Kennedy, Arthur Hopper, Harry E. Dixon, John A. Pollit and Bert Barles.

JOE BROCKHAGEN.

Denver.
It has been brought to public attention thru the press and radio that motion picture studios wish to discourage the influx of hopeful talent to their city because of the large number of extras already listed in their casting offices. I believe it is said that one out of every 100,000 attains stardom, if that one is lucky, and extras are fortunate if they secure on an average 10 or 12 days' work a month. We read in newspapers quite often of some movie scout selecting a high-school or college beauty and giving her a contract. Not long ago a studio had its scouts scour the country for a certain type of boy to play an important part in a picture. Lucky boy, he was found. I believe he was an amateur or perhaps had a little professional experience. Now doesn't it appear that this procedure is definitely contradictory to the statement that Hollywood is overcrowded with hopeful talent? One would naturally surmise that with thousands of aspirants right on the doorsteps of casting offices it would not be necessary to hunt for new talent. There must be hundreds in Hollywood clever and experienced enough for any type needed. That is Hollywood's characteristic, I guess, and no one can change them, even in

Another Fan Wants Circus Routes Printed

He Believes Talent Hunt Unnecessary

their mania for publicity, if it is done for that. There is a certain amount of ego characteristic in some directors who argue that they can take raw material and develop actors. It seems to me that they often overbid their hand, so to speak. The sooner casting agencies, executives and directors learn the infallible law that it takes good actors to make good pictures and good actors to improve inferior scripts then, I think, pictures will be better box-office attractions.

J. FARRELL BROWNE.

Toledo.
It would be a great benefit to magic if the boys wouldn't take every date offered. By so doing the boys are working, but to my mind this only serves to check out the present popularity of magic. In the last year I have turned down a number of \$100-a-week offers. There are a good many performers taking anywhere from \$35 to \$60 a week. That hurts.

Advices Care In Accepting Magic Dates

AL SAAL.

Mansfield, O.
In the *Forum* in recent issues Paddy Joyce and William J. Lewis refer to James Harrigan as the original tramp juggler. In a former letter I proved that James Harrigan was the original. Regarding Vernell I saw his act but never in tramp makeup. Joyce said Vernell worked in boob makeup. Very well. We all know a tramp doesn't like to be classed as a boob and vice versa. I agree with Harold D. McCarthy that Vernell was a good eccentric juggler. I hope the matter is now solved to everyone's satisfaction.

Tramp Versus Boob Makeup For Jugglers

HARRY LAKOLA.

Dayton, O.
Referring to the letter of J. F. Reilly in *The Forum* of September 13, I can't say who was the originator of baton spinning, but being an old minstrel man and having seen and been with some good ones, I can mention Kilpatrick, Fred Smith, Johnny Delvin, Whalen, Charles Hammond and Harry Opel as some real high-air men. Kilpatrick, Whalen and Delvin were very fast and kept the baton in the air. Two of the best spinners for high throws and sure front- and back catches were Fred Smith and Charles Hammond. They seemed to throw a baton almost out of sight and were pretty sure on the catch. Delvin and Whalen kept batons in the air, were fast and their style was of the best. The strutters of today, who do little baton spinning, cannot compare with those boys. Major English and Leskirik used guns as well as batons and gun spinning was more their spe-

Would Like To See Baton Spin Contest

and Harry Opel as some real high-air men. Kilpatrick, Whalen and Delvin were very fast and kept the baton in the air. Two of the best spinners for high throws and sure front- and back catches were Fred Smith and Charles Hammond. They seemed to throw a baton almost out of sight and were pretty sure on the catch. Delvin and Whalen kept batons in the air, were fast and their style was of the best. The strutters of today, who do little baton spinning, cannot compare with those boys. Major English and Leskirik used guns as well as batons and gun spinning was more their spe-

Carrying Press Stunts Too Far

PUBLICITY stunts there always have been, some with a semblance of truth, others purely fictitious, and publicity stunts there will continue to be as long as there are press agents.

There is such a thing as going to extremes with publicity stunting, however. In Belvidere, Ill., for instance, no more traveling carnivals are going to be permitted within the city limits as long as His Honor Mayor Perry Cratty remains in office, all because of a carnival press agent's faked escape of a 20-foot python.

It was because of the fear thrown into parents by the reports of the fictitious snake's disappearance that aroused the mayor's indignation. Rewards were offered for its capture, some persons paced the streets at night in the hope of seeing the reptile and reports even reached police headquarters that the snake had been seen in several places in town. Peace and quiet came only when police, on questioning the carnival press agent, had him admit that the escape was deliberately framed solely for publicity purposes.

It's too bad other carnivals will probably have to suffer because of the stunt of the press agent that brought such drastic action from Mayor Cratty, but one can hardly blame him for taking the step.

One thing sure, there is a lesson here for those publicity men who know not where to stop when a story in the press is at stake.

cialty. I believe these men were the best in their time, Whalen, Delvin and Kilpatrick having passed on. I would like to see a real baton spinning contest today.

FRANK WARD.

Detroit.
Replying to S. W. Everest's letter recently in *The Forum*, W. W. Cole's Circus, a one-ring show at that time, is credited with having made the first tour to California by rail in 1873. Conklin Bros.' Shows, a small outfit touring the Great Lakes by boat in 1872, without any parade, didn't look equal to a trip to the Coast. John Robinson's Show didn't get to the Coast until 1882, when it was a two-ring show, from what I can learn. And the Forepaugh Show's trip to the Coast in 1891, with three rings, must have been the first of its size, there. From a Barnum bill of 1873 I found that Admiral Dot, renowned California dwarf, 16 years old, 25 inches high, weighing 15 pounds, was with the show, and he was still with it in 1877. But when Tom Thumb and his wife were brought back on the Barnum show in 1881 Admiral Dot was doubtless crowded out of the picture. This is in reply to Art (Doc) Miller's inquiry.

HARRY W. COLE.

Saranac Lake

By T. BODWELL.

Dorothy Kruse has left the Will Rogers Memorial Hospital in the company of her husband, Harry Kruse. They will take up residence in Bronxville temporarily. Dorothy is one of our successful rib cases.

Bede Fidler took the phrenic operation in her stride last week and is showing nice progress.

Garland Smith, of New York, is our latest patient. He is a legitimate actor, his most recent appearance on Broadway being in *Bury the Dead*.

Minna Morse has left these parts for her home in Brooklyn with her okeh papers.

Isabelle Rook enjoyed the company of Thomas McFadden and Ranny Ryan, who with her comprise the Three Octaves. They performed some of their routine, which was greatly appreciated by the patients. Isabelle recently had the pneumo-thorax operation and has shown marked improvement.

Harold Rodner, WRMH executive, arrived to spend a few days here. He and Dr. Mazur, assistant superintendent of Montefiore Hospital, visited the patients here and at Trudeau, spreading good cheer as they went.

Ann Bulloch, of Farmville, Va., vacationing at Tupper Lake, paid Joe Tio a surprise visit. Joe is in great shape and is going home in a few weeks.

Word comes that Eddie Ross, who left here recently, is doing right well for himself in New York.

Dr. Greene has arrived from England to watch the installation of the Duke-Fingard inhalator machine at the Rogers Memorial Hospital. This machine is supposed to have a beneficial effect on infections of the respiratory system.

John Loudon has returned here from the General Hospital, where he successfully passed the thorocoplastic opera-

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No telegraphed advertisement accepted unless reference is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. XLIX. OCTOBER 2, 1937. No. 40

John is feeling fine and doing nicely.

Please check your health to avoid the cure and write to those you know in Saranac Lake.

KANSAS CITY—

(Continued from page 27)

Nebraska, are motoring to Maine for a visit with the home folks before joining a Midwest circle.

Helen Gentry and Walter Price are in the village after closing their circle in South Dakota.

Ted North Players are scheduled to close the season this week at Hlawatha, Kan. After a week's vacation the troupe will move intact to the Capitol Theater, Topeka, Kan., for an indefinite stock run.

Fred Jennings Show is now in its 33d week of an excellent season. Company is now playing the fruit section of San Joaquin Valley in California.

Jimmie Warren's Comedians are scheduled to continue under canvas until the middle of December in Louisiana. They will play theaters in the South after the closing of the canvas season.

Crigo Players closed the season last week and are now reorganizing in Wisconsin for a winter circle.

Sid Kingdon's circle is slated to open next week in Northern Missouri. Base town this season will be Cameron.

Justus-Romain Show closed the season at Scribner, Neb., last week. Mr. and Mrs. John J. Justus are now sojourning in Tilden, Neb.

Hazel Clarke, many years a rep trouper, has entered commercial lines here.

John Cushing is now community song leader with the local recreation department.

Shankland Players, after many weeks in Illinois, have invaded Missouri.

Jack and Maude Brooks' Stock Company, after closing the tent season, is now playing houses in Wisconsin.

Darr-Gray Stock Company played its last Missouri date this week, after which the troupe moved into Arkansas for four weeks, to be followed by Texas for the winter. Recent new members include George Young, Dodson Quiley and Jerry Dexter.

Recent arrivals here include Brad Alexander, Victoria Alexander, Daisy Johnson and Terry O'Sullivan.

Harold R. Rosier, well known in Michigan theatrical circles, has purchased an interest in the Henderson Stock Company and in partnership with Mrs. Fanny Henderson will open at an early date.

Larry Dunning is making plans to launch a circle to play Colorado.

The Final Curtain

ARNOLD—Frank B., 69, former theatrical agent, in Miami September 21 after several months' illness. He was a former resident of Columbus, O., and prior to his retirement traveled for the Foreign Film Exchange Company. Arnold is credited with having exhibited some of China's first motion pictures in that country. Survived by his widow. Body was sent to Columbus for services and burial in Green Lawn Cemetery.

BARONE—Anthony, 36, projectionist and business manager of the Lockport, N. Y., motion picture operators' union, in Columbus Hospital, Buffalo, September 17 of brain fever after a week's illness. For a number of years he had been an operator at the Palace Theater, Lockport. Survived by his widow, Jennie; his mother and a brother, Cosimo. Burial in St. Patrick Cemetery, Lockport, September 20.

BAUER—Joseph, 68, well-known Cincinnati sportsman and for the last five years general manager of Arrowhead Inn, Cincinnati night club, at his home in that city September 21. He was a member of the Masonic Order. Services and burial in Spring Grove Cemetery, Cincinnati, September 24. Survived by his widow, Mrs. Julia M. Bauer, and two sons, Dr. Samuel L., Cincinnati, and Captain Morris M., United States Army, Knoxville, Tenn.

BOTSFORD—William A., 75, suddenly of a cerebral hemorrhage September 19 at his home in Windsor Ont. He was secretary-treasurer for 20 years of Detroit and Windsor Ferry Company, operator of Bob-Lo Amusement Park on Bob-Lo Island, in Detroit River, and retired nine years ago after having been associated with it 46 years. Survived by his widow. Body was placed in a mausoleum at Windsor Grove Cemetery, Windsor.

BYRNE—John F., 78, actor, in Norwich, Conn., September 19 after a brief illness. He was a member of the Four Byrne Brothers, who participated in the production of *Eight Bells*, which had a steady run of nearly 25 years during which it was staged in practically all the leading theaters of the world. Survived by his brother, Andrew.

COWDEN—Thaddeus, 93, who was King Neptune in the Atlantic City Beauty Pageant in 1935, in Atlantic City Hospital September 22 from a stroke suffered a week before.

DELAQUERRIERE—Louis, well-known French light opera tenor and composer, in Paris September 12.

DOLL—Anthony H. Raymond (Ray), 35, songwriter, September 15 at Holy Family Hospital, Brooklyn, as briefly mentioned in last week's issue. Following some years as pianist on the Loew Circuit, Doll headed various dance bands and played such spots as Playland, Rye, N. Y., and Steeplechase Park, Coney Island, N. Y. Also an arranger, he did work of this kind for Ben Bernie. Au-

thor of many song hits, including *Where the Cot-Cot-Cotton Grows*, *Wonderful You*, *Smiling Eyes*, *High Hat Harry*, *Ukulele Lou*, Doll is best known for his *I'm Flying High*, which was sung in the 1928 Earl Carroll *Vanities*. Survived by his widow; a son, Kenneth; his parents and a brother, Arthur. Services September 17 at his home.

EARLE—Virginia, 62, former musical comedy and vaudeville star, in Englewood, N. J., September 21. Thirty years ago Miss Earle was one of the leading names in musical comedy and a vaudeville headliner. She had toured internationally and tramped thru America with De Wolf Hopper in *Wang*. During the '90s she appeared in *The Geisha*, *A Runaway Girl*, *The Passing Show* and *The Casino Girl*. In 1903 she starred in *Sergeant Kitty*, which ran for almost a year, and then played stellar parts in *Lifting of the Lid* and *In Newport*. From then until 1919 she appeared in vaudeville sketches. In 1924 she met and married Frank Lawton, the "Whistling Comedian." Survived by a sister, Maud, also an actress, and two brothers, Wheeler and Leon, all of New York. Requiem mass was celebrated September 25 in New York.

FAGAN—Allen H., 47, actor and stage manager, at his home in New York September 17 of a heart attack, as briefly reported last week. A brother of the actress, Ina Claire, Fagan was a Broadway actor and stage manager for 20 years, most of the time serving Charles B. Dillingham, the producer. He also spent a brief interlude in Hollywood as a dialog director. Also mainly interested in production, Fagan acted in such hits as *Ode to Liberty*, *Waterloo Bridge* and *The Last of Mrs. Cheyne*. Survived by his widow, Mrs. Carmen Fagan, and his mother, Mrs. C. B. Claire.

FRIEDLAENDER—Pincus, 85, author of Jewish plays, in Montefiore Hospital, New York, after six weeks' illness September 20.

GANTVOORT—Herman L., 50, theatrical producer, in Post-Graduate Hospital, New York, September 15, as briefly reported in last week's issue. Gantvoort made the headlines in 1935, when he proposed to President Roosevelt the establishment of a million-dollar national theater. Gantvoort had been active in pictures as scenarist and producer during the silent era, being responsible for the prizefighting serial *Leather Pushers*. On Broadway Gantvoort produced *Hell's Bells*, *The Long Road*, *A Primer for Lovers* and *The Silver Swan*. Recently he had been associated with the Hammond Electric Organ Company. Survived by his widow, three daughters and four sisters.

GOLDIN—Sidney M., 57, motion picture director and producer for over 25 years in Europe and America, September 19 in New York. Recently Goldin had produced several Jewish films. He leaves a daughter. Services were held September 20.

GOOD—Mrs. Dude, in an automobile crash near Columbus, Neb., September 17. Survived by her husband and daughter, Versa.

HARLOW—Louis, 69, drummer and bandmaster, in Manchester, N. H., September 19. Organizer and director for 10 years of the Aleppo Shrine Band, Harlow directed this band in Station WEEF's first broadcast program. Survived by his widow and a son and daughter.

HULSE—Dick, well-known tab and burlesque comedian, this season with Art Gordon's *Swingtime* on the World of Mirth Shows, of a heart attack September 10 as he slept aboard the show train.

HUNT—Fred, 35, former champion trick rider, found dead at the foot of a 300-foot embankment 70 miles east of Baker, Ore., September 11 with the wreckage of his automobile and trailer near by.

JENNINGS—Julia, mother of Wilfred Jennings, formerly of Jennings and Renfrew and Jennings and Mack, vaudeville teams, at Everett, Mass., September 21.

KLAW—Joseph, son of the late Marc Klaw, theatrical producer, accidentally September 22 in Douglaston, Queens, L. I., N. Y.

KOHLMANN—Carl, 75, for 43 years solo trombonist with the Cincinnati Symphony Orchestra, at his home in Cincinnati September 23 after a long illness. He was born in Germany and came to America 63 years ago. Soon after making his residence in Cincinnati

he became a member of the Michael Brand Orchestra, which is 1895 became known as the Cincinnati Symphony Orchestra under the direction of Frank van der Stucken. For 25 years Kohlmann was on the staff of the Cincinnati College of Music as instructor in the brass instrument department and was a member of the Armo Band, heard weekly over Station WLW. Survived by a son, Charles. Services September 25 and burial in German Protestant Cemetery, Cincinnati.

LAVERDIERE—Flora Rush, mother of James Rush, head of the Metropolitan Play Producing Company and Bureau, Detroit, of a heart attack at her home in Detroit September 21. Survived by her husband, Harry LaVerdiere, and three sons, Peter, James and Aloysius Rush. Burial in Forest Lawn Cemetery, Detroit.

LANGLEY—William, 75, professionally known as Bill Lang, former vaudeville agent, September 18 in Chicago. Survived by a son in Pennsylvania.

LYKINS—Edward T. (White), 70, former well-known boss hostler, in Cincinnati September 25 of Bright's disease. Also known to the profession as Larkins, he tramped with the Wallace, Robinson, Bucksin Bill, Norris & Rowe, Ringling Bros. and the W. P. Hall shows during his 30-year career. He was born in Cincinnati. Lykins retired from the circus business some years ago and for the last eight years had been a foreman for the Cincinnati Omnibus Company. Survived by his widow, Mrs. Millie Lykins. Services and burial in St. Mary's Cemetery, Cincinnati, September 28.

MCKINSTRY—Burnett C., 53, well-known amusement park executive and proprietor of Lake Breeze Hotel, Buckeye Lake, O., in Mt. Carmel Hospital, Columbus, O., after a stroke of apoplexy. Survived by his widow, a son and daughter. Funeral at Fisher's Broad Street Mortuary, Columbus, and burial in Green Lawn Cemetery there.

MCQUATE—Theodore C. (Doc), 64, former showman, in Aultman Hospital, Canton, O., September 23 after several strokes. Early in life he became interested in fair racing and after graduating from college as a veterinary acquired an interest in the New England Carnival Company, formed at Canton and financed by local business men. He became a proficient talker with the show and later was engaged in that capacity with the Ringling Bros.' Circus side show, spending several seasons with that organization. Re-entering college after retiring from show business, he graduated with an M.D. degree and for more than 20 years thereafter served Stark County as coroner. Burial in Westlawn Cemetery, Canton.

MANNING—William H. Jr., brother of Alice Manning, of the dance team of White and Manning, in Detroit September 20.

MARBLE—George G., 80, well-known Connecticut organist, in Meriden, Conn., September 16 of a heart ailment after a long illness.

MELVILLE—Winnie, 42, English musical comedy actress, September 19 in London. Wife of the well-known actor, Derek Oldham, Miss Melville, first a concert singer, made her stage debut in *See-Saw* in 1916. After eight years of musical comedy successes she left the stage, but returned to play Kathie, in 1926, in *The Student Prince*. She scored also in *Princess Charming* and *The Vagabond King*. In 1929 she joined the D'Oyly Carte Opera Company and played in Gilbert and Sullivan repertory. Recently she had been playing in vaudeville theaters and music halls.

MOORE—Mona, 25, former blues singer at the Chez Paree, Chicago, September 22 in that city. Survived by her parents.

MORSELL—Herndon, 79, former operatic tenor and for more than 40 years musical director of the Gridiron Club, Washington, at his home in that city September 17. He was born in Alexandria, Va., and was well known to many actors and musicians. Leaving home when 19, he spent four years in Italy studying music. Upon his return to this country he toured with John Phillip Sousa as guest artist of the Marine Band and in 1883 became associated with the Boston Opera Company. Morsell was elected to a limited membership in the Gridiron Club in 1889, when he became a resident of Washington.

and was the first musical director of the club, remaining in that post until 1932, when he was made honorary director. He was a member of New Jerusalem Lodge, F. and A. M., and was honorary member of the Almas Temple of the Shrine. Survived by his widow; a son, Herndon Tudor, and a sister, Mrs. William V. Tudor, of Washington.

MOULTON—Harve, 74, stepfather of Art Gilbert, of Art and Euna Gilbert, of vaude, tab and tent-show fields, September 16 of heart disease in Pine Island, Minn. Funeral and burial in Pine Island.

MURPHY—John H., 83, former manager of the Franklin Theater, Worcester, Mass., recently in City Hospital, that city.

NOEL—James Harry, 4, son of Harry Noel, trumpet player, in St. Mary's Hospital, New York, September 17. Burial in St. Johns, Queens, N. Y.

NORTHEY—Carrie, 72, composer of *Can't You Hear Me Calling*, *Caroline*, and known to the stage as Caro Roma, in Oakland, Calif., September 23.

OLIVER—Herbert, 50, father of Mae Mack, well known in tabloid and night club circles, and brother-in-law of Ruth and Bee King, formerly of tabloids, recently in Indianapolis after a six-month illness.

ROLAND—Ruth, former star of silent films and in late years active in the real estate business, in Hollywood September 22 after an illness of five months. Services and burial in that city September 24.

In MEMORIAM JAKE ROSENTHAL Died Sept. 22, 1936

When one has played so fine a part
In the Drama we call Life,
How can we grieve that rest has come
From all this care and strife?
The show goes on as you'd want it to,
But we'd like you just to know
That we'll be right there as we used to
—be—
To meet you "after the show".

Brothers Lew and Barney Rosenthal

RUSSELL—John L., 62, former actor and producer of silent films, recently on the West Coast of a heart ailment. Under the name of John Lowell, he produced and starred in the old silent film *Ten Nights in a Barroom*. Survived by his widow, Mrs. Lulu Kate Russell, writer; a son, Jack, camera man at Columbia studios; a daughter, Mrs. J. Stuart Blackton.

SCOTT—Guy, 43, carnival concessioner and ride operator, of Phillipsburg, N. J., September 19 from injuries received in an automobile accident. Scott had worked with several shows operating in the East in recent years.

SEYMAN—Mrs. Pat, of Archer & Miller Shows, September 12 in an automobile accident in Manhattan, Kan., while visiting her mother there.

SILCOCK—Jack, 19, son of William Silcock, operator of the Genera and Delavan theaters at Lake Geneva and Delavan, Wis., respectively, in a Kenosha, Wis., hospital, September 14. Survived by his parents and four brothers, one of whom, William Jr., is manager of the Delavan Theater.

SMITH—John E., 69, member of the Browning Accordion Band, September 17 at the home of his son in Camden, N. J., after a long illness. Survived by his son and a brother.

SMITH—Clifford, 51, film director, in Hollywood September 17 following an appendectomy. Smith directed 45 of William S. Hart's early Westerns and many films for Ray Stewart, Tom Mix, Buck Jones, Harry Carey and Hook Gibson, as well as pictures for Texas Guinan and Edythe Sterling. After being employed by a number of studios he became a free-lance director in 1933. Smith was born in Richmond, Ind., and educated in Stillwater, Okla.

SMITH—LeRoy, 29, ticket seller with the J. J. Page Shows, shot accidentally September 16 at Pennington Gap, Va. Further details in the Carnival Department this issue.

TAYLOR—Rex, 36, former magician and Punch artist, September 17 from injuries received in a fall from a painter's scaffold near Houston, Tex. He has been in the sign painting business in recent years.

THORPE—Herschel, in an automobile (See FINAL CURTAIN on page 77)

Osgood Perkins

Osgood Perkins, 45, one of Broadway's leading legitimate actors, of heart disease September 21 in Washington a few hours after the opening of his new play, *Susan and God*, in which he was co-starred with Gertrude Lawrence. It was in suave, sophisticated roles that Perkins was most successful, yet he created the part of the hard-boiled managing editor in *The Front Page*.

Born in Newton, Mass., May 16, 1892, and educated at Harvard (where he appeared in some George Pierce Baker productions), it was not until he was 32 years old that he made his Broadway debut in *Beggar on Horseback*. From then on he was constantly in demand and hardly a season passed in which he did not appear in one or more plays. Among the successes in which he played were *Uncle Vanya*, *Tomorrow and Tomorrow*, *Goodbye Again*, *The School for Husbands*, *Ceiling Zero* and *On Stage*. Always he was distinguished by his polish and versatility.

After the war Perkins was associated with an unsuccessful film production company, Film Guild, but he really hit his motion picture stride years later when he appeared in such hits as *Scarface*, *Madame DuBarry*, *The President Vanishes* and *I Dream Too Much*.

Perkins was an active member of Actors' Equity and had been an officer for more than six years. At the time of his death he was first vice-president. He was also a vice-president of the Episcopal Actors' Guild.

He leaves his wife and a son.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

Abbott Dancers (Palmer House) Chi, h.
Abbott, Joan (Frolics) NYC, re.
Adami, Dell (International Casino) NYC, re.

Babcock, Clarence (Havana Casino) Buffalo, n.
Baker, Belle (Chez Paree) Chi, n.
Baligary Bros. (International Casino) NYC, n.

Ballantine & Pierce (Mounds) St. Louis, cc.
Baptie & Lamb (New Yorker) NYC, h.
Barr & Estes (State-Lake) Chi, t.

Berry, Bob (Edison) NYC, h.
Bert & Jay (Colonial Village) Peoria, Ill., n.
Bert, Lynn, & Myla (Adelphia) Phila, h.

Bigelow, Jimmy (Roosevelt) Jacksonville, h.
Birch, Darla (Kretschma) Jacksonville, h.
Bishop, Fred (Gay '90s) NYC, n.

Blanche & Elliott (Lord Baltimore) Baltimore, h.
Blends, Four (Embassy Club) San Francisco, n.
Block & Sully (Pal) Chi, t.

Blue, Johnny (Essex House) NYC, h.
Bob & Fleurette (Mirador) NYC, n.
Borne, Lynn (Barrel of Fun) NYC, n.

Booth, John (Jermyn) Scranton, Pa., h.
Bourne, Nellie (Edgewater Lafayette, La., n.
Bourg, Mary (Hi-Hat) Houston, n.

Boyd, Ed (Edison) NYC, n.
Boyd, Ed (Edison) NYC, n.
Boyd, Ed (Edison) NYC, n.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Day, Diana (Dorchester) London, Eng., h.
Daye, Ruth (Paradise) NYC, re.
De Costa, Vincent (Faillard) NYC, c.
De Gange, Chrysis (International Casino) NYC, n.

Garton & Bennett (Bismarck) Chi, h.
Garun, Murray (Essex House) NYC, h.
Gast, Florence (New Yorker) NYC, n.

Haviland, Henry (Smitty's) Lancaster, Pa., c.
Haynes & Raymond (Ryan's) Kew Gardens, L. I., c.
Healey, Tommy (Corktown) Detroit, c.
Healy, Dan (Cotton) NYC, n.

Lewis, Nancy (Hollywood) NYC, re. Lewis, Joe (Frolics) NYC, re. Lewis, Buddy (Dutchman's Grill) Lynn, Mass. Libuse, Frank (Cafe de Paris) London, nc. Lindy Hoppers (Cotton Club) NYC, nc. Lita, Carmen (El Gaucho) NYC, nc. Lombard Sisters (Biltmore) Providence, h. Long, Walter (Hollywood) NYC, re. Long, Leon: Jackson, Miss., 1-11. Lonas, John (Earle) Baltimore, uc. Long Jr., Nick (Roxey) NYC, t. Lopez, Don (Dorchester) London, Eng., h. Lorraine, Lillian (S. R. Hays) NYC, re. Ludlow, Nadia (Russian Kretchma) NYC, re. Lynn, Bert (Fox) Detroit, t. Lyman, Tommy (Murray Hill) NYC, h.

M

McCabe, The (Yacht Club) Chi, hp. McConnell & Moore (Bowers) Pan-American Expo., Dallas. McCoy, Francis (Riviera) Ft. Lee, N. J., no. McCoy, Clyde, & Band (Oriental) Chi, t. McDonald, Grace & Ray (Frolics) NYC, nc. McDonald, Sandy (Planet Mars) Chi, nc. McKay, Amy (Palmer House) Chi, h. McKee, Johnny (Park Central) NYC, h. McKenzie, Red (Nick's Rendezvous) NYC, c. McLellan, Rodney (Mt. Royal) Montreal, h. Mckel, Della & Billy (Pavilion Royale) Valley Stream, L. I., N. Y., re. Mack, Tommy (Boston) Boston, t. Madison, Rudy (Gay) NYC, nc. Manigras, Eric, Orch. (State) NYC, t. Mae, Edna (Paradise) NYC, re. Manchoito (Moulin) NYC, nc. Manginis (Yummi Rouge) Paris, nc. Manning, Otis (Biltmore) Dayton, O., h. Manolita (Rustan) NYC, nc. Manville, Mons. (Cotton Club) NYC, nc. Manzel, Marge (San Diego) Detroit, nc. March, Ann (Bertolotti's) NYC, re. Marcos, The Sensational (El Nido) Vallejo, Calif., nc. Marie, Rose (Havana Casino) Buffalo, nc. Marino, Joe (Pamoux Door) Chi, nc. Marino & DeVoll (Corktown) Detroit, o. Marshall, Jack (New Yorker) NYC, h. Marva & Martyn (Isevens) Chi, h. Masters, Mae (Duffin's) Detroit, nc. Mathew, Juggling (Bavarian Gardens) Cleveland, nc. Maurice & Norva (Bai Tabarin) San Francisco, nc. May, Olive (Harlem) Paris, France, nc. May, Bobby (International) NYC, nc. Maye, Kathleen (Leon & Eddie's) NYC, nc. Mayo, Florence & Pansy (Riverside) Milwaukee, t. Mayhaw, Gus (Statler) Boston, h. Maybo, Betty: (Steamship Zee) Chi, nc. Maye, Jackie (Mire) NYC, re. Mayfair, Mizzi (Brantford) Newark, N. J., t. Medeska & Michael (Tokay) NYC, nc. Mel-Ody (Fines) Phila, t. Mellicoll, Agnes (Frolics) NYC, re. Mellis, Kirk & Howard (Casino) Dallas, t. Menchassi, Les (French Casino) NYC, nc. Menen, George (McAlpin) NYC, h. Merrill, Joan (Mayfair) Boston, nc. Michon, Michel (Russian Kretchma) NYC, re. Miles, Gary (Paradise) NYC, re. Miller & Muller (Palumbo's) Phila, nc. Miss, Kirk & Howard (Pan-American Casino) Dallas, nc. Mischa (Russian Kretchma) NYC, re. Mohamed, Malde Ben (French Casino) NYC, nc. Monas, Mona (El Chico) NYC, re. Montmartre Boys (Jimmy Kelly's) NYC, nc. Moorehead, Jim (Mirador) NYC, nc. Morales Bros. & Little Daisy (Blue Rendezvous) Detroit, nc. Morgan, Loretta (Steamship Zee) Chi, nc. Morgan, Helen (El Mirador) NYC, nc. Morgan, Grace (Le Mirage) NYC, nc. Morgan, Rita (Club Alabam) Chi, nc. Morgan, Stuart, Dancers (Frontier Fiesta) Ft. Worth, Tex., nc. Morris & Mayes (Grand Terrace) Chi, nc. Morton, Alvia (Club Minuet) Chi, nc. Morton, Eddy (Nite Spot) San Antonio, nc. Morton, Ardell (Chicago) Chi, t. Mura, Corinna (Chez Paree) Chi, nc. Murphy, Dean (Muehlebach) Kansas City, h. Murray & Alan (Bagdad) Miami, nc. Murray, King & Roberts (State-Lake) Chi, t. Musical Bentleys (Corktown) Detroit, c. Myrus (College Inn) Chi, nc. Myrio & Descha (Moulin Rouge) Paris, nc. Myrtle & Pacaud (International Casino) NYC, nc.

N

Negrete, George (Yummi) NYC, nc. Nelson, Ozie, Harriet Hillard & Orch. (Boston) Boston, t. Nelson, Nelle (Harry's New York Cabaret) Chi, nc. Nelson, El Gaucho NYC, nc. New Yorkers, The (Open Door) Chi, nc. Newman, Doug (Statler) Boston, h. Nicholas Bros. (Cotton) NYC, nc. Nichols & Roberts (Met.) Boston, t. Nina, Senorita (Gay Village) NYC, c. Noland, Nancy (White) NYC, h. Norman, Karyl (Orph.) Memphis, t. Norre, Kay (Frank's Casino) Chi, no. Novak, Wilma (Famous Door) Boston, nc.

O

O'Dea, Sunnie (Roosevelt) New Orleans, h. O'Meara, Cackles (Pavilion Royale) Valley Stream, N. Y. O'Rourke, Nan (Ballyho) Phila, nc. O'Gden, Patsy (Frolics) NYC, nc. Olive & George (Pan-American Casino) Dallas, nc. Oliver, Vic (Pal.) Cleveland, t. Ortega, Rosita (Yummi) NYC, nc. Ortnes, Joe (Troadero) London, nc. Osborne, Will, & Orph. (Brantford) Newark, N. J., t. Omar (St. George) Brooklyn, h. Owens & Parco (Frolics) NYC, no.

Painter, Dixie (Rosa Bowl) Chi, nc. Page, Lyle (Club Hollywood) Louisville, no. Page, Deane (Club Minuet) Chi, nc. Palmer, Gladys (Three Deuces) Chi, nc. Paradise, Pat (Parody) Chi, nc. Paris Sisters (Palmer House) Chi, h. Parker, Lew (State) NYC, t. Parker, La Rue (Kansas City Club) Kansas City, h. Parks, Barbara (Chez Paree) Chi, nc. Parra, Emile (Lido) Montreal, nc. Paull Sisters (Club) NYC, nc. Perry, Frank (Tuxedo Club) Phila, no. Perry, Martha (French Casino) NYC, no. Perry, Lou (Kasey Klub) Henderson, Ky.

Phillips, Wendell (Chicagoan) Chi, h. Pils & Tabet (Mayfair) London, nc. Plaza, Trini (Chateau Moderne) NYC, uc. Powell, Eddie (Avalon) Cleveland, nc. Powell, Jack (Arena) Copenhagen. Q

Queens of Heart (International Casino) NYC, nc. R. Rae, Billie (Corktown) Detroit, c. Raeburn, Burt (Queen Mary) NYC, nc. Ramon & Renita (Riviera) Ft. Lee, N. J., nc. Ramon & LeMoyn (Elderado) Detroit, nc. Rancheros, Three (Weylin) NYC, h. Re, Malle, Peter (Green Gables) Drums, Pa., NYC, nc. Raphael (Waldorf-Astoria) NYC, h. Ray, Joey (Hollywood) NYC, re. Rave & Naldi (Radio City Rainbow Room) NYC, nc. Rayv, Vivian (Mirador) NYC, nc. Raymonds, Three (Jimmy Kelly's) NYC, nc. Reed, Billy (Leon & Eddie's) NYC, nc. Reese, Marian (Green Gables) Wilkes-Barre, Pa., nc. Regas, Billy (French Casino) Detroit, nc. Regas, Belle (Flynns) Brooklyn, N. Y., no. Remy, Dick & Dottie (State-Lake) Chi, t. Renard, Jeri (Chicagoan) Chi, t. Renee (Jimmy Kelly's) NYC, nc. Renaud, Rita (Bertolotti's) NYC, re. Reyes, The (Chez Paree) Chi, nc. Reynolds, Maude (New Yorker) NYC, h. Rhodes, Doris (Boston) Boston, t. Rhythm Maniacs, Four (Corktown) Detroit, c. Rich, Jack (Nomad Atlantic City), nc. Richards & Casey (Paradise) NYC, nc. Richards, Harold (St. Moritz) NYC, h. Richards & Monnette (Wisteria Gardens) Atlanta, nc. Rider Sisters (Stork Club) Chi, nc. Rio Bros. (Pal.) Cleveland, t. Ripa, Bel (Roxey) NYC, re. Riser, Pancho (La Conga) NYC, no. Rita Rio & Orch. (Astor) Reading, Pa., t. Rivers, Tiny (Roosevelt) Jacksonville, h. Robbins Family (Adelphi) Phila, h. Robins, The (Tower) Kansas City, Mo., t. Roberts, Les (French Casino) NYC, nc. Roberts (French Casino) NYC, nc. Roberts, Dave & June (Food Show) Charlotte, N. C. Robin, Margot & Libby (Orph.) Memphis, t. Robelle & Rita (Matteoni's Club) Stockton, Calif., h. Rockwood, John (White) NYC, h. Rodrigo & Francine (Roosevelt) New Orleans, h. Roger, Germaine (French Casino) NYC, nc. Rogers, The (Gloria) NYC, nc. Rohmer, Billie (Frontenac) Detroit, nc. Roland, Mary (Paradise) NYC, re. Rolando & Verditta (Mounds) St. Louis, cc. Rolph, Wynne (Wivel) NYC, re. Roman, Joe (Roosevelt) Jacksonville, h. Roman, Ed & Robert (Roxey) Chi, nc. Rosa, Tommy (St. Moritz) NYC, h. Rosalind & Annette (Tokay) NYC, re. Roschin, Nico (French Casino) NYC, nc. Rose, Jack (Place Elegante) NYC, nc. Roselle, Mildred (Call) NYC, nc. Rossini, Gene (Mt. Royal) Montreal, h. Ross, Lee (Green Gables) Wilkes-Barre, Pa., nc. Ross, Frank, Trio (Royal Pines) Lake George, N. Y., fo. Ross, Geraldine (Northwood Inn) Detroit, nc. Ross, Dr. Sydney (Rainbow Grill) Radio City, NYC, nc. 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. Russelt, Sunny (Nick's Rendezvous) NYC, c. Russian Gypsy Trio (Gay Village) NYC, c. Ruth, Loma (Cavalier) NYC, nc. Ryan, Jerry (Gay '90s) NYC, nc.

S. Sakura (Harry's New York Cabaret) Chi, nc. Sarner & Glatt (500 Club) Atlantic City, nc. Sautters, Dorothy (Kit-Kat) NYC, nc. Savo, Jimmy (Chez Paree) Chi, nc. Schaps, Sid (Paddock) Chi, nc. Schedy, Roy (Mirador) NYC, nc. Seaman & Aلدyth (Corktown Tavern) Detroit, nc. Shaver, Buster & Co. (Casino) Dallas, t. Shaw, Wini (Riviera) Ft. Lee, N. J., nc. Shaw & Lee (Earle) Phila, t. Shawn, Jack (Hi-Hat) Houston, nc. Shee, Gloria (Mayflower Casino) Chi, nc. Shea & Raymond (Paradise) NYC, re. Shea, Norma (Wivel) NYC, re. Shepperd, Sally & Tad (Jefferson) St. Louis, h. Sheridan, Dot (Roosevelt) Jacksonville, h. Sherman, Ed (Cotton) Washington, D. C., t. Shore, Willie (Hi-Hat) Chi, nc. Short Waves, Three (Stevens) Chi, h. Skyrockets, Four (Steamship Zee) Chi, no. Small, Mary (Pal.) Cleveland, t. Smith, Eddie (Uproar House) NYC, nc. Smith, Harriet, Girls (Sals) Detroit, nc. Smith, Willie (Harold) Flushing, L. I. re. Son & Sonny (Grand Terrace) Chi, nc. Sonia, Miss (New Yorker) NYC, h. Sonny & Jenny (Oriental) Chi, t. Southland Rhythm Girls (Open Door) Chi, nc. Spiller, Caph, Seals (Tower) Kansas City, Mo. Squires, Four (Swing) Hollywood, Calif., nc. Stadler & Rose (International Casino) NYC, nc. Stuart, Gene (Dutchman's Grill) Lynn, Mass., nc. Steiner, Kean & Lois (Bai Tabarin) Paris, 25. Stewart, Jackie (Gay Village) NYC, c. Stecks, Billy (Mirador) NYC, nc. Stone, Dick (Essex House) NYC, h. Stone, Mary (Chicago) Chi, t. Storr, Allan (Penyvalda) NYC, h. Strickland, Peggy (Chateau Moderne) NYC, nc. Sue, Lyda (Riviera) Ft. Lee, N. J., nc. Swayne & Christine (Jimmy Kelly's) NYC, nc. Swain Sisters (Jimmy Kelly's) NYC, nc. Swann, Russell (Dorchester) London, h. Swift, Fred (Silver Lake Inn) Clementon, N. J., nc. Swisher, Frederick & Nephews (Colonial) Dayton, O., t. Sylvia, Franco & Drigo (Mayfair) Boston, nc.

T. Tappan, Maxine (Essex House) NYC, h. Taubman, Paul (Ambassador) 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. Thomas, Chic (Colonial) Dayton, O., t. Thompson, Lorna (Stage Growth) NYC, nc. Thompson, Helen (Clove) Hollywood, no. Thon, Dolly (Palmer House) Chi, h. Thury, Iona de (Tokay) NYC, re. Tic Toc Girls (885 Club) Chi, nc. Tic Toc Sisters (Leon & Eddie's) NYC, nc. Timon, Paul (Comodoro) NYC, h. Timney, Dot (Black Cat) NYC, nc. Tint, Al (Princess) Nashville, Tenn., 1-8; (Pal.) Danville, Ill., 7-10, t. Tip, Tap & Toc (Paramount) NYC, t. Tison, Fred & Reiss Bros. (Beverly Hills) Newport, Ky., cc. Torres, Carmen (French Casino) NYC, nc. Toy, Ming (Howdy) NYC, nc. Tramp Band (Cotton Club) NYC, nc. Trapp, Don (National) Louisville Sept. 24-30, h. Travis, Jimmy (Club Piccadilly) Baltimore, no. Treyes & Marva (Hi-Hat) Houston, nc. Troy, Theo (Harry's New York Cabaret) Chi, nc. Turney, Louise (Hi-Hat) Houston, nc. Uppman, John (Adelphi) Phila, h. V. Vaccaro (El Gaucho) NYC, nc. Vale & Stewart (Gaily Cabaret) Brussels, c. Valdez, Vern (Piccadilly) Baltimore, Md., no. Van, Jack G. (Columbia) Alliance, O., Sept. 20-31; (State) Sandusky Oct. 2-3, t. Variety Boys, Three (Leon & Eddie's) NYC, nc. Variety Gambols (Pal.) Chi, t. Variety Co-Eds (Colonial) Dayton, O., t. Vayden, Virginia (Pavilion Royale) Valley Stream, L. I., N. Y., re. Vernon, Dorothy (Place Elegante) NYC, nc. Villani, Mario (Arcadia) Phila, re. Vilson, Renee (Bertolotti's) NYC, re. Vines & Anita (Mayfair) Boston, nc. Vodery's Jubilers (Cotton Club) NYC, no. W. Wakefield, Oliver (Radio City Rainbow Room) NYC, nc. Walders, Darlene (Sporting d'Ete) Monte Carlo, France, nc. Walker, Alvera (Palmer House) Chi, h. Walker, Jeane (Yacht Club) Chi, nc. Walker, Mickey (Cavalier) NYC, nc. Wallace, Frank (Blue Moon Gardens) Milwaukee, nc. Walsh & Barker (Berkeley) London, h. Walters, Charles (St. Regis) NYC, h. Walters, Gene (Cavalier) NYC, re. Walters, Gene (Jimmy Kelly's) NYC, nc. Ware, Dick (Oriental) Chi, t. Warren, Arthur, Orch. (Pavilion Royale) Valley Stream, L. I., N. Y., re. Washington, George Dewey (Grand Terrace) Chi, re. Watkins Twins (Gatineau) Hull, Que., Can., cc. Weeks, Anson, & Orch. (Casino) Dallas, t. Wells, Ossie (Benny the Bum's) Phila, nc. Welles, Gus (Gay '90s) NYC, nc. West, Rita (El Dorado) NYC, nc. West, Larry (Village Barn) Virgilia Beach, Va., nc. Whalen, Jackie, & Streamline Steppers (Sky Club) Wilkes-Barre, Pa., nc. White, Jack (Gay '90s) NYC, nc. White, Ann (Bertolotti's) NYC, re. White Bros. & Dot (Greystone Club) Mansfield, O. White, Arthur: Cumberland, Md. White, Danny (Nixon) Pittsburgh, re. White, John (Howdy) NYC, nc. White, Eddie (Michigan) Detroit, t. White, Olive (Murray's) Tuckahoe, N. Y., ro. Whitney, Arline (Wivel) NYC, re. Whitney, Maurine (Steamship Zee) Chi, nc. Wickes, Gus (Gay '90s) NYC, nc. Wilks, Ted (Chicago) Chi, h. Wilkens, Dorothy (New Yorker) NYC, h. Will, Ward (Gay '90s) NYC, nc. Williams, Art (Club Alabam) Chi, nc. Williams, Janis (Bismarck) Chi, h. Williams, Alan (Roxey) NYC, re. Will's, Frances (Stork Club) Chi, nc. Will's & Gilmore (Mayfair) Detroit, nc. Wilson, Edna Mae (Westminster) Boston, h. Wilson, Edna Marie (Madison) Jefferson City, Mo., Sept. 22-Oct. 6. Wilson, Jackie & Honor (Cavalier) NYC, nc. Woods, Britt (Orph.) Memphis, t. Woods, Lorraine (International Casino) NYC, nc. Woods, Johnny (Met.) Boston, t. Worth, Grace (Dorchester) London, h. Wright, Ethel (Beverly Hills) NYC, h. Wright, Ruby (Beverly Hills) Newport, Ky., cc. Wyatt, Bob (Golden Spot) Chi, nc. Wyse Jr., Ross (Oriental) Chi, t.

Y. Yacht Club Boys (Paramount) NYC, t. Z. Zee Zee, Mlle. (Cosmos) Chi, nc. Zelada, Don (Riverside) Milwaukee, t. Zig & Zag (Powell's) Antigo, Wis., nc. Zuddala & Co. (Park) Milwaukee Sept. 31-Oct. 9, t.

Atkinson, Connie: (Berkeley-Carret) Astoria, Ore., h. J. J., h. Auwster, Fred: (Flamingo Club) Orlando, Fla., nc. Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc. Baker, Sharkey: (Nick's Rendezvous) NYC, c. Barrett, Hughie: (Tavern-on-the-Green) NYC, re. Baum, Howy: (Schenley) Pittsburgh, h. Bergtan, Bunny: (Meadowbrook) Cedar Grove, N. J., re. Berger, Maximilian: (Versailles) NYC, re. Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc. Betzner, Jack: (Essex House) Newark, N. J., re. Biltmore Boys: (Commodore Perry) Toledo, O., h. Blaine, Jerry: (Park Central) NYC, h. Black, Bob: (Pere Marquette) Peoria, Ill., h. Blake, Lou: (Chez Paree) Omaha, no. Blue Barron: (Southern Tavern) Cleveland, nc. Blue Lazars: (Vic Mire) Baton Rouge, La., ro. Bonelli, Michael: (Bond) Hartford, Conn., h. Bonnelly, Eddie: (Black Cat) Wilmington, Del., re. Botr, Mischa: (Sherry-Netherlands) NYC, h. Boulanger, Charles: (Manston) Youngstown, O., no. Bova, Joe: (Arrow Bar) Cincinnati, nc. Brandwynn, Nat: (Essex House) NYC, h. Brees, Lou: (French Casino) NYC, nc. Brinckley, Charlie: (Log Cabin) Aurora, Ill., nc. Brooks, Alan: (Glen Park Casino) Williamsville, N. Y. Brwnage, Chet: (Merry-Go-Round) Miami, Ford, Conn., nc. Brunckley, 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., no. Busse, Henry: (Chez Paree) Chi, nc.

C. Caceres, Emilio: (Merry-Go-Round) Dayton, Ohio. Calloway, Cab: (Cotton Club) NYC, nc. Campbell, Roy: (Hollenden) Cleveland, nc. Campbell, Jan: (Lulet's-on-Lake George) Hulet's Landing, N. Y., cc. Campus Jesters: (Arrow Arms) West Hartford, Conn., nc. Candillo, Harry: (Cypresshead) Cincinnati, no. Cappa, Joe: (Westwood) Richmond, Va., nc. Carpenter, Earl: (Lincoln) NYC, h. Carter, Jack: (Harbor Inn) Rockaway, N. Y. Childs, Reggie: (Elitch's) Denver, nc. Chyotti: (Village Brewery) NYC, nc. Claire, Stanley: (Le Maze) Hollywood, re. Clayman, Bob: (Willow) Chi, h. Codolan, Cornelius: (St. Regis) NYC, h. Conn, Irving: (Arrowhead) NYC, re. Cook, Ted: (Yacht Club) Chi, nc. Corai Islanders: (Mon Paris) NYC, nc. Costanzo, Ralph: (Friendship) Kenosha, Wis., nc. Costello, Pat: (French Casino) Atlantic City, nc. Costello, Charles: (French Casino) NYC, nc. Courtney, Del: (Chase) St. Louis, h. Covato, Etzel: (Italian Gardens) Pittsburgh, nc. Craig, Mel: (Bordewick) NYC, h. N. J., re. Crawford, Jesse: (Peabody) Memphis, h. Crest, Gill: (Westview) Pittsburgh, p. Crickett, Ernie: (Unique Grill) Delaware, Conn. Chaucery: (Sagamore) Boston, N. Y. Cummins, Bernie: (Biltmore) NYC, h. Cummins, Buddy: (Crystal) Accord, N. Y., h. D. Dann, Arthur: (Stork) NYC, nc. Dare, Ronald: (George Washington) Westfield, Pa. Bead, Phila. Darrall, Pat: (Wonder Bar) Zanesville, O., no. Dantzig, Eli: (St. George) Brooklyn, N. Y., h. Davis, Eddie: (LaRue) NYC, re. Davis, Johnny: (Miami Club) Milwaukee, no. Davis, Jess: (House of Jacques) Oklahoma, Okla. De Babary, Joak: (Biltmore) NYC, h. De Carlo, Joe: (Montgomery Royal Gardens) Brooklyn, N. Y., nc. DeLange, Hudson: (Paramount) NYC, t. Denny, Jack: (New Penn) Pittsburgh, nc. Deppa, Emery: (Radio City Rainbow Room) NYC, nc. Di Bella, Angelo: (Armando's) NYC, re. Dilbert, Sammy: (Webster Hall) Detroit, h. Dixon, Dick: (Gloria Palace) NYC, re. Donald, Al: (Roxey) New Orleans, h. Donaldson Boys: (Lawrence) Erie, Pa. Dorser, Tommy: (Met.) Boston, t. Doses of Rhythm: (Moonlight) Phila, c. Duchin, Eddie: (Plaza) NYC, h. Duck, Don: (Village Brewery) NYC, re. Dezer, Ralph: (Crescent Derby) Cleveland, re. Duffy, Ray: (Darling) Wilmington, Del., h. Dushan, Don: (Million-Dollar Mansion) Youngstown, O., re. Duret, Henry: (Nai Ballroom & Supper Club) Amarillo, Tex., nc.

E. Eckerl (Berkeley-Carret) Ashby Park, h. Edwards, Pomer (Mt. Marston Inn) Mt. Marston, N. Y., re. Edmond, George: (Loyale) NYC, c. Eagle, Freddy: (University Club) Albany, N. Y., re. Eagle, Frank: (Waltkirk's Recreation Cafe) Frederick Park, Pa. no. Eagles, Charles: (Harry's New York Cabaret) Chi, nc. Ebrudin, Fred: (Palma Beach Casino) Orlando, Fla. Egan, Walt: (Riviera) Ft. Lee, N. J., no. Eganpeter, Jess: (La Conga) NYC, no. Elder, George: (Marky's) Washington, N. Y., re. F. Farnum, Will: (Radio City Promenade Cafe) NYC, re. Feltz, Don: (Eggsa Newtown, Conn., h. Feltz, George: (Pennsylvania) NYC, h. Feltz, Don: (Saratoga) Saratoga, Conn., h. Feunbaum, Don: (Blue Garden) Washington, Colo., h. (See ROUTES on page 69)

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A. Aces, Four: (Yacht) Chi, nc. Adcock, Jack: (Manos Ind) Manos, Pa. Adams, Johnnie: (French Village) Dayton, O. Agnew, Charlie: (Washington-Yorree) Saratoga, Pa., h. Albert, Bill: (Bartlett) Rochester, N. Y., re. Alexander's Ragtime Band: (Corktown) Detroit, c. Albert, Micker: (Riviera) Ft. Lee, N. J., re. Angeles: (Bertolotti's) NYC, re. Anglin, Al: (Roxey) NYC, re. Anheim, Gus: (Los Angeles County Fair) Pomona, Calif., p. Arthur, Zann: (Roxey Lodge) Larchmont, N. Y., re. Asbel, Jerry: (Essex Hall Tavern) Salem, N. Y., re. Asen, Bob: (Ward) NYC, re. Ashman, Eddie: (Tokay) NYC, nc. Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.

H-W Cancels Tallahassee

Threats of high wind blowing out of Gulf storm reason—Downie there Oct. 4

TALLAHASSEE, Fla., Sept. 25.—Threats of high wind blowing out of a Gulf of Mexico storm caused the Hagenbeck-Wallace Circus to take down its tents and move out of here without showing at either scheduled performance Monday.

Constant rain from Saturday night thru noon Monday made setting up difficult, but all equipment was in place Sunday night on a muddy hill just outside city limits.

Early Monday morning storm hysteria took over the city as reports were circulated that a hurricane would strike this area about dusk. Official United States weather bureau reports predicted that the coast—30 miles away at the nearest point—would experience winds of about 40 miles an hour.

The circus never opened its gates for the 3 o'clock matinee but started tearing down shortly before that hour, altho the rain had slackened up and the weather apparently had cleared. A 2:30 weather bureau advisory disclosed that the storm had greatly diminished in force and had shifted northward.

Downie Bros.' Circus, with whom the (See H-W CANCELS on page 50)

Downie Show Draws At Savannah, Ga.

SAVANNAH, Ga., Sept. 25.—After doing excellent business at such points as High Point, N. C.; Charlotte, N. C.; Norfolk, Va., and other Southern towns Downie Bros.' Circus drew capacity crowds here September 24-25, despite the fact that two football games and a baseball encounter were scheduled during that period.

Thousands of Savannahians and out-of-towners loudly applauded the acts. Show was brought here by Savannah Police Benevolent Association.

Reb Russell, it is reported, will return to Hollywood to resume picture making at conclusion of the season.

Paris Season In Full Swing

PARIS, Sept. 20.—With the opening of the Cirque d'Hiver, under direction of the Bouglione Brothers, the Paris indoor season is now in full swing. On the opening bill are the Erwingos, aerial; Auroras, cyclists; Fredians, tumblers; Bronzettis, perch; Keystone, comedy bar; Althoff's elephants, horses and clowns; Despard, Zavata and Oscaros.

New bill at the Cirque Medrano features Maximo, acrobats; the Mangins, hand to hand; Three Bonos, acro comics, and Raoul's dogs are at the Bobino. Fred Perry, slack wire, and Serge, equilibrist, are at the Petit-Casino. Yettos Trio, acro comics, are at the Cigale.

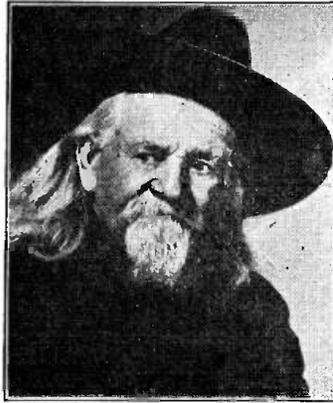
Circus acts appearing at open-air night specs at the Paris Exposition are Barbara La May, contortionist; Three Marcellos, equilibrist; Morocco Boys, jugglers, and Harris Brothers, hand to hand.

Good Biz for Barney Bros.

HAMBURG, Ark., Sept. 25.—Barney Bros.' Circus is in its 29th week and doing very good business. In Oklahoma had Schell show one day ahead at several stands, also Famous Robbins one day ahead. Despite this show did very nicely.

Bing Harris, trombonist, and Chet Croebly, baritone player, are new members in big show band. Milton Herriott, equestrian director, closed and has been replaced by Mat Laurich. Ralph Noble has engaged Joe Rigger and his band for side show.

Recent visitors were the Smiths, Australian whip crackers; Ray Blankenship and Justus Edwards, of Russell Bros.; Mr. Chapman, of U. S. Printing House in Kansas City.



CAPT. JIM (DEADWOOD JIM) MOORE, 80, well known in the outdoor show world and in the Hollywood film industry, will be featured in a six-reel film, "The Last Scout," soon to be produced in Hollywood.

Spotty Biz For Mix Show

Unseasonably cold weather responsible — early arrivals despite long jumps

CANTON, O., Sept. 25.—Unseasonably cold weather for September has been responsible for spotty business for the Tom Mix Circus since it left the Canadian National Exhibition, Toronto, officials informed *The Billboard* representative here. Thru New York, Pennsylvania and Eastern Ohio on its hasty trek into the Midwest business was only fair. Altho matinee here was light, a near-capacity audience was on hand at night, despite fact that temperature was in the 40s.

Dall Turner, general manager, has been in advance of show since it ended its Toronto engagement negotiating for a winter-quarters location. In his absence C. F. Warrell, assistant manager, has been in charge. Mr. Mix intimated here that while the exhibition take was not up to expectations due to falling off in attendance, the show lost no money.

Altho long jumps have been in order since show started on its hop thru the Midwest, arrivals have been early. The *Canton Repository* gave show some nice stories and a praiseworthy afterpiece.

Ted Metz reported his side-show business as good as could be expected in face of existing circumstances.

Warrell was host to circus fans and ex-showmen here, among whom were K. C. De Long, "Doc" Jones and Ray Wallace.

Hoxie and Several Acts Leave Hoxie Circus; Show Halts Later

CINCINNATI, Sept. 25.—"Hoxie Circus not closed but following contracted route successfully." So read a telegram from Manager R. M. Harvey from Clarksdale, Miss., September 20. Later came a letter, dated September 20, from George Marquis, who closed with the Hoxie Circus at Clarksdale, in explanation of the matter. Said Marquis:

"The Jack Hoxie Circus, minus its star and without many of its feature acts, gave a creditable performance last night at the Clarksdale Ball Park.

"Hoxie appeared in Grenada, Miss., Saturday (September 18) with his complete troupe. Sunday the cowboy did a 'Houdini' right under the eyes of R. M. Harvey, veteran circus manager. Believing that the disappearance of the show's standard bearer would mean the disbanding of the circus, many of the leading acts followed suit.

"Harvey, who has had many years' experience with America's largest cir-

Adkins, Terrell Are Hosts to Pacific Coast Showmen's Assn.

LOS ANGELES, Sept. 25.—By arrangement of Floyd King, with Cole Bros.' Circus, Jess Adkins and Zack Terrell were hosts to the Pacific Coast Showmen's Association and the Ladies' Auxiliary night of September 20. John Miller and Steve Henry handled the admission tickets and show absorbed the tax on same. Center sections in the reserved seats reserved for the guests, with large welcome banner over the sections. Assembling at white ticket wagon at 7:15, guests made the Side Show as guests of Lew Delmore, then the big show and concert. PCSA sent immense floral horseshoe to show on opening day. Adkins and Terrell were hosts to same crowd last year.

Those who registered: President Will Wright of PCSA, Dr. and Mrs. Ralph E. Smith, Mr. and Mrs. James J. Jeffries, Frank Whitbeck, Mr. and Mrs. Steve Henry, Ray and Velma Henry Tetzlaff, Mr. and Mrs. John Miller, Mr. and Mrs. Frank Downie, Mr. and Mrs. Ben Dobbert, Phyllis and Doris Downie, Mr. and Mrs. Ernest Downie, Mr. and Mrs. Bob Downie, Mr. and Mrs. George Moffat, Mr. and Mrs. W. E. Harvey, Mr. and Mrs. Ed Walsh, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. E. Greeter, Mr. and Mrs. Earl (Spot) Kelly, Mr. and Mrs. John G. Ragland, Phil Williams, Mr. and Mrs. Chet Bryant, Fred Shafer, Josephine Foley, Mr. and Mrs. Ed Nagle, Mr. and Mrs. Bob Winslow, Jack Bogelow, Capt. W. D. Ament, Mr. and Mrs. George Simmonds, Mr. and Mrs. Harry Seber, Dan Stover, Jack Bullock, H. Hanefeld.

Frank W. Babcock and mother, Mr. and Mrs. Milt Runkle, Mr. and Mrs. Harry C. Rawlings, Mr. and Mrs. E. L.

Wheeler, Fred H. Solomon, Patrick Francis Shanley, Bob Mitchell, Ruby Kirkeudall, Peggy Forstall, Lew Keller, Doc Cunningham, Mr. and Mrs. Harry Phillips, Mrs. Dave Morris, Mr. and Mrs. Al Lindberg, Mr. and Mrs. Sol Grant, Mr. and Mrs. Earl Harvey (Jolly Lee), Mr. and Mrs. John Klein, Mr. and Mrs. A. Sam Goldman, Mr. and Mrs. Harry B. Levine, Mrs. E. Goldberg, Mr. and Mrs. Charles Guberman, Hugh Welr, Jack Bussell, Mr. and Mrs. Jo Krug, Mr. and Mrs. Neal Eastman, Mr. and Mrs. Joe Metcalfe, Olga Celeste, William Rick, Mr. and Mrs. Jack Schaller, Mr. and Mrs. A. E. Weber, Mr. and Mrs. Leo J. Haggerty, Al Fisher, Capt. Frank Phillips, Mr. and Mrs. E. N. Workman, Mr. and Mrs. Jack Roberts, Robert L. Meyers.

Mr. and Mrs. Arthur Van, Mr. and Mrs. Tom Stack, Mr. and Mrs. Frank Bennett, C. W. Group, Etta Haden, Mr. and Mrs. Jack McAfee, Dorothy Denny, Blossom Robinson, Mr. and Mrs. Louis Bacigalupi, Mr. and Mrs. Nick Wagner, Mr. and Mrs. Tom Hart, Stella Linton, Mr. and Mrs. Harry Le Mack, Babe Miller, Stella Brake, Michel Nothstein, Mr. and Mrs. Paul Richmond, Mr. and Mrs. I. W. Larimore, Mr. and Mrs. M. J. Morley, Mr. and Mrs. Henry J. Plehl, Maris Sweeney, Elizabeth Lawhon, Mr. and Mrs. Zack Hargis, Sam Abbott, Mr. and Mrs. Louis Manley, Mrs. Will A. Smith, Mr. and Mrs. Norman Peel, Ruth Fowzer, Pearl Jones.

Buck Moulton, Esther Carley, Vera Genac, Ada Mae Moore, W. Steinhart, J. H. Lewis, Florence Appel, Whitey Olsen, Mrs. M. B. Phillips, Mr. and Mrs. Ed Maxwell, Mr. and Mrs. John R. Ward, Mr. and Mrs. John C. Davis, Mora Bagby, Frank Klein, Mr. and Mrs. Herb Usher, Mollie Lindberg, Mr. and Mrs. Dick Hunter, Tillie Palmattier, William Weiskirk, Mr. and Mrs. John M. Buck, Frank Henion, Minnie Fisher, J. C. Williams, Jimmie Cotton, Charley Haley, Mrs. Amelia Earles, Alfredo Avalon.

Cole Gives Press Party

LOS ANGELES, Sept. 25.—Cole Bros.' Circus gave a press party evening of September 20, the idea worked out by Ora Parks, on press staff. It was an invitation affair only to publishers, managing editors and city editors of local dailies, screen and radio notables. Guests assembled at 6 p.m. at main entrance to circus and were received by Noyells and Harlan Burkhardt; then went to cookhouse (beautifully lighted and decorated) and were served a seven-course dinner by Steward Al Dean. All the newsreel and camera men covered the event. P. G. Lowery's Band augmented program for the occasion. There were entertainers of the circus and others specially engaged.

When the guests were seated Steve Henry, of *The Billboard*, introduced Leo Carrillo, who made a brief talk in introduction of master of ceremonies, Irvin S. Cobb, who did a fine job.

Cobb Introduces Adkins

Cobb introduced Jess Adkins, who responded for the circus. Aside from the press notables others introduced were Mr. and Mrs. Fred Stone and daughter, Paula; Mr. and Mrs. Courtney Ryley Cooper; Frank Whitbeck, of MGM; Frank Mattison, unit production manager Warner Bros.; Clyde Beatty and Ken Maynard. At the speakers' table were Mr. and Mrs. Irvin S. Cobb, Elizabeth Cobb, Patricia Chapman, Cameron Rogers; Mr. and Mrs. Fred Stone and daughter, Paula; Mr. and Mrs. Courtney Ryley Cooper, Clyde and Harriet Beatty, Mr. and Mrs. Jess Adkins; Mr. and Mrs. Zack Terrell, Mr. and Mrs. Hugh Barnhart; Maurice Lowe, of Erie Lithographing Company; Mr. and Mrs. Ora Parks, Spencer Tracy, Mr. and Mrs. Steve Henry, Mr. and Mrs. Frank Mattison, Mr. and Mrs. Jess Murden, Floyd King, Leo Carrillo, Frank Whitbeck, Ray and Velma Henry Tetzlaff.

At the press table were Dr. and Mrs. Frank Barham, publisher *Herald and Express*; Manchester Boddy, *Evening News*; Mr. and Mrs. G. G. Young, publisher *Los Angeles Times*; Mr. and Mrs. John H. Campbell, managing editor *Herald and Express*; Mr. and Mrs. War-

(See COLE GIVES on page 39)

Mix Truck Hit by Train

RAVENNA, O., Sept. 25.—A truck belonging to Tom Mix Circus, hauling star-backs, was struck by a train near here last Friday and almost demolished. The driver and a helper escaped with minor hurts. The seat lumber was damaged, but most of it was salvaged. A new truck was purchased at Akron and the load proceeded to Canton to rejoin show. Another truck following avoided crashing into the train when the driver swerved it from the highway into a field.

cuses, followed the 'big top' tradition. 'The show must go on!' Many of the real troupers pledged their allegiance to the new show and came into Clarksdale, where folks enjoyed the show, realizing the tremendous handicap and appreciating the splendid spirit of the showmen.

"The reorganized circus is scheduled to appear tomorrow in Rosedale and in Cleveland Wednesday. The advertised name of the circus cannot be changed immediately because the posters have been placed two weeks in advance. Harvey optimistically believes that as long as explanation is made that Jack Hoxie is not with the show in person it will not matter.

"The writer, personal press agent for Jack Hoxie, had a heavy tieup with *The Clarksdale Daily Register*, published by William Snider, lieutenant governor of Mississippi and fortunately a circus fan. (See HOXIE AND SEVERAL on page 50)



With the Circus Fans

By THE RINGMASTER

President CFA Secretary
MELVIN D. HILDRETH W. M. BUCKINGHAM
 716 Evans Bldg. Thames Bank
 Washington, D. C. Norwich, Conn.
 (Conducted by **WALTER HOHENADEL**, Editor
 "The White Top," care Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 25.—National Secretary Walter M. Buckingham is having a building 14x16 put up at rear of his home at Gales Ferry, Conn. Building will be used for a circus room and den as well as a place where he can do his Circus Fan work.

F. E. Loxley, Cranston, R. I., attended Brockton (Mass.) Fair September 17.

Claude Elder, State chairman, of Missoula, Mont., writes that his city recently acquired an extensive piece of property in the heart of town and an effort is being made to get it set aside as permanent showgrounds.

John H. Yost, veteran member of the CFA, has been ill for over two months. He is improving but still confined to his home in Rockville, Conn., and we know that he would appreciate receiving a letter or card from other members.

Frank H. Hartless left Chicago September 23 for a five weeks' trip which will take him to Worcester, Cleveland, Tulsa, Hot Springs, Fort Worth and Cincinnati.

W. E. Brinley, model circus builder, of Wallingford, Conn., had his miniature circus on exhibition at East Hartford, Conn., September 16-18. W. L. Montague had a pleasant visit with him at this stand. Brinley has many friends among the CFA and expects to join soon. Other fans visiting at East Hartford were Mr. and Mrs. Walter Buckingham, Jim Hoye, Miss Durant and Jeff Phelps.

Iowa Ringling Top No. 1 has had the honor of having three governors as members. Jacob A. Wagner, a past president, sent thru the application of Nelson G. Kraschel, governor. First John Hammill, now deceased, and then Dan Turner. Other new applications from the Iowa Top were George G. Halpin, at one time a clown with the Barnum & Bailey Circus, and Margo Rene Frankel, artist designer, of Des Moines.

In new membership drive Houston claims the honor of submitting second membership after CFA business meeting in Norfolk, Va. The new member is Dr. Arthur Bollin, dentist.

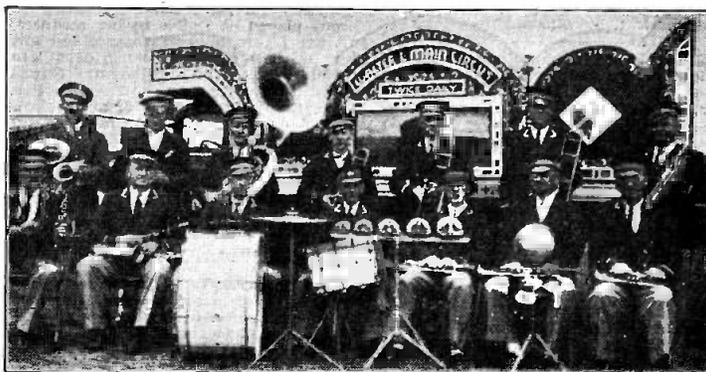
The Alfredo Codona Tent met in the new banquet hall of the Earl Abel Tavern, San Antonio, Tex., evening of September 17. Following members were present: A. M. Biedenbarn, Harry Hertzberg, Lewis Kayton, Porter Loring, Walter Loughridge, Paul McSween, J. O. Meusebach, Pasco Scaperlanda, Tom Scaperlanda, Frost Woodhull, Dr. W. M. Wolf Jr., H. Pardue, H. Bridgeman, C. W. Miller, Dan Odum and Pompeo Coppini. Reports of the Norfolk convention were made by Past National President Harry Hertzberg and Walter Loughridge, both of whom attended convention. A herd of 18 elephants was the centerpiece, and a fire screen, which was presented by Hertzberg, was on exhibition, showing a lion tamer with his chair in the act of holding back a ferocious lion. Plans

were made to entertain the performers and staff of Ringling-Barnum Circus when it plays San Antonio October 2 with the usual beer and tamarle feast. Also Cole Bros.' show when it comes to San Antonio October 11. It was voted by members present to attend both shows in a body. Dan Odum told many interesting anecdotes and related some of his experiences while manager of Hagenbeck-Wallace. Pompeo Coppini, member of New York City tent, was unanimously elected a member of local tent and will transfer his membership. Will reside in San Antonio for year and a half, having built a studio there to complete certain centennial commemorative monuments. There is a total of 22 members in San Antonio tent, all in good standing.

Seils-Sterling Show Having Good Season

OTTAWA, Kan., Sept. 25.—F. Robert Saul, of Seils-Sterling Circus, states that show is having a very good season. Clarinda, Ia., recently played, was one of red letter days—two turnaways.

Advance department, under leadership of William Lindemann, who is managing director of the show, has met with plenty of opposition but has more than held its own. Bill Page is brigade manager and in crew are Jess (Happy) Hartman, boss billposter; Fred Thalhofer, special agent; Pearl Lake, opposition agent; Clifton (Si) Sowash, banner squarer; Johnny Thrantham, Bill Riley, Art Webster, Tommy Murphy, Will Smith, Al Fritz, billposters; Curtis L.



BAND WITH the Walter L. Main Circus. Front row, left to right: B. Kenner, F. Novak, T. Girard, G. Henry, H. McKenzia, F. Glass, D. Rowlands; second row, Jack Erwin, leader; F. Bates, K. Olsen, H. McAvoy, E. Hamel, J. Carsey and J. Hutchison.

(Arky) Thornton, boss lithographer; Guy Gray, Pete Willard, Foster McAntyre, George Blessing and Bill West, lithographers; George Davis, Claude Cooper, Ralph Weston, banner men.

Saul has been putting over children ticket sales at big department and drug stores.

Notes From France

PARIS, Sept. 20.—The Cirque Poutier, at the fairgrounds in Lille, is presenting a new program with Miss Mireilly, trapeze; Alamar, wire walker; Nor-Bertys Trio, aerial; Steeps, illusionist; Paolo Bedini, juggler; Rolet and Semsey, acrobats; Tafari-Bedinis, acrobats, and Edward's horses.

On the bill of the Campeone Circus, at the Hippodrome in Lille, are Germain Aeros, comedy wire; Three Marcellos, hand to hand, and De Rocroy, illusionist. The Vekos, equilibrists, and the Joe-Johns, acrobats, are at the Casino in Lille. Jigsaw Jackson, contortionist, is at the Casino in Juan-les Pins.

R-B Band Boys Present Stephens With Watch

WICHITA, Kan., Sept. 25.—The boys in the Ringling-Barnum band, when show was here recently, presented William H. Stephens, circus surveyor for the New York office of the American Federation of Musicians, with a 17-jewel watch in appreciation for his service to circus musicians this year.

Stephens caught the show here and then visited the Barnes show in Wellington lot, 50 miles south.

Jim Moore Featured In "The Last Scout"

HOLLYWOOD, Calif., Sept. 25.—Production of a six-reel photoplay, entitled *The Last Scout* and featuring Capt. Jim (Deadwood Jim) Moore, 80, well known in the outdoor show world and in the Hollywood film industry, will get under way here within a few days.

Captain Moore is probably the last living eyewitness to the killing of James Butler (Wild Bill) Hickock at Deadwood, S. D., in 1876. He was standing 10 feet from Hickock when Jack McCall entered the saloon and fired the fatal shot and he was the first man to reach Hickock's side when the famous gun-fighter slumped to the floor.

During his career as a stagecoach driver and pony express rider Captain Moore came to know intimately many of the historic characters of the Western frontier.

He was a scout for General Nelson A. Miles during the Ghost Dance campaign, or Messiah Craze, and took part in the Battle of Wounded Knee. He is a member of E. R. S. Canby Camp No. 15 of the United Indian War Veterans.

Captain Moore was brought to Hollywood by Cecil B. DeMille to act as technical adviser during filming of *The Plainsman* at the Paramount studios, the film in which Gary Cooper played the role of Hickock.

In step with the increased demand for outdoor action pictures of a higher type, *The Last Scout* will be both entertaining and educational, and it is hoped to present an accurate picture of the old

Barnes-Sells-Floto Has Many Visitors

PRATT, Kan., Sept. 25.—Visitors at Wellington, Kan., were Butch Fredericks, Johnny Castle, Zack Miller, Joe C. Miller Jr. and Claude Bowers, brother of the late Bert Bowers. Mrs. D. T. Bartlett, wife of show's legal adviser, drove from home at Wichita and brought the boys on the front door some more fried chicken.

Visitors at Great Bend were the son of the late Charles Andress and Mrs. Andress, whose family owns the Prichard (See *BARNES-SELLS-FLOTO* page 72)

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 Nine Railway Coaches, Pullman tourist type converted to day coaches, easily convertible to sleeping cars. Will sell singly or in lots. Photographs furnished. Can be inspected in Birmingham.
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 Circus Acts doing two or more acts. Transport for Big Show Band, Circus Cook, Electrician, Ticket Sellers for Side Shows who appreciate making money and can stay sober. Salary sure. Long season. Write **FOSS & GUYERE**, Managers, Barney Bros.' Circus, care Western Union, Ft. Smith, Ark.

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"Norma"
 Al G. Barnes-Sells Floto Circus

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 Producing Clown
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 CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
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 LEADERS FOR OVER 40 YEARS.
 701 North Sangamon Street, Chicago, Ill.

Under the Marquee

By CIRCUS SOLLY

BUSINESS was okeh for Sells-Sterling Circus in Nebraska.

REX M. INGHAM and wife visited Kay Bros.' Circus at Madison, N. C.

THERE has been plenty of folding money around this season and circuses have been obtaining their share.

ED MAYOIT played Progress Day Celebration at Sturgis, S. D., with his dog act, as free attraction.

HOUSTON, Tex., has been heavily billed by Ringling-Barnum for October 4-5 and Cole Bros. October 14.

JULIA and **TINY GEHRTZ**, formerly with Seal Bros.' Circus, are now doing free act with Greater American Shows.

CLIFF McDOUGALL'S father, who is known to showfolk, is seriously ill at Cedar Rapids, Ia. Cliff spent a recent Sunday with him.

CHARLES COLEMAN, brigade agent of Howe Bros.' Circus; Roy Roberts and W. S. Jacks visited Doc Decker while billing Sikeston, Mo.

HAP KREUGER, still on the upgrade at Legion Hospital, Battle Creek, Mich., writes that Flying LaVans, Bones Brown, Bosco Croucher and wife visited him.

TOM MURRAY info that Ringling-Barnum Circus will pitch its tents in Ft. Worth, Tex., on the old T. & P. Reservation for first time in four years.

SIX AVALONS closed 11 weeks of fairs for Lew Rosenthal and returned to Walter L. Main Circus for remainder of season.

HARIO and **MARIO**, Australian knife throwers, are with Vanderburg Bros.' Circus. Harry Leonard is manager of side show.

JACK HEDDER ZECCHINI, of Andover, Mass., and wife, after years of retirement, are again performing, playing Maine fairs.

K. E. SIMMONS, of Crawfordsville, Ind., advises that Tom Mix Circus had good business there despite a cool evening. He visited with Mix and Carl O. Robinson.

EVA VORIS has returned to Howe Bros.' Circus after an absence of two months and has resumed her position as head waitress and will look after mail and *The Billboard*.

SINON D. J. COLLINS, who clowned with Hagenbeck-Wallace early in the season, is advertising Fan Tan gum. He

is working Cincinnati and doing real well.

HOMER B. PHILLIPS, who had banners on circuses for several years, now has a sex picture and is doing nicely. Recently visited Barney Bros.' and Schell Bros.' circuses.

JUDGE WALTER SCHAEFER, of Pekin, Ill., a fan, passed thru Sikeston, Mo., on route to Texas to attend Ringling-Barnum. He had a visit with Doc Decker.

DODE FISK is not heavy and red blooded as when he had a circus. He's 78 now and thinlike. He says the other night he hit a hotel, as sometimes happens, that had bedbugs to spare. In making a PDQ getaway, he said to the landlord: "I don't care so much about the bugs, but the fact is, I haven't so much blood to spare."

ROGER CHAVONELE, one of the Chaconese Bros., former clowns with Mighty Haag Circus, is very ill at his home, 70 Wauregan street, Williamansett, Mass., and would like to hear from friends, especially Billy (Corlew) Dale.

EVERETTE JAMES and wife, of Beaumont, Tex., retired performers (Everette was a bandmaster), motored to Dallas for a 10-day visit with their son, Harry, who is a trumpeter with Benny Goodman's Ork, which played in Casino at Pan-American Exposition.

IN 15 YEARS AGO column, issue of September 18, it was stated that the Howe show had a blowdown at Graceville, Minn., August 24. A letter from Mrs. Hessie Howard (Mother Howard) says that she was wardrobe mistress with show.

BETTY WEBB, of Russell Bros.' Circus, visited her husband, Joe B. Webb, with Seal Bros.' Circus while Seal show was in Memphis, Tex., and Russell show in Shamrock. Ginger Willis, Ethel Jenner and Babe McCabe were in visiting party.

CLYDE MALLORY, veteran of 18 years on the advance of the Ringling-Barnum show, closed ahead of the Walter L. Main Circus recently and is now located at his home in Williamsport, Pa. Infos that he will probably connect as second agent with one of the legit road shows this winter.

RECENT ENGAGEMENT at Canton, O., of Tom Mix Circus was the occasion of a get-together of showfolks and circus fans, who were guests of Mr. and Mrs. Rex McConnell and Maynard (Doc) Mast at the McConnell home. Honor guest was Carl O. Robinson, director of Mix band. Glen Z. Wagner, John Hare,

15 Years Ago

(From The Billboard Dated September 30, 1922)

The Ringling-Barnum and Sells-Moto circuses were day and dating in Phoenix, Ariz. Each show drew large crowds, former leading with a \$9,500 matinee house and a \$5,780 crowd at night. . . . Walter L. Main Circus was enjoying good business at the Batavia (N. Y.) Fair. . . . Cabled reports stated that the Shipp & Feltus Circus was playing to record-breaking business at the Lyric Theater, Rio de Janeiro. . . . Elmer Jones, owner of Cole Bros.' and Wheeler Bros.' circuses, visited *The Billboard's* Chicago offices September 22.

The Conleys, after closing with the Walter L. Main Circus at Bennington, Vt., were playing fair dates in the South to good business with their novelty iron-jaw act. . . . Clarence Auskings closed his season as local contracting agent with the Gollmar Bros.' Circus at Little Rock, Ark., and went to Chicago for a few days before starting out ahead of a one-nighter. . . . License fee for circuses in Mississippi was reduced thru the efforts of Dan Brewer, Clarksdale, Miss. . . . Dusty Rhodes, contracting agent, and Marie Beaudet, both of the Howe Circus, which closed September 16, were married at Ft. Dodge, Ia., September 18.

Hagenbeck-Wallace Circus drew two good houses at Johnson City, Tenn., September 15. . . . The John Robinson Circus played at Dallas to big business, but the afternoon performance did not start until 3 o'clock because of a late arrival. . . . Ringling-Barnum Circus played to two capacity houses at San Diego, Calif., September 15, altho show was late getting in and the matinee did not start until 3:30. . . . The Gollmar Bros.' Circus was reported having good business.

Jack Nedrow and Roy Wild also were present.

WILLIE DOWNING, for several years on the front door of the Ringling-Barnum show, writes from Detroit that he is confined to the U. S. Marine Hospital there with a broken left leg received in an auto accident September 4. "Straight Ahead," as Willie was known around the show, will be at the hospital for several months, doctors say.

FRED PICKREL did lithographing when a boy for a Jackson (O.) opera house. Was with circuses in their bands, promoted indoor circuses and advanced stage shows. When Ringling-Barnum Circus exhibited at Ponca City, Okla., now his residence, he had the time of his life playing drums in Merle Evans' (See *UNDER THE MARQUEE* page 65)

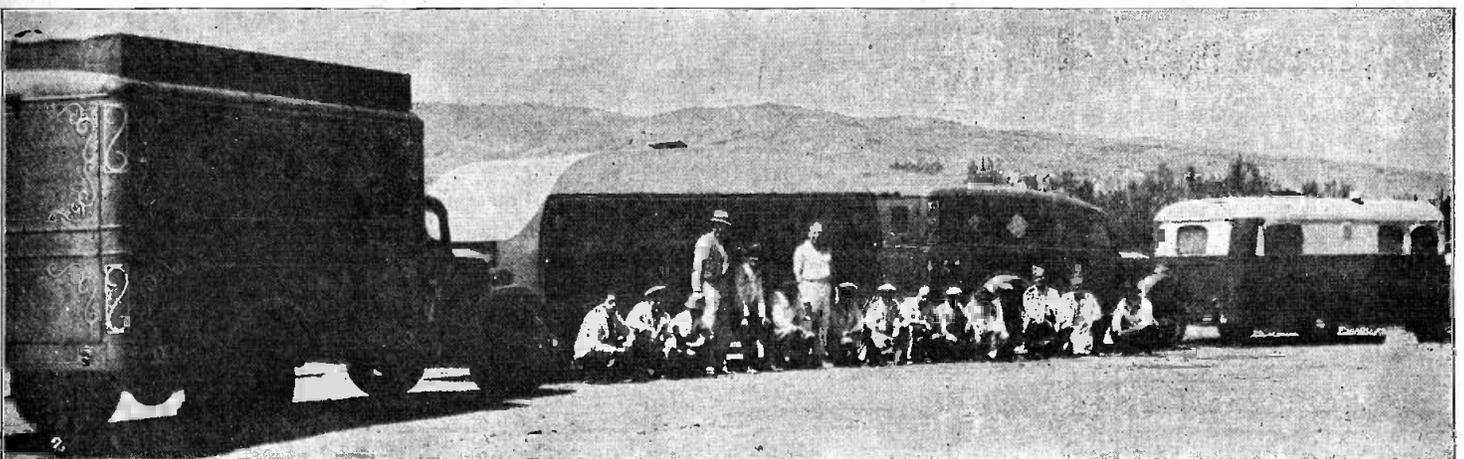
Dressing Room Gossip

DOWNIE BROS.—Just finished watching a championship game of jacks among Claudine Hodgini, Marlene Keck and Jeanette Wallace. Bert Wallace celebrated his birthday anniversary recently and his wife even baked pies in her trailer for the day. Harold Hall, Albert White, Frank McGowan Jr. and George Holland motored to Aiken, S. C., recently to visit friends on Wallace Bros.' Circus. Chester Brooks' dog "Whiskers" presented him with three puppies. Johnny Bossler and his buddy, Lee Smith, couldn't find enough excitement over Sunday, so they spent the day at the railroad station watching the trains come and go. Charles Poplin and Georgianna Larkin have returned to the show after their mishaps. Mitt Carl was busy entertaining the missus, who motored to Augusta.

Rodney Harris is preparing for the week-end trip he is planning to his home in Longwood, Fla., to look after his citrus crop. Avis Feister bought a new hat and I wonder who missed trying it on. Too bad about your riding breeches, Etta, it could have been much worse. Ida Mills' sudden disappearance the other night caused quite a bit of excitement among the menage girls. Ida took a trip to the trailer during the show and the bed looked so good and comfy she fell asleep. Dora Weidner looking rather peeved about her earrings. George Eno never misses the wire act—I wonder why. Stuart Roberts autographing for the Western Union boys daily. Danny Shaffer is the most quiet person in the dressing room and Clyde Weidner the noisiest I've ever heard. Tony Scala is still wondering why a certain party ran him off the road one morning. You couldn't have been sleepy, Tony.

Francis Weidner handed out apples to everyone recently. Marshal Chapin and Helen Tudor hold the record around here for being the champion chicken eaters. Lena and Sue Eno wishing it would stay light longer so they could continue with their game of "Sticks," the Japanese game for our American jacks. Jewel Poplin and Jessie Tudor still making faces at one another in the dressing room. It must be a new kind of game, too. Clint Shufford said he couldn't hold his wife, Marion, still the other morning when they crossed the Georgia line. Even the dog, Fatsy, started doing nip-ups on the back seat. Reb Russell gets a dozen different newspapers daily to keep up on his football knowledge. Mrs. Eno is kept busy buying chewing gum and candy for the kiddies.

Marlene Keck is reputed to be the champion grass cutter—cut the dressing room the other day in three minutes. Bertie Hodgini was seen playing with toys in a local store. He has quite a collection in his trailer. Avery Tudor is still wondering if all the dogs in Dixie are trying to run in front of his car. Bob Parker on his way to town, for a (See *DRESSING ROOM* on page 56)



HERE IS SHOWN the McCabe rolling equipment with Russell Bros.' Circus, loaded for travel. Left to right: Stock truck with special carrier, butchers' Pullman, hamburger stand truck and light plant and trailer coach of Albert and "Babe" McCabe. Butchers, left to right: Bob Lane, Loyd Haley, "Strawberries" McCranie, "Papa" Shaver, "Darby" Hicks, Walter Kuntzberger, Albert McCabe, Eddie Daley, Henry Carter, "Slim" Wells, John O'Grady, Dan Conley, Chester Williams (porter), "Curly" Gates, A. T. Cook and Robert Ewing.

The Corral

By ROWDY WADDY

THE THREE-DAY Will Rogers Memorial Rodeo held recently in Vinita, Okla., was sponsored by Dale Peace Post, American Legion, and not the Vinita Rotary Club, as was reported in a recent issue.

MONTANA MEECHEY'S Cowboy Band was among the talent array featured at the two-day Jamboree held in Cleveland September 26-27 when Radio Stations WHK and WCLE became affiliated with the Mutual Broadcasting System.

EDDIE L. NIX, former 101 Ranch Wild West cowboy and rodeo rider, is now head trainer and in charge of the Joe D. Hughes stables in Houston. Nix has just returned with the Hughes string from the circuit of horse shows.

CIRCLE BAR F RODEO played Myersdale, Pa., September 9-11 to capacity business, according to E. L. Henry, who writes that the crowds in attendance were among the largest ever to witness an event there.

MORGAN CHEYNEY, veteran cowhand and polo player of New London, Conn., and Col. Al Chase, of the Red Horse Ranch, Kent, Conn., visited the J. E. Ranch Rodeo when it played at New Britain, Conn.

HARRY TAYLOR'S Rodeo Company, which has been enjoying good business this season, had a banner stand at the Marion (O.) Fair recently, reports Myrtle (Meechy) Minshall. Many members of the organization visited the Tom Mix Circus when it appeared in Marion and renewed acquaintances with old friends and buddies.

ALTHO IT IS nearly two weeks before the opening of the 12th annual rodeo in New York's Madison Square Garden, Broadway and Eighth avenue are becoming populated with the tall, gaunt contestants that always lend their share to publicizing the event. With the departure of several hundred thousand American Legion delegates, the 10-gallon hats have become more apparent than ever.

WHILE whiling away a recent Sunday in Springfield, Mo., where he was doing advance work for John A. Guthrie's New Frontier Days Rodeo, which was successfully presented under the auspices of that city's famous Boy Scout Band, John A. Stryker, "The Poet Lariat," did a little typing for his scrapbook, which resulted in the following bit of verse:

"SEEING AMERICA VERSED"

Come, hit the trails and fetch the folks,
You lovers of the plains.
If you can't come in the saddle,
Come by auto, air and trains.

Fer the lass' ropes will be swingin'
An' the bronkos buckin' high.
An' the cowboys will be singin'
As in Frontier Days gone by.

If you see our cowboy contest,
You'll record a lastin' page,
Hit the trails with pinto ponies,
Covered wagons, hack or stage.

Would-be champs will grab fer leather,
Then their hide an' pride are hurt,
Fer the leather that they gather
Is a badger mound of dirt.

Pageants, parades, competitions,
Gay Olympics o' the West,
Cowboys, Indians, Pi'neers call you,
All are calling, "Welcome guest."

Join our camp fer recreation,
Kids from six to 66
Gather here from every nation
Seeking thrills an' clownish tricks.

Sport o' cattle kings an' travelers,
Frontier sports are all the craze;
Welcome children, men an' women
To our Celebration Days.

Don't go "Roamin' in the Gloamin'"
"Ride 'em Cowboys"—Hear our call,
Stop your roamin', see Wyoming,
See the "daddy of 'em all."

FAIR BUSINESS was recorded for the JE Ranch Rodeo at New Britain, Conn. First two nights' attendance was knifed considerably by cold weather, while the third night, with ideal weather prevailing, drew a capacity house. Rodeo is under auspices of the Lincoln Republican Club. Frank Wirth, general direc-

tor, handled the promotion and booking. Col. Jim Eskew directed the arena. Fog Horn Clancy handled publicity.

TOM MIX ESKEW, 15-year-old son of Col. Jim and Mrs. Dolly Eskew, rejoined the show at New Britain, Conn., September 20. Young Eskew was stricken with appendicitis August 25 while the show was playing Waterbury, Conn. While the organization played Elmira, Syracuse and Albany, N. Y., Mrs. Eskew remained with her son, he being released from the hospital September 19.

ABOUT 7,000 persons witnessed the two-day roundup held in Colfax, Wash., September 10-11 under Colfax Booster Club auspices, according to Guy W. Streamer, secretary-treasurer. Results: Bronk Riding—First day, Doff Aber, Guy Cash, Jerry Ambler, Doug Bruce. Second day, Doug Bruce, Doff Aber, Jerry Ambler, Buck Tiffin. Finals, Doff Aber, Jerry Ambler, Guy Cash, Doug Bruce. Bull or Steer Riding—First day, Ralph Stanton, Roy Baird and Shortie Lee tied for first, second and third. Second day, Dick Slappert, Jim Robinson, John Tubbs. Steer Wrestling—Ralph Stanton, Walt Heacock, James Irwin, Everett Bowman. Second day, James Irwin, Walt Heacock, Mickey McCrory, Dee Hinton. Finals, James Irwin, Walt Heacock, Dee Hinton, Mickey McCrory. Bareback Riding—Ralph Stanton, Doug Bruce, Don Thompson, Leonard Berry. Second day, Fox O'Callahan, John Tubbs, Roy Baird, Fred Hayden, Tom Woods. Calf Roping—First day, Red Allen, Everett Bowman, Richard Merchant, Irby Mundy. Second day, Vic Rogers, Fox O'Callahan, Red Allen, Richard Merchant. Finals, Red Allen, Everett Bowman, Richard Merchant, Irby Mundy.

COWBOY STANDINGS for the 1937 Grand Champion Cowboy title as announced September 3 by Fred S. McCargar, secretary of the Rodeo Association of America: Everett Bowman, 4,899; Burel Mulkey, 4,351; Fritz Truan, 4,113; Eddie Woods, 3,765; Asbury Schell, 3,517; Smoky Snyder, 3,512; Hub Whiteman, 2,928; Carl Shephard, 2,887; Harry Knight, 2,687; Doff Aber, 2,682; Clyde Burkem, 2,664; Nick Knight, 2,652; H. Bennett, 2,632; Gene Ross, 2,539; Frank Schneider, 2,489; Jake McClure, 2,392; Clay Carr, 2,384; John Bowman, 2,374; Buckshot Sorrells, 2,351; Jackie Cooper, 2,187; Canada Kid, 2,131; Bill McMackin, 2,108; Breezy Cox, 2,075; Paul Carney, 1,798; Pete Grubb, 1,699; Ken Hargis, 1,668; H. Linder, 1,521; Charles Jones, 1,506; Ralph Bennett, 1,490; Earl Thode, 1,488; Dick Truitt, 1,476; Shorty Hill, 1,402; Jonas DeArman, 1,389; Eddie Curtis, 1,384; H. Pettigrew, 1,364; Dick Griffith, 1,308; J. Schneider, 1,303; R. Merchant, 1,298; T. Greenough, 1,267; Dave Campbell, 1,219; Cleve Kelley, 1,180; Buck Goodspeed, 1,169; Stub Bartelmay, 1,167; Leo Murray, 1,166; Alvin Gordon, 1,166; Andy Jauregul, 1,153; John McIntyre, 1,124; H. Heffner, 1,122; Everett Shaw, 1,113; Andy Curtis, 1,109; Jack Myers, 1,042; R. R. Ingerson, 1,038; Ray Mavity, 998; Jim Whiteman, 987; Arthur Beloit, 970; J. Rhodes, 958; T. Rhodes, (See CORRAL on page 68)

Cole Coast Trip Is Successful

LOS ANGELES, Sept. 25.—Cole Bros.' Circus second trip to the West Coast has been a highly successful one, according to Jess Adkins and Zack Terrell. Coming into Los Angeles sector September 18 at Glendale, business fell off a little. Opening at Washington and Hill streets lot Sunday, September 19, there was a straw matinee, capacity night house; Monday, fair matinee, and packed at night. The fine program is scoring and papers have given considerable space. A splendid billing job was done. Skinny Dawson and Bernie Head working local dailies with Ora Parks and covering near-by towns. The Ken Maynard Wild West concert holding major part of the audiences.

Giving a street parade is smart showmanship. Downtown on Monday the streets were lined and here a publicity stunt was done by Ora Parks. Thru courtesy of Frank Whitbeck, of Metro-Goldwyn-Mayer studios, Parks had Virginia Gray, MGM's youthful star, ride the throne chair on the double howdah set on elephant backs two abreast, with four film beauties, one at each corner of the howdah. Newsreel and camera men were on hand. At Ninth and Flower streets it had been arranged to have

Miss Gray dismount and scenes were shot. All traffic was stopped.

Notables on Lot

Studio publicity, exploitation and production managers have been on the lot, including Frank Mattison, Frank Whitbeck, Burney McWilliams, Paul Snell, Harry Benedict and Joe Shea. Harry Brand, of 20th Century-Fox, and camera men took many shots in back yard, thus supplying much art for the circus.

The Side Show this year has a larger top and a fine line of attractions. Lew Delmore stated business has been very good.

Mrs. Jess Adkins, on account of injury to one of the girls, took to pinch hitting—first time she had ridden in five years. Floyd King is being complimented by management for again making the West Coast. According to management, show will include the Coast in its itinerary every other year.

GLENDALE, Calif., Sept. 25.—Beautiful San Joaquin Valley was the setting for the 20th week of Cole Bros.' Circus under canvas. At Fresno the lot used last year had been subdivided, therefore the regular location, which had been used several times in the past, was utilized. This location is a long way out and is also very sandy. The parade was on time and the six-mile route covered in one hour and a half. Bob Murden, cousin of Jess Murden, an official of the show, visited and saw to it that every member of the circus had his or her fill of grapes.

The visit of the show to Hanford was the biggest event in this town in many years. The citizens made a holiday of occasion and not only lined streets for parade but filled the tents at each performance. Inspector Brady, of the Bakersfield Police Department, drove to Hanford to get a preview of the show and drove Bernie Head, press agent, to Bakersfield that night.

At Bakersfield the regular circus grounds on Kentucky avenue were used despite the fact that Bakersfield "Pioneer Days" was soon to begin. Last year the city would not grant a license to show inside city limits because of conflicting dates with this yearly show. A long run over mountains into Oxnard caused a late arrival and cancellation of parade. Two shows were given, however, to large audiences. Early arrival at Santa Barbara.

The parade in Glendale was one of longest of the year, being gone from lot over two hours. First circus parade there in over 15 years. Charlie Murray, veteran troupier of stage and screen, saw show for first time this year at Glendale. Dr. F. A. Roberts, of the auditing department, met an old sweetheart of his in Glendale whom he had not seen for many years when they both lived in Dyersburg, Tenn. Bill Gilman, former circus agent and poster plant owner, now living in Downey, Calif., visited at Glendale and renewed acquaintance with L. C. Gillette, for whom he worked on the old Cole Bros.' Circus. Glen Morris, the decathlon champion of the 1936 Olympic Games in Germany, now under contract to make a series of new "Tarzan" pictures, was around with his director and camera man to get some "atmosphere" shots of the circus animals.

COLE GIVES

(Continued from page 36)

den Wollard, assistant managing editor *The Examiner*; H. G. Palmer, owner *Hollywood Citizen News*; Mr. and Mrs. Bud Lewis, *The Los Angeles Times*; Guy L. Stafford, city editor *Los Angeles Times*; Mr. and Mrs. Dewitt Meredith, city editor *Times*; E. V. Durling, *Los Angeles Times*; John H. Clarke, *City News Service*; Mr. and Mrs. H. N. Hubbard, *Hollywood Citizen News*; Mr. and Mrs. Harold Swisher, managing editor *Hollywood Citizen News*; Mr. and Mrs. J. C. Saffley, city editor *Glendale News and Express*; Harry Morgan, *The Examiner*.

Harry Mines, *Morning News*; Peck Templeton, *Morning News*; Lee Payne, *Evening News*; Mr. and Mrs. Lincoln Anderson, *Examiner*; Mr. and Mrs. Charles Judson, *Evening News*; Mr. and Mrs. Jack Edwards, *Variety*; D. G. Keeler, *Herald-Express*; Mr. and Mrs. Jack Stratton, columnist; Dan Smith and Doyle Williams, *Evening News*; Mrs. Roberts, *Herald-Express*; Mr. and Mrs. Jean Withers, city editor *Herald-Express*; Mr. and Mrs. Herman Reuter, *Hollywood Citizen News*; Leo Baron, *UP News Service*; M. R. Blackman, *Universal News Weekly*; Din Brinn, *Wide World News*; Crosby, manager Bing Crosby; Helen Hancock, *KEEH* radio station; Mr. and Mrs. Joe Hubbell, *Hearst Metrotone*

Dexter Fellows Tent Tattles

(CSCCA)

By FRED PITZER

NEW YORK, Sept. 25.—E. L. Robbins, who has plenty to do with Pic, info that next spring that periodical will have plenty of intimate photos of circus folks in it. We regret to record the resignation of Theo McGinnis from the Tent. The Duke of Balboa leaves New York October 1 for an indefinite period. . . . During the Legionnaires' convention the executive committee canceled its meeting so that the visitors could make use of the Lexington Hotel quarters without interference. . . . Treasurer Thornburgh has worked untiringly to get out *Short Hauls* by October 1. . . . The actions of the executive committee at its last session included, among other things, the holding of monthly luncheons on the second Wednesday of the month instead of the last. Also to increase the price of the meal from \$1.75 to \$2.

Wendell Goodwin, who has plenty to do with the successful steering of the WPA Circus aggregation, phoned that the show was playing in Staten Island week of September 20, that it took care of a personnel of 375 and that it is in its third year. "And," added Wendell, "don't let anyone tell you that the circus is dying. Despite the cold weather, we had them in night after night. And the kid is by no means any different than when we were boys. Years cannot dampen their ardor nor the adult spirit for this great form of outdoor amusement."

Fine Convention Number

The Convention Number of *The White Tops* is a peach. The picture of President Melvin D. Hildreth is peachier. It is 24 pages and to read it is equivalent to attending their convention. Here and there special articles appear. "Luigi Germani, the Juggling Horseman," by James W. Shettel. Jim Shettel always writes in an interesting manner, and his articles that appeared in *The Circus Scrap Book* had keen historic value. Then there is a page given over to "Old Babe Being Mounted," showing this famous elephant with Sam Gumpertz and Robert Ringling standing by. If *Short Hauls* ever grows up we hope it will grow up to be this kind of a paper.

How can we say enough about *Bim Pond's* monthly, *Program*? It grows and grows. The October number contains about 115 human-interest pictures. It makes mellow personality reading, and *Bim's* keen sense of humor shows all thru it.

News; Edwin Hubbell, *Hearst Metrotone News*; Hal Hall, personal representative of Ken Maynard; L. D. Hotchkiss, *Los Angeles Times*.

Joe Johnson, *Paramount News Weekly*; Clay Osborne, Radio Corporation of America; Dudley Ross, AP News Service; Mr. and Mrs. Paul Snell, Principal Productions; R. E. Van Etish, *Los Angeles Examiner*; Mr. and Mrs. Lewis Allen Weiss, general manager Don Lee-Mutual Broadcast Company; George Watson, Acme Photo Service; Marvin Young, NBC Radio Corporation; Mr. and Mrs. J. Kennedy, *Hollywood Reporter*; Alex Swan, *Hollywood Citizen News*, Mr. and Mrs. G. E. Claypool and George Northern, Acme Photo Service; James Samuel Lacey, feature writer, Southern California News Service; Joe Shean, chief of publicity, Grand-Natudio; Harry Benedict, RKO Studios; Eddie Selzer, chief publicity of Warner Bros.; Bernie Williams, director exploitation Warner Bros.; Harry Brand, 20th Century publicity chief; Tom Petty, manager Will Hays Office of the Association of Producers and Distributors of America.

This event was handled with a lot of showmanship and reflects much credit on Ora Parks.

Wanted

Steer and Bucking Horse Riders, Wild West Acts of all kinds, Small Band. Will buy Wild West Top. Chief White Horse come on. Show out all winter, South. Join October 1 to 4, Kennett, Mo. No collect wires.

TOM BELL, BELL BROS. SHOWS KENNETT, MO.

F. H. Bee Shows, Inc., Victor In Kentucky Tax Litigation

Court rules gate fee and charge for admission to shows and rides may not be added together and tax based thereon—Revenue Department appeals

FRANKFORT, Ky., Sept. 25.—In one of the most important decisions affecting the carnival industry ever to be handed down by the Franklin Circuit Court, the F. H. Bee Shows, Inc., won a ruling relieving them of the necessity of collecting amusement tax from their patrons. Under the Kentucky amusement tax law an admission tax of 20 per cent is collected on all fares charged within the State over 10 cents, with the State Revenue Department contending that admission fees within the carnival grounds to various shows and rides should be added to the gate charge of 10 cents in rendering the Bee Shows liable for the amusement tax.

"Plaintiff, F. H. Bee Shows, Incorporated during May, 1937," the opinion set out, "was conducting a street carnival in Kentucky, moving from place to place weekly. An admission of 10 cents is charged to a patron for entry into the grounds of the carnival, and this gate fee of 10 cents is collected and retained by plaintiff. After entering the carnival grounds the patron is then at liberty to remain therein without further charge and is also offered additional entertainment and amusement at various shows and rides, which are conducted within the grounds. Some shows and rides are owned and operated by plaintiff and some by persons who pay plaintiff a percentage of income for the right to exhibit within the grounds. But no person after he has paid the 10-cent gate charge is required to pay anything more within the grounds unless he so desires and wishes to go inside one of the shows or ride on one of the various rides.

"The court is of the opinion and now adjudges," the opinion continued, "that no admission tax is due or payable to defendants by plaintiff under the admission tax act under the foregoing arrangement unless the admission charge at plaintiff's gate is more than 10 cents. It is further adjudged and declared that the gate charge and the charge for admission to said shows or rides may not be added together and the sum of same used as a basis of taxation under the admission tax act. The admission to the Loop-o-Plane ride being 25 cents is taxable, and the 2-cent taxes due thereon have been paid by plaintiff.

"The court further adjudges and declares that there is no authority in said admission tax act which would require plaintiff to pay 10 per cent or any other fixed percentage of its gross (See F. H. BEE on page 43)

Satisfactory Week For R&C at Memphis

MEMPHIS, Sept. 25.—The Rubin & Cherry Expo., here for a week as the feature attraction at the Mid-South Fair, elicited highly favorable comment from fair patrons and reported satisfactory business.

Opening days of the week were dull for the carnival features, but business picked up as the attendance increased. By the end of the week the boys and girls up and down the midway were doing nicely. Rides and concessions generally did very well.

Usually a ticklish spot for fair officials because of bluenose squawks, the Rubin & Cherry show got by the week without stirring up any amount of flare-back. Fair officials said they were highly pleased.

Lewis Has Airplane For Exploitation

CINCINNATI, Sept. 25.—Dick Collins wired from Great Barrington, Mass., under date of September 22 that Art Lewis has purchased a new airplane which was expected to arrive there that day. It will be used to exploit the local fair throughout that section of Massachusetts. Collins will use it at Tallahassee, Fla., fair in November and at 15 other Florida fairs at beginning of new year.

Collins adds that he is having wonderful success with the Great Barrington Fair exploitation. Fair starts next Monday—six days running races, parmutuels, Lewis Shows and Hamid Revue.

"Show World Would Be Lost Without The Billboard"

(From The Windmill column, conducted by Nut, in Clark County Courier, Tahoka, Mo., September 17)

The Fall Special Number of The Billboard is full of everything a trouper is interested in. The show world would be lost without The Billboard. It is a letter from home to showfolks. It is their address, their shopping center; in fact, it has grown to be a necessity to the show world.

The Ringling Bros. and Barnum & Bailey Circus, like the Royal American Shows, carnival, are not only big shows, they are a business and institution, and you should see these two really big shows to appreciate them. The Royal American Shows is the ace of carnivals, while Ringling Bros. is tops among the big tops. Of course, there are many more fine shows and carnivals throuout the country, but in my opinion these two are tops. For a tent show Skeeter Kell had a great opera—Kell's Comedians or "Skeeter" and his gang. Red Gordinier was a real showman, everything from flying trapeze to Dutch comedy, hand balancing, band and orchestra. My idea of a real pitchman, Edward St. Matthews, "the poor man's friend." Someone could write a book about troupers if they read The Billboard.

Bobby Kork in Auto Crash

BLACKSTONE, Va., Sept. 25.—Bobby Kork, The Billboard and publicity agent on the Kaus United Shows (No. 2 unit), was badly shaken up September 18 when his car left the road on a mountain side near Orange, Va., and was demolished while en route here from the Shenandoah County Fair, Woodstock, Va. Harold (Whitie) Thompson, who was driving the car, sustained a lacerated scalp and was taken to the Orange Hospital, where five stitches had to be taken to close the wound.



PARTICIPANTS in the public wedding which was held in the lion's cage on the Fair at Home Shows as a feature of the Elks' Charity Carnival in Concord, N. Y., recently. Event, which was witnessed by 3,500 persons, received much publicity in local papers. Reading from left to right the wedding party included A. W. Pat Hanlon, agent; Mrs. Nola Hanlon; William Francey, bridegroom; Rev. Daniel M. Welsh; Mrs. William Francey, the former Rose Hoffman; Mrs. G. W. Travers and George W. Travers, owner of the Fair at Home Shows.

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

By STARR DeBELLE

Revenue, Mich.

Week ended September 18, 1937.

Dear Red Onion:

After crossing half of U. S. A. the Ballyhoo Bros. arrived here early Sunday night. An estimated crowd of some 10,000 or more show-hungry citizens met the train on its arrival. The city mayor and other high ranking city officials met the bosses as they stepped off of their five private cars. Escorting them to the largest hotel in the city where a banquet had been prepared in their honor. Presenting them with the key to the city and in a flowery speech the city mayor said, "Make our town your town, we will make your show our show," which, by the number of passes put out to them, we nearly did.

Fifty motorcycle police were assigned to accompany each wagon to the lot. With sirens shrieking our wagons were escorted to the grounds at a mile a minute rate of speed. This gave the show a big start in getting everything up and ready for an early morning play. By 9 a.m. everything was up and ready for an early Monday showing. While the last banner was being pulled up thousands upon thousands of amusement seekers were jammed up at the

front gate clamoring for admittance. Some waving bills of a large denomination in the air trying to get in at any price. A riot squad of 50 policemen were called out to hold the money-spenders back.

The 16' ticket boxes on the front gate, the 10 on the side and the 12 on the back were kept busy selling 25c gate tickets for six hours before there was a lull in sales. Then the afternoon play started that again kept all selling gate tickets at a high rate of speed until 6 p.m. Followed by another 7 o'clock rush that lasted until 3 the next morning.

Each show and ride doing such a tremendous business the office ordered the ticket cans to be discarded and contracted 100 dump cars to cart away the used tickets. Load after load left the lot, seemed like a steady stream of trucks incinerator bound. Before the night was over the city and show decided it to be cheaper to move the show to the incinerator. Then again we tore down and moved across the town, set up and was opened by 9 a.m. Tuesday. History more than repeated itself. The midway being so crowded the officers (See BALLYHOO on page 43)

Pomona Fair Starts Off Big for Crafts

LOS ANGELES, Sept. 25.—Crafts' 20 Big Shows again have the midway contract at the Pomona Fair and, according to Manager Roy Ludington, and Owner O. N. Crafts, have been doing unprecedented business. Opening day (September 17) was Children's Day and there were over 10,000 youngsters on the grounds. Rides especially got a big play.

There is a new arrangement of the midway setup, which now occupies a spot nearer the entrance of the grand stand. Elmer Hanscom and his crew have done an excellent job in the new lighting system. There are myriads of varicolored lights, two immense searchlights and neon lights have been used on the major rides. The show has been augmented for this date with the addition of several shows and a kiddies' park.

Concessioners reported business the first three days of the fair as being a bit in excess of last year. Noticeable are the permanent buildings erected by R. E. Olse, Hap Young and Tex Cameron for concessions.

Visitors noted on the midway included Ruth Fowzer, Sam Smallman, Al Lindberg, H. Hanefield, Candy Moore, Jack Bigelow, Mrs. Dave Morris, Mr. and Mrs. Will G. Smith and Cal Godshell.

Clark's Interest To Sam E. Spencer

CANTON, O., Sept. 25.—C. D. (Jack) Clark, who, with Sam E. Spencer, presented the Spencer & Clark Shows the past season, informed The Billboard representative here that he had disposed of his interests to his partner, Spencer, and would devote his time to promotional work. The show, according to Clark, enjoyed a successful season.

The show closed recently at Martins Ferry, O., where it was disbanded and the rides returned to winter quarters. Clark and his wife are spending some time with relatives and friends here and at near-by Louisville before starting several promotions he plans in this territory.

Happyland's SLA Benefit Is Success

SAGINAW, Mich., Sept. 25.—More than 300 persons attended the Happyland Shows' first annual benefit floor show and banquet for the Cemetery Fund of the Showmen's League of America at the Elks' Temple here September 14 thru the courtesy and co-operation of Harry Wilmot, exalted ruler of the Elks, who also furnished the refreshments. Receipts for the event, which was held immediately after the regular night performance, totaled \$360.

Sam J. Levy furnished the talent for the show from his musical revue, Soaring High, and Everett Johnson's Band rendered the dance music which continued almost until dawn.

Ben Sawyer, Frank L. Mannix, Harry C. Boyles, Jack Watson and Bernard Mattson comprised the committee. Bill Jahnke, fair secretary, was very active in selling tickets and promoting interest in the affair.

LeRoy Smith Fatally Wounded; Gun Is Discharged Accidentally

PENNINGTON GAP, Va., Sept. 25.—LeRoy Smith, ticket seller on the Hollywood Revue show with the J. J. Page Shows, which played the annual Lee County Fair here last week, died in a local hospital September 16 from a bullet wound, which, according to witnesses, was accidentally inflicted from the pistol of Bill Orr, Virginia State highway patrolman. Weapon was said to have been discharged when Smith playfully struck the holster Orr was wearing. No charges were placed against Orr.

Shooting occurred about 11:45 p.m. when the entertainment was in full swing and large crowds were gathered about. The shot entered the upper abdomen and ranged upward, puncturing a lung. Smith was immediately rushed to the local hospital by Orr and Jack Page, brother of J. J. Page, show owner. He succumbed about 45 minutes later. Smith's home was given as Indianapolis.

Great Lakes Exposition Midway

CLEVELAND, Sept. 25.—Manhattan Players open at Manhattan Theater, 105th and Superior, October 2 under direction of Leland Stanford Harris, who staged *The Drunkard* for Hargrave & Reicher. . . . First play is *Turn to the Right*, followed by *The Best People and Lightning*. . . . Fred Hall, who did leads for *The Drunkard*, is in the cast. Others are Edith Wood, Tom Neal, Sylvia Page, Robert Mandell, Morton Sheldon, Muriel Bedell and Pauline Wilson. . . . Harris went on to New York this week and returned with company Wednesday, starting rehearsals next day. . . . Proposition is backed by William Bernard, well known in New York and on the Coast.

Dave (Waxo) Williams, who has been doing mechanical man and working marionettes for Tony Sarg, has signed with Goodyear Raincoat Company to act as district manager of Texas, New Mexico, Arizona and California. Leaves for Dallas to make headquarters, taking wife and daughter. Gene Walsh goes along as crew manager. . . . Rusty Young, who has been doing bally for Sarg, returns to Montreal.

Clif Wilson will join the Royal American Shows, with whom his wife, Frieda, has been during the season. . . . Floyd Woolsey, accompanied by his brother, Gene, will take the Crime Show on a tour of the South. . . . The Byrd ship will winter in Cleveland, after which Captain Ralph von Zuboff will take it to New York and exhibit it at the World's Fair in 1939. . . . Vaudeville lineup at International Circle in Streets of the World includes Morales Brothers and Daisy, Don Amato, Rance and Gordon, Fuller and Sister and Al and Jean Johnson. . . . Hughie Mack is emcee.

Aquacade Notes: Eleanor Holm Jarrett has been suffering with laryngitis. Quit show Sunday under doctor's orders, and Aileen Riggin left sick bed to take her place. . . . Verna Hollenbach, swimming captain, filled in first Jarrett number while Riggin was en route. Betty Jackson substituted for Riggin in diving, and Jane Frazee untanned her legs and did the vocal end. . . . Jarrett goes to Hollywood Monday to begin work for Principal Productions on a new Tarzan picture. She plays opposite Glenn Morris, world decathlon champion. . . . Johnny Weismuller heads for the Coast. Mate, Lupe Velez, preceded him a week ago. . . . Aileen Riggin returns to her family in the West. . . . Floyd Zimmerman, who helped her handle the swimming formations, returns to Hotel Allerton, where he is swimming coach and in charge of the pool.

Art Temmesfeld threw a party Thursday night at Alt Heidelberg in Streets of the World. Began at 10 p.m. and continued until such time as revelers saw fit to depart. Talent from Pioneer Palace and volunteers furnished entertainment. . . . All of the town's leading journalists were presented with distinguished service medals. . . . And so were members of the Aquacade cast, 225 in all, which they richly deserved for going thru their show three times daily despite chill and cold water. . . . Betty Winkler, former WTAM star, was a guest at Sherwin-Williams Radioland, with Myron Roman's Band from Winterland furnishing the music. . . . Vincent Lopez and his boys conclude the season as guest band at Aquacade. . . . Stubby Gordon's gang plays the show, of course, and Freddie Carlone and his players continue at Pioneer Palace to the bitter end.

Otto Thun and his band have returned to the Alpine Village restaurant on Playhouse Square with the closing of the Alpine Village on midway. . . . Herman Pirchner owns both spots. . . . Story not generally known is how Show Boat came to fold as suddenly as it did. . . . Sterling-Welch, local store, furnished trappings for spot, money being placed by Chicago friend of Faith Bacon. . . . When La Bacon came on to do her stuff here credit manager of store conferred with her concerning payment for furnishings. Bacon had the wad in her stocking but grew angry during conversation and refused to cough. . . . Store left holding the bag and took steps to close the place.

Mrs. Agnes Burke, wife of Dan Burke, has been working the weight-guessing machines on the grounds. . . . So has Mrs. Vera Macauley, who assists her,

Big Program for Dallas Showmen's League Benefit

DALLAS, Sept. 25.—Everything is set for the annual Showmen's League of America benefit jamboree, which will be staged at midnight Monday in the Show Boat with employees of Ringling-Barnum Circus as honored guests.

Show Chairman William J. Collins announced an entertainment cast including Lou Holtz, now playing at the Pan-American Casino; Olive and George, the Thundering Herd From the Bowery; Frank Barden, of *Road to Rio*; Neeley Edwards, Noel Collier and the Dorans from *The Drunkard*. Lou Harris' Orchestra will play, and guest conductors will include Buddy Fisher, Joe Reichmann and Hyman Charninsky. Other acts are expected from the Fort Worth Frontier Fiesta and the circus.

Membership of other committees includes: Executive, William J. Collins, chairman; Joe Rogers, associate, and J. Ed Brown, secretary. Entertainment: William J. Collins, chairman; George Anderson, assistant; Joe Rogers, Bill Rowley, Nat D. Rodgers, Col. Tim McCoy, A. L. Vollmann, J. Ed Brown, Eddie Vaughan, Pat Valdo, Jimmy Crocker, John Thorwald, Bob O'Donnell and Billy Rose.

Ways and Means: L. Levine, chairman; Jim Rankin, Rats Hill, Charlie Maxvill, George Anderson, T. E. Hickman, Lew Dufour, Tex Dobbyne and Frank Miller. Press: E. Paul Jones, Eddie Barr, Jimmie Lovell, John Rosenfeld Jr., Frank Starz, Frank Watson, Phil Fox, John Thorwald, Frank Braden and Joe Leonard. Transportation: Charley Rader, chairman; Joe Fox and Joe Herberlin.

The honorary committee is composed of R. L. Thornton, executive committee chairman of the exposition; Fred Florence, president; Nathan Adams, chairman of the board; Frank McNeny, director-general; Ben Habberton, attorney; William H. Kittrell Jr., assistant director-general, and J. C. McCaffery, president of the Showmen's League.

PCSA Plays Host to Cole Bros.' Showfolk

LOS ANGELES, Sept. 25.—Pacific Coast Showmen's Association played host to 125 members of the Cole Bros.' Circus at a buffet supper and five-act floor show in its clubroom here last Monday night. Committee comprised Steve Henry, Chet Bryant and John J. Klein, who also acted as emcee.

Featured performers included Fred Fewins, Arthur Vall, G. Greater, Sid Marion and the Orlole Four. President Will Wright welcomed the gathering and afterward Doc Cunningham called on several to take a bow. Dancing and other entertainment continued until 2 a.m.

Cote Buys Eli Wheel

DETROIT, Sept. 25.—Elmer F. Cote, operator of the Wolverine Shows, with headquarters in Detroit, has purchased a new Eli Wheel from the Eli Bridge Company. Cote operates extensively in special celebrations and individual dates, rather than as an organized carnival company, and has had a large number of repeat dates, including especially churches in Detroit, for many years.

Beckmann & Gerety Tops '36 Record at Kansas Free Fair

TOPEKA, Kan., Sept. 25.—With the dreaded infantile paralysis scare falling to materialize, Beckmann & Gerety Shows enjoyed a 21 per cent increase over last year's record-breaker at the Kansas Free Fair which closed here September 18.

The fact that Maurice W. Jencks, secretary-manager of the fair, had an exceptionally live and drawing program in the grand stand both afternoon and night played no small part in the increase, according to Barney S. Gerety, co-owner of the carnival. Warm afternoons and clear weather all week gave shows and rides an additional break.

Press Agent Walter Hale, co-operating with Senator Capper's WIBW radio station, had lines run into the various attractions and broadcasts were made from the stage twice daily. Both *The State Journal* and *Daily Capital* gave organization heavy backing with space and art.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 25.—As has been customary in the past, during the off season when our visitation program is not in effect, we have from time to time set forth in this column decisions of interest to the membership of the association and to the carnival industry at large. In accordance with this custom, we are again inaugurating this feature for the season.

During the coming months interest will be centered to a large extent upon the World's Fair to be conducted in New York City in 1939. Already several decisions have been rendered by the courts in connection with the use of the title "World's Fair." Recently a corporation applied for approval of the name "World's Fair Information and Service Club, Inc.," and the court, in denying permission of the use of the name, held that it would conflict with the title of New York World's Fair, 1939, Inc., the corporation which is handling the fair proper.

At about the same time another court rendered a decision enjoining the use of the name *World's Fair News* by reason of the result that it might lead to confusion in the minds of the public with the official World's Fair title, and after reviewing the authorities at great length, decreed that the use of the name be dispensed with and that a substitute name be used.

The Court of Appeals in this State during the summer handed down a decision involving a fire at a motion picture theater in Mount Vernon in which patrons were injured. The court, in passing upon the case, observes that it is essential that proper fire extinguishers be provided, also that there is a burden upon the proprietor who collects a large number of people for gain or profit to be vigilant to protect them. This does not change the rule of law in this State as previously understood, but it does give a decision of a court of last resort in harmonizing various decisions of lower courts, some of which were in some respects conflicting.

Street Fairs in France

PARIS, Sept. 20.—The big "Lion du Belfort" street fair, in the Montparnasse quarter of Paris, opens at the end of this week. Street fairs under way at Pontoise and St. Nazaire, each with 40 rides and attractions, including Auto Scooter rides, Caterpillar, freak, illusion and girl shows.

Hicks Back With Show

PHILADELPHIA, Sept. 25.—Snake-bitten Charlie Hicks is back at the fairgrounds with his "Darkest Africa" Side Show. Last week, at the Doylestown, Pa., Fair, he was painfully injured by one of his Texas rattlesnakes. A police escort rushed him to Abington Hospital for an injection, and luckily, the serum reacted favorably.

Noah's Ark Winner At Canadian Stands

JAMESTOWN, N. Y., Sept. 25.—After pleasant and profitable engagements at the Canadian National Exhibition, Toronto, and the Western Fair, London, Ont., Noah's Ark returned to this city, beginning September 20, where it played to huge crowds during the four-day exhibit.

Organization took first money at the London fair and was second in drawing power of all midway attractions at the Canadian National Exhibition.

H. E. Anfenger, president, and Arthur Hoffman, general manager, were loud in their praise of the fine treatment accorded them by Patty Conklin, the public and fair officials. Exhibit is now en route to the South and it is likely that it will remain out all winter as negotiations are under way for an extensive engagement at Miami. Capt. Mike Donlin, followed by a crew of eight men, has the organization booked until the latter part of October.

Ed L. Conroy, who joined the Ark at London, Ont., as publicity man, is working out new ideas and promotional plays for the future.

Robert R. Kline Loses Arm in Trailer Mishap

DURHAM, N. C., Sept. 25.—Robert R. Kline, general agent of the Marks Shows, which played the Durham County Fair last week, was in Duke Hospital here minus his left arm as the result of an automobile accident three miles west of Hillsboro, N. C., early this week.

Kline was injured when the car and trailer he was driving crashed into an embankment. His arm, caught between the car and the embankment, was badly mangled and doctors at the hospital were forced to amputate it. Kline stated that the car crashed into the bank when the trailer began to sway, throwing the car out of control. The automobile caught fire, but the blaze was quickly extinguished.

Edwards Attractions Closing

WOOSTER, O., Sept. 25.—The J. R. Edwards Attractions will go into quarters at Wayne County Fair grounds at conclusion of the Lorain County Fair this week at Elyria. Edwards informed a representative of *The Billboard* that the show since leaving here in the spring played at street fairs, celebrations and later for county fairs. The rides will be stored, with exception of the Eli Wheel, which will be returned to the factory for redecorating.

The shows, under management of Phil Phillips, who was assistant manager of the Edwards Attractions, may play several late fairs and street celebrations before calling it a season. Edwards said the current season was the best for him since 1929 and that in most every city where the show appeared this season it has been contracted to return next year.

"Leak-Pruf"
Canvas Treatment
 Light Khaki Color, Water-Proofs Beyond a Doubt, Easily Applied.
5 GALLONS \$3.49
 F. O. B. Factory.
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 Philadelphia, Pa. Chicago, Ill.
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ATTENTION! CONCESSIONAIRES!

The best money maker on the market. We know from experience, as we are running a chain of stores ourselves. All making a profit. Your original investment back in a short time. Galleries are built portable, all short range. Can be put up on carnival grounds, fairs or in stores. Will load on a six-foot trailer. Weighs less than 2,500 pounds. You do not have to buy our Gallery to buy our Targets, as we sell to everybody. 50% with order. Will send all further information on request. All mail or wires to RED CIRCLE GUN CLUB, or LOUIS GLOTH, 43 Hanover St., Boston, Mass.

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 AUTOMOBILES—MOTORIZE YOUR SHOW
 Write
CHARLIE T. GOSS
 with STANDARD CHEVROLET CO.,
 EAST ST. LOUIS, ILL.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, Sept. 25.—Decorations on the clubrooms have been completed and general cleaning will be finished before the fall meetings get under way October 17.

Chairman Sam J. Levy has been working on arrangements for the Silver Anniversary Banquet and Ball. His report will be ready for an early meeting.

Membership drive still showing plenty of momentum. Total has reached 280 with a lot more to follow, according to reports. Those received during the week were from J. F. Murphy, Fizzle Brown; Dumas and Reid, of Happyland Shows; Frank R. Conklin, Frank D. Shean, Carl J. Sedlmayr. Names include Nate Rifkin, Ben Lexel, Francis A. (Whitey) Woods, Max McCard, Morris Goldstein, C. M. Poole, Francis J. Hale, Joseph S. Alexander, William L. Wiscom, Max Sanders, Sam Applebaum, John W. Chapman, Frank Edwards, Harry W. Johnson, Mack-sul W. Souders, William McNeil.

Brother Robert Miller is still confined to his home as the result of an auto accident. Brother Theodore Schlimmer visited Dr. Max Thorek and may be in the hospital for a short time.

Vice-President Joe Rogers left for Dallas to be on hand for arrangements for the big benefit show to be held there September 27.

Jimmy Simpson dropped in and advised that he has been doing a lot of missionary work on the membership committee. Other callers included Max Brantman, Dave Tenyson, Julius Wagner, Jack Pritchard, Harry Coddington, M. J. Doolan, Jack Benjamin, Zebbie Fisher and Larry O'Keefe. Tom and Princess Violet Vollmer, who have closed their season and returned to their home at La Fayette, Ind., dropped in to say hello before departing.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of
America



165 W. Madison St., Chicago

Join the Showmen's League of
America now—you may need it any
day, and need it badly.

NEW DATE BOOKS

FOR 1937

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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.

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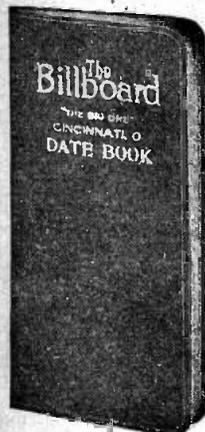
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Dues were received during the week from Edward A. Brems, A. J. Weiss, M. Kabin, Bob Cooper, George Peakes, Alex Lobban, George Pappas, Dave Picard, A. R. Cohn, H. F. Suave, Frank R. Conklin, Herbert Ireland, Simon Koven, Joseph Bula, Percy Wheeler, Maxie Herman, Steve Pappas, John Lempart, Walter F. Driver, J. F. Murphy, Tom B. Vollmer, Jack D. Maxwell. Late contributions in the Cemetery Fund drive were from Jack Wish, Jack Shaller, H. P. Schmeck, T. A. Stevens, Hyla F. Maynes, John F. McTighe, Hadji Delgarian, Hennies Bros.' Shows, Dyer Greater Shows, Dumas & Reid Happyland Shows, Thomas B. Vollmer.

Letter from Brother Walter F. Driver with inclosure of \$10 dues for 1939 and request for No. 1 membership card.

Did you know that Brother Nate Eagle is now owner of a night club in Cleveland?

The Cleveland show was a real affair. Secretary Streibich, Brothers M. J. Doolan, William Carsky and Lew Keller made the trip from Chicago. Joe Rogers flew in from Dallas and Lew Dufour, Frank P. and Jack Duffield were also among those present, while Tom Mix came up from Akron.

A letter with inclosure advises that Dumas & Reid Happyland Shows held a successful Cemetery Fund Benefit at Saginaw, Mich., September 14. Receipts totaled \$360. Reid advises that Past President Sam J. Levy gave valuable assistance toward the success of the undertaking.

Walter Nealand gave that Hennies Bros.' Benefit Show a nice writeup and it well deserved every word of it.

Jimmy Simpson advises that Brother E. Lawrence Phillips and his staff on the Johnny J. Jones Exposition are making elaborate arrangements for their benefit to be held at Spartanburg on the 16th.

Fizzle Brown writes that he is plugging hard and still has hopes of being in the running for the Gold Life Membership Card. Morris Lipsky is resting easy as he says he is practically in and will be shooting in a few more applications very soon. John Galligan and Frank D. Shean have worked hard and may yet make the grade. Frank Conklin is the dark horse in the race.

Remember if you are in town try to attend the early meetings, it is urgent that we have a large attendance as the nominating committee will be selected at an early date.

Call for Maxie Herman: Looks as tho we will need you to put those pictures back in place. The decorating has covered all of the old marks so get out your rule and pencil.

Still Checking Receipts SLA Benefit at Cleveland

CLEVELAND, Sept. 25.—As reported last week, the Showmen's League of America benefit, which was staged September 17 in the Aquacade here, proved a sellout. General admission was fixed at \$1.50 with table reservations at \$2 a head. Treasurer Cliff Wilson and Sammy Brin, who handled the tickets, are still busy trying to make a final checkup in attempt to arrive at the actual receipts. Parties were staged by General Direc-

tor Lincoln G. Dickey, Associate Directors Almon R. Shaffer and Peg Willin Humphrey, Frank D. Shean, Joe Streibich, Mike Doolan, Joe Rogers, Lew Dufour, Frank P. Duffield, Joe Hoefle, Cliff Wilson, Al Rossman, Harry Hargraves, Ed Reicher, Captain Ralph von Zuboff; William Judkins Hewitt and Harlowe R. Hoyt, of *The Billboard*. J. W. (Patty) Conklin was unable to attend but sent his check for \$50. Jack Lydick, of Johnny Bronson's Lion Motordrome, was responsible for 40 tickets. Frank Zambreno, of Ripley's Odditorium, took care of 80 for his organization. Al Rossman, Cliff Wilson, Doc Shean and others added to the quota. New members added to the league are Peg Willin Humphrey, Frank Zambreno, Jack Lydick, John Frisco, Joe Hoefle and Frank P. Kennedy. Much credit is due the cast of the Aquacade, the Pioneer Palace, the vaudeville performers and volunteers who did their part to make the benefit an outstanding one. It is hoped that the checkup will be finished by next week so that a final report can be made.

Lewis Take at Topsfield Better Than Last Year

TOPSFIELD, Mass., Sept. 25.—Art Lewis Shows concluded its second year at the 16th annual Essex County Fair, September 15-16, with an improvement of over 25 per cent, according to S. A. Kerr, general representative. Show comprised 5 rides, 5 shows and 14 games of skill stands, an increase of four over 1936.

Shows were rained out Friday and received a licking on Sunday. Season as a whole, however, was better than last year.

The Whip ride was top money maker. Hi Speed ride was new this year and came thru with adequate take. Congress of Freaks Side Show was best show grosser, with the Monkey Drome copping honors of the 12 freak acts.

Lewis Shows assumed 50 per cent bigger space allocation this year, with 15 per cent increase on rides, stands and shows. Beano stand, operated by Mulcahy & Dean, did slack business. Kelly, the candy man, reported so-so biz. Algi, the Mechanical Man, managed by Ernest Desautell, was fair at the b. o.

High prevailing winds and rain scared off midway biz on Sunday. Congress of Freaks folded up early Sunday afternoon so that it could unite with Unit No. 1 at the Farmington (Me.) Fair. The rest of the Topsfield Fair personnel goes into Worcester, Mass., under the banner of Unit No. 2.

Several indie skill operators had from one to two and three stands. Lewis show carried the Daring Hendersons, high slack-wire performers.

Happyland Has Good Week at Saginaw

DETROIT, Sept. 25.—Reid & Dumas' Happyland Shows played to a good week closing Saturday at the Saginaw, Mich., Fair, despite rainy weather. When the rain was not actually coming down the crowds congregated on the midway and were generally in a spending mood, with all types of attractions doing business. Concessions with the show were scattered to other fairs for the week, with plans for most of them to rejoin this week when the shows moved to Allegan, Mich.

Event of the show week was a benefit performance on Tuesday night at the Elks Club for the Showmen's League of America.

Following the Allegan date, the Happyland organization will play Breckenridge, Mich., for a street celebration, and probably a few other dates before going into winter quarters at Detroit.

Mannix Concession Company had the entire string of 35 concessions on the midway at Saginaw. Frank L. Mannix, general manager, and Mrs. A. M. Mannix, president, were in charge, with many of the concessions subleased to other operators. Despite bad weather they experienced a good week. They are planning to go into quarters this week at Flint, Mich., where they have their home. They are also operators of Summit Beach at Akron, now closed for the winter.

Goodman To Winter at L. R.

LITTLE ROCK, Ark., Sept. 25.—The Goodman Wonder Show will make its winter headquarters at the Overman Park Zoo grounds with the approval of the zoological society. The carnival plans to use several buildings on the zoo grounds for quarters, moving in about the middle of October.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Sept. 25.—With newly upholstered furniture and decorations, clubrooms are almost ready for the first regular meeting to be held soon. Brother George Howk, chairman of the house committee, closed his concessions at Fairyland Park and will supervise the changes being made.

Brother Dave Stevens is confined in Menorah Hospital, but expects to be released before long. Recent visitors included Larry Hogan, Mel Vaught, Clifton Kelly, Eddie Liggett, Cliff Adams, Earl Knauff, Joe Bova, J. L. Landes, Carter Buton, George Barton, Bill Wilcox, P. W. Dunn, Lloyd Anderson, John Wender, Frank Capp, White Ivan, Doug Thomas, Frank Delmaine, Harry Duncan, Frank Ryan and Mrs. Beck.

Members are congratulating Harry Altshuler, treasurer, on securing Paul L. Hervey, county attorney, Topeka, and Hall Smith, manager of concessions at the Topeka Free State Fair, as new members. Other new members include Joseph B. Sloat, Clarence Earl, George Nolan, John G. Ball, George S. Egerly Jr., Ole Grayham, A. J. Foster, Ray Gordon and Herman Schwartz.

Membership drive is in full swing and it looks as tho the finish will be hot, as several are bidding for high honors. Dues are payable September 1, so let's send them and keep Secretary McInnis working overtime to mail out cards.

Brother Art Brainerd, monument committee chairman, reports that funds from benefit shows are coming in steadily and states that with the shows to be staged in the near future he expects to have a gratifying report to make.

Harry Altshuler has been busy enrolling new members and receiving payment of dues. Norris B. Cresswell, past president, has recovered from a recent accident, in which he sustained a broken collar bone and demolished his car, while visiting his brother at North Webster, Ind.

Ladies' Auxiliary

KANSAS CITY, Sept. 25.—Ladies' Auxiliary has started to get together for the start of the fall season. After election of Elizabeth Yearout as secretary to fill the unexpired term of the late Eta Smith, the next move was to write members regarding the payment of dues and call on the members for the result of their drive for new members.

So September 14 saw Elizabeth Yearout, Helen Brainerd Smith, Myrtle Duncan and Hattie Howk visit President Marie Beckman, who surprised them by having a lovely luncheon ready, and with the addition of BIRD Brainerd and Toots Riley, who were already there, they sat down to a repast consisting of baked ham, mashed potatoes, fried apples, pineapple salad, hot rolls, iced tea, homemade cakes and fruit.

After luncheon President Beckman turned over to the secretary the names of the following new members: Susie Waldron, Anna Marie Kortes, Madge McDougall, Rosa Lee Elliott, Mrs. R. A. Lewis, Nancy Lee Miller, Alberta (Bertie) Austin, Leone M. Gordon, Betty Hartwick, Helen Hewitt, Julia Jusenbeck, Sadie White and Mrs. Vogstad.

Collins, Coxey Reminisce

GREAT BARRINGTON, Mass., Sept. 25.—Two oldtimers greeted each other in the Great Barrington Fair building when Dick Collins and Willard D. Coxey met after years of separation.

Coxey, who confesses to 76, is as versatile as ever. Reminiscences were in order and the two old-time press agents spent a happy hour together.

Coxey still retains his love for the circus and showfolks. He has written two books on the beauties of the Berkshire Hills and both are having good circulation. Dick asked him to write some of the old-time experiences, circus history which he knows and loves so well.

CELINA, TENN., FREE FAIR

September 30-October 2; Ottway, Green County, Fair, October 4 to 9; Laurens; Kingstree, St. George and others in South Carolina and Georgia following. Want organized plant. Perl Shields wire. Shows with own outfit. Can use rides. Concessions come on.

STONEMAN'S PLAYLAND SHOWS

Kansas City

KANSAS CITY, Sept. 25.—Mr. and Mrs. Chester I. Levin, of the Midwest Merchandise Company, entertained the personnel of the J. L. Landes Shows at their home here. Guests participated in many forms of entertainment, after which a delectable luncheon of fried chicken and everything that goes with it was spread. Those present included Mr. and Mrs. Moxie Hanley, Finley Mason, Tim Crummitt, Frank Capp, Fat Duncan, Mr. and Mrs. J. L. Landes, Mr. and Mrs. C. G. Buton, Frank Delmaine, Mr. and Mrs. Decker, Mr. and Mrs. Joe Mullins, Mr. and Mrs. Earl Knauff and Ralph Rhodes.

George Kogman returned from a four-week fishing trip on Canadian border near International Falls, where he reports the catch as being excellent. En route he visited the Curley Vernon Shows at Mason City, Ia.; Fairly-Martone Shows at Albert Lea, Minn.; Royal American Shows at Minneapolis, and Central States Show at Madison, Neb. He reports that all shows were doing satisfactory business.

George Elser had a pleasant surprise this week on a street car while riding to his work at the Swope Park Zoo. He saw Bob Beggs on the same car, it being their first meeting since they were together on the Pawnee Bill Wild West Show in 1888. After conversing George learned that Bob lived only three blocks from him and had been residing there several years.

Jim and Lola Hart have returned after a season with the J. L. Landes Shows. Jim has secured a position for the winter and Lola will enter a local sanitarium for further treatment.

George Ross and Jack Moon are playing fair dates in the Midwest.

National Association of Letter Carriers recently closed its convention here. Many delegates were former showmen, including Allen J. Linn, who was formerly with Ruben & Cherry, West's World's Wonder and the Johnny J. Jones shows.

B. E. Coy, who hails from Independence, Kan., sojourned here while en route to a Southern spot to play a string of fairs. He reports a successful season at Arnold Park, Ia.

J. E. Shaughnessy, after playing a string of Northern fairs, was spotted on the main stem. He visited with friends here before departing for his home in Corpus Christi, Tex.

Sam Zimmerman left to join the Blue Ribbon Shows at Murfreesboro, Tenn. Sammy and Marguerite Ansher were recent arrivals after closing the park season in Detroit and spending a few weeks with the Fairly-Martone Shows.

Frank Capp left on an extended trip to the West Coast to visit his daughter and relatives.

Doc Crowley sojourned while en route to Amarillo, Tex., to play the fair.

Frank E. Layman, spotted on the main drag, stated that business so far this season has been satisfactory.

Philadelphia

PHILADELPHIA, Sept. 25.—Eighth Street Museum enjoyed good business last week. Attractions opening this week are Spot Wilson Revue, Eddie Rowan, Jack Garrison; Simms, comedy juggler; Poeses Plastique and Mysteria illusion. New dancing girls in the annex are Ellen Miller, Gladys Farrington, Joan McArthur.

Mike Zeigler, who operated a unit in this section this summer, is now operating his rides at fairs.

City is devoid of all showmen and concessioners, as they are playing fairs and many have commenced the Southern trek.

All carnival companies that have been playing fairs in the State are now making big jumps to the South. Endy Bros., who closed at Doylestown Saturday, jumped to Spring Hope, N. C.

Silver States Shows At El Paso Festival

EL PASO, Tex., Sept. 25.—Paul Towse's Silver States Shows will be the carnival attraction at the second annual Fall Harvest Festival here September 30 to October 3, according to Verne Newcombe, concession manager. Show will open September 29 for five days, coming here

from Littlefield, Tex. Billy Gear, general agent, was in this city this week arranging date.

Organization will use three blocks of streets surrounding Liberty Hall in the downtown business area. Gear also signed contract to have shows return here for a week's engagement, starting October 25, under Disabled American Veterans' auspices. Mr. and Mrs. Mickey Ballinger, independent concessioners, visited this week, as did Jack Wortham.

Marjorie Ward Injured By Ricocheting Bullet

ALLENTOWN, Pa., Sept. 25.—A ricocheting bullet from a shooting gallery at the Allentown Fairgrounds here struck Marjorie Ward, entertainer with World of Mirth Shows, as she was about to go on the stage in the Miss America presentation. The bullet lodged in her right thigh and she was taken to a hospital, where the pellet was extracted. She is the wife of Jack Ward, manager of the show. Shooting gallery was an independent concession and not in the regular World of Mirth gallery.

Two Killed, Three Injured In Crash Near Columbus

COLUMBUS, Neb., Sept. 25.—Mrs. Dede Good and Herschel Thorpe were killed and Dude Good, Mrs. Charles Good and Mrs. Herschel Thorpe were severely injured in an automobile crash on State Highway No. 22, five miles west of here, September 17. All are well-known showfolks.

Anyone knowing the whereabouts of Mrs. Bill Bryer or Mrs. Goldie Worton is requested to communicate immediately with Versa Good, this city.

F. H. BEE—

(Continued from page 40)

receipts as a tax due under that act. Defendant's regulation of July, 1936, by which the tax on carnivals is set by defendants at 10 per cent of the gross receipts is declared and adjudged not to be in conformity with said admission tax act, and said regulation is beyond the powers of defendants to make, promulgate or enforce under said admission tax act.

"It also appears that within the carnival inclosure there was about 25 stands or booths consisting of various games and some selling refreshments to those who had entered the grounds and who might wish to spend money thereat. Each of those was an independent operation and paid to plaintiff an agreed rental for the use of the space allotted, and under the facts shown plaintiff is not chargeable with any tax from these concession operations. Defendants as State officers had demanded under penalty that plaintiff pay for the month of May, 1937, under the said regulation a tax of 10 per cent of the gross receipts, \$351.78, and plaintiff paid said amount to defendants; under protest, and to avoid a penalty of 100 per cent. Said tax was paid under protest and to avoid such penalty, and the court declares that plaintiff has an apparent right to proceed for the recovery of same under the admission tax act. Plaintiff is further entitled for the costs of this action against defendants."

Observers point out that the ruling, if upheld by the Court of Appeals to which the Revenue Department has taken the adverse ruling, will result in a saving of thousands of dollars to carnivals, circuses and other similar amusement industries operating in this State, inasmuch as the great majority of such concerns absorb the tax themselves rather than pass the unpopular tax on to patrons.

Of particular interest to carnival owners is that portion of Judge W. B. Ardery's ruling declaring the Department of Revenue has no authority under the admission tax act to peremptorily set a 10 per cent levy on the gross receipts of carnivals and such amusement concerns. Under the act the Revenue Department has power to adopt regulations in enforcing the act and of promulgating such rules as may be necessary in administering the law, but the right of the department, under such a grant of power, to arbitrarily fix a certain percentage in the face of the levies set forth directly in the act was denied by Judge Jones.

It is probable that the Court of Appeals will not pass on Judge Ardery's ruling for several months.

ATTALA COUNTY FAIR

Best Concession Fair in Miss.

OCT. 4th to 9th

KOSCIUSKO, MISS.

Exclusive Frozen Custard for sale. CAN PLACE Grab Joint, Candy Apple, Snow Cone, Popcorn, Ball Games, percentage. Stock Concessions only that work for 10c. No exclusive except Corn Game, Eric Digler and Cook House. WANT Musicians and Performers for Minstrel. Salary every night. All winter's work. Big Snake, Boxer-Wrestler for Athletic Show, Mechanical City. Lena Lee wants Tattooer, Mind Reader, Freaks for Side Show, also any suitable Acts for Two-Ring Circus. All winter's work in South. Circus now in operation. Ride Help on all Rides. Must be experienced. All mail and wires to WALLACE BROS. SHOWS, Starkville, Miss., this week; Kosciusko, October 4 to 9.

WANT - NORTH CAROLINA COLORED STATE FAIR - WANT

RALEIGH, N. C., ENTIRE WEEK OCT. 18
INDEPENDENT RIDES AND CONCESSIONS
ANY RIDE NOT CONFLICTING WITH CARROUSEL, OHAIROPLANE, FERRIS WHEEL, REDEE-O. Will sell X on Custard, Diggers, Cook House, Grab, Wheels, Roll-Down, Novelties, Demonstrators. WANT one High Act that will work cheap. WANT good Banner Man at once. All others wire or write.
J. E. TIERNAN, Exco. Secy, 118 E. Hargett St., Raleigh, N. C.

BANTLY'S ALL AMERICAN SHOWS

DARLINGTON COUNTY FAIR, DARLINGTON, S. C., NEXT WEEK.
(Please note that this date is three weeks earlier than last year.)
WANTED AT ONCE — A FIRST-CLASS COOK HOUSE (Tickets)
Want for this date and balance of Fair season: Wheels and Grind Stores, Lead Gallery, Ball Games. Write or Wire.
REIDSVILLE ANNUAL COUNTY FAIR This Week, Reidsville, N. C.

WANT - OCONEE COLORED FAIR, Dublin, Ga. - WANT

OCTOBER 4-9
Concessions, Diggers, Custard, Ice Cream, Floss Candy, Candy Apples and Grind Stores that work for Stock and not over 10c. NO PLAT JOINTS, W. RACKETEERS, SHOWS—Organized Colored Show with Band will get REAL MONEY at this Fair. Colored Performers and Musicians write. CAN PLACE any Pit or Grind Show with own outfit, low percentage. One more Flat Ride. We play Santa Rosa Fair, Milton, Fla., October 13-14; Chipley, Fla., Fair, October 18-23, with Fairs and Celebrations till Thanksgiving. Out all winter. No pay gate at still dates.
CRESENT AMUSEMENT COMPANY, Saluda, S. C., this week; Dublin, Ga., week October 4 to 9. WANT Ferris Wheel Foreman that will handle clutch and stay sober; no others need apply. Must be experienced. Winter's work.

COREY GREATER SHOWS

WANTED for WELDON, N. C. ANNUAL COLORED FAIR, week October 4; AROSKIE, N. C. COLORED FAIR, week October 11; SEFOLS, VA. COLORED FAIR, October 10-22; HENDERSON, N. C. COLORED FAIR, week October 27; Loop-o-Plane, Plantation Show, any Shows of merit, with or without outfits. Concessions of all kinds except Bingo. WANTED—Grinders and Talkers for Shows. All address GEORGE E. SMITH, Indiana, Pa., until September 30, then as per Route above. P. S.—Wanted to buy Kiddie Auto Ride for cash.

ORANGE STATE SHOWS

WANTS for balance of Fair Season, Rides that will not conflict. Will book Octopus, Loop-o-Plane, Tilt-a-Whirl. Will book any kind of Show that can get money—will furnish outfit. Concessioners, have good opening for Cook House, Custard, Diggers, or any kind of Concession that can put out a little stock. This show holds contract for six weeks of Georgia Fairs and seven weeks of Florida dates; and will be out all winter. Will give route to interested party. Write or wire
LEO M. BISTANY, Manchester, Ga., week of September 27; Blue Ridge, Ga., October 4.

C. W. NAILL SHOWS WANT TO JOIN ON WIRE

Shows with own outfit, Fat Girl, Midget, or Small Pit Show, 30%. WANT Foreman for Whip. Will pay \$30.00 for Foreman who can take charge of Whip. WANT Second Men on all Rides. WANT Stock Concessions, also Small Cook House or Grab and Juice. Address all to C. W. NAILL, Jonesville, La., week of September 27; then the North Central Louisiana Free Fair, Olla; Welsh Free Fair, Welsh, La., and other good-ones to follow.

BALLYHOO— WANTED

(Continued from page 40)

ruled that it was unsafe and stopped the sale of tickets. Our banner man sold so many ads there wasn't room enough for all on the grounds. Every show front, ride and fence was covered. The city mayor again came to the rescue by allowing the remainder to be tacked on the city hall. Our prize candy went over so big that 30 dump trucks were hired to cart the empty boxes to the river and float them away as the incinerator was doing capacity.

Wednesday it rained. Poured all day. The lot soon became a sea of mud. No shavings were available. Pete Ballyhoo and his quick thinking saved the day. He bought entire output of a breakfast-food factory and covered the lot with a knee-deep carpet of toasties. Undaunted, the heavy spenders waded thru toasties and high water to have their wild money-spending fling.

The rest of the week business so big that armored trucks were used to haul the money away. Cash kept coming in so fast they did not stop to count it. A check will be given on the amount to the doubters at a later date.

The bosses have now decided to stay out all winter. Moral of the above true story: "It pays to railroad a show if you are going some place."
MAJOR PRIVILEGE.

FOR ELKINS, W. VA., FOREST FESTIVAL

Shows and Concessions. A real proposition for Athletic and Colored Minstrel, One-Ring Circus. Have complete outfits for all. Concessions of all kinds. Will sell exclusive on Diggers. Big Merchandise Wheel open. Nothing too big for this spot. Wanted Circus Acts for Side Show. Freaks and Curiosities. Can use one more Sensational Free Act, high serial preferred. Will have 10 of the latest Rides on midway. This is in city limits. This week in Narrows, Va., or Thompson Hotel, Elkings, W. Va.

JOE CRAMER, Peerless Exposition Show

CAN PLACE

for store room and Penny Arcade good Grind Concession. Also have two front windows for Tattooer, etc. Can place Photo Gallery. Joe O'Leary wire.

SPORTLAND 505 Summit St., Toledo, O.

FOR SALE

Small Carnival complete. Eli Ferris Wheel No. 5, small Merry-Go-Round, five Show Tops, Banners, Banner Lines, five Concessions, Toppes, Frames, Trunks, Stock. Everything in first-class condition and in operation. Making money, with seven Southern fairs yet to play. Contracts go with sale. Have other interest. Cash sale only considered. Contact JACK COTTON SOUTHERN DISTRIBUTING CO., Knoxville, Tenn.

Midway Confab

By THE MIXER

DO ALL PEOPLE who live in the sticks think of pitchforks? Or is it just the king of the swatters?—A. E. Bitters.

MARC JAVENS, at one time a member of the carnival profession, is secretary of the Eustis Lodge, BPO Elks, No. 1578, Eustis, Fla.

A COOKHOUSE can be and ought to be the show window of the midway.

WONDER if Johnny Enright is preparing to catch some big fish in Florida this winter. Certainly hope he has some for the visitors when they arrive.

IVAN (PINKY) KNOX letters from Salt Lake City: "Would like to thank the folks on the C. F. Zieger Shows for what they did for me."

STEPHAN J. STANLEY cards that he has purchased the stock held by his partners, T. D. and J. P. Williamson, and that he is now sole owner of the Stage Coach Trailer Company.

WHILE VISITING in San Francisco recently Fuzzy Hughes announced that he has purchased several new rides for the 1938 season. Hughes left there for Seattle.

TIMONIUM FAIR doubled its number of concessions this year. No grift. Nur sed!

ARTHUR P. CRANER, now in San Francisco, reports that he will become associated with the Mt. Shasta Chamber

LUCKY KAESER, manager of Kay's Hawaiians, cards from Tallahassee, Fla., that he and his entire company have left the J. J. Page Shows and joined the Hagenbeck-Wallace Circus for the remainder of the season.

ONE OF THOSE do-nothing auspices committees are thinking of putting their heads together for a block party.

FRANCIS A. NICKOLAS letters from Athens, Ga.: "Still talking on Chalkias Bros.' Odditorium (inside) with Eric B. Hyde Shows. Business here has been unusually good. Have a few more spots to play before going indoors."

CHARLES SEIP, of Zimdars' Greater Shows, cards from Thayer, Mo., that business at the Du Quoin (Ill.) State Fair was good and not poor as was reported in the organization's show letter published in a recent issue.

CLYDE HOLTSCLOW, veteran showman, cards from Milwaukee that he has been confined to the U. S. Veterans Hospital there since last June. He writes that he is anxious to hear from his friends.

NURSE THAT B. R. (if any). Remember, it is a transferable meal ticket upon which anybody holding it can scoff.

HARRY METZ inks from Jackson, Miss., that he has joined the Hoxie Circus as side-show manager, and that he plans to return to the museum in Pater-

and the other will set about the doing of it."—Dave Carroll, Dodson's World's Fair Shows.

IS IT TRUE that Tillie Few Clothes, throwing everything to the winds, is taking her vacation in a nudist camp?

AL FLOSSO, veteran manipulator and magician, shoots from Frederickton, N. B., that in another week he will be back in New York, a full season of fairs under his belt and ready for the winter season. Al has been playing the Ben Williams route of fairs.

THE RESULT on carnivals as a whole of escaped snakes and animals press-agent stories is about as funny as a crutch.

CAVILLA THE CLOWN letters from Murphysboro, Ill.: "Just saw where La Bare celebrated his 84th birthday anniversary. Well, I'm just three years behind him and still doing my best as I did 60 years ago on the J. C. O'Brien Shows."

HOMER SHARAR, who closed recently with West World's Wonder Shows, has joined the Dan Rice Circus. H. A. Todd will continue to handle Shara's Roberta show on the former organization until the close of the season, however.

IT APPEARS that more than the usual number of troupers have each "come back home" on four or five different carnivals this season.

CHALKIAS BROS.' Odditorium on the Eric B. Hyde Shows is reported to be enjoying a swell business on its Tennessee and Georgia tour. Karlene, in the annex, continues to show to 90 per cent of the front door, according to Billie Wingert.

MRS. RAY S. VAN NOY, wife of Ray S. Van Noy, veteran concessioner, now with the Keystone Shows playing fair dates in North Carolina, is recuperating from a recent major operation at 204 Eighth street, Columbus, Ind. Friends are urged to drop her a line.

PEAK CROWDS at fairs quite often do not mean top midway biz, more's the pity. But most of the fairs are doing their share by putting the folks thru the gates.

C. B. (HAPPY) DAWLEY and wife and son, Charles (Cowboy), are now located in Bogart, Ga., where C. B. is city marshal. Dora B. Dawley is conducting a filling station there, while Charles is attending school. The Dawleys letter that the latchstring is ever out to any troupers going thru that town.

W. G. (BILL) FLEMING'S wife has been bedridden at her home in Buffalo as a result of a slight stroke suffered several weeks ago. Bill, who has been home since leaving the Pollack Poster Print, says she is coming along nicely and doing as well as could be expected.

WHILE HE is catching a vacation, Red Onion might have let Sopsy Clue and Wadley Tif go out to Hollywood to cut up a few jackpots with Charlie McCarthy.

COLD WEATHER put a crimp in the receipts of Royal Palm Shows at Virginia, Ill., September 13 week. From Virginia show moved to Roodhouse, Ill., and this week is slated for the county fair at Moulton, Ala. Moulton was substituted for Ackerman, Miss. Illinois was new territory for the show.

JOE BAKER, promoter, advises from Bellingham, Wash., that while he was in Seattle recently he met Jockey Moore, Harry Goodwin and Harry Gordon. The last named, according to Joe, closed with Spike Higgins Shows and is now in ad-

"The Onion" Gets Grave, But 'Tis Not Available for Years

Just as he said he would do in last week's issue, William Judkins Hewitt, "The Onion," bought a grave while on vacation, not to mention other unusual things, as witness the following telegram from him from Lynchburg, Va., September 21: "Bought grave Presbyterian Cemetery. Will not be available for my use for 20-some years. Floyd Newell and myself are on our way to see Dr. Old Crow to have him determine state of our health. My vacation did not start until 2 p.m. Monday owing to late arrival of Dodson's Shows at Portsmouth, O."

NEAL CREAMER states:



"The standard 24 foot BIG ELI Trailer I bought this spring easily handles my 'Octopus' ride at one load."
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168 S. Third Street, Columbus, O.

Reading's United Shows

Shows wanted for balance of Fairs. Book any Show except Minstrel and Athletic; low percentage. Bolivar, Tenn., Fair, this week; Huntington, Tenn., Fair, to follow.
W. J. WILLIAMS, Manager.

WANTED

High Sensational Free Act for weeks of October 4 to 9 and October 11 to 16 in Georgia, with possibly three weeks to follow. **BLAKE HIBBON SHOWS,** Huntsville, Ala., this week; Marietta, Ga., next.

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WITH SEWING MACHINES
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PAY TO THE ORDER OF *Showman League of America Committee* 1/35
NAT'L BANK OF DECATUR \$1372.00 70cts
To The FIRST NATIONAL BANK
CHICAGO, ILLINOIS

THIS IS A REPRODUCTION OF THE HENNIES BROS.' SHOWS' check which was turned over to the Showmen's League of America, Chicago, and represents the total receipts accrued from the shows' presentation of the Cemetery Fund Benefit September 16 at Michigan State Fair, Detroit. Above figure was boosted to \$1,702.70, however, when the Hennies Bros. added a personal check for \$100 and Frank N. Isbey, new general manager of the fair, insisted upon donating \$250 after he had been fined \$100 in a kangaroo court proceeding.

of Commerce this winter. He is set to stage winter snow sports there.

CARL HOLT, Bill Jessup and Mike Kreekos, all of the West Coast Amusement Company, stopped off in San Francisco last week while en route to the Lodi, Calif., Grape Festival.

ASAHEL DAWE pencils from Gladwin, Mich.: "Barkoot Bros.' Shows arrived here safely for their four-day engagement at the Gladwin (Mich.) County Fair."

GEORGE W. BALDWIN cards from Salisbury, N. C., that he has had a profitable season producing the Harlem and Dixie show on the Johnny J. Jones Exposition.

JIM RODGERS cards from Canton, O., that he is again associated with Sam Stricklin, veteran showman, and that they have some new free acts in the making.

C. W. CRACRAFT must be picking 'em up and laying 'em down pretty lively these days.

J. F. MURPHY stopped at his home in Piqua, O., last week on his way from Hartford City, Ind., to the Bloomsburg and York (Pa.) fairs, where he again will do the censoring of shows and games.

GEORGE PURYEAR and wife, who operate the motordrome on the Western State Shows, have returned to the organization from Austin, Tex., where they attended funeral services for George's father, Will Furryear.

son, N. J., when the circus closes for the season.

MARVIN BLADDIE has returned to his home in Montague, Mich., for the winter after completing his fifth consecutive years as boss canvasser for L. B. Lamb. Bladdie writes that 1936 and 1937 were his most successful seasons.

ED C. ANDREWS cards from Monett, Mo., that he joined the Pan-American Shows there and is doing his fire-eating act on the circus side show. He had been taking treatments at the Veterans Hospital, Dayton, O., for a shrapnel wound he received in the World War.

NEARLY EVERYBODY likes bouquets but what an awful squawk some folks make when it comes to paying for 'em.

MOTORDROME on the World's Exposition Shows took top money at the New York State Fair, Syracuse, according to Del Crouch, while rides and shows reported a good week's business. Lineup of riders included O. L. Hagan, Vivian Snyder, Pat Bell, Dorothy Stone and Del Crouch.

DOC KELLEY AND WIFE, of Doc and Ma Shows, letter from Gales Ferry, Conn.: "Caught the Fair at Home Shows at New London, Conn., and visited with Belle Bonita, who has a swell lion act. Many courtesies were also extended us by George W. Traversers.

"DESPITE the Declaration of Independence, no two men are born equal. In any two one will lead, the other follow. One will say how and when

vance of a carnival playing California territory.

HOW MANY MIDWAYITES have the proper attractions and concessions to get their share from the "chumps" (?) who are buying millions of dollars' worth of farm machinery at fairs this fall?

RALPH H. BLISS writes from Chandler, Okla., in answer to a recent query concerning the whereabouts of Mottie's Cafe, that it is still with the Al C. Hansen Shows. Roster includes Mr. and Mrs. E. B. Mottie, owners, C. Tierney, chef; Rex Calwell, griddle; R. Gannon and Ralph Bliss, waiters, and Alfred Whitaker, dishwasher.

WILLARD J. OAKLEY pens from Lawrence, Mass.: "Spent two days visiting my friend Hans Mertens at the Brockton Fair, where he has three rides, Waltzer, Loop-the-Loop and Octopus, working to good business. Lucky Teter presented a pleasing show in front of the grand stand, and the stage show at night was exceptionally good, filling the grand stand at popular prices."

ANYONE WHO THINKS he is getting by the hard way should consider the press agent whose boss always demands a big play in the press but who won't put any scratch in front offices of newspapers.

A. E. BITTERS letters from Oshkosh, Wis.: "While vacationing in Appleton, Wis., recently, Walter Neeland and I decided to have dinner together. After we had left the restaurant, Walter remarked that he had traveled all over the United States, but the fellow who waited on us could get more mileage out of one-half pound of hamburger than anyone he had ever seen."

W. H. (DUKE) BROWNELL has closed as special agent of Art Lewis' Shows, with which he was associated since the season opened, and is now promoting new deal fairs thruout the South. He will remain in that territory until about November 15, when he will return to Miami and spend the winter. He reports that business in the first two tobacco spots was good.

LITTLE PRINCESS LEONA letters from Secaucus, N. J.: "Noted recently where some people have been lauding the bands which they believe are great. I'd suggest they have a good look at the Jack Palmer Henderson Band, which has been playing almost all State fair dates this summer. It is neat and well uniformed, and best of all, according to those who have heard it, renders good music."

THE GUY who can think up something to give patrons for their dimes at carnival gates besides expensive free acts or passes to "my ride" or "my show" (which cause antagonism between the office and independent owners) will be awarded a fur-trimmed grab griddle.

JACK CLEMOV, who formerly trouped with the Mighty Doris Exposition, Otis L. Smith, Ben Williams' Standard and Johnny Wallace shows, but now retired and living in Carbondale, Pa., hasn't lost interest in the carnival business. While on a recent trip he visited four shows in one week. They were the Eureka



DOC HARRY McCULLOUGH, well-known canine talker and lecturer, with his prize chow dog. He is in stock with RKO Pictures, Hollywood.

Shows, at Cairo, N. Y.; Art Lewis (unit No. 2) at Catskill, N. Y.; O. C. Buck's Exposition at Ponda, N. Y., and the World of Mirth Shows at Rutland (Vt.) Fair. According to Jack, the last two named are much enlarged and improved over the 1936 and present midways with plenty of flash.

EDWARD K. JOHNSON, of Crystal Exposition Shows, is managing a public wedding and beauty pageant for the Woodruff Community Fair, Woodruff, S. C., for Thursday evening, September 30. The fair association is co-operating 100 per cent, says Johnson, who adds: "We go to each merchant and get them to supply a bridesmaid. So far 22 have signed up. Each is charged \$3, and promised not to be solicited for banners. It has worked out very good so far. They are tired of buying banners, which is a thing of the past. The popularity contest is sponsored by Home Economics. Druclilla Workman is superintendent and has 80 girls selling tickets."

VERNON KORHN, secretary, treasurer-auditor, now handling the office en tour with Dodson's World's Fair Shows, is adding laurels to his reputation as an expert in his line, reports Dave Carroll. Expert accountants, bookkeepers, bankers, etc., in towns along the shows' itinerary marvel at how he alone can wade thru such a mass of details, handle large amounts of money and arrive at results so quickly and accurately. Korhn's ideas and method of bookkeeping has been acquired over a long period of time. The system now employed is one that he will not divulge. However, Korhn states that due to numerous requests received during the present season he is planning on having his original simplified method copyrighted this winter.

MOTORIZED SHOWS, it seems, would have less trouble if some workmen who have been on rides and shows all day and half the night were not expected to be alert, wide-awake truck drivers when the trick starts to move to the next spot. How many have trained mechanics for rolling stock or better still a boss mechanic charged with responsibility of keeping all motors in A-1 shape?

CETLIN & WILSON Reading (Pa.) Fair midway notes: Show officials were busy entertaining visitors at office headquarters here, with Jack Wilson and Izzy Cetlin acting as hosts. . . . Harry Dunkel visited and then left for the South. George Hirschberg is still busy with office work. . . . Bennie Weiss is back and has the ex on bingo games. He reports satisfactory business. . . . Streets of Cairo was among the featured midway shows. . . . Paradise Revue, managed by Mesdames Cetlin and Wilson, also played to good business. . . . Louis Kane spread out this year and had a large glass front restaurant. . . . Charles Cohen, corn game operator, also has a Ridee-O with the show. . . . Bill Tucker had his five concessions beautifully stocked and did good business.

Concession Operator In Jail at Augusta, Ga.

AUGUSTA, Ga., Sept. 25.—Dusty D. Rhoades, who has been a concession operator on the Wallace Bros.' Shows and for 25 years a troupier with many carnivals, is in the Richmond County Jail here awaiting trial on a murder charge. The case resulted from an automobile

15 Years Ago
(From The Billboard Dated September 30, 1922)

Three days of wonderful business and two days of fair receipts, with the latter due to inclement weather, marked the five-day engagement of C. A. Wortham's World's Greatest Shows in Cincinnati. . . . Inclement weather marred Siegrist & Sibon Shows' opening at St. Louis under The Post-Dispatch Ice and Milk Fund auspices. . . . West Tennessee District Fair at Jackson, Tenn., proved the best fair date of the season for Zeldman & Polle Shows. . . . Brown's International Shows were meeting with huge success on their tour of Texas territory. . . . Despite threatening weather, World at Home Shows opened auspiciously at the Roanoke (Va.) Fair. . . . Walla Walla, Wash., proved a red one for Levitt-Brown-Huggins Shows.

Officials of the DeKreko Bros.' Shows reported that the organization was enjoying big business at the Missouri District Fair, Silkeston. . . . Bill Rice was promoting an indoor event at Colorado Springs, Colo., to good business. . . . When the Dyke & Joyce shows played Two Rivers, Wis., Mr. Tadjh, manager of the Lyric Theater there, not only closed the show, but placed at the entrance a huge sign, reading "Closed This Week—Visit the Carnival." . . . When Rubin & Cherry Shows played the Kentucky State Fair, Louisville, Rubin Gruberger played host at a dinner to State Fair officials. The piece de resistance was a splendidly cooked Oriental repast for which George M. Bistany was responsible.

Great White Way Shows were headed for the Southern fairs after having concluded a successful week's engagement at Caledonia, Minn. . . . Wise County Fair at Wise, Va., turned out to be a banner stand for C. D. Scott's Greater Shows. . . . George Stewart and wife, balloonists, accompanied by George Benedict, their inside man, passed thru Cincinnati on their way south where they held contracts to play fair dates in Alabama. . . . Prince Nelson was making a hit with his high-wire offering as free attraction at special events in the Middle West. . . . Duke Barry, handling press for Billie Clark's Blue Ribbon Shows, left that organization to become associated with C. D. Scott Shows in a similar capacity.

accident in December, 1932, in which an elderly Augusta resident, John Rea, was run over and fatally injured. Rhoades states that the accident was unavoidable. His attorney at the time of the original investigation in 1932 is now dead and Rhoades says he is the victim of prejudice and complications over which he had no control. He has no relatives to call upon for help.

Paul M. Conway, Macon attorney for many shows, has volunteered his services. Rhoades is appealing to his friends to raise funds for summoning widely scattered witnesses and employment of additional Augusta counsel.

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KAUS UNITED SHOWS WANTS
KINSTON, N. C., FAIR, OCTOBER 4 TO 9, INCLUSIVE.
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No Exclusives at Our Fairs Except Bingo.
Shows that do not conflict; with own outfit preferred. Bessie Traylor wants Side Show Acts. **THIS WEEK, WELDON, N. C.; Next Week, KINSTON, N. C.**



OSCAR NELSON, The Billboard agent, mailman and digger operator on the M. E. Weir Shows, was snapped on the lot recently while selling a copy of Billyboy to Guy Van Zile, also with the Weir organization.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Cetlin & Wilson Shows

Reading, Pa. Week ended September 19. Greater Reading Fair. Weather, variable. Business, very good.

No business on Monday due to rain. Tuesday, Kiddies' Day, business was 20 per cent over 1936. Wednesday and Thursday business was very good, while on Friday it rained until 1 p.m. and all races and grand-stand performances were canceled. Midway gross was 30 per cent over 1936, however. Saturday business was good. Shows and rides, despite rain in the morning, realized a good gross Sunday. An early teardown was necessary as everything is over about 7 p.m.

Speedy Merrill's Wall of Death took top money for week on shows. Paradise Revue was second and Doc Garfield with Hall of Science finished third. Octopus was the top ride, with Twin Ferris Wheels second and Skooter third. Looked as tho the Pennsylvania Fair meeting was being held at the show's office during the week as representatives from fairs all over the State were present. Mrs. I. Cetlin entertained relatives all week. Mrs. J. W. Wilson had Mrs. Frank Campbell, her sister, as her guest. Mr. and Mrs. B. H. Patrick, representatives of The Billboard, were also on the midway. Attendance this year broke an all-time record that was established in 1928, with over 300,000 in attendance. Sunday crowd totaled 30,000 to see the auto races. Billy Hitchey's Water Circus was the free attraction twice daily. James O'Dell purchased a new car and trailer. Ted Miller again made the front page of the local paper with a large picture and story on Dolly, two-headed cow, and several midway broadcasts over the local station. GEORGE HIRSHBERG.

Bantly's All-American Shows

Gaffney, S. C. Week ended September 18. Cherokee County Fair. Weather, clear. Business, good.

Due to occurrences and conditions beyond management's control, this week has been occupied by members of the troupe in a manner somewhat out of the ordinary. . . . The abrupt closing (two days earlier than intended) of the previous week's engagement, billed to open the following Saturday the Southern fair season, part of the show moving by rail, the greater part going by truck, marked an unusual week. . . . Organization made its first stop at Chimney Corners, seven miles south of Richmond, Va., where many of the members renewed old acquaintances with ex-trouper Bill Stone, owner and manager. . . . Train had an eight-hour layover in Washington and everyone with the rail section visited friends.

It was the writer's pleasure to spend the time with Hyman Tabb and family, oldtimers who operate a retail shoe store business in the capital city.

Wednesday and Thursday were devoted to repairing, painting, etc. Friday the show was set up on the depot lot. Saturday opened the Southern tour with the third biggest day of the season. . . . Duplex Wheels topped rides, with Caterpillar and Octopus following in that order. Frank Zorda's Side Show, Eddie Lewis' Rhythm Revue, Dick Keller's Circle of Death ran a close race for top honors among the shows. Jimmy Jamison, with his Fire-Dive act, played an independent date. Sam Hull added a new Illusion Show to the backyard lineup. Lee Sullivan spent the week-end on the show and he and Manager Bantly had their heads together for a couple of hours. CHRIS M. SMITH.

Dodson World's Fair Shows

Hagerstown, Md. Fifteen days ended September 17. Auspices, National Antislavery Commemoration Celebration. Location, fairgrounds. Free admission to fairgrounds with 10-cent midway gate. Weather, ideal. Business, excellent.

This was show's longest engagement this season. Business started off ligh first two days, but picked up considerably thereafter and held up surprisingly well. Space allotted shows was anything but satisfactory for an organization of this size. Midway was jammed together on small oval area at the foot of a steep hill off main thoroughfare leading to grand stand and an elaborate historical pageant, presented afternoon and night, gave midway strong opposition. It was an interesting friendly battle for patronage all the way thru with results being eagerly awaited each day. According to final checkup issued by

Full Date Carnival Show Letters

(As Reported by News Representatives for the Shows)

C. Guy Dodson, show averaged 9,000 daily afternoon and night paid admissions at main entrance to midway. Dodson stated that he was well pleased with general business enjoyed and generous support and co-operation given by celebration committee. September 17, closing day, was a whopper. Free acts were a decided hit at every performance. Harry Thomas closed here as assistant to General Agent Mel G. Dodson and left to resume his duties as booking representative in Pittsburgh. Charles Whire, member of Charles Clark's Band, presented a daily 15-minute organ recital over Radio Station WJEE.

Wilhelm Schneider has his new game going well. Mr. and Mrs. Joe Baker busy on official entertainment committee. Brewer Stouffer, publisher of The Hagerstown Globe, and C. Neil Baylor, editor The Hagerstown Mail, entertained show's publicity staff. Mr. and Mrs. Charles Moss purchased a new trailer here. Peggy Doss is having a good season as manager of Gay Paree Revue. Lee Folkner, chief electrician, being complimented by visiting showmen for his novel electric displays.

Visitors included Larry Kenneth, Mr.

the recipient of deserved plaudits for his recently added stage properties. Ed Breckenridge, talker, took over the Fountain of Youth front and Eddie Harper joined Pete Korke's troupe of word slingers on the circus side-show front.

Jimmy Ellison, former stage actor, now handling the inside of the Crime Show. A derailment here completely demolished four wagons, which Trainmaster Arkie Bradford had replaced in time for the run out. Doc Jack Murphy finally won a talkers' contest after years of being second. The triumph left the vociferous Doc still modest and the possessor of a flash lamp. John Kenloe, another of the front articulators, keeping the bally a constant thing on the Illusion Show, another of the George Vogstead productions.

Cash Miller's midgets were a strong draw. The Nebraska beauty queens, here after the title of "Miss Nebraska" in a grand-stand pageant, paraded the midway as guests of the management. At the Funhouse, where a strong breeze can be manipulated advantageously for bally purposes, it was discovered that the lovely misses all wore 'em.

WALTER HALE.

Orange State Shows

Douglasville, Ga. Week ended September 18. Auspices, American Legion. Business, fair.

Because show was unable to get lights from the city-owned power company the fair at Monticello, Ga., to be played September 13-18, was called off. Show



BUD DUNSEE, well known in the carnival field and last year head talker on the John Hix "Strangeness-It-Seems" show in Cleveland, lectured this season at the Palace of Wonders in Riverview Park, Chicago. Incidentally, Bud was married recently in that city to Dolores Darragh, singer.

and Mrs. Elmer Barnwell, Herbert Terriman, Mr. and Mrs. Leslie Winslow, James Mason, David Taylor, Hilda Morrison, Mr. and Mrs. Robert Reno, Ray C. Thompson, Henry R. Henderson, William Williamson, Thomas Theirman and William Phillips. DAVE CARROLL.

Beckmann & Gerety Shows

Nebraska State Fair. Week ended September 11. Weather, warm. Business, good.

What might have been a big week was severely crippled by the infantile paralysis scare, the children's attendance being almost nil. Despite the disease the shows and rides showed an increase over last year amounting to nearly 15 per cent. A tieup arranged by the writer with The Omaha Bee-News to have the carrier boys on the lot Sunday at reduced prices was canceled by the health authorities at Omaha. A special train was to have been chartered by the newspaper and the boys were to have been fed in the show's circus-style cookhouse.

Eddie and Cliff Karns, famous fat brothers, finally dug into their respective well-filled socks and came out with enough folding money to purchase two new Plymouth automobiles, which the boys drive in kindly if cramped grandeur. Charles McDougall, cookhouse manager, and Jake Brauer, fun emporium operator, both purchased house-cars. Betty Hartwick joined her husband, Doc H. D. Hartwick, snake showman, for the remainder of the season. Mrs. Dutch Wilson was hostess at several tea parties. Jess Shoate's Jigfield Follies continuing to pack them in. Jess



MRS. WILLIAM C. KAUS, secretary and treasurer and business adviser to W. C. Kaus, of the Kaus United Shows No. 2 unit. She has aided her husband no little in making the organization a successful one.

was trucked 12 miles from its last stand and played the last three nights to good business. Manager Bistany still in Florida, and Secretary Bill Dalton is handling all business for the show. Mr. and Mrs. Bill Luther joined with two concessions. Tom Hale and wife joined with bingo and fish pond. Captain Calvert joined with his fire truck high dive. Betty Hanson is handling the front gate. The writer will put on promotions at two fairs. R. W. REED.

McClelland Shows

Greenville, Miss. Week ended September 18. Auspices, the fair. Ten-cent gate. Weather, cool. Business, good.

Natives here crave amusements and the midway was crowded each night. Clyde Webb reports the best week of the season for his string game, and Mrs. Roy Goldstone reports the biggest week also for the fish pond. The corn game continues to big business, operating each night long after the shows and concessions have closed. Both the peanut and pop-corn concessions have had capacity business and extra help. Ray Van Orman has enlarged the minstrel and is playing to capacity houses. Electrician Bob Thompson has been busy out of town and is touching up his house trailer, as it is reported that he will be married next week. L. OPSAL.

Rubin & Cherry Exposition

Memphis, Tenn. Week ended September 18. Auspices, Tennessee Tri-State Fair. Weather, excellent. Business, very good.

Show rolled into Memphis early September 13 after a 900-mile move from New Castle, Pa. Memphis was show's first Southern fair date and Manager Joe Redding and Trainmaster Sheppard had everything in readiness for opening Monday afternoon.

Crowds, which came early and stayed late, were in evidence from the start. Hard working and capable fair staff, led by the veteran Secretary Frank P. Fuller, were congratulated on the excellence of their event. Money was freely spent on the midway, and Rubin & Cherry has already docketed Memphis as a real date.

Newspapers were generous and special mention should be made of the courteous members of The Commercial Appeal who went out of their way to aid Radio Station WMC, broadcasting daily from the grounds, handled much midway coverage, giving local citizens an idea of what was going on at the midway each day. General Agent J. C. McCaffery was on the lot during early part of week. All shows along the midway are fully and capably staffed, and Nat Worman and his assistants have everything in bang-up shape. Paintbrushes, however, are never permitted to lag.

Frank Lee closed with the show in New Castle, Pa., and the writer took over the task of handling publicity. Office wagon is busy these days with its quota of visitors in this territory, where the Grubergs are so well known.

It may be recorded that the week in Memphis sped by pleasantly to the jingling of coins across the ticket boxes, with every attraction in the money, and so the show continues on its silver jubilee tour. TOM F. O'CONNELL.

Beckmann & Gerety Shows

Topeka, Kan. Week ended September 18. Auspices, Kansas Free Fair. Weather, good. Business, excellent.

What with hot boxes and cramped midway space, Barney S. Gerety, who lays it out, and Arkie Bradford, who brings it in, both worried of demeanor and furrowed of brow. Still it was all up and on time to greater grosses than last season. E. D. (Kl) Kellmann, radio commentator, columnist and carnival fan, who occupies considerable desk space at The Daily Capital, was about the press wagon during the week and his review of the show was to the point and highly complimentary.

Ted Webb's three frozen custard dispensaries did swell business, which was necessary considering Webb's two new automobiles, a truck and a Chrysler. Trailer colony is ever increasing. Dutch and Alice Wilson succumbed, as did Charlie Moore, inside lecturer in the March of Time. Additional electrical transcriptions were made here with talent from several of the shows. Mrs. Fred Beckmann entertained visiting members of the Heart of America Showmen's League Auxiliary. George Crowder, special agent, finished his chores early and was able to squire Mrs. Crowder, who joined him from Texas, to the movies. WALTER HALE.

Santa Fe Exposition Shows

Clinton, Okla. September 6-12. Location, outside city limits. Auspices, none. Business, fair.

Everything was ready for opening Monday night. Move was made by truck instead of by rail. Mrs. Brownie Bishop was a visitor on the midway. Crowd was slim opening night; probably people were saving for the Al G. Barnes Circus. This was the first time show played date to date with a circus. The Barnes staff was invited to enjoy the carnival after the night performance. Theodore Forstall gave the writer several applications for the PCSA, and I believe they will be filled before the end of the season. Human Heart, which is in the Side Show, is doing well. Bob and Dutch McIntyre have taken over the Athletic Show. Tony Gasper has just completed the athletic show front and a new Mickey Mouse front. Mrs. Harris is building a streamlined house car. Secretary Wood has added a cigaret shooting gallery to his concessions. Lowey Preskitt adds a new flash to the midway with her new sno-cone stand. Everything is newly painted. TONY GASPER.

Gruberg's World's Expo

Syracuse, N. Y. Week ended September 11. New York State Fair. Business, excellent. Weather, good.

This was the show's first fair of the season and as usual was worth waiting for. The rides opened September 5 after the church services were over and they all did very well. Labor Day weather was fine and the midway outgrossed last year's Labor Day business. Weather the entire week up until Saturday was ideal and the business was tremendous, going way over last year's receipts. On Saturday it started raining in the forenoon and the races were postponed until Monday. However, there were some 70,000 people on the grounds at the time and after the races were postponed the midway got quite a play until about 7 p.m.

High money for the week undoubtedly went to Del Crouch's Motordrome, second was Doc and Preacher Monroe's Rev. elution Show and the Ten-in-One and the Rainbow Frolics in order named. All the other shows and rides did exceptionally well and beat their last year's grosses.

On Saturday after 7 p.m. there was a high wind and several tents blew down, causing several hundred dollars' worth of damage. On Monday Max Gruberg took another one of his flying trips down south and returned by plane to the show on Wednesday. Eddie Rahn, general agent, was back on the show this week. Nancy Gruberg returned to Philadelphia to attend school.

J. B. MANNHEIMER.

Endy Bros.' Shows

Pottsville, Pa. Week ended September 11. Weather, fair. Business, good.

All attendance records were broken at the Schuylkill County Fair this year. Last year attendance on the week was 12,000 people, but this year on Labor Day alone and Thursday over 65,000 people were on hand each day, bringing the total for two days alone to 140,000 paid admissions. One of reasons for Thursday attendance was two automobiles as door prizes.

Endy Bros. broke all records for gross receipts since the fair has been in existence and this is the fifth time the show played the fair. Much credit must be given to David B. Endy, who worked with the fair management. There was a reunion by all the Endys. Among other visitors were Charles Swoyer and David Morris, of Reading Fair; from Cetlin & Wilson Shows, John W. Wilson, Ray Knex and Ted Miller; Sam Russell and Carl Friese, of the Lewistown Fair; Carl Fleckenstine, of Bloomsburg Fair; J. Allen Gardiner, of Doylestown Fair; Harvey Horner, of Leighton Fair, and Guy Klinger, of the Gratz Fair.

On the midway Endy Shows had 15 rides, including 3 Ferris Wheels, 2 Merry-Go-Rounds and 10 other major rides plus 4 kiddie rides and 15 shows. David Endy has signed contracts for 1938 fair.

HARRY BENTUM.

Barkoot Bros.' Shows

Lake City, Mich. September 8. American Legion Fair. Weather, cold. Business, poor.

Lake City proved to be a very poor spot owing to the weather, which was very cold and windy. On the streets on the banks of the lake, nice location. Wonderful co-operation from the committee.

West Branch, Mich. September 14. Auspices, American Legion. Location, on fairgrounds. Weather, very cold and rainy. Business, fair.

Opened here Tuesday. Almost all the concessions that opened with show in the spring left at Lake City for "down yonder." Eddie Johnstone, Alex Vincent, Jack Raterrik, Mrs. Dewey and several others found it too cold. Nearly all new faces on concession row now. Mr. Gardner still here with ball game; Wasson, with corn game. New concessions: Yantz, 2; Hinkley, 3; Singer, lead gallery, four-for-dime photos. I haven't the names of several more. Ocean Wave a sensation. The ride so old it's new. New kiddie ride doing fine. Glen Parks building new ball game. Balloon free act missed three days, too windy.

H. G. HOCKETT.

Wallace Bros.' Shows

Okolona, Miss. Week ended September 18. Chickasaw County Fair and Horse Show. Location, Wilson Park. Weather, ideal. Business, good. Free gate.

First of a long circuit of Mississippi fairs. Business done here augurs well

for remainder of circuit. Movement from Union City was another "long boy," show having traveled over 400 miles in two weeks. Mile-long midway here, 8 shows, 8 rides and 49 concessions by actual count.

West Bros.' Octopus ride arrived from Ladysmith, Wis. and opened Wednesday night to almost capacity business. Leona-Lee opened Dog and Pony Circus Thursday night to good business. This attraction seats 500 and will be "one-nighted" after close of regular season. Canvas was furnished by Baker-Lockwood. Many new faces on concession row; Riley Johns and family joined from Hansen Shows, while Mr. and Mrs. Paul Varner came on from Indiana. Cecil Rice left for Georgia.

Ernest E. Farrow Jr. re-entered school at Murray, Ky. Mr. and Mrs. Miller purchased new car at Union City. Abe Frank under weather with attack of fever. The writer back for short visit, his first in two months. Visitors: R. R. (Doc) Miller, ex-troupier and now residing at Amory; Mr. and Mrs. T. E. Douglas and party of fair officials from West Point, Michael O'Brien, R. L. Grissom and many others whose names could not be obtained. WALTER B. FOX.

West Coast Amusement Co.

Yreka (Calif.) Gold Rush and Fair. September 9-12. Weather, good. Business, excellent.

This little town put on its annual Gold Rush Celebration and business for the shows and riding devices was excellent. Concessions did fair business. Entire show was located in center of town, necessitating closing of three streets, which made the midway a grand flash. The local committee, headed by Mr. Ling, owner of the newspaper, did a grand job with the publicity for the show as well as the celebration. Bert Clauson had all the riding devices in the air and loaded with customers early in the afternoon the first day and continued thru till 2 o'clock each morning.

Louis Leos, secretary, was very ill the first part of the week with the flu but is rapidly recovering. Mike Krekos, owner-manager, busy shaking hands with old acquaintances, as Yreka used to be his home town. Harry Meyers had an accident with his Oldsmobile car when it went over an embankment, rolling over three times. No one was hurt but the car was badly wrecked. Meyers immediately bought a new Buick sedan. Mr. and Mrs. Ben Dobbert visited in the interest of their firm, Downie Bros., of Los Angeles. Andy Kocan has been issuing invitations to his wedding some time in October. W. T. JESSUP.

Golden State Shows

Fresno, Calif. Five days ending September 19. Auspices, Italian Entertainment Park. St. Elias Celebration. Location, Italian Park. Weather, warm. Business, good.

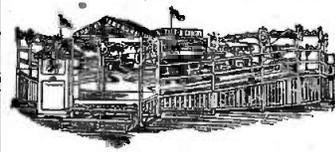
Opened Wednesday to fair crowds, beginning five-day celebration in honor of St. Elias. Shows, rides and concessions sharing good returns with Saturday and Sunday two best days. Side show topped the midway. Scooter grossed best on rides. Eddie Shoes really going to town on his bottle stand. On Sunday members of the Foley & Burk shows paid a visit and renewed old friendships. Sunday also distinguished by return of Jewel Hobday from hospital with week-old son, Gene William. Reports of baby having red hair confirmed. Very good co-operation from committee. Large crowds very orderly. Visitors were Jack Halton, brother of Mrs. Mabel Wright, and his wife, from Victoria, B. C.; Cal Lipes, flea circus operator of Long Beach, Calif., and E. Pickard, general agent of Hilderbrand's United Shows, who reported good business with his show. Charlene, daughter of Mr. and Mrs. Jack Lindsay, owners of Bingo, returned to Dallas to attend school. JOHN H. HOBDAY.

Majestic Exposition Shows

Clintwood, Va. Week ending September 18. Location, fairgrounds. Auspices, Fair Association. Weather, cool. Business, very good.

Opened Thursday. Rain and cool weather hampered the first part of the week, so that the opening was not made until Thursday. Friday and Saturday, the two days of the fair, made up for the first part of the week, as the midway was packed on those days. Danny Ellis joined with two concessions. Mrs. R. G. McHendrix and Mrs. D. A. Klein have just completed a new Hoop-la. Mrs. Rose

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KAUS UNITED SHOWS --- 2 ---

WANT — FOR SHELBY, N. C., FAIR, AND BALANCE OF SEASON — ALL FAIRS. Novelties, Photo Gallery, Lead Gallery and Arcade. Only American Palmists write. Legitimate Concessions of all kinds. Pony Ride, U-Drive-A-Car, Octopus and Cabular. Shows with own outfit only. Would like Funhouse, Working World, Monkey Circus, Dromedary or any paying attraction. Good proposition to a good Colored Female Impersonator for Jerry Thorne's Show. Can Use Anything New or Novel. Address all communications to W. C. KAUS, General Manager, at Farmville, Va.

Stanton and her Zoma Show topped the shows. Philip Martin, owner of the two baby rides, returned from his home at Detroit, Mich. His wife, who was confined to hospital, is on the road to recovery.

William Norvel has a new Penny Pitch. Mr. and Mrs. Lands are doing very nicely with the *Night in Paris* show. At present he has four girls. Huge Lowe is now ahead, his wife remaining on show to look after their concessions. Tom Collins claims to have had the best week of the season. Hank Spellman still keeping the lot in shape. Clyde Barrick, electrician, has completed the new cable. Jack Mansfield is back on the job—his hands are better. EUGENE C. COOK.

West Bros.' Amusement Co.

Oskaloosa, Ia. Week ended September 18. Auspices, VFW. Location, Nugent lot. Weather, cold-rainy. Business, very bad.

Picked as a route spot town, this date proved worse than anticipated and show played a "loser" for first time this season. Committee co-operated well, but nothing could be done to induce the public to visit.

Virginia Laughlin's new Kiddie Auto Ride arrived and was set up Monday, old one being sent to winter quarters along with the Caterpillar. Her corn game, under direction of Harold Murphy, had wonderful business considering the poor midway crowd.

Robert Laughlin Jr., who has charge of the show's other Octopus, stopped for a short visit Monday. He left the Bremmer show and is booked on the Wallace Bros.' Shows.

Captain Dunne left to join Crowley's United Shows in Texas and Slide Show has been turned over to Bert Maxwell.

Despite cold weather much work was accomplished in preparation for the show's string of Arkansas fairs. White Dill took charge of the Tilt-a-Whirl recently and is busy putting it in first-class shape.

Mr. Grund, of Grund Novelty Company, visited. Ellis McAdams, nephew of Mrs. Laughlin, returned to his home and school in Decatur, Ill. Earl Bruce left for winter quarters at Morley, Mo., where he attends school. White Moore, electrician, is still absent. He is attending his wife, who is critically ill in a Minneapolis hospital. BRUCE BARHAM.

Lewis Side Show Joins Joyland Shows

DETROIT, Sept. 25.—Roscoe Wades' Joyland Shows, after a fair week at La-peer County Fair, Imlay City, Mich., moved Sunday to East Jordan for the county fair. The Side Show from Lewis Bros.' Circus, which went into quarters at Jackson, Mich., joined the shows this week. Other shows now on the lot include Paul Houck's Side Show, Arabian Nights, African Village and Snake Show, Joe (Kid) Bennett's Hawaiian Nights, J. Norman Smith's Motordrome and John Quinn's string of concessions.

The office car broke down last week and the shows borrowed the service car from the penny arcade for use as a temporary office.

The Joyland Shows probably have the most unique family combination in the carnival business—three generations all working together on the lot. Roscoe Wade, owner of the show, has his father, Lee Wade, who is manager of the Merry-Go-Round, and his son, Douglas Wade,

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two colors. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 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 8 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 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50¢. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 8 1/2 x 14, Per 100, \$1.50. Stapling Bingo Cards on same, extra for 50 Bingo Card Markers, in strips, \$25.00 for 1,000. 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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Eli No. 5, in good shape, \$2,000.00 cash. First deposit gets Ride. WILL BUY Kid Auto Ride, Cigars, Corn Popper and any Concessions—cheap for cash. GEO DAVIS, care St. Louis Specialty Co., 9 South Broadway, St. Louis, Mo.

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COOK HOUSE, complete, booked for balance of season good show. Wire or write for complete details.

AL WALLACE

Care Bantley's All-American Shows, this week Reidsville, N. C. Burlington and Chester, S. C., to follow.

Sensational High Wire Act

AT LIBERTY FOR THE SOUTH ALSO YOUNG WOMAN WIRE WALKER OR AERIALIST WANTED Box #13, Care Billboard, 1564 Broadway, New York City.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

as director of public relations. Lee Wade has been in show business over half a century, and is now 78. His other son, Glenn Wade, and a daughter, Mrs. Hazel Crane, are also with carnivals, as was formerly Ernie, another son.

White City Shows

Grants Pass, Ore. Week ended September 18. Location, railroad lot, four blocks from post office. Weather, best of the season. Business, below par.

The last four weeks for entire show have been very spotty. The last two weeks have had gala events, one a birthday party for Louis Godfrey, the other, also birthday party, for Roy Green, ride foreman. Much exchanging of presents.

Harry Gorden, many years general agent, has been appointed to take over the duties for this show, relieving Manager Ted Corey of the strain of being both agent and manager. Others who will join in next town are Mysterious Faye, with an illusion and pit show carrying 12 people; Mme. Sirwell, with her Copenhagen Flea Circus, and from Douglas Greater Shows comes Bull Martin and his congress of wrestlers. Word has been received that Ed Smithson (Stogy Mike) has been appointed to make up the program for the coming Pacific Coast Showmen's ball to be held in Los Angeles December 15 and has decided to devote the remainder of the year for that worthy cause. Lucille King, of Hilderbrand's United Shows, busy handling the advance for above mentioned but manages to take time out for daily visits with Marlo LeFors. Both are active members of Ladies' Auxiliary of the PCSA. Lucille informs that Mrs. Johnny Castle has entered a hospital in San Francisco for an extended rest.

Mrs. Jack Elhart and son, Tommie, have gone home for a visit. Spot Murphy and wife and Bob Maddox visitors. Golfing at the moment seems to be the fad. Seen daily on the links are Swede Olsen, Dick Thornton, Carl Leisure and Baldy Ward.

The writer had the experience of mistaking a bottle of double-strength ammonia for Listerene and proceeded to gargle same and at the present writing is nursing a badly burned mouth and throat—not serious but very annoying.

TED LEFORS.

Buckeye State Shows

Europa, Miss. Week ended September 18. Auspices, Webster County Fair. Location, fairgrounds. Weather, fair and cool. Business, excellent.

Show received wonderful co-operation from the county fair association, city officials and the Reverend Middleton, who visited nightly. Large crowds came out every night despite an early cold spell. Rides, shows and concessions opened early Saturday morning and played to capacity attendance thruout the day.

Tate Roberts and Tennessee Jack have completed a new ball game. Mr. and Mrs. Fred Rainey visited Mr. and Mrs. Joe Galler.

ELOISE LOWRY.

Southern Exposition Shows

Franklin, Va. Week ended September 18. Auspices, Land Maiden Fair.

Assistant Manager William H. Dickerson has closed a contract for the first annual Ahoskie (N. C.) White Fair to be held in Ahoskie October 18-24. Free attractions have been contracted and an order for fireworks placed. Dickerson has two more Virginia fairs and five in North Carolina. He plans to take the organization south for a winter tour. There are four rides, six shows and 30 concessions, with free attractions and sound car. WILLIAM H. DICKERSON.

Dee Lang Shows

Jackson, Mo. September 6-11. At 18th annual Home-Coming Celebration. Location, Public Square. Business and weather, good.

Long move of over 600 miles made here from Northern Iowa. En route one truck overturned. Several more developed engine trouble, thus delaying their arrival. This included office wagon, which did not arrive on location until several days later. Temporary offices set up in rear of hotel lobby and in semi-trailer. Supply of tickets and accessories brought along with office force enabled show to open and function, even though handicapped by lack of proper facilities. Show played to fair business until

Wednesday night, when crowds began increasing nightly until Saturday night. On closing night streets were so jammed with people it was almost impossible to move about. Everyone enjoyed good business.

Several sudden rainstorms marred business Friday afternoon. Aline Hutton, wife of Ralph, "master of the truck fleet," stricken with appendicitis and rushed to hospital. Immediate operation necessary. Latest reports are she is doing nicely. Benny Steele is back with the Athletic Show. Mrs. Dee Lang received flowers and many nice presents from showfolk on her birthday anniversary. On Thursday night members of Homecoming committee gave party in her honor at Travelers' Inn. Mr. and Mrs. Leo Lang, Elma Obermark, L. B. Smutz and Mr. and Mrs. Charles T. Goss were visitors.

CLAUDE R. NEWCOMB.

Kans United Shows

Leaksville, N. C. (No. 1 unit). Week ended September 18. Auspices, Rockingham County Fair Association. Weather, good. Business, fair.

What at first appeared to be a disappointing fair, turned out fairly satisfactory. Tuesday, Children's Day, drew a good crowd, but the remainder of week was marked by a total absence of daytime attendance. This, however, was offset somewhat by good night attendance Friday and Saturday nights, when the midway was jammed. Show is again equipped with Twin Ferris Wheels, Ike Wallace having returned with his. Ike also has two neatly flashed concessions supervised by Mrs. Wallace.

Mr. and Mrs. Claude Woods and daughter, Claudia, were also welcomed back. Claudia assumes charge of the Monkey Circus, while Claudia is again agent on one of O. F. Mack's ball games. Ira Ramish and wife, of the Sam Lawrence Shows, visited, as did Sam Mechanic, ride owner. Colone Watkins, secretary of the Danville (Va.) Fair, also looked the show over, as did Secretary T. R. Walker, of Weidon, N. C., Fair. He was accompanied by Mrs. Nichols, of the Giant Voice sound system. Mrs. O. F. Mack had her living car damaged on the jump here by a hit and run driver. Friendly co-operation between the show and the grand-stand acts was noted here. Motordrome was so placed that its noise interfered with one of the acts. Manager Lewis, of the Review Modernistic, asked in a friendly manner if anything could be done and the show co-operated by suspending the drome during the presentation of the act. Grand-stand act reciprocated with invitations to a party celebrating the birthday of Manager Lewis, where Al Price's revue band furnished the music. Feature performers included Al Waldman, Joe Kerns, the Barnett Twins and Bobby Roe and Al Coffman. The conviviality of the party was greatly aided when General Manager A. J. Kaus offered a case of amber fluid. Business Manager George Whitehead took this opportunity to entertain several local guests, who included Secretary Smith, of the Fair Association; Sheriff Sheffield and deputies Hodges and Carter. Incidentally Whitehead is business manager of the show and not agent as was recently reported.

LESTER KERN.

Miller Bros.' Shows

Pawhuska, Okla. Week ended September 16, four-day fair. Location, fairgrounds, 2½ miles out. Auspices, Osage County Fair Association. Admission to fair, free. No midway gate charge. Weather, torrid days, cool nights. Business, all receipt records broken.

Grounds, midway Pawhuska and Winona, centrally located to all surrounding towns. Attendance, 8,000 to 15,000 daily. Bang-up rodeo for grand-stand crowds. Must have been good, for one cowboy gored by steer in forehead (think he died) and another kicked almost to death by horse. For carnival midway best manipulated grand-stand show Miller Bros.' Shows ever experienced. Midway receipts record breaker Monday, Tuesday, Wednesday, Thursday. Wednesday topped all. By \$6 exceeded fair's largest day. "Alisea," 10 years old, billed "World's Super Child Aerialist." Heel and toe catches under full swing her special "extraordinary." Excelled all in Tree-act division. Pawhuska newspaper liberal. Pawhuska correspondents landed stories. Writer preached in St. Thomas Episcopal Church. Old Chillicothe, O., friend Rev. Herbert Buckingham its rector. Writer addressed Catholic and pub-

lic schools, Masons, Eastern Stars, clubs and county jail prisoners.

Professor Zandu and Princess Zaida scoring with mentalism specialties. J. C. Buchanan joined with "Jeeps, Upside-Down Family," Frank Johnson his chief assistant. Maxine Fairchild featured in reptile zoo as only known child handling venomous snakes. Humane Society officers endeavoring to stop; legal battle at white heat, newspapers spurring sides to action. Ed Schofield and wife, Lillian, and "Blackie" Tarkington and wife, Edna, newcomers. "Colonel" Al R. Rogers departed Tuesday. Doc Day succeeded him: Jesse Wrigley, former Roy Gray general agent, on midway with traveling store-room. Concession row bought liberally his Buddy Ryan Southern Premium novelties. Another new idea midway for sale display: House living trailer built by Tulsa, Okla., Travelodge Corporation, Lon Scott, its publicity director, in charge. To tour with us. Mr. Scott, C. (Ted) Hutchens and W. L. Williams, of Travelodge Company, banqueted. Delivered to Mr. and Mrs. Morris Miller a \$10,000 house living trailer, constructed per Mrs. Miller's plans. Writer planning crime show with "Texas Jack," living feature. Signed contract to conduct revival this winter at Barnsdall. Masons and Eastern Stars there signally honored him.

Held prayer service for "Tony" Nolsch in Burns Hospital, Cuero, Tex., critically ill. Tilt-a-Whirl led all rides, including the Octopus. "Scare Crow," Indian boy, with pals rode Tilt-a-Whirl 16 times in succession. Fred Pickrel, Jackson, O., product, relative of writer, owner three movie theaters Ponca City, Okla., and two Pawhuska, Okla.; wife and married daughter, Mrs. C. E. Stewart, visitors. Honored with twilight dinner in Harry Miller's dining tent. Miller Bros.' Shows screen-boomed in all Pickrel theaters. Dorothy Pearson, Personia, Okla., miraculously escaped death. Fell from Chair-o-Plane; no bones broken, no deep wounds, two or three bruised spots. John Traynor folded his athletic arena. Gone with wife to their home, Portsmouth, O., for winter. Arthur (Buster) Bradner on midway with Octopus, his assistants Dick Flemming and Mildred and Dwayne Sanders. Fred Sanders, West Tulsa plunger, joined with novelties and advertising specialties. Transient visitors: Eugenia T. Finn, Della Adams Lettner, Pete Wilson, Fred Treaster, Frank Gable, Pete Ogle, James Reese, Bob Tucker, Scout Younger, Nim Dixon and Porter Morrell.

DOC WADDELL.

American United Shows

Colfax, Wash. Week ended September 11. Business, very good.

Rides, shows and concessions had a good week. Show was set up in alleys, auto-wrecking lots, machinery-display lot, and to top it all the Dodgem and Athletic Show were set up in an old basement of a wrecked building. All banner lines shortened two to five banners and all tops had center pieces removed. Perre Ouellette, who laid out the lot, was abused from the time he arrived in Colfax till the show was off the lot.

Show left Colfax for Pocatello, Ida., Fair. Record jump for show, 700 miles, was without mishap and opened one day ahead of the fair. Reason for the long jump was that every wide place in the road and every gas station has had from three to four shows this season. Mrs. Tex Gilman and her two babies joined at Colfax. H. H. Avery left show with Loop-the-Loop ride and four concessions to play the Puyallup Fair, at which he has had the pop-corn concession for many years. Billy Allin has returned to school. Show looks forward to at least six more weeks before going to the barn. Ray Bevins is in complete charge of the electric department during the absence of Johnny Snowbar. Mr. Sexton joined with three concessions.

A. B. MILLER.

Strates Shows

Hamburg (N. Y.) Fair (Unit No. 1). Week ended September 18. Weather, cold, rainy. Business, fair.

Bath (N. Y.) Fair (Unit No. 2). Week ended September 18. Weather, fair. Business, good.

This week found organization divided into two units—one at the Hamburg (N. Y.) Fair and another of equal size at the Bath (N. Y.) Fair.

Unit No. 1 at Hamburg did not fare so well due to inclement weather and an infantile paralysis scare which just about killed the fair as far as the midway attractions were concerned. Fair officials co-operated in every manner. Their ex-

hibit departments were filled to capacity, grand-stand attractions were the best they have had in years.

No. 2 unit at Bath, N. Y., fared considerably better as far as business was concerned. All rides and shows registering heavy grosses every day. Much of the success of this date must be given to the untiring efforts of new fair secretary, J. Victor Faucett, who worked untiringly many weeks ahead. Assisted by a splendid staff of assistants, Faucett has turned in a most creditable record for his first year's stewardship.

Pete Christopher, cookhouse manager, was visited by his brother and nephew from Chicago.

George A. Obenauer, of the H. William Pollack Poster Printing Company, visited at the Hamburg engagement. Other visitors included "Buck" Healy, of the Burns Detective Agency, Buffalo; Gene Milton, of Shea's Hippodrome Theater, Buffalo, and Bill Fleming.

In accordance with the promise made by this writer last week to award an orchid each week to some member of the Strates Shows organization, he hereby awards the first to Jack Paige, manager of the Casa Manana Revue, for the gentlemanly manner in which he conducts his attraction and for his masterly control of the king's English in making his openings.

BEN H. VOORHEIS.

Happyland Shows

Saginaw, Mich. Week ended September 18. Auspices, Saginaw County Fair and Farm Products Show.

Show had to make another fast move here from Alpena, Mich., where it closed Friday night. Organization moved and set up Saturday afternoon and was ready to open Sunday morning. Weather man was against us again Sunday, being cloudy and cool. Monday, Children's Day, was cloudy and, altho it dropped off some from previous years, it still was a good day. All rides did capacity business at times during the afternoon, with evening being somewhat slower.

Tuesday and Wednesday were fair. Thursday was spoiled by rain and cold. Friday was fair, but rain prevailed again Saturday. Altho plenty of people came out, it was too cold and wet for them to spend much and receipts were below previous years. Shows play one more fair at Allegan, Mich., before closing another successful season. Not one of the best, due adverse weather conditions, but one that showed a good profit.

V. L. DIOKEY.

Goodman Wonder Show

Sioux Falls, S. D. September 9-11. Auspices, Junior Chamber of Commerce. Weather, threatening, with light rain.

This was the shows' last fair date of the season and every attraction which came out of winter quarters is still with the organization. Ride lineup stacks up the same way with the ride foreman being the same that started with the show when the mayor of Raleigh sent the new venture on its way.

Unbroken lineup of attractions, together with their managers, follows: Circus Super Side Show, Walter Sibley; Show of Shows, Etta Louise Blake; Swing Time, Louis Merson; Midget Show, Nandor Singer; Lite Show, Dr. Sam Friedman; Fantasma, Eddie Cohnstock; Monkey Circus, Don Carlos; Headless Woman, Egon Heinemann; Pony Track, W. H. (Scotty) McDonald; Whip, Walter Beekman; Skooter, John Barber; Fly'n' Hi, Van Schromberg; Heyday, Ben Heafner; Over the Jumps, Allen Love; Ridee-O, Barney Galazin; Kiddie Ride, Don Kniseley; Ferris Wheels, Robert Stone, Louis Putnam and Tom Powers; and Octopus, Mayo Williams. Last five rides named are owned and directed by Dave Stock. Eddie Madigan has the cookhouse.

Huron, S. D. Last three days of State Fair. Ended September 17. First three days, Council Bluffs, Ia., September 20-22. Auspices, American Legion. Location, 10th street and Avenue G. Weather, warm. Business, good.

Clearing one lot after sunrise and getting on another far away before midnight of the same day is the story tersely told of the trek of the Goodman Wonder Show this week. South Dakota State Fair, which opened with none too brilliant promises, closed with a most successful week. The crowds held off until Tuesday and then snowballed everything on the midway. Cessation of a heavy duststorm early in the week helped things considerably and an early fall thermometer added to business as well as comfort of all concerned. The fair closed Friday night.

In remarkably short order the show cleared the fairgrounds Saturday morning and headed directly south to Council Bluffs. It was just after dark it pulled in town.

The train was unloaded and the wagons spotted, the work of erecting the tent city being left over until Sunday. Then in leisurely fashion the tent city was installed in its home for the week. Cool weather at the opening had its effect on early attendance, but as "fall corn" sun warmed the atmosphere so did it warm the business. In the middle of the week several of the concession boys returned from a week's visit to Memphis. They reported an excellent week there and brought back Max Goodman many congratulations from the Tennessee friends who glory in his success in his first year as a showman. Considering the Goodman Wonder Show was the fourth one this season on the same lot, the patronage was much better than most sanguine expectations. BEVERLY WHITE.

Zimdars Greater Shows

Du Quoin, Ill. Week ended September 11. Location, fairgrounds. Auspices, Southern State Fair Association. Weather, fair and hot. Business, good.

W. R. Hayes, manager of the fair, worked hard to make the fair a success. There were too many grand-stand attractions to do the shows any good. Octopus, Tilt-a-Whirl and the Ferris Wheel took top money of the rides. Wild Bill, with his Discovery Show and his African Dip, joined for this spot. The Wonder Show manager, Kenworthy, joined for the Southern route. Hermedia joined Sailor Harris' Side Show. Bettie Belle Muse celebrated her 12th birthday anniversary September 12. Tiger Mack's corn game and Kiles' photo gallery had a big week. C. S. Reed returned to the show. He has the show booked solid for the season. E. D. Shaas, lot man, had to be transferred to Memphis for treatment.

Little Pee Wee, daughter of Mr. and Mrs. Kile, was sent home for school. Visitors included M. H. Smith, of Sergel Tent and Awning Company, St. Louis, and Charles T. Goss, Chevrolet dealer of East St. Louis; Rube Wadley, of John R. Ward Shows; Frank Sutton and Tom Smith, of Sutton Shows; Dutch Smith, of Groves Shows; Pat Ford, special agent on Gold Medal Shows, and Jack Smith. Free acts included Edgar Schooley's Fascinations of 1937 with Margaret Koch's 24 dancing stars; Rictor, Stone and Howard (the Three Daffodils); Freddie Stutt and Company, Dorothy and Don Drade, Balzer Sisters, Christine Forsythe, Reaner Renay, Harry Dunn, the Great George, Peerless Potters, the Seven Danwells, Emerald Sisters, the La Clair's, Three Cheers, Michon Brothers, Garnett Sisters and Gautem Steeplechase. CHARLES SEIP.

Regal United Shows

Bertrand, Neb. Week ended September 11. Location, streets. Auspices, fair committee. Weather, fair. Business, fair.

Show opened Wednesday night to a small crowd, but both attendance and business increased each night. Everyone is anxiously awaiting the trip to Texas. The Minstrel Show, with L. L. Antwine on front and Sonny McMillan as stage manager, is getting some nice houses. Al and Ma Nation report that they will rejoin the show in Centerville, Tex., in two weeks. Manager Meadows is busy getting his trucks in good shape for the long move. Lonnie Karr is the new lot superintendent. He took the place of Ralph Glenn, who is now assisting George Pritchons in the cookhouse. Claude Williams' Huhu Show had a good night Saturday. John Walsh has joined with some concessions. MRS. L. A. NEULAND.

Hilderbrand's United Shows

Bend, Ore. Six days ended September 11. Location, ball park. Auspices, DVA. Business, good. Weather, fair.

Show passed thru four States in seven days and covered 1,500 miles in its jump from Kalspell, Mont., thru Idaho to Yakima, Wash., and then on to Bend, Ore. Few incidents marred the trip. Show opened at 4 p.m. Labor Day and enjoyed a profitable day's business. A new lot adjacent to the ball park in the heart of the city was used. The Four Thrillers and Charles Soderberg featuring a new routine in which Reggie Marlon and Louise Maynard do a double whirl spin suspended by their teeth. (See HILDERBRAND'S UNITED page 69)

Art Lewis Shows

South Paris, Me. Fair. September 14-18. Twenty-five-cent gate. Two free acts on midway, grand-stand show and racing. Weather, rain, seven days. Business, good.

In spite of rain the Art Lewis Shows did well at South Paris after a wonderful finish at Quebec City, where they played the exhibition and broke the third record for the province. The best news, however, was that Frank Conklin, who was left in hospital in Quebec, was convalescing and expected to be out of home's way shortly. Record run, splendid co-operation by the customs officials, Percy Morency again covering himself with glory for discretion and dispatch handling the entry.

Pinch-hitter Aylene Morency sends you correspondent the following notes: "We had plenty rain here for seven days—not six. Speedy and Mrs. Palmer, the genii of the Motordrome, bought themselves a new modernistic trailer. Had a housewarming. New feature, "Boots," the dog owned by Speedy, believed to be the only dog to ride the Motordrome on a motorcycle. Sweet Marie, the fat prima donna, still in the top money. Lee, better known as Mother Lee, widow of Victor Lee, the well-known showman, building a new front. Enjoys good business. Jobber's midgets had a wonderful week here. All rides did nice business. Mrs. Morency goes on to say that the World on Review, owned by her husband, did not show to the entire world; if so the world is very small. Mrs. Barbara McIntyre is all smiles, which means fine results.

Percy and Aylene Morency drove to Portland to visit friends. Havana Show scored heavily. Ray Valley and his girls made quite a hit. Pat Fisher is one of the outstanding hits. Charles Lewis now has bulldog. Mrs. G. E. Braden sent a birthday remembrance to Aylene Morency. Pat Fisher celebrated his birthday anniversary. DICK COLLINS.

Kaus United Shows

Woodstock, Va. (No. 2 unit). September 14-17. Auspices, Shenandoah County Fair. Weather, hot. Business, excellent.

Attendance varied between 10,000 and 15,000 daily and various officials estimated a 60 per cent increase over previous years. Grand stand attracted vast throngs. Fair officials and local and State police co-operated excellently. Thursday was a big day, as a series of races were held in the morning and were followed by various free acts. Concessions and cookhouse ran out of stock and waiting lines were formed at rides and shows. The Whip topped rides, with the Ferris Wheel second. Jerry Thorne's side show topped the shows. Organization's newest arrival is Fred Hines, strong man. Mr. and Mrs. Ray McWethy and personnel of both bingo units celebrated with a reunion and farewell party in honor of their son, Ray Jr., who left for St. Petersburg (Fla.) Military Academy. On the midway are 15 mentalist booths, 12 penny pitches, 10 ball games, 7 grab stands and 3 diggers. Pete Pullman and cookhouse left to play independent fairs. The writer and Harold Thompson were injured in an auto accident while en route to Blackstone, Va., recently. BOBBY KORK.

Byers & Beach Shows

Webster City, Ia. Week ended September 10. Location and auspices, Hamilton County Fair. Business, good.

Fine weather, good crowds and the presence of a national dignitary all proved to be contributing factors in making the week a record-breaker for the show. Tuesday all schools in the county were closed for Kiddie Day. One of the largest single-day crowds in the history of the fair milled the midway from noon on. Rides and shows were running capacity crowds from 2 p.m. until 12:30.

Wednesday proved to be the only slow day of the week. Thursday the sound car led the convoy of cars which led Postmaster-General Farley's car to the fairgrounds, where the latter delivered a short address. Friday proved to be the surprise day, with fine crowd that stayed until last lights were turned out. Midway interest centered on the battle for top honors between Harold Bennett's Girl Show and Johnny Howard's Museum, with the latter getting the call with a fine play Friday night. Visitors: Bill Grund, Tom Shirley and Slim Johnson. DON TRUEBLOOD.

McClellan Shows

Clarksdale, Miss. Week ended September 11. Auspices, fair. Location, baseball park. Weather, showers and clear. Business, good.

Show made a quick move from West Helena, Ark. An extra ferry boat was used in crossing the Mississippi River. Minstrel Show has added additional performers and has new canvas. Count Sando's show had a good week. Jack Cramer added new acts to Side Show. Much praise was given the show thru the press and radio. Large crowds attended the crowning of the Delta Cotton queen. Big parade with floats Thursday afternoon. Races were held Friday and a horse show Friday night. Frank Rougeau reports that corn game had big week. Otto Rabish is back at work after a week's illness. Harold Qualls is helper in knife rack.

Joe Lewis returned to the show to operate Goldstone's radio store. Mr. and Mrs. J. S. Immon joined with penny pitch. Jack Marshall returned to the show to be ride and transportation manager. Frank Search operates the turtle race with Jessie Costello as helper. The Tilt-a-Whirl has a new coat of paint with gold leaf lettering. Mrs. Roy Goldstone's fish pond had excellent business. Mr. and Mrs. Al Adams joined, she as palmist and Al as a roll-down agent. T. Robinson operates snow. Mrs. White Pratt still on sick list, and Mrs. John Crenshaw is taking her place as helper in Mrs. T. Neal's hoopla. Col. J. L. De La Roque, late general agent for Dorman Shows, has joined as special agent. Mr. and Mrs. Steve George have a new baby girl. L. OPSAL.

West Bros.' Amusement Co.

Sibley, Ia. Week ended September 10. Auspices, Osceola County Fair Association. Weather, cold, rain. Business, fair.

If weather had permitted fair would have been a good one, but both Thursday and Friday hurt by cold and rain. After being split for three weeks entire show was brought together for the week and a general reunion of all showfolk was held. Two Labor Day spots played, Pipestone, Minn., and Graetinger, Ia. Both fair, nothing to rave about. R. J. Moore was called from the show to the bedside of his wife, who is in the hospital in Minneapolis. Reports since his departure indicate that she is slowly starting to improve.

Virginia Laughlin placed order with Allan Herschell for new de luxe kiddie auto ride for delivery next week. This gives her a total of four new rides for the year, two Octopuses, a Blue Goose ride and the new autos. T. H. Cope, secretary and press representative, was called home on business for a few days and will rejoin show at Oskaloosa. He was accompanied by his wife, who was with him on a visit. BRUCE BARHAM.

Stumbo Shows

Golden City, Mo. Week ended August 21. Location, city park. Auspices, 40th Annual Homecoming. Business, fair. Weather, ideal.

The first part of the week was a total blank, but Saturday the rides, concessions and shows did capacity business.

Sheldon, Mo. Week ended August 28. Location, city park. Auspices, 52d Annual Picnic and Fair. Weather, hot. Business, good.

This spot was a winner, and co-operation was given from all officials. Jessie Reese added two concessions and Jessie Hodges joined with one. George Wharton bought a grab and juice stand, built on a trailer, and went into business for himself. Mrs. Stumbo entered her Pekinese dog in the dog show. It received an honorable mention. Ferris Wheel and Chairplane led the rides and Don Friend's Athletic Show topped the shows.

Thayer, Kan. Week ended September 3. Location, fairgrounds. Business, fair. Weather, ideal.

Engagement was not up to expectations, because this spot has always been Stumbo's best. W. E. West Shows were playing Erie, Kan., only 18 miles away. Mr. and Mrs. West and Doc Waddell, of the Miller Show, visited. Mrs. Buzz Whitescarver was the recipient of many presents at a shower tendered her by Mrs. Cecil Keown.

Pittsburg, Kan. September 6. Location, city park. Labor Day Celebration. Weather, rain. Business, bad.

Show arrived Saturday, but was not ready to open that night as was intended. It rained all day Sunday and

Monday and much gravel and straw were spread on the lot. A few spenders, wading mud, came out Monday night, but records were made on the wrong side of the ledger.

Blue Eye, Mo. September 8-10. Twelfth Annual Picnic. Location, picnic grounds. Weather, rain. Business, poor.

Show split this week with one unit playing Blue Eye and one Purcell, Mo. First part of the week at Blue Eye was a total loss, but Saturday the weather was clear and many came out but spent little. Manager Stumbo purchased a new side wall for the Merry-Go-Round. Ted Wilson framed a new Midget Show and bought a truck. Hogshead closed his Hillbilly Show here so that his children might attend school. Mrs. Gunther also closed her novelty stand for the season. She will teach school in Pittsburg, Kan. J. W. KEOWN.

World of Fun Shows

Emporia, Va. Week ended September 11. Location, showgrounds. Weather, rain. Business, fair.

Move from South Hill was made by trucks and everything was ready for the Monday night opening. Rides were set up in rain, which started Monday night and did not abate until Thursday. Increasing crowds each night, however, enabled show to do a little business. D. Brownwell joined as general agent here and left immediately for North Carolina. Douglas Roland also joined after being in a Washington hospital. General Manager N. P. Roland left on a trip to the Carolinas. Sam Lawrence was a daily visitor. B. Gary joined with a girl show and several concessions. Shows begin their fair season next week, and all rides and shows have been repainted. W. DAVIS.

World of Mirth Shows

Rutland, Vt. Week ended September 11. Vermont State Fair. Weather, perfect. Business, very good.

This fair has been good for 92 years, and this year, just for good measure, it got better. Fine autumn weather prevailed and with a perfect send-off on Labor Day the fair carried thru to a brilliant climax Saturday when a combined automobile racing-thrill show pro-

"WARNING TO CARNIVAL MEN"

Side Show, Girl Show and Illusion Shows, do you remember when your feature used to gross as much as your door? Are you paying out 50 per cent of your feature money because you think you must have talent or a freak? Is your present feature a dead issue? Would you like to have a feature capable of grossing \$1.05 a minute with one \$20.00 girl? You can do all this with RAJAH RABOID'S THEWISTON GIRL. Get it while it is new. Try for itself in a week, and you can work all winter in museums and night clubs with it. Address RAJAH RABOID Box 2, Station G, New York City.

WANTED -FOR- CHESTERFIELD COUNTY FAIR

Chesterfield, C. H., Va., October 7-9. Ten miles from Richmond. Shows and Concessions. Everything open. Come on. Legitimate Concessions: there is money here. Mabel Mack wire me if you are joining. Lew Alter come on. Grand Shows do business here. Write or wire F. & M. SHOWS F. L. FAUST, Chesterfield, C. H., Va.

Due To Increasing Activities

With Beckmann & Gerety I must sell my completely equipped fast money-getting

DEEP SEA SHOW

Can be seen on the Fairly-Martone Show. Condition A-1. First \$500 will take it, and it's a sure money winner.

DOC H. D. HARTWICK,
BECKMANN & GERETY SHOWS, this week Oklahoma City, Okla.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

gram lured record-smashing crowds. World of Mirth organization is always badly cramped for space at Rutland and all shows and rides are necessarily handicapped in properly displaying their attractions, yet it seems to make little difference to visitors. Sorrow spread over the midway Friday as news of the death of Dick Hulse became known. A "mass" birthday party, observing the anniversaries of Mabelle Kidder; her son, Gilman Brown, and her son-in-law, Whitey Walker, held in Mrs. Kidder's Temple of Mystery, was one of the most delightful functions of the season. Over 25 guests from the various shows attended.

Brockton, Mass. Week ended September 18. Brockton Fair. Weather, rain first day. Business, excellent.

Critics of the Brockton Fair broke in to "swing" praise this week as the event, drawing tremendous throngs, registered a long stride along the comeback trail. For the organization it was the banner week of the season. Excepting inaugural day, when rain fell to dampen spirits of Children's Day visitors, weather was ideal. Fair management set Thursday aside for a second Children's Day. Records for single-day grosses over the season fell three times in quick succession on Wednesday, Thursday and Saturday. T. W. (Slim) Kelly led the midway with his enlarged odditorium. Other top attractions included Art Gordon's Swing-time, Joe Casper's Bolero, Earl Purdie's Lion Motordrome, and Miss America, under Jack Ward's management.

Escape of a large python from T. W. Kelly's Jungle Monsters show netted considerable space in Boston and Brockton papers, and the question of the right of the Massachusetts Labor Board to bar two Seminole Indian children from appearing in Eddythe Sterling's Seminole Village added more publicity to the generous amounts accorded the shows by the papers in both cities. General Manager Max Linderman entertained Will Davis, president, and Carl Olney, secretary, of the Vermont State Fair. Other visitors included William McCann, an annual visitor here, and Archie Clair. Credit for the shows' fastest run in history from Rutland to Brockton was given Trainmaster Wally Cobb and General Agent L. Harvey Cann, who paved the way. **GAYLORD WHITE.**

Patrick Shows

Oroville, Wash. September 4-8. Okanogan and International Fair. Business, very good. Weather, wet.

Oroville turned out to be one of the best dates for the Patrick Shows. Big Jim Greer, of cookhouse fame, built a new cookhouse for the large attendance. Cookhouse 60 foot deep with a 20-foot front. He also had various other eating stands on the midway. Silver Dollar Bill Felding has put on two new concessions. Blackie Morse, who joined in Grand Coulee, is now operating two concessions. Mr. and Mrs. Nappy Olson celebrated their first wedding anniversary. Mr. and Mrs. Chandler have been spending a great deal of time visiting relatives. Mr. and Mrs. Les Fee were honored by a visit from their son and daughter and baby, Jimmie. While the show was playing Oroville, which is four

miles from the Canadian border, it was invited to bring part of the show to Oliver, B. C., for the celebration there. Monroe Eisenman was in charge of the Canadian unit. The number two unit enjoyed a nice day's business with the Canadian folks.

While en route to Davenport the foreman of the Merry-Go-Round, Eddie Nelderman, once again showed the show world that he is a real born trowper by extinguishing a blaze which started on one of the trucks. Both hands and arms were burned. He is recovering very rapidly. Mr. and Mrs. Patrick returned to the show in time for Mr. Patrick to celebrate his birthday anniversary. He is planning on giving a party for the entire show. Mrs. Harry Lyons is still putting out some wonderful chicken dinners. Mr. and Mrs. Happy Whiteman left for their home in Texas. Other concessions joined to take their place. Mr. and Mrs. Patrick are planning to spend three or four days in Spokane to rest after a strenuous trip. Mrs. Eisenman is still holding down the front gate. George Phillips is now rehearsing for the winter months. Mr. Patrick started a new fad by purchasing a pair of high-top rubber boots for the muddy lot. Bren Olson, with the Erie diggers, is enjoying nice business. The same can be said for Bull Montana and his concessions. Monroe Eisenman has been busy for a little man since the Patricks have been away on their business trips. He has had full charge of the show and between business and pinocle it even keeps him up nights. **MONROE EISENMAN.**

Johnny J. Jones Expo

Louisville, Ky. Week ended September 18. Kentucky State Fair. Business, big. Weather, ideal.

The Kentucky State Fair gave the Johnny J. Jones Exposition its second best engagement of the season. Cooperation thru the Kentucky Press Bureau gave the fair and show State-wide publicity. The Louisville Times and The Courier Journal gave the show spread after spread of art, with Patricia Cherrington making the front page. Due to limited space and the immensity of the show's paraphernalia, Assistant Manager Tom Allen really had to accomplish the seemingly impossible in laying out the lot. The shows and rides were located on three different lanes with all connecting and yet leaving ample walking space for the patrons. Altho the attractions were located to get good financial results, the size and beauty of the midway was not evident due to the jigsaw layout.

The show train arrived on the fairgrounds early Saturday evening and the wagons were unloaded on the lot. Setting up the various attractions started at once and everything was up and ready to open Sunday noon. The advertised preview of the midway with a free gate brought out thousands of pleasure seekers that gave the show a big gross before the fair was officially opened. Monday, Tuesday and Wednesday business was fair with the attendance and grosses rising daily. Thursday, the big day, a tremendous business was done by every attraction. Friday, again a crowd and spenders. Saturday gave the show a fair

day's play and capacity at night. During the engagement the nights a bit cool but clear skies thruout the entire engagement.

The two pals, Dusty Rhodes and Johnny J. Jones Jr., departed for school in Florida. Dusty to Orlando and the Orlando High School, while Johnny will again attend the Haines City Military Academy. Director E. Lawrence Phillips and General Manager Walter A. White away on business trips. Visitors during week: Nell Atherton, sister Harold Atherton, brother, and Charles Hellerbush, brother-in-law of Treasurer Arthur Atherton, visited for the week. All from Montgomery, Ala. Charles Green, secretary-manager of the Missouri State Fair, Sedalia. Harry C. Templeton, general manager of the Indiana State Fair. Charles Morris, president of the Indiana Board of Agriculture. L. E. Roth, owner-manager of the Blue Ribbon Shows; Arthur Alexander and Mike Rosen, concessioners, Blue Ribbon Shows; Mrs. Harry Hodgkinson, of Washington, D. C., spent the week with her husband. **STARR DeBELLE.**

DRESSING ROOM

(Continued from page 38)

slirlon steak, I guess. Orchids this week to Roy Leonhardt and Harry Miller, who were the first to arrive on the scene of the accident of the Tudor troupe en route. They both lent a helping hand. No serious injuries. Car and trailer turned over. There goes Mickey Larkins with the little green box; guess I'll follow. **EDDIE KECK.**

HOXIE AND SEVERAL

(Continued from page 36)

The failure of my star to "show up" was embarrassing to me, but Governor Snider (who at the time was acting governor of the State) declared that all newspaper relations with the press department were pleasant.

The status of the Hoxie Circus has changed since the above telegram and letter were written, according to Julius Katz, who arrived at his home here yesterday suffering from a severe cold. Katz, who was doing press on the show, said he was with the show when it halted at Rosedale Tuesday night, September 21. Only an evening performance was given there because of a late arrival and the gross from the big show performance, concert, side show and everything amounted to \$69.50, he declared. Performers and staff scattered in various directions and canvas, costumes and other equipment were loaded in a freight car and shipped to Baker-Lockwood in Kansas City, Mo. Winston's Broadway Mastus Company, colored minstrel show, appeared in Rosedale the same day as the Hoxie Circus, Katz added.

KANSAS CITY, Mo., Sept. 25.—When asked about the closing of the Jack Hoxie Circus, Baker-Lockwood said: "Because of continuous bad business show got to where it was impossible for it to move, so they turned over to our property which was being used by show."

H-W CANCELS

(Continued from page 36)

H-W show had quite an advertising war in the local papers the few days before the latter circus was to open, will show here October 4.

Tallahassee papers gave considerable space to publicizing both shows.

NATCHEZ, Miss., Sept. 25.—The Hagenbeck-Wallace Circus broke in a new lot on the Natchez Airport, located on the 84 highway, south, just outside the city limits, with paved roads all the way from the railroad yards. The lot is an excellent one, and no one seemed to mind the great distance.

Despite arriving two hours late and having a two-and-a-half-mile haul, show played to a packed house in afternoon and a three-fourths house at night on September 14.

The show going from New Iberia, La.,

Russell Bros. At Lubbock Fair

PADUCAH, Tex., Sept. 25.—Russell Bros. Circus goes from here to Lubbock, Tex., for September 27-28 at the Panhandle South Plains Fair, showing under auspices of fair association. Races and grand-stand attractions are being rearranged or curtailed for the two days to avoid conflict with circus performances. Splendid co-operation has been given by fair management thru the Chamber of Commerce in billing, and advertising the circus as a fair attraction. Ads and publicity were placed in 51 newspapers in surrounding towns, and literature was distributed on three booster trips taking in 75 towns. *The Avalanche and Journal* has also been giving the event fine support, the editor and publisher, Charles A. Guy, being an ardent circus enthusiast.

While in Elk City the boys were entertained in the home of the sister of the late J. M. Randolph, Mrs. Kate Herring. Abe Adelman, boss billposter on the Russell car, tramped for years with Randolph.

The show has covered a distance of nearly 10,000 miles, with Texas making the 16th State toured this season.

Mr. and Mrs. Roy Clements and son, Donald, Hennessey, Okla., caught show at Elk City and spent the day with Mrs. Clements' brother and sister-in-law, Mr. and Mrs. Roy O'Hara.

Henry L. Brunk, K. W. Lemmon, "Dude" Arthur and Lloyd Gilbert, of Brunk's Comedians, visited the show at Elk City while they were exhibiting in Clinton, Okla.

Mr. and Mrs. Claude Keys, Mr. and Mrs. William Keys, Mr. and Mrs. Ike Smith and Lawson Keys, Borger, Tex., spent the day on show lot in that city visiting their brother and sister-in-law, Chief and Mrs. Keys, Wild West stars of the Russell show. Mr. and Mrs. W. M. Guthrie and Harold Guthrie, Enid, Okla., and Betty Guthrie, Virgil Ketch and Lou Johnston, El Reno, visited the former's son-in-law and daughter, Mr. and Mrs. Eldon D'Orio, when show exhibited in Shamrock, Tex.

Babe and Al McCabe, Ethel Jennier, Bertha Connors, Betty and Ginger Willis, Funk Ewins, Darbie Hicks and Eddie Daley visited friends on Seal Bros.' show when it exhibited at Memphis and Spur, Tex. Chief and Mrs. Keys called on Mack Mote and other relatives when show played Childress, Tex., reports Bill Antes.

Stanwood at Tunk Lake, Me.

ST. JOHN, N. B., Sept. 25.—H. B. Stanwood, for many years operating a photograph concession with circuses and carnivals and previously on the elephant-handling staff of several circuses, is now permanently domiciled at Tunk Lake, Me., as proprietor of a fishing and hunting lodge. With him as his business partner is his wife, Sue, who was also his partner in the photograph concession with tent shows.

to Baton Rouge arrived late. Had to cross the Mississippi River via ferries, making it necessary to give the two performances one after the other at night, the first starting at 7 and the other shortly after 9.

Business was stated to have been excellent since the show entered the South.

C. W. Finney was back on the show at Natchez. Something unusual happened to him when he was here with the No. 1 car September 2. The first four of the five largest drug stores turned down the circus day ticket sale because it brought "too many people in the stores." Finney said that this is the first time in all his experience that this ever happened to him.

The three orphan institutions were guests of Howard Y. Bary at the afternoon performance here.

Truck and Trailer Legislation

CINCINNATI, Sept. 25.—Mr. and Mrs. Robert L. Williamson report from Arkansas that a recent law passed in that State provides that all cars may be compelled to undergo a rigid test when such is deemed necessary. A person may be brought in from the road and be forced to have his car tested, with the

State getting 25 cents of a 50-cent fee that is in effect in some of the larger towns, the Williamsons said. The law affects all cars in the State, not only those with Arkansas licenses, and, altho it is already in effect, people have until November 30 to get their cars in condition or off the highway.



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Jubilesta Is Drawing Big

Huge show in K. C. is replete with many types of programs in auditorium

KANSAS CITY, Mo., Sept. 25.—Second annual Jubilesta, September 16-26, continues with large crowds attending the many types of programs in Municipal Auditorium. Richard Berger's production, *The Desert Song*, ended Thursday night in Music Hall. Bernice Claire and Guy Robertson were in starring roles and gate was good at matinee and seven night performances. Receipts did not equal those of last year's Jubilesta Music Hall attraction, however, which was George White's *Scandals* with Helen Morgan. Willie and Eugene Howard and a chorus of girls. Holy Land exhibit of Joseph and Salvatore Gauld closed Wednesday night in Little Theater. Receipts did not equal those of last year but preliminary reports indicate they ended in the black.

Bergen Bill Popular

Main arena shows drew well, almost without exception. Dave Rubinoff did not reach last year's mark of performing to the largest crowd of any night of the Jubilesta. Edgar Bergen and Charlie McCarthy, after a slow start, drew about 30,000 in the arena at one matinee and four night shows. Also on the bill were Georges and Jaina, Buddy Rogers and his orchestra, Isham Jones' Orchestra with Eddy Stone and a number of acts.

Acts here all week, performing whenever they could be worked into a program, include Edna Sedgwick, dancer; Park and Clifford, acrobatic team; Eight White Guards, male vocalists; Olympic Trio, skaters; Tip, Tap and Toe, Negro dancers; Flying Otanos, trapeze; Howard Nichols, hoop thrower; Frank Payne, mimic; Ames and Arno, comedy dancers; Melissa Mason, comedy dancer; Horton Spur, comedian; Rosamond Dering, dancer; 32 Hollywood Dancing Girls, Charlie Masters and Cevene Trio. Jack Waldron has done a masterful job of emceeing the huge show.

Ice Follies Is Hit

Benny Goodman and his band come in Saturday night to wind up festivities with a "battle of bands" with Isham Jones' unit. In Exhibition Hall the *Ice Follies of 1937* has played to excellent crowds all week, revolving around Bess Ehrhardt, Roy and Ed Shipstad, Oscar Johnson, Harris Legg, Nelson Sisters and other ice stars. Show has played four performances daily and is one of the major hits.

George L. Goldman, director of the auditorium, said the Jubilesta is drawing better than it did last year, despite fear of infantile paralysis, which has kept public schools unopened two weeks. Weather has been excellent. Total attendance last year was 187,000. That mark will be topped by at least 30,000, according to Goldman.

Piqua, O., Fall Festival Is Granted Public Square

PIQUA, O., Sept. 25.—City officials have granted General Chairman Arnold Miller permission to hold the annual Fall Festival and Corn Show on the public square here, reports J. F. Murphy, committeeman.

F. E. Gooding's rides, Homer Moore's shows, concessions and a free act will be on the midway. Program will feature corn and pumpkin show, Mardi Gras, novelty and pet parades and children's matinee.

TWO-DAY Street Fair, sponsored by the Chamber of Commerce and directed by President Clyde Hadley, will be substituted for the annual Halloween Mardi Gras in Lisbon, O. Prizes will be awarded for produce. Midway will have rides, shows and concessions.

HELP This Department by Telling Committees About It.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Springfield, Mass., Second Annual Circus of Elks Winds Up in Black

SPRINGFIELD, Mass., Sept. 25.—Second annual Elks' Charity Circus here, sponsored by Springfield Lodge, B. P. O. Elks, on September 13-18, ended in the black, altho rained out on opening day and again on Friday. Paid attendance was given as 50,000 at 35 cents, with grand stand getting 25,000 at 25 cents. Springfield dog track housed the J. C. Harlicher promoted event, with acts booked by Al Martin. Harlicher had 64 games-of-skill booths as compared to 24 last year, a 75 per cent increase. Martin booked 11 acts as against 8 last year at Springfield municipal ball park. Midway biz was reported brisk, with two beano games putting out merchandise. Stage for acts was spread over the oval

and bill included Bob Eugene Troupe, aerial bar; Diving Gordons, Flying Lamars; D'Arcy Girls, high act and slide for life; Billetti Troupe, high wire; Three Milos, high act; Captain Swift and diving troupe; Three Whirlwinds, roller skaters; Michua, wire; Three Cards, teeterboard and tumbling, and Dixon Brothers, comedy hand-balancing. Saturday matinee was Orphans and Crippled Children's Day, with kids receiving free admission, ice cream, balloons, rides and other courtesies. Springfield YD Band of 20 played the show. To push sale of tickets Harlicher recruited a corp of damsels to dispose of them prior to opening, with the top gal seller receiving a free trip to Paris.

Shorts

FIREWORKS, concessions and dancing will be features at the Seattle-Alaska-Yukon Pioneers' Civic Exposition, said General Chairman A. J. Goddard.

SALEM (O.) Halloween Mardi Gras sponsored by Business Bureau and American Legion Post, will feature a parade contest, free acts and shows.

HISTORICAL PAGEANT, directed by John E. Rogers Producing Company, was featured at Delavan (Ill.) Centennial Celebration on August 28-30, said General Chairman S. H. Lawton.

L. A. TARPLEY, Louisville, Ky., who staged a home show in Springfield, O., last year, goes back as promoter of Clark County Fall Festival in Memorial Hall, Springfield, with co-operation of farm organizations.

ART B. THOMAS SHOWS have been booked for Atkinson (Neb.) American Legion Post Fall Festival. Acts with the show are Atterbury Brothers, tight wire; Kresslers, novelty trapeze; Tom, Jerry and Butts, clowns, and Ray Bible's dog, pony and monkey act.

FIVE-DAY annual East Side Festival sponsored by Madison (Wis.) East Side Business Men's Association, which ended September 19, established a new attendance record of 15,000. Total attendance ran 3,000 higher than last year's festival, said Chairman A. S. Leirdahl.

Weather Curtails Receipts For Annual Sauerkraut Day

FORRESTON, Ill., Sept. 25.—Altho attended by about 25,000, cold weather cut into receipts and caused a loss of about \$50 for the committee of the 25th annual Sauerkraut Day here on September 16, said Publicity Director Bill Moss. Event was financed thru donations by citizens.

Rides of the Hoffner Amusement Company did satisfactory business, altho grossing slightly less than last year, and business for Tucker's Minstrels, Dolleta and Adam and Eve shows was good. Business for Jibo Snake Show on a lot a half block off the midway was light. Harold Dittmar's bingo had a good day, as did most of the 72 concessions, altho there were too many games on the midway for the size of the crowd, Moss said. Six free acts were furnished by Joe Cody Attractions in addition to two from WROK, with band concerts, drum corps, parade, speakers and dancing completing program.

Date was announced thru newspaper advertisements, window cards, windshield stickers, publicity stunts and sound truck.

Turned 'Em Down

FORRESTON, Ill., Sept. 25.—"After the date of our celebration on September 16 was advertised in *The Billboard* the committees had so many requests for concession privileges that they were actually forced to turn down more than a hundred because of lack of space on the midway. That may sound a trifle far-fetched, but nevertheless it is the truth."—BILL MOSS, publicity director, Annual Sauerkraut Day.

Profit Made in Forest, O.

FOREST, O., Sept. 25.—Annual three-day Community Fair here on streets, sponsored by business men and schools, closed successfully on September 11, showing profit of \$200, officials report. Jacobs' rides, shows and concessions were on the midway, with Cowboy Russell as a free act. On Saturday 4,500 attended with 1,000 witnessing a horse-pulling contest. Event was advertised in newspapers and by booster trips.

Fete in Sioux Falls Presents Pro Talent

SIoux FALLS, S. D., Sept. 25.—Tri-State Jamboree here on September 9-11, a non-profit event sponsored by Junion Chamber of Commerce with the aim of offering the public a festive occasion, depended to a large extent upon professional entertainment to achieve results. Lyle Espe was general chairman, and E. N. Olsen, publicity director. Event was financed by donations from merchants.

Goodman Wonder Shows furnished the midway and offered a children's matinee on Saturday with all shows and rides going for 5 cents. *Trocadero Revue*, led by Ted Mack and his orchestra, including Ernie Young talent, was presented on the stage of the Coliseum with a bill of vaude acts made up of Cy Landry, song and dance comedian; Mayfield and Virginia, adagio; Ted Lester, instrumentalist; Louise Boyd, novelty dancer; Dick and Leota Nash, rope-spinning dancers; Frances Burke, singer and impersonator; Texas Sam Hinton, cowboy singer, and Rascals of Rhythm, comedians and dancers. Mack's Orchestra furnished music for dancing in the Coliseum Annex nightly after shows.

Industrial parade and merchants' giveaways were held and prizes were awarded children in a pushmobile derby and pet parade.

V.F.W. FALL FESTIVAL

NORWALK, OHIO, OCT. 5-9

Wants Rides, Shows and all kinds of legitimate Concessions. Wire or write CHARLES SCHAFFER, care V. F. W. Club, Norwalk, Ohio.

WANTED

CARNIVAL — CONCESSIONS
Picnic Celebration — October 1 to 18.
Write or Write at Once.
J. P. LAHR, Gen. Chairman Picnic Committee
Chamber of Commerce — Waynoka, Okla.

WANTED

CONCESSIONS OF ALL KINDS
Miller Rides booked. CAN USE two good Shows and Corn Game. Modern Woodmen of America Fall Festival, October 6-9, Fortville, Ind.— Address DOC STODDARD, Fortville, Ind.

WANTED 100% PERFECT BABY CLINIC AND CONTEST PROMOTER IMMEDIATELY.

INDEPENDENT SHOWS—RIDES—CONCESSIONS, FOR THE OKLAHOMA NATIONAL GUARDS ARMISTICE WEEK CELEBRATION COMBINED WITH THE OKMULGEE MAYOR'S MILK FUND CIRCUS Held in the New National Guard Armory and on the Street, 6-DAYS AND NIGHTS—6, NOVEMBER 8 TO 13, 1937. CONCESSIONS positively will work. 100,000 People to draw from within 35 miles. Only bona-fide Armistice Celebration this part of Oklahoma. WANTED—Circus Acts for this date. SPRINGFIELD SHRINE CIRCUS follows this date. Acts asked for in SPRINGFIELD SHRINE AD this issue. open here. Especially want sensational High Act to feature in open air. WANT first-class Decorator to decorate town and build floats. Submit your best proposition at once. Address replies to MID-WESTERN PRODUCING SERVICE, INC., 205 West Main St., Okmulgee, Okla.

WANTED — WANTED — WANTED

CIRCUS ACTS—PROMOTERS—TELEPHONE SOLICITORS FOR ABOU BEN ADHEM TEMPLE SHRINE INDOOR CIRCUS SPRINGFIELD, MO., NOVEMBER 29 TO DECEMBER 4, 1937. THREE 100% PERFECT BABY CLINIC AND CONTEST PROMOTERS. All winter's work. Harry Wilson, Sam Burgor, E. J. Murphy, W. H. (Bill) Rice answer. CAN PLACE Experienced Telephone Solicitors. All winter's work. CIRCUS ACTS—All kinds. Walls Bros. Trio, Kanera and Lee, Robby Bumps, Harrison Duo and others answer. CAN USE annual Elephant Act, a High Sensational Act, Dogs and Ponies. CONCESSIONS—Legitimate Merchandise Wares, Prize Package Candy, Candy Flats, Eats and Drinks, Popcorn, Photos, Custard, 10c Grind Concessions that work for stock. SPRINGFIELD OFFICE OPENS MONDAY, OCTOBER 11. All replies address to: MID-WESTERN PRODUCING SERVICE, INC., 205 West Main St., Okmulgee, Okla.

WANTED—ROCKFORD, ILL., OCT. 7 and 8

Shows and Concessions; no grift. On the Streets. Rides, Bingo booked. No X. Annual event. North Main-Auburn St. Business Men's Assn. Write J. R. MILLER, 705 N. Rockton Ave.

LA GRANGE CORN FESTIVAL

OCTOBER 4 TO 9, INCLUSIVE.
Grand and Larger Than Ever.
WANT Concessions and Shows of all kinds. CAN USE two more Platform Free Acts. Wire at once to MRS. M. R. WEER, La Grange, Ind., for all placements.

GATES CONTINUE TO SOAR

Kansas Free Annual Is Close To 450,000 for a New Record

Topeka fair declared by Manager Jencks to be most successful in history—grand stand plays to capacity and midway gross better than that of '36 by about 21%

TOPEKA, Kan., Sept. 25.—With attendance estimated at about 450,000, the 57th annual Kansas Free Fair here on September 13-18 was declared most successful in history. With ideal weather the grand-stand show played to record audiences nightly, midway did excellent business and Thrill Day climax on Saturday afternoon was the best matinee in history, attracting nearly 14,000. Maurice W. Jencks, fair manager, reported: "According to all available records, attendance during the week shattered that of the best previous year by nearly 15 per cent. Operating under a free gate originated 20 years ago it is difficult to get accurate check on attendance, but conservative estimates indicate that we approached within striking distance of the 450,000 mark."

Opener Sunday night had a State-wide beauty pageant to select Miss Kansas for competition next year at Atlantic City beauty pageant, second year for this feature, and grand-stand attendance was nearly double that of 1936. The night show, opening on Monday, proved tremendously popular. "Our night show, *The Star Brigade*, broke an all-time record in grand-stand attendance, grossing 15 per cent above the 1936 record. This splendid show played six nights and, in my opinion, is the best production that Barnes-Carruthers ever assembled," said Manager Jencks. Two (See KANSAS FREE on page 61)

Topsfield Has 30% Better Gate and Big Advance Sale

TOPSFIELD, Mass., Sept. 25.—The 116th annual Topsfield Fair on September 15-19 had a gate estimated at 47,500, an increase of 30 per cent over 1936, and best business since 1931. In 1936 there was an unusual amount of rain. Day admission was 75 cents; night, 50 cents. Over 15,000 three-for-\$1 tickets were sold in advance. Grand stand opening day and Thursday totaled 3,000. Friday was free because of inclement weather, and Saturday tallied 5,000. Nightly displays were by American Fireworks Company.

George A. Hamid booked in the free acts of Tokawa and His Educated Dogs on Thursday, Friday and Saturday, and the Four Robeys, acro-juggling act, on Thursday, Friday and Saturday. Clarence A. McConney's motorcycle races and attractions were brought back after a lapse of two years. Charlie LaJote presented motorcycle plunges.

Art Lewis Shows were on the midway. Fifty per cent more space was utilized for concessions and midway and some prospective exhibits were refused because of overcrowding.

This year's grand stand was 50 per cent better, altho admission was reduced. Visitors included George A. Hamid.

Heavy Rains Make Saginaw Record Worst in 24 Years

SAGINAW, Mich., Sept. 25.—Four days of heavy rain and light rain on the other three days reduced attendance at Saginaw County Fair on September 12-18 from 168,000 last year to about 110,000, reported Secretary William F. Jahnke.

Framiums were well up, running to \$15,000. Racing was badly hit, two races being called off. Secretary Jahnke called it the worst fair record here in 24 years.

Grand-stand show, which did well when weather permitted, was called off on Wednesday matinee and Saturday night. Show, in charge of Sam J. Levy, of Barnes-Carruthers, included Peerless Pottery, Garnett Sisters, Lizezed Arabian Troupe; Albert Powell, aerial contortionist; Monroe and Adams Sisters, Hip Raymond, *Soaring High* revue, Everett Johnson's Band and Gautier's Steeplechase. Thearle-Duffield Company had the fireworks contract.

Calif. Take Up \$13,000

Sacramento gate receipts rise with curb on passes—attendance is 600,400

SACRAMENTO, Sept. 25.—California's first State Fair under direction of Robert Muckler, new secretary-manager, on September 3-12 was pronounced a great success by veteran fair critics. Total attendance was 600,400, less than last year's record, 622,000, but more money came thru the turnstiles by \$13,000, due to suspension of passes to a large extent. Night grand-stand attendance shattered all records due, it was declared, to the booking of the most attractive acts ever presented to fair patrons here, with Lottie Mayer's *Disappearing Water Ballet* headlining.

Other grand-stand acts were Albte Sisters, vocalists; Marion Daniels, dancer; Smith's Diving Ponies; Armanda Chivot, Mexican singer, who was a sensation with her-act and grand opera (See CALIF. TAKE on page 60)

Exemption Is Ruled in Ky.

FRANKFORT, Ky., Sept. 25.—After several conflicting opinions have been given by others in the past, Attorney-General Hubert Mededith holds that county fairs operating on a non-profit basis and where 75 per cent or more of receipts are devoted to premium awards are not subject to the State amusement tax. The opinion was given to Secretary Joseph A. Polln, Washington County Fair Association. The attorney-general cited rulings of the Court of Appeals that fairs are educational institutions, this being the only legal theory by which appropriations of public funds for their support could be justified.

Pomona Fair Begins 17-Day Run To Top 600,000 Gate as '37 Goal

POMONA, Calif., Sept. 25.—Los Angeles County Fair here, September 17-October 3, opened its 17-day run with a barrage of aerial bombs, and Secretary-Manager C. F. Afflerbaugh said officials expected that last year's attendance record of 600,000 would be topped.

There has been much beautification. Outstanding is the lighting system. Mutual board in the infield, newly erected, has every modern method to give patrons information. There has been a much-changed layout for carnival and concessions by moving them nearer the grand stand and erecting pergolas in space formerly allotted to the amusement zone. There is a new building for fine arts that, President Clyde Houston said, cost more than \$50,000. There are over 35,000 exhibitors and value of exhibits is said to be over \$15,000,000. There are



LOUIS L. CAMPBELL, manager of Harwinton (Conn.) Fair for the past three years and active in its affairs for eight years. The 1937 fair will be the 81st annual of the oldest country fair in the State. The association owns its own grounds and exhibit buildings. Manager Campbell is strong for booking of high gymnastic and sensational novelty acts.

Brockton Up 75 Per Cent

Gate tops that of 1936 by 75,000—Hamid show puts 51,000 in stand

BROCKTON, Mass., Sept. 25.—The 63d annual Brockton Fair on September 12-18 had one of the largest total attendances in its history, 75,000 more than in 1936, an increase of about 75 per cent. Total admissions were announced at 175,454. Monday, altho washed out, had a gate of 1,754. Monday was also Children's Day, postponed to Thursday, with over 15,000 kids admitted free. Altho Friday had showers around 6 p.m., night biz was brisk, day drawing 18,062. Other figures: Tuesday, 15,100; Wednesday, 30,248; Thursday, 43,285; Saturday, 44,415.

Due to unfavorable wind conditions it was considered unsafe to hold Tuesday's balloon race as a feature of Brockton Day. Acts and night *Winter Garden Revue*, booked thru George A. Hamid, with Paul N. Denish, manager of the Hamid Boston office supervising, included Eight Helen Reynolds Roller Skaters; Jumbo; Honey Troupe, aerial acrobats; Eight Katzenjammer Kids; Six Lucky Boys, comedy acrobatics, and donkey basket ball. The revue, before the canvas-topped grand stand with seating capacity of 5,600, gave six shows, Monday night being washed out and the troupe braving Friday night's rain and cold to carry on. Billy Keaton was emcee. Brockton Fair band, directed by Cliff Edson, fronted the stage on the race track. On the bill also were Mildred O'Done, prima donna soprano; Ginger Harris, acrobatic dancer; Russell O'Frell, Rodney Keffler, Marjorie Hammond, Roy Saunders, Bill Behney and Dotty Dunn. Lucky Teter and his Hell Drivers, engaged for Sunday and Wednesday afternoons and held over to Thursday. (See BROCKTON UP on page 61)

Debt Is Met In Memphis

Mid-South Fair, greatest since '29, to wipe out deficit from depression

MEMPHIS, Tenn., Sept. 25.—With largest attendance since 1929, 152,301, Mid-South Fair here on September 13-18 wrote off the balance of its depression debt. Attendance was 4,822 more than in 1936 and the reception was most enthusiastic since 1927, when the fair was host to the National Dairy Show.

While final reports will not be available for several weeks, Secretary-Manager Frank D. Fuller said returns would be sufficient to pay remainder of the (See DEBT IS MET on page 61)

New Mark for Imlay City

IMLAY CITY, Mich., Sept. 25.—Lapeer County Fair here on September 13-17 scored the biggest success in its history, with attendance of more than 50,000 at day and night shows, despite cold weather, said Secretary Frank Rathsburg. Henry Lueders' revues, *International Varieties* and *Continental Extravaganza*, were night shows with numerous specialty acts.

Paris Expo Draws Record Gates First Half of Month

PARIS, Sept. 20.—Record crowds have been at Paris International Exposition during first half of September in spite of several cold days. Daily average passed 180,000, while a Sunday record of 352,997 was established on September 12.

Elaborate open-air spectacles, fireworks, illuminated fountains and band concerts are being presented as bait for repeat visits. Shows are staged on platforms in mid-river and artists taking part have been forced to shiver in the cold during several hours as they work at intervals on three stages.

Amusement park of the expo is drawing good crowds and business at rides and shows is brisk. J. W. Shillan, London, owner of the Rocket Speedway, has been in Paris supervising operation of his ride.

Longview, Tex., in Black

LONGVIEW, Tex., Sept. 25.—Ninth annual Gregg County Free Fair ended on Saturday with attendance in excess of 130,000, with over 40,000 attending on closing day. Bill Hames Shows on the midway did best business in this department in history of the fair, officials said. It will be a black ledger, Manager M. D. Abernathy and President Oliver Daniel report. Plans are under way for addition of two buildings in 1938.

SUFFOLK, Va.—Judge Edward Henry, Philadelphia Magistrates Court, and James A. Jackson, special representative of Standard Oil Company of New Jersey, former member of *The Billboard* staff in charge of J. A. Jackson's page, devoted to the colored contingent of the amusement world, are scheduled as speakers on the "big day" program of Tidewater Fair Association's 28th annual here, oldest and largest of Virginia colored fairs. W. H. Crocker is secretary-manager.

Gain Shown In Louisville

But free opener on Sunday probably affects gate—receipts short of mark set

LOUISVILLE, Ky., Sept. 25.—Kentucky State Fair here on September 12-18 had an admissions gain of 7,827 over 1936 but short of the expected figure. Receipts totaled about \$80,000, only \$4,000 better than last year and far short of the \$100,000 mark at which the management was shooting.

Attendance total does not include, however, the estimated 25,000 persons who visited the grounds on the opening, free-gate Sunday. This crowd spent about \$2,800 on the midway and was believed to have been partly responsible for attendance loss during remainder of the week. Management is undecided whether to repeat next year. Comparative attendance figures:

	1936	1937
Monday	13,814	12,507
Tuesday	13,851	13,770
Wednesday	20,324	26,030
Thursday	36,892	35,484
Friday	24,072	25,014
Saturday	23,572	27,547
Totals	132,525	140,352

In Bid for Youth

Weather was unseasonably cool, particularly at night and on the first two days. Wednesday's gain was less satisfying, as that day last year was hot. Exhibits were more numerous, show entries greater and the midway bigger, indicating an increasingly firm foundation for the fair. Horace S. Cleveland, secretary for the second year, threw out a traditional assortment of beauty contests and said greater emphasis was placed on agricultural and athletic competition in an effort to attract youth.

Grand-stand admission was dispensed with and so were special acts. Program comprised displays by Universal Fireworks Display Company, harness races, softball, croquet, horseshoes, volley ball, paddle tennis, badminton and track events, sponsored by the PWA, Round Table and City Recreation Division. A score of high school bands were used. American Motorcycle Association races on Saturday, at 50 and 75 cents, drew a light crowd.

As usual, the Horse Show was the principal attraction, with entries notably greater and better than ever before. Attendance about equaled that of last year, with a capacity house of 4,000 on final night. Seat demand for the last program was so great that all seats were reserved and there was a sellout at \$2. Arena entertainment was dispensed with, greased pig and calf scrambles being the only hippodrome curtain raisers. Winner of the \$10,000 five-galleted saddle-horse stake was Dixiana Farm's gelding, Delaine Hours, ridden by Lloyd Teater and belonging to Charles T. Fisher, Detroit. Second was Frances M. Dodge Stable's Harmony Lane, and third, Dixiana Farm's Night Flower.

WLS Barn Dance on opening Sunday night played to 2,800 in the Hippodrome at 50 cents. A traditional and weak Sunday attraction, a sacred concert, was eliminated. Louisville KKKKK Club offered a record show.

Buildings Are Proposed

Secretary Cleveland was enthusiastic over shows and rides of the Johnny J. Jones Exposition. Because the fair management wanted all games to be operated by local people, 15 wheels usually operated by Jones concessioners were rented to Vincent Lococo, Frankfort, Ky.

Also on the midway were Madame Wonder, palmistry; Nan Rankine, Rachel Collins, sand diviners; Milton Bryant, photos; George Ford, ball game and two scales; Ed Mimms, two shooting galleries; Capt. J. J. Schmid, cane rack, fishpond and cork gallery; Mrs. Charles Owens, Mrs. Dave Self, cigaret gallery, and Frank Self and Charles Owens, pitch-till-win. In the Merchants and Manufacturers' Building were Ben Cochran, handwriting; Al Covert, pens; Jack Broodo, wire jewelry; Otho Barden, silhouettes, and Katz Engraving Com-

pany, jewelry. K. S. Caufield & Company handled novelties. William B. McDonald, sand modeler, new at the fair, did medium business.

The grounds had been swept by the January flood, all damage had been repaired, with expenditure of \$20,000 by the State and \$30,000 by WPA. Secretary Cleveland announced a proposal to construct a building with an arena for live-stock judging and quarters for visiting 4-H Club and Smith-Hughes boys. New horse and cattle barns and a new fence also will be needed, he said. Fair publicity was taken over this year by the Kentucky Press Association, with Hal V. Brown, manager, in charge, and good co-operation was thus obtained from member papers.

Grand-Stand Shows

KARL L. KING'S Band and WHO Radio Artists were at the National Beef Cattle Show, Fort Dodge, Ia., September 7-10.

ART ATTILLA, the Atwoods, Pat and Willa La Vola, the Wallace, Dexter Duo, Fearless Tommy, Truex Children and Three La Moures were at Jackson County Fair, Black River Falls, Wis., September 11-14, with WLS Merry-Go-Round featured on closing day.

HENRY H. LUEDERS' No. 1 unit show moved from Montpelier, O., to Centerville (Mich.) Fair, with the No. 2 unit, in charge of Mr. and Mrs. Lester Calvin, moving from Inlay City, Mich., to Paulding, O.

ERNIE YOUNG'S Révue; Billetti Troupe, high wire; Carver's Diving Horse, Dunham's Dog Races; Harry Froboees, high pole, and Joe Basile's Madison Square Garden Band are booked for second annual Carolinas Fair, Charlotte, N. C.

AT THURSTON County Fair, Walhalla, Neb., on September 13-18, acts included Riley and White, St. Claire and O'Day, Raymond's Pets, George Manns and Trained Burro, Muntforti Sisters, Case and Marie. Star Amusement Company was on the midway.

DOUGLAS COUNTY FAIR, Waterloo, Neb., on September 15-18 had WHO Barn Dance Frolic, Agnes Britton Kiddie Revue and Sammy Lane and Aces. Four orks, Gregg Williams, Hilton Copeland, Pete Kuhl and Lee Samuelson, played for free dancing. Dan Desdune's Band played for free acts.

Everything's Tops revue, featuring Roy, Rita and Roule, adagio; Delano Dell, comedian; Rowens Williams, prima donna, and dancing chorus, and free acts; Shorty Flemm, comedian; Tarzan, trained ape; Melvin and Marie, boom-erang throwers; Taxi, trained mule; Edna and Her Pets, and Capt. Dennis Curtis and his Black Horse Troupe of Arabian stallions, were at Walworth County Fair, Elkhorn, Wis., September 6-10.

ERNIE YOUNG'S *Cavalcade of Hits* revue, Hinc's Thrill Acts, WLS Barn Dance Troupe; Motter and Davis, hand balancers; Three Taketa Japs, perch, risley and juggling; Fearless Falcons, high act, and Lady Barbara's Circus were at Central Wisconsin State Fair, Marshfield, Wis., September 5-9, and Sol's Liberty Shows were on the midway for the third consecutive year, reports Fair Director W. A. (Billy) Uthmeier.

FREE acts for Whatcom County Fair, Lynden, Wash., on September 15-18, were Sid Steele and E. Baze; Roman race; Captain Schroeder, dog and comedy acts; Tola, clown; Singing Cowboys. Zeigler Shows were on the midway.

BEAUX ARTS SPRINGTIME FROLICS REVUE was at New Ulm (Minn.) Home-Coming Celebration, Sherburn (Minn.) 4-H Club Fair; Stanley County Fair, Fort Pierre, S. D.; Amboy (Minn.) Corn Show, Sparta (Wis.) Fair, Juneau (Wis.) Home - Coming Celebration, Eveleth (Minn.) Indoor Farmers' Fair, Nerstrand (Minn.) Corn Show and Excelsior (Minn.) Apple Days Celebration, and is contracted for Lutefisk Days Celebration, St. James, Minn., reports Nick Goldie.

ARCADIA, La.—Blenville Parish Fair Association elected Charles A. Harrison, president; Leon T. Langston, vice-president, and re-elected E. R. Hester, secretary-manager.

Large Profit For Michigan

Manager Isbey reports net of over \$62,000 as against losses for several years

DETROIT, Sept. 25.—Net profit of \$62,269.27 from Michigan State Fair on September 3-12 is reported by Manager Frank N. Isbey, who declared this was made without touching a \$132,000 appropriation from racing funds, made by the Legislature in compensation for leasing by the fair of grounds to Detroit Racing Association and without use of an appropriation of \$50,000 for premiums. He said premiums were paid from income from the fair.

In his report, it was pointed out the profit was in comparison with a net loss of \$101,924.52 by the fair in fiscal year, 1935-'36; loss of \$86,279.24 in 1934-'35, and loss of \$34,083.71 in 1933-'34.

Altho admission prices were lower than in 1936, income from admissions in 1937 showed increase of \$25,664.25. Fair also showed increase of \$14,930.74 from concessions, \$26,324.03 more from rentals and \$20,378.09 more from miscellaneous sources. Entry fees was the only item in which the 1937 fair showed a lower figure than last year. This was \$972.18 lower, accounted for by the fact that rabbit, pigeon, covey and women's work competitions had been eliminated.

Total 1937 income is reported at \$260,468.76; total expense, \$198,199.49. Paid attendance was 107 per cent higher than in 1936.

Manager Isbey suggested a number of improvements needed, including new maintenance and storage building, complete sewer and water facilities, curbing of streets, new beef cattle, horse and sheep and swine barns and heating plant. He said no farm machinery exhibits were at the 1937 fair because manufacturers refused to pay the uniform charge for space. He pointed out possibility of earning an additional \$100,000 by the fair if it had use of race track and appurtenant buildings during the fair period. He contemplates a plan to create a Michigan State Fair Authority to function in the nature of a public corporation.

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Good, clean Concession and Shows. Refreshments are sold.
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RUTHERFORD COUNTY COLORED FAIR
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Rides, Shows and Concessions Wanted

To Play Our Fair, Week October 25th.
Complete Carnival — Wire us at once.
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OAKLAND, Calif.—Jack E. Lewis, manager of World-Wide Theatrical Circuit, announced his resignation from the staff of Bay Cities Fair.

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At the Fair season swings into its closing stages, amusement hungry people of the Americas salute the grand-stand programs which have already been presented and look forward with eagerness to those yet to come. Their satisfaction with past performances and their zeal for this season's best result from "That Certain Touch" "That Certain Touch" synonymous with GEORGE A. HAMID, Inc. Now, as always, dispensing a unique type of product and performances at prices that challenge comparison. For your future requirements in anything pertaining to amusements . . . do not fail to consult

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OF
TOMORROW
"The Show of the Seasons"

ROXYETTES

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AT HAMID-BOOKED FAIRS - SEASON 1937



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THE REVUE OF TOMORROW

featuring a line of 20 beautiful **GAE FOSTER** girls
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Featuring the internationally renowned **DOROTHY CROOKER**
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"SOUP TO NUTS"

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Show of the Seasons

Thanks to George A. Hamid.

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SMASH REVUE **FANCHON and MARCO**
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THE **ROXYETTES**

24 Gorgeous **GAE FOSTER** girls
presenting their amazing bicycle number
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Dances by
GAE FOSTER

Production by
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Dancers
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Continental Revue's Adagio Dance Feature

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★ ★ ★ ★ *Packing the Grand Stands on America's Leading Fairs*

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CHICAGOETTES

18 Gorgeous Girls 18

Winnie Hoveler	Maria Annorina	Hazel Bailey
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in a series of five elaborate production numbers, including the REVELATIONS COLLEGIATES, VIENNESE FANTASIES, GOLF GAYETIES, INDIAN INTERLUDE and WEDDING BELLES

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Third Season

Featured Dance Stars

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Feature attraction with the REVELATIONS of 1937

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"ART and TRAINING"

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BELLA DONNA BRENGK

and the

GOLDEN HORSE

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Playing
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Fairs

"DON"

Thanks to
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ROBERTA'S CIRCUS

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"TONY"

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SEASON
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BEHNEY and
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Pan-American Exposition

Dallas

By HERBERT DE SHONG, The Times Herald, Dallas

Cavalcade Is Ordered Shut

Agitation on midway for removing 50-cent gate follows closing of spec

DALLAS, Sept. 25.—Cavalcade of the Americas will be shown in its two final performances Sunday night before it is discontinued. The outdoor spec was ordered stopped by the board of directors on Wednesday. Show's net was about \$1,000 daily, and it had been offered as a free attraction since its 40-cent gate was lifted two months ago. Only revenue from the free show was brought by 25-cent reserves and 50-cent boxes.

As soon as the directorate ordered Cavalcade stopped to save outfit, agitation among showmen and exhibitors for removal of the 50-cent front gate grew stronger. Many of the larger midway operators declared it would give them good business during the final month of the exposition's scheduled run. Cavalcade has played to about 1,500,000 this year.

Expo Operates Rio

Exposition has been granted a contract to operate Road to Rio for remainder of the season by Walter Herzog, receiver named when the show was declared bankrupt last week. In charge of the show are George D. Anderson and Jack Maggard.

Hope for a big gate this week-end is based upon appearances of Bob Burns in the Cotton Bowl Saturday and Sunday nights. Chamber of Commerce of Van Buren, Ark., Burns' home, is co-operating with the fair by furnishing a cast of 12 persons to play roles of Burns' relatives. They will be accompanied by other Van Buren citizens aboard a special train. Van Buren High School Band, with 60 members equipped with bazookas, will furnish music.

Amos 'n' Andy Go Over

Appearances of Amos 'n' Andy last Saturday and Sunday nights as chief attraction of Food Industries' Day were successful. In the Amphitheater Saturday night the team drew a near-capacity crowd of 8,000 and they had 15,000 in the Cotton Bowl Sunday night.

Another special event that proved successful in attendance and exploitation was the Benny Goodman swing dance contest staged Friday evening by the exposition and *The Times Herald*. Goodman presided at presentation of awards for all winners and a division was open to Negroes.

Traube and Nevins on Job With Publicity for Trenton

NEW YORK, Sept. 25.—Leonard Traube, publicity-promotion director of the George A. Hamid office, and Bert Nevins, New York press agent, have established headquarters in downtown Trenton, N. J., from which to conduct the advertising and promotion campaign for this year's New Jersey State Fair.

Drive to publicize the fair, which is being operated for the second consecutive year by Hamid, got under way several weeks ago, featuring window-display tieups and exhibits in local railroad stations. Paper has been up for several weeks.

AFTER a successful tour thru Michigan and Wisconsin with novelties, including 12 red ones and four blanks and a date in Viroqua, Wis., where Harry Remel and others worked novelties, William A. White reports he will head south for fairs and football games and will winter in New Orleans.

Attendances

Previously reported	1,475,136
Wednesday, Sept. 15	7,133
Thursday, Sept. 16	7,642
Friday, Sept. 17	11,428
Saturday, Sept. 18	17,140
Sunday, Sept. 19	22,019
Monday, Sept. 20	5,686
Tuesday, Sept. 21	5,774
Total	1,551,958

Premium Facts

(Data collected from lists received by *The Billboard*)

GEORGETOWN, O.—Brown County Fair, 88th annual, October 6-8. 60 pages. Officers: S. J. Jones, president; W. L. Bloom, vice-president; Charles Stephen, treasurer; E. A. Quinlan, secretary. Admissions: Adults, 35 cents; children under 10, free. Midway: Shows and rides.

WILLIAMSTON, N. C.—Williamston Fair, October 5-9. 72 pages. Officers: Norman Y. Chambliss, George A. Hamid, directors; Harvey Walker, resident manager. Attractions: George A. Hamid grand-stand show, *Continental Revue*; Lucky Teter's Hell Drivers; Thrill Day, October 8; Flying Sensations, harness racing, auto races, Ohio Display fireworks. Midway: West's World Wonder Shows.

SPRINGFIELD, Mo.—Ozark Empire District Free Fair, first annual, October 10-16. 116 pages. Officers: H. Frank Fellows, president; W. P. Keltner, vice-president; Tom Watkins Sr., treasurer; Edwin W. Watts, executive secretary. Admissions: Entrance and parking, 25 cents. Attractions: Grand-stand show, *Brigade of Stars*; WLS Barn Dance, October 10; Thrill Day, afternoon, October 10; harness, running and auto races. Midway: Fairly-Martone Shows.

JACKSON.—Mississippi State Fair, 34th annual, municipally owned, October 11-18. 84 pages. Free gate. Officers: Walter A. Scott, chairman; R. M. Taylor, A. F. Hawkins, commissioners; Mabel L. Stire, secretary-manager. Attractions: Grand-stand show; Ernie Young's *revue, Cavalcade of Hits*; Thrill Days, Wednesday and Saturday afternoons; auto races, football, parades, pageant. Midway: Royal American Shows.

YAZOO CITY, Miss.—Yazoo Negro Fair, 8th annual, October 11-16. 92 pages. Officers: T. J. Huddleston Jr., president; R. J. Pierce, secretary. Free acts. Midway: Zimdar's Greater Shows.

MACON.—Georgia State Exposition, 15th annual, October 18-23. 52 pages. Officers: E. G. Jacobs, president; H. M. Block, vice-president; Roy G. Williams, treasurer; E. Ross Jordan, secretary-manager. Admissions: Adults, day, 35 cents; night, 25 cents; children, 5 to 12, 25 cents; autos, 25 cents. Attractions: Free acts, Ohio Display fireworks. Midway: Johnny J. Jones Exposition.

COLUMBIA.—South Carolina State Fair, 68th annual, October 18-23. 72 pages. Officers: D. D. Witcover, president; A. F. Lever, vice-president; W. A. Seegers, treasurer; Paul V. Moore, secretary. Admissions: Adults, day, 50 cents; night, 25 cents; children, 5 to 12, 25 cents. Attractions: Grand-stand show, Pearl Haynes *Revue*, Walldorf's Boxing Bear, Four Laddies, Rexola Troupe, Olympic Girls, Laddie Lamont, Homer F. Lee's Band, fireworks. Midway: World of Mirth Shows.

HENDERSON, N. C.—Golden Belt Fair, 23d annual, October 18-22. 44 pages. Officers: E. L. Fleming, president; Alfred Plummer, W. W. Currin, vice-presidents;

C. W. Hight, secretary. Admissions: General, day or night, 25 cents. Attractions: George A. Hamid acts, Ohio Display fireworks. Midway: West's World Wonder Shows.

GREENSBORO, N. C.—Greensboro Fair, October 18-23. 116 pages. Officers: Norman Y. Chambliss, George A. Hamid, directors; M. S. Younts, resident manager. Admissions: Adults, day or night, 35 cents; children, under 15, 25 cents; autos, 25 cents; grand stand, 25, 35 and 40 cents. Attractions: George A. Hamid grand-stand show; Lucky Teter's Hell Drivers, October 21; *The Paradise Revue*, Babe Jackson Troupe, Clifton and Jules, Smith's Band, Jumbo, Conley Three, Elaine Malloy, harness racing, auto races, Ohio Display fireworks. Midway: Cetlin & Wilson Shows.

GRAHAM, Tex.—North Central District Fair, October 20-23. 64 pages. Officers: D. F. Ford, president; A. E. Edleman, E. R. Marchman, vice-presidents; James G. Staples, treasurer; J. C. Watson, manager. Admissions: Adults, 20 cents; children, 6 to 12, 10 cents. Attractions: Grand-stand show. Midway: State Fair Shows.

GREENVILLE, S. C.—Greenville County Fair, 10th annual, October 25-30. 60 pages. Officers: Mrs. C. A. Herlong, president; L. E. Wood, vice-president; C. A. Herlong, secretary. Admissions: Adults, 25 cents; children, 10 cents. Attractions: Free acts, Ohio Display fireworks. Mighty Sheesley Midway.

HARLINGEN, Tex.—Valley Mid-Winter Fair, November 23-28. Sidney Kring, manager. Admissions: Adults, 25 cents; children, over 12, 15 cents. Attractions: Free acts, balloon ascensions, Horse Show, auto races, fireworks. Midway: Bill Hames Shows.

POMONA FAIR

(Continued from page 52)

tion of the fine arts building. On Sunday Pomona Valley Historical Society staged the annual colorful event, *Old California*, passing in review. For the first 10 nights' Horse Show, according to Publicity Director Dillon, there will be horses from all over the United States. On the last seven nights, in addition to day harness races, there will be night races for the sulky brigade.

Grand-stand shows and radio programs will be changed on the last eight days. Show for the first half, booked by Bob Cannon, Fox West Coast Theaters, includes Abe Lefton, emcee; Husted Troupe, high wire; Five Famous Jansleys, new to the Coast and an excellent Risley act; Hudson Metzger; Palomar Girls, 16 dancers in intricate ensemble; Six Candrea Brothers, trumpeters; Sully's famous comedy bar act; Six Sensational Jordans, teeter-board; Three Reddingtons, trampoline; Walter Nisson, "Loose Nut on Wheels"; Earl G. Stinson, 16-horse hitch. Night radio broadcast, direct from grand-stand station, KFWB, has Eddie Albright as emcee; Brian Sisters, Britt Wood, Moro and Yacanell, Avalon Five, Candrea Brothers, Jan Rubini, Gus Arnheim and band, Randall Sisters, Jones Boys, Gus Mulkey, Caprino Dick and Cabot, Bob (Uke) Henshaw, Joe Morrison, Bobby Gilbert, Cliff Nazarro, Bob McClung and California Song Birds. Program in the agricultural building: Ula Wolf and her Enchantadores, Strolling Musicians, Los County Employees Band, Coppock's Hawaiian Orchestra. At the Lagoon: Pomona Summer Recreation Orchestra, Bonita Union High School Band, Alhambra Boy Scouts' Drum and Bugle Corps, NYA Boys' Band of Santa Ana.

Midway Business Good

On the amusement zone are Crafts 20 Big Shows, augmented for this date, doing excellent business. Early attendance showed a small increase over corresponding days last year. The largest crowd, on Sunday, was given as 80,000. On the first five days heat was intense during daylight but much cooler at night.

Visitors noted included Mr. and Mrs. S. E. Clayman, Montreal; Walter R. Harner; G. E. Hall, Kenia, O.; E. Mercurio, Dayton, O.; Mr. and Mrs. H. E. McAwee, Peoria, Ill.; Mr. and Mrs. H. J. Barnhart, Indianapolis; Eddie Fernandez, Honolulu; Mr. and Mrs. Kurt Lohmiller, Berlin, Germany; Mr. and Mrs. John M. Miller, Will Wright, Golden State Shows; Joe Kruq, Twentieth Century Shows; Art Hockwald, Georgia Minstrels; Mrs. Ruth Fowler, Brooklyn, N. Y.

Huron To Show Profit on Year

Cool weather takes edge off attendances figures—auto races biggest draw

HURON, S. D., Sept. 25.—South Dakota's 53d annual State Fair closed here on September 17 after its first five-day run in history with a gate that nearly equaled that of last year and setting an all-time record for afternoon crowds, 14,000 grand-stand customers packing the arena for auto races on final afternoon. Cool weather took the edge off attendance figures, which officials said might have set a new high. However, after four years of rather mild success and exhibits failing to low ebb partly due to extended drought and depression, in every department from live stock to works of art the fair was declared an unqualified success.

Because of complaints last year the fair board, C. E. Hansen, Canistota, president; E. A. Hornby, Flandreau, secretary, and Emmanuel Heilman, Eureka, voted to ban strip-tease acts, money gambling and pari-mutuel betting on horse races.

Ernie Young's *Cavalcade of Hits* was rated as best attraction of its kind ever to show the fair. John A. Sloan's auto racers, who drew the record gate of the fair, provided thrills, and Gus Schrader set a new mark for the half-mile track. A check on midway shows and concessions showed that South Dakotans did not spend as freely as last year, although crop conditions as a whole are better. Goodman Wonder Show was on the midway. Admission of 25 cents continued to prove satisfactory, and gate receipts reached \$45,000, a figure only slightly under that of last year.

The board considered favorably a move to advance dates for 1938 so as to prevent recurrence of chilly weather, which undoubtedly cut night attendance figures. Last week in August is favored by officials, although definite announcement will not be made for some time. While entertainment, premiums, stakes and other items, besides salaries and other expenses, totaled more than \$30,000 and the budget was \$3,300 more than in 1936, officials say the fair will show a profit.

CALIF. TAKE

(Continued from page 52)

singing; Charlie-the-Horse, comedy act; Yvonne St. Claire, Spanish cape dancer, and Six Candrea Brothers, official trumpeters.

Grounds Newly Dressed

Attractions not on the original grand-stand setup, but added and booked thru Kathryn Burns, artists' representative, were Flying Jays, high bars; Dixie Four, male quartet; Beatrice Hagen, Hollywood singer, and Abe Lefton and Bob Oakley, emcees. Oakley, booked to emcee the show, after the first five days was signed by KROY, local radio station, and produced the station's programs from the grounds on the last five days, Lefton being recruited to take over emcee duties. Oakley stayed here after the fair and was named production manager of the station.

Secretary Muckler dressed the grounds with "exposition" pillars and lighting installed on the main walk. Agricultural exhibits were considered more impressive than in years, with a giant redwood tree inside the main building.

Free Gate Plan On

Single day attendance record of 89 years of the fair was broken on Labor Day, with 102,000. Sunday attendance mark also was broken on the first Sunday with 95,000 paid. Foley & Burk Shows on the midway had added attractions. L. G. Chapman, manager of the shows, said that Sunday and Labor Day takes had broke all records for the shows. "Business was substantially better than last year," he added.

Addition of 20 acres to the fairgrounds was announced and work will start soon on enlarging the layout. Move was started after fair closed, under a plan to have a free gate, sponsors of the idea asserting that the fair does not need gate money to break even. If put over, it will be considered a great break for midway attractions and concessions, attendance of 1,000,000 being prophesied.



Great Lakes Exposition

CLEVELAND

By HARLOWE R. HOYT, The Cleveland Plain Dealer

Profits Come In 2 Months

Report says 77 per cent of 350 concessions made money—Ohio Days windup

CLEVELAND, Sept. 25.—When Great Lakes Exposition closes tomorrow night, or early the following morning, majority of concessions on grounds will show profits realized during the last two months. Getting off to a slow start, with 21 days of rain in June, concessioners took it on the chin and came back for more. Finally they were rewarded, with a result that 77 per cent of the 350 concessions and attractions realized profits in August and September.

Aquacade and Winterland did not make money. This was not to be expected. Both were staged by the management with the idea of insuring success of the exposition in offering attractions that would bring visitors. More than that, it gave the exposition international publicity. Production and overhead was too great to insure a profit in 100 days, as originally planned, or in 121, as the exposition turned out to last.

Midway 80% in Black

Near the top comes the Tony Sarg Theater with net profit of several hundred dollars each week. Old Globe Theater, which housed the show, required little repair and practically no alteration. Sarg paintings were strung about outside in frieze, stage was set up and crew went to work. There were five puppeteers, a talker and Dick Pope, stagehand. Operating expenses were trivial. Another money maker was Cliff Wilson's Monster Show, one of the topnotchers last season. So was Submarine S-J 49, which did its full quota until Capt. F. J. Christianson took it away to prepare it for its trip to Florida.

Associate Director Almon R. Shaffer announced 80 per cent of midway concessions operating in the black. Heading list of profit makers, Ripley's Believe It or Not topped its original investment several months ago and since has been making substantial gains. According to John Gourley, director of Streets of the World, 75 per cent of shops, villages, cafes, eating place, shows and games have been operating to good business all season. Irish Cafe, Monaco's, Hungarian and Heidelberg realized significant gains. Of smaller eateries, Swedish Village, Schwarzwald Madel and Lithuanian Inn show best results.

Dickey on Features

The three most important contributions to the 1936 and 1937 exhibitions were named this week by General Director Lincoln G. Dickey. "First of all there is the solar boiler, the invention of Dr. Charles Greeley Abbot, acting head of the Smithsonian Institution," he said. "It manufactures steam from sun rays. The time will come when homes are heated and air-cooled by this power. The solar boiler is to the Great Lakes Exposition what the introduction of electricity was to the World's Columbian Exposition in 1893. Second place must go to the Florida Exhibit, greatest State exhibit ever shown. Third place, of course, is allotted the Aquacade. It has provided a new type of entertainment and one which should prove indispensable to all future expositions."

Question of what is to become of the buildings still is in abeyance. Florida Exhibit may be taken over by the city and made a permanent part of the mall on which it stands. Various buildings of Streets of the World are being considered for removal to public parks. Winterland, which played to more than 500,000, hit the line around 10,000 daily

Attendances

Previously reported.....	3,187,178
Thursday, September 16.....	15,492
Friday, September 17.....	17,288
Saturday, September 18.....	34,704
Sunday, September 19.....	50,554
Monday, September 20.....	16,534
Tuesday, September 21.....	16,189
Wednesday, September 22.....	19,254
Total to date.....	3,357,173

during the last two weeks. Several country clubs are dickering for the show's large ice plant and skating rink, according to Harry P. Harrison.

Buildings Are Offered

One of the disappointments of the exposition was the Recess Club, planned to be the exclusive spot that the Show Boat had been the year before. Invitations were mailed thruout Greater Cleveland to the elect, and when noses were counted it was found that 570 had responded. Then came the proposition that while the club was a nice place to drop in, the Aquacade across the way was offering show, music and eats, and the result was that the club remained deserted most of the time while members viewed Billy Rose's spectacle. It served its purpose as a place for luncheons for distinguished visitors, but most of these parties wound up in the Aquacade. Horticultural Building, of which the Recess Club occupied the top floor, will remain at head of the Horticultural Gardens, laid out thru WPA and efforts of the Garden Club of Cleveland.

Grand finale got under way yesterday with All-Ohio Week-End, Governor Davey being guest of honor. Ranking State officers accompanied the governor to the Recess Club and to the Aquacade, where a special performance was dedicated to him.

Director Dickey believes that it will take the greater portion of winter to complete demolition and put grounds into shape to return to the city. Concessioners probably will all have departed within a few days and all exhibits will be removed by end of the week. Next step will be to return rented material. Third step will be to house in the Hall of Progress all loose material with salvage value.

"We will have to determine whether the World Poultry Congress, friends of music and others want to do anything about saving some of the buildings," Mr. Dickey said. "We do not intend to drive hard bargains. They can have the spots at salvage value."

In event nothing comes of negotiations the work will continue. R. G. Frisbee, director of works, will be in charge of stores. Last three days are school days, with all under 12 coming in free if accompanied by adults and all, over 12, being given half price.

DEBT IS MET

(Continued from page 52)

debt hanging over the fair since 1931. The association has cut into the heavy debt until it now stands at about \$6,000, he said, and this year there will be enough cash on hand not only to close that indebtedness but to set aside a reserve fund.

See Future Changes

President Raymond Skinner announced during the fair that he will not accept the presidency another year but that he will remain on the board and continue to work with the association, private business compelling him to forego another year in office. Mr. Fuller declared the fair must increase its executive personnel if it is to continue, management having been centered in his hands, despite the fair's growth to proportions that make it difficult for a single individual to handle.

The association's 10-year lease of Mid-South Fair grounds from the city expires this year. City officials, including heads of Memphis Park Commission and Mayor Overton, have already revealed

plans to convert the large Merchants' Building into a recreation center for East Memphis. Mr. Fuller said the building is not essential to the fair and that a plan might be worked out whereby there would be no interference between the fair and city's operation of a community center there.

Saturday Night Competish

Ideal weather brought daily crowds consistently larger than usual. Attendance by days: Monday, 13,465; Tuesday, 14,758; Wednesday, 28,643; Thursday, 29,937; Friday, 46,561; Saturday, 16,742.

Saturday's day attendance was well ahead of average but slumped badly at night due to strong competition elsewhere, 4,000 attending opening football game that night and about 6,000 more being at Ellis Auditorium for a free show by Al Pearce and Gang from CBS. This is the first instance, so far as can be recalled, of the fair having competition from night football or a free radio show. A 25 per cent increase in number of exhibits was accomplished by improvement in quality, highlights being farm machinery and the Electrical Show. Memphis Retail Grocers again had a fine Food Show.

Grand stand showed a 30 per cent increase in attendance and revenue, with a combined rodeo put on by Homer Todd, George Adams, Milt Hinkle and Ole Graham. Stand and bleachers did capacity at practically every performance.

Rubin & Cherry Exposition on the midway drew generally good comment, with business slow at first but improving during the week. Closing days were said to be very satisfactory. Permanent rides owned by the fair also were well patronized.

Auto races by American Booking Agency played to S. R. O. Saturday afternoon. Concessions were provided, as has been the case for many years, by Max Goodman, and had good business. A change from previous years brought Future Farmers' Day and Agriculture Day together with Mid-South Editors' Day on Monday. More than 6,000 FFA boys marched in a morning parade. The Commercial Appeal, with co-operation of Junior Chamber of Commerce, was host to editors of three States.

Midge Fox's Rodeo Band provided music for the twice-daily rodeos. Entertainment was presented in the Women's Building by Kalihue's Hawaiians, Gene Page's Cowboy Quartet and Mysterious Howard, magician.

KANSAS FREE

(Continued from page 52)

afternoons were devoted to horse races, Monday and Tuesday.

Paralysis Scare Hurts

Excellent crowds turned out for three-day national circuit championship auto races on Wednesday, Thursday and Friday. No new records were set. "These events," remarked Manager Jencks, "almost doubled the dollar income of the previous year, at which we held two days of auto races." Exhibits were materially more impressive than in 1936 when drought conditions were more severe. Machinery exhibit, increased in size more than 50 per cent over last year, apparently was a real lure for farmers.

"Our predicted increase of 15 per cent in attendance was shown to be not too high," said Manager Jencks. "We had a week of perfect weather. This, coupled with a greatly increased advertising and publicity program, brought us a fine net profit. We are confident that we would have shown a greater increase had we not experienced an infantile paralysis scare which has been general thruout the Central West and other sections of the country."

Plans for 1938 On

"On the midway Beckmann & Gerety Shows broke the all-time record in Topeka. Their gross was about 21 per cent above the 1936 figure, which was the record until this exposition.

"We were able to handle larger grandstand crowds more efficiently, due to the completion, before fair opening, of a five-year program which included building of new concrete roads; 21 new buildings, 18 of which are stone; construction of a new drainage system, building of concrete boxes in front of the grand stand and other major improvements. We are already making plans for 1938 and expect to show further increase then."

Saturday Thrill Day was under direction of Capt. Bob Ward, who climaxed the show with an airplane crash into a

Frisco Expo Cards Many Special Events

SAN FRANCISCO, Sept. 25.—More than 600 special events and days will crowd into the 1939 Golden Gate International Exposition, according to Walter Reimers, head of the special events department. On the list will be sports, music and fraternal days, one of which is scheduled for the Native Sons of the Golden West, expected to attract hundreds of thousands. A National Day will probably commemorate adoption of the Constitution, this expo day marking the 150th anniversary.

Officials have sent out a call for an official exposition flower, need being outlined by visiting horticulturists.

Twenty-five structures are in course of construction at a cost of \$18,000,000 on Treasure Island, San Francisco Bay. They do not include ferry slips on east and west sides of the \$4,000,000 man-made island.

While building is on schedule, construction will be stepped up until shifts are working 24 hours a day. International Palace and Palace of Fine and Liberal Arts, each costing \$400,000, are virtually finished. Administration Building, costing \$800,000, is about 60 per cent completed.

house on the infield in front of the grand stand. In the night show were Lambert-Hild Dancers, Hellkivists' "Dive Thru Flame," Carl Sayton and Partner, Seven Fredysons; Dick Mayo and Company's "Daisy, the Horse"; Hill's Baby Elephants, Paul Sydel and Spotty, Paroff Trio, Fortunello and Cirillino, Marie Bertall and Newell Hurst with Eddie Ash, Carl Freed and His Harmonica Lads, Gibson and Company's knife-throwing act; Jack Klein, an emcee, and Cervone's Band.

BROCKTON UP

(Continued from page 52)

did much to bolster business. Booked in by Hamid. Nightly displays, excepting Monday, were by American Fireworks Company. AAA-sanctioned auto races were run Friday and Saturday afternoons. National Trotting Association one-mile harness races were on Monday, Tuesday, Wednesday and Thursday. Horse Show ran from Monday thru Thursday.

Only new construction for the fair was the Italian and Lithuanian buildings, dedications taking place within an hour of each other on opening day. Exhibits were somewhat larger than last year, quality was outstanding and they were displayed with evidences of showmanship thruout. During auto races a wheel torn from a racing car was blown over a seven-foot fence, ripped a hole in the supply tent of Jack Greenspoon, concessions manager, and plunged within four feet of Greenspoon and a companion, Harry Hopkins. Later a car crashed thru the fence and narrowly missed Greenspoon again.

Midway Is Enlarged

Grand-stand attendance was given as 51,000, at 50 cents, 75 cents, \$1 and \$1.50. World of Mirth Shows required more midway space for its additional attractions. Publicity campaign conducted by Edward R. Place resulted in Boston sheets and local papers being free with lineage and photographs, in addition to radio announcements on seven stations thruout New England, car cards, billboards and posters. Much praise was heard for Secretary Frank H. Kingman and other fair officials for efficient management.

Sunday was Lithuanian Day; Monday, Young America and Taunton Day; Tuesday, Balloon Race and Brockton Day; Wednesday, Mayor's and New Bedford Day; Thursday, Governors', Quincy and Italian Day; Friday, Fall River Day; Saturday, Auto Race and Easton Day. At a shoe style show daily in the Educational Building, under direction of Mollie Hurley Rollins, entertainment was by Peggy Eames, Our Gang comedy star, booked by Stanley Willis agency, in songs, dances and impersonations of Hollywood celebrities.

CAMDEN, Ark.—For the first time in more than a decade Ouachita County will have a fair in 1937, following election by a new association of J. W. Hecker, president; Floyd Hughes, vice-president; and A. C. Hall, secretary-treasurer.

Reading Paid Gate Is Best

Penny annual registers 147,479—off-color games are barred by officials

READING, Pa., Sept. 25.—Reading Fair on September 12-18 had best attendance on record, registering 147,479 paid admissions in comparison with the next best year, 1936, with 121,599 paid. Grand-stand paid admissions were 39,133 in comparison with 36,221. Auto races on Sunday drew 38,412, largest crowd to attend an auto race day at the fair.

Weather was fair except on Monday, when rain prevented races and night show. Friday had rain until late afternoon but cleared for the night show. On opening Sunday Edwin Franko Goldman Band gave concerts afternoon and evening to excellent attendance. Gate price remained at 35 cents. Advance sale of books of four tickets for \$1 set a record. Improvements include rearrangement of general offices and new cement pavements about judges' stand and free-act stage.

Tuesday, officials said, was the biggest City Children's Day in history of the fair. Friday, County Children's Day, was marred by rain. Second year of Grand Circuit races proved a magnet for afternoon crowds, trotting, pacing, running and steeplechase races being given on five days. On Saturday Lucky Teter's Hell Drivers in front of the grand stand did excellent business. On Sunday Ralph T. Hankinson auto races had some of the best drivers in the country.

Exhibit entries were so large that tents were erected to care for the overflow for first time in history of the fair.

Colorful Hamid Show

Grand-stand attractions, as usual, were given on six days, furnished by George A. Hamid, and included the Decardos, springboard acrobats; Jules and Clifton, comedy novelty; Babe Jackson Troupe, cyclists; Balabon Mayfair Revue, accordion novelty act; Charles Ahearn Comedy Troupe, Leos Springboard Barrel Jumping Company and Flying Otaris, double return aerial act. (See *READING PAID* on opposite page).

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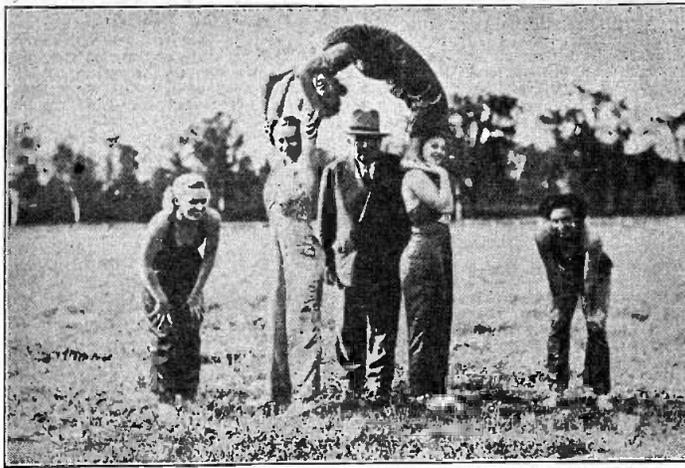
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SMILIN' THRU. GUESS WHO. JOE HUGHES IN THE NEWS. Photo taken during appearance of Elaine Darling's Tip Top Girls at Frederickton (N. B.) Exhibition on September 11-18. As usual Joe was in charge of George A. Hamid attractions and handled announcements.

Fair Grounds

DONALDSONVILLE, La.—Management of South Louisiana State Fair here purchased seven additional acres to enlarge the midway. Fences have been moved and ground is being leveled for completion before the 1937 fair, which will have one of the best located and largest midways in the State. Plans for the Silver Jubilee exhibition are taking shape and prospects have never before been so promising, said Secretary-Manager R. S. Vickers.

STAPLETON, Neb.—Logan County Fair and Rodeo had big business here on September 15-17. New dancing pavilion had Don Engstrom and his band. American Carnival Company on the midway had a good play.

ZANESVILLE, O.—Secretary Charles Paxton, Muskingum County Fair, said paid admissions to the 1937 annual on August 17-20 exceeded 40,000, breaking all records.

ELKHORN, Wis.—Indications are that Walworth County Fair here on September 6-10 will show profit of about \$11,000. One of the best fairs in recent years, attendance was placed at between 70,000 and 75,000, with receipts expected to top those of last year by about \$36,000.

PAROWAN, UTAH.—First Iron County Fair in more than 10 years here on September 16-18 drew large attendance from Southern Utah. Exhibits were considered most complete ever assembled in this county. Six running races were put on each afternoon over the new track. On the midway Doc Hall's Amusement Company furnished attractions. Officers of the fair are Ray D. Garner, president; Anna Pendleton, secretary; William Dalton, racing; W. Clair Rowley, entertainment; W. W. Mitchell, publicity; Sommer Hatch, premiums.

WOOSTER, O.—Wayne County Fair here on September 13-17 drew 47,723, reported Secretary Walter J. Buss. Top attendance was in 1934 with about 51,000. New steel and concrete grand stand was used for the first time. It cost about \$75,000, was built with federal aid, seats

3,500 and was filled to capacity nightly. On the midway were J. R. Edwards' Ell Wheel, Merry-Go-Round, Loop-o-Plane and Merry Mix-Up and three shows, Ten-in-One, mystery animal and O. C. Dixon, dislocation man, under management of Phil Phillips, assistant to Edwards. Dick Johns had a Penny Arcade and Texas Slim Collins had a pit show. Ray and Elmer Ehert had exclusive on refreshments and lunch. Doc Kerr, who had a pony track, entered several mounts in pony races at night. Stratosphere Man performed twice daily and WLS Barn Dance was in front of the grand stand on final night.

BLACK RIVER FALLS, Wis.—Records were broken at Jackson County Fair here, September 11-14, with Sunday attendance of 10,000. William Hazlett & Sons were on the midway with shows and rides.

MACON, Ga.—An increase of 33 per cent in premiums for Georgia State Fair and Exposition was announced by E. Ross Jordan, secretary-manager. Last year's awards were more than \$5,000. Work on grounds in Central City Park is well under way, new construction including bleacher seats and show ring for cattle. For the first time in many years the Chamber of Commerce and Retail Merchants' Association are co-operating with fair association. Billing, last year in a 60-mile radius, has been increased to about 85 miles. Fair magazine and newspaper will again be published. Paul M. Conway, who has handled fair publicity six years, has landed stories and pictures in State papers. All Georgia radio stations will again be used. Johnny J. Jones Exposition will again be on the midway.

GREENVILLE, N. C.—Pitt County Fair here, sponsored by American Legion posts and directed by A. J. Grey, will this year be held on new grounds, reports William H. Finkle. Location has been reaped and entrance arches, office, refreshment and dining halls erected. This year's exhibits will be held in tents.

MARSHFIELD, Wis.—Central Wisconsin State Fair officials report record crowds for the annual here on September 5-9. R. R. Williams served his 25th year as secretary and J. C. Kieffer his 25th year as president. Other officers are W. A. Drollinger, vice-president; August Broker, treasurer, and W. W. Clark, J. Breitenback and W. A. (Billy) Uthmeier, directors.

SANDERSVILLE, Ga.—For the 21st annual Washington County Fair here, with the Model Shows on the midway, Secretary Gordon S. Chapman, who has been in charge 15 years and is past president of the Association of Georgia Fairs, has had one of the exhibit buildings torn down to make room for an athletic building to be used for displays and public schools. Work will not be completed in time for the fair, but Mr. Chapman has enlarged another building for the displays. The fair offers \$1,500 in premiums each year. Mr. Chapman announced he had booked the Model Shows at Wrightsville, Ga., and will assist the American Legion Post in sponsorship. (See *FAIR GROUNDS* on page 65).

Rush on Last Lap of Fiesta

Fort Worth attendance big since closing announcement—bargain tickets out

FORT WORTH, Tex., Sept. 25.—Altho closing date of Frontier Fiesta is set for tomorrow by officials, rumors began circulating that the show would not close then, just as last year's centennial did not close on the first announced date. One of reasons given in the rumor for announcement of closing was to get in all outstanding bargain book tickets, said to have been about 200,000, when closing announcement was first made. One of the dates mentioned in the rumor of new closing time was October 9, two weeks after first announced closing date. This date coincides with expiration date of the contract of one of the leading features, the Sallie Puppets in Firefly Garden. They have been showing to about 3,000 nightly during the past few weeks.

Fiesta attendance and at Casa Manana especially has been sensational since closing announcement was made. Monday nights usually have been quiet but last Monday night at Casa Manana lines formed for entrances covered most of midway near Casa Manana and extended the length of Pioneer Palace, almost to Jumbo building. People waited an hour to get in and another hour before show started.

Bump Contest Is Out

Past week's Jamboree entertainers at Casa Manana were California Varsity Eight and Everett West, tenor; Al Galodoro and Jackson Teagarden, of Paul Whiteman's Orchestra; Harriet Hootory, again in her modern dance; Gomez and Winona, in a new dance; Original Dixieland Jazz Band from Pioneer Palace; Art Frank, also from Pioneer Palace Revue; Three Swifts; three members of Casa Manana chorus in dances, including Virginia Doffelmeyer, Mary Frances Roberson and Leo Herzog; Jean Ellis, Paul Whiteman's protege, who sang two numbers, and entire chorus in the Chicago routine of last year's revue, dusted off for the Jamboree. In the second Stuart Morgan adagio team, which Stuart Morgan has been training here and which had its first appearance at the week-end Jamborees, are Tom Bell and J. D. Farmer, Casa Manana chorus; Harry Disbrow, New York, and Marie Mason, New Orleans, who replaced Allene Morrison of Casa Manana, cast. This second team also will go to New York after closing here. Bump contest in last week's Jamborees was taken out after four nights because of protests from showgoers.

John Murray Anderson, director of the 1936 and 1937 Casa Manana Revues, returned here on September 20 from a vacation in Europe to confer with Billy Rose regarding the *Show of Shows*, which Anderson also is to direct. Anderson put forth the opinion that the show here should be made into a permanent "Texas" (See *RUSH ON LAST* on opposite page).

Tulsa Has Big Early Marks

TULSA, Okla., Sept. 25.—After a slow start Tulsa State Fair, September 18-25, set a new pay-gate attendance record on the second day, Sunday, with 23,494 admissions. Nearly 50,000 turned out on the third day with school children free. Auto races drew 12,622 paid, also a new mark. A 20 per cent increase in exhibits, with 37 States represented, was reported. Mel Vaught, manager of the State Fair Shows, reported a big early increase over last year.

LISBON, O.—Altho attendance at Columbus County Fair here on September 14-16, reported at 22,000, was slightly below that of last year, receipts will be higher, said Secretary H. E. Marsden. Admission was upped from 25 to 35 cents. Jack Raun's United Circus was presented twice daily, with night fireworks. Midway had R. H. Wade's Merry-Go-Round, Loop-o-Plane, Merry Mix-Up and Ell Wheel; Greenwald's Athletic Show; Joe, the Ape; Speedway; Chief Clearwater's Wild West, Mystery Animal Show; Wagner's Penny Arcade, Larry Larimore's concessions; Lester Rodgers, peanuts, and Martin's cockhouse.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

FOUR MACKS, American roller skaters, are at the Lorry in Copenhagen, Denmark.

ROYAL DUO report that they are back at Leon and Eddie's, New York City, having opened in a new fall revue on September 7.

EARL VAN HORN and Henry C. Bickmeyer announced reopening of Mineola (L. I.) Roller Skating Rink on night of September 18.

GOOD business is reported by Elmer B. Ford and Robert C. Pittman in their Welsh (La.) rink, recent sponsored event being by Welsh Fire Department on September 16, with music by Harry Walker, featuring Edith Curry.

MADISON GARDENS Roller Rink, Chicago, one of the oldest in the country, reopened this month, completely redecorated and with new flooring. J. C. McCormick is again at the helm as the rink goes into its 29th season. Skaters roll to melodies of Happy Johnson at the organ.

PRESIDENT Paul E. Ricketts and Mary Rose Koertner, vice-president of Louisville (Ky.) Roller Club, who recently visited Norwood Rink, Cincinnati, and Riverside Park Rink and Broad Ripple Park Rink, Indianapolis, report opening of Fontaine Ferry Park Rink, Louisville, on September 21. Rink has been remodeled and has a new electric organ. The club, which has 350 members, expects to entertain visiting clubs during the winter.

TRIANON RINK, Alliance, O., reopened for fall and winter on September 18, again under management of Art Mallory, managing director of Craig Beach Park, Diamond, O. It has been recon-ditioned and new skates added. Sessions are on Tuesday, Thursday, Saturday and Sunday nights and Sunday matinee. Rink is in the heart of the business district and consistent exploitation by Mallory has developed it into one of the best patronized in this section.

WALLY KIEFER advises that he has begun remodeling his rink in Flint (Mich.) Park with an idea of skating all winter. He reports no letup in business since the park closed on Labor Day. A heating system and new Chicago skates, equipment will be installed. Summer business this year was good. About 90 members of Flint Park Roller Club visited Arena Gardens Rink, Detroit, on September 10, being welcomed by General Manager Fred Martin and staff. Mrs. Kiefer went from the Kiefer's Battle Creek (Mich.) rink to join the party.

FIRST TEAM of three pro skate racers in the proposed 21-day race in Hollywood, Calif., will receive \$1,500; \$750 will go to the second team, \$500 to the third and \$300 to the fourth. All other teams in the race who finish with 4,250 miles to their credit will receive consolation prizes of \$150, according to Barry McCormick, whose company is sponsoring the race. As no man will be allowed to skate more than eight hours in any one day, each man of each team must skate at least 205 miles per day or an average of about 8½ miles per hour per man to qualify for any of the cash prizes. Other prize money will be awarded for unofficial sprints in addition to capital and consolation prizes. A new eight-lap maple track will soon be erected under supervision of the long-distance speed

champion, Tom Regan, who will also have supervision of the race. It is announced. Teams will be formed after all entrants have reached Los Angeles.

JACK (SKATES) HYLAND, distance skater, made the American Legion convention in New York last week, coming from Buffalo, where he worked the recent Veterans of Foreign Wars convalesce show and special-event skater, made several tieups for street work in Manhattan during the convention and appeared on a Legion radio program over WJCA. From New York he plans to begin a tour that will take him virtually around the world. Appears in Mississippi, Texas, New Mexico and California before embarking for Australia, New Zealand and the Orient. By next summer he hopes to be in Europe. Activity on the tour will be confined to long-distance road work, using local tieups.

MILO D. TOWNE writes that he is nearing close of his second successful season in a medium-sized rink leased and operated by him in Carroll Park, Herkimer, N. Y. This winter he expects to operate in the Middle South or Florida. Feature event in Herkimer Rink was a masked costume carnival on September 24. Manager Towne has developed several excellent dancers and reports that he has a few very good potential trick and fancy skaters. "Many of my patrons were amused by the article about Arena Gardens Rink, Detroit, in *The Billboard* of September 18," he adds, "wherein it was stated that about 200 skaters were turned away because the floor was overcrowded. Well, 200 would be our crowd here and the other 2,000 would have to be turned away."

FRED MARTIN, general manager of Arena Gardens Rink, Detroit, and secretary of the new Roller Skating Rink Operators' Association of the United States, reports that 10 new members joined over the week-end following reopening of Arena Gardens on night of September 4. "All operators and managers who were here expressed themselves as very much in favor of the organization, being aware of the general benefit and advantages to be derived therefrom," he states. Visitors included President Victor J. Brown, Newark, N. J.; Jack Shuman, operator from Ohio; Harold Keetle, Ohio; T. L. Keller and family, Eugene, Ore.; William Kirkpatrick, Ohio; Frank Bacon, Dayton, Ky.; G. L. Fuller, Roll-Away Skate Company, Cleveland; Stanley Swigon, Chicago Roller Skate Company; Al Kish, Toledo; Bob Ringwald, assistant manager, Dreamland Park, Newark, N. J.; Jack Foteh, former trick and fancy skater; Jesse Bell, formerly of Palms Rink, Detroit; Amos Bell, Michigan pro speed champion; H. P. Hurkett, operator of Wenona Park Rink, Bay City, Mich.; Harry Jennison, operator of Fair Park, Bay City; Mr. and Mrs. E. R. Eyer, rink operators of Anderson and Indianapolis, Ind.; and Robert Fisher, Traverse-City, Mich.

"**REPORTS** from this section are promising," writes Fred (Bright Star) Murree, 76-year-old Indian figure skater of Red Lion, Pa. "Most rinks are preparing for a busy season. Some summer rinks are installing heating for all-year biz. I just played a rink in Braddock Heights, Md., to a record crowd. I was pleased to see so many elderly people among spectators, indicating that high-class skating interests older as well as younger people. This date was a repeater. I greatly enjoyed the visit of T. L. Keller and family from Midway Rink, Eugene, Ore. As we had only about six days to see the sights, we burned up lots of gas trying to visit all rinks hereabouts and in each rink the Keller sisters, Oral and Erma, and the baby wonder skater, Laurita Stover, took the people by storm. I don't think there are any other two lady skaters in our United States any better in fancy and artistic roller skating. The young ladies are ambitious for the Olympics and, as I told Mr. Keller, a lot can happen in three years and I think the public is hungry for high-class skating acts. So why not give rinks a chance to show the public? They have better skaters in rinks, where they have worked many months to be perfected. Then, if rinks can't see into the future far enough to offer such talent a living, to give patrons a treat now and then and to keep up box-office interest, it will be time to accept the many offers handed out by vaudeville, which uses most of the skating acts as headliners and it is to vaude's interest to strip rinks of good acts. I, for instance, have had rinking in my blood for 58 years and feel that

as long as I can give the public its money's worth and repeat that rinks owe me a living. So I say to the Keller sisters, 'Don't give up rinks as long as they will respect what we are doing for them.' Mr. Keller went to Arena Gardens Rink, Detroit, as Fred Martin's guest for the opening on September 4, which, I hear, was very successful. It could not have been otherwise, as I think Manager Martin an ideal in rinking. I feel very proud that I am to be at his rink on October 6-10 and during that week on my birthday, October 7, I am going to skate an exhibition half mile. I will be 77 years young on that date. After Detroit I will probably start for Oregon to fill several bookings, including Mr. Keller's rink. He has had fine offers to show the baby wonder skater, 18 months old, and we may organize a companion skating show. Now is the time to boost roller skating. Join the new rink operators' association. Send in ideas and get ideas from others. It is not a money-making scheme, as I have heard some say. It is a real help to the game and needs support. How did ice skating become so popular? They organized. Why let them tell us things? We have a year-round sport."

Current Comment

By CYRIL BEASTALL

DERBY, Eng.—A recent trip by road to rinks in Warrington, Liverpool, Manchester and Sheffield brought me in company of some old friends again. While in Liverpool I called on Will Curtis. NSA gold medalist for speed, now with the Skating Riots, playing the Rounda Theater that week; Billie Baldock, whose Ritz Rink reopened on September 4 with recon-ditioned floor, and Mrs. Dalton, wife of Jack Dalton, former Oldham, Eng., pro skater, now running Olympia Rink, Lancaster, Pa., and Great Leopard Rink, Chester, Pa.

Mrs. Dalton, who sailed for home on September 11, and I had a few pleasant hours exchanging views on roller activities on both sides of the big pond, and it would seem that Jack Dalton is one of those roller-rink operators who are assets to the game by conducting their establishments on a high plane, with department a matter for close attention and maintenance of interest with their public by development on the lines of dance skating.

It was pleasing to learn from Mrs. Dalton that men such as Ed Moorar are respected by the worth-while operators because of their reluctance to adopt loose managerial policies.

I maintain that professionals of the Moorar type should never be out of a job and it is up to thinking roller rink owners to give preference to such men when they have an opening for a manager or instructor. By doing so they prove that they want their rink run on lines which make it a fit rendezvous for the decent element and especially the youngsters.

I am at all times glad to hear from my many friends in America at 22 Uttoxeter Old Road, Derby, Eng.

READING PAID

(Continued from opposite page)
Night show was headlined by a George A. Hamid revue, featuring the Roxyettes, outstanding in beautiful costumes and novel features and presented in five parts, with striking scenic and lighting effects. Dawn and Daro, in ballroom and adagio dancing, gave class to their numbers. Eddie Roekner repeated his reception of last year by singing two

songs in a fine manner. Dancing of the 24 Roxyettes showed remarkable precision, especially in a bicycle parade, which, in its various drills, are truly remarkable, number being headed by the Sinclair Triplets. Dave Mortcal is musical director and Fred Delmar stage manager for Hamid.

Cetlin & Wilson Shows, again on the midway, presented 25 shows and 17 rides. Lighting effects were superior to those of last year. Billy Ritchey's Water Circus drew crowds to the midway after grand-stand shows. Midway business was reported by show officials as ahead of that of last year.

Games Are Regulated

Great credit was given President John S. Giles and Secretary Charles W. Swoyer for their regulation of concessions, as they refused off-color games and closed and returned privilege money to others. This was considered a complete cleanup of Reading Fair and Mr. Swoyer declared it proved that a fair can be run without "racket," that confidence of the public can be regained and that, as a consequence, all concessions were more than satisfied with business done. Every game concession was inspected before it was allowed to open. Ohio Fireworks Display Company presented nightly shows. Music for afternoon and evening concerts and for grand-stand attractions was by Reading Ringold Band.

Visiting fair officials noted including Sam Lewis, J. H. Rutter, Harry Peeling, York; Ed Schall, M. H. Beary, Col. C. J. Smith, Allentown; H. B. Correll, Carl Flickenstein, Bloomsburg; Samuel Russell, Lewistown; W. F. Moore, B. I. Shaw, Harrington, Del.; William Brice, Buddy Brice, Bedford, Pa.; Frank Bauman, Pottsville, Pa.

RUSH ON LAST

(Continued from opposite page)
Coney Island," on a smaller scale, with Casa Manana as main attraction.

Tommie Gleason, baritone of California Varsity Eight and understudy for Everett Marshall for both last year's and this year's revues, took Marshall's place for the first time last week. Marshall had a cold and Gleason came thru with flying colors. Cass, Mack and Topsy, comedy trio in Casa Manana Revue, who finished here on September 17, went to California for short vacation before returning east to go out with an RKO unit. Sanami and Michi, Oriental dancers in the *Lost Horizon* sequence, have left the revue, neither act being replaced.

Nana Seen by 35,000

Nana, nude painting on exhibition on Sunset Trail, had been seen by 35,000 during the festa up to last week, said H. W. Sutton, owner. As a result, it has been the most profit-producing attraction, in spite of the fact that it was on display downtown several months. *How To Undress*, live show next door, did not hurt business at the picture exhibit. Jimmie Gavett, who has been at Eastern fairs, returned on September 17 to assist his father, Jack Gavett, in operating photo machines. F. L. McNeny, general manager of the Pan-American Exposition, Dallas, attended the festa last week. Other visitors were Lucius Beebe, New York newspaper columnist; Frank Braden, press agent for Ringling-Barnum Circus, and Alexander Cumansky, who directed dancing in *The Last Frontier* at the centennial here last year, and who directed *Road to Rio* in Dallas this year.

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Vets Give Coney a Good Play And Stage Big Avenue Parade

Business from Legionnaires more profitable than was anticipated by showmen and concessioners — Mardi Gras draws nearly 3,000,000 but no record takes result

NEW YORK, Sept. 25.—American Legion week at Coney Island proved more profitable than anticipated to many showmen and concessioners who remained open an additional week following the annual Mardi Gras that closed at day-break on September 19. Legionnaires, here for their annual national convention, visited the big playground in goodly numbers and a majority entered into the spirit of fun and frolic as only members of the Legion can. Wednesday night about 8,500 vets paraded thru Surf avenue before an estimated crowd of 500,000, a larger assemblage than at any time during the previous Gras week.

After Thursday most of the out-of-towners headed for home.

Mardi Gras was, as far as officials are concerned, a big success this year.

According to estimates, nearly 3,000,000 visited Coney that week, and with the air really too cool for swimming, Surf avenue, the Boardwalk and Bowery got practically all of the play.

Money flowed, concessioners report, almost like old times, but certainly no records were broken by individual enterprises.

Carlin Buys Nine Acres at Buckeye

BUCKEYE LAKE, O., Sept. 25.—John J. Carlin, Baltimore, owner of Buckeye Lake Park and the Newark amusement center, has purchased an additional nine acres at Buckeye Lake to further expand his amusement park here.

Purchase from the estate of the late John Henderson Jones was made from Ida Jones, a sister. The land has been owned by the Jones family for 100 years.

Location is just west of Lake Breeze Hotel. Price was not disclosed.

Sports Head for Chippewa

CHIPPEWA LAKE, O., Sept. 25.—An innovation the past season proved highly successful in Chippewa Lake Park, said Manager Parker Beach. The park maintained a recreation department, headed by Russ Beichly, many years athletic mentor at Akron West High School. His duties were to attend to athletic equipment needs of sports committees of picnic groups. The service came in for much favorable comment from committees and will be made permanent.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Sept. 25.—Indian summer is keeping week-ends heavy and convention biz good. A small force of life guards is being kept on beaches for late swimmers, and the horses which hold forth on the beach during the winter will not be allowed to operate until October 1. Fishing boats continue operation at the Inlet.

Steel Pier is putting in its winter front and will keep the outdoor circus running two more weeks before cutting to single picture, exhibits and week-end vaude. Surprise of the week was reopening of Garden Pier Theater for presentation of legit *Children's Hour* for week, first time in history of the pier that it had attractions after Labor Day. Million-Dollar Pier net hauls continue to attract conventioners.

Work began this week in the Auditorium of taking up the concrete floor and laying an entire new ice rink which will be ready for ice hockey in November. Auditorium has booked a lecture by Mrs. Franklin D. Roosevelt on October 13. New station plaza will be dedicated with elaborate ceremonies on October 12. Red MacKenzie will again have charge of Sea Gulls ice hockey team. Bees Reeves brought in the Joe Louis team for a one-day stand, more than 300 attending.

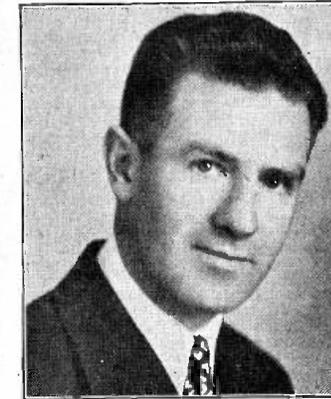
Joe Quitner, true to his promise, reopened the Earle this week-end with a revue, *Pirate Belles*, featuring Jack Diamond. Pop prices prevail and Joe is going to try to make it an all-winter go. Carol Mackay, of the Merry-Go-Round, ended summer's stay this week (See ATLANTIC CITY on opposite page)

Wilson Buyer in New York

NEW YORK, Sept. 25.—Captain Curley Wilson, superintendent of Brookside Zoo, Cleveland, was a visitor this week to New York, having come to purchase animals, survey the metropolitan zoo setup and to ogie the American Legion convention demonstration. It was his first visit since 1927.

Season Good in Coshocton

COSHOCTON, O., Sept. 25.—Dick Johns, builder and operator of Lake Park here, reports the past season one of the best in 15 years he has been at the helm. Dance pavilion, operating week-ends, is only park activity since Labor Day closing. He has been at Eastern Ohio fairs with flashy penny arcade under canvas. He concentrated this season on bathing beach and dance pavilion, having disposed of all rides. In nine years, he



PAUL H. HUEDEPOHL, Portland, Ore., manager of Jantzen Swimming Association, on his annual business and vacation tour and interviewed in New York, declared the season has been excellent and was limited only by weather conditions. He confided that 1938 swim suits will not be so abbreviated. A short trip will be made to Havana, where he foresees big things for the pool industry because of the climate.

said, more than 2,000 kiddies have been taught to swim, instructions being free to beach patrons. Accompanied by Mrs. Johns, he plans to go to California with their trailer home to spent winter months.



SINCE REOPENING OF THE FAMOUS CLIFF HOUSE, under management of Whitney Brothers, operators of Playland-at-the-Beach, San Francisco, they report that business in general thruout the beach has increased 100 per cent. The increase is considered largely due to thousands of tourists visiting the landmark, established in 1858. More than 150,000 have been entertained at the caravansary since reopening last month.

Huedepohl, in New York, Foresees Great Pool Future for Havana Area

NEW YORK, Sept. 25.—Paul H. Huedepohl, of Portland, Ore., swimming pool authority, representative of Jantzen Knitting Mills and manager of Jantzen Swimming Association, visited this city for several days this week as a part of an annual tour taken each September. Mr. Huedepohl, who has visited business associates and executives of the National Association of Amusement Parks, Pools and Beaches in Chicago, Pittsburgh, Washington and New York, left on Wednesday for New Orleans on the vacation leg of his trip. Jaunt to the Southern city is by boat.

He said that business done by his firm this year has been exceptionally fine and would have been nothing short of sensational had weather conditions thruout the nation held up all summer. Cool spells at frequent intervals in several sections held down sales totals, however, but the Jantzen company is expecting tremendous biz this winter and next summer.

Before returning to Portland he will make a short trip to Cuba, where, he revealed, "we are making sensational

progress." Havana and surrounding cities, he said, are the coming area for big pool operations what with practically perfect swimming conditions the year round.

Jeffersonites Take Trips

DETROIT, Sept. 25.—Closing of a successful season in Jefferson Beach Amusement Park inspired staff and executives to scatter for vacation and business trips. R. C. Mahon, president, is in New York. J. F. Gibson, managing director, also was in New York and planning to leave for Cuba. L. Wagner, public relations department, is in Canada, north of Duluth, Minn.

GOTHENBERG, Sweden, Sept. 20.—Liseberg Park terminated its season last week. Among the acts on the final bill of the open-air stage and at the park cabaret were Four Franks, American hoofers and comedians; Three Gazettis, equilibrist; Frediani Brothers, tumblers; Three Manleys, comics, and Joe Mara Marionettes.

Frisco Spot's Biz Is Better

Playland-at-the-Beach prepares for winter run—holidays increase 35 per cent

SAN FRANCISCO, Sept. 25.—Labor Day and Admission Day, September 9, were productive of business at Whitney Bros.' Playland-at-the-Beach that exceeded that done on the same days last year by at least 35 per cent, officials reported. August and September this year are called bright spots in an analysis of receipts for the past five years.

Altho dancing was a part of the Cliff House from the days of the polka and scottish Whitney Bros. have tabooed it in the new Cliff House. For music they have installed a large electric organ which is carried from Marine dining room to all parts of the Cliff House by a specially built-in loud-speaker system. Anne Bowstead, contralto of the Canadian Radio Commission five years, is featured soloist. Should diners desire to dance, Topsy's Roost, just down the hill, is available, but for the most part Cliff House patrons prefer the non-dancing atmosphere. In Cliff House lounge a specialty team, Irene Barclay and Nadine Chris, offer vocal and piano novelties.

Whitney Bros. have added a pony ride to the midway, in space near the Rocket Speedway. While most Eastern parks are closed for winter, Playland-at-the-Beach prepares for an increase in winter business. Safeway Stores Week, being planned for the middle of November, is expected to result in a substantial boost in receipts.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Just when locks had been hung on most amusement enterprises of importance around Long Island the American Legion's national convention burst forth in New York City and brought into existence thousands of amusement-seeking vets who wandered into Long Island's environs to discover it quite void of entertainment. Naturally a prompt about-face resulted in cases where Legionnaires were out in quest of amusement rather than just sights. Unquestionably Long Island amusement people who were shut down showed a pronounced lack of foresight, especially with the country more or less Long Island conscious, with the World's Fair, Jones Beach, etc.

Russel Kruppenbecker, president of the World's Fair Club, announced renewal of activities by the group after summer suspension of meetings. Merry-Go-Round, Sunnyside, is said to have one of the largest revolving bars in the country. Unusually wealthy and swanky, Pete Bostwick has turned promoter around Westbury way, featuring hosiery attractions now, but likely to go to other fields later. Wrestling and boxing are about washed up and midget auto racing is wow stuff, as far as Long Island is concerned, that is.

ROCKAWAY BEACH: Tho there was more sunless weather than the locality has seen in a long time, beach umbrella fellows had their best season in years. Hans Klein has rounded out an even decade as manager of Playland Park swimming pool. Harbor Inn, after a successful season with Will Oakland as entertainment guide, has shut. Biggest problem between now and the World's Fair of 1939 is to work out an auto-parking system here, where most streets are so narrow it is almost compulsory to ban parking presently. Charley Young, bingo biggie, off to California.

Concessioners with big left-over stocks have been resorting to auctioneering to dispose of the merchandise, and besides turning out to be a mere help, it's a profitable venture. Mammie Klein, refreshment stand op, took up at Mineola Fair after closing a good season here.

Four new suits in the wardrobe of Al Margolies, ping-pong operator, bespeaks the nature of summer biz. Tho Playland Park is closed for the year, the roller-skating rink is to remain open (See LONG ISLAND on opposite page)

American Recreational Equipment Association

By R. S. UZZELL

Wallace St. Clair Jones, president of William B. Berry Company, Boston, and president of New England Section, National Association of Amusement Parks, Pools and Beaches, is already actively planning the annual meeting of that division, altho the meeting will not be held until next February. That his foresight will bring results is a foregone conclusion.

He has enlarged office space in his establishment and shifted the whole interior setting of the office so as to make room for his son's desk by the side of his own. He educated his son thru Harvard, let him go out a while as a free lance and is now giving him first-hand experience with the stern realities of life. Not bad training for a youth, we call that, Jones. Young Jones should pilot the ship successfully when the guiding hand of his father drops the active tools of life. In our industry there are many juniors getting this same intensive training. Some day we shall devote one whole issue of this column to this fact. It seems to us this will prevent the wreck of some of our best concerns when the guiding hand is removed.

Space Sale Starts Well

By coincidence we met Harry E. Tudor and his wife on the street in Boston. They were preparing to embark for England, only for a brief sojourn, as Harry has filed naturalization papers here and will ultimately become an American citizen. It would require a long article to delineate his active career in the States as wild animal man, aviation promoter, park manager, device salesman, concessioner, writer in this field and publicity man. He has established here a well-deserved reputation for faithfulness and integrity. His friends wish him bon voyage and a speedy return.

Fred Fansher, our program chairman of the annual meeting in Chicago, has the bees buzzing in all directions. His first concern is to determine the night of our meeting under the new setup. His first bet is Sunday night, but he is canvassing the situation in an endeavor to make it as unanimous as possible. Secretary A. R. Hodge of NAAEPB is off to a good start on the sale of space. His letters have the old ring of assurance instead of having to whistle to keep up courage. Let us all boost for the exhibit and sale of space.

No city which has not had a national convention of the American Legion can adequately visualize what it is or have the slightest idea of its magnitude. They took the city, traffic cops and all. They made a playground of Times Square, the only convention which could even hope to do it. The metropolis is gaining the best conception of real Americanism that it has known since the boys passed thru here going "over there." There was a lot of play but also an abundance of constructive work. They are not for war, but if necessity should arise they would stand at attention.

N. Y. Success Certain

That big volume of expected business at Cleveland and Dallas expositions did not make its appearance. The same conditions prevail in Paris. The French exposition follows too closely the Belgian show, the two in the States not being remote enough from the real thing in Chicago, in 1933-'34. There is fortunately a lapse of a year before the 1939 New York World's Fair. It is already far enough advanced to assure success. At this early date one hears at the crossroads in the hinterland of plans for an extensive visit to the greatest exposition the world has yet known. A major exposition in the States at about 10-year intervals would be prudent spacing.

Paul H. Huedepohl, of Jantzen Swimming Association, Portland, Ore., was just in for a chat before taking the boat for a six-day cruise to New Orleans. He gave us the sensational facts that 1938 bathing suits will not be so abbreviated. He says they will be scant enough for swimming but will have an extra cover to be used when the bather is out of the water. Who expected the women to become so conservative? If they continue at the present rate they will soon be wearing as much as is worn in nudist

colonies. The world demands change. They just had to do something.

Joseph Lusse, senior of the Lusse brothers, has had a close call this summer. But for his rugged constitution and clean life pneumonia would have taken him from us. His many friends will be glad to hear that he is on the way to complete recovery.

The Pool Whirl

By NAT A. TOR

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

Loyalty to Patrons

A sudden urge for back-slapping the swimming-pool crowd occurred to me last week when I had occasion to visit Coney Island for its annual Mardi Gras. It was there where I saw the outdoor amusement man—not the pool man—in operation. I may be wrong, but from my visit to the Island, which, incidentally, was my first this year and from observations I've made in journeys to other outdoor amusement places all summer, I got the impression that patrons are looked upon as suckers.

At Coney I visited a number of side shows and even a big amusement park. And in every case, once I had bought a ticket, the atmosphere conveyed the thought that I was definitely a sucker, and everything from the lecturers' remarks inside the exhibits or shows to the very shows themselves brought home this point all the more. Critics to this belief will hasten to refute by saying that every branch of amusement has its "bad apples" and that I apparently just happened to choose those types of shows and rides. But that isn't so, for I am making this statement after observing scores of shows and patronizing numerous rides and the like. In other words, in my humble opinion, it is the rule instead of the exception.

Your pool operator—no matter how bad a one he may be—would never pull a crowd in on the claim or boast that he had a number of attractions which he didn't have and then, even if he was the type operator who would stoop that low for patronage, he would never turn around and actually call his audience suckers when these boasts failed to materialize, and attempt to kid them into believing that it was all part of the game. Now remember this didn't happen at just one place that could be called a "bad apple," but occurred at nearly every exhibit I visited, not only at Coney but at other outdoor amusement places this summer, at small concessions that could be called fly-by-nights and also at big well-established parks.

Most indoor amusements, such as legit theaters, picture houses and even night clubs, work on the not-so-new but ever-wise principle that the customer is always right. And most of the swim pools—thank heaven—follow this scheme. I realize this might start a controversy and many will yell that all this has no place in a swimming-pool column. Veteran park operators will say that such incidents are nothing new and that fairs, parks and carnivals are very clean and managed very much on the up-and-up these days as compared with years ago. All of which is unquestionably true, but insofar as loyalty to a patron is concerned and insofar as getting dollar-for-dollar value for one's money, I think that a patron of a swim pool gets a much better break.

Of interest to pool operators should be the new game of Water Box Ball. The game is played the width of the pool in shallow water three to four feet in depth. The ball is a regulation water-polo ball. Goals are two boxes facing the playing area, one on each side of the pool and three feet back from the edge. They should be about five feet up on a support or platform. The boxes should be a foot high, a foot deep and about two feet wide. The open tops of the boxes face each other; the word "goal" is painted inside. Five-foot throw lines are marked parallel to each side of the pool. Three or more players make up a team. The game consists of two halves of seven minutes each. The object of the game is to toss the ball into the goal. The ball must be thrown with both hands, and to be counted fair must hit in the back of the box. The ball must be tossed from outside the five-foot throw line. Each goal counts one point. The game is started by both teams lining up in the water at their respective sides of the pool, holding the wall with one hand. The ball is

thrown in the center of the playing area by the referee at the beginning of the game, and after a goal has been scored. No fouls are called but anyone playing rough is taken out of the game.

With the Zoos

CINCINNATI.—Sol A. Stephan, grand old man of the zoo, retired on September 19 from active service as general manager after 62 years. A feature of the program was unveiling of a memorial shaft containing a bas-relief bronze head of Stephan by his grandson, Dr. Sol A. Stephan, and his son, Joseph A. Stephan, general superintendent of the zoo. The veteran curator was given a gold memento plate by James A. Reilly, president of the zoo. A small card intended to serve as a token of life membership in the zoo, the memento bears an inscription of the years of Stephan's affiliation. The memorial shaft is a four-ton glacial boulder, brought from Farmersville, O. It has been set in a small plot on the hill near the main entrance. The bas-relief was executed by Miss Louise Abel, Cincinnati artist. About 1,500 persons were present to hear brief tributes to Stephan. Despite his 88 years and his formal retirement, Colonel Stephan still will devote much of his time to the zoo, serving as general manager emeritus.

BURTON, O.—Capt. Curley Wilson, superintendent of Cleveland Zoo, contributed much to success of Geauga County Fair here when he shipped a truckload of zoo animals for a wild life exhibit, which proved one of the features of the annual and was one of the largest ever assembled in this section.

MILWAUKEE.—New birds purchased by Washington Park Zoological Society for the zoo include a pair of Brazilian cock-of-the-rock birds, East Indian blue magpie and two Brazilian curassows.

LONG ISLAND

(Continued from opposite page) until late December. Once more there is talk for a convention hall, similar to Atlantic City's. Two former local pool life guards recently added to the New York City police force are Dick Bressler and Bill Greelman.

LONG BEACH: Local cabarets did the best of any types of biz. Mayor Gold's unsuccessful attempt to regain the nomination for the city's highest position may mean his turning to the development of amusement properties locally. Railroad travel to here from New York City shows a big fall off for 1937 to date.

ATLANTIC CITY

(Continued from opposite page) and is reopening at St. Moritz, N. Y. Eddy Bradd signed his third year's contract with the Ritz Merry-Go-Round. Ben Siphers is dickering for the old Union Bank as a night spot.

FAIR GOUNDS

(Continued from page 62) sojourn Johnson County Fair, Wrightsville.

TALLAHASSEE, Fla.—Art Lewis Shows will be at West Florida Fair here. Joe Frank, fair president, announced. Directors decided to concentrate on a livestock show and to have a larger Society Horse Show, a special arena to be built. Other departments will be for merchants, and manufacturers, colored farmers, home demonstration and poultry.

SIDNEY, Mont.—Despite curtailment of government spending in this locality, attendance at Richland County Fair here

on September 6-8 showed an increase over last year, reports Secretary-Manager Jack M. Suckstorf. Exhibits were good and grand stand was packed afternoon and evening all three days to see horse races with pari-mutuel betting and fireworks presented the last two evenings. Food and refreshment concessions on midway did good business. Members of the fair board are R. P. Blair, president; Harold Rounce, Fred Lauster, George Johnson and County Agent Ted Fosse.

UNDER THE MARQUEE

(Continued from page 38) Band. He has become prominent in movie theater game. Has three theaters in Ponca City and two at Pawhuska. Is a relative of Doc Waddell.

ARTHUR MYERS, sax and clarinet player with Jack Hoxie Circus all summer, is now in the band with the Dodson Shows.

WILLIAM (CURLEY) BRAND, an old trouser, is at Veterans' Administration, Wood, Wis., taking treatment for arthritis. He would appreciate hearing from friends.

ROBERT DYCKMAN and Harold and Catherine Hunter, since closing with Famous Robbins Circus, are making fairs in Pennsylvania and New Jersey, after which they will play Southern fairs.

HELEN LaSELL, of Three LaSells, advise they are still with Seal & Lee Circus. Jack Dunn has joined and has the banners.

JOE MURPHY, elephant trainer, who has been vacationing in Ohio, returned to Ringling-Barnum show at Paris, Tex., and was greeted by his many friends. Refreshments were served by Arthur Walsh, one of assistant trainers. Mac MacDonald, Nick DeAmbrosio and Clarence Woodson furnished the music, and Freddy Wells was emcee.

DOC WADDELL states that Alleseca, 10-year-old daughter of Mr. and Mrs. Fred L. Johnson, of Pawhuska, Okla., is scoring in the Southwest with Miller Bros.' Shows in heel and toe catches on high trapeze under full swing. Feature of act is heel catch, dropping one heel off and thus swinging. Her father is the original "Freddie Fisher," of the Famous Flying Fishers out of Bloomington, Ill. On account of dislocated shoulder he has been out of active flying since 1915.

FRANK WARREN, stage carpenter at the Pan-American Casino at the exposition in Dallas, recently suffered an accident at the theater. Following an evening performance, he fell from a platform 20 feet from the stage and broke an ankle in two places and also sustained a fracture of shin bone, which will lay him up until about middle of November. Would be glad to hear from friends. Warren was inside ticket seller with Tom Mix Circus in 1935.

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OIL PAINTINGS, VELVET PICTURES, PILLOW Taps. Popular prices. Religious Plaques, beautiful, new, original designs. **ENTERPRISE-C**, 2321 North 36th, Milwaukee, Wis.

QUICK CASH PROFITS SELLING PERFUMED Xmas Cards, Perfume Novelties. Particulars free. Sample 10c. **MISSION CO.**, 2328W Pico, Los Angeles, Calif.

SANTA CLAUS TALKS LIKE PHONOGRAPH— Speaks Greeting. New, mysterious. 25c seller. Send \$1 for eight. **TALKIE TOY CO.**, 4451 Irving Park, Chicago.

SELL BY MAIL PICTURES, CHRISTMAS Goods, Books, Novelties, Bargains! Catalogs. Big profits. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago.

SELL NEW AND USED CLOTHING OVER 100% profit. Selling experience unnecessary. We start you, furnishing everything. Catalogue free. **ACME MERCHANDISE**, A-1219 S. Jefferson, Chicago.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

ANIMALS, BIRDS AND PETS

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.

BEAR CUBS—BROWN; ALSO BLACK, \$30.00 each. Young Pet Rhesus Monkeys, \$15.00. Plenty bargains. **OKAY PET SHOP**, 1423 Michigan, Detroit.

COLLIES, BOSTONS, SHEPHERDS, BULL PUPS, Yankee Terriers, Others. Quaranteed Mange Medicine. Ship anywhere. Live delivery guaranteed. **BOBB TONN**, Dallas, Tex.

FOR SALE — FIVE-LEGGED GUERNSEY CALF, six months old, T. B. tested, in good health, \$125.00. **CLAUDE QUAY**, Feira Bush, N. Y.

TAME CHIMPANZEE, \$300.00; BABY OCELOT, \$25.00; Toucan, \$25.00; Red Fox, white tail. We buy. **OKAY PET SHOP**, 1423 Michigan, Detroit.

TWO MALE LIONS—YOUNG, HEALTHY; with Four Whelp Trainers. Right place for breaking. **B. W. BANARD**, General Delivery, Hamilton, O.

WHAT IS IT? BORN OF A CAT BUT HAIR- less Dog. Genuine Ripley Subject. **WILLIAM SIMPSON**, 103 N. 63d St., Philadelphia, Pa.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS.

535 PSYCHOLOGY, HYPNOTISM, EXTRAORDINARY, Occult, Astrological, Egyptian, Oriental Sciences. 783 Magical Secrets. Both Catalogues 50c. **TRANSCENDENT SCIENCE**, Box 37, Chicago.

BUSINESS OPPORTUNITIES

DANCE HALL OR RINK LOCATION WANTED for Roller Skating. First-class equipment. Rent or percentage. Full particulars. **McARDELL**, Lake Orion, Mich.

DIME BRINGS COPY 52 PACE MAGAZINE— Profitable Plan's, Tip's, Formula's, Money-Making Opportunities. **"BUCKEYE BUZZ"**, 257b North Washington, Tiffin, O.

ENTERPRISE BUILDER FOR HOME WORKERS. 52-Page Magazine. Sample, dime. **B. LANE**, Mountain City, Tenn.

FIRST TIME ON MARKET—SELL COOPERATIVE Service Plan to Garages by Mail. Use Mimeographed Penny Postals. Collections come in by mail. No canvassing or experience. One dollar starts you into easy money. **LAUGHLIN SALES & SERVICE**, Bordeaux, Wash.

FLASH! — QUALITY MERCHANDISE SHELL Lamps, Novelties, Coconut Lamps. Florida's oldest and largest manufacturer of Tropical Souvenirs. **LOS TROPICALS, INC.**, 946 N. Miami Ave., Miami, Fla. Open year round.

FOR SALE—UPTOWN THEATRE, PROVIDENCE, R. I., 1,450 seats. Formerly managed by Keith-Albee Corp. Sacrifice for quick sale.

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

WANTED — MEN INTERESTED IN MAKING \$50.00 a week. Investment \$200.00. Write **H. KURTZER**, 892 Avon St., Akron, O.

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 SACRIFICE — MILLS BLUE FRONTS, LION Heads, Watling Rollatop, Paces, Jennings Chiefs, 5c, 10c, 25c, \$42.50 each; Steel Safe Stands, \$5.00 each; Paces Races, \$175.00 each; Rays Track, \$225.00. None on location, good as new. 1/3 cash deposit. Reference Exchange National Bank. **T. O. BUSBEE, INC.**, Tampa, Fla.

A-1 RECONDITIONED — FULLY REFINISHED and guaranteed. 1 Bally Derby \$7.20; 1 Bally Bonus, \$17.30; 2 All Stars, \$35.50 each; 1 Straight Eight, \$6.55; 2 Pamco Bells, \$40.00 each; 2 Jumbos, \$5.85 each; 1 Peerless, \$20.00; 1 Turf Champs, \$52.00. Will buy Ball Parks. **WINONA DISTRIBUTING SERVICE**, 702 West Fifth St., Winona, Minn.

ATTENTION—WILL BUY FOR CASH ALL styles Arcade Equipment. Specify in typewritten letter exact quantity, style and price. **CERBER & GLASS**, 914 Diversity Blvd., Chicago.

BARGAINS—FIVE 14-FT. DE LUXE ROLL A Ball Alleys, only \$39.50 each. Call here personally. **ROBBINS CO.**, 1141B DeKalb, Brooklyn, N. Y.

BOWL-A-GAME — MECHANICALLY PERFECT, \$20.00; 5 Paces Bantam Scales, like new, \$20.00; 3 Slot Machines, \$10.00 each. **AVONAL SALES**, 1708 E. 84th Pl., Chicago, Ill.

BUMPER, \$12.50; CAROMS, \$47.50; PALOOKA, Sr., \$20.00; Paces Races, nickel cash, serials 3907, 3910, 20 Payout, \$215.00; Serials 4162, 4163, 4199, 4235, Check 20 Payout, \$225.00; Serial 4403 Walnut Check, 30 Odds, \$275.00. All machines perfect condition, just off location. Third deposit. **EDWARDS**, 2003 Pender Ave., Wilmington, N. C.

CAILLE DOUBROUR VENDER, \$24.50; DIC- tator, \$22.50; Sphinx, \$17.50; Reserve Bells, \$14.50; Jackpot Belts, \$9.50 each, lots five. **COLEMAN NOVELTY**, Rockford, Ill.

ERIE DIGGERS, \$15.00; IRON LAMPS, CHEAP; K. O. Fighters, 700 Peanut, Gum Vendors; Cent-A-Smokes, \$4.50. **NATIONAL**, 4242 Market, Philadelphia, Pa.

FOR SALE—IN GOOD CONDITION, LIKE NEW, Used Bumper No. 40 Table, \$15.00 each. Must sell vite or write. **ROBERT EHRHARDT**, 608 N. Market St., Shreveport, La.

FOR SALE—DUCK MACHINE, NO REASON- able offer refused or will trade. **HUMPHREYS**, 6963 N. Clark, Chicago. Hollywood 5567.

FOUR WURLITZER PHONOGRAPHS—P-10, \$100.00 each; five Style P-12, \$120.00 each; two Seeburg Symphonias, \$100.00 each; all in excellent condition. \$300.00 for the lot. **W. H. WHITEHEAD**, 1205 Market St., Wilmington, N. C.

GOOD RUNNING ORDER — ONE-BALL CASH Payouts. Hialeah, Tycoon, Prospector, Flicker, Jumbo, Bally Bonus, Sky High, Harvest Moon, Rocket, Derby, Leather Neck, Champion, Traffic, Velvet, All Star, Mills 5c Jackpot, your choice, \$15.00 each. Cash with order. **O'BRIEN**, 89 Thames, Newport, R. I.

HAVE FOR SALE—MILLS BLUE FRONTS, PACE Comets, Jennings Chiefs and Watlings Roll-A-Tops, all on 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 re-built junk. References Dun & Bradstreet or First State Bank, Eustis. **W. F. DUGGAN**, Eustis, Fla.

JENNINGS CHIEFS, USED 2 MONTHS, \$65.00; Caillie Cadets, \$25.00; Watling Rola-Tops, \$45.00; Paces, \$50.00 each; Mills Cherry Belts, \$70.00. Stands and Cabinets. One-Shot Pin Games, bargains. **CHIC CRABTREE**, Edinburg, Ind.

MILLS SELECTIVE PHONOGRAPHS—NO. 801, \$50.00; No. 802, \$35.00; Dance Masters, \$95.00. **MAXWELL MUSIC MACHINE CO.**, 695 E. 141 St., New York.

PAY \$50.00 FOR USED ROCK-O-BALL SKEE Ball Alleys, Seniors or Juniors. Write **STATION O. P. O. Box 118**, New York.

RAY'S TRACK, SERIAL NUMBER 2500, \$99.00; Serial 3500, \$109.00; Preknack, \$50.00; Six Slot Palookas, \$22.00; Hialeah, \$18.00; Flicker, \$15.00; Peerless, \$10.00; Tycoon, \$10.00; Jumbos, \$10.00; Gold Rush, \$5.00. 1/3 cash, balance C. O. D. **L. A. BOCKRATH**, 326 W. Main St., Ottawa, O.

REAL BARGAINS—7 ROLATOPS, SIX 5c, ONE 10c, \$40.00; 1 Mills Extraordinary, 5c, \$40.00; 2 Mills War Eagles Escalator 5c, \$40.00; 1 Mills FOK Silent Vender Escalator 5c, \$35.00; 5 King Double Jackpot, 5c, and 1c, \$20.00; 1 Little Duke, 1c, \$4.00; 1 Watling, 1c, 5c Goosneck Double Jackpot, \$15.00; Mills Double Jackpot, 5c Goosneck, \$15.00; 1 Watling 5c GA Double Jackpot Goosneck, \$15.00. 1/3 deposit. **W. A. DAVIS**, 1082 Ogden Ave., Benton Harbor, Mich.

ROCK-A-BALL SENIOR, \$100.00; TOM MIX Rifle, \$150.00; 2 Genco Rola Score, \$20.00 each. **ALEX COREY**, 2174 Oiney, Indianapolis, Ind.

SACRIFICE-SALE IN PAYTABLES—AIR RACES, \$45.00; Carom, \$45.00; Light-A-Pair, \$19.50; Hi-De-Ho, \$19.50; Skippers, \$16.50; Ten Strikes, \$15.00; Bee, Jay, \$15.00; Day, Rola-Top, \$15.00; Wurlitzer Simplex Phonographs: Model 412, like new, \$165.00; Model P12, like new, \$125.00. 1/3 deposit, balance C. O. D. Reference, Milwaukee County Bank, West Allis, Wis. **KEMO NOVELTY CO.**, 7833 W. Greenfield Ave., West Allis, Wis.

TEN MILLS BLUE FRONT NICKEL MILCO- Side Venders. Just like new. Serials over 395,000, only \$45.00 each. Send deposit and will ship at once. **W. C. FAIRBANKS**, Sioux Falls, S. D.

TIT TAT YOE, WEEGEE, PENNY ANTE, \$3.00; Spark Plug, Five Jacks, Fortune, Rapid Fire, Rodo, Rodo, Rodo, Gold Rush, \$5.00; Jumbo, Silvercup, Grand National, Ace, Pearl Harbor, Snooker, Klondikes, Giants, Autopunch, Black Magic, \$10.00; Bambino, Tycoon, Bumpers, Fireball, \$15.00; Dials, Daval Baseball, \$20.00; Scoreboard, Electric Eyes, \$25.00; Skippers, Juggle Dodger, \$35.00; Turf Champs, Sweet 21 Tickets, \$45.00; Rays Track, \$125.00. **E. R. SALES**, 1010 Hall, E. Grand Rapids, Mich.

WANTED—PACIFIC'S TRIPLE SLOT, BOWL 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 NOVELTY SUPPLY CO.**, 312 Carroll St., Elmira, N. Y.

TURF CHAMPS — LATONIA, \$89.50; AIR Races, \$49.50; Scoreboard, \$17.50; Crossline, \$24.50; Ball Park, \$69.50; Slot Machines, \$10.00; Mills Double Jaks, \$25.00; Mills Escalators, \$35.00; Safes, single and double; Groetchen 21, \$12.50; Daval 21, \$7.50; Reel-Dance, Races, \$7.50; Penny Paks, \$7.50; Advance Cigarette Machines, 120 paks, \$49.50; used, \$19.50; 80 Paks, \$15.00; Mills O. T., \$32.50; Futurity, \$47.50. **LEHIGH SPECIALTY CO.**, N. W. Cor. 2d and Green Sts., Philadelphia, Pa.

WANTED—USED BUCKLEY DIGGERS, STATE condition, model, serial number and price. Address **BOX C-303**, care The Billboard, Cincinnati, O.

WANTED — 1,000 PENNY-NICKEL MASTERS. In good condition, in trade for Imperial 20 Rocklows Moto Scooters or Evans Galloping Dominos, Bangtalls. Write, wire lowest price. **MARIETTA SERVICE CO.**, 412 Front, Marietta, Ohio.

WANTED—ROCK-A-BALL JUNIOR BOWLING Alleys and Rockola World Series. State lowest cash price, condition, serial numbers. Have Tom Mix Rifles for sale or trade. **STEWART'S RADIO**, 136 N. Pennsylvania, Indianapolis, Ind.

WANTED—WILL PURCHASE USED CHOCO- late, Peanut and Confection Machines. Write **SCULLIN VENDING CO.**, 3712 Lancaster Ave., Philadelphia, Pa.

WANTED—WILL PAY CASH FOR ANY QUAN- tity of Used Ad-Lee Eveready Four Column Vending Machines. Write, stating price and quantity in first letter to **SCULLIN VENDING CO.**, 3712 Lancaster Ave., Philadelphia, Pa.

WANTED—40 SEEBURG OR ROCK-OLA RIFLES. Must be low. **OTTO ENGINEERING CO.**, 20 West 22d St., New York, N. Y.

WE BUY AND SELL PIN GAMES, COUNTERS, Payouts and Slots. **CONNECTICUT AMUSEMENT MACHINE CO.**, 294 N. Main St., Waterbury, Conn.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

WURLITZER 616, \$185.00. WILL TRADE FOR Slots, One Ball or Diggers. **O'BRIEN**, 89 Thames, Newport, R. I.

"5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J.

10 SNACKS, 5c PLAY, \$19.50; 50 SNACKS, 1c Play, \$16.50; 25 Log Cabin Duplex 1c Peanut Machines, \$7.50; 10 Columbus Ball Gum Machines, like new, \$3.50; 10 Wurlitzer Peanut Machines, 1c, \$2.50; Robbins 2-1 Gum Machine, 1c, \$3.50; 10 Northwestern 1c-5c Merchandiser, like new, \$10.00; 2 Stewart-McGuire 1c-5c Merchandisers, like new, \$10.00; 10 Tom Thumb Peanut Machines, 1c, \$2.50; 1 Caillie, 10c Play Commander, like new, \$67.50; 2 Mills O. T. 1c Play, No. 6096, Blue Front, \$27.50; 1 Mills 2c Shipman Orange Front, No. 9021, \$47.50; 2 Shipman 1c Peanut Machines, like new, used 1 week, \$6.50; Robbins 2-1 Vendor, like new, \$8.50. Reconditioned Cigarette Machines of every description. Send for list. 1/3 deposit must accompany all orders, balance C. O. D. **L. COIN MACHINE CO.**, 1351 Washington, Boston, Mass.

\$50.00 CASH PAID FOR LATE MILLS BLUE Fronts; \$30.00 for regular Gold Awards. State serials. **ROCKPORT NOVELTY CO.**, Rockport, Tex.

YOUNG OPERATOR WANTS JOB ANYWHERE, decent salary. Experience Slots, Races, Automats. Good references and transportation. **JOHN STENGEL**, 5568 Palm, St. Louis, Mo.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, STAGE COS- tumes, Chorus Suits, Slippers, Furs, Fans. **G. CONLEY**, 310 W. 47th St., New York.

GOWNS, TUXEDO, OPERA HOSE RUBBER Busts, Vignettes, Eyelashes, Face Lifters, Strip Tease, Female Impersonators' Outfits. Catalog 10c deductible. **SEYMOUR**, 246 Fifth Ave., New York.

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Catalogue 5c. 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan.

MUSICIANS' MESS JACKETS—ALL COLORS, \$2.00. Beautiful Silk Turtleneck, 12 1/2" x 32, band-gain, \$25.00. Tuxedos, Cellulose Hulas, Bang Coats, Caps. **WALLACE**, 2416 No. Halsted, Chicago.

WILL BUY FLASHY STREET AND STAGE BAND Uniforms; also Plush, Satin Drops. Specialty People doubling write. **MAC'S SHOWS**, Hartings, Neb.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices! Leads. **GIBSON LABORATORY, Chemists, BH-1142** Sunnyside, Chicago. tnx

FORMULAS — SPECIAL FOR SHORT TIME only. Five high class, money-making formulas for \$1.00. Send stamp for list. **CO-OPERATIVE SUPPLY CO.,** Box 258, Alton, Mo.

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD, 4042 N. Keeler, Chicago.**

LATEST AUTOMOBILE SPECIALTIES — Polishes that excel and cost little. Antifreeze Solution. Will stand 40 degrees below zero. **ASSOCIATED CHEMISTS, Indianapolis, Ind.**

FOR SALE—SECOND-HAND GOODS

CORN POPPERS — PEERLESS, CHAMPION. Gasoline, all-electrics, Rotary Poppers. Heavy aluminum 12-quart popping kettles, caramel corn equipment. **NORTHSIDE CO., 1528 19th, Des Moines, Ia.** oc23x

BLUE DOT LORD'S PRAYER ON PENNY—SELL cheap on account of sickness. Like new, Good business. **JACK CARBER, 915 Fremont Ave., N., Minneapolis, Minn.**

POPCORN MACHINES, CRISPETTE, CARMEL-crisp, Cheese Coat, Potato Chip Machines, LONG EAKINS, 1976 High St., Springfield, O. no6x

PRICED FOR QUICK SALE—DIME PHOTO Outfit. Phorait Camera, B. & L. Lens F2, Visualizer, Cabinet, complete, \$100.00 cash. Start now before Christmas trade. **EARN'S MOVING SERVICE, 38 No. Monroe, Battle Creek, Mich.**

FOR SALE—SECOND-HAND SHOW PROPERTY

A-J ATTRACTIONS — PUBLIC ENEMIES, Wrestling Pad, Giant Octopus, Unborn, 2-Headed Baby, Mummies, Tents, Illusions. **UNIVERSAL, 3238 S. State, Chicago.**

BALLROOM AND THEATER LIGHTING EQUIP-ment. Spotlights, Floodlights, Crystal Showers. **CAPITOL STAGE LIGHTING CO., 529-W 45th St., New York, N. Y.** no6x

COMPLETE CARNIVAL FOR SALE—STORED at Tampa, Fla. Herschell-Spillman 3-Abreast Carrousel, Mangles 12-Car Whip, Smith Chair-Plane, Spillman Kiddie Auto Ride, together with wiring and equipment. Everything in first-class shape. \$6,000 cash. **BOX 816, care Billboard, 1564 Broadway, New York City.** oc9

LONG-RANGE MECHANICAL SHOOTING GAL-leries. One 8x8, one 8x10, one 6x6. Gal-leries on hand any time. **H. B. SHERBANH, Wayne, Neb.**

LOOP-O-PLANE — LARGE SINGLE MODEL. No dead men to dig, sets up anywhere. In almost new condition. Tackle, many extras. \$500.00 cash takes all. Will deliver and set up, 10c a mile. **SHORTY DUNTON, Moscow, Mich.**

MINIATURE LOCOMOTIVE AND FOUR PAS-senger Cars, complete, \$1,000.00. Run at Jefferson Beach this season. **6334 E. Forest Ave., Detroit, Mich.**

REGULAR \$275.00 STRIP PHOTO OUTFIT — Perfect condition, complete ready to work, \$100.00. **HASSAN, Box 971, Parkersburg, W. Va.** oc16

HELP WANTED

AERONAUTS WITH BALLOONS OR AS RIDERS for Havana, Cuba, Balloon Race. Report Miami October 6. Reply Western Union collect. **ERNEST BRIGGS, Times Bldg., New York.**

BOOKING AGENT WITH CAR FOR MENTAL Act. Now in South. Known name. Forty per cent. Address **BOX C-340, Billboard, Cincinnati, O.**

LADY WHO CAN DO LITTLE GYMNASTIC work of any kind or willing to learn. Assist in Acrobatic and Balancing Act in Vaudeville. Balance of this season in circus. **AUGUST KANERVA, care J. J. Lubbering, 415 W. 34th St., Kansas City, Mo.**

LINE CIRCUS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary. Wardrobe furnished. **BETTY BRYDEN, 832 Fox Theater Bldg., Detroit, Mich.** oc16

ORGANIZED ORCHESTRA WANTED IM-mediately. Road work, possible location. Also Strolling Units. **ORCHESTRA SERVICE OF AMERICA, Coates House, Kansas City, Mo.**

WANTED — FIRST TRUMPET WITH GOOD tone, range. Reader young, sober. Location steady work. **LEADER, 1090 Newport, Detroit, Mich.** oc9

WANTED FOR MIRACLE ENTERTAINERS — A-1 Med Team, Man and Wife, Man Black-face. No booze. Must have house car. Low but sure salary. Address all to **MIRACLE ENTERTAINERS, Trenton, Mo.**

WANTED — COWBOY, HILLBILLY OR ALL- Girl Band with Singing Specialties; Singles and Teams who double instruments for Stage Units. Booked solid. Rush photos, details, lowest salary. **BOX 50, Billboard, St. Louis, Mo.**

Show Family Album



IN 1903, on the K. C. Barkoot Shows, there were a number of crack shots, as attested by the above picture of members of a hunting party at Palatka, Fla., displaying their "bag." Among those shown are Mr. and Mrs. Tom C. Rogers, now trouping with the F. E. Gooding Shows; Mr. and Mrs. Frank (Snakie) Thornton, who had the Wax Show, and Mr. and Mrs. Keith Tyler, operators of a black-top moving picture show.

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 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.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937-38 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.** oc30x

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

VENTRILOQUIST — PUNCH FIGURES, ACTS. Play theatres, night clubs, banquets, etc. **KENNETH SPENCER, 3240 Columbus Ave., Minneapolis, Minn.**

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.** oc9

FREE NEW CATALOG OF MONEY-MAKERS for 4-For-Dime Operators. Photo-Strip Junior, complete with lens, \$140; Rolls, 112x 250, \$4.75. Sample assortment Mounts, Mirrors, Frames, etc., \$1.00. Send for free catalog. **MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y.** oc30x

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

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Re-prints, 2c each; 100 or more 1c. **SUMMERS STUDIO, Unionville, Mo.** oc9

TENTS — MAKERS OF ALL SIZES AND STYLES of Show and Carnival Tents. Write for our new illustrated fall price list. Buy from "Hoosier" — save money. Everything in Canvas. **HOOSIER TARPAULIN & CANVAS GOODS CO., Billboard Dept., P. O. Box 574, Indianapolis, Ind.** oc2x

M. P. ACCESSORIES & FILMS

ROAD SHOW SOUND SPECIALS—WESTERNS. Actions, Features, \$15.00 up. Wire **APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J.** oc23x

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 BARAINS—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

NEW, USED FILMS 8-16-35 SILENT, SOUND, Religious, Comedy, Features, Shorts. Kodak 16MM Camera, \$25.00; Victor Sound Film, 16MM Projector, \$145.00; 8x10 Screen, \$10.00; 35MM Portable DeVry Sound Film, Projector complete, ready for show, \$179.50, with latest Amplifier and Speaker. Catalogs free, rental library, trades accepted, bought. Mogull's House of Bargains. **MOCULL BROS., 1944-B Boston Road, New York, N. Y. K11patrick 5-4700.** x

TALKIE FEATURES, \$10.00 EACH; LATE STAR Programs rented. Silent Machines, \$35.00. Silent Films wanted. **SIMPSON, 1275 S. Broadway, Dayton, O.**

USED 1,000 WATT ACME—WITH NEW SOUND Head and Constant Speed Motor. \$95.00. **JORDAN, Box 524, Opelika, Ala.**

UNUSUAL BARAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago.** oc9

WESTERNS AND COMEDIES AVAILABLE. Professional Sound Equipment. Lowest prices quoted. Burwood Silent Projectors \$12.50. Write. **ZENITH, 308 W. 44th, New York.**

8MM AND 16MM FILMS FOR SALE—ATTRAC-tive prices. Juveniles, Comedies, Cartoons in all lengths. Features, Two Reelers and Serial "Flame Fighters," with Herbert Rawlinson. Large rental library. Cine equipment. **ABBE FILMS, 3 W. 29th St., New York.**

PERSONALS

YOU TOO CAN HAVE BEAUTIFUL, HEALTHY hair, free from unsightly dandruff, by using Clean Shampoo. This shampoo is a time-tried superior product that is sure to improve the appearance of your hair 100%. Send \$1 bill for generous three-month supply. **ELSTIN LABORATORIES, P. O. Box 5382, Chicago, Ill.** x

SALESMEN WANTED

SALESMEN — MAKE 100% PROFIT SELLING Novelty Item, house to house. Its beauty and usefulness appeals to everyone. Write for details. **ERMET PRODUCTS CO., 2100 N. Carolina, Indianapolis, Ind.** oc16x

SALESMEN — SELL BUSINESS STATIONERY, \$2.65 thousand. Calendars, Book Matches, Advertising Pencils, Shelf Moulding, Labels, Salesbooks, Pricing Sets, Business Cards, \$1.50 thousand. 35% commission daily. Free deals. Sales portfolio free. **DAVID LIONEL PRESS, Dept. VW, 312 S. Hamilton, Chicago.** x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI-val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO, 3544 North Halsted, Chicago.** oc30

BEST CARNIVAL AND SIDE SHOW BANNERS on earth. Positively no disappointments. **NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.** oc2

TENTS—SECOND-HAND

CARNIVAL TENT BARAINS—"BIG TOP" drill, waterproofed khaki color, red trim, hand rope, 8-ft. wall. Used Labor Day only. 20x30, \$90.00; 20x40, \$115.00. **KERR CO., 1954 Grand, Chicago.** oc16x

CONCESSION TENTS—10x12, 12.41 OZ. KHAKI Top, .993 oz. Wall, made for American Legion Labor Day, \$30.00. **KERR COMPANY, 1954 Grand, Chicago.** oc7

KHAKI SIDEWALL—NOW MAKING 8 FT. high, .993 oz. khaki, hand roped, for three days Kiwanis Festival. Sell for \$32.00 per 100 ft. long. **KERR CO., 1954 Grand, Chicago.** oc2

LAM-A-FAB FABRIC CEMENT WILL SEW the seams and repair your tents, etc., permanently. Always pliable. Write S. J. **RUSSELL CO., P. O. Box 187, Peoria, Ill.** oc2x

USED SIDE WALL — 20c RUNNING FOOT. Concession Tops, 10x12 Ft. \$37.50, and 8x10 Ft. \$27.50; bargains. **MAIN AWNING TENT CO., 230 Main St., Cincinnati, O.**

2,000 FEET WHITE SIDEWALL, FULL EIGHT Ounce, 7 ft. high, \$22.00; 8 ft. high, \$25.00 per 100 ft. long. Good as new. **KERR MFG. CO., 1954 Grand, Chicago.** oc9

THEATRICAL PRINTING

BUMPER SIGNS, 5 1/2"x28", OR POLE CARDS, 9x22", 25, \$2.00; 50, \$2.65; 100, \$3.75 cash, delivered. **SOLLIDAYS, Since 1897, Knox, Ind.**

SPECIAL—2,000 4x9 DODGERS, \$2.60; 5,000, \$4.50; 2,000 6x9 Dodgers, \$2.90; 5,000, \$5.25. 50% deposit. **ECONOMY PRINTING CO., Lancaster, Ky.**

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D. plus shipping charges. **THE BELL PRESS, Winton, Pa.**

200 (14x22) 6-PLY ONE-COLOR WINDOW Cards, \$6.00; Two Color, \$8.00. Date changes, 25c each. **"DOC" ANGEL, Ex-troupier, Leavittsburg, O.**

WANTED TO BUY

ROLLER SKATES—WILL PAY CASH. CAN use several hundred pairs. Give lowest price, particulars. **BOX 817, Billboard, 1564 Broadway, New York.**

ROULETTE WHEELS WANTED—BILLIE HALE, Bradley Beach, N. J.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY

ACROBATS

TEETER-BOARD ACROBAT—UNDERSTANDER and Middle. Good hitter and catcher. Also join Tumbling Act. Good appearance. Height, 5 ft. 8; weight, 160. **WAYNE PATE, Marquam Manor, Portland, Ore.** oc9

AT LIBERTY

AGENTS AND MANAGERS

A-1 ADVANCE AGENT AND BUSINESS MAN-ager for Reliable Unit Shows. Know all territories. Have car. Address **ADVANCE AGENT, 1426 Summit, Apt. 6, Kansas City Mo.**

AGENT-MANAGER - Have Car, all essentials. Twenty years experience. Know Southern spots. ...

EXPERIENCED Live Wire Advance Agent with car. Wants to book Cowboy, Western, Hillbilly, Radio or other good stage attraction. ...

AT LIBERTY BANDS AND ORCHESTRAS

EDWIN HOLT AND HIS Music-Six young, neat appearing, union musicians. Special arrangements, vocalist. ...

A WELL ORGANIZED NONUNION ORCHESTRA of Ten Men finishes their engagement October 2. Desire a good hotel or night club position. ...

ROSS WINTERS AND HIS ORCHESTRA-FIVE men, all double. Violin, Sax, Bass, Piano, Drums. Public address system, uniforms, modern library and stands. ...

TURNER'S BOSTONIANS-4-PIECE COMBO. 133 Smith St., Peekskill, N. Y.

5-PIECE DIXIELAND SWING BAND-AVAILABLE October 17 or November 1. Go anywhere. Play all special arrangements, all sing, plenty novelties. ...

AT LIBERTY-Six-Piece Dance Band: 8 Saxs, Trumpet, Piano and Drums. Radio and floor show experience. Well organized, all young, free to travel. ...

DOO GOOK'S Greater Columbia Orchestra-Ten men. Open immediately. One nighters, college proms, etc. Vocalist and Trio. BOX 833, Perth Amboy, N. J.

AT LIBERTY CIRCUS AND CARNIVAL

ELEPHANT MAN - THIRTY YEARS OLD. Strictly temperate, very neat appearance. Desires permanent employment. Willing to go anywhere. ...

LOUIS-LOUISE LOCDSON-FOR MUSEUM ANNEXT. Three Life Size Photos. Different. Best wardrobe, congenial. Write or wire best offer. ...

AT LIBERTY-Elsie Von Ritter, the "Woman with Two Bodies." Double Boded, presented in a new, sensational manner. No strings and can work anywhere. ...

ROPE-SPINNER-All the best tricks, including Eight Loop Spin. Any reasonable offer considered. OSCAR GILE, General Delivery, Corning, N. Y.

TEA LEAF, Palm and Sand Reading-Would like connection with carnival or show of any kind. Willing to travel and take one-night stands. ...

AT LIBERTY COLORED PEOPLE

TENOR SAX-DOUBLING CLARINET. Arranger. Read or fake. Union, reliable, sober. Age 25. Available October 10. Write EDWARD DUVERNAY, 629 N. Evergreen St., Kankakee, Ill.

THE OLD STAR BAND-Organized over fifty years. A colored aggregation of 14 pieces, plays fairs, picnics, hotels and suitable for any occasion. ...

AT LIBERTY-Colored Drummer. Good reader, modern, nice outfit. Sober, gentleman. Will consider year-round work. ...

UNION PIANO-ACCORDIONIST, Doubling to Piano for orchestra or stage. Writes Popular and Commercial Songs. At liberty about November 1st. ...

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS TEAM-MAN, AGE 40, double Piano, Lady, age 30, Daring Specialties. Parts as cast. Write or wire. ...

DRAMATIC TEAM-With Fast Specialties. Do Strong Comedy, General Business, Characters. ...

AT LIBERTY MAGICIANS

PROF. DALINI-Magician, Sleight-of-Hand Artist, and wife, Madame Ruby, Mentalist, Chalk and Rag Picture Artist. Open for engagement, short or long season, with any good show. ...

AT LIBERTY MISCELLANEOUS

SCENIC ARTIST - THEATRICAL - MOVIE, Stock, Models, Sketches; Exposition Ideas Developed. Will Travel. DAYTON, Box 100, Station D, Brooklyn, N. Y.

AT LIBERTY M. P. OPERATORS

MOTION PICTURE OPERATOR-With De Luxe 1937 Sound Equipment. Three complete Talkie Programs. Have car. Go anywhere. ...

SLOW MOVING PICTURE CAMERAMAN with high-speed camera and regular movie outfit, now available in every line for high-grade cinema work. ...

AT LIBERTY MUSICIANS

LADY ACCORDIONIST - Union. Taught four years at Wurlitzer's. Soloist the past year in leading hotels. ...

A-1 DANCE TRUMPET - ALL ESSENTIALS. TRUMPETER, 298 Irwin Ave., Muskegon, Mich.

A-1 DRUMMER-VIBRAPHONIST - FORMERLY RKO and East Coast Hotel Orchestras. Union. Steady engagement anywhere. ...

AT LIBERTY-A-1 SWING DRUMMER. Entertainer and Sing. Write PAT KELSEY, 1718 S. Franklin St., Michigan City, Ind.

AT LIBERTY-UNION MUSICIAN; YOUNG, reliable, experienced band and orchestra; trumpet, euphonium, double voice. ...

AT LIBERTY-TROMBONE PLAYER. SIGHT read, good tone. Sweet, high, modern take-off. ...

DANCE ACCORDIONIST-ROAD AND NIGHT club experience. Young, single. For particulars write LEO SCHMIDT, Box 48, Wishek, N. D.

FRONT MAN-PLAY MODERN TAKE OFF Trumpet, Tap Dance, Sing some. Personality, pep and neat appearance. ...

FAST DRUMMER AND TENOR - DOUBLING Clarinet, desire work in good band. All essentials. ...

GUITARIST - MODERN RHYTHM; EXPERIENCED in all combinations; read or jam; age 23; neat and reliable; Harmonica and Guitar Specialty. ...

STAFF ARTISTS FOR RADIO WORK-MAN, Violin, Sax, Cello. Wife, Piano, Organ, Vibraphone. ...

TROMBONE-MODERN, READ, TONE, RANGE. Go. Sober, dependable, young. Plenty experience. ...

VIOLINIST - DOUBLING STRING BASS. Write or wire. BOX C-334, Billboard, Cincinnati, O.

ACCORDIONIST-Double piano and sing. Good reader, young, appearance, sober and reliable, wants to join reliable Hill Billy Show or Orchestra. ...

DRUMMER-Name band experience. Union, fast reader on Drums and Vibraphone. Full, solid swing. ...

FIRST TRUMPET - Wants to join band with future. Age 28, married. Play good trumpet and want good job. ...

SWING DRUMS-Vibraphone. Read reader, cut show. Union. Lots of experience with good bands. ...

TRAP DRUMMER - Symphonist, Vibraphonist. Locate anywhere. Factory, municipal band or orchestra. ...

TROMBONE - Thoroughly experienced dance, concert, stage, desires change. Consider any reliable connection. ...

AT LIBERTY PARKS AND FAIRS

AERONAUTS - BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J.

AT LIBERTY - C. A. Wright's Dog Circus for Fairs and Celebrations. Can furnish full evening program if desired. ...

BALLOONISTS AND AIR-plane Parachute Jumpers-Go anywhere. A-1 references. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill.

"TUMBLING ATWOODS" - Bozo, Raggedy Ann featuring Falling Horse, The Billboard, Cincinnati.

BINK, KING OF THE SLACK WIRE-THREE Acts: Wire, Trapeze and Comedy Juggling, all reliable. GEO. BINK, R. 1, Box 112, Cudahy, Wis.

CARMEN'S CIRCUS REVUE - 5 COMPLETE and distinct free attractions. Price and literature on request. P. O. Box 21, Williams-ton, Mich.

HIGH AERIAL ACT FOR OUTDOOR EVENTS. Appearance guaranteed. BOX C-223, Billboard, Cincinnati.

THE GREAT EUGENE-HIGH THRILLING POLE and Trapeze Act. Three different acts. Price and literature at your request. ...

THE SENSATIONAL WOLTERS TRIO-AMERICAN undisputed champion Novelty Balancers and Comedy Acrobats. Three distinct acts-two men, one lady. ...

CHARLES LA CROIX (In Person) - Original outstanding Novelty Trapeze Act. A high-class platform free attraction, available for Fall Festivals, Exhibitions, Fairs, etc. ...

FRED AND MARIE GUTHRIE - Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Buttery, Iron Jaw Act and Double Tight Wire, etc. ...

JAYDEE THE GREAT-An amazing High Trapeze Novelty. A Gorilla-like Creature, gambols atop lofty 88-ft. pole displaying sensational aerial contortion with the grace of a Simian. ...

AT LIBERTY

PIANO PLAYERS

AT LIBERTY-A-1 PIANOMAN; READ ANY-thing; fake, takeoff, arrange; can double vibs, cut or no notice. ...

EXPERIENCED PIANIST - READ, FAKE, ETC. Union, reliable, all lines. BOX C-323, care Billboard, Cincinnati, O.

PIANIST - UNION, EXPERIENCED, WANTS reliable opening. Write details. RAYMOND DEMPSEY, Franklinville, N. Y.

PIANO PLAYER-EXPERIENCED IN THEATER. Vaudeville, Musical Show, Hotel, Concert and Dance. ...

AT LIBERTY-Union, experienced. Good reader, concert and dance. Sober, best references. ...

AT LIBERTY

SINGERS

SINGER-Contralto. Desires location as soloist with orchestra, vaudeville, club. ...

AT LIBERTY Young, attractive, college graduate. Reply (MISS) NOEL BRUCE, The Billboard, Cincinnati, O.

AT LIBERTY

VAUDEVILLE ARTISTS

FIRST-CLASS SENSATIONAL SPECIALTIES BETWEEN Curtains. Professional couple who can dance Norwegian Folk Dance (wife native of Norway, can sing Norwegian Classic and Semi-Classic). ...

TRICK CYCLIST-WISHES TO JOIN ESTABLISHED ACT. EDWIN ROTH, 361 New York Ave., Jersey City, N. J.

AT LIBERTY OCTOBER 3-Team, med. rep, anything, anywhere, acts, bits, etc. Lady singles; Man, piano. Have car. State salary. ...

AT LIBERTY-Versatile Team for Tent, Rep., or Med. Man, Comedy; Wife, works all acts. ...

AT LIBERTY after Saturday October 2-Three versatile Performers. Two Men, one Girl for Med. Rep. or Vaudeville. Singing, dancing, comedy, music, juggling, magic, cartooning, puns as cast in bills, bits, scenes, script or ad lib. ...

NOVELTY BAG PUNCHING ACT-Operating one to five bags, using hands, elbows, head, chin, knees and feet, partly with music. ...

PAMAHASKA'S Dog, Pony, Monkey and Famous Third Circus. Forty beautiful performing Birds and Animals. ...

TWO MEN-One a Rope-Spinner, the other a Third Circus. Also Sing. OSCAR GILE, General Delivery, Corning, N. Y.

4 ENTERTAINERS-Who furnish Orchestra Music and complete Floor Show, including Tap Dancing, Ventriloquism, Juggling, Roping, Harmony, Singing and many other specialties. ...

CORRAL

(Continued from page 39) 956; Hughis Long, 950; Pat Woods, 916; Herb Meyers, 914; John Jordan, 900; B. Sievers, 882; Roy Adams, 879; H. Strickland, 866; Bob Askins, 854; Dogtown Slim, 852; P. Faulkner, 848; Ted Powers, 846; Carl Arnold, 846; Cecil Owsley, 842; Floyd Stillings, 839; Oral Zumwalt, 836; Rusty McGinty, 831; L. Conley, 826; Cecil Henley, 805; Roy Lewis, 792; Leonard Ward, 759; Joe Burrell, 737; Vic Rogers, 731; Floyd Peters, 719; Eddie Jones, 718; Slat Jacobs, 678; M. McCrorey, 677; Shorty Ricker, 672; Ward Watkins, 656; Bob Crosby, 640; Harry Hart, 639; Allen Holder, 630; Maynard Gaylor, 623; Milt Moe, 621; T. Altramirano, 606. ...

AMONG THE contracted performers at the successful Twin Falls County Fair and Rodeo, held in Filer, Ida., September 7-10, were Hardy Murphy and his high school horses, Silver Cloud and White Eagle; Carol Henry and her trained horse, Sweetheart; Wini and Jerry Knowlton and trained horses, Buster and Mack; Wanda Cole and her pony, Buster; Doris Case, trick rider; Pinky Gist and his trained mules, Micky and Freckles; Lloyd and Blanche McBee, Paul and Marie St. Croix and Sam J. Garrett. Leo J. Cremer furnished the stock and Cy Tallon was announcer. Thomas Parks was secretary-manager. Results: Bronk Riding-First day, Turk Greenough and Jackie Cooper split first and second; Stub Bartlemay, Eddie Woods. Second day, Eddie Woods; Jackie Cooper and Stub Bartlemay split second and third; Turk Greenough. Third day, Jackie Cooper, Alvin Gordan, Stub Bartlemay, Marvin Sherman, Eddie Woods and Lee Moore split fourth. Fourth day, Stub Bartlemay, Jackie Cooper; Eddie Woods and Alvin Gordan split third and fourth. ...

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to 600 Woods Bldg., Chicago

It's Bingo Time Again; Ops Prepare for Banner Season

Distinct trend toward merchandise awards—better quality prizes being featured—ops ordering in large quantities—houses concentrating on church, fraternal games

CHICAGO, Sept. 25.—Now that there is a tang of autumn in the air many bingo operators throughout the country are getting down to serious consideration of what's in store for them during the new season. Steady patronage which most bingo spots enjoyed thruout the hot months, together with the popularity of the game at carnivals and fairs, is definite assurance that a good portion of the game-loving public like the game and will continue to play it. More important to wholesale merchandisers is the fact that there is a decided trend toward merchandise awards of good quality. Whether on the midway or in the center of some lodge hall, there is no denying the fact that an attractive display of quality prizes will cause many people to try their luck. While many of the games formerly used money awards, and some still do, it was the advent of merchandise awards which really boosted the events to popularity. Most of the experienced bingo operators realize the appeal which lurks hidden in a good display of valuable brand-name merchandise and they make every effort to have as elaborate a display on hand as they can afford. Besides giving away prizes to the winner of each game, many ops throw out attractive items as door prizes and extra awards for winners of certain games.

Judging by the size of the orders which some bingo ops are reported to have placed with wholesalers, they are anticipating a banner season. Good-sized orders are reported for such items as midget radios, electric mixers, electric roasters, irons, lamps, cocktail sets, ash trays and liquor stands, as well as a wide variety of other prize merchandise. Some of the men are said to be storing up now, for they intend to do a lot of high-powered promoting of their games in the coming months to get the people to patronize their games and win their Christmas gifts.

Besides the vast amount of merchandise which the professional bingo operator will account for, many wholesalers are reported to be concentrating on the market represented by the many church, fraternal and other social organizations that find in bingo a welcome source of revenue. Many of these organizations sponsor weekly or monthly "bingos" and some of them throw out merchandise awards in goodly amounts. Some wholesalers are giving their attention to this market exclusively and are said to be realizing sizable profits from it.

Latest in Mdse. At Premium Show

NEW YORK, Sept. 25.—The latest in premium merchandise will be exhibited at the Hotel Astor here when the third annual Atlantic Coast Premium Exposition gets under way Monday morning for a five-day run. Over 80 manufacturers have arranged to have their latest and best merchandise on hand. Show officials state that it will be vastly different from the Chicago show, owing to the constant stream of new merchandise that has been developed since the Windy City exposition.

A series of round-table discussions is scheduled to start September 28, with M. H. Richards, vice-president of the Premium Advertising Association, presiding. Second round-table session will be held September 30, with E. W. Porter, also a vice-president of the premium association, in charge. Wednesday evening has been set apart for the annual exposition dinner. A regular New York floor show will be presented.

Sales Upturn Noted in Many Areas During Week

NEW YORK, Sept. 25.—A heavier flow of goods across retail and wholesale counters in many sections of the country last week contrasted with a slightly slower pace for the nation's industry, according to an Associated Press observation. The New York Times reports that conditions were favorable in the rural communities. Farmers received good prices for their products, which resulted in an expansion of business on a broad scale. In New York cool weather spurred demand for fall accessories, while more business than heretofore was reported for home furnishings.

A sharp rebound in retail trade in the Chicago area was attributed to the reasonable weather and sent retailers into wholesale markets for additional merchandise to meet the increased demand. Other districts in which retail sales advances were recorded for the week include Philadelphia, with a gain of approximately 15 per cent over the same week a year ago; New England, Kansas City, Atlanta and the Southwest.

cessory shows. Industry leaders state that aggressive promotion by wholesalers of home furnishings should easily make the closing quarter the highest of the year in point of sales volume and profit margin.

There is an apparent trend among many distribution channels toward more aggressive promotion of this class of goods. For instance, salesboard operators, bingo and fair concession operators this season are reported to be enjoying bigger takes than ever on games featuring home furnishings. From size of reorders and on-the-side comments, this merchandise is rapidly coming to be regarded as the most effective, when properly displayed, for stimulating play and repeat patronage.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

WHENEVER I read of a stock exchange slump, drop in exports or industrial warfare, I am reminded how pleasant it is to be engaged in a business where success depends less upon outside influences and more upon one's own willingness to work hard. While Wall Streeters have been going about with long faces and missing sleep, wondering what tomorrow will bring, I have discussed with pitchmen the pleasing aspects of going south when the weather gets cold, of what the fairs are doing and whether the weather will make it worth while to keep open in the evenings instead of taking in a show. Yet even the most individualistic business cannot hope to escape entirely the ups and downs of its market. If the stock exchange slumps, if Eastern Asia is putting on a war, or if steelworkers go on strike, there is a resulting disturbance of the nation's markets, and pitch selling is part of it. Pitchmen can always make money when at work. Their takings may be small occasionally, but there is a profit provided it is not eaten up by overhead. My further suggestion is "keep your stocks well filled." Don't measure your stock requirements on your lowest daily sales, but provide well for hot spots. You are bound to get days during the coming fall where sales will be unusually high. Don't get caught without merchandise.

Checking up with the buying organizations that represent retail stores in many parts of the country, I am told that stores in the smaller towns are not expected to feel any effect from the Wall Street slump. The drop in commodity prices is another matter and causes some concern. Farmers, however, have a good crop to sell. No downward adjustment of prices is expected, even if the demand should fall off. Contention is that present price levels reflect production cost and not demand. Even if the demand should be lower, which is not likely, prices will remain. Buyers advise concentration upon practical merchandise for fair promotions. There is a good supply of novelties among household articles. Sixty per cent of the winners at a recent local carnival checked by the writer picked practical prizes, electric percolators, blankets, etc. This continued thru three days. Plays declined in number as merchandise stocks became depleted.

Discussing their winter plans, most pitchmen tell me that they will work their way southward, beginning in November, taking in such sales opportunities as they find along the road. Most of them expect an active season and there are indications that matters will get lively in the South earlier this year and that the season will be longer. This will make for quicker traveling during the in-between seasons and leave the field open for local men in the territory between. Several operators were active right up to the end of March in their Southern locations last spring. They believe they will do the same next year. Good winter locations are available in the bigger cities in the North. The variety chains are opening up for pitch workers on a percentage basis and will get more attention during the winter.

Inventors Show New Brainstorms

DES MOINES, Sept. 25.—Everything from an odorless hamburger to a sponge-lined bathtub was shown here last week at the National Inventors' Congress. While the foolish gadgets, such as the expanding wedding ring, shoes that will enable one to walk on the water and countless others, took the eye of the press, still there were some inventions exhibited that possessed distinct possibilities.

"What this country needs is not relief legislation, but basic inventions which will pull America out of the doldrums and employ millions," stated A. G. Burns, president of the congress. Burns stated that inventors should be encouraged and helped to discover new industries and do away with the unemployment problem.

One of the latest important patents granted was to H. B. Stratton, of Warrensburg, Mo., who has perfected a method of extracting sulphur and phosphorus from old rubber, reducing the product again to crude rubber that can be reworked." Burns went on. "That one invention is likely to create a whole new industry employing thousands of workmen."

Among the inventions Burns listed which the world needs are cold light, a rust preventive, a process for taking colored X-ray pictures, a noiseless airplane and a process for recording speech directly on paper without a stenographer.

Merchandise Awards Attract at Fairs

CHICAGO, Sept. 25.—Judging by attendance records which many fairs are reported to be hanging up this fall, the fair season promises one of the most successful in years both from the point of people passing thru the turnstiles and from amount of merchandise and novelty prizes distributed. Pitchmen and concessioners at shows ranging from village home-comings and street fairs to the larger county and State fairs are reported to be passing out merchandise awards in liberal quantities.

Number of concessioners at these events has increased considerably. Use of merchandise awards has become more general, due to the fact that many fair secretaries have okeed merchandise awards but have forbidden money prizes. At the recent Michigan State Fair, for instance, bingo games giving merchandise awards were permitted. Cash awards have caused so many headaches for fair officials in recent years that many have officially indorsed only those games which pass out merchandise awards.

That the crowds are in a better spending mood this year and are reflecting the heralded rural prosperity is indicated by the large number of luxury items being used this year. Everyday household gift items, such as lamps, clocks, aluminumware, etc., are still in big demand, but the demand for stuffed animals, flapper dolls, jewelry items and other goods of the non-necessity type is greater than for some time past.

Retail Sales Rise 8% in Eight Months

NEW YORK, Sept. 25.—Sales in retail stores during August totaled \$2,900,000,000, a gain of \$100,000,000, or about 4 per cent over the sales volume of August, 1936, according to calculations just made public by the American Retail Federation. Total sales for the first eight months of this year amounted to about \$25,400,000,000, an increase of 8 per cent, or \$1,800,000,000 over the sales record for the same period last year.

Slackening in retail buying in recent months has been more artificial than real, the Federation pointed out, because (See RETAIL SALES on opposite page)

BIG SELLING TOYS

DOG AND SHOE TOY



B15X12—He tugs, he pulls, he jumps, this Mechanical Scooty and Shoe Novelty. Metal shoe contains spring motor. Dog is made of colored celluloid. Length, 8". Each in Box, Dozen **\$2.10**

- B15X28—Small Size Scooty and Shoe Novelty, as above, Dozen **85**
- B15X13—Mechanical Drummer, Doz. **2.10**
- B15X29—Mech. Dog and Bone, Doz. **2.00**
- B15X27—Mech. Boxers, Doz. **85**
- B15X17—Crawling Baby, Large, Doz. **2.45**
- B15X18—Crawling Baby, Small, Doz. **1.10**
- B15X8—Mech. String Doll, Doz. **85**
- B16X6—Mechanical Racers, Dozen **2.00**
- B16X5—Mech. Clown on Horse, Doz. **2.00**
- B13N13—Mech. Boy Aviator, Doz. **2.00**
- B15X11—Mech. Steamline Car, on Track, Dozen **2.00**
- B15X9—Mech. Peeking Bird, Doz. **.75**
- B15X4—Mech. Air Race, Doz. **1.98**
- B13N12—Mech. Street Car, Doz. **.75**

Are you ready to cash in on the big season ahead? Ask today for copy of our new Catalog No. 375. Just off the press. It contains a complete line of Holiday Specials. Mention your business. We sell Wholesale Only.

JOSEPH HAGN CO.
"The World's Bargain House."
217-225 W. Madison St., CHICAGO, ILL.

HOOPS FOR DARNING OUTFITS



BRIGHT SILVERY METAL THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES

MADE ESPECIALLY FOR MACHINE DARNING KITS
1¢ EACH
WHEN PURCHASED IN QUANTITIES WRITE FOR FREE SAMPLE
THE GIBBS MANUFACTURING CO.
CANTON, OHIO

69c EACH
No. B104—Case Metal, Assorted Colors, Snap on Time Picture. Size: 1 1/4 x 1 1/2 in.
TEN FOR \$6.50
Send for New 1937 Catalog.

ROHDE-SPENCER CO., Wholesale House
223-225 W. Madison St., Chicago.

Yipp-E-E-E
A FASCINATING TOY FOR YOUNG AND OLD
LEARN TO THROW AND YELL
Yipp-E-E-E

THE NEW PERFECTED LARIAT ROPE
Made with a sliding Handle that acts as a Swivel and enables anyone to successfully spin the loop and accomplish the tricks of the Cowboy. Packed attractively in cartons. Retail Price, 25c. Try and Novelty Salesmen write for territories still open.
YIPP-E-E-E SALES
1385 Gratiot Avenue, Detroit, Mich.

FUR SCARFS
Genuine Silvered Fox...\$7.50
FUR COATS, Seal, Dyed **12.50**
Craney, Pileed
LARGE LUCKY FOX TAILS, Per 100 **4.75**
CAPPED RABBIT'S FOOT, Per 100 **3.00**
(Used by salesmen as reminders)
CHARLES BRAND,
208 W. 28 St., New York, N. Y.

BUY QUALITY — FALL SPECIAL
R. B. WALTHAM R. R. Model
18 Size New Keystone Chrome Case.
15 Jewel **\$3.90**
18 S-7J Lever Set Hunt Movement
in new Chrome or Yellow Indian
Head Case, **\$2.50**, 15J—**\$3.00**, 17J
15J—**\$3.50**. Above in Star Chron Cases.
Sample Watch 50c extra. Money returned in 5 days.
Send for catalog.
FLYTER & SMITH, Inc.
110 Trinity Place (Dept. J), New York City

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.

Magnetic Health Cushion

Mr. Therm is the name of a new magnetic health cushion which has already scored widespread success in England, where thousands are said to be in use. Item is not only suitable for premium and prize purposes but is also available to agents and demonstrators on a liberal commission basis. Cushion is portable and can be easily and effectively demonstrated wherever there is an electric socket. Since the item is new in the United States, it is pointed out that a tremendous market exists in every community.

Bed Lamp Radio

A new innovation in personal radios is the Honeymoon bed lamp radio now being marketed by the Climax Radio and Television Company. It hangs on the backboard of the bed and attached to the sides of it are twin bed lights. Dial and speaker face the pillow, and one can adjust them while reclining in bed. Set is an AC-DC model with all metal tubes. Has indirect illuminated dial and a two-tone walnut cabinet.

Inherent flash of which this quality set can boast should make it a natural for salesboard promotions, bingo awards, etc.

Door Chime Signal

A door signal that chimes is a new product of NuTone Chimes, Inc. that is being offered to direct sales people. The new aid to pleasanter living opens up a big market, for it does away with the harsh, irritating noise of ordinary bells and buzzers. When the button is pressed a beautiful, melodious sound announces the arrival of guests. Prospects look good for sales to offices, shops and homes, as the price is well within reason and a good margin of profit is allowed to the trade.

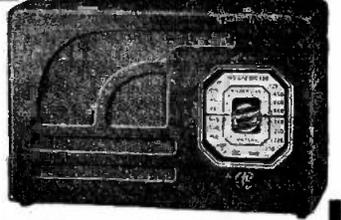
RETAIL SALES

(Continued from opposite page)
comparisons are made with abnormally high May, June and July totals last year. When compared with 1935, May, June and July of this year buying shows an average gain of 25 per cent, while the average gain for 1937 to date over the corresponding period in 1935 has been only 22 per cent.

DYNAMIC RADIO SENSATION

One of 200 Playland Specials.
Radio's Greatest Value
DON'T OVERLOOK THIS OPPORTUNITY!

- FIVE TUBES (1 METAL)
- DIAL ILLUMINATED
- HIGHLY ENGINEERED
- MOVING REAR DIAL
- MOVING COIL DY-NAMIC SPEAKER
- HAND RUBBED CABINET
- MODERNISTIC GRILLE
- COIL FOR PUNCH BOARDS & PRIZES
- SETS AND TUBES GUARANTEED



MODEL 204 DD.
EXACT SIZE: 5 1/4 x 10 1/4 x 7 1/4
Weight 9 lbs.
\$6.95 EA. Lots of 6
Sample \$7.45
F.O.B. N. Y. 25% Deposit

FAIR SPECIALS New Stock—Just Arrived

- B81 Men's Toy Wrist Watches, 4 in box **\$3.75**
- B83 Flying Birds, Outside Whistle **1.85**
- B84 Flying Birds, Inside Whistle **2.35**
- B85 High Hat Fur Monks, 6 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 Canes, Balloon Toss-Ups, Dairer Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Game Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Nin, Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1937 CATALOG NOW READY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.
LEVIN BROS. Terre Haute, Ind.

YOUR BIG OPPORTUNITY!!
VANITY FAIR, the wonder sales display, is a large, flashy, attractive sales cabinet printed in multi-colors. Spelling in back of cabinet holds 150 individually packed boxes. Each 5c pull reveals a boxed article. NO BLANKS. Sells to dealer for \$5.00 per Display. Dealer takes in \$7.50. Regular quantity prices to jobber \$3.75. But we will close out limited quantity for \$2.50 per Cabinet. F. O. B. Kansas City, Mo. Each display in individual shipping container. THIS IS A REAL BUY and your big opportunity for quick profits. This price far below production cost. They won't last long. SEND YOUR ORDER AND DEPOSIT TODAY. Give shipping instructions. IMMEDIATE SHIPMENTS. Shipping weight, 15 pounds per Cabinet. Price above in lots of 10 or more.
GORDON-HOWARD COMPANY
8th and Madison Streets. KANSAS CITY, MO.

GOOD Profit MAKERS for the FAIR SEASON!

High Hat Fur Monkeys
Rainbow Colored
Plenty of Flash

- B38N82—8 in. high, per gross **6.00**
- B38N84—10 in. high, per gross **8.50**
- B38N235—11 1/2 in. high, per gross **16.50**
- Major Doll, celluloid head, stuffed body, velvet collar suit and white hat.
- B38N287—9 in. high, per gross **8.75**
- B38N288—13 in. high, per gross **19.50**
- B38N14—Drum Major Doll small, per gross **9.00**
- B38N15—Large Drum Major Doll, per gross **22.50**
- B38N70—Large size flying birds with concealed hummer, per gross **2.50**
- B16N129—Mahogany colored walking canes, per gross **6.90**
- B16N101—Bamboo walking canes, about 7/8 in. in diameter, per gross **8.00**
- B16N100—Maple walking canes, per gross **14.75**

Beacon Blankets
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**
- B34N155—10 3/4 in. high, per gross **16.50**
- B34N168—12 in. high, gro. **21.00**

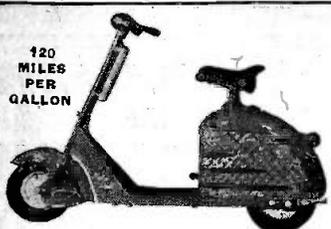
FEATHER DRESSED AND GLOWN HAT

- B34N154—7 in. high, per gross **7.50**
- B34N157—10 3/4 in. high, per gross **16.50**
- B34N158—12 in. high, per gross **21.00**

N. SHURE CO.
Adams and Wells Sts., CHICAGO, ILL.

TEDDY THE DRUM MAJOR
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 Coats.
PERSIA MFG. CO. 416 N. Sangamon CHICAGO

It Helps You, the Paper and Advertiser to Mention The Billboard.



Moto-Scout
MOTO-SCOOT ANNOUNCES
A NEW LOW PRICE
\$89.00 F. O. B. FACTORY

This is the greatest offer ever made to the motor-scooting public. And is the same machine that previously sold for \$109.00. Moto-Scout's complete line now offers you solo models, basket delivery and side cars equipped with either a 3/4 H.P. or 1 H.P. motor and featuring the new MOTO-FLEX and MOTO-CLUTCH drives. Write for full particulars.

Moto-Scout Mfg. Co.
Dept. BB 219 S. WESTERN AVENUE CHICAGO

Radio Today, trade publication, reported second quarter factory sales were estimated at 1,769,499 sets, or 4.5 per cent above a year ago. Sales of radio tubes in the first half year totaled 46,733,210, an increase of 21 per cent.

Department stores in the metropolitan area of New York showed a gain of 2.7 per cent over last year for the first 15 days of September, according to the Federal Reserve Bank of New York.

Al Burt, who has been acting as outside salesman covering parks and carnivals for Karl Guggenheim, Inc., has severed his connections with that firm.

Epstein Novelty Company, to meet the requirements of those working football games, has issued a special catalog containing all popular football specialties. Catalog is just off the press and firm will supply copies upon request

Around the Lot With R-B Show

TEXARKANA, Ark., Sept. 25.—Business with Ringling-Barnum Circus has been up to standard. At Oklahoma City, on fairgrounds lot, capacity matinee and straw at night. Doc Stuart was there. Two capacity houses at Ardmore, Okla. The unloading at Ardmore was in a congested location, but Trainmaster Ray Milton arranged tracks for third and fourth sections in heart of business district, front of Frisco Station.

Joe Ward, of Wichita Falls, Tex., gave party at Biltmore Hotel, Oklahoma City, after night performance. Guests were Mr. and Mrs. Ernest Sherman, George D. Goff, Mr. and Mrs. Merle Evans, Bob and Ann Reynolds, Margaret Strickler, Daisy Polidor, Babe Snelling, Jack Foley, Everett Hart, Felix Adler and Mr. Barrett, manager of hotel. Perry Plank, bookkeeper for Mayer's commissary, has resigned and left for Hot Springs. Ed J. Kelly has made a picture of the personnel. Polidor, "the mystery photographer," was in picture and yet he snapped the "display"—how did he do it? Madame Rasputin says: "I play Paris, Tex. When show closes I go to Paris, France?"

Rudy Rudynoff's big Merry-Go-Round of horses and ponies is scoring. Ann Hamilton has returned and reports feeling fine. Will soon be back in saddle. Women's dressing room has organized the Motion Club, headed by Theol Nelson. Seen daily in their workouts in shorts. Members include Angela, Vally and Milanie Antelek, Ise Otaris, LaVon Bornhouser, Betty Stuart and Mary Erdlitz. Club promises members with outings, entertainment, etc. Dirty Dozen Club. Willie Moser judge. informs its members that it has competition.

When the World Series is on the writer will have everything in readiness for the fans of the dressing room. Will have blackboard and scorekeepers will be Ted Ernesto and Uyena. Show had first Sunday off in Paris, Tex., since Albany, N. Y., with exception of Sunday run from Ft. Dodge, Ia., to Kansas City, Mo.

JOE LEWIS.

Aerialist Dryden Injured In Plunge at Western Fair

FUYALLUP, Wash., Sept. 25.—Bunny Dryden, aerialist, plunged about 45 feet from wire during a performance at Western Washington Fair here on Wednesday, sustaining injuries which attendants feared might result fatally. Fellow performers said a hand wire-grip had broken while he was making a giant spin. His wife, waiting to be carried by her husband across the wire, was rescued in a fainting condition by Aerialists Harry and Howard Matthews. Dryden, who fell into a flower bed in front of the grand stand, is said to have a fractured skull, broken arm and internal injuries.

mand situation. Other crops, such as wheat and pears, have the double advantage this season of large United States production and small foreign production.

INCOME HAS JULY INCREASE
Income from marketings of farm products increased more than usual from June to July. Taking seasonal changes into account, farm income in July was the highest for any month since May, 1930. The increase in July was mainly caused by unusually large sales of grains, particularly wheat. Income from live stock and live-stock products decreased more than usual because of the unusually light marketings of hogs and cattle. Income from farm marketings in July was \$30,000,000 greater than in July last year, while government payments were \$12,000,000 smaller. Thus, total farm income was \$18,000,000 greater in July, 1937, than in July, 1936. For the first seven months of the year total cash income including government payments totaled \$4,585,000,000 as compared with \$4,028,000,000 a year ago.

MONTGOMERY, Ala.—Mort L. Bixler announced that Central Alabama State Fair, to be held here this fall, will be sponsored by Veterans of Foreign Wars, he having been appointed secretary of the fair. He said assurances have come of agricultural exhibits from surrounding counties.

CHRISTMAS FOLDERS 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

INSOLETS—SPECIAL!!! DOZEN PAIR—ONLY 58c

TOILETRIES, KITCHEN TOOLS, ASPIRIN, GIFTS, CARDED GOODS, SALESBORDS, PREMIUMS, BALLOONS. No Substitution. Write for Free Catalog and Free Sample Case Offer. 25% Deposit on C. O. D.'s.

CHAMPION SPECIALTY CO., 814-J Central St., KANSAS CITY, MO.

BARNES SELLS FLOTO

(Continued from page 37)
showgrounds. R. C. Quaintance, agent for the Pacific Whaling Company, visited at Great Bend and engaged the sound truck that was used by the circus during the day. Capt. Dave Barnett, of the whale unit, and his crew attended both performances at Dodge City.

Congressman Clifford R. Hope visited show during evening performance at Garden City. He lectured during the morning. Mr. and Mrs. Jim Flaherty, owner of "Bobbie," hind-leg dog featured with show, spent a delightful day with friends at Dodge City, which is the birthplace of "Bobbie."

WPA CLOSES

(Continued from page 37)
The Charities Bureau has realized a tidy sum which will be used in its crippled children's work.

With the tenting season drawing to a close, Burns O'Sullivan, general contracting agent, is busy with arrangements for the indoor season. Show will play armories and may make several dates outside of New York City.

Show moved to Staten Island this week, where it appeared under auspices of William J. Twyford Christmas Fund. Mr. Twyford, a power in Staten Island politics, has arranged for several local attractions to appear with the regular circus performance. Among them were the famous mounted division of the sheriff's office. This group, which has 27 mounted deputies, appeared in the grand tournament Thursday night, reports Wendell J. Goodwin.

NOTES from SUPPLY HOUSES

Barr Rubber Products Company reports that its new series of "Bob Feller" sponge rubber baseballs has caught on with the public and is moving extremely well. Balls are attractively printed with the "Bob Feller" signature and are available with either molded or imprinted stitching.

Yee Hop's Koa Factory is offering to the American trade a comprehensive selection of native products, including a varied selection of designs in Koa wood souvenirs, Hawaiian hula skirts, dolls, Lauhala hats, purses and coconut buttons. Firm also has a perfume that is packed in Hawaii in carved Koa wood flacons.

Manufacturers' radio set sales in the first six months of this year totaled 3,348,635 units, an increase of 12 per cent over the corresponding 1936 period.

Agricultural Situation

Condensed Data From September Summary by U. S. Department of Agriculture, Washington, D. C.

Cash farm income this year will be around \$9,000,000,000—largest since 1929. This will have a buying power about equal to that of pre-depression years when income averaged over \$10,000,000,000. What's more, this year's farm income will be spread more evenly throughout the country than in any recent year, tho as usual some areas will suffer severe losses.

August 1 crop report indicated large yields for most crops. Corn, over 2,500,000,000 bushels; wheat, nearly 900,000,000 bushels; cotton, 15.6 million bales; hay, 75,000,000 tons; tobacco, 1.4 million pounds. Prices are good, except for cotton, where the large crop is resulting in quotations below last year. Cattle and hogs have reached highest levels since the 1920s. Wheat, despite the large crop, is selling for over \$1 a bushel. The business situation and outlook indicates continued strong consumer demand.

DEMAND IS GREATER

Measures of consumer demand for farm products continued to show improvement over last year during July. The income of the non-farm population averaged 11 per cent higher per capita than in July, 1936. Factory employees alone employed 13 per cent more income per person than they did a year earlier. Taking into consideration the cost of living, non-farm families enjoyed incomes 8 per cent greater than in July last year. The value of non-agricultural income in terms of the cost of a fixed bill of goods commonly bought by non-farm families is only slightly below the value in 1929.

Looking ahead for the next few

months, business prospects indicate that incomes of city consumers are likely to average between 5 and 10 per cent greater than during the corresponding period of 1936 and about the same as at present. In terms of demand for farm products, this means a continued favorable situation during the next few months.

A consideration of several key industries reveals little prospect for additional improvement in industrial production during the remainder of this year, at least. The marked upswing of industrial activity in 1936 and early 1937 was largely a result of increases in the output of steel and textiles—and to a much lesser extent automobiles and minerals. Increased steel production, however, reflected larger production of many different types of finished products. In view of the recent high operating rate in steel and textiles, any further large increases in industrial output this year would have to come largely from other sources which are not now evident.

An increasing number of indications of improvement in foreign demand for farm products have been in evidence in recent months. Activity has increased in the industrial nations and purchasing power has been raised in countries producing raw materials. United States exports of farm products have not, however, fully reflected the improvement in world demand. With larger agricultural production this year, an increase in agricultural exports is in prospect. In the case of some crops, such as cotton and tobacco, increased foreign production will limit exports from the United States and prevent taking full advantage of the improved de-

MAGIC WINDOW CLEANERS

UNLIMITED QUANTITY IN STOCK. Immediate Shipment, Guaranteed. 6 Inches Long (15c Retailer)

Gross \$7.50
Sample Prepaid 10c.

DIXON PENCILS—50 Retailer
Gross \$1.40

SLIP-ON ERASERS—(Fits on Penell.) Gross 32c

SEND FOR NEW PRICE LIST! JUST OFF THE PRESS!

25% Deposit With Orders. Bat. O. O. D.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

OFFERING BARGAIN BUYS

to Billboard readers has become a habit with twenty-one years of price leadership determined our policy. . . . We Are Never Undersold or Will Sell for Less. Get our 190-page catalog free. Exceptional values in . . . Razor Blades, Toiletries, Notions, Novelties, Gifts, Salesboards and Deals.

MILLS SALES CO.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

Trindl ELECTRIC ARC WELDER

Works Off Any Storage Battery or Ordinary Light Socket... 250 W/WHOLESALE

This New Electric Arc Welder is made possible by the invention of a low voltage carbon. Auto batteries may be used without removing from car. Uses about same current as four household bulbs. Can be used on electric light socket by using a Trindl Converter in place of battery. Broken parts are SIMPLY MELTED TOGETHER by the electric arc. In just a few seconds. Produces about 7,000 degrees heat.

Hottest Flame Known
MELTS iron and steel instantly. Welds fenders, radiators, holes in bodies and milk cans, tanks and brass broken castings. Works on anything—iron, steel, copper, brass, zinc or tin.

Permanent repairs made for almost nothing. Used by factories in many operations. Positive money back guarantee by representative. Send for free literature.

TRINDL PRODUCTS
2229-TCCALUMET AVE., CHICAGO, ILL.

WALTHAM
MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new fancy chromium case, leather strap in gift box. Lots of 3. Ed. \$3.95

Samples, 50c Extra. Send for Extra Money Making Catalog.

PLYMOUTH JEWELRY EXCHANGE,
163 Canal St., New York City.

PEN OPERATORS—SAVE TIME!

Order Out of Chicago

No waiting—no delay. Merchandise reaches you overnight. And what fine quality—what values! They're unbeatable. Write for our latest Price List. FREE.

STARR PEN CO.
Dept. 1-G, 300 W. Adams St., Chicago, Ill.

REMINGTON
PENS • PENCILS • COMBOS



ZPI ONE PULL—IT'S FULL!
JOHN F. SULLIVAN
488 Broadway, 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.

RINGS
Carved and Whitestone Highest Grade Rhodium and Gold Finish. Send \$2 for 20 Samples of popular styles.
OLYMPIA BEAD CO.
307 5th Ave., New York



Also Showing Latest Styles in Crystal-Rhinestone and Novelty Jewelry. Send \$2.00 for Line No. 24 of Pendants, Crosses, Brooches and Items for Engraving.

UNDERWOOD PLUNGERS
SPECIAL \$21.00 PER GROSS.

FREE: One Gross Boxes With Every Gross Order. 25% With Order. Bal. C.O.D. Send 25c for Sample.
GRODIN PEN CO., 398 Broadway, New York City.



SMASHING HIT!
Xmas-Everyday Cards-Big Variety Supreme Values

DeLuxe Box, 21 Xmas Folders	Sample Doz. \$5.50	\$4.80
Spco. Ass't, 21 Xmas Folders	35	3.00
No. 49—21 Xmas Folders and Cards	25	1.50
No. 33—12 Xmas Folders and Cards	15	.80
No. 26—12 Fine Everyday Folders	35	3.00

Samples postpaid. Dozen for \$1.00. F. O. B. New York. Deposit required on C. O. D. orders. Full line carried. Ask for list.
CHAS. UFERT • 25th Season
19 East 17th St. New York. EXTRA VALUES!

PLUNGER \$21.00 PENS 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: 50c. Postpaid. Write for lowest jobber prices.
210 W. 8th St., Kansas City, Mo.



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.

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.

PEN WORKERS!
DREAM OF THEM ALL!
Why Buy Milk When Cream Costs No More?



Sensational New Pens Draw the Crowds. Sample Illustrated, 25c. Write for Price List.
BENSON PEN CO. 348-Z Plymouth Bldg., Minneapolis, Minn.

PITCHMEN
A department for Pitchmen, Demonstrators, Novcity Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

RICTON . . . "Barnum of the sticks," writes from Goldenville, S. C., that his organization has been making that territory for the last eight weeks, during which time it has played to three weeks of continual rain and disappointing business. Show will move into its established territory in Georgia September 20 and will remain out all winter. Organization, according to Ricton, is now in its 235th week of continuous operation under canvas.

"THE TOBACCO . . . sales here were well attended by members of the med fraternity," blasts King Joy from Lumberton, N. C., under date of September 20, "but if ever there was a burned-up territory this is it. Frank Hauer was here but moved to greener pastures. Others making the event were Frank Hathcock, Dr. Benson, Bob Dale, Bob Smith, Charlie Graham, Texas Ruth, Morris Williams and myself."

CLOSED factory gates isn't what worries a pitchman most; it's the gates they closed behind him.

ROVING AL BURDICK . . . the sign painter. Infos from O'Donnell, Tex., that he has been working to good business in that neck of the woods. The cotton crop has been good and plenty of money is available, according to Al.

LEAF WORKERS . . . sighted at the Woodstock (Va.) Fair, according to Jack (Bottles) Stover, included Lester Paterson, Charles Maitland, Specks Higgins, Blackie Shifflett and Barrel Rodeffer. "All of them," says Jack, "seemed to be doing well and looking okeh."

PITCHMEN'S SAYINGS: "Are you Irish or human? Stick out your tongue."—Dr. Dee Colby.

TOM KENNEDY . . . scribes from Harrisburg, Pa., under date of September 20: "Well, fellows, I've been to a lot of places in my time and have encountered all sorts of conditions in this so-called profession, but I believe you'll agree with me that the following is the payoff. Last week I made the fair at Reading, Pa., and met my old pal Bill Shollsher, whom I hadn't seen in nine years. When he told me there was a fellow working the fair with glass cutters and sharpeners for a dime I could hardly believe it. Any real pitchman who has ever handled the combination tool knows he cannot afford to sell it for less than 25 cents if he wishes to derive a profit. I know plenty of fel-

lows who sell the item for 15 cents, but what can they gain by it? Yet to listen to them talk they are the best in the business. I've said before and I say it again, anyone can give an item away. No real sharpener worker has ever sold a 25-cent tool for 15 cents, much less 10 cents. Ask Charley Price or Frank Libby. Certainly a pitchman's organization is needed. In this way we might eliminate the cutthroat worker. If the jobber sells to this type of person, then don't patronize the jobber."

FAMOUS LAST WORDS: "I formerly got more on my pitches than anyone else."

"THIS IS MY FIRST . . . pipe in many moons, but I have been out of the running for a while," tells Donald E. Crabb from St. Paul under date of September 20. "Just closed the fair here, where I had the pleasure of working with my old friend Red Winterhalter to fair business. Event wasn't up to par this year. Have been working a chain store here during the past week, but business has been lousy, so I plan to jump back to Milwaukee. Streets here are open to a \$3.50 per day reader, but the few I saw working were sneaking the pitch. Those working the fair here included Fido Kerr, the Allen Family, Doc (Gummy) Wilson, Doc Boise, the Kennedys, Doc Joyce and Maxwell Reynolds. Haven't heard anything about the gold-plated Packards lately. Wonder if the cold weather has anything to do with it! I plan to spring a new layout after the first of the year."

S. J. ARNOLD . . . of the entertainment company bearing that name, Inks from Atlanta that business in Georgia has been very good during the summer. He writes that the asparagus crop last March started off in good shape, with prices high; then berries, peaches, melons and tobacco all brought high prices, and cotton is coming in now with fair prices. "Cotton mills and other plants," he adds, "are running on full time, so that the people in this part of the South have money and are spending it."

MEMORIES: Do you remember when Cy Ullman was working the Buddha, with Claude Oliver holding down the front of the layout at West End Park, Indianapolis? The boys were sneaking the spot, leaving just before some of the hard-boiled city officials reported to make their beats. The boys were caught cold turkey by a police sergeant and when the officer began giving Cy a going over Cy put up both hands and pretended he could not "speak a da English," with the sergeant giving up in disgust and winding up with a hard-boiled "Seram."

THE ATLANTA JOURNAL . . . in its September 14 issue devoted almost a column and a half of its editorial page to a description of a jam pitchman at work.

DAVE COOPER . . . tells from way down in the woods of Mississippi, where the creeks are clear and the folks friendly, that Old Sol is shining and cotton is king. "But," Dave continues, "like all kings, Old King Cotton is ill. Crops have suffered severely from rain. So take a tip, fellows, the price is low and not many are selling."

HUSTLER'S TIPS: A real item to work, but one which would entail some capital and arrangement for bulk transportation is a canary or a pair of love birds, which could be used as a giveaway for bird cages for home use. It's a sure-fire winner and should make the operator a real bank roll.

"PITCH BUSINESS . . . has picked up in the big burg with the arrival of cooler weather and the American Legion convention," blasts Carl Herron from New York. Says Carl: "I'm working the same old spots in the financial and radio district. Labor Day here was a big event for the boys and 42d street looked like a midway. Several patrol wagons, full of pitchmen were gently escorted to the police station and then to court, where they dished

OAK-HYTEX BALLOONS



WALT DISNEY COMICS

MICKY MOUSE, Donald Duck and other popular Disney characters are offered exclusively by Oak in colorful prints on round and airship balloons, and in unique novelties. They're fast sellers. Ask your jobber.

The OAK RUBBER CO.
RAVENNA, OHIO.

GOGGLES
New all-round Safety and Sport Goggles. Constructed of special compound cellulose with chert lens trimming. Clear plastic headbands. Supplied in clear white, smoke and amber. Popular 50c 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 Pitch Item is a world-wide seller at \$1.00. Individually boxed, with complete instructions.



Dozen, \$3.00. Gross, \$33.00. One-third Deposit, Balance C. O. D. Send for Free Catalog.
New Era Optical Co., Optical Specialties
17 N. Wabash Ave. (Dept. BB), CHICAGO.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich work is always in demand, and when you sell products Jones are made by the Goodrich Co., Est. 1884, they buy with confidence. Pitchmen, Window Workers, Distributors, write for low prices. Best season ahead: Sample 10c.



GOODRICH
1500 West Madison, Chicago, Dept. BG-10.

ELGIN & WALTHAM
WRIST WATCHES \$3.95

In New Cases, Send for Circular, showing the Biggest Bargains in Rebuilt Watches and Unredeemed Diamonds in the country.
H. SPARBER & CO.
108 North 7th Street, St. Louis, Mo.

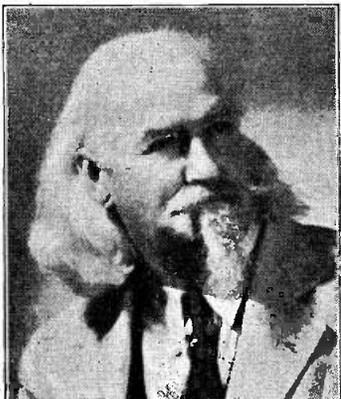
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Pitchdom Five Years Ago

Doc Garb, seed wiz, after a brief rest, returned to Coney Island, N. Y., and was making some swell passouts. . . . C. W. Saleme, local paperman, played host to the traveling knights of the leaf at a spaghetti supper during the Railway Men's Safety Meet in Altoona, Pa. . . . Tom Sigourney was working his books and getting his share in Henry, Ill. . . . Pitch-Em-John Robbins, just out of New York, blew into Cincinnati prospecting for a good spot and to make a social call on old friends with the Sella-Floto Circus, which was playing Covington, Ky., across the river. . . . Mary Ragan was getting her share of the long green at the fair in Topeka, Kan. . . . Jimmy Wilson stopped over in Washington for a brief sojourn on his way south to play a few fairs. . . . Ed O'Brien, who fell ill at Coney Island late in the summer, was taking things easy in St. Anthony's Hospital, Woodhaven, L. I., N. Y. . . . Lionel Reno bounded into Cincinnati again. He was southbound and lingered only a few hours, however. . . . Al (Rover) Burdick was improving the natural scenery around Cameron, Tex. . . . Al Apac had his med show working to good dough in Kansas territory. . . . Joe (Fine Arts) Hanks was plying his craft in Chicago. . . . Fred T. Slater was doing fairly well in Johnson City, N. Y. . . . A. A. (Bosky) Dell and K. M. Dawson piped from Bristow, Okla., that they were working to good business in the land of the redskins and boll weevil. . . . And now some New York City notes: Pitchmen were finding it difficult locating good spots. . . . Doc Wahl was planning to open a pitch store on West 125th street, between Seventh and Eighth. . . . Jack David's neatly framed, well lighted and spotlessly clean store on the avenue was going over in a big way. . . . Bill Boyce was reported to be getting the sugar in a new line of business. . . . Sixth avenue stores were getting play only six days in the week. . . . Sergeant Frank Poulas had just opened the stage in his Palace of Health, Broadway, with an incomplete roster. . . . That's all.

Walter Presents Sixth Annual Show at Houston

HOUSTON, Sept. 25.—Sixth Annual Faith Home and Underprivileged Children's Show was staged here by Frank J. Walter's Original Underprivileged Children's Circus September 18. There were more tableaux and cages than in previous years; 28 wagons in all. Mayor E. H. Fonville made presentation speech on trophy cups presented by Walter to heads of departments and acts which have been with show five years. Cups were given to James A. Shelton, Eddie L. Nix, Ira L. Nix, Clarence L. Brock, Hans Nagel. Several thousand children were in attendance at performance. Program in order: Overture; dogs presented by A. W. Kennard; military drill, 12 Shetland ponies in three rings, by Walter Kennard and Mrs. Walter; clowns; elephant act, Hans Nagel; clowns; "Neel," four-year-old Shetland stallion, height 28 inches; Hallie Pritchard's acrobats; bear act, Nagel; five high-school horses on track; police dog, "Curly," A. S. Oppenheimer; clowns; Walter's wild horses, "Comanche," "Cherokee" and "Pawnee," by Mrs. Walter; clowns; "Frisco," pick-out horse, Kennard; clown patrol, comedy mules, riding monkeys, exit march. Walter was equestrian director. Circus officials: James A. Shelton, general agent; Clarence L. Brock, lot superintendent; Courtney Smith and Pat Davis, superintendents of transportation; Jay Rossiter, baggage; Ira L. Nix, ring stock; A. W. Kennard, baggage stock; A. S. Oppenheimer, lead stock; Hans Nagel, elephants; Mrs. Frank J. Walter, secretary; Scott Matthews, properties; K. C. Lowrie, refreshments; George H. Lewis and Howard West, ambulances; Joe Heiser, Perry Luth, Tony Prince and Popeye Lovotte, clowns; Miss D. Dowell, calliope; John Andrew, announcer.

I WILL PAY YOU \$1,000 CASH!

If you do not find merchandise shown in this catalog that has never before been offered by any house serving the direct selling field I'll pay you \$1,000 cash. Signed: "Doc" Goodler. Just off the press, our big new wholesale catalog showing hundreds of proved, fast-selling, money-making deals for agents, pitchmen, coupon workers. A complete line of carded merchandise for wagon jobbers. Write for your copy now. It's free.

UNIVERSAL LABORATORIES
Dept. B, Dallas, Tex.

out the \$5 fines. Nothing to become excited about, however; it's just the usual routine in this Manhattan village."

MAKING A "CLICK" talk to a tip is a process. Start by giving 'em both barrels and stop at the right time.

PASSING THOUGHT: . . . are predicting another hard winter. How are you fellows fixed financially? Why not prepare for it and save some of that summer dough. Blowing your hard-earned long green in the summer doesn't mean a great deal. It's "really living" in the winter that counts.

SOME WEATHER PROFITS . . . Could any of you fellows furnish material for a book on *My Progress Towards Success* and sell it? We readily admit that misfortune may have been a hindrance to some, but there are many who have ceased making that old try at the ladder of fortune. Come on, boys, let's "give out" with that persistent energy.

THINGS WE NEVER HEAR: Don't let this town disillusion you. It feels very favorable towards you pitchmen.

EUGENE FREDETTE . . . pipes from Minneapolis under date of September 22: "Shorty Grace, Pat Fahey and I left New York four weeks ago for the West Coast and found Binghamton, N. Y., and Rochester, N. Y., closed. Cleveland is open to doorways and shops. This city and St. Paul are good, but found merchandise layouts to be n. g. Magic, however, is okeh."

"WILL BE IN . . ." a chain store in this city for two weeks," scribbles Doc George M. Reed from Jackson, Mich., under date of September 21. "Opened here to good business. Met many of the boys at the centennial in Toledo, O., and, say, if you fellows don't think that's a tough town, try it. Sorry to learn that Frank Libby is confined in a hospital."

WHEN TWO pitchmen are working a flat layout both should not wait on the same prospect at different times, as one may contradict the other, and you boys know what that means. Good-by, prospect.

FEW EVILS . . . can be suppressed entirely, but many of them can be so regulated that there is no profit in them.

TOM SIGOURNEY pipes from Ft. Scott, Kan., under date of September 14: "Business hasn't been too good lately. Plan to begin pitching my new sex book soon and will winter in either New Orleans or Miami, working stores." With Tom's pipe came the now familiar weekly epigram. Here 'tis: "There is a difference between eating and dining. With some people dining is a beautiful ceremony; with others it's a filthy habit."

WE CAN'T discern why some pitchmen constantly complain about tough spots, especially when we consider the wonderful roads leading to everywhere and the improved transportation methods in this day and age.

HOW ARE YOUR SPIRITS . . . this first week in October? Morose or pleasant? Have you added to your bank roll this summer?

JACK (SNOWBALL) BEARD . . . "The Southern Gent," inks from Patul Valley, Okla., that he has taken over the colored show on the Hyde Park Shows (carnival). He is working for Sy Williams, brother of Les Williams, of med-show fame. He says he would like to read some pipes from the gang.

SMALLEST LADIES' WRIST WATCH

Yellow Gold Filled Brand New (Not Rebuilt). A Genuine Time Piece. Combines Flash, class and Quality. Complete with Wrist Cord & Handsome Box \$4.50 Each (in lots of 3) Single Samples, \$5.00. Write for Free Catalog, 25% with orders.

Norman Watch Co.
82 Bowery, N. Y. City, (Dept. B)

PITCHMEN—CREW MGRS. HERE'S MED. SHOWS—CANNASSERS YOUR WINTER BANK ROLL LA-GIT GAUZOID

No Larry's! COST \$12.00 GROSS—RETURNS \$50.40.

Frank Barry, Harry Newman, Sam Coe, Art Novinsky, Jack Madigan, Nick Casper—THIS WILL GET IT—INVESTIGATE. Pin a Dollar Bill to this ad for (4) Samples—\$1.40 Value.

GAUZOID
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ELGIN & WALTHAM WATCHES \$1.75

7 Jewel, 18 Size in Engraved Cases at . . . Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY SMELTING CO.
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PEELER WORKERS

"A NEW ALL-PURPOSE VEGETABLE KNIFE." Peels, Slices, Cores, Scrapes, Shreds and Makes French Fries. Particulars Free. Sample 10c.

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VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day, Cleaning Cards, 3c. Yesterdays, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' MAGAZINE**, 187 Leonard Street, New York.

ATTENTION

The Winter Rates Are Now On. Bracelet with Lord's Prayer, 3/4c Each. Also Lord's Prayer on a Copper at 90c a 100. We buy and sell Penny Crushing Machines. They set on a Paper Each, 25% with order, balance C. O. D.

CHICAGO BRACELET CO.
1187 South State Street, Chicago, Ill.

EXPERIENCED PAPER MEN

Texas is open to square shooters on the old reliable. Crops are best in years. You all know the protection I give. Write

E. HUFF
P. O. Box 221, Temple, Tex., for Orders.

WHAT IS MORE dead than that bank roll that you formerly had?

A REALLY SMART . . . pitchman will do most of his talking when making his pitch, while a shallow-thinking one's brains will usually "run" out thru his mouth.

WHY NOT take inventory of yourselves, fellows? Have you gone forward or backward.

"HAVE JUST FINISHED . . ." wigwags Ray Herbers from Baltimore under date of September 18. "Made the Antietam Commemoration at Hagerstown, Md., today to good results and then jumped in here, where I plan to remain until the end of the month. Then it will be the Southland for me."

KEEP UP that courage. You'll find that it pays you good dividends when you least expect it.

WALKER AND COZY . . . better known as the "Hav-a-Laf" team, closed their platform med show recently at Ashdown, Ark., according to John A. Walker, who has adopted the sobriquet of "Blooch" and who reports that business on the season was fair. Doc M. O. Curtis, lecturer with the organization, left for Oklahoma City, while Walker and Cozy will join Tex and Lucille Wicker, well-known pitch team. The Wickers plan to work the cotton country with herbs, oil and soaps.

FINE CLOTHES might make the man; but trippos, keister and loud talk don't necessarily make a pitchman.

FRED WILLIAMS . . . pen exponent, scribbles from El Dorado, Ark., under date of September 18. "I always thought I was a pen man until today. I traveled over 500 miles trying to locate a place to work. Every drug store I attempted to work reported that it had already contracted to have a pen sale during the week. Upon arrival here I thought that I was safe from this pen man who had booked all the towns before me, but whom did I meet here but that king of pen men, Harry Woodruff, and wife. I'll bet my bank roll that Harry sells more pens in one week than all the pen men put together. He works from 17 to 25 towns a week,

Mimny Golf Hours Shortened

DETROIT, Sept. 25.—Detroit's first revived miniature golf course took a serious setback last week when petition of the owner, Max Richman, to keep open until 4 a.m. was denied, first by Fred W. Frahm, superintendent of police, and secondly by the city council when Richman protested. Present ordinance bars such entertainment between 1 a.m. and 6 a.m. When several such courses were in operation on lower Woodward avenue about five or six years ago some of them did an extensive all-night business, with dozens of patrons on the grounds thruout the small hours.

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EZ WAY STROPPER, Sample 35c

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963% PROFIT

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68 MILLION PEOPLE

Need "Mr. Therm"

Sensational English Aid to HEALTH. Send for FREE BOOK—IT TELLS YOU "WHY"

"MR. THERM" COMPANY
38 West Randolph St., Dept. 17, Chicago.



Hartmann's Broadcast

ALTHO rarely voiced in print, carnival general agents have their troubles the same as anybody else. Here is an example and the g. a. concerned has made a request that his name be withheld, which we shall gladly grant.



A. C. HARTMANN

"Without using my name in any comment you might be inclined to make on the subject," he writes, "I would like to ask: 'What would be ethical in a case where a general agent of a show books a fair, promising eight rides and six to eight shows on the assurance of the company manager that he will have that many shows and rides, he already having five rides, and claiming three more in storage, then two major rides leave him and he does not secure any rides from storage or elsewhere? This happened to me and the fair secretary is my friend. The company manager says: 'Do nothing; he can't holler after we are there.' It burns up a spot for me personally and permanently. Puts me in a crack, doesn't it?'"

This g. a. is right. It does put him in a bad spot. Yet he cannot be blamed for promising a specified number of shows and rides after his employer gives him assurance of these. We can see no reason either for this g. a. to

make an apology to his fair secretary friend in advance of the arrival of the show, as he must follow instructions from his employer, and there is also the possibility of the latter still having the shows and rides promised. If the promise is not lived up to by the employer when the fair is held, then it would be well for the g. a. to clear himself by making an apology to the fair sec.

A carnival manager should be very careful when instructing a g. a. about the number of shows and rides to contract. If the agreement is not fulfilled, then the carnival manager, and he alone, is to be blamed. Disappointments in rides and shows there are apt to be at times, and when these do arise every effort should be made to find substitutes. If a carnival manager fails in this, it is up to him and not the g. a. to straighten matters out with the fair sec.

If the carnival manager in question makes no effort whatever to change the number of shows and rides promised, then the attitude shown in his order to his g. a., "Do nothing; he (the fair sec.) can't holler after we are there," is unshowmanlike, to say the least, and if there is a penalty he will have no one to blame but himself.

† † †

IT LOOKS as tho the lucky boys are going to be out of luck at the fairs in North Carolina this year. And not only that, but county sheriffs, a showman right on the ground informs, have been instructed to pick up any chance game where a prize is not awarded every time played.

The above warning, published in this corner issue of September 18, went unheeded by some concession operators as proved by North Carolina newspaper clippings reaching this desk. There were several arrests and one operator alone had to pay \$300 to settle the case against him.

† † †

A VERY interesting and well-written yarn on the history of the Frederic-

ton Exhibition, Fredericton, N. B., Can., appeared in The Maritime Advocate and Busy East of Sackville, N. B., August edition. From the pen of Fred H. Phillips, it is well illustrated with cuts of the present officers and directors and buildings and race track.

Fredericton's first exhibition, Phillips says in the yarn, was held in 1827—110 years ago. It was inspired by Sir Howard Douglas, who was lieutenant-governor at the time and did much to encourage road building, agriculture and education. The sponsoring body of the first fair was called the New Brunswick Agricultural and Emigrant Society and Chief Justice Bliss was president.

The prize list of those days consisted of the following: For the best Provincial bred stallion, four years of age and upward, 10 pounds. For the best Provincial bred bull not less than two years old, 5 pounds. For the best pair of working oxen not less than four years old, 5 pounds. For the greatest quantity of butter in proportion to the number of cows (not to be less than four), 5 pounds. For the best homespun flannel, seven-eighths of a yard wide, not less than 30 yards to be exhibited, 2.10 pounds. For the best sample of men's half hose, not less than 12 pairs to be exhibited, 1 pound.

In 1863 a structure known as Exhibition Palace, patterned after Crystal Palace in London, was erected on land adjoining the race track. This was burned to the ground a few years later. A second Exhibition Palace was built on the same site and it, too, was destroyed by fire a few years later.

As regards the amusement end of the fair in the early days Phillips writes: "It is difficult to trace the gradual development of the amusement phase of the fair. Early newspapers disclose that circuses traveled thru central New Brunswick as long ago as the middle '40s and it is probable that dog and pony shows, circus side shows and similar forms of amusement ap-

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IN YOUR KITCHEN and MAKE MONEY!



Buy Potatoes for 2c A POUND

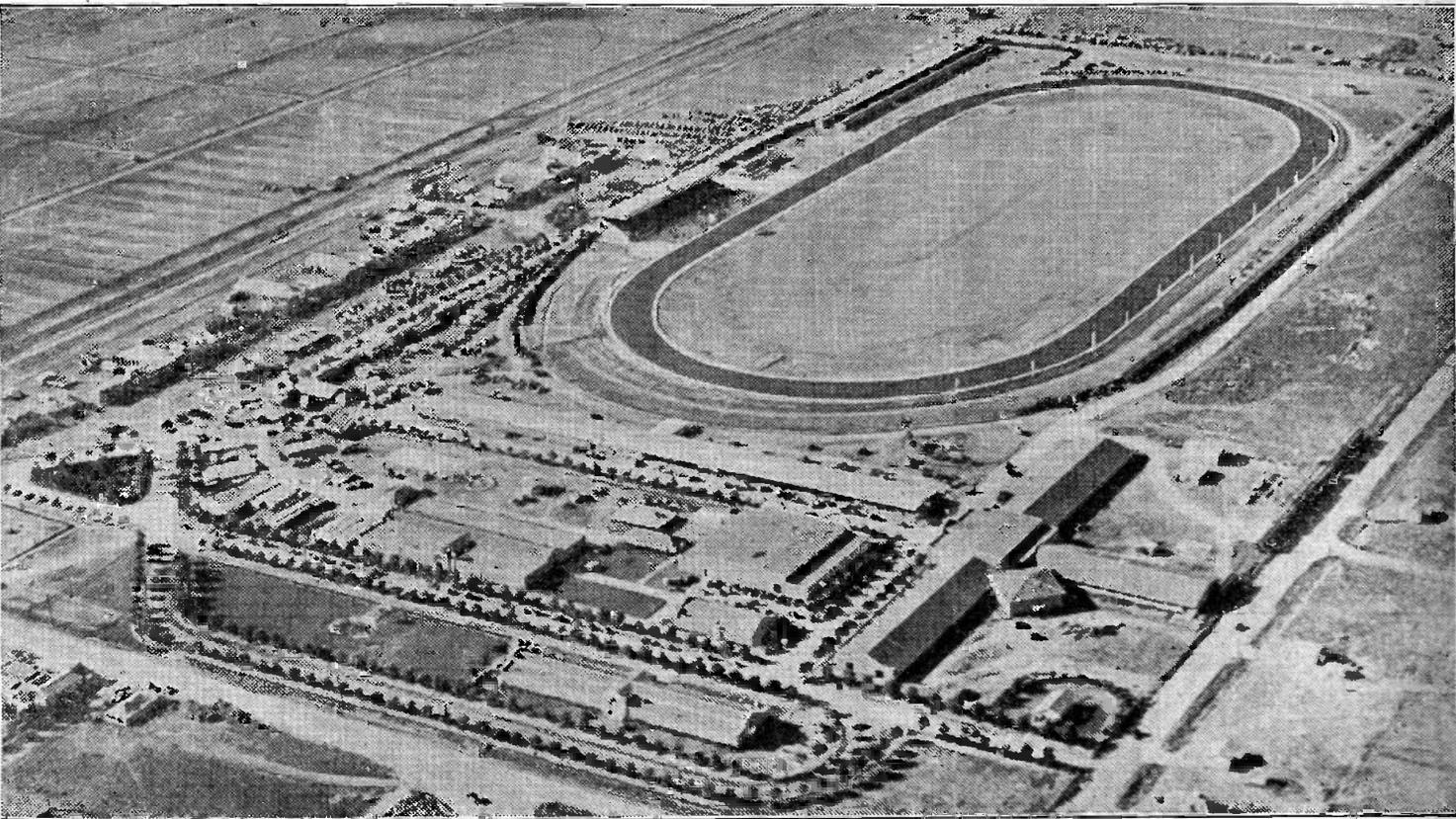
Sell Them as Vita-Sealed Chips for 35c a POUND

THERE'S big money in Potato Chips for any man or woman who wants a business capable of paying big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaseless" Potato Chip—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash. EVERYTHING FURNISHED — You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including speed-slicer, cooker, oil-extractor (for making new "GREASELESS" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures and complete plans will be sent free for the asking. DON'T BUY ANYTHING—Just send your name and address on a postcard for all this Free information, including the "Secret of Making Greaseless Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greaseless" Chips. Address your card to Q. H. HART, 325 W. Huron St., Dept. C-1210, Chicago, Ill.

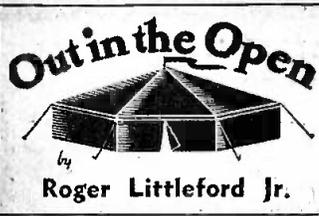
peared in connection with the exhibition at relatively early dates."

† † †

DR. HUGH GRANT ROWELL returned to Columbia University, New York City, last week from a very pleasant trip to France, Germany, Italy, Switzerland and England and has a fund of information about circuses in those countries. When in Zurich he saw the Circus Kine, the Swiss national circus, appear under tent right in the center of town. In Paris he caught the Medrano Circus and says he found the p. a. a swell fellow.



ON THE 120-ACRE "HOME" OF TRI-STATE FAIR, AMARILLO, TEX., are permanent buildings for all departments, connected by asphalt sidewalks and streets. To the left is the long midway. View shows one of the finest racing plants in the Southwest, which goes into the discard as a result of recent legislation. Al C. Barnes and Sells-Floto Combined Circus, WIS National Barn Dance and Beutler Bros.' Rodeo will be among major attractions at the 1937 fair, its crystal celebration.



MELVIN D. HILDRETH'S message to the Circus Fans' Association appearing on page 23 of the latest *White Tops* should inspire members everywhere to more and better accomplishments in the circus world. Hildreth, one of the foremost members of the CFA since its inception a long time ago, is president this year and under his guidance more than one CFA-er is expecting a banner season for the organization. If his membership drive, with the slogan, "Every member brings a member," is only halfway successful, it will have added greatly to the strength of the association by the time next summer's convention rolls around.



R. S. Littleford Jr. Dall Turney, manager of the Tom Mix Circus, is back with the show again after making a hurried scouting trip thru the Southwest in quest of possible winter quarters locations. Visited Hot Springs, Little Rock and Texarkana. . . . George Krause, Pennsylvania circus fan, still in the Middle West and visiting shows as they come thru. . . . Tex Sherman back in New York after several weeks at the Eastern fairs for George Hamid. Will continue to handle bookings and publicity for the Mill Hinkle Rodeo, booked by Hamid, until the season folds, and hopes to be back on a circus in 1938. . . . That was Mr. and Mrs. Frank Pender and Frank V. Baldwin Jr. forcing their way thru American Legion traffic on the 49th street the other evening. . . . The Legionnaires, incidentally, could teach contemporary circus clowns a few new walk-around numbers, methinks. Some of their antics on Broadway last week were downright sensational, as antics go. It was gratifying to learn that Colonel Linard Jones, the circus enthusiast confined to the Harry-Anna Home, Umatilla, Fla., is rapidly recovering from that recent reversal. Altho we have never had the pleasure of meeting the little man, we have followed his story with the

greatest of interest. . . . Clyde Mallory, formerly of the Ringling-Barnum advance and this year ahead of the Tom Mix outfit, sends interesting data on his season just past. Sometimes this corner wonders if circus operation has been bettered at all since the days oldtimers talk about. Clyde has closed and is resting at Williamsport, Pa., prior to a season on the legit road. He worked for George Meighan and "Bill" Horton for 18 seasons and still considers those days the happiest in his life. "Bill" Fields, former circus press agent, ahead of *Victoria Regina* for Gilbert Miller. Understand the Broadway hit has about 41 weeks lined up, which should keep "Bill" on the road for quite some time. . . . Wendell Goodwin, press agent of the New York WPA circus, is hoping to land a commercial show next season. "The Big City is all right for a while," says Wendell, "but itchy feet have been bothering me again."

THE AUGUST number of *Letters*, a publication of Time, Inc., carries a couple of swell contributions from Charles Wolverton, the ex-carnival agent who turned writer. Pieces deal with carnival slang together with glossaries to assist the lay reader. (If we're not mistaken they will enlighten lots of carnival punks, too.) . . . Carnival Operator George Traver says he has had enough grief showing in Florida during the winter and will devote his time this year to winter fair meetings. . . . Sam Wagner has closed his Coney Island Side Show to make Mineola and other near-by Long Island fair dates with an abbreviated setup. C. W. (Doc) Foster went with him.

Art Lewis, operator of the carnival bearing his name, has purchased an airplane "for advertising purposes." Ship was delivered last week and is already in use, being handled by Art's private pilot. Sounds like one season has been okeh at that. . . . Captain Curley Wilson, superintendent of Brookside Zoo, Cleveland, in town last week to inspect the metropolitan zoological gardens besides ogling the Legion convention. Wilson, a real veteran of circus and carnival, is one of the most affable authorities in the biz and is fairly bubbling over with yarns of days gone by. It's been a good year for Brookside, Curley informs, despite opposition from the exposition.

Wonder if it's true about the fairgrounds in Newberry, S. C., having an entirely new plant, including modernized exhibit buildings, race track, etc., but no lighting facilities whatsoever. It hardly seems possible. . . . Another thrill-act accident was registered last week when Gloria Allen was critically injured in a parachute jump at Tri-County Fair, Blackton, Va. The 17-year-old girl, who, with her sister and brother, features a triple jump from a balloon for the George Hamid office, has been thrilling rural audiences all summer with her daring stunts. It's one of the better free attractions, fair secretaries say.

STANLEY F. DAWSON sends following from Cole Bros.: "Ed Burke met show at several points. Archie Clark and Al Fisher were on hand at Oxnard. Behler, at Modesto, gave show a most unique window display. It has been a continual reception on Coast tour for Ken Maynard. A pool tournament among Billy Cronin, Butch Burkhardt and Cecile La Belle, with Cy Hawkins scorekeeper. Paul Eagles came on at Oxnard. Hughie Hart's brother, sister-in-law and a flock of nieces visited at Bakersfield. Bill Turner, drummer of band, recently gave an ice-cream party; attended by band members. Doc Walker and Red Ball still pop up at different places. Clyde Beatty received a beautiful floral offering at Oxnard. Olga Celeste, Joe Metcalf and son, Mrs. Bert Barles were on hand at Glendale. In backyard we have the Juniors Gretona and Barnes, who give interesting narrations over the radio. Mrs. Murden, Wisenberg and Harold, who have charge of admissions to grand stand, have been dubbed the Three Graces. Stella Cronin recently had a birthday anniversary. Her friends of dressing room spanked her so often that she did not want to sit down for a couple of days. The Cronins and

Mrs. Denham visited their sister, brother-in-law and niece during Los Angeles-Hollywood engagements. George Sweet rides principal, 16-hour hitch and does trick riding in the Ken Maynard show. James F. McElwell, of Peru, has been a visitor. Charley Murray, Charley Orr, Arthur Norberry, Jack Edwards, Lee McDonald and Callan, billposter, were on hand at Glendale. Jack Daley was on lot at Hollywood. Billy Cronin and management gave a party to Mike O'Rourke, postmaster of Beverly Hills, at Hollywood. Ken Maynard held a chivaree at his town house in Willshire September 25 and arranged for busses to take personnel of show out to house and back. Among visitors at Los Angeles were Mrs. Blossom Robinson Tilton, Mrs. Bill Denny, the Macatees, Charley Cook, Neils Lawsten and Agnes, Paul McCarthy, Mrs. Berto Nagle, Vera Janick, Mrs. Murdock Cook, Mrs. Lawten, Mr. Lewis, of the Rutland; Bill Roddy, Doc Hall, Doc Cunningham, Rod Wagner, Chet

Bryant, Sam Myers, Jack Winn, Mrs. Ruby Kirkendall, Joe Krug, Pete Erma-tinger, Mr. Callan, Leo Haggarty, Pat Murphy, Mr. Welch, Ed Nagle, Eddie Daconia, Louie Puccinini, George Rawles, Harry Fink, Minnie Fisher, George Harrison; Charles Smith and wife, of San Diego Zoo; Slim Summer-will, Tommy O'Brien, packy MacFar-land, Colonel Lavella, Captain Ament, Frank Babcock, Sheriff Henry Dennison, Undersheriff Jewell, Bob Dennison, Mrs. R. F. Lyons, of Cleveland, O., daughter of the writer, will come west and visit for a week and then return to her duties with the educational department of city of Cleveland. Ernie Sylvester and wife are contemplating a short vacation in Florida before Ernie resumes his duties at Rochester, painting two shows. Adolph is happy over acquisition of a new Mack truck. He will be at Rochester for the winter. Doc Partello will go to St. Petersburg and that sea-worthy yacht."

LETTER LIST

- (Continued from page 31)
- Dunbar, J. Novak, Yvonne
 - Euler, Florence
 - Georges, Agnes
 - Gibbons, Helen
 - Grund, Sonia
 - Hunt, Gladys
 - Goodwin, Jeanette
 - Harrington, Ann
 - Scott, Flora
 - King, Revine (Cortez)
 - King, Shirley
 - Kirchhoff, Harry E.
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 - Mangan, Hazel
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 - Reeve, Joan
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 - Scott, Flora
 - Shenier, Mrs. E. C.
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 - Zabransky, M. M.

- Gates, Mrs. A. L.
- Heseman, Mrs.
- Hilts, Mrs. H. R.
- Hovell, Mrs. Nell
- Jacobs, Mrs.
- James, Mrs.
- Hollen
- Johnson, Mrs.
- Shannon, Mrs.
- Murtle
- Le Roy, Eva M.
- LaBuro, Mrs.
- Jeannie
- Lawton, Mrs.
- Lewis, Mrs.
- Rosa
- Victoria
- McCampbell, Mrs.
- Middleton, Mrs. A. P.
- Miller, Frances
- Owen, Mrs. Lester
- Bas, Marie
- Rowdie, Mrs.
- Edna
- Seabury, Beebe
- Shannon, Betty J.
- Stecke, Mrs. Aileen
- Tomson, Jackie
- Tweed, Dorothea
- Tuttle, Florence L.
- Coffelt, W. R.
- Collins, A. P.
- Combs, Tuffy
- Conrad, Robert
- Cramer, Omer
- Crandall, LeRoy
- Crowe, Erlene
- Crowell, H. W.
- Darless, G. J.
- Decker, Whitely
- Debra, Kenneth
- DeMay, J. D.
- Del Mar, Jack
- DeVoe, Ray
- Duffy, Roy T.
- Dyer, Fop
- Edwards, Bill
- Fleming, Paul
- Francis, Tom
- Fuller, Everett
- Gasper, T.
- Gilpin, Art
- Goni, Duda
- Graves, Johnnie
- Griesbaum, Lester
- Grover, Harry G.
- Guyor, Ray
- "Whitney"
- Hall, Howard
- Harris, Herbert
- Harrison, Jimmie
- Hatcher, Phil
- Players
- Hutton, Sammie
- Henderson, Frank
- Henderson, T. M.
- Hendricks, Joe
- Hennessy, Red
- Henry, Henry L.
- Hodgini, Joe & Ed
- Kogan, S. L.
- Holston, Jack Rose
- Howard, Johnnie
- Howe, Reg
- Hutchinson, Sherman
- Hutchinson, Mickey
- Irwin, Ray
- Joseph, T.
- Jenkins, Joe
- Jimmie, "Swing Ball"
- Kare, George
- Kemper, Geo.
- Kerven, Bob
- Knuth, G. C.
- Krug, Clarence H.
- Kohler, N. A.
- Laird, Moon
- Lake, S. W.
- Lawrence, Henry
- Lee
- Lawson, William
- Leary, Dan
- Litts, G. F.
- Linker, Tommy
- Lout, G. (Pink)
- Lorraine, Bud
- Marine Hippodrome
- McLenore, Walter
- McKee, Dr. Arthur
- Miller, Bertram E.
- Miller, Ed
- Miller, Leather
- Milton, Leon
- Murphy, Jimmie
- Musgrave, Paul W.
- Nelson, Harold
- Socks
- Nickolos, Francis
- O'Brien, Robert L.
- O'Day, Blackie
- Ostran, Harold
- Peterson, John
- Charley
- Pentz, Frank
- Perry, Claude
- Pool, Bill
- Ramirez Jr., Joe
- Randall, Thomas
- Randolph, Thomas
- Reed, Jimmy
- Reid, George W.
- Rendles, Harry
- Rice, Joe
- Robb, Charles
- Roma, Prof.
- Rosen, Billie
- Scott, Harold G.
- Scoville, Earl
- Seibel, Curly
- Shannon, Jack
- Shubb, Chas.
- Skidmore, A. L.
- Sloman, Joe
- Smith, Wayne
- Sprink, Tony
- Stophens, Wm. J. (Bill)
- Stevens, Gen.
- Strail, J. D.
- Taylor, Charles
- Thompson, E. Lee
- Thorn, Floyd
- Thumons, A. E.
- Wallace, Beverly
- Wells, Fox
- White, Buster
- Williams, O. H.
- Willis, Mason E.
- Williams, S. J.
- Wilson, Ray
- Wright, Harry P.
- Smith, (Blackie)
- Yonger, Jack
- Yonger, Hub

Gentlemen's List

- Allen, Roy Lee
- Ames, Alfred B.
- Arubelm, Edward
- Ayles, Sidney B.
- Bakamo, Leonardo
- Bardini, Chas.
- Bawwens, Maurice
- Baker, Harry
- Benson, Bob
- Broderick, Mr. Paul
- Earnser, Harry
- Lewis, George
- Lewis, Nat
- Lucas, Joe
- McCabe, E. C.
- McCabe, V.
- McConnell, C.
- Milkin, Mrs. and Harry
- Martin, Jack
- Miller, "Bronco"
- Charlie
- Miller, Chas.
- Miller, Frank W.
- Miller, Ted "Rat"
- Millette, Fred
- Morris, Wm.
- Morris, Mr. G.
- Morris, Wm. J. W. R.
- Nichols, David
- Norford, Charle T.
- Ogle, Douglas
- O'Neil, Tom
- Pago, Sidney and Peggy
- Perry, Joe P.
- Pike, Buster
- Polack, Jr. J.
- Rhodes, Joseph S.
- Rio, John
- Roby, Dan
- Rosen, Mike
- Ross, Harry
- Ross, Orrville
- Gludenslager, Leo
- Sackett, Allen
- Sales, William
- Schultz, Jack
- Sherzer, William R.
- Siegrist, Billy W. F.
- Simmons, W. F.
- Stenford, M. and Mrs. W. T.
- Stanley, Lew
- Stockey, Frank
- Swift, George
- Tipton, Clarence
- Valentine, Ted
- Vasco, H.
- Wallace, Russell
- Widdt, Leslie R.
- Wimberly, Bob
- Winstler, Harry W.
- Workman, Paul
- Zier, Wm.

Gentlemen's List

- Abrahams, Hyman
- Accola, Hector
- (& Babe)
- Amano, Gina
- Alden, John
- Allen, Jack
- Allison, John Bert
- Batza, Tony
- Bell Trio (Chase)
- Bernstein, Harry
- Berrier, Marvin
- Blythe, Arthur
- Brown, Wm. Albert
- Brown's Dogs & Cats
- Bryan, J. G.
- Callahan, Bob
- Cannon, John
- Carew, James
- Patrick
- Carey, Thos. P.
- Carmen, J.
- Chan, Fu
- Chan, Fu
- Chapman, Wayne
- Cheney, Frank
- Clark, Bob
- (Drummer)
- Collier, Doc
- Collins, (& Stone)
- Copeland, Eddie
- Corey, Joe
- Crane, Gene
- De Nozieres, Eng.
- Julian
- De Phil, Chas.
- Delmar, Jerry
- Doherty, A. J.
- Donaldson, Robert
- Dorman Brother & Mary
- Dowd, Jimmy
- Dowd, John H.
- Duke, H. J.
- Elliott, John
- (Baritone)
- Fabry, Edw.
- Fallon, James
- Faris, Lawrence
- Gall
- Fitzgerald, Kenneth
- Frazier, Louis
- Francis, Steve
- Francis, Wilbur
- Geer, Edward
- Gillis, Sam
- Fisher
- Goldman, Sam
- Green, Stan
- Shows
- Hamid, Hamido T. Ben
- Hays, Jack
- (H. H. & H.)
- Hegner, Arthur W.
- Hunt, Chas. F.
- (Cousin)
- Hutchinson, John
- Jackson, Jack
- James, Frank
- Johnson, Bob
- Kane, E. J.
- Kaye, George
- Keenan, Stuart
- Ketrow, Frank
- King, Buddy
- King, L. G.
- Kramer, Dave
- Kramer, Don
- Leonard, Johnny
- Richard, Edw. G.
- Riley, Wm. J.
- Robbins, Peter
- Rosen, Jack
- Rogers, Duke
- Rosita & Perez
- Royce, John V.
- Ryan, John A.
- Russell, Geo. L.
- Sanders, Fred E.
- Savage, Ed E.
- Schultz, Jack
- Scott, Thomas H.
- Sharp, Billy
- Shepard, Milton
- Spiegel, Samuel
- Stevens, Bob
- Stevens, George
- Swan, Micky
- Turner, Jerry
- Van Buren, Chas.
- Vlado, Richard
- Walker, Michael
- Watts, Kenneth
- Wallace, Bob
- Ward, Eddie
- Werry, Charles H.
- White, H. J.
- Williams, A. E.
- Wolfe, Thomas A.
- Zabransky, Frank
- Macchann

MAIL ON HAND AT ST. LOUIS OFFICE

- 300 Arcade Bldg.,
 Hatton, Samuel, Go
Ladies' List
 Barbee, Miss Lillian
 Boill, Mrs. August
 Boswell, Mrs. Arthur
 Bowen, Mrs. Mary
 Brunson, Babe
 Cordeil, Mrs. Francis M.
 Cornell, Katharine
 Davidson, Mrs. G. E.
 Evans, Mrs. Pat
 Ferrington, Mrs. Franc
 Forrest, Mrs. Rattle
 Foreman, Lucille
 Griffith, Miss
 Hudson, Mrs. P.
 Louis, Mrs. Kate
 Masson, Mrs. Ray
 McNamee, Lillian
 O'Brien, Mrs. Lov
 Pierce, Ruth
 Mrs. D. M.
 Ruckman, Mrs. Arthur
 Blanche M.
 Staley, Mrs. E. B.
 Stanley, Mrs. Dorothy
 Stein, Mrs. A. E.
 Stewart, Mrs. Robert
 Street, Alice & Ed
 Vaughn, Mrs. Marietta
 Princess
 Whitmore, Mrs. C. C.
 White, Mrs. Robert
 Wylie, Mrs. E. V.
 Yelton, Mrs. Bob

MAIL ON HAND AT CHICAGO OFFICE

- 600 Woods Bldg.,
 52 West Randolph St.
Parcel Post
Ladies' List
 Armong, Mrs. Helen
 Bongonia, Mrs. Harry
 Buck, Mrs. Hazel
 Butler, Anna May
 Cochrill, Mrs. G.
 Casnak, Jeanette
 Dutton, Nellie
 Edwards, Michael
 Walte, Kenneth
 Wallace, Bob
 Ward, Eddie (Popeye)
 Werry, Charles H.
 White, H. J.
 Williams, A. E.
 Wolfe, Thomas A.
 Zabransky, Frank
 Macchann
 Boker, Raymond
 Brown, Jimmie
 (Cook)
 Chancy, Charles
 Chayton, Mikylo
 Olin, Ernie D.
 C. E.
 Boker, Raymond
 Brown, Jimmie
 (Cook)
 Chancy, Charles
 Chayton, Mikylo
 Olin, Ernie D.
 C. E.

WANTED FOR Hempstead County Fair
 Hope, Ark., Oct. 19 to 23.
 Rides, Shows, Concessions, Free Attractions, Carnival, Communicate with CAPT. HARRIS, care Chamber of Commerce.

PROGRAM and EXHIBIT SALESMAN WANTED
Central Alabama State Fair
 MONTGOMERY, NOVEMBER 2-11.
 Exclusive contract to capable reputable party. Address MORT L. BIXLER, Secy., Gay Teague Hotel, Montgomery, Ala.

MURFREESBORO, TENN.
 Rutherford County Colored Fair and Pageant of Progress, October 18-22
 Want Loop-o-Plane, Tilt-a-Whirl, Kiddie Rides, organized Minstrel, Mechanical Show, Ten-in-One, Monkey Circus. All shows must have own utility and transportation. Legitimate Concessions of all kinds. Address J. HARRY SIX ATTRACTIONS, Harry Woodruff, General Manager, Midway, Ky., this week.

Heth Bros. Southern Shows
 AMERICA'S CLEANEST MIDWAY — (FAIRS UNTIL XMAS)
 WANT Exclusive Cook House, Milt Reader, Scales, Whoopla, Guess-Your-Age, Pitch-till-win, Ball Games, etc. Shows, Drome, Animal, Arcade and Grand Shows. Rides: Wonderful opening for Rides and Octopus. (All with or without own transportation.) Reasonable rates and no pocket. Oxnarda, Oct. 4-8; Decatur, Oct. 12-16; Atlanta, Oct. 18-23; Centerville, Oct. 25-30; All City, Nov. 1-6; Camden, Nov. 8-13; Andalusia, Nov. 15-20; Geneva, Nov. 22-27; Samson, Nov. 29-Dec. 4; all Alabama (FAIRS), with three more pending. Want Musicians for Jig Uniformed Band and Billposter with sound car. Salary from office. All replies, FLOYD R. HETH, Mgr., Albertville, Ala., this week.

Notes From the Crossroads

By NAT GREEN

APERUSAL of booth reservations for the forthcoming exhibition of the National Association of Parks, Pools and Beaches in the office of Al R. Hodge, secretary, indicates that exhibitors will be more numerous than ever before and that the products to be shown will



NAT GREEN

embrace everything from rides to sanitary drinking cups. Manufacturers of supplies used in amusement parks and on fairgrounds are waking up to the fact that the annual December conventions of park, fair and carnival men present an unequalled opportunity to exhibit their wares where they will be seen by the largest buyers in the country. "We have received many new inquiries this year," says Al Hodge, "and because of the large number of early reservations we have found it necessary to make provision for more exhibit space than we have had at previous exhibitions." N. S. Alexander, Woodside Park, Philadelphia, spent several days in Chicago recently working on details of the exhibition and convention, and he reports that Eastern ride and other manufacturers are keenly alive to the opportunities the coming season presents and will be heavily represented in the exhibition.

It might be well to sound a word of warning to showmen who intend to attend the conventions to get their reservations in early. The Sherman is a large hotel and Manager Frank Bering always does his best to take good care of the showmen. But there are just so many rooms, and to avoid disappointment it would be well to make reservations as far in advance as possible. "From advance inquiries," said Manager Bering when queried, "it looks as if attendance will be heavier than at the 1937 conventions. But we hope to take care of everyone. It will help if the showmen let us know well in advance just what their needs will be. Rest assured we shall do everything in our power to make their stay a pleasant one."

The jumps which Lottie Mayer and her Disappearing Water Ballet made recently probably set a record. After playing Fargo, N. D., the troupe jumped to Sacramento, Calif., for the State fair, then back to the Beaver Dam, Wis., fair. Total distance almost 5,700 miles.

C. W. Finney closed last week with Hagenbeck-Wallace Circus and is back at his home in Aurora, Ill. . . . J. C. (Jimmy) Simpson, general agent of the Johnny J. Jones Exposition, came into Chi all smiles over the big week the show enjoyed at Kentucky State Fair. . . . "It was much bigger than expectations," Jimmy stated, "and a very pleasant surprise." . . . Paul M. Lewis and Mrs. Lewis, of Lewis Bros.' Circus, are spending a few days in Chicago following close of their season. . . . "It has been a very satisfactory year for us," Mr. Lewis said on a visit to the offices of *The Billboard*, "and we expect to go out next season with a bigger and better show." . . . Charles Primrose, who was agent for Lewis Bros.' Show, has returned to his home in a Chicago suburb. . . . Ray Dean back home in Chi after a season in Canada, which wound up at Toronto.

They do things differently in Sacramento. Instead of having a fireworks spectacle as the finale of the grandstand show, they put on a 40-minute fireworks show before the grandstand performance. Reason is that the horse

show is held in the open and fireworks would frighten the animals.

Guy Weadick, for years an important figure in the rodeo and stampede game, has been quite active during the season just closing and has ambitious plans for 1938. At present he is at his TS Ranch in Alberta, Canada, resting up and laying plans for the future. He writes that Powder River Jack and Kitty Lee have been visiting him and left a few days ago to accompany U. S. Senator Jim Murray, of Montana, on the train of President Roosevelt thru the West.

FINAL CURTAIN

(Continued from page 33)

accident near Columbus, Neb., September 17. Survived by widow.

TUTTLE—Oliver Wesley (Ollie), 50, promotion manager of *The San Francisco Examiner*, at his Burlingame, Calif., home September 21 of a heart attack. He was a pioneer in newspaper-radio promotion on the Pacific Coast. Manager of the first *Examiner* radio station, KUO, in 1922, he later joined KPO as manager and aided in developing that station. Survived by his widow, Marie Hazel, and a son, Oliver W.

WALSH—Thomas W., 84, father of Raoul Walsh, motion picture director, and George Walsh, formerly a cinema actor, at his home in New York September 17.

WILLIS—Lynn A., 30, radio announcer, in Philadelphia September 21. At the time of his death Willis was on the KYW staff, having previously served Station WIP for eight years. Survived by his widow and mother.

Marriages

BRAUER-HAMMOND—Eddie Brauer, of Cleveland, MGM salesman, and Helene Hammond, nonpro of Lakewood, O., recently.

DEPORTER-LOBBNER—Al DePorter, mechanic with Patrick Shows, and Marie Lobbnner recently.

EASTMAN-SMITH—Carl Eastman, actor, and Mrs. Suzanne Kemper Smith, nonpro of Cincinnati, in New York September 26.

HGENSICK-COOK—Clarence E. Hagensick and Juanita Cook, both of the Central States Shows, in Fullerton, Neb., August 26.

HENRI-JULIETTE—Harri Henri, singer and emcee, and Juliette, of France, of musical comedy and vaudeville, in Millerton, N. Y., September 19.

KAPP-CAMPBELL—Herman Kapp, drummer with Roger Pryor's Band, and Betty Campbell, Pryor's press agent, in Chicago August 3, it was announced last week.

KERNS-BURNS—Arthur J. Kerns, widely known in motion picture circles in Philadelphia, and Eleanore R. Burns, nonprofessional, in Norwood, Pa., September 15.

MARTIN-DENOYER—Buddy Martin, Abilene, Tex., and Talutha Denoyer, Chicago, in Weatherford, Tex., September 15. Both were dancers in the *Casa Manana Revue* at the Fort Worth Frontier Fiesta.

MENZ-FISHER—Clifford Menz Jr., of St. Paul, and Susanne Fisher, Metropolitan Opera singer, of New York, in St. Paul September 19.

MINSHALL-MEECHY—Jack Minshall and Myrtle Meechy, rodeo performers, in Columbus, O., September 19.

MONROE-STEARNS—Samuel Carlyle Monroe, of the television department of NBC studios, New York, and Isabelle Stearns, known as Ann Leslie, member of the Peterborough Players, in Peterborough, N. Y., September 28.

RANZ-HAMMOND—Dr. William Eugene Ranz, nonpro, and Lillian Desmond Hammond, repertoire player, for 10 years with the Lillian Desmond Players, in Youngstown, O., September 19.

SAMUELS-GARCIA—Al Samuels, of the Samuels Brothers, vaude team, and Chiquita Garcia, dancer at the Eltinge Theater, New York, September 13 in that city.

TAKIFF-DAVIDSON—Lawrence Takiff, nonpro, and Gertrude Davidson, former repertoire and stock performer, in Louisville, Ky., September 19.

Coming Marriages

Michael Perno, former sports writer, and Yolande Palumbo, partner in operation of Palumbo's Cabaret, Philadelphia, latter part of October.

Morton Lawrence, announcer at Sta-

HAVE COMPLETE SIDE SHOW OUTFIT

To furnish to party who has an Organized Show with real Attractions and Outstanding Feature. Can join Atlanta, Ga., Southeastern Fair, October 4, for balance of season. Wire

RUBIN & CHERRY EXPOSITION

Knoxville, Tenn., this week.

KEYSTONE SHOWS WANT

For Cherokee Indian Fair, Cherokee, N. C., Concessions of all kinds. Positively no racket. Can place non-conflicting Shows on small percentage. Murphy, N. C., this week.

BARLOW SHOWS

JONESBORO, ARK., This Week. LAKE CITY, ARK. (FAIR), Next Week. HARRISBURG, ARK. (Street Celebration) Week October 14.

OTHER STREET CELEBRATIONS UNTIL CHRISTMAS.

WANT Legitimate Concessions—no Grift. Side Show, Snake Show, and other Shows. Grab Joint Operator, Merry-Go-Round Foreman, Carpenter and Carveman; Colored Performers who can double in Brass. WILL BUY used Talking Picture Machine and Films. State lowest price.

tion WCAU, and Rosale Shaffer, non-professional, in Philadelphia October 10.

Curtin Winsor, formerly music critic for *The Philadelphia Bulletin*, and Mrs. Elizabeth Browning Donner Roosevelt, nonprofessional, in Villanova, Pa., in December.

Anthony Quinn, actor, and Katherine DeMille, daughter of Director C. B. DeMille, in Hollywood soon.

Walter Greenwood, British playwright, and Pearl Osgood, actress, of Brooklyn, in London soon.

Births

A 5½-pound girl to Mr. and Mrs. Irving Lone at Bronx Hospital, New York, recently. Father is connected with the United Artists' art department.

A daughter to Mr. and Mrs. Jimmy Burns, of Kaus United Shows, in Leaksville, N. C., September 18. Mother is the former Tillie Kaus.

A seven-pound boy to Dr. and Mrs. C. C. Doherty in Chicago September 8. Mother is Sade, of the Vic and Sade radio team heard over NBC.

A seven-pound son to Mr. and Mrs. Horace Masters at Georgetown Hospital, Washington, recently. Father is known as Rastus Kelly.

A 5½-pound daughter to Mr. and Mrs. Charles Brennan recently. Father is control room engineer of Station WISN, Milwaukee.

An eight-pound son, John B. Jr., to Mr. and Mrs. John B. Kingsley in Hollywood Hospital recently. Father is a scenarist.

An eight-pound son, Howard Melvin, to Mr. and Mrs. Howard Zarlington September 18. Father is manager of the Zarlington & Briggs Variety Show.

A 7½-pound son, David Dennis, to Mr. and Mrs. Sam Freeman in Jewish Hospital, Philadelphia, September 13. Father is saxophonist with the WIP studio orchestra.

A daughter to Mr. and Mrs. Fred Roth in Philadelphia September 9. Father is an executive with the Philco Radio and Television Corporation.

A daughter to Mr. and Mrs. Randolph Richards in Philadelphia September 10. Father is an executive with the Philco Radio and Television Corporation.

Divorces

Julia Adams Hambrook, church and concert singer, of Bridgeport, Conn., from George R. Hambrook in Bridgeport September 17.

Margaret S. Strasburg from Paul Strasburg, proprietor of the Grande Ballroom, Detroit, September 17.

James E. Smith, lion tamer, from Bridget O'Brien Smith, serialist, in Jackson, Mich., September 18.

Milton Royce, popular songwriter, from Ernestine L. Royce in Hollywood recently.

Mrs. Claire White Moran from George Moran in Chicago September 17. Moran (See DIVORCES on page 33)

Advertising Banner Solicitor WANTED

For one-day-stand Circus. Long season. Must be first-class high-powered man. Also Cornet and Trombone for Colored Minstrels in Sideshow. CAN USE two more Sealmen and Riggers. CAN PLACE Pit Show with own outfit. Address MANAGER CIRCUS, Winfield, September 30; Mansfield, October 1; Zwoille, 2; De Quincy, 4; all Louisiana.

WANT

For Two of the Best Fairs in Georgia, DALLAS, Ga., week of October 13. BARNESVILLE, GA., week of October 25. WILL BOOK Independent Rides of all kinds, Shows and Concessions. Will give exclusive on Cook House and Corn Game, or will book organized Carnival if you have the show we want. Want two high class Free Acts. Write or wire MR. SCOTT, care of American Legion Headquarters, Dallas, Ga.

MILLER BROS. SHOWS

Wanted to join at once. Eli Wheel and Chairplane. Can use Corn Game, Concessions all kinds. Write or wire MORRIS MILLER, Cushing, Okla.

TIP TOP SHOWS WANT

Ferris Wheel, Swing and Kiddie Rides, Colored Performers and Musicians. Legitimate Concessions open. Shows with own outfit. Mack Williams write again. Gilligan wants Agents. Will furnish Tents for Gees or Girl Show. All uptown locations. Tobacco and Cotton Markets, Latta, S. C., week September 27; Hemingway, week October 4.

HUGHEY BROS.' SHOWS

Good proposition to organized Minstrel Show with own outfit. King Lear, or wired fair to address given. Let us hear from you. CONCESSIONS—Place Hoop-La, Game Rack, Bowling Alley, High Striker, Cigarette Gallery, or place good Agent for Cigarette Gallery. Address Gen. Mca., this week; Delta, Mo., Free Fair, week of October 4.

SECOND-HAND SHOW PROPERTY FOR SALE

\$1.75 Men's White Buckskin Suede Shoes, all sizes. Champagne Kiddie Ride with motor, self change. \$50.00 Curvey First Machine, working order. \$25.00 Electric Pop Corn Machine, Glass Case. \$25.00 Genuine Eight-Legged Pig in animal. We Buy All kinds of Ring Sides and Wacky Goods. WEL'S CROSSTY SHOP, 20 S. 2d St., Philadelphia, Pa.

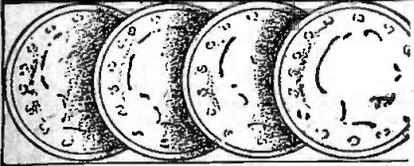
McCLELLAN SHOWS WANT

For seven Mississippi Fair Shows and Rides that can be double with other Shows. Write to McClellan, this week; Greenwald, week October 4. Both Mississippi.

WANTED

Free Acts for Pioneer Days, October 14, 15 and 16. North Manchester, Ind. Address WAYNE GARMAN.

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.

CONSTITUTIONS

Constitution Day 1937 is a matter of history and much of the partisan oratory has already died into less than an echo. But operators of amusement games are more concerned with constitutions than they often think.



WALTER W. HURD

Operators have already learned to their sorrow that often when they carry a case affecting such a simple thing as a novelty pinball game into a State Supreme Court, there they come face to face with a stern provision, sometimes written into the constitution itself, which forbids lotteries, etc.

And Supreme Courts, State and national, are habitually jealous of the constitutions under which they exist.

So to date it seems there is not a decision favorable to pinball games in State Supreme Courts where cases have been reviewed. In all States where such cases have reached the higher courts it seems that an all-inclusive lottery or gambling statute exists or maybe is right in the State constitution, which makes it impossible for the higher courts to render a liberal decision on such modern gadgets as amusement games.

There is a growing movement in America for a national lottery, but legal authorities recognize that even if Congress voted such a lottery it would be nullified by many of the existing State constitutions.

In other words, operators in every State should know their State constitution before carrying an appeal to the Supreme Court of any State. Too many cases are already on record in which an operator or a small group of operators have taken an appeal on pinball games to the State Supreme Court only to face a situation in which the court could do nothing else but render an adverse decision under many of these all-coverage lottery and gambling clauses. Some of them are so broad that "any device of any description that may be used for gambling" is a gambling device per se. In other States where the constitution itself is not so broad then State statutes are all inclusive.

In the earlier days of pinball there was a lot of talk about carrying a test case to the U. S. Supreme Court. The national constitution as I read it has no provision against lotteries or gambling. For in the days when the American constitution came into being many reputable institutions like Harvard University were being financed thru lotteries.

But while the national constitution apparently does not have a provision against lotteries, the U. S. Supreme Court has a decision of many years' standing that would

in all probability mean defeat in cases involving amusement games. In fact, many people wonder how so many contests now common in business manage to escape. The answer is simple, of course. Big business is using contests in various ways, but operators of amusement games are not able to defend themselves in higher courts as big business is able to do. Furthermore, newspapers share in the profits of modern contests, but these same papers have discovered that amusement games make sensational headlines without any loss of revenue.

Since the operator finds himself the underdog in a fast-moving age, which is bringing more and more people to seek modernized constitutions, the operator's best bet will be on the side of those organizations and movements today which are working for more liberal standards.

Talk about constitutions, State and national, is usually a purely partisan issue. But nothing so cheapens the written constitutions of our various States and the federal government as the fact that millions of people still permit themselves to get hot and bothered on partisan issues which drag in the constitution.

Nebraska seems to be a State that is trying to modernize its constitution. It has already reduced its lawmaking body to one house. Many other important ideas for modernizing State, county and city government are being discussed in that State. How coin-operated machines will fare in that State remains to be seen. During a time of discussion and change it is possible

that coin machines of various kinds may suffer. But it should be a good sign when any State begins to modernize its setup. In all such movements there is a marked effort to reduce the number of taxing and lawmaking bodies, which means in the end simpler and more practical laws.

The main issue concerning coin-operated amusement games seems to be whether constitutions, statutes and court precedents can be modernized to conform to the present stage of mechanical progress. Modern coin machines are a product of a mechanical age and should be considered on their merits as such. Automobiles and many other mechanical developments have changed the habits and the morals of a majority of the people. Our agencies of government should be progressive enough to consider all these things and catch step with the times.

It is the object of the progressive elements of the coin machine industry to truly respect our written constitutions, both State and national, and to respect all law. While being thus patriotic the industry also believes in the progressive spirit of the age which may include modernization of government in keeping with general and mechanical progress.

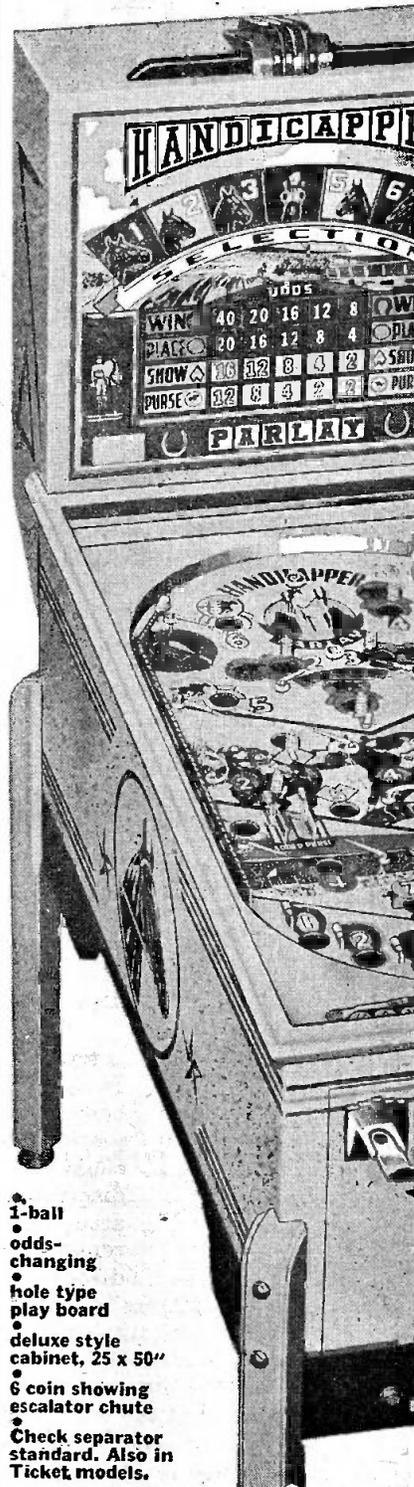


A Constitution 150 Years Young
—BATTENFIELD in Chicago Daily Times.

More operators purchased more TRACK TIMES last week than ever since the introduction of this game five months ago

And whereas Track Time was averaging from \$500 to \$600 a month, Fall play is now raising the average to between \$600 and \$800 per game per month.

KEENEY CHICAGO
Better Builders of Better Games



- 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.

Put them together
and you get the finest **PAYOUT TABLE** put out by any factory to date

Write for descriptive circular and prices

STOCKED AND FEATURED BY **KEENEY DISTRIBUTORS**

J. H. KEENEY & CO.
2001 CALUMET CHICAGO

TWO NEW FEATURES:

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 when some 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. ADDED PURSE OF \$2 TO \$4.

Location tested for 5 weeks prior to production



\$75⁰⁰ and \$100⁰⁰ a DAY being played thru this Coin Chute.

Midwest Good, Nagel Says; Plans Further Expansion

CINCINNATI, Sept. 25. — Arthur F. Nagel, head of the Avon Novelty Sales firm, Cleveland, on a visit to the local offices of *The Billboard*, reported that on his travels thru Ohio and neighboring States he found operators enjoying good business.

Handling a complete line of all types of coin machines, Nagel states that his firm is well satisfied with the way things have been going the past year. Although the company has expanded before, more floor space is needed to adequately display the many games, Nagel claims, but within the near future this detail will be taken care of, as he plans to enlarge his quarters in order that the well-known Avon service may be continued.

Go-Getter Has New Jar Deal

TYLER, Tex., Sept. 25.—Louis Damsker, of the Go-Getter Jar Company, this city,

B4 "B" SPECIALS B

PENNY MACHINES

All Equipped with 10 Slots.
MAD CAP BALL FAN \$5.00
SCRIMMAGE TRAPPER
SHORT BOX TACKLE \$5.00 Each
FIVE & TEN HAPPY DAYS
HIGH LITE KINGS

Full Cash with Orders at This Price.
SEND FOR COMPLETE PRICE LIST No. 248.

B BESSER NOVELTY CO. B
3020 OLIVE ST., ST. LOUIS, MO.

announces that his firm is manufacturing a new money-making jar deal called Pull 'Em Tony. Jar takes in \$67 and has an average payout of \$29. Damsker says, and additional refills and cards are available.

"FREE GAMES" for LOCATION TESTS

One of the largest manufacturers of coin games has a new 5-ball "FREE GAME" Game which they are anxious to place with operators in "Free Game" and Novelty Game territories for location tests as to play appeal and mechanical perfection.

Such games will be supplied without cost to co-operating operators, and all profits accruing from such test operations will go to the operator. All the advertiser requires is that the operator send in a daily report as to the game's performance.

If you are willing to take one of these "FREE GAMES" for location tests on the basis outlined above, just send in your name and address and a few particulars regarding the "FREE GAME" situation in your section.

ADDRESS BOX 500, CARE THE BILLBOARD, CHICAGO, ILL.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
950 WRIGHTWOOD AVE.,
OPERATORS!

NO MATTER who wins the baseball derby, YOU win with our tested amusement games, which can be purchased on our convenient Extended Credit Plan with no gyp in the form of carrying charges added. WRITE FOR CREDIT! YOU CAN'T GO WRONG!

P. S.—If you insist on paying cash, buy from us anyway. (Sent to us by an O'Toole Indian.)

Lee D. Jones

Boosters, Bumpers, Swing Time, 1937 Ball Fan, Home Run, Running Wild. Each.....\$15.00
GREAT GUNS..... 20.00
BANK NITE..... 7.00
FIRE BALL..... 10.00
NECK 'N NECK..... 7.00
GENCO ROLA BASE..... 5.00

25c SINGLE JACK PACE and CAILLE. Each.....\$15.00
10c PACE COMET ALL STARS, Like New..... 55.00
1c Q. T..... 22.50
1c JENNINGS Single POT LITTLE DUKE..... 10.00
Will take in trade

Five Cent War Eagles, Lion Heads, Blue Fronts, Pace or Watling Machines.

SOUTHERN AUTOMATIC MUSIC CO.
542 S. 2d St. LOUISVILLE, KY.

ATTENTION!

WRITE US FOR A COMPLETE LIST OF NEW AND USED EQUIPMENT.

Rosemont, floor model (5c-25c).....\$138.50	Pamco Chaso.....\$22.50	Do Luxe 46..... 10.00	Brly Peerless.....\$12.50
Stoner's Air Racos..... 42.50	Big Casino..... 10.00	Gottlieb Liberty Ball..... 7.50	Giant..... 10.00
Rockola Credit..... 22.50	Callente..... 11.50	Bally Challenger..... 22.50	Jumbo..... 10.00
Jockey Club..... 75.00	Pearl Harbor..... 7.50	Sky High..... 10.00	Pinch Hitter..... 25.00
Rosemont, 5c-5c..... 125.00	Bally Bonus..... 12.50		Pay Day..... 18.50
Pamco Palooka, Jr..... 21.50			Double Header..... 17.50
Bally Bonus..... 12.50			Pamco Balls..... 22.50
			High Pocket..... 12.00
			Hit It..... 12.50

Used Games Subject to Prior Sale. One-third Deposit with Order.

ZANE AUTOMATIC SALES 332 WEST MAIN STREET, ZANESVILLE, OHIO.

NOTHING BUT THE BEST!

So Help Yourself to the Finest Used Equipment Money Can Buy.

Bally Peckness, Latest.....\$57.50	Koenig's Santa Anita..... 49.50	Mills Railroads.....\$49.50
Mills Post Time..... 49.50	New.....\$ 49.50	Western Top 'Em..... 59.50
Bally Carom..... 49.50	Evans Rollette..... 59.50	
Western Winner..... 49.50	Bally Fairgrounds..... 115.00	

TERMS: 1/3 Deposit, Balance C. O. D.

JERRY SCHAFFER, 1212 Banks Ave., Superior, Wisconsin

\$99

38 RAYS TRACKS

Latest Models.

21 Latest Model Evans Galloping Dominos.....\$165.00

22 Exhibit Jockey Clubs and Chukkalettes..... 69.50

Money-Back Guarantee Wire Third Deposit.

UNITED AMUSEMENT CO.
908 McCullough, San Antonio, Tex.

Close-Out Slot Bargains

10 MILLS WAR EAGLE BELLS.....\$40.00 Ea.
20 MILLS WAR EAGLE BELLS..... 50.00 Ea.
25 MILLS EXTRAORDINARY LATE BELLS..... 50.00 Ea.
25 MILLS LATE BLUE FRONT BELLS..... 60.00 Ea.
25 MILLS SAFE STANDS..... 5.00 Ea.

Order the Perfect Short Range Shooting Gallery. Immediate Delivery. Complete, \$155.00. One-Third Deposit With All Orders.

L. H. HOOKER NOVELTY CO.
ARNOLDS PARK, IOWA.

SEIDEN HAS IT!

NEW AND USED COUNTER MACHINES - ALL MAKES

SEIDEN DISTRIBUTING CO.
1240 BROADWAY, ALBANY, N. Y.

Collins Creates New Evans Hits

CHICAGO, Sept. 25.—"In the new streamline games, Keeno and Bonus, H. C. Evans & Company are again presenting creations of Ed J. Collins, chief engineer for the company," said R. W. (Dick) Hood, president, this week. "It was he who a year ago created and perfected Galloping Dominos, Bang Tails and Rollette Jr. and thereby introduced a new conception in payouts, the console games. Their wonderful performance created a new trend in the industry, a trend which is now at its height.

"The next departure from the usual," Hood continued, "will be streamliners that occupy little room yet present high-powered earning capacity. They will be built around the most popular pastimes of the day. Rather than some mere make-believe they will reproduce the actual play. That's why we are certain, that we are again starting a new trend—a swing to streamliners—with Collins' latest creations, Keeno and Bonus.

"These two games are built in both counter and console models and are so compact that they may be placed almost anywhere," he went on. "Their playing action as developed by Collins is neither marble play nor spinning reels, but an entirely new idea of brilliant dancing lights. Keeno's play is variously called Bingo, Corno, Fan-Tan, etc., a game that takes the play in every carnival, bazaar, church or club affair. Bonus similarly is based on the ever-popular cross-word puzzle craze, simplified to the nth degree and yet kept enormously exciting. The lights flit from letter to letter over the front of the game and one by one come to rest. If they stop on the letters of Bonus in any arrangement whatever it is a winner. Both games pay out from 2-1 to 20-1, according to odds which appear at the start of play. In the new games Collins' genius is at its very best and we are confident both games will make history."

H. C. Evans & Company further revealed that Collins is a former member of the city engineers of Los Angeles. His experimental laboratories are located at Beverly Hills, Calif., where he spends considerable time in research work for his new game creations. He has been associated with the Evans company for the last three years as chief engineer and head technician. During these years he has done an admirable job of creating new game ideas in keeping with the Evans reputation for origination and fine precision engineering. "Only games of exceptional value can interest Hood," said Collins. "Recognizing that fact, I am constantly striving to maintain the enviable reputation of the company as a pace setter in originating new and different quality games."

their praise of the new Daval hit, according to reports. "The swivel turntable attached to Reel Spot is receiving quite a lot of praise from storekeepers, who find this feature to be one of the greatest conveniences ever put on a counter game," Douglas stated. "Instead of the storekeeper having to walk around the counter or craning his neck to see the result of the play, all he has to do with Reel Spot is to swing the machine around to face him and he has the results right before his eyes. This feature has not only made a hit with location owners, but has proved to be one of the most potent sales points in getting machines into new locations."

License Report On Chi Taverns

CHICAGO, Sept. 25.—Altho closed to table games and even to modern cigarette vending machines, Chicago has 9,361 licensed taverns today that provide good locations for phonographs, nut vendors, etc. There is a tavern for every 397 patrons, according to an official report, and these taverns pay a license fee of \$600 per year. The report was issued by George F. Lohman, deputy city collector, who has been checking licenses for the city during the last 32 years.

The Chicago Tribune, in a review of the report, says that in the heyday of Carter H. Harrison's mayoralty administration in 1905 a high mark of 8,097 licenses was issued to retail liquor dealers. But that was in the days when a license cost \$500 a year.

"Today Mr. Harrison is again in the thick of a booming liquor trade. As collector of internal revenue he oversees the collection of federal taxes from the 9,361 stores, taverns, bars and clubs that quench the thirst of 3,700,000 Chicagoans.

"In 1897 there were only 4,643 dealers catering to 1,490,937 Chicago drinkers. When Mr. Harrison was mayor and liquor reached its pre-prohibition top there were only 1,941,880 citizens in town. So the ratio is lower today. In 1905 there was one liquor dealer for every 241 inhabitants. Today each retailer takes care of the glass and bottle needs of 397 patrons.

"The tide of temperance creeping on from 1905 until after the war discouraged many dealers. In 1910 there were just 7,152 licenses issued to pre-Volstead saloons and spirit stores. That was the year when the Harkness city ordinance limited the number of taverns.

"In 1917, when then Mayor William H. Thompson closed saloons on Sundays, there were 6,101 license fees of \$1,000 each paid to the city collector's office. By 1919 the W. C. T. U. forces and Mr. Volstead had prevailed, and when a midnight crowd in 1919 bought bottles and bottles and carted them home to prohibitional oases in closets and cellars there were only 5,282 stores that had to close their doors.

"During the Volstead era the city had no check on how many blind pigs and speakeasies were catering to patrons. But when the New Deal received its first mandate and allowed malt and wines to flow, the city licensed 7,850 bars and package stores.

"Since that day, February 1, 1934, when Chicago started to imbibe legally again, there have been more and more liquor stores and taverns. The city's population has increased from 2,766,815 in 1920 to 3,700,000, and to care for the nearly million extra citizens there have come in 1,329 new taverns and package shops.

"So the city is today collecting \$5,646,600 on its bar, tavern, hotel, club and retail whisky store licenses. And it is not missing out on a penny from unlicensed stores, according to Mr. Lohman. While they all must pay the city \$600 a year, they have to pay the State an extra \$50 tax and the federal government still another \$25. The three governments check with each other, and Mr. Lohman does not think there are many places clever enough to outwit all three enforcing agencies."

Hurvich Billiard Table Attracts Ops

BIRMINGHAM, Ala., Sept. 25.—Max and Harry Hurvich, of Birmingham Vending Company, state that the new Imperial billiard table which they have introduced to operators in this vicinity is attracting a great deal of attention.

"We were surprised to note how many of the operators agreed with us on the Imperial being one of the best type of amusement products in the industry, stated Max and Harry. "We have received a bunch of inquiries on the new table and we are sending our new circular, which gives complete information on it, to every one of the inquirers so that they will know just why they should turn to the Imperial.

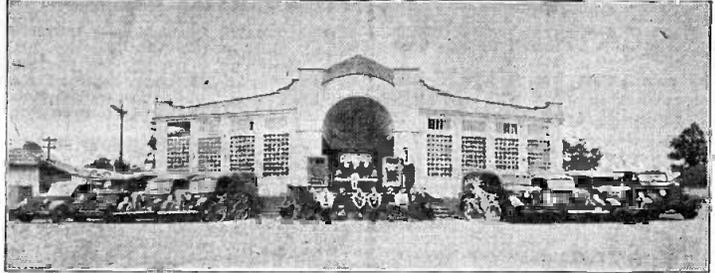
"Because of the fact that the Imperial billiard table is one of the sure legal games and because billiards itself is one of the most popular sports, many operators are turning to the new streamline table, for they realize that it will assure them real profits for many years to come."

Reel Spot Clicks With Fans and Ops

CHICAGO, Sept. 25.—One of the reasons that Daval Manufacturing Company believes its sensational counter game, Reel Spot, will remain a hit for months to come is the enthusiastic reports from operators and jobbers on the reactions of the players while playing the game. "Most of the reports state that this is one game where the players grin even when they lose," said Al Douglas, president.

"Many times when players lose on a game they walk away, believing that they have been gyped, that the machine is fixed or that something is wrong with the mechanism of the machine," Douglas continued, "but with this game they merely grin, for there is always a spot on one of the three reels and all they have to do is to uncover the correct one to win. The game is easy to play and easy to understand and is making a big hit with all lovers of coin games."

Location owners, too, are lavish in



HEADQUARTERS OF STERLING SERVICE, MOOSIC, PA. Sterling Service has been in existence for 14 years and in that time has built up the organization pictured. Firm is distributor for Wurlitzer in that section and engages in an extensive distributing and operating business, as well as in the management of a large part of Rock Glen Park in Moosic.

New Trend to Merchandisers

By BILL GERSH

Director of Sales Promotion, Byrd, Richard & Pound, New York.

Leaders in coin-machine thought have long proclaimed automatic merchandising as the true purpose of the coin-operated machine. They believe that coin-operated devices came into being with the primary thought that they would efficiently and economically sell many small merchandise items more directly to the consumer and in such a fashion as to help place the general marketing of vendable products on a 24-hour-per-day basis.

Digging far back into the history of the vending machine industry, it seems that such was the original purpose. The first success which the coin-machine industry enjoyed and which brought it into prominence among other industries was the manufacture and sale of vending devices.

This first flush of success was rapidly followed by the introduction of a complete and varied line of merchandisers. These ranged from the first bulk venders of peanuts, candies and ball gum to hand soap, towels, napkins, apples, cigarettes and other products of national importance in daily use.

Many years ago it became known that automatic merchandising was dependent upon nationally known merchandise for its success. The venders developed into emergency sales equipment of this nationally advertised merchandise. To a great extent they appeared a definite need for these items at odd times.

In Holland and Belgium and thruout most of Europe the automatic merchandisers have gained the prominence they deserve in the general merchandising scheme. Here they are used by storekeepers in lieu of front windows. When the stores are closed at night these vender windows are pulled down and the public then makes use of the machines during the evening hours. Instead of searching for a cigaret machine thru stores in whatever neighborhood they may be at a late hour, they know that the nearest tobacconist's window is equipped with vending machines which will sell the merchandise in which they are interested just as if the store were open for business.

With the general success of early machines, automatic merchandisers created a tremendous influx of manufacturers who neglected many of the main requisites of the machines themselves in the attempt to find something which would be sufficiently rugged to serve a general purpose.

It was not until the vending machine had become somewhat definitely established that the manufacturer began to look to the machine itself to attract its own business. To bring about preference for purchase from it and to generally create an atmosphere of sales cordiality.

Regardless of all the efforts which have been made in the field of manufacturing, it was not until the past few years that real achievement in scientific marketing began to assert itself.

The first manufacturers of automatic merchandising equipment did their job faithfully and well. They met the conditions which existed at the time and produced products which were far ahead of the marketing thoughts of that era in which they labored. Theirs was hard sledding. They did not then have a wide circle of coin-machine operators whose experience fitted them for the efficient handling of any new machines.

They were forced to seek new blood constantly, for the average man they sold was not yet geared for such progressive merchandising action, as only about one out of every 10 operators remained in the field for any length of time. Nor did the machines sell quickly and easily. Many a trick was used and many a high-pressure stream of words was necessary before men with small capital were induced to enter into this business.

A New Picture

Today the picture is changed. Operators fully recognize the value and importance of merchandising machines. They have segregated them into a specialized category and are conducting them as an efficient business which requires their complete time and study.

Merchandising equipment has changed to such an extent that it is barely recognizable as coming from the machines of the past. The beauty of modern design and color have entered into the picture to

attract the consumer. Sturdy mechanisms of a fool-proof nature have endured the severest tests, and without being bulky and intricate have become part and parcel of the new machines.

Intelligent operators have organized complete staffs of trained men and have service organizations which vie with the best that can be found in any service field.

Offices are businesslike and of better atmosphere. The trend is to specialization in the automatic merchandising equipment field. And to such an extent that many of the operators engaged in it will only handle one certain type of machine, giving it their complete attention and extracting from its operation every penny of profit which can be earned.

This latter fact has hastened the era of modern automatic merchandising. It has been responsible in leading the merchandise machine manufacturers to specialize in the type of equipment for which they are best suited and for which they can responsibly vouch in every way.

The age of specialization which was actually created by the salesmen of the merchandising machine manufacturers is responsible to a great extent for the new trend in vending machine equipment.

Operators Specialize

These salesmen sold the operator on the fact that to earn real profits from automatic merchandisers he must specialize in whatever equipment he liked best. Here they accomplished a great purpose. By this method they created a more stable business man for whom the rest of the industry could be thankful. Such men would surely help lead the way to the manufacture of new and better equipment as time went on, for he would be fully trained to operate it.

Now with the new trend definitely definable the automatic merchandising industry is rising to greater heights. Not only have they produced better equipment, but they have the advantages of years of experience behind them. They meet the new market conditions with keener interest, fertilized to such a point that it is quickly apparent everywhere in the country.

Operators are sold on the legality of automatically merchandising nationally known brands to the consumer. They are dealing in the type of product which has a fast turnover. While profits may be smaller than those enjoyed by the amusement games operators they are more stable.

With legal difficulties for many amusement devices arising in various parts of the country the automatic merchandising machines division of the industry is seemingly heading into another boom period. One that is certain to revive the merchandiser as the outstanding equipment of the coin-machine field.

As yet the manufacturers of venders are dabbling in only the most readily salable products. Tho they dream of items which would capture tremendous attention and would probably prove as successful as those vended at the present time, they dare not enter into the manufacture of such specialized equipment until their market becomes more solid and of such scope that the gamble will be of little consequence in view of the demand.

The present type of equipment is truly magnificent. Its beauty is breathtaking when compared to the old merchandising equipment. Its design is true modernism in its simplicity. Its ease of operation and its true meaning as a merchandiser is apparent from every standpoint. It is the furthest development we have ever enjoyed in the automatic merchandising division of the trade. It symbolizes the strength and character of the men engaged in its development and manufacture.

Manufacturers Persevere

The merchandiser manufacturers have labored thru a most trying period. The men who were best fitted for the operation of their equipment were mostly interested in amusement devices, which were at the head of the cycle and were enjoying their greatest popularity.

The merchandise machine manufacturer went thru this period with true Trojan zeal. He continued to perfect his equipment and to redesign it to comply with the modern conception of marketing. He was faced with the popularity of coin-operated amusement equipment which was earning many, many times the amount of money the operator could ever hope to take out of his mer-

chandisers in a like period of time. And at the same time he was forced to ask higher prices for his equipment due to the many improvements he had made.

Today the automatic merchandising equipment manufacturer stands on the threshold of an era which may bring his type of machines into as great a prominence as the amusement device manufacturers ever enjoyed.

The news is traveling from one operator to another of the new trend to automatic merchandising. The fact that the business persists on a big scale in all territories despite the ravages of time and the invasions of one type of amusement device after another has proved its prowess as a profitable investment.

The hurry-up method of the modern age and its demand for faster and more convenient service, and its call for efficient marketing methods is certain to bring the manufacturer of automatic merchandisers nearer to the real pinnacle of the coin-machine industry at this time, more so than at any other time in the history of the industry.

Follow New Trend

If he will but continue the modern trend which he has started and begin to branch into the paths of more varied merchandising he will find that he is at last reaching the goal which was probably the original purpose of coin-operated devices.

The new operating trend is therefore definitely toward automatic merchandising equipment. It needs but the stimulus of certain conditions to give it a new prominence. Then would come the kind of machines that would have already been manufactured had attention been more closely centered on this division of the industry in past years.

But now with attention beginning to be centered upon it, and with a general scramble under way for the exclusive operation of the better equipment and with new machines being presented which are modern in every fashion, and with the surety that there is another era of automatic merchandising in view, there is no doubt that the new equipment soon to be shown will create the interest it deserves and will gain the prominence for this division of the coin-machine industry which has long been due.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Crowds View New Wurlitzer at A. C.

ATLANTIC CITY, Sept. 25.—According to the reports, crowds have been jamming up traffic in front of the permanent exhibit of E. I. DuPont de Nemours & Company on the famous Boardwalk here. The reason is said to be the new Wurlitzer Model 616A, with the illuminated Lucite grille. The phono is being exhibited by the DuPont company because the Lucite bars, which give brilliant color and light to the grille, are made of a new transparent plastic invented and developed by DuPont and used exclusively by Wurlitzer in the manufacture of automatic phonos.

The manager of the DuPont exhibit says that in the first 12 days of September exactly 74,020 people went thru the exhibit. On Labor Day alone 11,200 stopped, looked and listened to the Wurlitzer phonos on display and that many people naturally caused an overflow which blocked traffic for some time.

In the words of DuPont's exhibit manager, G. J. O'Connell: "These amazing crowds show a tremendous amount of interest in the Wurlitzer phonographs. They seem to hate to leave. The one in the window draws crowds eight and ten deep, and the one on the inside is in play almost continuously."

"Color and light are surefire crowd pullers," remarked Homer E. Capehart, vice-president of Wurlitzer. "For this reason hundreds of operators are placing orders for these new phonos, realizing the tremendous play appeal of these instruments in all types of locations."

Wurlitzer Phonos Score Hit at Expo

CLEVELAND, Sept. 27.—"There's always a first time for everything, and when it concerns automatic music you can bet that a Wurlitzer phonograph will figure somewhere in the story," stated officials of the Triangle Music Company, which handles Wurlitzer instruments here.

Triangle officials went on to explain that their placing 32 automatic phonos on the grounds of the Great Lakes Exposition, which closed here yesterday, marked the first time in the history of automatic music that any operator had been granted such a concession at a major exposition.

According to reports, the battery of Wurlitzers scattered about the grounds made a big hit with the millions of visitors to the expo during the past two years. Many of these people are said to

Sheet-Music Leaders

(Week Ending September 25)

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

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

1. Harbor Lights (Marlo) (3)
2. My Cabin of Dreams (Berlin) (1)
3. Whispers in the Dark (Famous) (2)
4. That Old Feeling (Felst) (5)
5. So Rare (Robbins) (4)
6. Moon Got in My Eyes (Select) (8)
7. Have You Got Any Castles, Baby? (Harms) (9)
8. Remember Me (Witmark) (11)
9. Afraid to Dream (Miller) (6)
10. First Time I Saw You (Santley-Joy) (7)
11. Yours and Mine (Robbins) (12)
12. You Can't Stop Me From Dreaming (Remick) (10)
13. Sailboat in the Moonlight (Crawford) (10)
14. I Know Now (Remick) (10)
15. Josephine (Felst) (13)



have carried their enthusiasm for phono music back home with them and thus have increased the demand for music vended the automatic way.

McClelland Coast Mgr. for Rock-Ola

CHICAGO, Sept. 25.—Well liked and well known all along the Pacific Coast, Clarence N. McClelland, formerly Rock-Ola phonograph salesman for San Francisco, was recently appointed Western division manager for Rock-Ola phonographs.

McClelland's new position puts him in full charge of the Rock-Ola music business in the States of California, Oregon, Washington, Utah, Idaho, Nevada and Arizona. His new headquarters are in San Francisco, altho most of his time will be spent out in the territory.

Thru his long association with the Rock-Ola Manufacturing Corporation McClelland is well fitted for his new post.

during the last 10 days and bought one to 10 new phonographs for fall needs.

Melvin Mallory, manager of the Louisiana Amusement Company, branch of Stelle & Horton, Houston Rock-Ola distributors, returned Monday from attending the Fisher Brown sales meeting held last week in Dallas, when I. F. Webb and Jack Nelson, officials of the Rock-Ola Company, addressed the gathering. Fall sales campaigns for the new Imperial 20 and Rhythm Master were discussed. Before arriving in Dallas Mallory spent a day calling on H. H. Horton and L. A. Black, of the Stelle & Horton home office in Houston.

W. J. McNally, former partner with Pete Nastasi in the Automatic Coin Machine Company, has entered business for himself at the former location of the partnership, 813 Poydras street. Operating and distributing seconds, McNally calls his new firm the Crescent City Novelty Company.

Frank David, manager of the record department of the Electrical Supply

column, but with three defeats chalked up against it remains near the bottom. These two tens are the only coin-machine teams in the league. Louis Hoasberg, head of the New Orleans Novelty Company, is leading the league in hitting with an .800 average. With all four wins to his credit, Pitcher Ralph Bosworth is proving his prowess as a soft-ball twirler.

Terry McGovern, former star of baseball and boxing, has joined the Great Southern Novelty Company force. F. P. Ciesl, head of the firm, stated that he is proud of the addition of McI Govern to his staff because "he is the most popular man I have ever seen. Everybody knows him."

In a quiet wedding Wednesday morning Jane Wood became Mrs. Bob Bosworth. She was formerly secretary of the New Orleans Novelty Company, but will now devote all of her time to taking care of the new Bosworth home in Metairie.

R. H. McCormick left this week for a fortnight business trip thru the surrounding territory as far as Dallas and Atlanta.

Renovation of the office and display rooms of the Dixie Coin Machine Company has been to advantage. With a new mezzanine added to room the office force there is now more room for displays. The steady inflow of new ideas by several of the larger manufacturers represented by the firm has forced Julius Pace, Harry Batt and Sam Gentilich, big three of the company, to look for more room in the display department.

City commission of Beaumont announces that 28 permits for music-machine operations after 9:30 p.m. were granted this week because of the public demands for this means of entertainment. Of 30 making applications two were turned down for previously disobeying restrictions of the permits. These two will be forced to prove their ability to quiet down during a probation period.

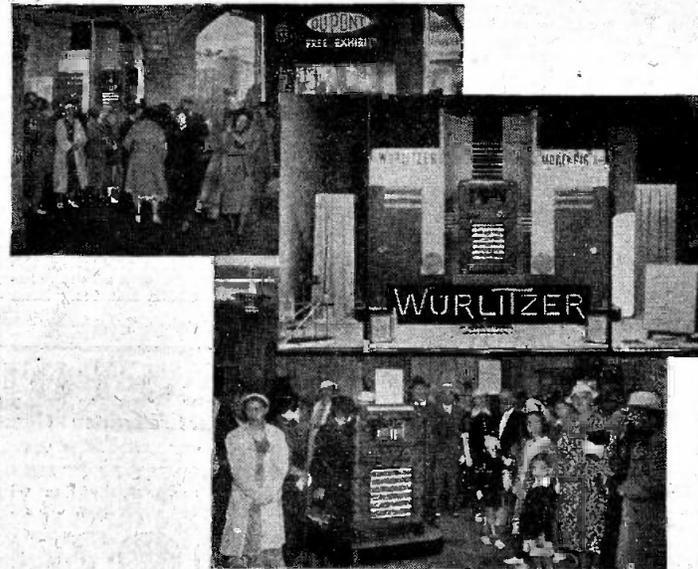
Three of New Orleans' largest candy manufacturers are opening campaigns for fall and winter distribution of sales-boards that outdo sales plans of any other year. All firm heads say that they look for a big board business and admit that this output is their most dependable source of income. The main pending deals are mostly for pecan rolls and canned brittles.

Detroit

DETROIT, Sept. 25.—Plans for appointment of distributors thruout the country were announced this week by the Four-in-One Manufacturing Company, manufacturer of a four-compartment selective penny vender. Company is placing its improved model upon the market at the present time, Saule E. Gordon, manager, stated.

Business in all coin-machine departments is reported slow in Detroit currently. Operators are not buying new machines to any extent with the exception of the music department.

William Chaskin, veteran manager of fighters, is planning to turn to the



INSIDE, OUTSIDE AND WINDOW DISPLAY VIEWS of Wurlitzer Model 616A in the DuPont Exhibit on the Boardwalk at Atlantic City.

Ops Like Calcutt Phonograph Sales

FAYETTEVILLE, N. C., Sept. 25.—Joe Calcutt, president of the Vending Machine Company, reports that the reconditioned phonograph sales which his firm has been featuring are clicking in a big way with operators.

The firm is said to have been instrumental in bringing to the reconditioned market large numbers of automatic phonographs of all types and priced so reasonably that they have been of great help to many operators. All of them are guaranteed to be in perfect condition regardless of price, Calcutt says.

New Orleans

NEW ORLEANS, Sept. 25.—Distribution of new coin phonographs is decidedly on the up in the Crescent City area. All of the "big name" machine distributors say that sales are better than any time in several months and "feelers" indicate that a larger fall and winter business is in the making. No less than a dozen country operators were in town

Company, territory distrib for RCA-Victor, reports the best record sales during the first half of September than for a like period last year.

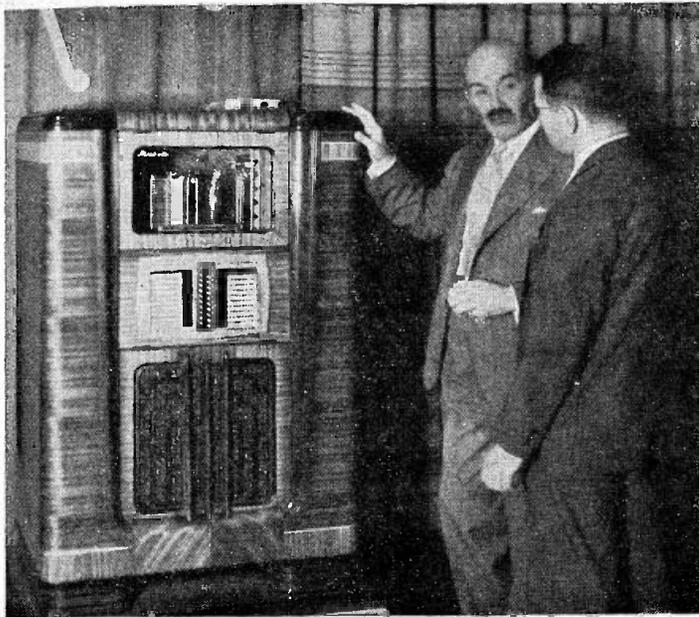
Frank Alessi; his son, Anthony, and three friends, Ed Kramer, Henry Bowers and Sterling Comeaux, recently had a rather stormy trip for several days aboard the Alessi cruiser Fox. The big 36-foot cruiser, one of the finest in these waters, was tossed around by the recent tropical disturbance that ran along the coast area but managed to put in at Bay St. Louis, Miss., with all hands safe. The five coinmen had intended to make the trip a two-week fishing expedition, but the rough water was too much for such plans.

Ed Kramer, owner of the Star Novelty Company, music operator, announces removal of his office from 810 to 853 Carondelet street. Kramer had been sharing his former space with the Standard Novelty Company, but growth of his phonograph business necessitated his expansion.

With its fourth consecutive win last Sunday, the soft-ball ten of the New Orleans Novelty Company is leading the Winter League of New Orleans. The Dom Fazio team finally broke into the win



A CARLOAD ORDER of Rock-Ola phonographs rates a handshake, a pleasant smile—and a photograph. Peter Romano, of the Birmingham Amusement Company, and J. A. Weinand, manager of the Rock-Ola phonograph division, meet this obligation following Romano's placement of such an order.



SIR SAMUEL JOSEPH, of London, with David C. Rockola, head of Rock-Ola Manufacturing Corporation, admiring the beauties of the latest model Rock-Ola phonograph. Sir Samuel was greatly impressed with the modern equipment and well-organized production methods of Rock-Ola.

music field. He is dealing thru Louis Berman, of the Champion Automatic Music Company.

The Champion firm is planning reconstruction of its present office and warehouse on 12th street. Company will equip the structure for use as a modern salesroom. New office furniture, new front and rearrangement of the interior are among the items involved in the project.

Victor P. Rossasco, East Side operator, added to his route this week with several Mills phonographs. Another new Mills music customer was Stanley J. Roberts.

George Petrides, Flint, Mich., operator, added to his route this week with an order for Mills cigaret venders.

Stanley J. Roberts, Detroit coin-machine operator, is confined to his home with a slight illness. Roberts has recently expanded his business by the

addition of several new Mills phonographs.

Two Detroit operators who have disappeared from the roster are William B. Warner and Max Power. Both men, who operated phonographs, have closed their former locations and are apparently out of the business entirely.

Seeburgs Make Hit With Music Lovers

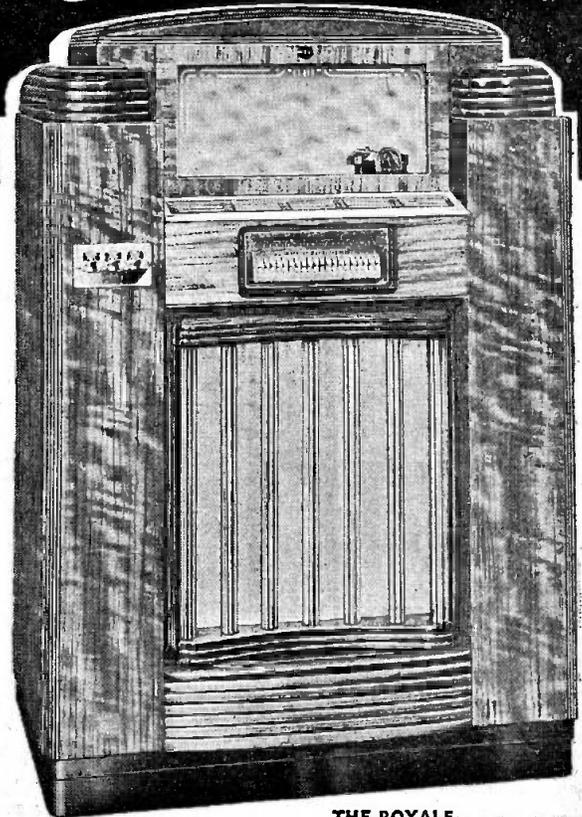
CHICAGO, Sept. 25.—"Music is taking the country by storm, and especially the music reproduced by the new Seeburg Symphonolas, Royale and Rex." These were the words uttered by H. T. Roberts, sales manager for the J. P. Seeburg Corporation, when he arrived here early this week after an extensive trip thruout the Middle West.

"People everywhere are becoming more appreciative of fine music and the demand for the best in phonographic reproduction is making itself very evident in our factory," said Roberts. "I was highly pleased to find that orders for the Royale and Rex during my short absence had taken a very decided jump. The continually increasing flow of orders has reached the point where it is necessary that carload shipments be released daily to satisfy operators.

"Enthusiastic letters," Roberts continued, "are being received daily from hundreds of operators who state that they are replacing their obsolete models with new 20-record Royale and Rex Symphonolas. They are lavish in their praise of the machines and are reporting daily increasing profits on locations.

"It is highly gratifying to know that the returning demand for music on the part of people has been influenced to no small extent by the progressive developments in automatic phonographs. That Seeburg has played an important part in the creation of a public desire for music is an accepted fact among leading music men. They have recognized the dominant selling force that is inherent in Seeburg's original illuminated grilles and in the superior reproduction and performance of the Royale and the Rex," Roberts concluded.

You've Got to -
SEE IT! HEAR IT!
COMPARE IT!



THE ROYALE

... TO APPRECIATE THE
"PLUS VALUE" ONLY
SEEBURG OFFERS!

- The incomparable illuminated cabinetry and superb play-inspiring performance of Seeburg Symphonolas, Royale and Rex, substantially increase profits on all locations! We want you to compare before you buy . . . to see for yourself why Seeburg Symphonolas, costing no more than ordinary makes, are the "Plus Values" in automatic phonographs.

J. P. SEEBURG CORPORATION
1500 Dayton Street, Chicago, Ill.

FINE MUSICAL
INSTRUMENTS
SINCE 1902

SEEBURG ILLUMINATED PHONOGRAPHS—ROYALE AND REX

20 RECORDS
MULTI-SELECTOR

SEEBURG SYMPHONOLAS INCREASE YOUR PROFITS 300%

PERMO POINT

STANDARD
DOUBLE RIBB

The Only Long-Life Phono 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.
6415 Ravenswood, Ave. Chicago, Ill.

BARGAINS IN USED PHONOGRAPHS

WURLITZER MODEL 616, Slightly Used	\$235.00	SEEBURG MODEL A's	\$100.00
WURLITZER P-12's	110.00	SEEBURG MODEL B's	125.00
WURLITZER 412's	125.00	SEEBURG MODEL C's	135.00
SEEBURG Model K	275.00	MILLS DANCE MASTERS	69.50
		MILLS DE LUXE	99.50

WURLITZER P-12's and SEEBURG MODEL A's with New Light Effects. Mechanically Perfect and Good Appearance.

PLAZA MUSIC COMPANY, Box 691, Charlotte, N. C.

MEN & MACHINES

Al Schlesinger, impresario of Square Amusement Company, Poughkeepsie, N. Y., dropped into New York to say "hello" to the boys before going on to Baltimore. He is enthusiastic about his new building and looks forward to a good season.

Charles Katz, traveling representative of Exhibit Supply Company, was around New York recently after traveling thru the State of New York. Katz was telling everybody about the enthusiastic manner in which distributors and jobbers received Exhibit's new console, Lodg-champ.

News of the end of operating slots in France was discouraging, but it is just another example of where greedy operators overstep the rules and cause trouble for everybody.

Chicago and New York newspapers published editorials recently in favor of legalized lotteries, racing books and other forms of gambling. That is, the liberal papers did. It is hard to say what reaction the move for legalized gambling will have on mechanical games of chance. Government operated lotteries tend to monopolize all gambling. Racing interests and lottery backers oppose the legalization of slot machines, etc., because of a fear (or rather greed) that slots might get some of the money that would otherwise come to them. "Insiders" prefer that slot machines not be legalized. Whatever slot machine interests may think

about the outcome, the move to legalize certain forms of gambling is gaining fast. Nothing that anybody in the coin machine trade has to say about the matter will affect the final outcome one way or another, unless it were possible to unite the coin machine trade in a program for creating public sentiment as the lottery and racing interests do.

On the very day that Chicago newspapers headlined the news that two federal revenue men from Washington were in Chicago, Jack Fitzgibbons, New York, and S. L. Stanley, Memphis, were seen together, gadding about in Chicago's Loop. Somebody mistook them for G men.

Bert Davis, Morris & Davidson agency, Chicago, had his smiling mug in *Advertising Age* recently posed between Shaw and Lee, film and radio stars on the Majestic radio program. (Shaw and Lee are masculine).

The Des Moines Register, September 9, published a good picture of a scene in

the courtroom during the recent hearing for permanent injunction to permit operation of pinball games. A. C. Sweetman, vice-president of the Automatic Merchandisers' Association of Iowa, is shown telling the court how pinball games operate.

Jerry Kertman, of the American Coin Machine Company, Rochester, N. Y., was in Chicago recently for the purpose of obtaining prompt deliveries on the many fall productions about to be released by the various Chicago manufacturers.

Sam Gensburg, of Chicago Coin Machine Company, was a New York visitor recently.

We understand that a 52d street, New York, night spot is being bank-rolled by one of New York's leading distributors and operators of music machines.

Carl F. Trippe, owner and manager of the Ideal Novelty Company, St. Louis, entertained John Chrest, of the Bally Manufacturing Company, in the Mound City for several days recently.

Frank Paretti, Nyack (N. Y.) operator, showed us a clipping in the sports pages acclaiming him a hero for winning a ball game and championship for the Nyack Lions' Club. Frank described the game as being tied up at four all in the first half of the ninth inning. There were two out and he was at bat. Confidentially he informed us: "I hadn't made a hit all year and the coach had a pinch hitter walking up to take my place. However, at the last moment he changed his mind, as there was no one to take my place as catcher, so I was allowed to hit. The opposing

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZE
PREMIUMS AND SPECIALTIES

pitcher knew I couldn't hit so he served one. right thru the middle. I leaped back, closed my eyes and swung. The ball traveled a mile over the outfielder's head and there I was running home with the winning run."

Jimmy Terrese, of Ellwood City, Pa., and A. Thomas, of Youngstown, O., visited Chicago recently to look over the new games. While there they made their headquarters at the Atlas Novelty Company and spent considerable time discussing various coin problems with Morrie Ginsburg.

Some of the Wurlitzer boys entertained Babe Kaufman recently and left her nursing a very bad cold. Babe has been nursing the cold ever since with no results. She tells us the only remedy she can think of now is to have the Wurlitzer boys come back again and take her out. "They gave me the cold," claims Babe, "and now it's up to them to see that it's cured."

H. E. Wedewen Joins Wurlitzer Staff

NORTH TONAWANDA, N. Y., Sept. 25.—William P. Bolles, general credit manager of the Rudolph Wurlitzer Company, recently announced the addition to his staff of H. E. Wedewen, whose official position will be that of traveling representative for the Wurlitzer credit department.

Wedewen comes to the Wurlitzer company from the Fisher Brown organization, of Dallas, where he was sales manager. Previous to his connection with the above company Wedewen held positions with Holcomb & Hoke, United Mercantile Exchange, of Indianapolis, and the Exhibit Supply Company.

According to Bolles, Herb Wedewen's wide experience and thoro acquaintance with music operators all over the country should stand him in good stead on his new job.

"Incidentally," laughed Bolles, "Herb is a wizard at the piano. I just mention that because if any of the operators he calls upon want to hear music as it should be played they can either listen to a Wurlitzer phonograph or get Herb to go to work on the ivories."

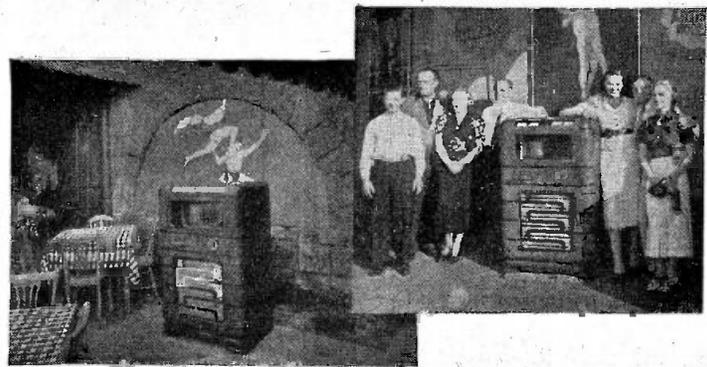
The Biggest Novelty Since "Goofus"!

OZZIE NELSON
PLAYS
"JOSEPHINE"

Reverse Side:
"GEE IT'S GREAT TO MEET A FRIEND"

Exclusive Blue Bird Release. It's getting raves from everybody... It's the biggest novelty sensation in years... Get it while it's hot. It'll keep your machines sizzling with action! Blue Bird Records are warp-resisting.

IT PAYS TO USE BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America



HERE ARE TWO OF THE 32 WURLITZER PHONOGRAPHS which were on location at the Great Lakes Exposition, Cleveland.

Five Best Record Sellers for Week Ended Sept. 27

	BLUEBIRD	BRUNSWICK	DECCA	MASTER	VARIETY	VICTOR	VOCALION
1	B7157—"Josephine" and "Gee! But It's Great To Meet a Friend." Ozzie Nelson Orchestra.	7954—"You Can't Stop Me From Dreamin'" and "Big Apple." Teddy Wilson Orchestra.	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.	25672—"Beat It Out" and "You've Got Me Under Your Thumb." "Fats" Waller and Rhythm.	3669—"Swing and Sway" and "My Buddy." Swing and Sway with Sammy Kaye.
2	B7139—"I Still Love To Kiss You Goodnight" and "I'd Like To See Samoa of Somoa." Shep Fields Rippling Rhythm Orchestra.	7946—"Little Heaven of the Seven Seas" and "Intoxicating Rhythm." Horace Heidt Alente Brigadiers.	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.	25644—"Ebb Tide" and "Gee! But It's Great To Meet a Friend." Bunny Berigan Orchestra.	3671—"Am I Dreaming?" and "All Over Nothing at All." Tempo King and Kings of Tempo.
3	B7159—"You Can't Stop Me From Dreaming" and "The Big Apple." Ozzie Nelson Orchestra.	7937—"Have You Got Any Castles, Baby?" and "On With the Dance." Gus Arnheim Orchestra.	1376—"It's the Natural Thing to Do" and "All You Want to Do Is Dance." Bing Crosby.	132—"You're My Desire" and "Back in Your Arms." Hudson-DeLange Orchestra.	623—"Remember Me?" and "Am I in Love?" George Hall Orchestra.	25652—"The Big Apple," Tommy Dorsey Clambake Seven, and "Fractious Fingering." "Fats" Waller and Rhythm.	3644—"Breezin' Along With the Breeze" and "I Wish I Could Shimmy Like My Sister Kate." Hoosier Hot Shots.
4	B7078—"The Old Saw Song" and "With Her Head Tucked Underneath Her Arm." Rudy Vallee Connecticut Yankees.	7955—"Good-Bye Jonah" and "If You Were Someone Else." Music in Russ Morgan Manner.	1405—"Moon or No Moon" and "When You Gotta Sing." Ambrose Orchestra.	123—"Scartin' at the Kit Kat" and "New Birmingham Breakdown." Duke Ellington Orchestra.	643—"She's Tall, She's Tan, She's Terrific" and "I'm Always in the Mood for You." Cab Calloway Orchestra.	25656—"You Can't Stop Me From Dreaming" and "In a Little Carolina Town." Guy Lombardo Royal Canadians.	3626—"It's the Natural Thing to Do" and "Moon Got In My Eyes." Mildred Bailey Orchestra.
5	B7168—"My Campfire Dreams" and "Gee! But It's Great To Meet a Friend." Bobby Breen, boy soprano.	7935—"That Old Feeling" and "Born To Love." Jan Garber Orchestra.	1400—"Wabash Blues" and "I'm a Ding Dong Daddy." Freddie Fisher Orchestra.	138—"Yours and Mine" and "I'm Feelin' Like a Million." Hudson-DeLange Orchestra.	647—"Onyx Hop" and "Who's Sorry Now?" Frankie Newton Uptown Serenaders.	25667—"Sweet Varsity Sue" and "Why Talk About Love?" Bunny Berigan Orchestra.	3598—"When You and I Were Young, Maggie" and "We'll Meet by the Bend in the River." Roy Newman and Boys.

Mills Releases New Payout Games

CHICAGO, Sept. 25.—Out at the Mills Novelty plant word is going round that an enthusiastic beam lights up in the eyes of Vince Shay, sales manager of the machine division of the firm, every time anyone mentions the name of the firm's new one-ball payout game, Clocker. "Clocker is the first pay table that never lets the player down," he maintains. "It is completely modern and will be a big help to every operator who wishes to corner the lion's share of payout profit in his territory."

Clocker is a one-ball one-shot payout featuring variable odds based on the race-horse theme. "We have built into this game," Shay declares, "all the thrills, color and excitement that have always captivated turf fans. When a player slips a nickel into the slot from one to seven horses light up on the colorful backrack. 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 on the new circular kickers which are strategically placed on the playing field. If he gets 14 or more kicks he moves up to place position, and 24 or more will put him in position for win odds.

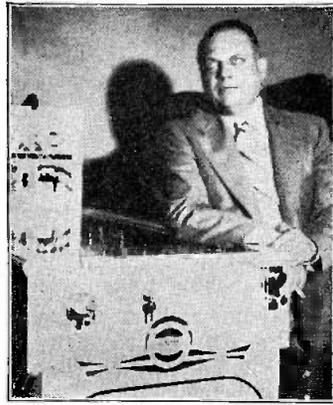
"Besides, these new-style kickers give an action never before seen on a payout table," Shay continued. "There are seven holes on the board, corresponding to the seven selections on the back-board. If the ball goes into the hole that is numbered the same as the selection the player gets the odds earned 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,' and it's almost impossible for a player to tear himself away from the fascinating action of this game once he starts playing.

"It's a great table for new territory," he concluded, "for the skill a player can use on Clocker can be instantly demonstrated. It's a mighty practical table to operate, too, for the control is always in the operator's hands. We have poured the best of Mills engineering skill and ingenuity into this game and we are backing it to the limit to come under the wire a winner and true champion in every sense of the word."

Coinman Analysis License Failure

Editor's note: Here is a letter from a prominent member of the coin machine trade which indicates the course that is following the licensing of amusement games in too many States. One State has already spotted the trouble and a bill introduced this year would limit licenses to persons who have been residents of the State for two years. Note that the writer of the letter says that when legal license falls the business then goes back to the "racket."

"To the Editor: I have been trying to find time to write you since receiving your letter of August 16, but as usual I have been quite busy. I wanted you



D. C. PARKS, Spee-Dee Vending Company, Lincoln, Ill., is a large user of Western games.

to pay us a visit and get a real story about the pin game situation. I have come to the conclusion that the trouble with the business is as follows:

"First, that the majority of operators are inexperienced in business; second, that they do not take the business seriously enough, and, third, that they are not willing to organize and co-operate for a definite purpose.

"For example, when this State legalized novelty games five months ago the operators who worked for such legalization felt that it would help to make operating an established and substantial business. But, very much to our surprise, men from all parts of the United States came here and went into business—no doubt with the idea in mind only to get out of the territory all they could while the law was in effect.

"Due to the license and the high cost of pinball equipment it was impossible for them to make big money and comply with the law. The result is that today the entire State is practically festering with slot machines, console models, racing games and other types of machines which specifically did not come under the license law.

"In other words, we had a good law if things had been handled right. But there are simply too many operators and too many people here who do not seem to care whether the State remains open or closes.

"It finally seems to boil down to one thing, that the average operator is never satisfied and is determined to do all the cheating that he can. In view of the experience we have had, we doubt very much whether the legalization of certain branches of the coin machine industry will ever be successful. I predict that in six months there will be no market for automatic payout tables and very little market for novelty pin games.

"However, I do believe that there is a field for a few manufacturers and a few large distributing and operating organizations in this business. I think most of us have felt that some day the pin game business would come to an end. To my way of thinking it is nearer that point today than ever before.

"I think the day is fast approaching when most of us will be back in the slot machine business, which will be due to two things. First, the high cost of pinball tables, and, second, the unfair competition due to men in the business who have no idea of making it a permanent business."

Inventors Exhibit Latest Nifties

DES MOINES, Sept. 25.—A sponge-lined bathtub, a self-expanding wedding ring and an odorless hamburger were just a few of the brain child's which sprang from the minds of the inventive geniuses who gathered here recently at the National Inventors' Congress. Over 300 new inventions were on display, including some new wrinkles in vending machines.

In the past the industry has watched with interest the meetings of the association, for there usually are some crude coin machines on display. To date little of merit has come from the group. Who can tell, tho, an idea that may revolutionize the industry may be exhibited at the next convention.

Lottery Plan May Come Up in April

NEW YORK, Sept. 25.—Following close on the heels of a dismissal of an indictment against officials of the Nassau Kennel Club who operate a dog-racing track at the Mineola Fairgrounds, Long Island, on the grounds that the State laws on the subject of gambling are obscure, it was indicated during the past week that New York State may have legalized lotteries within seven months or so.

The chance for lotteries to be legalized will come up in April when the constitutional committee, which has the power to change New York's constitution, will convene. At the present time the law of the State prohibits "any lottery or other kind of gambling," which theoretically but not actually embraces betting at race tracks, bridge and poker playing for money and even church raffles.

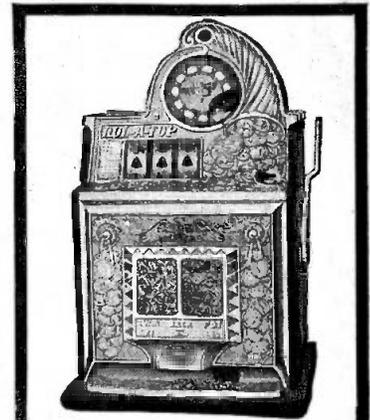
Proponents of the constitutional change are anxious to have the convention take action in April, for it will be in its power to dissolve the anti-gambling clause in the constitution which could then be approved or rejected at the polls before June or July of next year. To change the constitution by legislative action would take until 1939, since any amendment must be approved by two successive legislatures which are elected every two years.

As soon as the constitutional question is settled the Legislature will be empowered to approve, regulate and supervise gambling in any form and cut both State and city treasuries in on the profits.

Bronx Boro President James J. Lyons indicated that he will revive his plan for a municipal sweepstakes if the gambling clause is wiped out. He estimates that his plan would alleviate the tax burden to the tune of \$40,000,000 or \$50,000,000 annually.

Constitutional convention delegates will be elected in November and Governor Lehman, who may be the presiding officer, has named an unofficial committee of 42 citizens to submit a program.

Several outstanding political figures are listed among the convention candidates. Among them are Alfred E. Smith, Robert Moses, John J. Bennett Jr., Joseph V. McKee, Elihu Root Jr., W. Kingsland Macy, George McAneny, James A. Foley, Max D. Steur, Hamilton Fish Jr., John F. Curry, Charles P. Sullivan and James C. Baldwin.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award. Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

YOU PAY NO MORE!

Why Waste Money on Imitations? E-Z Pickins' Jar Deals Always First in the Field—Years Ahead With New Ideas in Games.

Sensational Profit Makers Operators—Write for Particulars **GAY GAMES, Incorporated** Guy E. Noel, President, Muncie, Ind.



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.



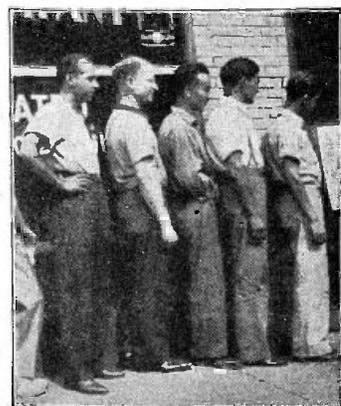
The ZEPHYR PLAYS FAST

No. 1200-ZEP (Zephyr) (Size of Board 9 3/4 x 1 1/2 Inch.)

TAKE-IN: 1200 HOLES LESS 400 FREE
800 AT 5c. \$40.00
PAYOUT: 2—\$5.00 \$10.00
2—1.00 2.00
4— .50 2.00
16— .25 4.00

TOTAL PAYOUT 18.00
PROFIT \$22.00
Price \$2.18 Plus 10% U. S. Tax

WRITE FOR CATALOG—STATE YOUR BUSINESS
GARDNER & CO., 2309 Archer Ave. Chicago, Ill.



OPERATORS WERE "standing in line" at D. Robbins & Company's quarters in Brooklyn when Stoner's Around the World game arrived.

EXTRA! EXTRA!
USED CIGARETTE MACHINES
REAL BARGAIN PRICES

20 NATIONAL 8-28s, with Enclosed Stands, Sluggproof, Automatic Match Thrower. LIKE NEW. Guaranteed. Each **\$37.50**

9 UNEEDA PAKS, 8 Columns. Each \$15.00

40 NATIONAL NUMBER 5's, 5 Columns. Each 7.50

1/3 Deposit, Balance C. O. D.

H. WERTHEIMER
 Exclusive Eastern Distributors for National Vendors, Inc.
 381 4th AVE., NEW YORK, N. Y.

NO FOOLIN'!
 8-Column, 200-Pack Cigarette Vendors
\$45.00

PEANUT & GUM VENDING MACHINES
 NEW DIRECT FROM FACTORY
Only 240 and Up
 Over 60,000 Sold.
 Write for Full Information Today.

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 2047A-So. 68 St., Philadelphia, Pa.

SELL MORE with SEL-MOR

Make yourself Big, Steady, Year-round PROFIT. Install a route of SEL-MOR in VEND-OBS! SEL-MOR outlasts all others. Preferred by the more swanky spots, Cuddled Chinese, Red Baked Enamel Base, tamper-proof lock, chromium trimmings, 5 lb. capacity.

VENDS EVERYTHING
 Nuts, Hard Candy, Peas! Save—buy from our factory! Guaranteed 5 years. Start YOUR SEL-MOR route NOW. Order today.

ONLY \$6.25

F. O. B. Kansas City
 Less in quantities. 1/4 Dep. Bal. C. O. D.

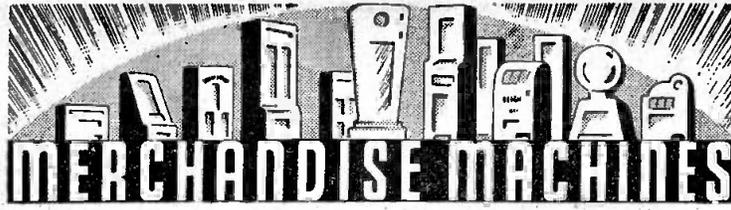
STAR MFG. & SALES CO.
 3902-09 Wayne Ave. Kansas City, Mo.

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.
 133 W. CENTRAL PARKWAY, CINCINNATI, OHIO.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES



Vending Firm Moves To A.B.T. Quarters

CHICAGO, Sept. 25.—Ed C. Johnson, head of Ed C. Johnson, Inc., national distributors of a high-grade line of package nut vending machines, announced this week that the sales division of his firm would be located jointly with the A. B. T. Manufacturing Company at 715 North Kedzie avenue hereafter.

"Walter Tratsch, head of A. B. T., and myself have been experimenting with various types of service and legal amusement machines with the idea of developing a line of equipment that would not only have a public acceptance, but would at the same time show permanent returns to the operator," said Johnson. "We now have what we think, and what our varying experiences in operation have proved, the nucleus of a line which will enable the operator to go far in the service field."

"I certainly am looking forward with enthusiasm toward the future," Johnson continued, "not only because of the type of machines to be put out, but because of the opportunity to work with such a splendid group as Mr. Tratsch and his associates."

Johnson says that some important announcements will be made in the near future relative to several new merchandising machines. These machines will be sold on a franchise plan, he says, and will make a desirable proposition for operators who want a permanent field in which to work.

to operators is the fact that merchandise awards are controlled in direct proportion to the quantity of gum sold by simply checking the labels on each master box of gum when loading the vender. Merchandise awards consist of articles such as binoculars, baseball gloves, tennis racquets and countless other items.

"Our Gum Merchant is striking a popular note with the public and operators these days," they continued. "This machine of ours is of the stand-up-type cabinet. It is ornamented in Chinese red with ebony black and chromium trim. It displays several compartments of packaged gum in vertical arrangement and each one contains a quantity of gum of a particular flavor. The machine is operated by inserting a penny in the slot, and then pressing a button opposite the flavor of gum desired, whereupon a pack of gum is deposited in the opening below."

I. M. McCarthy, sales manager in charge of Gum Merchant distribution, claims that heavy earnings are being reported wherever the machine has been placed. Large metropolitan areas, as well as small country towns, are logical places to establish a route of Gum Merchant machines, according to McCarthy, who indicates mass operations are in view for operators all over the country.

Kirk's New Scale In Full Production

CHICAGO, Sept. 25.—Things are said to be popping fast at the plant of C. R. Kirk & Company, where two shifts a day are reported busy turning out the new Horoscope Scale. In discussing the new scale Frank Maitland, executive vice-president of the company, stated: "The unusual beauty of its modern streamline design, the horoscope feature, the unique moving sign on the front of the scale and the simplicity of operation all have made a tremendous hit with every operator who has seen the scale."

"To get an astrological reading," Maitland continued, "the customer steps on the scale, sets the indicator to the dates between which his birthday lies and then drops his penny. A dial immediately indicates his weight and the machine simultaneously vends a small card



JOE LEWIS, famed comedian, lets a Northwestern bulk vender come between him and Terry Lawlor, singing beauty, at the Frolics Cafe, New York.

giving him an authentic but partial astrological reading. At the bottom of the card are the words, 'Continued on the next card following.' To get a complete reading one must spend 18 cents. Thus the potential sale of the horoscope scale is 18 times greater than that of the ordinary scale."

Maitland reported that the scale has been tested in practically every major city in the country and the results have been almost unbelievable. "On one location in Chicago," he said, "over 1,300 people deposited coins in one scale the first day it was set up. The average for all sales on location was over 300 persons a day, and due to a unique merchandising plan we have adopted to the scale the revenue from machines at the end of four months on location was considerably larger than the revenue from these same machines at the end of the first month."

"The best evidence of the tremendous popularity of the scale," Maitland concluded, "is the fact that one of the largest national 5 and 10-cent store chains in the United States, after several weeks of testing not only for revenue but for mechanical dependability, has signed a three-year exclusive contract for the new Kirk Horoscope Scale in 700 of its largest stores."

Pacific's Vender Using Mdse. Awards

CHICAGO, Sept. 25.—By inserting a system of symbols, pictures and other merchandising mediums beneath each gum wrapper which, when presented in the proper arrangement, are redeemable for valuable merchandise awards right on the location, officials of the Pacific Manufacturing Company report that they have greatly increased the popularity of their Gum Merchant. "This system eliminates waiting to accumulate vast amounts of coupons," the executives stated. "Of particular interest

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything best. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts, 1 1/2 and 2 1/2 sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. FIELDING MFG. CO., Dept. 30, Jackson, Mich.



HERE'S A PHOTO of the new Kirk Horoscope Scale, reported to be breaking all scale records on location in a nationally known 5 and 10-cent chain store.

Have a Wonderful Business of Your Own



A Route of RAZOR BLADE VENDORS. One hundred will give you a big income with a small investment. Machines, \$4.50 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.

TWENTY-FIVE ROWE Aristocrat Cigarette Machines

Good condition. The lot can be purchased at \$32.50 each with stand; lots of one or more \$35.00 each with stand. F. O. B. Baltimore, Md.

STANDARD SALES COMPANY, 1722 N. Charles St., Baltimore, Md.

LUCKY CHARMS
 for all types of VENDING MACHINES
 Attractive Items at Very Low Prices.

LAWRENCE M. WEISBERG & Co.
Transportation Building
 Los Angeles and 714 St. Los Angeles, Calif.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

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 an 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!

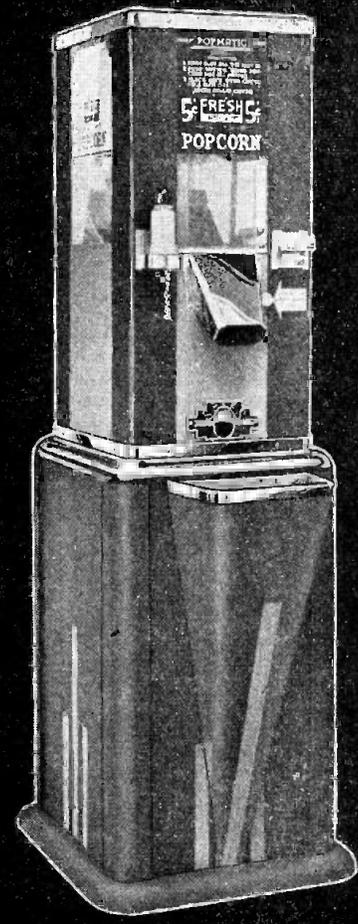
FLUFFY GOLDEN CORN in ONE Minute Plus



"85 seconds from nickel to sack!" POPMATIC's performance is as quick as that - before the customer's mouth has time to water!

WRITE OR WIRE - TODAY FOR DETAILS AND PRICES

Trade Mark Registered U. S. Pat. Off. U. S and Canadian Patents. Other Patents Pending.



POPMATIC MANUFACTURING COMPANY

5147 NATURAL BRIDGE AVENUE

ST. LOUIS, MISSOURI

New York Ops Make Final Plans For Annual Banquet, October 3

NEW YORK, Sept. 25.—Following the first checkup on sales of tickets for the annual operators' banquet, Joe Fishman, in charge of preparations, announced that indications are for the largest attendance on record. The banquet this year will again be held at the Manhattan Opera House, 34th street and Eighth avenue, October 3. The Hotel New Yorker, near by, has been selected as headquarters for visiting coinmen who will come from far and near to join the New York operators in their gayest party of the year. Fishman states that the Amalgamated Association, of which he is the executive head, and the Greater New York Association, headed by Saul Kalson, have pooled their interests again this year to make the banquet an outstanding success. The combined efforts of the two organizations are expected to secure the attendance of every operator, jobber and distributor in the New York area.

A grand program of entertainment has been arranged, Fishman announces, and Sunday evening, October 3, has been selected so that the many people from Chicago and other places who expect to attend can most easily leave their business.

Fishman said that arrangements had been made for the attendance of entire operators' organizations from some of the near-by cities. Many tickets had already been sent to Pennsylvania, New Jersey, Connecticut and upper New York State, he said. Most of the manufacturers have arranged to be represented by one or more officials and "there may be many rooms of private entertainment by these manufacturers," Fishman whispered.

The operators' souvenir journal will again be a feature. Much time has been spent in its preparation and it will be a souvenir that every person attending will want to keep. Tickets are being sold for the evening at \$3.50. A number of the city's political and civic leaders will be present, but the sign of

"no speeches allowed" has been hung out.

A big evening of entertainment is assured by the program of acts and events that has been announced. Eddie Bruce will again act as emcee. His work at the 1936 banquet pleased the operators so favorably that he was sought as a natural for the place again this year. Millie and Billie, two clever dancers of the Cotton Club, will show their wares to this year's crowd. Sugar Nichols, the 5-year-old sensation of 20th Century-Fox, has also been procured and is expected to show why he has captured so big a contract from the movie moguls. Bobby Brinn, of Station WOR, where he is known as the "golden-voiced tenor," has been chosen for the songfest. The Five Ames Sisters, of a current Broadway comedy show, will also show their stuff. De May, Moore and Martin, three clever dancers, will do some unique taps, and again Harold Kahn and his Society Orchestra will hold forth. To add to the entertainment and dancing a seven-course dinner will be served. This is the usual method adopted by the organizations in the past and has met with the approval of the executives of both organizations.

Iowa Test Case Hearing Sept. 30

DES MOINES, Sept. 25.—Preparations are being made in Municipal Court for the trial of a test case to determine whether pinball machines are outlawed by the new State gambling statute. September 30 has been set for the case hearing before Judge C. S. Cooter.

By agreement, as the first step in the test procedure, police seized a pinball machine placed in a cafe by an operative of the Automatic Merchandisers' Association. The association was unsuccessful last week in the equity division of District Court in an attempt to obtain a

permanent injunction prohibiting seizure of pinball machines.

District Judge F. S. Shankland, in dismissing a temporary injunction, held that the equity court could not enjoin police officers from enforcing the criminal laws where there was no adequate remedy at law.

It was understood that attorneys for the association obtained the assurance of the county attorney's office that the proprietor of the cafe in which the machine was placed would not be prosecuted because the matter was a test case.

In addition to the Municipal Court test case attorneys for the association have filed notice of appeal to the Supreme Court from District Judge Shankland's decision.

The association contends its machines are legal devices for amusement purposes and opposes the ruling of the attorney-general's office that the pinball machines come under the classification of slot machines.

Fitz Prepares To Surprise Operators

NEW YORK, Sept. 25.—The week which John A. Fitzgibbons spent in Chicago recently is reported to be responsible for the big surprise which he is planning to release to Eastern ops in the near future.

"The operators are looking forward to seeing something different this year and we are going to give it to them," Fitz said. "We intend to release one surprise after another, starting off with October. We can't reveal anything further at this time, but just wait and see what's going to happen."

Fitz further revealed that there will be many changes in the present arrangements of the firm and that they, too, will be of unusual interest to the ops when they are announced. Fitz believes that the industry is undergoing some radical changes and that the progressive organizations in the trade must keep pace with these changes as rapidly as they occur if they wish to assure operators the greatest possible profits.

MISCELLANEOUS CLOSEOUTS	
All Guaranteed A-1 Condition, Ready to Operate.	
ROTARIES (Escalator)	\$ 75.00
MILLS FROLDADOUR	29.50
MILLS DANCEMASTER (National)	62.50
ROCKOLA No. 2	135.00
ROCKOLA 1925 (Wino Color)	77.50
WURLITZER P-12 (Green)	85.00
WURLITZER P-12 (Green)	107.50
HOLLYWOOD, JR.	25.00
BALLY EAGLE EYE	125.00
KENEY TARGETTE	59.50
JUNGLE DODGER	32.50
SWEET MUSIC	5.00
PREAKNESS	65.00
CAROM	48.50
STEWART-McGUIRE C I G A	
RETTE MACHINES (8 Col.)	27.50
RETTE MACHINES (4 Col.)	20.00
6 LOW BOY SCALES (Porcelain, Shaffer Bros.)	30.00
1 MILLS PORCELAIN HI-BOY SCALE	10.00
7 BOOTH PEANUT VENDERS	2.00
30 MODEL NO. 33 NORTH-WESTERN VENDERS, Lacquer	4.00
25 MORRIS MASTER PEANUT VENDERS (Porcelain), Each	3.50
1/3 Deposit, Balance C. O. D. Cable Address: "Idealco."	
IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.	

Tom Thumb Jar Games

Sample Jar, 5c Sale, 200 Winners, \$18.80 Profit. Price, 25c. Express freight, \$2.15. Low Prices on Quantities. Write for details. 39 other Games. TOM THUMB, Dept. 77, Nauvoo, Ill.

Seiden HAS IT!

NEW AND USED SLOTS ALL MAKES SEIDEN DISTRIBUTING CO. 1240 BROADWAY, ALBANY, N. Y.

YES SIR!

"Pull 'Em Tony" Jar
is the newest creation
among money makers



NOTE the new improved stop-up card. It sells out in one day in any fair location. Takes in \$67.00, average payout \$29.00. Average profit, \$28.00. All 55 red seals go out with two chances for "lucky row" and one chance to hit "Tony". The payout is from 25c to \$15.00.

Sample Deal, complete, \$4.00. Express prepaid in U. S. Dozen Lots, complete, \$36.00 per Dozen. Refills and Cards, \$24.00 per Dozen.

GO GETTER JAR CO.
P. O. Box 691
TYLER, TEXAS.

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

REAL BARGAINS

- A. B. T. Targets, Latest Type Scoring Device \$ 15.00
 - Wurlitzer P-12, Perfect Condition, Single 112.50
 - Wurlitzer P-10, Perfect Condition, Single 80.00
 - Wurlitzer P-20, Perfect Condition, Single 90.00
 - Wurlitzer P-412, Perfect Condition, Single 140.00
 - Wurlitzer P-400, Perfect Condition, Single 160.00
 - Rowe Imperial, 8 Column, Complete with Money Changer and Stand, Latest Type (Color Silver Grey), Single 70.00
- Terms: 1/3 Down, Bal. C. O. D., F. O. B. Brenham.

SCHATZ NOV. CO., Brenham, Texas

SEIDEN HAS IT!
NEW AND USED CON-
SOLES • PAY TABLES
ALL MAKES

SEIDEN DISTRIBUTING CO.
1240 BROADWAY, ALBANY, N. Y.

Florida's Slot Repeal Goes Into Effect October 1

Stringent State law is being studied as to its coverage—suits are filed to protect machine shipments—many opinions on failure of the law

TALLAHASSEE, Fla., Sept. 25.—Two suits have been filed in the State courts asking injunctions to prevent the destruction of slot machines when the present license law expires at midnight September 30. After two years of legalized operation in Florida the State legislature last spring passed a law which repealed the slot machine license law. The 1937 law makes even possession of slot machines illegal in the State. So operators are confronted with the problem of their machines being operated legally until the hour of midnight September 30, when the very possession of such machines immediately becomes a serious offense. The two suits that have been filed are to secure reasonable time for the collection and shipping of machines out of the State when the licenses expire.

One of the cases has been filed in circuit court here, while another case has been filed at Pensacola. Lawyers and slot machine owners seem to agree that the new law is air-tight with respect to slot machines, but prevailing opinion seems to be that the courts will allow ample time for the removal of machines after the legal license expires. Operators filing the suits claim they will not have ample time to use licenses bought recently and then transport their machines out of the State on the final day.

Why Law Failed

Many opinions have been advanced as to what actually defeated the legal operation of slot machines in Florida, probably the first State to try general licensing of such devices. Political reporters of Florida newspapers reported that the most active lobby against slot machines during the legislative session represented the "Florida bolita king." Racing interests are also known to have made a vigorous drive against the slot machine license law on the theory that slot machines were taking money that might otherwise have been bet on the races. A bill to license bookies was introduced in the legislature as soon as the slot machine license law had been killed. *The Miami Tribune*, published by Moe Annenberg, also waged a vigorous editorial campaign against the slot machine license law. Operators also admit that the license law was widely abused by operators of slot machines themselves.

Openly, Rev. J. E. Barbee, Jacksonville minister, led a powerful lobby in the legislature and also conducted a State-wide drive against the license law thru his Florida Anti-Slot Machine Association. Operators raised the question as to why his organization opposed licensed slot machines so strenuously while ignoring pari-mutual bets in the State. They also raised the question as to who was financing the association, but about all the headway operators were able to make was to get brief mention in the newspapers. Rev. Barbee has recently come out publicly in opposition to the suits filed to secure time for removal of machines from the State.

During the two years of legal operation

Exporting Machines

By LEO SIMON

Export Manager the George Fonser Company, New York

Experience of more than 20 years in the export business has taught me one thing. Shipping merchandise to foreign countries does not differ in the least from shipping to the neighboring town.

People in New York, Chicago, New Orleans or San Francisco are the same as those in London, Paris, Singapore or Sydney. They have the identical emotions, the same hopes and desires because they are all just "homefolks." The American shipper who loses sight of this fact will lose whatever business he may have abroad.

It is perfectly true that there are certain shipping documents to be completed for shipments to foreign countries—certain formalities to be followed. Fundamentally, however, an export order should be considered as just another order and should be accorded the same careful attention.

In our business it is of the greatest importance—and this cannot be stressed too much—that machines be carefully packed, that the games be safeguarded against rough handling on the steamship docks. Altogether too many American firms can trace the demise of their foreign business to repeated claims for breakage. One must remember that a customer thousands of miles away cannot replace a broken backboard glass at a moment's notice, but must await the new one from America. This may take many weeks in some cases—while the machine stands idly in a corner and the money that paid for it is tied up. This does not tend toward the most friendly thoughts on the part of the importer.

An order from abroad for used machines particularly should receive a little better attention if anything so that when it is shipped the playing fields of the machines be clean, the working parts be really working well and the game complete. Leg bolts, levelers, bolts for the backboard, locks and their keys should all be checked before packing. The cabinets should be washed clean of dirt and grease. All this should be done so that when the machine is unpacked at the destination the customer's first impression will be a pleasant one.

The George Fonser Company, for which I am export manager, insists that every one of the above-mentioned details be carried out 100 per cent. Perhaps this is one of the reasons why our firm is enjoying a constantly increasing export business. Some of our customers have even gone to the trouble to compliment the firm upon the quality of its merchandise. This proves one thing—we all react favorably to quality merchandise at a fair price regardless of the language we may speak.

In closing, may I be permitted a personal observation: It takes more than orders from abroad to be an exporter. The writer is a mechanical engineer and has spent his entire working lifetime in the export business. He has been traffic manager, export manager, salesman and resident manager in South America. He has traveled all over the world as representative for a large American manufacturer. During his travels he readily picked up several foreign languages because he has a flair for this. His large and varied experience indicates beyond all argument that everyone is entitled to a "square deal." Foreign buyers have been bamboozled so many times by unscrupulous American exporters that they are necessarily wary. It is up to each of us to gain their full confidence if we are to enjoy an increasing and profitable foreign trade.

Chicago May Try Parking Meters

CHICAGO, Sept. 25.—Chicago is getting close to a trial of parking meters on two streets of the Loop district, according to a report by a subcommittee of the city council. Recommendations have been made that 321 meters be placed on the two streets for test purposes. The devices would be placed at 20-foot intervals on the curb.

Ninety per cent of the available curb space in these 18 blocks is monopolized by cars parked all day long, making the area ideal for the experiment, the report declares.

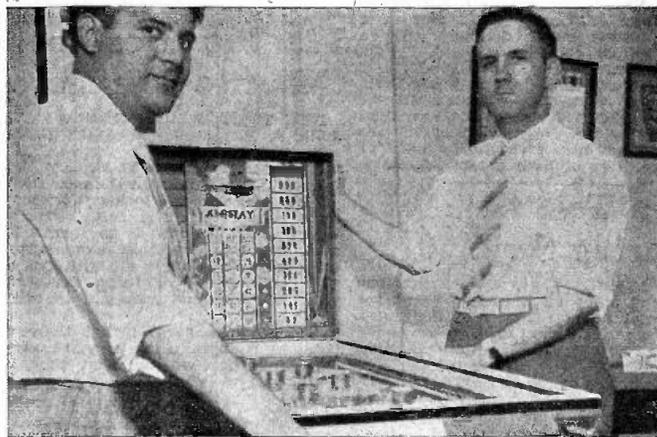
"The parking meter merits a careful trial under Chicago conditions on the basis of results of operation in other cities," the report said. "Information developed by this trial would enable the council to determine whether the use of the meters should be extended or discontinued."

A study of Wacker drive parking showed that 222 persistent all-day parkers prevent use of space which could be used by 1,800 persons daily who desire to park an average of one hour while on business errands in the Loop.

"A counterpart of this situation is to be found in many of the more outlying business districts," the report said. "There again a monopolized use of curb space in front of stores and business houses by a few prevents customer access by many."

A charge of 5 cents for 15 minutes is recommended for parking spaces which are in heavy demand. Motorists drop a coin in the meter, raising a flag which drops at the expiration of the allotted period.

of slot machines the State comptroller collected \$1,100,000 in license fees at the rate of \$120 per machine. Newspapers published many stories of the sensational earnings of the slots, and federal revenue collectors filed suits for the collection of \$500,000 in delinquent income taxes last month. Operators of slots were apparently caught in a position where they had no actual proof of the earnings of their machines over a period of two years, and one Florida editor termed the action of the federal collectors a "legal shakedown."



NORTH AND SOUTH, represented by Roy Bazelon, Monarch Coin Machine Company, Chicago, and Jim Boyle, Boyle Amusement Company, Oklahoma City, agree on the merits of 1937 Airway, manufactured by Bally Manufacturing Company.

PREAKNESS	\$64.50
PREAKNESS, Ticket	74.50
AIR DERBY	62.50
WINNER	49.50
BUMPERS	
REPLAY	\$14.50
HOME RUNS	
THREE STARS	
MAD CAPS, NECK 'N' NECK	6.50
ROCKOLA PHONOGRAPH	75.00
SEEBURG SYMPHONOLAS	135.00
CAPITOL VENDING MACHINE CO.	
700 1/2 Woodland Street, Nashville, Tenn.	

J. and J. Party Enjoyed by Crowd

DETROIT, Sept. 25.—The most enjoyable gathering of members of the coin-machine industry that Detroit has seen in a long time occurred September 18 at the grand opening of the J. & J. Novelty Company in its new home on Mount Elliott avenue. Event was well attended and there was plenty of entertainment and refreshments, with the affair running to the very small hours of the morning.

James J. Passanante, as the genial host, was rushing all over the place, but somehow he managed to have enough time to visit for a few minutes with each guest individually. He was ably assisted in his duties by his entire staff.

Total attendance at the J. & J. opening was about 700. A register was kept at the door, but the crowd came so fast at times as to overtax the capacity of the registrar. Accordingly, the following list unintentionally omits many of the representative crowd of operators, jobbers, manufacturers' representatives and friends of the industry who appeared.

Representatives of out-of-town firms who registered included the following: Ray Moloney, Herb Jones, Dan Moloney and George W. Jenkins, Bally Manufacturing Company, Chicago; Karl Klein, Groetchen Tool Company, Chicago; Paul Gerber and Max Glass, Chicago; A. S. Douglas and Ben Kulick, Daval Manufacturing Company, Chicago; E. H. Tennyson and John Buckley, Buckley Manufacturing Company, Chicago; D. W. Firestone, Stewart & McGuire, New York; Alfred Block, Block Marble Company, Philadelphia; V. Christopher, Caille Bros., Inc., Detroit.

Local operators and their guests who registered were H. Wanlen, H. Lecouste, W. B. Swank, Jack Rothsburg, M. J. Monti, S. La Fata, Walter Pieschke, W. A. Rutten, Alex Chronos, J. Molenda, G. Williams, George D. Lake, S. E. Gordon, A. P. Sauve, Georgia Nicholas, Edward Killy, Dorothy Killy, S. P. Kay, Bud Peiton, B. Landsburg, William Abess, D. Norton, Louis Schiff, Max Schiff, D. Geformant, Michael J. Angott, Carl J. Angott, Ray Zientarski, Arthur Caplan, L. D. Lane, Oscar Bond, Thomas Marangos, Frank Carmen, Bernard Fields, W. B. Hall, E. C. Bourden, C. R. Swoger, John Bally, Walter Kappy, M. J. McHale, William F. Galloway, E. Barley, Clarence Holland, Michael Gardin, Ben Tiemann, E. J. Dight, Louis M. Pieschke, O. C. Barbee, B. J. Marshall, Louis Gondrean, J. H. Gllard, S. Buffa, John Gusmano, M. Mitchell, R. S. Hall, Frank Sadoro, June Tyler, John W. Swope, William S. Garden, Ray Torphy, Earl Barbee, Peter Manos, James Bacon, C. Arnold, H. J. Terteling, T. Williams, Fred G. Thom, Jane Thom, Eva Hoffman, E. Tafel, B. Wissner, W. Kling, M. Oliveto, Joseph Karas, Samuel Rosenthal, Max Schubbs, H. Wobermin, C. Wobermin, Buster Mocerl, B. J. Weldman, Mr. Warden, Ed Tafel, William Seaman, Charles Hopkins, R. N. Hopkins, Roy C. Bedford, Terrence L. Conlin, Joseph Samelko, Lawrence White, Frank Weiss, Ray Williams, Harris Samuel,

Al Curtis, Charles Friedenber, Mose Pollnsky, Sam Wiseman, Louis Manikos, Bernard Konopp, Irwin Nathanson, Harry Weinberger, Murray Nathanson, Michael Chefoky, J. R. Heathley, M. L. Farrah, W. Mashery, O. Moran, J. E. Cahill, Henry J. Lemke, R. C. Chapman, Ray Bacon, Charles H. Webber, Joe Slwak, John Hoffman and Edward J. Farrell.

Banks of flowers of every variety nearly filled the front salesroom. These were received from many well wishers of the organization.

Grand prizes, including 10 coin machines donated by the manufacturers, were a high spot of the evening. The following were awarded: Airway to Joe Slwak, Mills Q. T. to A. B. C. Amusement Company, Ginger to Molenda-Chronos Company, Dixie Dominoes to Earl Barbee, Master to W. A. Rutten, Royal Flush to Max Schubbs, Vanak to Lemke Coin Machine Company.

Three grand prizes have been unclaimed to date. These winning tickets are Reel Spot, 039996; De Luxe Merchandiser, 039987, and De Luxe Merchandiser, 039980.

Other prizes, including bar cigaret lighters for men and makeup boxes and compacts for the ladies, were awarded. Winners included Sam Buffa, Glenna Tarplay, Anna Barley, Lucy Barley, Dot Gusmano, Mrs. Glennan, Helen Molenda and Mrs. Les Lane.

A heap of telegrams of congratulation from manufacturers and others in the industry was received by Passanante, who was beaming with profuse thanks this week. Ray Moloney led the fireworks squad and was assisted by his brother, Dan Moloney, in singing a series of Irish lullabies. Henry C. Lemke put on a clown suit and directed the band.

A return engagement of the opening party is being staged today on a different scale, with about 500 invitations sent out to a select list of store operators, club committees and members. These are representative location owners selected by the operator-customers of the J. & J. Company, who will be invited to a general get-together for themselves, following the program of last week's reception for operators and manufacturers.

Final Rites Held For Wolcher in N. Y.

NEW YORK, Sept. 25.—Final services for Harry Wolcher, of Western Distributors, Inc., who passed away suddenly at his headquarters in Portland, Ore., were held September 19 at the Park West Memorial Chapel.

Lou Wolcher, his brother and president of Advance Automatic, of San Francisco, and Mrs. Harry Wolcher accompanied the body on its trip across the country to the city of his parents so that his mother could be present at the last rites.

Harry Wolcher was eulogized by coinmen thruout this area as a great sportsman; one of the most progressive and outstanding members of the coin machine industry; a man who loved gayety and whose love of life cheered all those who came in contact with him. He was also spoken of as a man whose reputation was far above par and whose dealings with fellow men were always fair and square; a man who tried at all times and in every possible way to help his friends.

Because he was so great a sportsman and so true a friend in life all who knew him and could be present attended his last rites in honor and respect to his memory. Among the coinmen who were present at the services were Al S. Douglas and Ben L. Kulick, of Daval Manufacturing Company; Max Glass and Paul Gerber; John A. Fitzgibbons; George Moloney, of Bally Manufacturing Company; Mr. and Mrs. William Rabkin, of International Mutoscope and Reel Company; William Blatt, of Supreme Vending Company; Nat Cohn and Irving Sommer, of Modern Vending Company; Mr. and Mrs. Joe Fishman, Mr. and Mrs. William Gersh, and Ralph Reinhardt, of The Billboard.

"In life," those who knew him said, "there was never an unhappy moment when in his presence. His gayety and good cheer made him friends everywhere in the world. Those that spent any time with him long remember the occasion as one of the happiest of their lives. To Harry Wolcher, whose religion was the greatest of them all—that of bringing his charm, his happiness, his gayety and love of life to others—may he forever rest in peace."

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

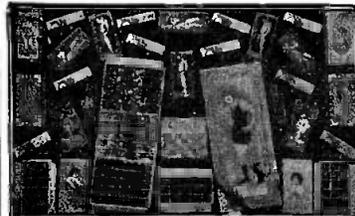
TURF CHAMPS	\$44.50	SKIPPER	\$22.50
BALLY CAROM	44.50	BUMPER	14.50
PREVIEW	29.50	GRAND PRIZE	32.50
BALL PARK	\$34.50		

SLOTS

60 War Eagles — 5c-10c-25c	\$ 42.50
Paces Races — 25c Play — Brown Floor Samples	295.00
WURLITZER P-12	124.50
DANCE MASTER	99.50
DO RE MI—1936	139.50
ROCK-OLA—1936	139.50
STEWART McGUIRE 7-COL.	69.50

1/3 Deposit With Order, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.



BIG CANDY LEADER

THE KIND YOU LIKE TO EAT YOURSELF
33 Large and Medium Size
Beautiful Picture Top
Boxes High Grade Chocolates

AND A 600-HOLE 5c BOARD
Takes in \$30.00. Profit, \$23.05.

No. B121—One or 100, \$6.95 Each

25% With Order, Balance C. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS
SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.

LEE-MOORE & CO., 180-182 W. Adams St., Chicago

WISE OPERATORS, LET US SAVE YOU TIME AND MONEY ON NEW AND USED EQUIPMENT DEAL WITH F. A. B. AMUSEMENT COMPANY

Used Florida Equipment for Sale
on and After October 1, 1937

- 700 Mills, Jennings, Watling and Pace Slot Machines.
- 600 Cabinet Stands.
- 150 Folding Stands for All Makes of Slots.
- 10 Pace Races.
- 6 Ray's Tracks.
- 25 Evans Galloping Dominoes, Rolletto, Jrs. and Bang Talls.
- Chuck-a-Lettes, Pamco Races and Track Times.

Used Equipment for Immediate Sale

- 200 Wurlitzer 616's and 716's, Slightly Used.
- 600 Wurlitzer P-412, P-312 and P-400's.
- 200 Wurlitzer P-12's.
- 75 Wurlitzer P-10, P-20 and P-30's.
- 25 Mills Dancemasters.
- 25 Mills Troubadours.
- 20 Mills 801's.
- 50 Seeburg Jr.'s
- 40 Seeburg Selectophones and Symphonolas.
- 6 Buckley Diggers.
- 3 Iron Glaws.
- 4 Skee Balls.
- 15 Rotary Merchandisers.

NEW EQUIPMENT

Special Close-Out Sale on Sandy Horses, Counter Games, \$12.50.

OPERATORS, WE ARE DISTRIBUTORS FOR FAMOUS WURLITZER PHONOGRAPHS. WRITE US FOR PRICES, CASH OR TERMS. IMMEDIATE DELIVERIES ON MODELS 616-A.

F. A. B. AMUSEMENT COMPANY

DISTRIBUTORS, PENSACOLA, FLORIDA

111 E. GARDEN ST.,



DOLLY FLASHER, for whom the Mills Flasher game was named, wistfully thinks of how players like the lemon symbol on the Flasher game which wins the payout. (Rumor says that Dolly's fan mail is reaching the proportions of that of a movie queen.)

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.
A 1,200-hole board with six genuine leather hand-held purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$00.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

Slug Visible Slotted Coin Counter



It Tubes and Counts.

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be your 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 \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.



Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.
Accurate Coin Counter Co., Fatton, Pennsylvania



LEGAL IN EVERY STATE

The Imperial
STREAMLINE
Custom Built - Coin Operated
BILLIARD TABLE

INCOME INSURANCE FOR OPERATORS!

The modern, Streamline, Custom Built, "Imperial" Billiard Table is actually INCOME INSURANCE investment for all operators because it's LEGAL EVERYWHERE, because it's the ONLY amusement product in the coin machine industry with OVER TEN YEARS OF PROVEN PROFITABLE OPERATION and because it's the ONE machine with UNIVERSAL PLAYER APPEAL! The "Imperial" is modern in design and construction. One piece solid slate bed covered by the finest felt. Simple, easy-to-get-to IN-A-DRAWER mechanism. Completely equipped for INSTANT TROUBLE-FREE OPERATION on ANY LOCATION.

For Further Details Write for Circular!

PRICES **\$197.50** SR. MODEL **\$237.50**
JR. MODEL 8 Ft. by 6 Ft. SR. MODEL 4 Ft. by 8 Ft.

You NEED the STREAMLINE Custom Built "IMPERIAL" Billiard Table NOW!! Be First in Your Territory! RUSH YOUR ORDER TODAY!

BIRMINGHAM VENDING CO.
2117 THIRD AVE., NORTH BIRMINGHAM, ALABAMA
(PHONE: 3-5183)



Gottlieb Releases New 9-Coin Console

CHICAGO, Sept. 25.—Highly enthusiastic over the reception given their mystery single-slot Derby Console which they recently introduced, D. Gottlieb & Company this week announced a companion model with a multiple nine-coin head.

"Derby Console Multiple has the greatest array of proven play-compelling features ever put on a game," said Dave Gottlieb, president. "From start to finish it shows something new in class, and the new nine-coin model retains these features, adding to them its increased earning capacity. Its horse-race play has been selected by operators themselves as the type of play most popular in coin machine games.

"The new nine-coin model," he went on, "was designed for the utmost in profit-making; 5-cent or 25-cent play is optional, and with nine plays possible at a time the game reaches a high point in earning capacity. The player or players may select any or all of the nine horses as their entries by simply inserting coins in the corresponding chutes. Odds then appear on the back panel and the spinner light goes into action. The payouts are from 4-1 to 40-1 for win, place, show and fourth, and when all nine horses are played daily double and field may be won, paying 20-1."

The company reports that the features most enthusiastically received by the trade are the cabinet in matched walnut veneer with chrome trim, the back panel with amplified third dimensional lighting, the silver-etched multicolored playing field, the improved spinner-light playing action, the field and daily double winning possibilities, the cycle arrester to foil sharpshooter systems, the disappearing cabinet handles for ease of transporting and the accessibility of all mechanism, including the coin head, by lifting playing top. The new simplified precision mechanism of the mystery single-slot model has also been retained in the new multiple model.

"Orders to date have far exceeded our expectations," said Gottlieb in conclusion, "and gratifying reports of the game's phenomenal performance in locations are coming in daily."

Johnson Describes Two Latest Hits

CHICAGO, Sept. 25.—The manufacturing division of Western Equipment and Supply Company was reported to be buzzing with activity today as the staff attempted to keep up with the large volume of orders that have been pouring in for the firm's two new games, Program and Paddle, both console one-ball automatic payout games.

Jimmy Johnson, head of Western Equipment, assured distributors that everything possible was being done to fill the heavy orders that have been received. "Our overtime schedule, which starts tonight, will make it possible for us to promise immediate delivery on the two models," he said.

In describing the games Johnson said: "Program has a huge light-up backboard which presents giant selection numbers, a complete odds chart with odds ranging from 2 to 40 each game and a new Western flicker action position chart. Each contact of the ball on a bumper

An Ardent Admirer

(Reprinted From Spinning Reels)

Here is one of the many nice letters Dolly Flasher received from operators and friends. It shows that you can't hide beauty whether it be in an amusement table or in a good-looking woman:

Dear Miss Flasher:

Good god, Miss Flasher! Are you really as pretty as your pictures show? If you are, and I believe it, please have your boss fix it so that we can operate Flasher machines here in North Carolina, for I would buy one just to play with myself. I still operate phonographs—and could you live on \$100 a week? Well, if \$100 a week isn't enough I'll have plenty next year, for I'm going to put every dime I can get my hands on on you, right on the nose. For I know who'll come in first at Atlantic City next year for Miss America. And as long as that is a "sure-shot"—and I cannot lose—I'll really have the jack after the next beauty pageant.

All kidding aside, Dolly, if those Chicago boys don't appreciate you, why we have a whole coast line here full of Atlantic Ocean to swim in and play on. And all the mountains you'll ever be able to climb, and all the tennis courts, and all the bridge paths, and, of course, you've heard of the song *Carolina, Moon*. So soft, so enchanting, so alluring, wouldn't you like to see it?

I'm still looking at your picture and I can't find another thing to say. Only stare. You know how it is when you choke. Trying to take in too much at one time. Sincerely,

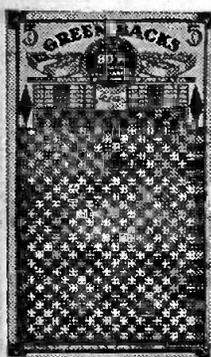
An Admirer From North Carolina.

P.S.: Goll-lee, but you're pretty. If I moved to Chicago do you think I could get a job in the Mills factory? No joking, Dolly, I know you'll get a million letters, but you really are a marvelous thing. Bye.

spring causes positions to light up alternately. A light-up recorder checks the number of bumper spring contacts. Ten contacts must be made before selections are eligible for an award. The Mystery Coin Chute selects two to eight possible winners each race. These selections become eligible for awards if the ball drops into a numbered pocket on the field which corresponds to the selection lighted on the backboard.

"Paddle is a six-way multiple play deluxe console pin game taking in six nickels each game," he went on. "When coin is inserted the paddles on the backboard revolve in lights and numbers from one to eight remain lighted. By matching the first, the first two, the first three or all four numbers with corresponding holes on the playing field the player wins the awards as shown on the variable odds commutator. Odds are as high as 40 to 1 for each coin played, and the \$12 top payout we believe is the largest ever offered in a coin-operated game of this type. Odds change with each coin inserted and are multiplied by the number of coins played each game. Odds are shown in lights for win, place, show and fourth place.

"The tremendous quantity of orders received to date indicates the manner in which the two machines are taking hold upon the distributors," Johnson concluded.



THE GREATEST BOARD IN HISTORY

"GREEN BACKS" IS ACCLAIMED THE MOST SENSATIONAL BOARD IN THE HISTORY OF THE INDUSTRY!

Money-Like Certificates in the payoff card make this board a brilliant contribution by Superior! 80% payout, slip-style tickets, an opportunity to receive \$95.00 per 5c by hitting jackpot. Made in both 5c and 10c play.

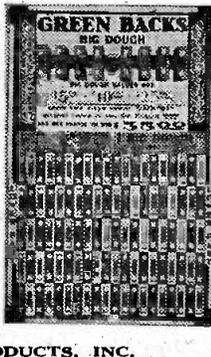
Board takes inc:
2470 Holes @ 5c \$123.50
Pays Out (Average) \$2.01

Profit (Average) \$ 41.49
10 Deal Takes inc \$247.00
2470 Holes @ 10c \$247.00
Pays Out (Average) 169.78

Profit (Average) \$ 77.29

Thick board, easels, celluloid protectors over certificates, individually protected.

SUPERIOR PRODUCTS, INC.
"World's Fastest Growing Salesboard Factory,"
14 NORTH PEARIA STREET, Dept. C, CHICAGO.



GREEN BACKS
BIG DOUGH

A Square Deal To All

WE HAVE THE FOLLOWING RECONDITIONED MACHINES READY TO OPERATE:

Air Races \$ 45.00	Lotion, New \$55.00	Snappy \$22.50
Bellot 12.50	Lite-A Pair 22.50	Speed King, Clock 52.50
Bump A Lite 27.50	Music Lamp 27.50	San Grand 12.50
Carom 48.00	Mazuma 27.50	Turf Champs 40.00
Derby Day 45.00	Miss America 55.00	Tycoon Electric 12.50
Fair Grounds, like new 120.00	Multiple 15.00	Winner 45.00
Hilcech 12.50	Phantom 70.00	Bumper 15.00
Hi Card 49.50	Polley 22.50	Booster 15.50
Hi De Ho 22.50	Preview 32.50	Electric Scoreboard 15.00
Jumbo 10.00	Santa Anita 95.00	Kooney Targette 40.00

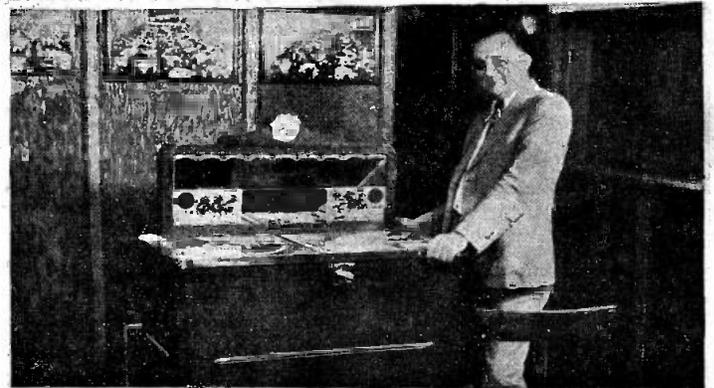
One-Third Deposit.

VEECH SCALE CO., Decatur, Ill.

Mills Blue Front Slots, 5, 10 and 25c. \$59.50	Rockola Hold and Draw \$10.00
Light Cabinets, Serials over \$62.00, \$59.50	Dayal Tri-O-Paks 11.00
5c Jennings Chiefs 49.50	5c Reliance Dice Machines 24.50
50 and 10c Watling Rotators 37.50	Reel Dice Machines 5.00
Jennings Century 25.50	2 Rockola Phonographs, 12 Records, Multi Salento 80.00
Jennings Victoria 15.00	Wurlitzer, 412 Phonographs 150.00
5c Watling Goose-necks, G.A. 32.50	Wurlitzer, 618 Phonographs 227.50
10 Watling Goose-necks, practically new. 27.50	Paces Races, used very little, mechanically perfect, 30 to 1 odds, serials to 3700, 225.00
10 Paces Bantams, Perfect 20.00	
Mills Dial Vendors 10.00	

1/3 Certified Deposit, Balance C. O. D. Reference First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY, Hickory, N. C.



DICK WARNCKE, of Santone Coin Machine Exchange, San Antonio, photographed at the Gottlieb plant as he registers approval of Derby Console.

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"Because we stock new games of leading manufacturers we are in a position to offer immediate delivery on all orders," Angello announces. "A line of used games, thoroughly reconditioned and inspected; a fully equipped parts department and a first-class repair shop is maintained at all times in order to meet needs of the individual operator," he says.

Additional sales people have been added to the office sales staff and those on the road are covering Ohio, Michigan, Indiana, Kentucky, Maryland and West Virginia and keeping up to par with operators in those States. Firm is well pleased with the big reception operators are giving Keeney's Track Time and Exhibit's Longchamp, and with the steady increase in business it will adhere to its policy of meeting the operators' demands for the latest equipment, including novelty games, payouts and slots.

PHILLY CAFE

(Continued from page 3)

The 1214 Club is back in the running, and the Embassy Club has Edith Roark and Vera Hall leading the femme contingent. Russian Kretschma starts hosting with Sonya Kotliarskaya, Gypsy Rita, Fronia Stankislavsky and Tera Gorodetsky. Max Beeman has reopened his Latimer Club.

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FORT WORTH, Sept. 25.—The Ring-side Club, on the Jackboro highway near here, reopened last Friday. Club offers Morrey Brennan and orchestra, which came here from Graystone Ballroom, Detroit, and floor show composed of Natalie and Howard, Barrett and Wright, Darrell Payne, Eddy Strass, Harold Bell, Buddy Gill and Rudy Glick are members of the orchestra who do specialties. Owner Tom Daly spent about \$30,000 improving the spot this year.

HOUSTON, Sept. 25.—Charles Richman has changed the Troadero to the Hi-Hat Club, opening September 23 with Jack Shaw, Treys and Marva, Louise Turner, Mary Bourg and Bert Massingale's Band.

YOUNGSTOWN, O., Sept. 25.—Larry and Flo's Club Lido has opened here with two floor shows and an orchestra nightly. Opening show included Valdes and Peggy, Dee Blitner and Larry Swift, Larry and Flo, identified with night club operation here for several years, last season managed the Skehill Club here.

ALA. STATE FAIR

(Continued from page 3)

He cites the greatest volume of employment in the history of the iron and steel industry in this territory in addition to a rapidly improving general business condition and wage inflation. Cotton also is the most abundant in a decade and an actual labor shortage exists in that activity.

Royal American Shows at the Tennessee State Fair, Nashville, this week experienced an increase of 14 per cent in business over last year up to 6 p.m. today (Saturday), according to information telegraphed by Elmer Velare, business manager. Night's business will enlarge this gain. Velare said it will be the largest midway gross in the history of the Tennessee State Fair. Good weather prevailed throughout the week but the engagement got off to slow start. Shows two special trains are scheduled to arrive in Birmingham at 5 p.m. Sunday, with Children's Day opening slated for 9 a.m. Monday.

PHILLY ERLANGER

(Continued from page 5)

Hampden coming in October 4 for a week of *The Passing of the Third Floor Back*. Following are Alex Yokel's *Beauty*,

either Billie Burke or Fay Bainter getting the lead; Norman Bel Geddes' musical, *Sing Out the News*; the Coward cycle, *Tonight at 8:30*; and Romberg's operetta, *May Wine*. An offering by the Group Theater also appears on the Erlanger prospectus, either Clifford Odets' new play or last year's Johnny Johnson. Yokel, who carried this house last year, promises premieres here for his *Bundie From Heaven* and *Eye on the Sparrow*, while *Charlotte Corday*, *Tom Cat* and *Young Mr. Dearell*, on the Yokel production list, are possibilities. University of Pennsylvania's *Mask* and *Wig* production has been set for the Erlanger Turkey Week.

Forrest lights up October 18 with *Victoria Regina*, house being stocked with attractions to follow its three-week run. Locust is also being readied to rejoin the legit ranks, but no announcement as to management or bookings is forthcoming as yet.

DETROIT CENSORS

(Continued from page 5)

to show *Heart of Spain*. Film was presented one night only at the Detroit Institute of Arts under auspices of the Medical Bureau To Aid Spanish Democracy.

Snyder, backed by Kollar and Police Commissioner Heinrich Pickert, censored the film and ordered alleged insults to Hitler and Mussolini stricken out, as well as scenes showing both dictators making speeches, evidently newsworthy shots, on the grounds that showing them in public might incite racial bias feeling and a breach of peace.

Judge Toma ruled that the censor had no right to make cuts except on grounds of immorality and indecency as cited by the Supreme Court in the *Youth of Martin* case a year ago and rebuked the censors for political censorship.

Iowa Project's Reorg

DES MOINES, Sept. 25.—Herbert Ashton Jr., Iowa director of the Federal Theater Project, has been made regional director, and Clarence Talbot, formerly of Seattle, Wash., has been made State director. Talbot was Federal Theater Project director for Washington and formerly production manager for Radio Station KOL, Seattle.

Plans are under way for the reopening of WPA stock in Des Moines. The company probably will use the Kendall Community Playhouse rather than the President Theater downtown, which was used last year. The company will be a "production" group this year rather than a stock company. One play will be presented in several Iowa cities, moving over a circuit for several weeks. Arrangements have already been completed for the WPA players to appear in Davenport, Burlington, Oskaloosa, Boone and Ames. The opening vehicle will be *Ab, Wilderness!* Other plays scheduled for the season include *Arms and the Man*, *Thirsty Soul*, *Excursion* and *Having Wonderful Time*.

Des Moines Aud Set

DES MOINES, Sept. 25.—Shrine Auditorium will open its winter season October 20 with the Mordkin ballet. According to Mrs. George Clark, manager, a rerouting of plays has made it necessary to change *Antony and Cleopatra*, featuring Tallulah Bankhead, to November 29, while *Tovarich* will get the November 4 date during the Iowa State teachers' convention.

Baltimore Opera Return

BALTIMORE, Sept. 25.—Columbia Opera Company will play a return date here for one week starting October 3. Songbirds will play at the Maryland Theater at 50 cents to \$1.50 top scale. Alfredo Chigi, Ralph Errolle, Eda Errolle, Lulea Coronina and guest artists will appear.

Chi FT Gives Up House

CHICAGO, Sept. 25.—Federal Theater projects will be presented in only two houses here this season, authorities having decided not to renew its lease of the Princess Theater. Current one-act bill there is being moved to the Blackstone Sunday, with the Great Northern being the other house to show WPA productions.



MOSELEY'S SPECIALS

3 MOTO SCOOTERS, Brand New, in Original Cases, Latest Model, \$65.00 Each.

NEW MACHINES OF FLOOR SAMPLES

2 JENNINGS BELL, Original Model, Giant Top Floor Sample	\$150.00
1 BRAND NEW PACIFIC DOMINOLE, Complete Model, 50 Play	150.00
1 GOLDEN WHEELS, 10 Days	80.00
2 ROCKOLA LOW-BOY SCALERS, New	42.50
5 ZEPHYR, New	15.00
1 KEENEYS TRACK TIME, Brand New, F.S.	210.00
3 CENT-A-PACK, F.S., New	13.00

1 Galtong Domino Cash Pay F.S. Never on location, 50 play	\$235.00
1 Galtong Domino Check Separator, 50 play, new F.S.	245.00
2 Carom, S. U., Cash Pay	40.00
3 Air Race, S. U.	40.00
10 Freshets, Cash Pay	60.00
1 Pinch Millar	10.00
1 Mills Post Time, Like New	50.00
2 Patons, S. U., 10 Days	10.00
1 Pruster, Used 10 Days	25.00
10 A.B.T. Target	10.00
5 Cent-A-Pack, F.S., New	12.50
2 Hit-Or-Miss, 10 Days, Cash Model	17.50
1 Exact Machine	5.00
2 Daryl Red Dice, Like New	5.00
3 Daily Race, S.U.	12.50
1 Day High, S.U.	5.00
3 Outline Races, with Dice	42.50

1 Bank Night	10.00
10 Peco-Finish, Cash & Check Sep.	95.00
5 Phantoms, Used 10 days, like new	45.00
8 BRAND NEW PHANTOMS, Original Crates	75.00
1 Picoles, S. U.	15.00
1 Royal Race, Like New	25.00
1 Rover, Cash Model, Like New	65.00
1 Schmitt Race, Like New	150.00
1 Saratoga, Perfect	15.00
3 Jennings Grandstand, New, 50 Play	48.10
1 Turf Champ, Cash & C. Sep., Ticket	50.00
1 Lenny Ball, Marine Game, Cash Pay, S.U.	10.00
1 Jennings Sportman Deluxe	60.00
1 Prospector, Cash Pay, S.U.	10.00
1 Parrot Chase	10.00
2 Bally Derby, Battery Model	12.50

Collection Book, per 2 Dcs.	\$ 1.10
Ball Gum (100 Boxes)	12.00
50 Cigarettes, Nickel Size, 5000, per 20	5.00

PACES RACES

4 PACES RACES, Black Cabinet, 20-4-1 Cash Pay, Serials Nos. Over 3400 \$175.00
4 RAYS TRACK, Check Sep., S. Used 10 Days, F.S., 50 Play, Nos. over 4400 220.00

PHONOGRAPHS

1 Washburn 710, Like New \$225.00
2 Rockola Imperial, 20, F.S. 247.50
1 Rockola R Master, 16 Records, F.S. 205.00

SLOT MACHINES

1 Mills Reg. 50 Play JP Ga. Sell, Like New, No. 32740 \$75.00
1 Mills Reg. 50 Play, No. 320877 45.00
1 Mills Reg. 50 Play, No. 327707 50.00
1 Mills 25¢ S.P., Ga. No. 324000 60.00
4 Mills Reg., 50 Ga. 104 Play, Nos. 378437-378432-378433-318095 60.00
5 Mills 5¢ Reg. Ga. Nos. 307528-308055-307563-309168-308077 25.50
1 Mills 5¢ Reg. 25¢, No. 302250 25.00
1 Mills 5¢ Reg. 25¢, No. 324007 20.00
2 Welling Turn JP 1c, No. 51367-60232 15.50

PERCENTAGE PLUGS FOR SLOTS, Each Box, Per Dec., \$4.75.
ALL USED MACHINES OFFERED SUBJECT TO PRIOR SALE.
We have available for delivery all new machines that have been released by their respective manufacturers, such as Mills Checker and Flasher, Bally's Teezer and Fly Ground, Gottlieb's Genetic Models, Jennings' Derby Day with Start Top, Mills' Slots with Compulsory Ball Control and Future Pay, Paces Races, Royal Track 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 your name on our mailing list.

MOSELEY VENDING MACHINE EX. Inc., 80 BROAD ST., Richmond, Va.
DAY PHONE 3-4511. NIGHT PHONE 6-5325.

WANTED TO BUY FOR CASH

ROCK-OLA'S WORLD SERIES BASEBALL GAMES

Must be in good condition. Give Serial Numbers and Lowest Price.

R. S. OAKES NOVELTY COMPANY

Clearing Station, Chicago, Illinois.

CRA's Exclusive in Louisville
NEW YORK, Sept. 25.—Consolidated Radio Artists has signed to supply bands exclusively to Gypsy Village, Pontaine Ferry Park, Louisville. Originally a summer resort, the spot has been remodeled for year-round operation and reopens October 7 with Don Bextor's Band, followed a week later by Johnny Hamp and two weeks later by Reggie Childs. Spot is also getting a WLW wire feeding into NBC.

For Sale Phonographs
10 8-Record Semiauto Selective, Each \$75.00
15 12-Record Modern Cabala Selective, Each 89.00
2 24-Record Cabala Selective, 35.00
1 12-Record Mills Transcendence Selective 49.00
All Machines in A-1 condition. Payment on request. One-Third cash, Balance C. O. D.
C. B. BROOKS,
618 Duke St., Norfolk, Va.

CRA Offers Apple Unit
NEW YORK, Sept. 25.—CRA is offering for theater and ballroom dates its Big Apple unit, comprising six couples of colored dancers. A colored band will accompany the unit. Ed Kirkeby, of CRA, is working out the show.

Ellington Dates Set
NEW YORK, Sept. 25.—Duke Ellington opened this week at the Apollo Theater, Harlem, from whence he goes to the Howard Theater, Washington, D. C., to be followed by a week of one-nighters to Boston. Opens in Boston at the Metropolitan Theater, coupled with *Life of Emil Zola*.

Calloway Air Time Set
NEW YORK, Sept. 25.—Cab Calloway's sustaining periods over WABC from the Cotton Club are set for Thursdays, from 11 to 11:30 p.m., and Sundays and Mondays from 11:30 p.m. to 12.

Goodman Does Capacity
DES MOINES, Sept. 25.—Benny Goodman's Orchestra played to capacity business at the Tomlin Ballroom last Thursday night at \$1.10 per person, plus taxes. Goodman was billed as "The Swing Master and His Famous Camel Caravan Crew."

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The 1214 Club is back in the running, and the Embassy Club has Edith Roark and Vera Haal leading the femme contingent. Russian Kretschma starts hosting with Sonya Kotlarskaya, Gypsy Rita, Fronia Stanislavsky and Teva Gorodetsky. Max Beeman has reopened his Latimer Club.

DETROIT, Sept. 25.—New major night spot, the Frontenac Club, is scheduled to open across from the City Hotel October 7. It has been entirely remodeled and under management of Jean Lezotte. Shows will be produced by Don Romayne. Acts will be booked by the Gus Sun Booking Agency thru Val Campbell.

FORT WORTH, Sept. 25.—The Ring-side Club, on the Jacksboro highway near here, reopened last Friday. Club offers Morrey Brennan and orchestra, which came here from Graystone Ballroom, Detroit, and floor show composed of Natalie and Howard, Barrett and Wright, Darrell Payne, Eddy Stress, Harold Bell, Buddy Gill and Rudy Glick are members of the orchestra who do specialties. Owner Tom Daly spent about \$30,000 improving the spot this year.

HOUSTON, Sept. 25.—Charles Richman has changed the Trocadero to the Hi-Hat Club, opening September 23 with Jack Shawn, T'reyes and Marva, Louise Turney, Mary Bourg and Bert Massingale's Band.

YOUNGSTOWN, O., Sept. 25.—Larry and Flo's Club Lido has opened here with two floor shows and an orchestra nightly. Opening show included Valdez and Peggy, Dee Bittner and Larry Swift, Larry and Flo, identified with night club operation here for several years, last season managed the Skehill Club here.

ALA. STATE FAIR

(Continued from page 3)

He cites the greatest volume of employment in the history of the iron and steel industry in this territory in addition to a rapidly improving general business condition and wage inflation. Cotton also is the most abundant in a decade and an actual labor shortage exists in that activity.

Royal American Shows at the Tennessee State Fair, Nashville, this week experienced an increase of 14 per cent in business over last year up to 8 p.m. today (Saturday), according to information telegraphed by Elmer Velare, business manager. Night's business will enlarge this gain. Velare said it will be the largest midway gross in the history of the Tennessee State Fair. Good weather prevailed thruout the week but the engagement got off to slow start. Show's two special trains are scheduled to arrive in Birmingham at 5 p.m. Sunday, with Children's Day opening slated for 9 a.m. Monday.

PHILLY ERLANGER

(Continued from page 5)

Hampden coming in October 4 for a week of *The Passing of the Third Floor Back*. Following are Alex Yokel's *Beauty*,

either Billie Burke or Fay Bainter getting the lead; Norman Bel Geddes' musical, *Sing Out the News*; the Coward cycle, *Tonight at 8:30*, and Romberg's operetta, *May Wine*. An offering by the Group Theater also appears on the Erlanger prospectus, either Clifford Odets' new play or last year's *Johnny Johnson*. Yokel, who carried this house last year, promises premieres here for his *Bundle From Heaven* and *Eye on the Sparrow*, while *Charlotte Corday*, *Tom Cat* and *Young Mr. Disraeli*, on the Yokel production list, are possibilities. University of Pennsylvania's *Mask* and Wig production has been set for the Erlanger Turkey Week.

Forrest lights up October 18 with *Victoria Regina*, house being stocked with attractions to follow its three-week run. Locust is also being readied to rejoin the legit ranks, but no announcement as to management or bookings is forthcoming as yet.

DETROIT CENSORS

(Continued from page 5)

to show *Heart of Spain*. Film was presented one night only at the Detroit Institute of Arts under auspices of the Medical Bureau To Aid Spanish Democracy.

Snyder, backed by Kollar and Police Commissioner Heinrich Pickert, censored the film and ordered alleged insults to Hitler and Mussolini stricken out, as well as scenes showing both dictators making speeches, evidently newsreel shots, on the grounds that showing them in public might incite racial bad feeling and a breach of peace.

Judge Toms ruled that the censors had no right to make cuts except on grounds of immorality and indecency as cited by the Supreme Court in the *Youth of Mactin* case a year ago and rebuked the censors for political censorship.

Iowa Project's Reorg

DES MOINES, Sept. 25.—Herbert Ashton Jr., Iowa director of the Federal Theater Project, has been made regional director, and Clarence Talbot, formerly of Seattle, Wash., has been made State director. Talbot was Federal Theater Project director for Washington and formerly production manager for Radio Station KOL, Seattle.

Plans are under way for the reopening of WPA stock in Des Moines. The company probably will use the Kendall Community Playhouse rather than the President Theater downtown, which was used last year. The company will be a "production" group this year rather than a stock company. One play will be presented in several Iowa cities, moving over a circuit for several weeks. Arrangements have already been completed for the WPA players to appear in Davenport, Burlington, Oskaloosa, Boone and Ames. The opening vehicle will be *Ah, Wilderness!* Other plays scheduled for the season include *Arms and the Man*, *Thirsty Soil*, *Excursion* and *Having Wonderful Time*.

Des Moines And Set

DES MOINES, Sept. 25.—Shrine Auditorium will open its winter season October 20 with the Mordkin ballet. According to Mrs. George Clark, manager, a rerouting of plays has made it necessary to change *Antony and Cleopatra*, featuring Tallulah Bankhead, to November 29, while *Tovarich* will get the November 4 date during the Iowa State teachers' convention.

Baltimore Opera Return

BALTIMORE, Sept. 25.—Columbia Opera Company will play a return date here for one week starting October 3. Songbirds will play at the Maryland Theater at a 50 cents to \$1.50 top scale. Alfredo Chigi, Ralph Errolle, Elda Ercole, Luisa Coronina and guest artists will appear.

Chi FT Gives Up House

CHICAGO, Sept. 25.—Federal Theater projects will be presented in only two houses here this season, authorities having decided not to renew its lease of the Princess Theater. Current one-act bill there is being moved to the Blackstone Sunday, with the Great Northern being the other house to show WPA productions.



MOSELEY'S SPECIALS

3 MOTO SCOOTERS, Brand New, In Original Crates, Latest Model, \$65.00 Each.

NEW MACHINES or FLOOR SAMPLES

- 2 JENNINGS BELL, Console Model, Siant Top \$169.50
- 1 BRAND NEW PACIFIC DOMINOLE, Console Model, 5c Play, New F.S. 189.50
- 1 GOLDEN WHEELS, S.U. 40.00
- 2 ROCKOLA LOW-BOY SCALES, New 42.50
- 5 ZEPHYR, New 15.00
- 1 KEENEYS TRACK TIME, Brand New, F.S. 216.00
- 3 CENT-A-PACK, F.S., New 19.00

- 1 Galloping Domino Cash Pay F.S. Each \$235.00
- 1 Galloping Domino, Check Separator, 5c play, new F.S. 245.00
- 2 Caroms, S. U., Cash Pay 40.00
- 3 Air Races, S. U. 40.00
- 10 Prankness, Cash Pay 60.00
- 1 Pinch Witter 10.50
- 1 Mills Post Time, Like New 50.00
- 1 Palooka Jr. 10.00
- 1 Preview, Used 10 Days 10.00
- 10 A.B.T. Targette 19.50
- 5 Cent-A-Pack, F.S., New 12.50
- 2 Hi-Do-Mo, used 10 days, Cash Model 17.50
- 1 Excel Machine 35.00
- 3 Daval Reel Dice, Like New 5.00
- 3 Daily Races, S.U. 13.50
- 1 Sky High, S.U. 8.00
- 3 Gottlieb Races, with Clock 42.50
- Collection Books, per 2 Dzs. \$ 1.10
- Ball Gum (100 Boxes) 12.00
- 50 Checks, Nickel Size, Solid, per M. 8.00
- 1 Bank Night 10.00
- 10 Foto-Finish, Cash & Check Sep. 36.00
- 2 Panto Races, 5c, 10 days 100.00
- 5 Phantoms, used 10 days, like new 55.00
- 3 BRAND NEW PHANTOM, Original Crate 75.00
- 1 Palooka Sr., S.U. 14.00
- 1 Royal Races, Like New 25.00
- 1 Rover, Cash Model, Like New 55.00
- 1 Exhibits Races, Like New 150.00
- 4 Saratogs, Perfect 35.00
- 3 Jennings Grandstand, New, 5c Play 45.10
- 1 Turf Champs, Cash & C. Sep. Ticket 50.00
- 1 Liberty Bell, Marble Game, Cash Pay, S.U. 10.00
- 1 Jennings Sportman Deluxe 60.00
- 1 Prospector, Cash Pay, S.U. 8.00
- 1 Panto Chase 45.00
- 2 Bally Derby, Battery Model 12.50
- Paces Races Motors, Heavy Duty \$24.75
- Electropacks, 12 Volt 6.00
- 5c (R) Pin Game Check Sep., per M. 10.00

PACES RACES

- 4 PACES RACES, Black Cabinet, 20-40-1 Cash Pay, 5c-10c Nos. Over 3400 \$175.00
- 4 RAYS TRACK, Check Sep., 5c, Used 10 Days, F.S. 5c Play, Nos. over 4400 280.00

PHONOGRAPHY

- 1 Wurliitzer 716, Like New \$225.00
- 2 Rockola Night Clubs, Like New 125.00
- 1 Rockola R Master, 16 Records, F.S. 205.00
- 1 Wurliitzer 316, Like New \$225.00
- 2 Rockola Imperial 20, F.S. 247.50
- 5 Mills Deluxe, Serial over 13,000 130.00

SLOT MACHINES

- 1 Mills Reg. 50c Play JP Ga. Bell, Like New, No. 387968 \$75.00
- 1 Mills 5c B.F. Ga., No. 320877 45.00
- 1 Mills 5c B.F., no Ga., No. 387787 50.00
- 1 Mills 25c B.F., Ga., No. 384006 50.00
- 4 Mills B.F., no Ga., 10c Play, Nos. 378437-378632-378435-318095 60.00
- Each 100 8.00
- 5 Mills 1c Reg. Ga., Nos. 307525-309059-307663-309158-309077 22.50
- 1 Mills Sky Scraper, 25c, No. 302220 25.00
- 1 Mills 1c Sky Scraper, No. 324497 20.00
- 2 Waiting Twin JP 1c, Nos. 51367-60232 19.50
- 3 Mills 5c Reg. Ga., Nos. 308507-314466-314462, Each \$35.00
- 15c Mills Extra Ga., No. 350428 30.00
- 1 Jennings Victoria, 5c, no Ga., No. 150433 15.00
- 1 Jennings Century, 5c, no Ga., No. 112156 27.50
- 1 100 Waiting Ro-la-top Ga., No. 50478 42.50
- 2 5c Waiting Ro-la-top Ga., Nos. 70623-81383, Each 42.50
- 1 5c Waiting Ga., No. 68708 27.50
- 1 100 Waiting Goose-neck Twin, No. 60478 25.00

ALL USED MACHINES OFFERED SUBJECT TO PRIOR SALE. We have available for delivery all new machines that have been released by their respective manufacturers, such as Mills Clocker and Fisher, Bally's Taster and Fall Ground, Gottlieb's Console Models, Jennings' Derby Day with Siant Top, Mills' Slots with Computory Skill Control and Future Pay, Paces Races, Rays Track 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 your name on our mailing list. MOSELEY VENDING MACHINE EX. Inc., 800 BROAD ST., Richmond, Va. DAY PHONE 3-4511. NIGHT PHONE 5-6328.

WANTED TO BUY FOR CASH

ROCK-OLA'S WORLD SERIES BASEBALL GAMES

Must be in good condition. Give Serial Numbers and Lowest Price.

R. S. OAKES NOVELTY COMPANY

Clearing Station, Chicago, Illinois.

CRA's Exclusive in Louisville

NEW YORK, Sept. 25.—Consolidated Radio Artists has signed to supply bands exclusively to Gypsy Village, Fontaine Ferry Park, Louisville. Originally a summer resort, the spot has been remodeled for year-round operation and reopens October 7 with Don Bestor's Band, followed a week later by Johnny Hamp and two weeks later by Reggie Childs. Spot is also getting a WLW wire feeding into NBC.

CRA Offers Apple Unit

NEW YORK, Sept. 25.—CRA is offering for theater and ballroom dates its Big Apple unit, comprising six couples of colored dancers. A colored band will accompany the unit. Ed Kirkeby, of CRA, is working out the show.

Calloway Air Time Set

NEW YORK, Sept. 25.—Cab Calloway's sustaining periods over WABC from the Cotton Club are set for Thursdays, from 11 to 11:30 p.m., and Sundays and Mondays from 11:30 p.m. to 12.

For Sale Phonographs

- 10 8-Record Seaburg Selective, Each \$25.00
 - 15 12-Record Modern Gabels Selective, Each 89.50
 - 2 24-Record Gabels Selective 36.00
 - 1 2-Record Milt Trudour Selective 49.50
- All Machines in A-1 condition. Picture on request. One-third deposit, Balance C. O. D.
- C. B. BROOKS,**
618 Duke St., Norfolk, Va.

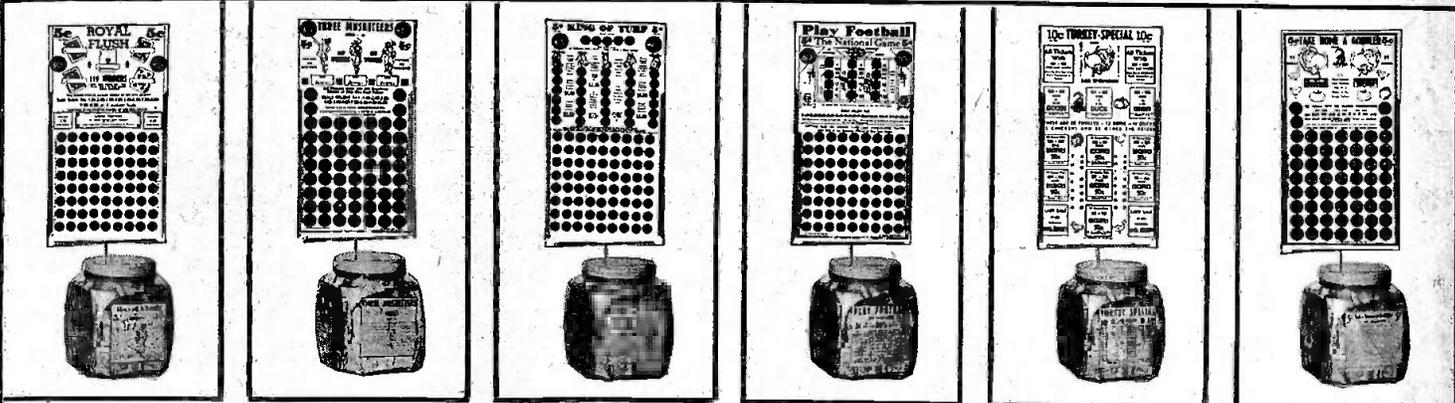
Ellington Dates Set

NEW YORK, Sept. 25.—Duke Ellington opened this week at the Apollo Theater, Harlem, from whence he goes to the Howard Theater, Washington, D. C., to be followed by a week of one-nighters to Boston. Opens in Boston at the Metropolitan Theater, coupled with *Life of Emil Zola*.

Goodman Does Capacity

DES MOINES, Sept. 25.—Benny Goodman's Orchestra played to capacity business at the Tromar Ballroom last Thursday night at \$1.10 per person, plus taxes. Goodman was billed as "The Swing Master and His Famous Camel Caravan Crew."

UNIVERSAL INTRODUCES!! SIX NEW JAR GAMES THAT WILL "JAR" THE UNIVERSE!



<p>ROYAL FLUSH</p> <p>2520 Tickets, 5c play. A gorgeously colored pay-out card with 72 seals. Prizes range from \$4.00 to \$40.00. In lower section—also 5 jack-pots with prizes from \$5.00 to \$15.00. This entirely new 5 jack-pot idea will sweep the country.</p> <p>Takes In\$126.00 Pays out (Avg.)... 82.00 Profit (Avg.)...\$ 44.00</p> <p>119 WINNERS. Sample deal complete \$6.45</p>	<p>THREE MUSKETEERS</p> <p>2280 Tickets, 5c-10c play. A new triple jack-pot 60 seal card with seal prizes from \$1.00 to \$10.00. Jack-pot prizes from \$5.00 to \$15.00 on the 5c deal.</p> <p>Takes In @ 5c...\$114.00 Pays out (Avg.)... 70.80 Profit (Avg.)...\$ 43.40</p> <p>10c DEAL Takes In @ 10c...\$228.00 Pays out (Avg.)... 156.19 Profit (Avg.)...\$ 71.81</p> <p>109 WINNERS. Sample deal complete \$5.45</p>	<p>KING OF THE TURF</p> <p>2520 Tickets, 5c-10c play. Here is a 107 seal card that is absolutely "furbable." Win, place and show awards in lower section from \$1.00 to \$12.00 keeps players in "high gear."</p> <p>5c DEAL Takes In @ 5c...\$128.00 Pays out (Avg.)... 81.63 Profit (Avg.)...\$ 44.37</p> <p>10c DEAL Takes In @ 10c...\$252.00 Pays out (Avg.)... 178.48 Profit (Avg.)...\$ 73.58</p> <p>119 WINNERS Sample deal complete \$6.45</p>	<p>PLAY FOOTBALL</p> <p>2520 Tickets, 5c Play. The "thrill of the gridiron" combined with liberal cash awards make this "New Deal" irresistible to players. A flashy \$4 seal card with prizes from \$4.00 to \$12.00 in the lower section. A top prize of \$25.00 keeps players coming.</p> <p>Takes In\$128.00 Pays out (Avg.)... 82.00 Profit (Avg.)...\$ 44.00</p> <p>119 WINNERS Sample deal complete \$6.45</p>	<p>TURKEY SPECIAL</p> <p>2520 Tickets, 10c Play. The season is filled with the Deal is "right," so you can't miss with this combination turkey and cash award deal. "Turkey Special" offers a different type play that keeps them interested and playing. Start now and lead the field in your locality.</p> <p>Takes In\$252.00 Pays out 189.50 Profit\$ 62.50</p> <p>145 WINNERS Sample deal complete \$6.95</p>	<p>TAKE HOME A GOBBLER</p> <p>2520 Tickets, 5c Play. A completely different Turkey Deal. The 60 seal card is attractively decorated in holiday colors. 37 seal winners are guaranteed, which makes this one of the fastest moving deals on the market. Twin jack pots each awarding a large turkey also speeds sale.</p> <p>Takes In\$126.00 Pays out (Avg.)... 84.19 Profit (Avg.)...\$ 41.81</p> <p>97 WINNERS Sample deal complete \$6.45</p>
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WE ARE MEMBERS OF THE NATIONAL ASSOCIATION OF TALLY CARD MANUFACTURERS

NEW DEALS FOR A "NEW-DEAL" AGE

The experience gained in twenty years of manufacturing and printing brings you NEW IDEAS from a brand new plant especially equipped to produce the latest in jar games—manufactured especially for the operator and distributor.

START NOW—PUT "UNIVERSAL" JAR GAMES ON EVERY LOCATION—PUT THESE "GOLD-MINES" TO WORK FOR YOU!

All tickets on every deal are fully protected with code and reference numbers (different code and reference to each set) and are absolutely guaranteed to be "foot-proof."

Special-24-gauge-spot-welded-holders spray painted in six attractive colors.

SPECIAL JACK-POT PROTECTION

All tickets entitling winner to jack-pot seals are individually protected by a four letter name printed on each winning ticket—a different name is used on each set of tickets.

ASK YOUR GOBBER OR DISTRIBUTOR FOR "UNIVERSAL PRODUCTS"—HE HAS THEM IN STOCK.

"Ride the wave of profitable popularity with Universal's new Jar-Games—by far the best in the whole Middle West."

UNIVERSAL MANUFACTURING COMPANY. (Manufacturers Only), 104 East 8th St., Kansas City, Missouri.

Our Deals Guaranteed to Out-Sell 10 to 1 Any Salesboard on the Market Today.

NOTICE Watch for New Deals Every 30 Days.

Send Today for Attractive Jobbers Operators and Distributors Factory Discounts

NOTICE Watch for New Deals Every 30 Days.

ELEPHANT RIDE

Ready to join reliable Carnival headed south to Florida. Also three elephants for Free Act. Want guarantee on act and percentage on elephant and pony track.

JOHN ROBINSON, Inc.
18 E. 4th St., Cincinnati, O.

N. O. Mayor Lauds Ops

NEW ORLEANS, Sept. 25.—Following sharp criticism over operators who kept coin machines and slots on locations abutting schools, city officials pacified ye more righteous ones with announcement Thursday that all operators of the city had co-operated with request to move their machines away from such spots. The mayor commended the ops on the fine co-operation.

FAIRS—CRYSTAL EXPOSITION SHOWS—FAIRS

Want for the following Fairs: Legitimate Concessions, one more Grind Show. WANT Side Show Acts, salary; or will furnish complete Side Show for party who has acts. Musicians for Colored Band, sure salary. Bill Walter Wants Cook and Griddle Man. Address as per route.

CHESTERFIELD COUNTY FAIR, Pageland, S. C., October 4-9.
KERSHAW COUNTY FAIR, Camden, S. C., October 11 to 16.
UNION COUNTY FAIR, Union, S. C., October 18 to 23.
All address this week, WOODRUFF, S. C.

LEE COUNTY FAIR, Bishopville, S. C., October 25 to 30.
WALTERBORO COUNTY FAIR, Walterboro, S. C., November 1 to 6.
ARMISTICE CELEBRATION, Georgetown, S. C., November 8 to 13.

P. S.: CAN USE TWO GOOD FREE ACTS FOR BALANCE OF SEASON; STATE PRICE.

SMITH'S GREATER ATLANTIC SHOWS

Wants for the balance of long season, all fairs: Shows and Rides of all kinds not conflicting. Have complete Grid Show outfit with beautiful panel front. Will turn over to responsible party. Also complete Athletic Show, new ring, mat, gloves and trunks. Concessions of all kinds will do well to book with this show. Capt. Von Friedrich wants assistant Flyer for his Human Cannon Ball Free Act to be with this Show the rest of the season. Wake County Fair, Waco, N. C. this week; Hamlet, N. C. County Fair, week October 4; Orangeburg, S. C.; Loris, S. C.; Dillon, S. C.; Brunson, S. C. All fairs, with more to follow. Let's go, gang, where the shekels are.

WRITE WIRE COME ON
K. F. (BROWNIE) SMITH, Mgr.

DIVORCES

(Continued from page 77)

is the surviving partner of the old vaudeville act of Moran and Mack. He is now in Hollywood.

A BRAND NEW SPILL-MAN AUTO SPEEDWAY

Eight-Car Ride, open to book with Carnival at once. Prefer Texas or South. Will ship Ride immediately.

R. JACKSON
Strathroy, Ont., Canada.

HAVE REAL PROPOSITION

For Octopus, Ride-o and Tilt-a-Whirl for Hendersonville and Sumter White Fairs and balance of season, if desired, to right party. Will contract for next season with our own 10-car R. R. Show. WANT Merry-Go-Round, Whip, Ferris Wheel Foreman and Help. CAN ALSO PLACE Kiddie Ride, Shows and Motordrome with own outfit. CAN USE for Sumter S. C., two more thrilling Free Acts at reasonable price. Concessions come on. Our representative, Stan Reed, will be at Hendersonville, N. C., Thursday, September 30. This week, Abingdon, Va., next week, Hendersonville, N. C.

MODERNISTIC SHOWS, Inc.

WANT

Manager for Athletic Show. Man and wife for Grind Show. Still playing Fairs. Out late. No. Moine, Kan., this week; Coffeyville to follow.

W. E. WEST MOTORIZED SHOWS

FERRIS WHEEL FOR SALE

For cash. In A-1 condition. Want Eli Foreman. Address

C. OLIVER
TEXAS LONGHORN SHOWS, Neogdoches, Tex., this week.

MILLER BROS. SHOWS

Want to join at once, Eli Wheel and Chairplane with or without transportation. Want Corn Game. Can place Concessions of all kinds. Can use good Athletic Man to take charge of Athletic Show, complete outfit. Show stays out till Thanksgiving Week. Wire or write

MORRIS MILLER, Miller Bros.' Shows, Cushing, Okla., This Week.

WANTED

Ferris Wheel, Rides, Shows and Concessions for winter show with own transportation. Privilege \$10 for small Cookhouse, Grab, Bowling Alley, Fishpond or any Concession working for stock. No X. Can use Ball Game and Stock Agents, J. L. JOHNS, Mgr., ALAMO SHOWS, Atlanta, Ga.

SOUTHERN EXPOSITION SHOWS

Want for nine Fairs, out all winter, special inducements to Loan-Play, Kiddie Ride or any Flat-Rides. Shows all kinds, 20 per cent Rides. Good proposition to Cookhouse. All Concessions open. W. O. Taylor, Red and Truck come on. All write, wire or come on. Louisa, Va., this week; Crozet, Va., next. In the heart of the apple orchard.

ERIC B. HYDE SHOWS

WANT Concessions for Griffin, Ga., Cotton Festival, Next Week; Great Winder Fair, Week October 11. Can place Special Agent at once. Wire quick. Address

Thomaston, Ga., This Week.
ERIC B. HYDE.

Tent and Bleachers Cheap

3,600 Bleacher Seats, 140 ft. Round Top with three 50 ft. Middles, Chairs, Gas Pipe Railing, also one 20x40 ft. Top. **THE WILLIAMS CORP.,** 21 N. E. Main, Minneapolis, Minn.

\$1.00 WILL BRING YOU 50 DIFFERENT

Samples of RED-HOT ITEMS, such as BRAND NEW SERIES OF CARTON 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 Ordinal Place, NEW YORK.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

TOFFEL'S MODERN MIDWAY WANTS IMMEDIATELY

Shows with or without outfits. Especially want Side Show, organized Minstrel Show, Concessions of all kinds, also Popcorn, Custard, Photos, etc. WANTED reliable Special Agent and Banner Man. We have eight weeks of Celebrations, including the largest Armistice Celebration in Eastern Oklahoma. Bill Thompson wire. Address reply to

JOHNNY TOFFEL, Manager, Sapulpa, Okla., this week; Henryetta, Okla., next week.

7 DAYS FREE TRIAL
1 MONEY BACK GUARANTEE
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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.)

Only **\$29.75**
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GERBER & GLASS 914 Diversey Blvd. CHICAGO

New The Finest Candy Made
GOLDEN DREAM CANDY
 1c a BOX

Four pieces of nutty chewing Candy wrapped with paraffin paper, in assorted bright colored boxes, 10c printed on end of box, packed in cartons varying from 100 to 500. Terms: Cash with Order. Sample Box for 6c in stamps. Write for our new fall list of Novelties. We carry a most complete line of all Concession Merchandise. New catalog about October 10. Write for prices on various canes.

MIDWEST MERCHANDISE CO.
 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

WEST BROTHERS AMUSEMENT CO. WANTS
 For Southwestern Arkansas Fair, Hot Springs, week October 11, and other Arkansas Fairs, including Bentonville, week October 4; Paris, week October 18; Danville, week October 25, Concessions, Shows, Ride Help that Drive Trucks, Cookhouse to join at once. Rolla, Mo., week September 27; Bentonville to follow.

WANTED COOKHOUSE IMMEDIATELY
 Athletic Show open. Have complete outfit. Organized Minstrel Show or Performers. Guntersville, Ala., this week; Sylacauga to follow. Out till Christmas. Wire; no time to write.
L. J. HETH SHOWS, Inc.

WANT CONCESSIONS AND SHOWS
 Of all kinds. Ride Foreman and Help for all Rides. Following Fairs, out all winter: BEDFORD, VA., October 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. HEMP, N. C., this week.
HELLER'S ACME SHOWS

MEN'S MACHINES

Mrs. Annie Ginsburg, mother of Morrie, Eddie and Eve Ginsburg, of Atlas Novelty Company, Chicago and Pittsburgh, left Chicago a few days ago on an extended visit to relatives in North Adams, Mass., former home of the Ginsburgs. She will then proceed to New York and later return to Chicago.

Bill Cohen, the "Sphinx of Minneapolis," gives this encouraging hint as to the prospects for new machines soon to appear: "During the last few months, when business is normally slack, leading manufacturers have had ample time to send us new games for secret tests. Since August 1 we have had one surprising winner after another, with still more in the offing. These new machines are thoroly tested, they incorporate revolutionary ideas, maintain perfect percentage for player, location and operator, yet are liberal enough to get the play from even the most cynical on-looker."

A Big Business sign: International Harvester directors recently voted a bonus of \$4,400,000 to its employees. Contrary to the usual practice of big business, the bonus goes to all employees—65,000 in number—instead of a handful of higher executives. Some of that bonus will find its way into coin machines.

Charlie Rose (Frankel-Rose Advertising Agency, Chicago) would rather play golf than have a date with a platinum blonde. He is so golf-minded that he is always ready to match any challenger. So it is reported that Dave Gottlieb (Chicago) recently took him on. Charlie's shot, 108, cost him a sawbuck. His alibi, the tough course at Bryn Mawr.

Bert Lane, general sales manager for the Ponsler organization, New York, is adding another enviable reputation to his name. This time he is gathering sartorial laurels and a common exclamation around the office is: "What! Another new suit, Bert?"

Irving Ovitz, purchasing agent for Atlas Novelty Company, returned to his desk this week after a three weeks' trip to the West Coast. He reports that the trade throuout the Coast region feels keenly the loss of the late Harry Wolcher.

- ROUTES**
 (Continued from page 92)
- Lang's, Dee, Famous: (Fair) Lexington, Tenn.; (Fair) Trenton 4-9.
 - Large & Lane; Collins, Miss., 28-Oct. 2.
 - Lawrence, Sam: (Fair) Cheraw, S. C.; Conway 4-8.
 - Lewis, Art: (Fair) Great Barrington, Mass.; (Fair) Danbury, Conn., 4-10.
 - Liberty National: (Fair) Rutherford, Tenn.; (Fair) Alto 4-9.
 - Littlejohn; Clanton, Ala.; Troy 4-9.
 - McClellan: (Fair) Charleston, Miss.; Greenwood 4-9.
 - McKee Am. Co.; Skiatook, Okla.
 - McMahon; Council Bluffs, Ia.
 - M. B. Amusement; Euren, Mo.
 - Marks, (Fair) Fayetteville, N. C.; (Fair) Mt. Airy 4-9.
 - Midwest; Shattuck, Okla.
 - Miller Amusements: (Fair) Alexandria, La.; (Fair) McComb, Miss., 4-9.
 - Miller Bros.; Cushing, Okla.
 - Miner Model, No. 1 and 2: (Fair) Manheim, Pa.
 - Model: (Fair) Villa Rica, Ga.; (Fair) Covington 4-9.
 - Moderistic: (Fair) Abingdon, Va.
 - Naill, G. Walter; Conesville, Ia.; (Fair) Olla 4-9.
 - Orange State; Manchester, Ga.; Blue Ridge 4-9.
 - Page, J. J., Expo.: (Fair) Newnan, Ga.; (Fair) Gainesville 4-9.
 - Park-American; Rogers, Ark.
 - Park Am. Co.; Oak Grove, La.
 - Patrick; Palouse, Wash.
 - Peerless Expo.; Narrows, Va.; Elkins, W. Va., 4-9.
 - Reading's United: (Fair) Bolivar, Tenn.; (Fair) Huntington 4-9.
 - Regal United Am. Co.; (Fair) Centerville, Tex., 30-Oct. 2.
 - Reynolds & Wells; United; Corning, Ark.
 - Rogers Greater; Camden, Tenn.
 - Royal American; (Fair) Birmingham, Ala.; (Fair) Pensacola, Fla. 4-9.
 - Royal Amusement Co.; (Fair) Parkdale, Ark.
 - Royal Palm; (Fair) Moulton, Ala.
 - Rubin & Cherry Expo.; (Fair) Knoxville, Tenn.; (Fair) Atlanta, Ga., 7-16.
 - Santa Fe Expo.; Lindsay, Okla., 28-Oct. 2.
 - Shelley Midway; (Fair) High Point, N. C.
 - Shugart, Doc; Atoka, Okla.
 - Silver State; El Paso, Tex., 30-Oct. 3.
 - Six, J. Harry, Attrs.; Midway, Ky.
 - Smith's Greater Atlantic; Apex, N. C.; Hamlet 4-9.
 - Snapp Greater; (Fair) Monroe, La.
 - Sol's Liberty; (Fair) Bluffville, Ark.; (Fair) Caruthersville, Mo., 6-10.
 - Southern Expo.; Louisa, Va.; Crozet 4-8.

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 Wheels, Grind Stores, Popcorn, Peanuts, Custard, Shows with own outfits, Rides, Kiddie and Flat. Free Act Dive. Write or wire J. VANVLIET, Mgr., South Hill, Va., week of September 27.

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Southern States: Tifton, Ga.; Alma 4-9.
 Spencer G. E.: McCrotry, Ark.
 Stanley Bros.: Lawrenceville, Va.; Fairmont, N. C., 4-9.
 State Fair: (Fair) Ennis, Tex.; (Fair) Sherman 4-9.
 Stoneman's Playland: (Fair) Celina, Tenn.; (Fair) Greenville 4-9.
 Strates: (Fair) Bloomsburg, Pa.; (Fair) York 4-9.
 Sunset Am. Co.: (Fair) Mountain Grove, Mo.; (Fair) Aurora 4-9.
 Texas: Kidd: (Fair) Morton, Tex.; (Fair) Muleshoe 4-9.
 Texas: Aransas Pass, Tex.
 Texas Longhorn: (Fair) Nacogdoches, Tex.; Center 4-9.
 Tidwell, T. J.: (Fair) Lubbock, Tex.; (Fair) Ahlens 4-9.
 Tilley: Elgin, Ill.
 Tip Top: Latta, S. C.; Hemingway 4-9.
 Toftel: Sapulpa, Okla.
 U. S. Greater: Buffalo, Okla.
 Valley: (Fair) Bellville, Tex.; (Fair) Lockhart, 4-9.
 Wade, R. H.: Cuyahoga Falls, O.
 Wallace Bros.: (Fair) Starkville, Miss.; (Fair) Koscusko 4-9.
 Ward, John R.: (Fair) Hazlehurst, Miss.
 Weer, M. R.: Sturgis, Mich.
 West Bros.: Rolla, Mo.; Bentonville 4-9.
 West Coast Am. Co.: Reno, Nev., 29-Oct. 5; (Fair) Colusa, Calif., 7-10.
 West, W. E.: Motorized: Moline, Kan.; Coffeyville 4-9.
 Western State: Clovis, N. M.
 West's World's Wonder: (Fair) Rocky Mount, N. C.; (Fair) Williamson 4-9.
 White City: Redding, Calif.
 Winter Expo.: Lawrenceville, Va.
 Work, R. H.: Troy, N. C.; Mannings, S. C., 4-9.
 World of Fun: (Fair) Murfreesboro, N. C.; (Fair) Scotland Neck 4-9.
 World of Myth: (Fair) Richmond, Va.; (Fair) Winston-Salem, N. C., 5-9.
 Zeiger, C. F.: United: Albuquerque, N. M.
 Zimdars Greater: (Fair) Clarksdale, Miss.; (Fair) Dyersburg, Tenn., 4-9.

asha 29; Hobart 30; Lawton Oct. 1; Altus 2; San Angelo, Tex., 4; Brownwood 5; Weatherford 6; Bonham 7; Denton 8; Hillsboro 9. Cole Bros.: Pasadena, Calif., 28; San Bernardino 29; Long Beach 30; Santa Ana Oct. 1; San Diego 2-3; El Centro 4; Phoenix, Ariz., 5; Tucson 6.
 Fort Peck Rodeo: Paris, Mo., 27-Oct. 2. Hagenbeck-Wallace: Columbia, S. C., 28; Florence 29; Wilmington, N. C., 30; Wilson Oct. 1; Kingston 2; Greenville 4.
 Main, Walter L.: Louisville, N. C., 29; Mt. Olive 30; Smithfield Oct. 1; Elizabethtown 2.
 Mix: Tom: Moberly, Mo., 28; Columbia 29; Jefferson City 30; Sedalia Oct. 1; Marshall 2; Independence 3; Kansas City 4-5.
 Moon Bros.: Ripley, Miss., 29.
 Polack Bros.: (City Auditorium) Rapid City, S. D., 30-Oct. 5.
 Ringling Bros. and Barnum & Bailey: Dallas, Tex., 28; Ft. Worth 29; Waco 30; Austin Oct. 1; San Antonio 2; Cuero 3; Houston 4-5; Beaumont 6; Lake Charles, La., 7; Lafayette 8; New Orleans 9-10.
 Sells Bros.: Lamesa, Tex., 29; Midland 30. Sells-Storling: Eurlington, Kan., 29; Chanute 29; Independence 30; Parsons Oct. 1; Pittsburg 2; Joplin, Mo., 3.
 Vanderburg Bros.: Osceola, Ark., 30.
 WPA: Forest Hills, N. Y., 28-Oct. 2.

Additional Routes

(Received too late for classification)
 Almond, Jethro, Show: St. Stephens, S. C., 27-Oct. 2.
 Bell Bros.' Shows: Kennett, Mo., 1-4.
 Daniel, Magician: Grand Rapids, Mich., 27-Oct. 2.
 Darr-Gray Show: Fayetteville, Ark., 27-Oct. 2.
 DeRay's Comedians: Alcolu, S. C., 27-Oct. 2.
 LeVant Show: Imboden, Ark., 27-Oct. 2.
 LeVerne Show: Scottsville, Mich., 27-Oct. 2.
 McVally Variety Show: Lebanon Springs, N. Y., 27-Oct. 2.
 Princess Edna Show: Muleshoe, Tex., 27-Oct. 2.
 Otto, Bert, Med Show: Leckrone, Pa., 27-Oct. 2.
 Robert's Circus: Hemlock, N. Y.
 Unicorn Troupe: McComb, Miss.

CIRCUS AND WILD WEST

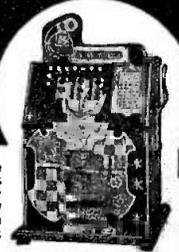
Barnes-Sells-Floto: Duncan, Okla., 28; Chick-

**For Quick Sale- PHONOGRAPHS
 COUNTER GAMES
 PAYTABLES
 SLOTS**



Order From Joe Calcutt

All Guaranteed Perfect Condition. Blue Fronts Supplied. Either With or Without Gold Award. All Serials War Eagles Over 250,000. Can Be Supplied With Mystery Payout at Additional Cost \$4.50. In Ordering Be Sure to Specify Just What Wanted.



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ONE-BALL AUTOMATICS	
17 BALLY GOLDEN WHEELS... \$25.50	
22 BALLY CAROMS... \$6.50	
5 JENNINGS DE LUXE SPORTSMAN... 77.50	
11 WESTERN PREVIEW... 42.50	
8 WESTERN WINNERS... 49.50	
1 PAMCO HEAVY WEIGHT... 67.50	
3 STONER AIR RACES... 45.00	
1 BUMP-A-LITE... 49.50	
2 BALLY ALL STARS... 18.50	
1 BALLY BONUS... 18.50	
4 MILLS DOUBLE HEADERS... 18.50	
1 PAMCO PINCH HITTER... 18.50	
2 DAVAL HIT AND RUN	\$36.50
4 DAVAL TRIPLE REEL	
9 MILLS RAILROADS	EACH
4 PAMCO HI-DE-HO	
3 PAMCO MAZUMA	
18 "B" TRAFFICS	\$6.95
3 SPORTSMAN	
7 BALLY SKY HIGH	
3 KEENEY BIG FIVES	EACH

(ALL OF THE ABOVE-GAMES CAN BE SUPPLIED EITHER WITH OR WITHOUT CHECK SEPARATOR. IN ORDERING, SPECIFY WHICH WANTED.)

RECONDITIONED SLOTS	
38 MILLS 50 BLUE FRONT MYSTERY BELLS OR VENDERS... \$59.50	
18 MILLS 100 BLUE FRONT MYSTERY BELLS OR VENDERS... 62.50	
5 MILLS 250 BLUE FRONT MYSTERY BELLS OR VENDERS... 65.50	
85 MILLS 50 WAR EAGLE BELLS OR VENDERS... 45.00	
17 MILLS 100 WAR EAGLE BELLS OR VENDERS... 48.00	
7 MILLS 250 WAR EAGLE BELLS OR VENDERS... 51.00	
1 MILL 50 EXTRAORDINARY MYSTERY FRONT VENDERS... 55.00	
5 MILLS 50 YELLOW FRONT MYSTERY GOLD AWARD BELLS OR VENDERS... 54.50	
2 MILLS 250 ESCALATOR BILENT JACKPOT FRONT VENDERS... 34.50	
10 MILLS 100 BLUE FRONT MYSTERY GOLD AWARD BELLS OR VENDERS... 49.50	
2 PACE 10 BANTAM JACKPOT BALL GUM VENDERS... 24.50	

RECONDITIONED PHONOGRAPHS	
42 MILLS De-Ro-Mi Phonographs... \$17.50	
27 MILLS DeLuxe Dance Masters... 109.50	
19 MILLS Regular Dance Masters... 89.50	
14 MILLS Triple Six Troubadours... 49.50	
4 MILLS Model 801 Phonograph... 39.50	

If interested in Phonographs of other types, write for complete list.

COUNTER GAMES	
11 LATEST MODEL PENNY PACK 8 (Used Only One Week)	
22 JENNINGS 50 GRAND STAND CIGARETTE MACHINES (Like New)	\$11.75
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TERMS: 1/3 Cash or Certified Deposit with Order, Balance Shipped C. O. D.
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 205-15 Franklin St., Fayetteville, N. C.
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DIXIE EXPOSITION SHOWS WANT

For eight more Mississippi Fairs, Octopus and Pony Ride. Have outfit for Hula Show, 50-50. Want Grind Shows, Stock Concessions, Musicians and Performers. All winter's work, Mobile, Ala.; lots. Pontotoc Fair, this week; Houston Fair, next; Ruleville, Shelby, Marks, Brandon, Collins, Mississippi; all Fairs.
 C. D. SCOTT.

**COURTLAND, ALA., FAIR
 WHEELER DAM COMPLETION
 WEEK OF OCT. 4**

With 5 good Mississippi Fairs following. Cook House wanted. Privilege in Meal Tickets. Can place Stock Concessions and Shows with own outfits. Want Chair-o-Plane Foreman for these six fairs and winter show. One with Concession preferred. All address
 F. H. BEE SHOWS, INC., Dickson, Tenn., Fair, this week, or come on to Courtland, Ala., Fair.

SCOTLAND NECK FAIR and PEANUT FESTIVAL
 SCOTLAND NECK, N. C., WEEK OCTOBER 4.

WANT Flat Rides and Kiddle Rides. Also Loop-o-Plane. Five or Ten-in-One and Shows of all kinds. Have outfits for Minstrel or any show. Want Concessions of all kinds. Red Watson wants agents. We play the Carolina Cotton Carnival, also the Maiden White Fair at Ahoskie. No promotion and all Fairs until Thanksgiving. Place Bingo for rest of season. Have best Armistice Celebration in South. Address
WORLD OF FUN SHOWS
 N. P. ROWLAND, Murfreesboro, N. C., this week.

FAIRS -- J. J. PAGE SHOWS WANT

For Hall County Fair, Gainesville, Ga., next week, followed by Eastman, Lanett, Ala.; Madison, Ga.; Dublin, Elberton. All bona-fide fairs. Place one more Flat Ride, Octopus, Lindy Loop or Caterpillar. All legitimate Concessions open, except Corn Game. Can place one or two more Grind Shows. Spot Basinger wants Relief Bingo Caller. Address
 J. J. PAGE SHOWS, Newnan, Ga., Fair, this week; Gainesville, Ga., Fair next week.

MILLER AMUSEMENTS CAN PLACE

FOR COVINGTON, LA., FREE FAIR, STARTING OCTOBER 7, TO MONDAY, OCTOBER 11. Concessions that operate for stock. Shows with their own outfits, 35%. Will sell exclusive Bingo, Ice Cream and Custard for Donaldsonville, La., Fair starting Sunday, October 10, to Sunday, October 17. WILL PLACE Shows and Concessions for Franklinton, La., week October 11; with Eunice, Jennings and Lafayette to follow. All wire
 RALPH R. MILLER, Alexandria, La., Fair, this week.

BROADWAY SHOWS OF AMERICA

CAN PLACE One or Two Shows, also Acts for Side Show. CONCESSIONS—Erie Diggers, Photo Gallery and Concessions of all kinds. Zebulon, N. C., Five-County Fair, week September 27; Sanford, N. C., Cotton Festival week October 4. Have Caterpillar for sale; cash. All mail and wires per route.

BARFIELD'S COSMOPOLITAN SHOWS WANT

To join at once, Colored Performers and Musicians, or organized Minstrel with Band. Added salary for Band. Will furnish complete outfit. WANT Shows of merit, especially Grind Shows. Also Loop-o-Plane and Kiddle Ride except Auto Ride. Room for legitimate Grind Stock Concessions, especially Cigarette Shooting Gallery, Fish Pond. Opening for Popcorn. Address Sparta, Ga., this week; Adel, Ga., next week; all Fairs.

**LEW HENRY SHOWS
 WANT -- WANT -- WANT**

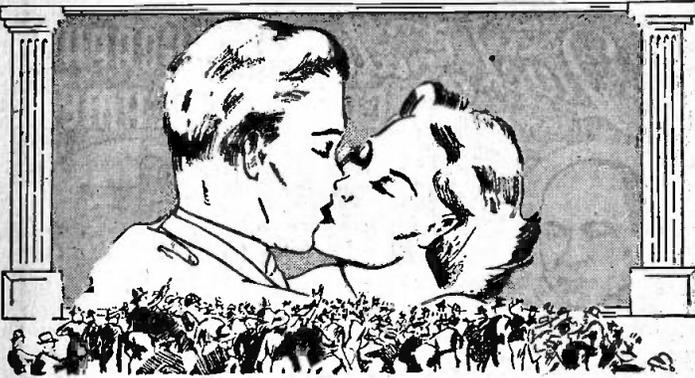
For next week at Weldon, N. C., Colored Fair; Ahoskie, N. C.; Suffolk, Va., and Henderson, N. C., Colored Fair to follow. Organized Minstrel. Daybreak Bell wire. Cookhouse and Grab. One or two other shows of merit, not conflicting. Concessions of all kinds except Bingo. Can use Loop-o-Plane, Loop-the-Loop or any Flat Ride.
 Address LEW HENRY, Angler, N. C.

NEW JOHNSTOWN COUNTY FAIR SMITHFIELD, N. C.

WANT week October 4th. SHOWS: Girl, Illusion, Ten-in-One. WILL BOOK Flat Ride this week only, also other Rides. ALL CONCESSIONS open except Diggers. WANT Bingo, Cookhouse; all independent this date only. All address
M. J. REILLY, ENDY BROS. SHOWS
 MARTON, N. C., THIS WEEK.

STANLEY BROS. SHOWS

WANT FOR FAIRMONT, N. C., AND BALANCE OF SEASON. Shows, Rides and legitimate Concessions of all kinds except Cook House, Popcorn, Corn Game and Diggers, which are sold exclusive. Will furnish 20x50 Top and Banner Line for Ten-in-One. Harry Winters wants Ride Help. Address Lawrenceville, Va., this week; Fairmont, N. C., week October 2.



MOUTH-TO-MOUTH ADVERTISING

"In this age of giant neon signs and colossal national advertising campaigns, it seems that lots of firms forget the power and value of a home-grown reputation.

"Home-grown is the kind of a reputation that comes to an organization by way of front porch and back yard discussion.

"As far as we're concerned we haven't forgotten for an instant that a million-dollar exploitation alone can't begin to create the good will gained by fine service, quality games and a friendly business attitude.

"Be among the boys who know why we're called 'A FRIENDLY FIRM!'"

George Ponser

A FRIENDLY FIRM

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31 WEST 60TH STREET, NEW YORK CITY (Circle 6-6651)
 11-15 EAST RUNYON ST., NEWARK, N. J. (Bigelow 3-6272)
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 1435 BEDFORD AVE., BROOKLYN, N. Y. (Main 2-1297)
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ARCHIE LA BEAU

GUARANTEED BARGAINS

Golden Wheel . . . \$ 85.00	Hi De Ho . . . \$ 35.00	Daily Race, Multiple . . . \$ 20.00
Photo Finish . . . 85.00	Flicks . . . 22.00	Pancho Bells . . . 18.00
Rotary W a r chandler . . . 100.00	Round Up . . . 18.00	Multi Play . . . 15.00
Preakness . . . 69.00	All Stars . . . 12.00	Sunshine Baseball . . . 14.00
Derby Day (with Clock) . . . 62.50	Royal Races, \$47.50 and . . . 39.50	Prospector . . . 11.00
Grand Prize . . . 59.00	Paes Races, \$145.00 to 300.00 . . .	Baffle Ball, 3 for Carom . . . 89.50
Spring Time . . . 49.00	Sportsman De Luxe . . . 79.50	Preview . . . 25.00
Heavy Weight . . . 49.00	Faolination Bowling Game . . . 50.00	Skipper . . . 29.00
Turf Champs . . . 49.00	Queen Mary . . . 24.00	Poerless . . . 15.00
Derby Day (Without Clock) . . . 45.00	Ten Grand . . . 23.00	Hilaloh . . . 18.00
Mazuma . . . 59.50	One Better . . . 15.00	Multiple . . . 15.00
Ten Strike . . . 20.00	Fence Buster . . . 20.00	Grand Slam . . . 14.00
Daily Races . . . 29.00	Brokers Tip, Multiple . . . 20.00	Credit . . . 12.00
Mystery . . . 59.00		Bally Roll . . . 75.00
Winner . . . 59.00		Ray Guns . . . \$45.00 up
		De Luxe Bell (New) . . . 119.00

1/3 Deposit with Order, Balance C. O. D.

La Beau Novelty Sales Co

1946 University Ave., "HOUSE OF QUALITY" ST. PAUL, MINN.

MEMORY QUIZ

See if you know the Answers..

1. What novelty game is entirely different from all others?
2. How can you increase your earnings?
3. Why is it important that you place an order at once?

TURN TO PAGE 104 for the CORRECT ANSWERS

We take great pleasure in announcing our affiliation with

DAVAL MANUFACTURING CO.

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New York, N. New Jersey & Connecticut

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George Ponser wants you to operate **REEL-SPOT** FREE FOR 7 DAYS



ON FREE TRIAL MONEY-BACK GUARANTEE FOR THE BIGGEST PROFITS YOU HAVE EVER EARNED! **\$29.75**

TAX PAID 1/3 with order, balance C. O. D.

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 Cable Address—"PONSER," N. Y.

Texas Ops Attend Alamo Sales Party

SAN ANTONIO, Sept. 25.—Earl Reynolds, of Alamo Sales Company, was agreeably surprised last week when his associate, A. W. (Bill) Brennan, together with Mrs. Marlon Wilson, secretary of the firm, tossed a big surprise party for him. The party was a real one. Food and drinks were supplied in abundance and entertainment was supplied by first-class artists thruout afternoon and evening.

Even city officials co-operated by blocking off the block in front of the firm's offices and rerouting traffic. They also supplied officers to take care of the crowd of operators and friends gathered there.

Over 300 operators in this territory enjoyed the festivities and also obtained a look at the new 616-A Wurlitzer. Many combined pleasure with business and made Reynolds' day still more enjoyable by placing orders for the new model. "Despite the fact that we made no efforts to secure business since we wanted the operators to feel that this was purely a social gathering, we took orders for more than five carloads of the new Wurlitzers," Reynolds reported.

Chico Derby Game Brings Big Orders

CHICAGO, Sept. 25.—Officials of the Chicago Coin Machine Manufacturing Company are enthusiastic about the large number of orders said to be flowing into the sales offices from distributors and operators. "The major portion of the tremendous success of Chico Derby can be traced to the fact that the game has so many unusual features. The playing field has no holes, no rubber or metal bumpers of any kind," says Sam Wolberg. Explaining the action of the game

further, Wolberg says: "Upon insertion of a coin, one, two or three selections light up on the backboard and a variable odds commutator registers win, place and show odds. Player then shoots the ball which circles back near the top of the arch and should fall into one of the five stalls near the top of the playing field. Idea is to shoot the balls into as many stalls as possible. Balls are then released when the ball passes over the starter switch. As they race from their stalls they may pass over a win switch, a play switch or an all-selection switch. The win switch awards the player the win odds if the first ball finishes the race by passing over one of the finish switches that corresponds to one that lighted up when coin was inserted.

"Entire action and principles of play are so intriguing and fascinating that people, hitherto not accustomed to playing games, realize that there is real recreation in machines like Chico Derby."



SAVAGE INDIAN! Helen Savage, popular manager of Fort Worth office of the Automatic Amusement Company, is initiated into the tribe of O'Toole Indians, coin machine fraternity sponsored by the Bally Manufacturing Company.

NATIONAL'S BARGAIN COLUMN

FOREIGN BUYERS
 Receive prompt and efficient attention through our Export Department.
 Cable Address: NATCOINCO.
 FACTORY RECONDITIONED

PAYOUTS

Race Track, Ticket, late model... \$155.00	Springtime... \$45.00
Race Track, late model... 140.00	Wagic Lamp... 35.00
Paces Races, 30-1 odds, bik. cab... 139.00	Men Strike... 35.00
Paces Races, 20-1 odds, bik. cab... 125.00	Daily Races... 27.00
Pamco Deluxe Bell Console... 97.00	Mystery... 24.00
Exhibit Chuck-A-Letto... 77.00	Skipper... 23.00
Rotary Merchandiser... 75.00	Bally Multiple... 21.00
Photo-Finish... 89.00	Velvet... 21.00
Peakness... 67.00	Top 'Em... 21.00
Latonla... 65.00	Challenger... 21.00
Derby Day with Clock... 57.00	Ten Grand... 21.00
College Football, clock... 55.00	Eig Richard... 21.00
Carom... 47.00	Big Coy... 21.00
Turf Champs... 47.00	Daily Races... 20.00
Winner... 47.00	Faces Award... 18.00
Preview... 45.00	Pamco Bells... 17.00
	Galloping Plugs... 16.00
	Tycoon... 15.00
	Sotus... 13.00
	Peerless... 13.00
	Jumbo... 12.00
	Round Up... 12.00
	All Stars... 12.00
	Sunshine Derby... 12.00
	Sunshine Baseball... 12.00
	Credits... 12.00

GRAND SLAM DAILY LIMIT ACES RAPID FIRE MULTI-PLAY KINGFISH PEARL HARBOR

\$7.00 EACH

PIN GAMES

Auto Derby... \$39.00	Booster... \$22.50
Ball Fan... 24.50	Bally Bumper... 17.00
Ricochet... 24.00	Roll Over... 15.00

COUNTER GAMES

Auto Punch, auto, payoff... \$15.00	Reel 2... \$5.00
Penny Pack... 6.50	Punchette... 4.00
	Sweet Sally... 3.50

SLOTS

Mills Lion Head... \$26.00	Mills Blue Front 5c... 371,000 and over... \$47.00
Escalator... 26.00	Gold Award... 24.00
Bally Reliance Dice Game... 19.00	Front Vender... 19.00
Waiting Goose Neck... 19.00	Safe Stand, slightly used... 6.50

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
 FIRST WITH THE LATEST NEW GAMES. Get Your Name On Our Mailing List.
 NATIONAL COIN MACHINE EXCHANGE
 1407 DIVERSEY BLVD., CHICAGO.



BEAUTIFUL FLORAL GIFTS sent by friends of J. & J. Novelty Company, Detroit, on the occasion of the firm's grand opening September 18.

Western's 2 Games Stir Imagination

CHICAGO, Sept. 25.—Because of the success of Western's two new games, Program and Paddles, the home office is being swamped with a deluge of orders from all parts of the country, reports Hugh Burras, sales manager of Western Equipment and Supply Company. "Production has steadily increased to the point where we have been compelled to practically double our manufacturing facilities.

"The enthusiastic response by operators and the public is due to the fact that both Paddles and Program games are so unusual in appearance as well as play, said Burras, "Paddles, a six-way multiple game that takes in six nickels each game, is particularly impressive in its console cabinet and its light and ball action. It features a pocket type playing field.

"Both games have attracted wide attention throught the coin machine field because they are different and entirely unlike any machines produced. They stimulate the imagination of the player and offer an opportunity for recreation and amusement. Because each game is different, a combination of the two on a location gives the operator complete coverage, making it possible for him to cater to all recreation needs of the particular location."

the Grand Opera Artists' Association. But by this method the IA is conceded not even a Chinaman's chance, in view of the SAG's organizational activity.

In view of the above angles, which indicate a general loosening up of the amiable relationship built up during the last six months among the AFL theatrical unions, the AFL's executive board, meeting October 4 in Denver, will be watched with interest.

Meeting of the Four A's to consider the IA threat yesterday was called off at request of SAG.

HOLLYWOOD, Sept. 25.—Powerful opposition to the drive of the International Alliance of Theatrical Stage Employees to take over complete jurisdiction in the motion picture industry arose this week from four film unions—actors, directors, writers and carpenters.

In a statement issued jointly by Screen Actors' Guild, Screen Writers' Guild and Screen Directors' Guild the unions announced resistance to the move of the IA to control motion picture labor.

Twelve hundred members of the Studio Carpenters' Local 946 voted to fight to the end against absorption by the IATSE and any abrogation of their existing agreement with the producers.

Meantime under the direction of William Bloff, West Coast head of the Alliance, the IA pressed its campaign to enroll studio crafts and to compel use of its emblem on all films.

"Whether or not Mr. Bloff has been quoted correctly we are not informed," the Guild declaration said. "We trust that he has not been, for there is no substantial body of directors, assistant directors, unit managers, writers or actors for whom he could be said to be the spokesman."

STONER Corp
 AURORA, ILL.

IMMEDIATE DELIVERY!

STONER'S AROUND THE WORLD

'37 Ball Fan... \$17.50 | Ricochet... \$15.00 | Fire Dragger... \$12.00
 Daytona... 27.50 | Cross Line... 24.50 | Sequence... 8.50

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FRONTIER FIESTA—

(Continued from page 3)

Paid admissions to it totaled 150,000; total last year was 460,000. Pan-American Casino competition was felt this year by the revue. A mild feud between the Fiesta and catering company on seating arrangements knocked the Fiesta out of money at the cafe. The house seated 2,600 this year and 4,000 last year. The Fiesta wanted all available space for seats so as to collect more general admission dollars. The catering company wanted wide aisles so that waiters could get to all patrons. The catering company won.

Casa Manana was packed the last two weeks, but to no profit, as all attendance was from redeemed bargain books, plus 50 cents per person.

Sailor's Puppets proved the outstanding new attraction. The Fiesta might have shown more profit with more attractions, it is held. Chief complaint against the show was about the very small number of attractions. The few concessions did okeh.

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IA JURISDICTIONAL

(Continued from page 3)

ducers makes the IA claim seem like an open bid for trouble from the executive board of the AFL, which is not likely to juggle jurisdictions with no apparent reason. General practice in such matters follows along the lines of a "show cause why your charter should not be revoked" order, as was the case in the recent embargo involving the American Guild of Musical Artists and



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of from \$2 to \$4 when the word has been completely illuminated. "The parlay feature operates in much the same manner," he continued, "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. "Tremendous amount of orders that we have received from dealers all over the country for these two games is a fair indication, I believe, of the splendid enthusiastic applause on the part of the public for games which fascinate and kindle the imagination," Becker concluded.

HUB NIGHT LIFE

(Continued from page 3)

horn of New York, has the contract for both spots. Ben Ginsburg's Club Mayfair, swankiest in town, has opened with a name policy, continuing his successful experiment of last spring. Sheila Barrett, ace mimic, hooked in for one week (15), was held over for another. Every night has been doing Saturday biz. Benny Fields returns Wednesday for a week. Joe Smith's ork is back for the second season. Bert Jonas, New York agent, books the acts surrounding the "names."

Kitty Brando opens September 29, with Jimmy McHale's Ork back for the fourth year. Noel Sherman is producing. There will be a line of 12 and four acts, with changes every two or three weeks. Johnny Howard, character delineator, opens with feature billing.

Maren's Penthouse opened last night with a distinctly different club decor. Frankie Ward's Rhythm of the Dawn Ork (11) is back for its second season, featuring Carmen Trudeau on the vocals. Boots McKenna line of 16 in again, plus four acts on a three-week-stay policy. Maren books. Seating 450.

Levaggi's Flamingo Room opened last Thursday, with Lou Walters putting in a line of 10 and four acts. Rudy Bundy's Ork back for another season. Levaggi's Downtown spot opened its second season September 14, making its initial billing of entertainment with string ensembles. Currently is the ABC Trio. Walters the booker.

Max and Joe Schneider's Steuben's Vienna Room, basement spot (capacity 475) opens this evening, with Jack Fisher's Ork (19) returning for its sixth season. Van Sheldon is booking, altho he has an arrangement with Jerry Mann, of the Lou Walters office, on line placements.

The Westminster Blue Room reopens October 4, with Jerry Mann most likely booking the line of six and three acts.

Barney Welansky has signed Lew Conrad's Ork for the fall and winter season at the Coconut Grove. Conrad rounded out one full year Wednesday. Grove will have a line and four acts. Melody Lounge, basement cocktail nest, will feature a pianist-singer and the Girl in the Fish Bowl, freak novelty.

Hotel bookings are strong, notably Nye Mayhew's return after a summer engagement at New York's Glen Island Casino to the Hotel Statler. Will be located at the main dining room and Terrace Room. Linda Keene is featured singer. Salvy Cavicchio's unit of five returns to the Statler's Cafe Rouge and Palmer Room, besides playing concert music.

Copley Plaza Hotel will open its Sheraton Room September 30, with Johnny Long's Duke University Rhythm Kings Ork booked by MCA.

Other bands set are Roly Rogers, Westminster Blue Room; Lew Tobin, Tremont Plaza Restaurant; Duane Marshall, Hotel Essex; Bob Hardy, directing Ranny Weeks' Ork while he is on the Coast making flickers, at the El Morocco.

Jack Marshall's Society Band closes the Ritz-Carlton Hotel Roof Garden season in a week. Return engagement for three weeks was the first this season for any band and the only local outfit to get the engagement.

Southland, the town's only septanitary, opened last Wednesday. Blanche Galloway's Ork returns. Featured are Willa Mae Lane and the Four Cracker-jacks.

The Famous Door opened this week with Pat Rooney and Pat Rooney III, Janet Reade and Bernie Wayne's Ork.

WARWICK, R. I., Sept. 25.—Hollywood Casino (capacity 300) opened last week.

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Mills Dance Masters	\$ 65.00
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Mills Blue Fronts	\$55.00
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Booked by Lou Walters, Boston. Three-straight-act policy. Al Starita's Ork (10) booked direct.

PROVIDENCE, Sept. 25.—Hillsgrove Country Club opens tomorrow with a fall-season premiere. Ray Coppola's Ork of 10 and a four or five-act policy. Booked thru Jacy Collier, of the George A. Hamid Boston office.

LOWELL, Mass., Sept. 25.—New American Hotel Blue Room opened September 13 with Eddie DiPietro's Ork of six and a variation of four or five acts. Jacy Collier booked. Lou Clarke's Ork comes in Monday, replacing DiPietro.

SWAMPSCOTT, Mass., Sept. 25.—Club Swanbeam closes season tonight. Jacy Collier is booker.

SALISBURY BEACH, Mass., Sept. 25.—Huge and beautiful surf-front spot closes tonight. Karl Rohde's Ork (nine), Lee Steele's line (eight) and four or five acts were billed. Jacy Collier booker.

MIDDLETON, Mass., Sept. 25.—Middleton Arms, managed by William S. Colton, pop dine and dance road rendezvous on the Newburyport turnpike, had its fall-season opening last week, with Bernice Bruce and James MacCarthy, of the Artists' Amusement Agency, Boston, booking the weekly Wednesday and Thursday floor show. Tom Vitali's Ork and two or three acts used.

LEGIONNAIRES PROVES
(Continued from page 3)

more necessary needs of the masses, quite naturally did a landslide business, but signs welcoming the Legionnaires to theaters, clubs, etc., proved just so much phony bait. Grosses fell generally, and the legit houses were so upset by the noise that some skipped performances.

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Production Speeded Up on Handicapper

CHICAGO, Sept. 25.—Handicapper, the new success of J. H. Keeney & Company, has already reached a production schedule of several hundred games daily, according to Ray Becker, sales manager of the firm. "The various features incorporated into this game plus its highly intriguing play have proved exceptionally profitable on locations of all types. "The way this game operates is really simple. With the insertion of a nickel in the six-coin visible coin chute one or more horses light up on the backboard selection panel which shows what horses will pay on that play. 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," he continued. "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 word 'handicapper' on the backboard then the player collects an added purse

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Ohio Association Goes After Public Good Will

Members discuss many major topics at Columbus meeting—take action to prevent play by minors—newspaper reporters are invited to hear general discussions

COLUMBUS, O., Sept. 25.—Columbus Amusement Association held its regular meeting September 15 and welcomed into its membership two of the largest operators of phonographs and games in this section. One of them was Adam Ehmann, pioneer operator, with one of the finest display rooms in the city. The other was C. J. Yeager, one of the oldest phonograph operators in Central Ohio. Yeager was operating phonographs in the old days long before amplifying systems were known. The association considers these two new members a valuable asset in promoting the ideals of the organization, since both men are greatly respected in the operating profession. It is estimated that the association now has about 97 per cent of the active professional operators in the Columbus area in its membership.

Some major topics came up for discussion before the meeting. Probably the most important was the use of every possible method to prevent minors from playing amusement games. President George Barok spoke at length on the subject, referring to an editorial on the subject in *The Billboard* and warning every operator to be careful. It was a matter in which every operator must act not only to protect himself but also the group, he said. The association prescribes a limit of three blocks around schools, and stickers appear on games to inform the public of its policy.

Then the members tackled other problems to eliminate some of the hardships they have had to contend with in the past. A tentative program was adopted, including the following ideas: 1—The names and telephone numbers of operator members will be advertised in two local newspapers by the association, showing the public that the organization is at work to maintain high standards of membership; 2—at the next meeting, October 6, two reporters from the local newspapers will be invited to attend the session and give it a news story, and 3—an executive committee has been appointed to confer with the city administration to inform it of the purposes and plans of the association. The underlying purpose of the program is to secure better fellowship among local operators and also to promote a better understanding with the public and with officials. Members attending

the last session seemed heartily to approve this program.

Association executives decided also to make monthly reports to the trade press so that other associations could share in the ideas and plans being undertaken by Columbus operators.

The list of operator-members as of September 15 included M. L. Alberts, C. E. Bristol, George Barok, Howard Combine, A. L. Dodson, Adam Ehmann, O. E. Howells, O. H. Jolley, George Nebel, B. G. Nebel, R. A. Norwood, E. E. Shaffer, O. K. Schurtz Jr., C. J. Yeager and Marshall Vending Company.

Address of the association is Columbus Amusement Association, 518 South High street, Columbus, O.

Detroit Operating Firm Reorganizes

DETROIT, Sept. 25.—The F. & S. Coin Machine Operators, formed by Frank M. Novak and Stanley Kolasa, operating several routes of pin games, has been reorganized as the Superior Coin Machine Company. Personnel of the company remains the same, but they have expanded their quarters and are now located on Livernois avenue.

They recently added to their routes by a purchase from the A. P. Sauve Company of several new machines. The company is now branching out into the music field as well.

Novak reports good business resulting from their routes, with machines placed in gas stations, restaurants and beer gardens. The latter, he thinks, show the best profits.

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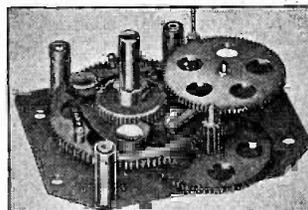


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CHICAGO, ILL.Form New Firm
In Kansas City

KANSAS CITY, Sept. 25.—After years of experience in manufacturing and jobbing in this section, Joseph Berkowitz, this city, announces his association with Richard Chandler, local printer, in the operation of a new coin machine factory, the Universal Manufacturing Company, 104 East Eighth street.



JOSEPH BERKOWITZ

Already employing a staff of 50 workers in the factory and over 500 home workers, plant gives promise of success. Berkowitz is well known to local operators, having been active in manufacturing and jobbing in the salesboard field in this section for over 20 years.

"Local operators are behind our factory 100 per cent," Berkowitz says, "because we intend to supply them with just the kind of merchandise they need for successful operation."

New company has already incorporated several original and clever ideas in its new jar games.

"In designing our jar games we have decided to incorporate the most profitable and popular features in the industry along with our own new ideas that will help to make this new-type game a successful and permanent thing," Berkowitz says. "I also believe," he adds, "that our new deals will not only capture the interest of players and operators, but will lead to better sales and larger, steadier profits."

"Our aim is to give quality merchandise at popular prices and to produce the kind of merchandise that will solve the problem of the operator," vows Berkowitz.



RICHARD CHANDLER

New factory will be a leading factor in the promotion of jar games, tip books and similar merchandise. Plant is equipped with modern and complete facilities for work of this kind, and the printing staff is composed of men who have had years of experience. Company is a member of the National Association of Tally Card Manufacturers.

COTTON CLUB'S

(Continued from page 4)
and dancing. She has the looks and personality.

The Nicholas Brothers are co-featured with Calloway, moving up from the sec-

ond feature spot of last year. The youngsters keep getting better, their sock dancing and personality helping the show immensely. Tip, Tap and Toe, who scored in pictures recently, again sock over their fancy and spectacular dancing. Another familiar act here is the tramp band, comprising eight boys dishing out queer home-made rhythms and comedy. As before, it is a strong novelty turn.

Baritone James Skelton leads several production numbers backed by the 12 Will Vodery Jubileers. Dynamite Hooker uncorks some furious galloping tap dancing that is easily interest holding, while Shorty Snowden and his three teams of Lindy Hoppers also add to the dancing fun.

There is the usual jungle number, with the lovely gals out in feathers and things, but this time there is Princess Orella and Pete and Company doing Cuban congo dancing and drum beating, followed by the torso-waving Tondeleyo being chased around by an amorous ape. The ape is a fearful-looking thing, which manages to carry away the scantily clad Tondeleyo at the rousing climax. Not very original, but it's still stimulating stuff.

Then there is Freddy James clicking out clear taps interspersed with spectacular dancing upside-down, and there are also the Chocolateeers, three boys doing comedy hoofing and mugging.

The dances are staged by Al Richards and Leonard Reed and are lively, besides permitting an eyeful of the eight stately show girls, as well as of the 16 prancing chorines. Six chorus boys, not particularly handsome, complete the ensemble groups. The costumes by Veronica and designed by Frances Feist are spiffy, colorful and do much to add to the speed and distinction of the revue. Will H. Vodery incidentally supervised the music and orchestrations, doing a fine job.

As we said before, Calloway is superb, his Romeo bit, for example, being an especial delight. With the show as sumptuous as it is and the \$1.50 dinner so absurdly low, this spot offers the best bargain for night clubbers on the main stem.

Arthur Davy's Orchestra alternates with Calloway for the dance music. Connie Immerman is host and Herman Stark director of the club. Harry Sobol is again handling the publicity.

Paul Denis.

FLESH BOOMS

(Continued from page 4)

in even during the hot months before the Playhouse installed air conditioning.

A rift with the management was unofficially blamed for the Peruchi's closing, they having lost none of their popularity in Chattanooga gained during four different engagements in five years. The WDOO management (again unofficially) is reported planning to install musical shows as a tryout. The stock company expects to be back within a couple of weeks. No plans have been made as yet for other engagements, Manager C. D. (Pa) Peruchi stated.

Tallulah Bankhead, in *Antony and Cleopatra*, will come to the Tivoli November 17. Helen Hayes' *Victoria Regina* and the *Ziegfeld Follies* also have been booked for the Tivoli, Wilby-Kinney chain house, but the dates have not been announced.

Jackie Coogan brought his orchestra and *Hollywood Hit Parade Revue* to the Memorial Auditorium September 1 for a floor show and dance under the banner of the Chattanooga Recreation Center that attracted some 2,500. It was the first of a series of name bands planned for this season. Little Jack Little's Orchestra is scheduled next.

PROGRAM REVIEWS

(Continued from page 10)

the *Gong*, *Logical Error* and *An Angel Straight From Heaven*, and spirited and intelligent radio direction it was.

Production was somewhat uneven, as the music and emceeing bordered on the corny side, while plays were far more polished and sophisticated than the run of radio fodder. And three one-acters of an evening is something of a large order. Such things are relatively minor, however; sharper production and change of time will probably take care of such details.

One play, *Error*, was quite a sophisticated skit for the air, considering the usual lily-white, pasteurized stuff that is dealt out. It had to do with the hiding ability of a lover vs. the logic of a husband and ended with a blackout

effect. *Angel* was sweet stuff and opened the show, while *Gong* dealt with hypnotism and quite effectively.

Despite uneven balance of drama and music and the wrong format, this *One-Act Theater* is well worth watching. It's an indication of an intelligent, mature, not highbrow trend or so hoped. Anyway, its content is high above the average sketch.

Margaret de Pady vocalized but did not come up to the standard set by the one-acters. B. H.

"Campana Vanity Fair"

Reviewed Monday, 8:30-9 p.m. Style—Variety show. Sponsor—Campana Corporation. Agency—Aubrey, Moore & Wallace. Station—WJZ (NBC network).

There's a mixture of farm wit, English accent and young voices in this production. Such ingredients naturally make a mixed dish and one that lacks any particular distinction. Not that it's a turkey, but rather a lukewarm stew lacking much beef. Cal Tinney does the farmer business and does it better than much similar stuff. Shellah Graham, Hollywood columnist for the North American Newspaper Alliance, is much too artificial and English sounding to be dishing out the Hollywood dirt. The lady plays the love string till its pretty well worn out and her strained voice will probably make the fans fidget.

Eileen Barton, youngster who did Jolly Gillette on the Milton Berle show, continues with her heckling and singing and should hold on to her following. An Eddie Cantor impersonation by Larry Duncar was a purely routine job, lacking finesse. A young tenor, Douglas Wilson, displayed a promising voice, while Bob Trendler's Orchestra backgrounded the show.

Sales appeals restrained except for some free book business. This time it's *Discover Your Personality* for a box top and a dime. B. H.

"Enchanted Garden"

Reviewed Thursday, 2:15-2:30 p.m., D.S.T. Style—Story telling-dialog. Sustaining on WICC, Bridgeport, Conn. (Yankee Network).

This is one of a new series of story hours for juveniles, and is the best of its kind on the station. Story is narrated by Rosabelle Nelson, and she is assisted in dialog by Lorelle Tomlinson, a 10-year-old youngster, who handles her lines very well. Type of stories is carefully selected and holds interest of youngsters right to the end. Given in serial form. S. A. L.

PROMOTIONAL SEIRTS

(Continued from page 10)

football material. Entire program is being co-ordinated by Joseph E. Rollins, Atlantic ad manager.

KSL-Radio Broadcasting is the title of a trade digest issued by the Salt Lake City station. The journal will be a bi-monthly service to clients and will carry a list of promotional ideas suitable for various businesses.

Anticipating the stimulation in radio use coming with the World's Series in baseball and the big football games, Philco has stepped into the picture with promotional aids. For the pigskin fans Philco has published *Official Football Facts and Radio Guide for 1937*, edited by Pudge Heffelfinger, former famous Yale guard. Give-away booklet carries a radio score card for any game and a radio guide to the principal stations in the United States, in addition to a wealth of football data. For the baseball fans window streamers in the form of score-by-inning bulletin boards are being distributed to dealers.

HICKS HELP

(Continued from page 4)

atmosphere, proprietor Angelo Lopez imported emcee Jose Manzaneros and 18-piece rumba band under the baton of Nilo Menendez, and an all-Cuban and Spanish cast. NBC and CBS wires will pipe from this address.

George Gottlieb, Eastsider, invades the Times Square sector shortly with a cafe on West 49th street. Talent will be used in both ballrooms being added to regular dining room.

At the Dixie, a new hangout in the East 46th street area, Jack West heads the show. A Spanish revue set the ball rolling for the Casa Valencia September 22.

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- ULTRA PLAY-APPEAL!
- ULTRA PROFIT-POWER!

The crowning masterpiece of modern engineering! Combines the greatest array of play-compelling features ever included in a game! DERBY CONSOLE MULTIPLE has EVERYTHING—furious action!—modernistic beauty!—irresistible appeal!—MASS EARNING POWER!

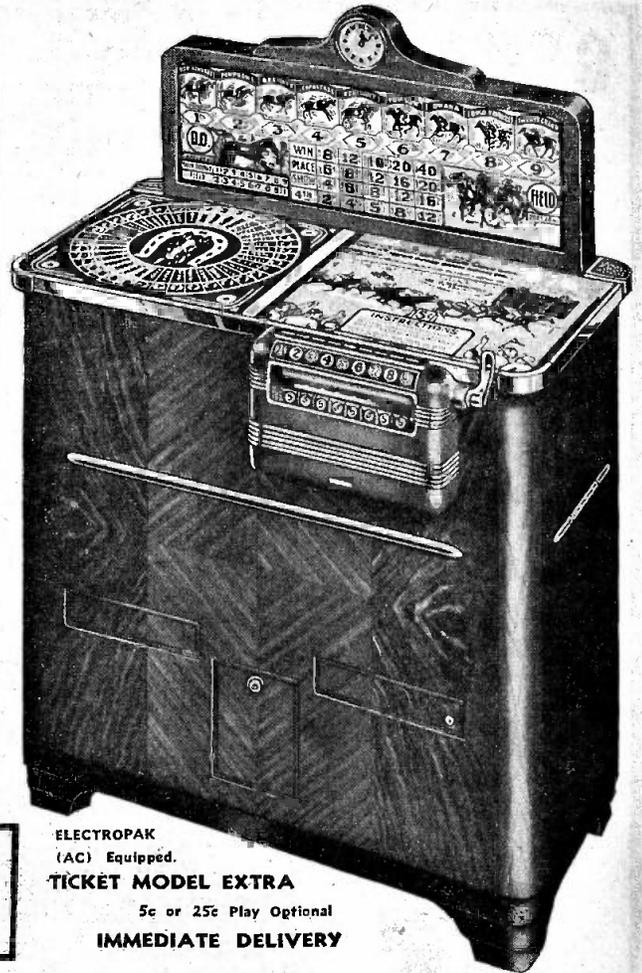
MULTIPLE 9-COIN SLOT—up to 9 plays possible at one time! Coin in Chute selects corresponding horse. Odds from 4-1 to 40-1 automatically posted on back panel. If all 9 horses are played, Field or Daily Double may be won by any one of 9 Players with odds of 20-1! Magnificent de Luxe cabinet of matched walnut veneer! Silver-etched multi-colored plate glass

SEE YOUR DISTRIBUTOR OR WRITE FOR PRICES.

field! Spinner-light playing action! Mystic 3rd Dimensional back panel!

New precision-built mechanism, highly simplified! Entire mechanism, including coin head, easily accessible by raising playing field. DERBY CONSOLE MULTIPLE will GET you the best locations and enable you to HOLD them with a steady stream of BIG-TIME PROFITS!

- ★ MULTIPLE 9-COIN CHUTES take up to 9 coins at one time! Earning capacity, nine-fold!
- ★ MAMMOTH CONSOLE de Luxe Cabinet, 20" deep, 38" long, 55" high. Matched walnut veneer, chrome trim. Disappearing handles for transporting.
- ★ SPINNER LIGHT PLAYING ACTION.
- ★ CYCLE ARRESTER, absolutely prevents cycling; foils sharp-shooter systems.
- ★ ADJUSTABLE AWARDS, Automatic electrical control.
- ★ HAMMOND ELECTRIC CLOCK, 6-WAY FUSE, and scores of other features.



ELECTROPAK (AC) Equipped.
TICKET MODEL EXTRA
5c or 25c Play Optional
IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
2736-42 N. PAULINA ST.
CHICAGO, ILL.

SCORING A BIG HIT!
DERBY CONSOLE
WITH MYSTERY SINGLE SLOT!

Seiden Distributing Takes New Quarters

CHICAGO, Sept. 25.—Seiden Distributing Company, well-known factory distributor of Albany, N. Y., has moved to larger quarters at 1240 Broadway, it was announced here today.

"The sudden popularity of various machines in New York State, including Albany, has boomed business to the point where we were literally compelled to enlarge our quarters," Mr. Seiden stated during a visit here. "Our business is now triple what it was a short time ago, and orders are continuing to pour in in ever-increasing quantities."

"New quarters will make it possible for us to give our customers immediate and prompt service and fulfill their needs in the best possible manner."

A complete line of equipment is reported to be available to the thousands of operators who are numbered among the organization's customers. Complete facilities for prompt service are features of the new quarters, Seiden said.

Genco Announces New Football Game

CHICAGO, Sept. 25.—Officials of Genco, Inc., announced today that beginning October 1 their newest sensation, 1937 Football, will be available to distributors and operators.

Commenting upon the game, Dave Gensberg, company official, stated: "We believe that when this game is placed upon the market it will take the country by storm. It is one of the finest novelty games we have ever presented. We have built all the thrills, color and glamour of a real gridiron classic into it. The player can't help feeling the same thrills as if he were playing in a big-time game. Game is chock-full of college atmosphere. Distributors who have seen it perform on test locations already have placed orders so that they may be

among the first to introduce this game to the many operators who will be clamoring for it.

"Thruout the construction of 1937 Football," Gensberg added, "our engineers have adhered strictly to the firm's ironclad policy of using only quality materials. Distributors can be assured of the game's mechanical excellence. We feel safe in stating that it will be as strong a money maker during the winter as it will be during the season when interest in football is at its peak."

Atlas Branch Gets Under Way in Miami

MIAMI, Sept. 25.—Eddie Ginsburg, having spent a whole week here in getting the new branch office of the Atlas Novelty Company under way, is already an acclimated native. He can now be seen running around in polo shirt and slacks and has the necessary Southern accent. A skeleton staff for the branch office was located temporarily at the McAllister Hotel and a deluge of business has already been reported.

Ginsburg reports that the new permanent quarters will consist of modern display rooms and offices and will carry the largest selection of novelty games in Florida in addition to a complete line of other types of equipment for operators.

"It is indeed highly gratifying to see this splendid, huge response," Ginsburg added. "Atlas officials highly appreciate the many kind words and hearty congratulations from operators in all parts of the country. Atlas personal service will be available to all and operators are assured that each order will receive the personal attention of Atlas officials."

The appointment of Julian Kratze as sales representative of the company was also announced by Ginsburg. Kratze will contact distributors and operators in the surrounding territory. Ginsburg will remain permanently in Florida to manage the Miami office.

McCALL NOVELTY CO.

McCALL'S GUARANTEED		MACHINE BARGAINS.	
Bell Fan	\$18.50	Swingtime	9.50
Home Run	15.00	Wicked	15.00
Happy Days	12.50	Replay	15.50
Elec. Scoreboard	22.50	Poko Reel	8.00
Skeoky	22.50	Short Sox	45.00
Batter Up	27.50	Bois	6.00
Running Wild	17.50	East & West	3.00
Generation of 1937	18.50	Mad Cap	5.00
Bally Booster	39.50	Bullet	12.50
Firecracker	8.00	Three Jacks	6.00
Auto. Derby	11.50	Autopunch (5c)	3.50
Dixie Dominoes	5.00	King Six (Dice)	3.00
Daval Races	9.50	High Tension	3.00
Fairplay	3.00	Cannon Fire, Jr.	3.50
Matchem (Center)	4.50	Banker	3.50
Watchem	32.50	Sweetstakes	6.50
Real "21"	27.50	Reel Dice	7.50
Mystic	7.50	Puritan (Comb.)	6.50
Crossline	7.50	Rithmatic	6.50
Cracko	7.50	Bally Nugget	6.50
Balance C.	Send	O. D. Gable Address: McCallco.	
1/3 Deposit, 1944.		For Our Latest Price List No. A-201.	

DO YOU KNOW THE ANSWERS? HOW GOOD A MEMORY HAVE YOU FOR FACTS?

1. What novelty game is entirely different from all others?
2. How can you increase your earnings?
3. Why is it important that you place an order at once?

SEE IF YOU'RE RIGHT — TURN TO PAGE 104



GO FOR REEL SPOT

THE WORLD'S GREATEST COUNTER GAME

GOES FOR BIGGER PROFITS EVER HOUR!

Reel Spot on ANY Spot thrills crowds with its Big Odds, real "McKay" Shell Game Play! In fact—players actually GRIN when they lose—THAT'S how much THEY like Reel Spot!!!

Location owners like it (not only because it more than pays the rent)—but because Reel Spot's Swivel Action Turntable makes it SO EASY for them to check the winners! And with the kind of play Reel Spot gets—Fella, Storekeepers bless the Daval Turntable!

Operators, Jobbers and Distributors who already have Reel Spot simply RAVE about it! Because it's bringing big, steady, easy profits that grow BIGGER every hour of the day! Boy, Oh, Boy—IT'S A HONEY!

**GET BUSY!
RUSH YOUR ORDER NOW!**

ONLY
29⁷⁵
TAX PAID



DAVAL MFG. CO. ★ 200 SO. PEORIA ST. ★ CHICAGO

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., 1401-1417 W. Jackson Blvd CHICAGO, ILLINOIS.



French Reports

Editor's Note—Opponents of payout machines will point to the action of the French Government in banning these machines after a year's trial as an indication that such machines cannot be operated legally. Operators should therefore file reputable reports on the French situation for future reference. The coin-machine trade papers in Europe have given frank reports of the incident, and among them is the following account published in the coin-machine section of *The World's Fair*, London:

"PARIS, Sept. 7.—Altho some sort of regulation of automatic payout machines in France had been expected for some time, operators were somewhat astounded last week at the sudden decision of the French Government to totally suppress the operation of any and all forms of payout-coin machines, including fruits, table or counter games, the Bussoz wall machines and even granes.

"The immediate cause of the ban was the investigation of automatic machine activities in Paris and throuout France, resulting from the attempt of racketeers to extort 'protection' money from an important operator of payout machines in Paris. As the government at the time of this scandal was empowered to enact laws without referring same to Parliament the cabinet ministers on August 31, ironically the date on which this

power expired, enacted a decree law suppressing the operation of all coin-operated machines in which there was any element of gambling, even if no cash prizes were involved. The law went into effect immediately in Paris and in the provinces as soon as copies of the law reached the authorities. In Paris practically all machines ceased operation on September 1 and the majority of machines were removed from cafes and other locations before the end of the following day.

"Greediness of many operators of payout machines resulted in abuse of the comparatively liberal regulations governing the operation of payout machines.

Ban May Be Modified

"Undoubtedly efforts will be made—in fact, are already being made—to have the ban modified, but it is practically admitted that there is little hope of the operation of the Bell Fruit or any similar type of machine being again permitted. It is, however, predicted that the Bussoz type of machines, which are gambling on a very petty scale but which have existed so long as to have become an established tradition, and cranes will probably be granted a new lease of life when the scandal clears off a bit.

"Sportslands around Paris present a desolate appearance, as do the automatic machine stands at the amusement park of the Paris Exposition. Distributors of bona fide skill and amusement games and devices are actively seeking to capture the spaces left vacant

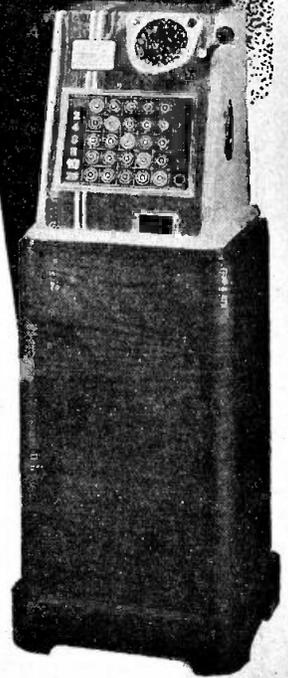
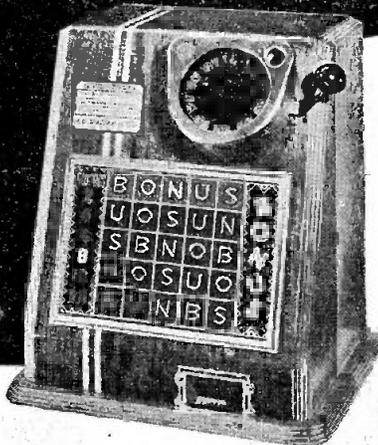
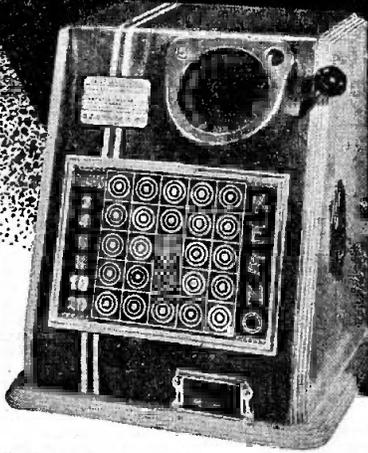
EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

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- D. Gottlieb Co.
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- 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.

AGAIN EVANS SCORES A SCOOP!

Streamline COUNTER and CONSOLE GAMES—A YEAR AHEAD



THE Games of Tomorrow! Originated by EVANS! Brought to you far in advance of imitators, so that you can enjoy their Super-Earnings **WITHOUT COMPETITION!** These new swanky Streamliners pack Super-Earning Power into the smallest space! Counter models, 18 1/2" high, 16 1/2" wide, 13 1/2" deep. Console models 52" high, 20" base, 15" deep. Place them anywhere!

Both machines reproduce favorite games in fast, intriguing lights! KEENO is Automatic "Bingo"—the game that's tops wherever crowds gather! BONUS is based on the ever popular cross-word craze, stepped up to the modern tempo! Stunning beauty, lively action and liberal payouts get record-breaking play and locations report performance and profits that put "slots" to shame! Built with EVANS' precision engineering! Months of testing and perfecting! Mechanically **RIGHT—ABSOLUTELY FREE FROM BUGS!** Guaranteed to deliver the **PERFECT PERFORMANCE** for which EVANS is world-famous!

Get the jump on your competitors by putting these Super-Money-Makers into your locations at once! Order immediately on our Money-Back Guarantee!

KEENO

BONUS

MONEY-BACK GUARANTEE

If for any reason you are dissatisfied with any EVANS Game return it within 10 days from date of delivery and we will refund your money!

EITHER GAME Counter Model

\$99.50

SAFE STAND CONSOLE, \$21.00 EXTRA.
CHECK SEPARATOR, \$7.50 EXTRA.
TICKET MODEL, \$12.50 EXTRA.
MINT VENDOR AND SEPARATOR, \$17.50 EXTRA.

Plus Tax

CREATORS OF GAMES OF THE FUTURE

Order from your Jobber or Direct

H. C. EVANS & CO., 1522-28 W. ADAMS ST., • CHICAGO

thru the sudden removal of the payout machines."

Newspaper Angle

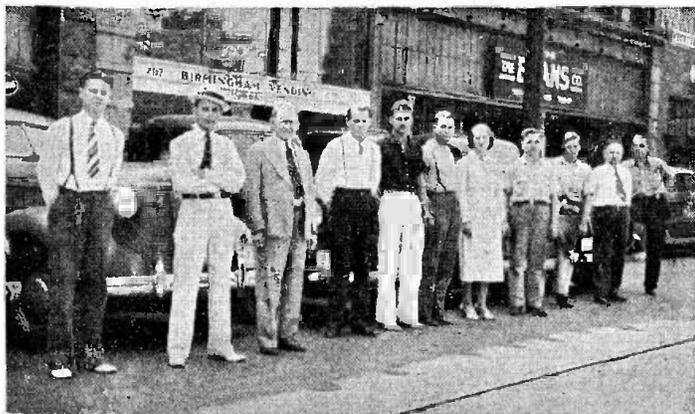
The conservative newspaper angle of the French action on slot machines was presented in *The New York Times* September 19, 1937, in a special correspondence item as follows:

"PARIS—Things are not the same in thousands of cafes in Paris and its environs. A governmental decree has put a stop to the operation of slot machines which, during the past two or three years, have done a flourishing business.

"When the decree forbidding the operation of the 'one-armed bandits' went into effect a survey of the Opera district, the Gare St. Lazare district and the rue Amsterdam and other streets—where there are hundreds of cafes—revealed that the law was being obeyed. And it is said that a factory or two employing several hundreds of men

ceased to run because of the suppression of the 'Chicago gangster.'

"The majority of these slot machines bear the label 'Made in Chicago,' but the understanding here is that many with this inscription were assembled in factories in the environs of Paris itself. The ban on the slot machines was ordered because of the enormous amount of money invested in them and the consequent loss to the national lottery, which dispenses half of the tickets in the monthly drawings thru veterans' organizations and the like in 'tenths.' These 'tenths' represent the tenth part of 100 francs and are popular because of the small price. The slot machines cut into the sales of 'tenths.' Where, in the past, 1,500,000 whole tickets were sold easily in a month thruout France, more recently there was a drop in sales and it was more than apparent that the slot machines were to blame for this."



BIRMINGHAM VENDING COMPANY'S service crew and office force take a minute off their busy schedule of keeping the coin-operated machine business humming around Birmingham.

REEL SPOT

FOR BIGGER, BETTER, EASIER, STEADIER PROFITS

Get into the swing! Buy REEL SPOT—The game that is bringing the BIGGEST PROFITS in history! It's a clean-up for ALL OPERATORS! 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 100 Rolls 75c, Case (1,000 Rolls) \$8.50.



PRICE **\$29.75** TAX PAID

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

2 CANDY SALESBOARD DEALS

SENSATIONAL MONEY MAKING DEAL

50 WINNERS K's Salesboard

44 Boxes of High-Grade Candy—1 Lb. 1/2 Lb., 1/4 Lb. 6 Jars of Assorted Filled Candy.

5 Lb. Box Assorted Chocolates for Last Punch.
1 300-Hole Salesboard.
COSTS YOU \$5.50 • TAKES IN \$15.00

QUICK TURNOVER DEAL

Every Punch Receives a One-Pound Box of Chocolates. Numbers Run From 1 to 32.

24 WINNERS 24 1-Lb. Boxes of Chocolates.

1 24-Hole Salesboard.
COSTS YOU \$4.25 • TAKES IN \$8.00

20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

CANDY FOR THE HOLIDAYS

5-Lb. Box of Assorted Chocolates. Per Box..... **70c**

5-Lb. Box of American Mixed Hard Candy. Per Box. **60c**

All 5-Lb. Boxes Packed 1/2 Dozen to Carton.

DELIGHT SWEETS, INC. 50 EAST 11th STREET, N. Y.

HOT? ...IT'S SETTING THE INDUSTRY ON FIRE!

CHICO DERBY



GEORGE PONSER, Distributor for New York, New Jersey, Connecticut.

FOUR TIMES AS MANY ORDERS ON CHICO DERBY AS THE BEST PREVIOUS GAME WE'VE HAD!

That's the result of the first announcement of Chico Derby. Distributors, Jobbers and Operators who are calloused to great claims have gone wild about this game. There's nothing else like this great novelty game. Deliveries may be temporarily slow, but we are stepping up production to 200 a day so that all orders will soon get prompt attention. Order in quantities—this game will be as hot months from now as it is today!

\$74.50

F. O. B. Chicago.

Here are the Correct Answers!

1. CHICO DERBY—It has no holes, no spring or rubber bumpers. Balls race from starter to finish line-up.
2. Operate CHICO DERBY. Many operators report that it takes in more money than a payout table. We are so swamped with orders for this sensational game that all are being filled in the order that they are received. An early order means early delivery.
- 3.

CHICAGO COIN MACHINE MANUFACTURING CO.

1725 W. DIVERSEY BLVD., CHICAGO

SPECIAL!

WHILE THEY LAST!

20 WURLITZER

412 SIMPLEX PHONOGRAPHS

\$175 EACH ORDER NOW! IMMEDIATE DELIVERY! 1/3 DEPOSIT REQUIRED WITH ORDER.

SEIDEN DISTRIBUTING CO.

1240 BROADWAY

ALBANY, N. Y.

ELECTRO-BALL CO. Inc.

1200 Camp Street

Dallas

MILLS BLUE FRONTS

"Used less than 7 Weeks". \$49.50 Up.

Other Slots priced sensationally low! Finest Stock Used Slots in our history!

1 - BALL AUTOMATIC . . . and other Pin Games — all kinds of Coin-Operated Equipment at

ROCK BOTTOM PRICES

Wire for Complete List of Fall Bargains!

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

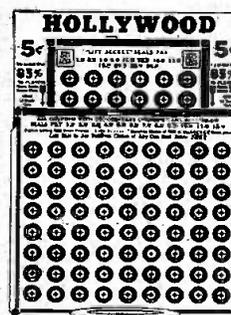
Pacific's Dominole Said To Help Ops

CHICAGO, Sept. 25.—Pacific's new Dominole console game, together with others of the same variety, is creating a considerable amount of increased interest in games generally, according to company executives. This is traceable to the fact that console games in general seem to supply the missing link between bell machines and table-type games. In many territories console games are said to serve as a compromise offering between the bell and table payout games. As a result consoles are reported by Pacific officials to open up a wider field of operation for operators of both bell machines and automatic pay tables.

Surveys and sales on the Dominole console by Pacific road men are reported to indicate that bell machine operators are investing heavily in console equipment. Inasmuch as the entire operation of games of the console type represented by Dominole amounts to the effortless insertion of a coin in the sliding chute no resistance is offered to players. All action is fully automatic. The rotodrum odds commutator gives the thrill of reels in the primary play to establish odds value on the domino (galloping type) combinations. Then comes the flare of light-up domino combinations and the traveling arrow that points out a win or loss of the award indicated on the roto-drum odds commutator.

Everything in the Dominole console is said to be engineered to a point of electrical and mechanical perfection. Clifford Bowman, popular Pacific sales executive in charge of Dominole console sales, reports the game going over so well in all territories that he is inviting every distributor and operator in the country to include it in their next game purchases with his assurance that complete satisfaction will be rendered.

A NEW STAR



HOLLYWOOD



STEP-UP CARD Offers Big Profits for Small Investment. 133 Winners in all. (\$25.00 Top Payout)

Sample Deal, Complete, \$5.00. Dozen Lot Prices, Complete Deals, \$3.50 Each. Reels (Card & Label), \$2.75 Each.

DEAL TAKES IN (2280 @ 50) . . . \$114.00

AVERAGE PAYOUT 70.00

AVERAGE PROFIT \$ 44.00

Write for Quantity Prices.

1/3 Deposit — Balance C. O. D.

MONARCH COIN MACHINE CO.

Distributors

1731 BELMONT AVE. CHICAGO

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

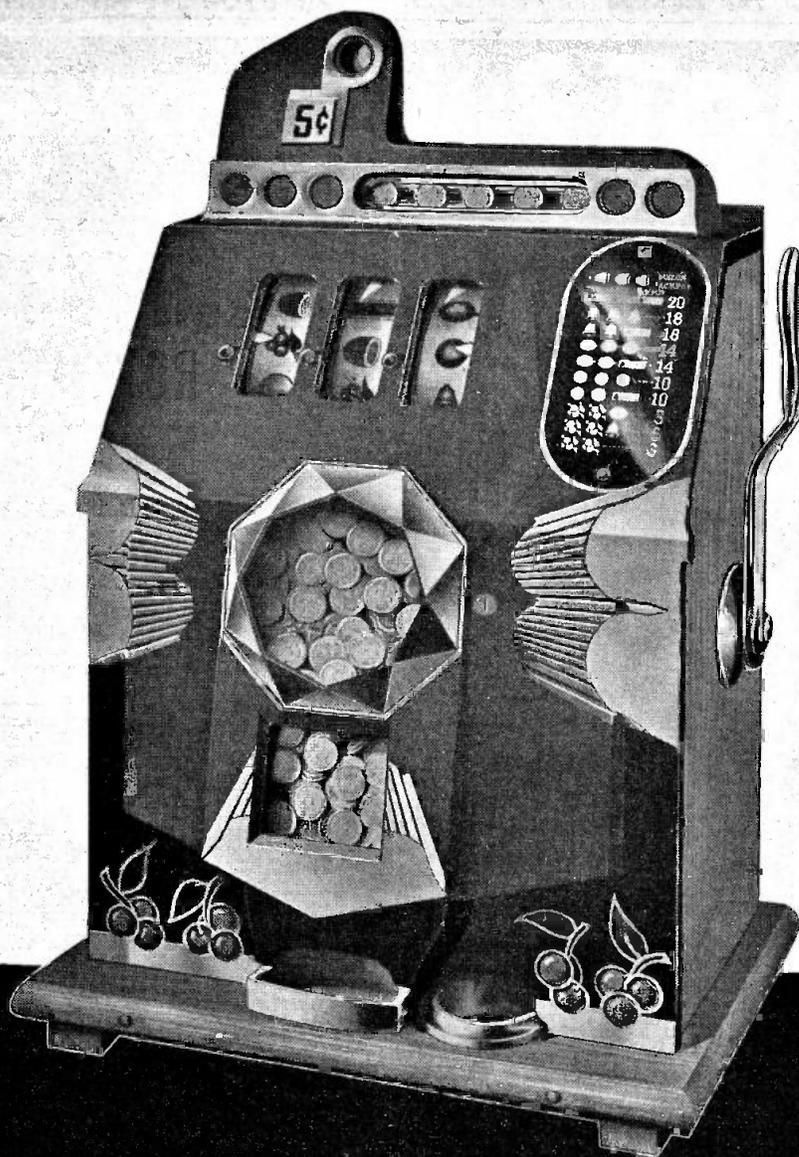
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

* MILLS MELON BELL

When we say the Melon Bell is the GREATEST COIN MACHINE EVER BUILT, we know what we're talking about! We've built hundreds of thousands of great ones. But the Melon has blazed a new trail among Bells, it has set up an entirely new idea of Bell action, and it HAS CONSISTENTLY PROVEN ITS ABILITY TO EARN 20% MORE THAN ANY OTHER MACHINE. See that immense collection of coins dominating the whole front of the machine? That's the NEW MELON JACKPOT which is delivered to the player when three watermelons come up in a line on the reels. This Jackpot is offered over and above the regular Jackpot which is automatically paid out on three Bars. Nothing like it on the market! And the mechanism is the invincible, invulnerable Mills Mystery, the machine that gives unflinching service through the years!

FREE MELON—IN OCTOBER

This expensive machine, in either Bell or Vender model, and choice of 5c, 10c, or 25c play, is offered to buyer-operators absolutely free in October 1937, when they fulfill the terms of our special offer. Thousands of operators are already arranging to get these gold mine machines free in October. Don't fail to get your Free Melon! Write, wire or phone us for a short statement of the simple requirements of this amazing offer. Our big catalog "Mills Latest Money-makers" also sent free!



* FREE!

UNDER TERMS OF OUR
SPECIAL OCTOBER OFFER

Mills Novelty Co., 4100 Fullerton Ave., Chicago

World's Largest Manufacturers of Coin Operated Machines

Bally's 1937 AIRWAY



**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!

\$74⁵⁰

F. O. B. CHICAGO

**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 SALESBARD

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 MULTIPLIES 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.

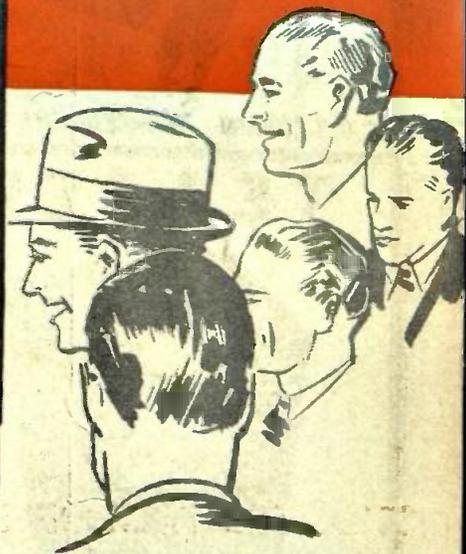
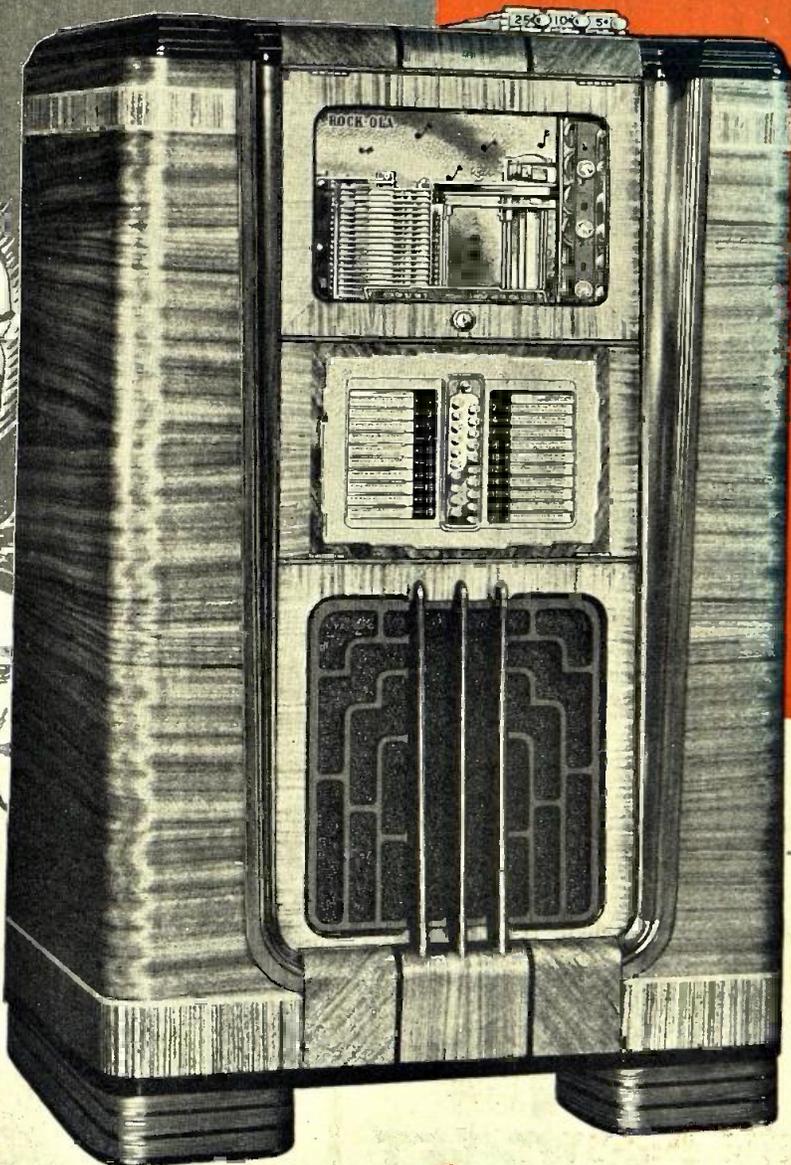


EVERYWHERE
EVERYBODY

marvels at

ROCK-OLA'S

TONE
QUALITY



THIS IS THE

Imperial 20 (TWENTY RECORDS)

ITS WIDER SELECTION OF CHOICE MUSIC ASSURES
GREATER EARNINGS FOR OPERATORS AND LOCATIONS.
ITS PERFECT MECHANICAL FUNCTION OFFERS INDEFINITE
TROUBLE-FREE SERVICE... A ROCK-OLA PHONOGRAPH
HOLDS LOCATIONS WITH *the Best there is in Music.*

ROCK-OLA MFG. CORP.

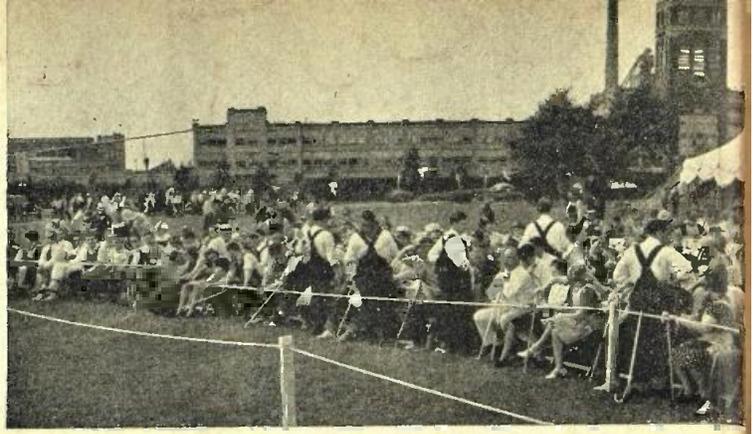


800 N. KEDZIE AVE., CHICAGO, ILL., U. S. A.

CANADIAN DISTRIBUTORS: P. and H. COIN MACHINE CO., 257 VICTORIA ST., TORONTO, CANADA



100 Wurlitzer guests see big circus parade preliminary to mammoth circus and old west show staged on Wurlitzer factory grounds.



Another view of Century Club members and their wives from every state in the Union enjoying three days of fun in Buffalo.



All day, gay crowds of Century Clubbers trooped down to the "Maid of the Mist" landing for a free ride on this famous rubberneck ship.



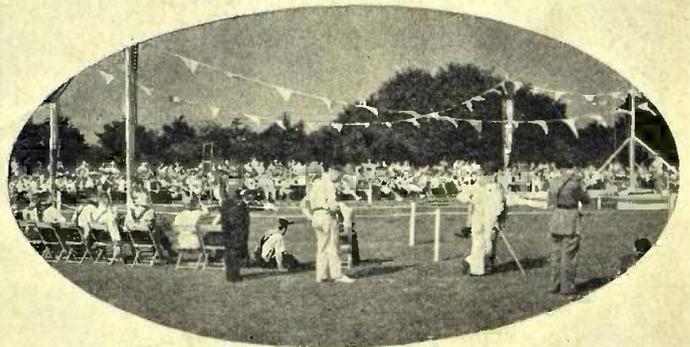
Homer E. Capehart personally demonstrates the new Wurlitzer Model 616A to enthusiastic groups of admiring operators.



In this corner in white pants, Wurlitzer's Vice-President and Plant Manager, Carl Johnson, and Vice-President, Capehart, viewing the fights.



New York operator's 20 to 10 soft ball victory over Chicago greeted uproariously by howling mob of overall clad rooters.



Acrobats, Indians, Clowns, Bands, Knife Throwers and Performing Dogs enthrall a huge operator audience.

First of 46 bus loads of "America's Most Successful Operators" arrive at the Wurlitzer plant for a field day.

STILL THE TALK OF THE INDUSTRY

As Wurlitzer Automatic Phonographs get and hold the best locations, so do Wurlitzer operators get together and hold the best conventions. This one, the First Annual Party of the Wurlitzer Century Club, August 25th, 26th and 27th in Buffalo is still the talk of the industry.

LEADING OPERATORS ENTHUSIASTIC OVER NEW WURLITZER MODEL 616A

See the brilliant new Wurlitzer Phonograph Model 616A that was introduced at the Convention. Profit by the example and share the rewards of America's Most Successful Operators. Find out if there is an opportunity in your locality for another Wurlitzer operator. The coupon will bring you the answer.

THE RUDOLPH WURLITZER COMPANY, Dept. F-101
North Tonawanda, N. Y.

I am interested in becoming a Wurlitzer operator in my locality. Send me the details.

Name _____

Address _____

City _____ State _____



WURLITZER
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